

Give or Take?

GIVE!

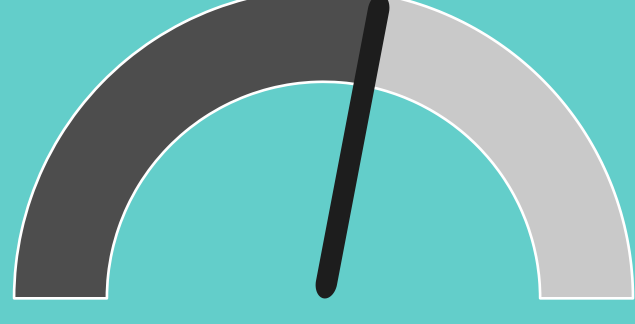
Reward-Based Promotions Outperform Discounts

Like your peers, you're a sharp brand marketer with multiple goals and a variety of promotions to achieve them. But when and why do you pick one over another? Aberdeen Group* asked marketers from leading companies about how they choose between—and benefit from—reward-based promotions (such as rebates) versus discounts offered at checkout.

Here's how giving rewards can make your marketing dollars work harder.

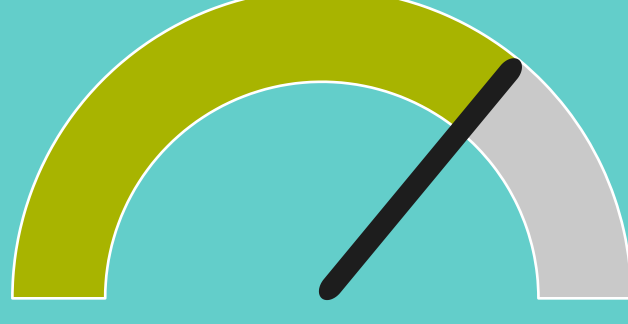
Who wants more revenue? You do. Obviously.

For companies surveyed, they experienced annual company revenue increase YOY



28%

Discounts

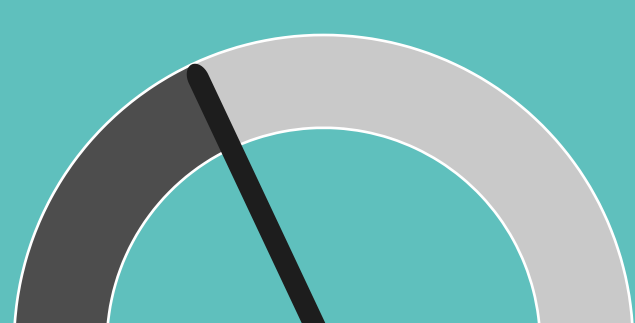


36%

Reward-based promotions

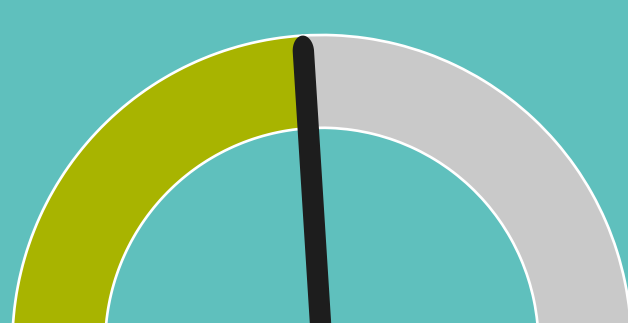
And more profitability per customer? That too.

