



## 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**  
*eGift Cards*

» **Industry**  
*Travel*

» **Use**  
*Customer Gift*

# A EFFECTIVE WAY TO THANK LOYAL CUSTOMERS

Lufthansa, the largest airline in Europe, was looking for a simple and compelling way to thank their customers for choosing their service. They chose to reward customers with eGift cards worth \$10 and \$25 to show their gratitude for their business.

Recipients received a code in which they were directed to a custom-branded landing page where they could choose from many different gift card options. Possible choices included clothing retailers, delicious restaurants, and many other well-known stores.

Because the codes were given out digitally, the campaign had an easy execution and fast implementation. It easily rewarded the recipient with an instant gift. It was also zero delivery cost, which was very convenient for the giant airline company. Offering reward codes for universally appealing prizes is an easy and flexible solution for giving thanks.