

MAKE REWARD DELIVERIES STRENGTHEN YOUR BRAND

Rewards at scale cannot operate without payment platforms and incentive automation.

Outside vendors often become more visible than your own organization's brand, and that detracts and weakens the perception of the reward by participants.

Stop Letting Vendors Take The Credit!



01 Don't Use Your Vendor's Address/Domain

- Send emails from your own domain, not your vendor's.
- Include a reply-to address to foster accessibility and trust.
- Encourage two-way communication: questions, feedback, help.
- Helps identify invalid addresses through bounce messages.
- Consider SMS delivery for immediacy and visibility.



Personalize Your Message

02



- Address the recipient by name and context.
- Include a personal note when possible.
- Add direct contact information to encourage engagement.
- Personalization fosters connection and loyalty.

03 Don't Let Vendors Steal the Show

- Avoid advertising the vendor's platform instead of the incentive.
- Example: Sending a vendors branded link instead of the Visa card shifts focus from the gift to the vendor's platform.
- Attention check: If your brand appears 4x and the vendor 12x, the vendor dominates branding 3x more.
- Vendors should support your brand identity, not replace it.



Prioritize Your Brand

04



Do:

- Deliver from your domain.
- Keep the message focused on your brand and the incentive.
- Use consistent logos, colors, and messaging.

Don't:

- Let vendor logos dominate.
- Allocate the majority of messaging to the vendor.
- Minimize your brand presence.

05 Give Recipients Choice

- Offer national brands, local retailers, and popular charities.
- Make selection convenient and easy to navigate.
- Ensure options are ordered to benefit participants, not your vendor.
- Align selections with program theme and price point.
- For international programs, ensure location-aware selection.



Maximize Value and Engagement

06



- Mix presentation and messaging to boost response.
- Follow up with personalized messaging to move the process forward.
- Ask for additional engagement when prospects are positive about your brand.
- Include local options by zip code as well as popular charities.
- Make an effort to increase impressions — claim rates improve up to 15% with three reminders in 30 days.

07 Reminder Schedule

- Day 1: First reminder — helps bypass spam filters and ensures visibility.
- Day 3: Reinforce brand and show you care.
- Day 15: Friendly reminder — can reuse message or tweak subject line.
- Day 28: Final reminder if your incentive expires in 30 days — ensures unclaimed rewards return automatically to your account for future programs.



Post-Claim Follow-Up

08



- Reinforce your brand and message.
- Add an additional "thanks" or a call to action (ask for a call, meeting, or survey).
- Capitalize on the moment when recipients are engaged and feeling positive.

09 Optimize the Experience

Do:

- Personalize selection pages and messages.
- Include clear calls to action.
- Make choice simple and convenient.
- Be creative with options.
- Send reminders and post-claim follow-ups.
- Add secondary calls to action to reinforce engagement.

Don't:

- Make the redemption process inconvenient.
- Let vendor branding dominate.
- Lose focus on your brand's message and intent.



Your incentive program is a reflection of your brand.

Maximize personalization, convenience, and brand prominence to ensure participants focus on you, not your incentive fulfillment vendor.

Prominent brand identity + personalization + thoughtful choices + reminders = higher engagement and loyalty.