For companies surveyed, average profit margin per customer



18%

Discounts



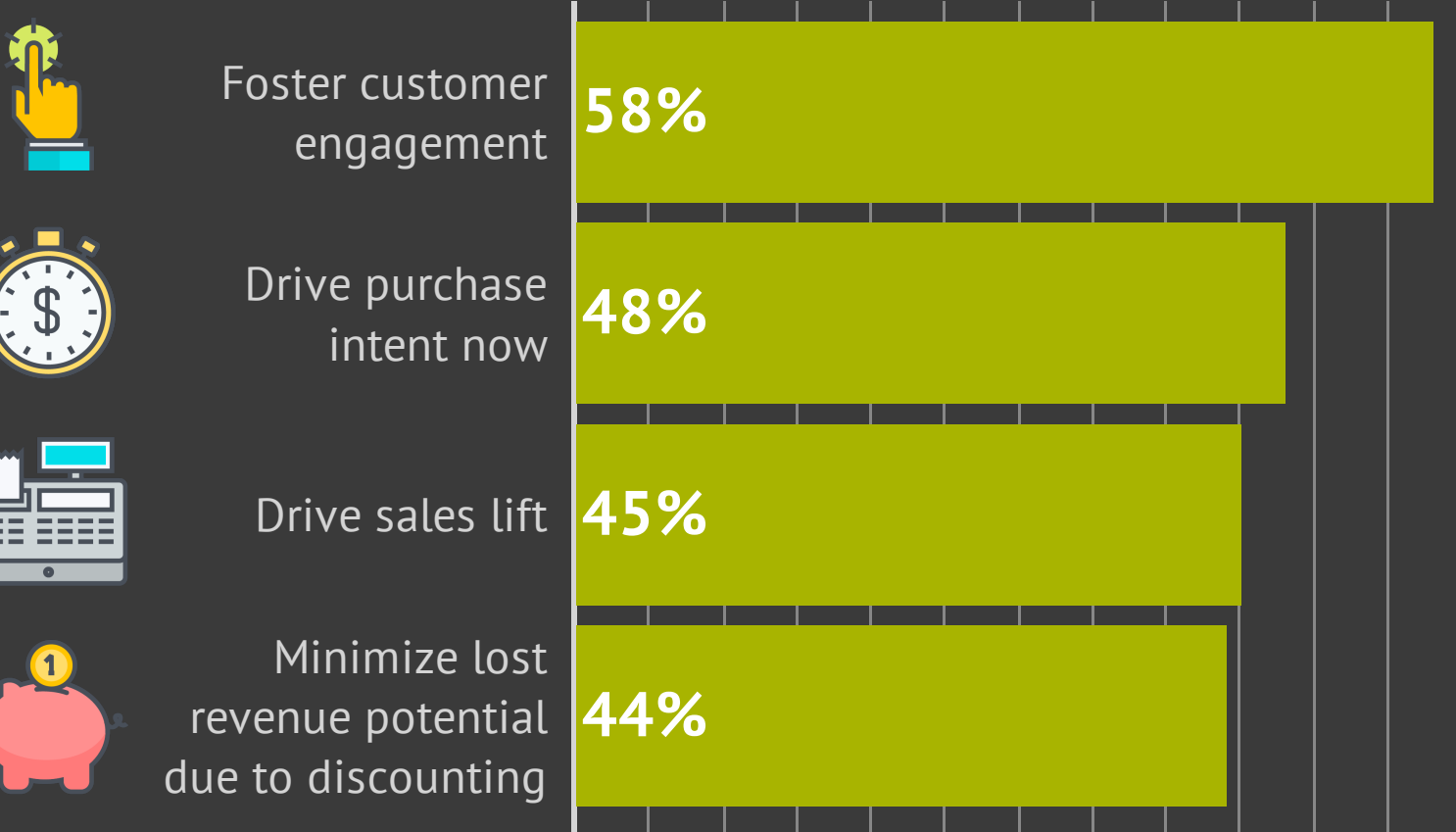
24%

Reward-based promotions

LOOK!

Four more reasons to choose reward-based promos.

Percentage of marketers surveyed who use reward-based promotions for these reasons



Plus, keep YOUR BRAND on the up and up.



43% of marketers who choose reward-based promos want a premium brand image, not a discount one.



67% of marketers we asked who use reward-based promotions said:

The **A-number-one-best-and-most-important** way to measure success is an



Increase in loyalty and customer retention

So what does all of this this mean to you?

If you need to INCREASE



company revenue



purchase intent



profit margin per customer



premium brand image



incremental sales lift



loyalty



customer engagement

Then reward-based promotions may work better than discounts, according to some of the smartest marketers around.

Want to talk to a reward-based promotion expert? Of course you do!

866.219.7533

[Start a Conversation](#)