



## WHY CHOOSE DIGITAL REWARDS?

- It's easy! Simple distribution and implementation make these rewards among the most practical and cost-effective incentives available.
- These relevant and popular rewards — like music, movies, magazines and eBooks — are items people love and regularly use.
- Customers can choose their exact reward, so everyone gets exactly what they want — and you can reach multiple demographics with the same reward.
- Since they're valuable to the consumer, these rewards are very effective at increasing attention, strengthening interest and improving engagement.

### » Product

Magazine Subscriptions

### » Industry

Food & Beverage

### » Use

Customer Loyalty Program

## VALUABLE REWARDS AND DELICIOUS DINNERS THE PERFECT PROMOTION

Lean Cuisine® was looking for valuable incentives to include in their Delicious Rewards program. Incorporating Digital Rewards into the program provided a simple way to offer members relevant, valuable and easy-to-redeem rewards. Some of these rewards included music downloads, movie tickets, and magazine subscriptions. These are all gifts that hold a high value and come off as universally appealing.

Once ready to redeem their reward, consumers were brought to a custom-landing page that easily incorporated the program's look. This campaign proved that wide-reaching, high-perceived value incentives work for a diverse audience. The more rewards to offer, the more rewards there is to choose from. The flexibility of codes makes integration seamless.