

CONSUMER INCENTIVE PROGRAMS ENGAGE. AMPLIFY. MOBILIZE.

Customers want to feel valued, not exploited. Consumer incentives create relationships and drive brand loyalty. A well-designed consumer incentive program attracts new customers and retains existing ones, resulting in increased sales.

A loyal customer base is the key to success. According to **Nielsen**, 84% of consumers value recommendations from friends and family above all forms of advertising – and additionally, 77% of consumers are likely to make a purchase after getting referred from someone they trust. Customers referred by advocates have a **37%** higher retention rate.

Did you know it costs a business **5-25X** more to acquire a new customer than it does to sell to an existing one? Existing customers also spend **67%** more than new customers.

Technology is improving the consumer reward delivery and management process, allowing companies to track buying behaviors and connect with customers through personalized marketing. The data collected from your consumer incentive programs can also help you upsell additional products or services.

JNR's **PaymentRise™** platform gives you the ability to manage campaign deployments and build multiple touchpoints. Easily generate and distribute redemption codes through any communication channel, provide multiple redemption options to consumers, and measure program effectiveness through engagement analytics. **PaymentRise** allows you to step away from program management and focus on understanding your target audience.

ABOUT JNR

As a leading Mastercard® Prepaid Card Program Manager, JNR offers complete solutions that will motivate your target audience to enhance performance, drive brand awareness, build loyalty, improve retention and increase productivity, safety and wellness.

Our tailored solutions include branded cards, a powerful yet easy-to-use online Incentive and Reward Platform, insights and analytics, and exceptional in-house account management, customer service and fulfillment teams.

For more information please contact cardservices@jnrcorp.com.



Increasing customer retention rates by 5% increases profits by 25% to 95%, according to research done by Bain & Company.

JNR CONSUMER INCENTIVE PLATFORM

Our incentive platform allows administrators to:

- Distribute award codes digitally (email/text), by phone, in person, in-app and on product packaging
- Offer multiple payout options, including physical prepaid cards, virtual cards and digital gift cards
- Gain insight into program performance with analytics and reporting
- Utilize JNR's data consulting services to gain deeper program insights