



Best Use of Prepaid in an Incentive Programme

How the evolution of a global prepaid incentive solution by Ovation enabled its client, Survey Sampling International (SSI), to create a ground-breaking first in the market research industry - QuickThoughts - the first multi-country mobile-only market research panel and app.



Campaign Summary

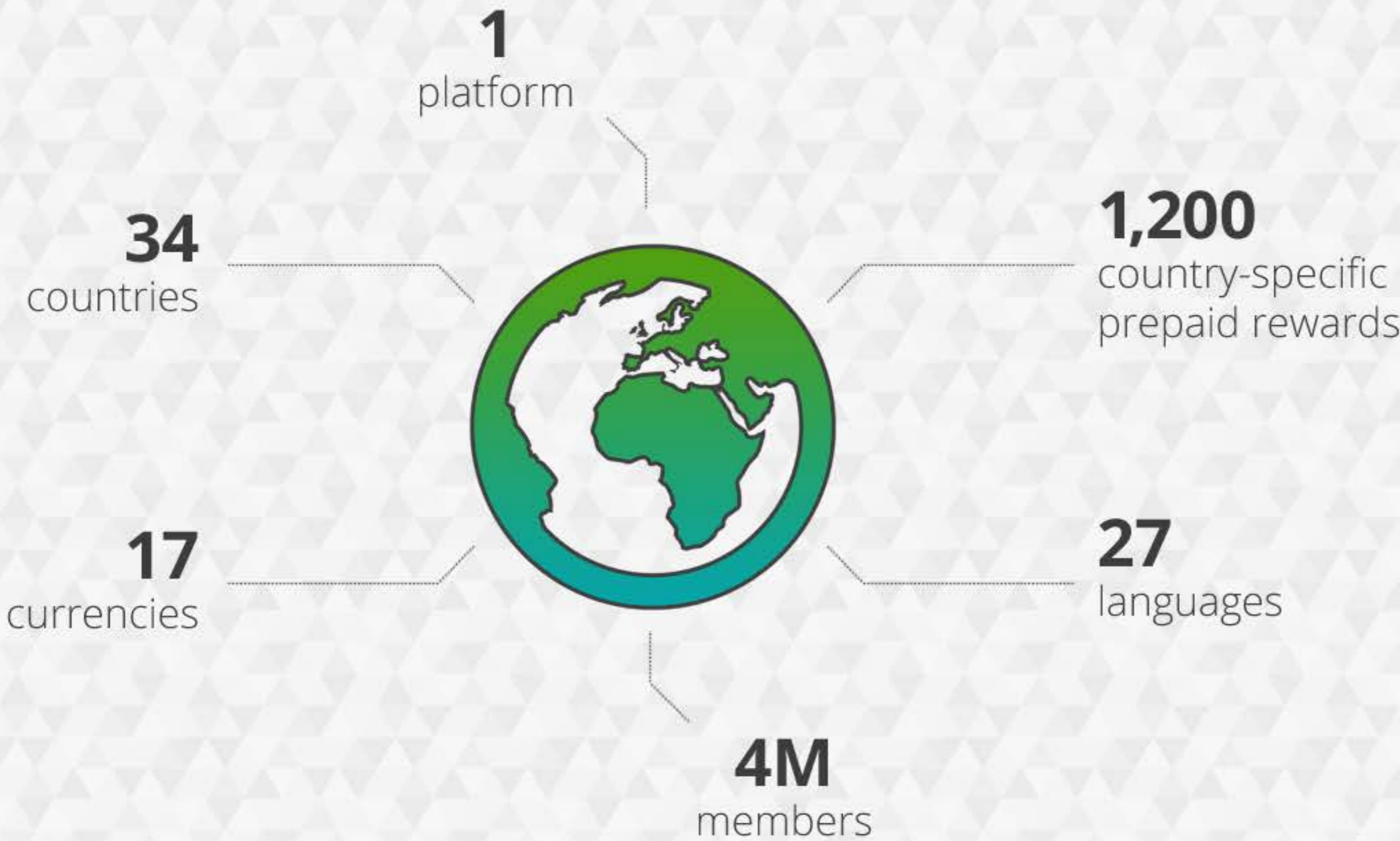


FIGURE 1

The Statistics



25%

increase in
monthly survey
