



## 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**  
*Utilities*

» **Use**  
*Customer Gifts & Incentives*

## A SIMPLE WAY TO THANK EMPLOYEES FOR COMPLETING AN ACTION

Distributing Amazon® eGift Card codes digitally was an easy way for NV Energy® to thank members who switched to the company's eBilling service. This service reduces the use of paper products, so giving customers the ability to shop online via Amazon was the ideal way to thank customers for going paperless.

Because the codes were given out digitally, the campaign had an easy execution and fast implementation. It easily rewarded the buyer with an instant gift-with-purchase. It was also zero delivery cost which fit perfectly with NV Energy's budget.

Offering reward codes for universally appealing prizes is an easy and flexible solution for completing an action.