

THE POWER OF DIGITAL REWARDS BANKING INDUSTRY

While free toasters and place settings are no longer in vogue, valuable and relevant gifts and rewards are still essential to the banking industry. To contend in this competitive market, financial institutions must have a selection of innovative offerings to provide as incentives. With a suite of popular gifts, Digital Rewards fit the bill.

High-value Digital Reward Cards are a simplified way to reward desired actions. Appealing to all age groups, these rewards are ideal for thanking customers for opening new accounts, making deposits, converting to paperless statements, making referrals and more. These modern promotional gifts are also a cost-effective way to motivate employees or to enhance recruiting efforts.



Q POWERFUL USES OF DIGITAL REWARDS WITHIN THE BANKING INDUSTRY

- » **Easily thank new customers** who open an account by giving them valuable digital incentives.
- » **Reward customers who add services**, attend consultations, reach milestones and more.
- » **Encourage enrollment in paperless** statements, recurring Auto Pay, and mobile services.
- » **Give rewards when individuals make deposits**, contribute to their money market and IRA accounts and more.
- » **Provide event attendees with a fun giveaway item** that is easy for staff to transport to the event.
- » **Recognize superior service** by offering easy on the spot rewards to employees who exceed company expectations.

CASE STUDIES:



Client: Bank of America ▶ **Use:** Event Giveaway ▶ **Reward:** Magazine Subscription

To promote their sponsorship of the NFL, Bank of America wanted to provide NFL fans with a valuable gameday giveaway.

Bank of America chose to reward attendees at numerous football games across the country with a postcard redeemable for a free subscription to *ESPN Magazine*. The instructions on the card drove spectators online to a branded landing page to redeem their reward and view current promotions with Bank of America.



Client: Citibank ▶ **Use:** Customer Acquisition ▶ **Reward:** Phone Card

Citibank wanted to a creative way to reach the Hispanic market and hoped to increase business within this particular demographic.

To do so, Citibank created a targeted direct mail campaign aimed at the Hispanic customer base. Each recipient was sent a \$10 pre-paid international phone card. By offering this desirable reward, Citibank was able to make an impact on the market and create new business within the Hispanic community.



Client: Millbank ▶ **Use:** Customer Incentive ▶ **Reward:** Movie Ticket

In an effort to increase account holders, Millbank was looking for an easy incentive to offer customers who opened a new account.

When accounts were opened with the bank, Millbank offered their customers a Movie Ticket Card. Each card gave their customers the ability to see a movie of their choice, completely for free. Millbank was able to build business and customer loyalty with this simple, high value Digital Reward.



DIGITAL REWARD CARDS

Made up of a full range of physical and digital products, Digital Rewards include popular items like Music Downloads, Movie Tickets, Digital Movie Rentals, Magazine Subscriptions, eBooks and beyond. Digital Reward Card promotions use reward codes to deliver high-perceived value products. With our easy-to-implement platform, brands can offer these relevant, real-world items at a fraction of their perceived value.

DID YOU KNOW?

- The tables have turned: Digital downloads now exceed physical sales.*
- Next big thing: It is predicted that gains for online movies will increase tenfold between 2007 and 2017.**
- Big picture potential: Over two-thirds of the U.S. population attend at least one movie every year.***
- Cover to cover: Americans spend \$9.3 billion dollars on magazine subscriptions annually.****

* Nielsen/Billboard; Pew Research Center

** Mintel

*** Motion Picture Association of America

**** The Association of Magazine Media, 2012/2103 Magazine Media Factbook