

21 OPPORTUNITIES

to Reward Your Customers in 2021

Where would you be without your customers? That's why, in 2021 (or any year), you need to find opportunities to reward them for buying, trying and sharing your brand or products wherever you can.



Nothing is more rewarding than prepaid reward cards, gift cards and eGifts from Blackhawk Network.



Get a \$15 gift card when you buy three or more "Bundle & Save" items!

\$15 GIFT CARD

BUY MORE,
SAVE MORE!

SALES

- When they grow their basket size to a certain level
- When they buy a combination of products you want
- When they sign up for a longer service term
- When they spend back like you asked



56% of survey respondents prefer a prepaid card to a discount or special offer.*

TRIAL

- When they test drive your product or service
- When they shop online vs. in-store
- When they try your curbside pickup
- When they're among the first at a new location



65%

Come in for a test drive. Get \$50!

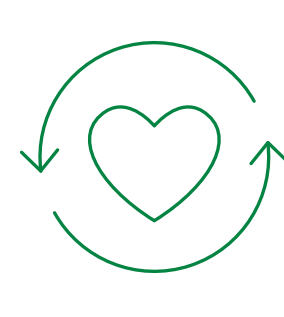
Visit your local Brand Motors showroom, test drive a 2021 model and we'll send you a \$50 reward card!



of consumers surveyed were encouraged to purchase more often with the brand when receiving a prepaid or gift card as a reward from that brand.*

LOYALTY

- When they download your mobile app
- When they sign up for a subscription
- When they just deserve a thank-you
- When they enroll in your loyalty program
- When they always pay their bills on time
- When they come back to your store or brand



63% of consumers said receiving a gift card as a reward from a brand would increase their loyalty to that brand.*



APPEASEMENTS

WE'RE SORRY!

This is Baxter the Blunder Beagle. He's here to help us tell you how sorry we are that you weren't happy with your purchase. We want to keep our customers happy, so here's a prepaid card to replace your purchase.



Sincerely,
Your Brand Here
(and Baxter)



- When you owe them an apology
- When they complain about customer service
- When they get an out-of-stock message online

ADVOCACY

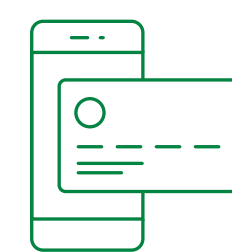
Spread the Word!

Refer your friends and family and receive a \$50 prepaid virtual account from Your Brand for each new line of service!



Your Referral Code: X3784521X

- When they complete your survey
- When they write a product or service review
- When they refer friends or family
- When they give you a testimonial



Reward-based promotions allow you to engage with potential customers where they are—online, in stores or on their phones.

LET'S TALK CUSTOMER REWARDS

When you're ready to strengthen your customer engagement strategy, talk to Blackhawk Network and we'll show you the best reward options for your customers.



Call **833.727.6540** today.