completion rates



60% above target

66%

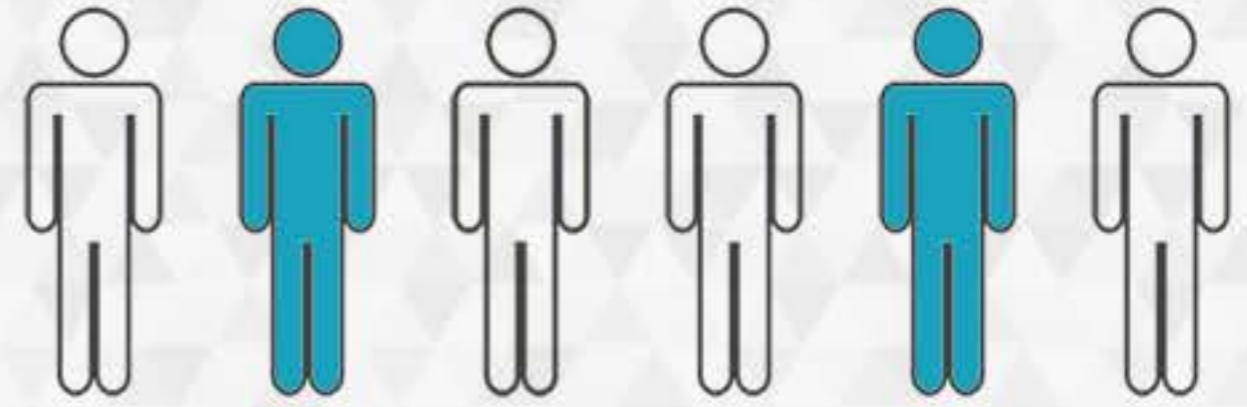
average panel
retention rate



that's 230%
above target

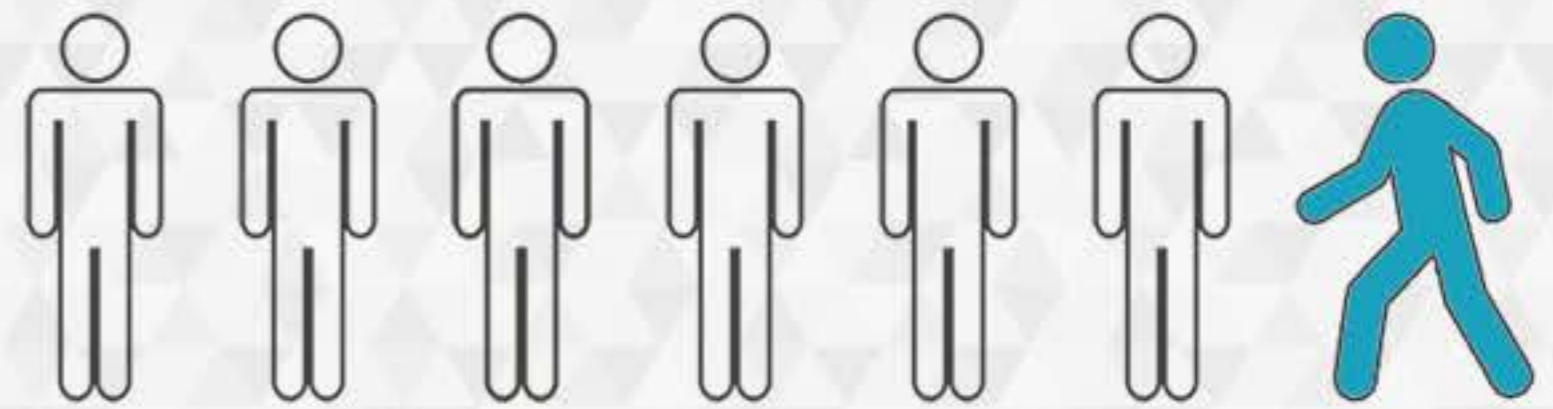


FIGURE 2



30%

increase in
panel member
uptake



1   **%**

of global customer enquiries answered within 2 working days



DECREASED LOGISTICAL COSTS BY **21%** IN 2010 AND BY **63%** IN 2014 THROUGH USE OF DIGITAL REWARDS

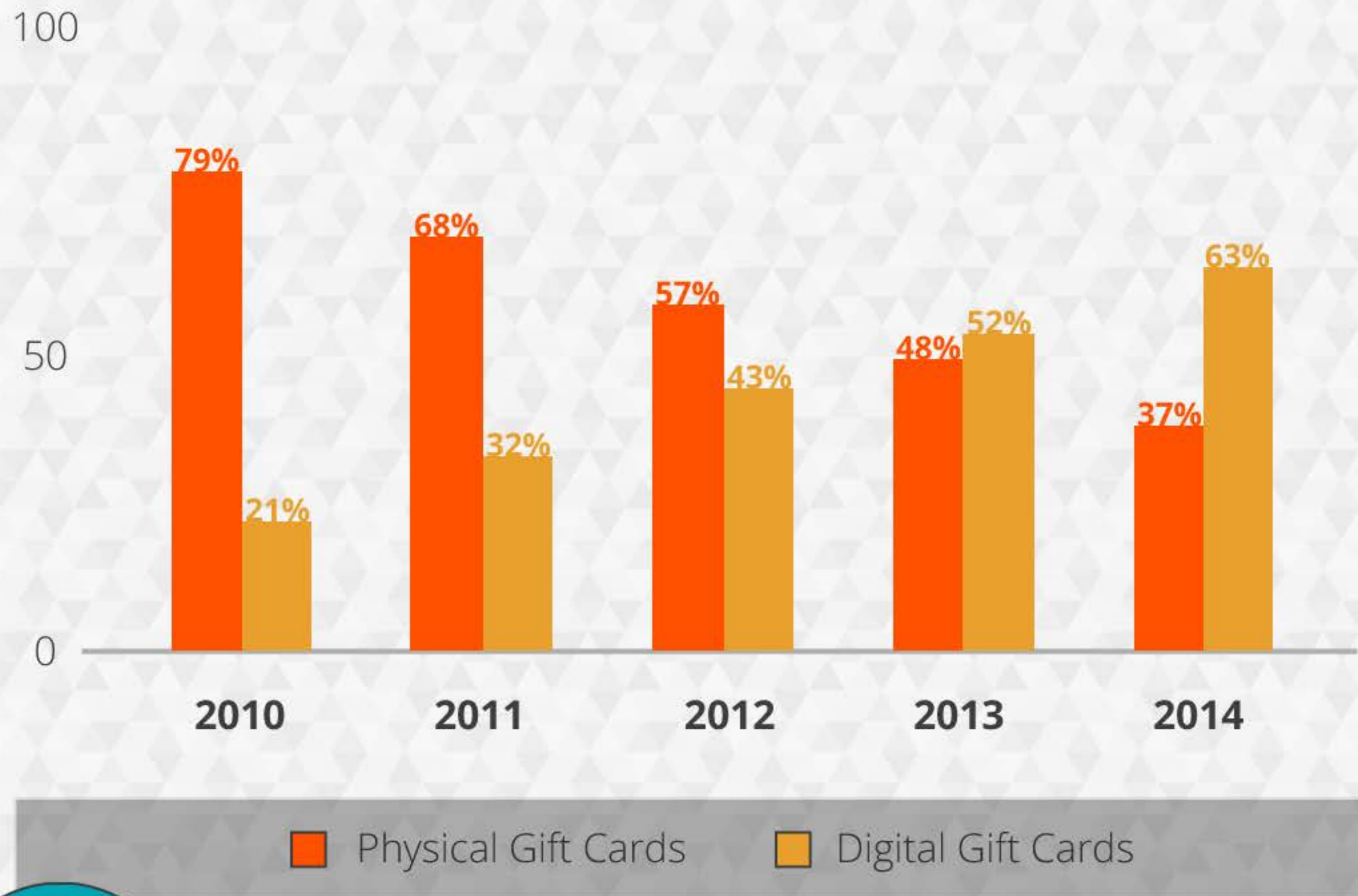


FIGURE 3



6.8 to 2.8 days
average global physical gift card fulfilment time reduction

Reduction in logistical costs is **68%** above target

Introduction of locally desirable **digital** gift card options to reduce global postage costs

FIGURE 4

Understanding of Locally Desirable Prepaid Rewards

...which are not always gift cards



MyCard gaming cards in Asia

Rice vouchers in Japan



Happy Money in Korea



QQ Coins in China

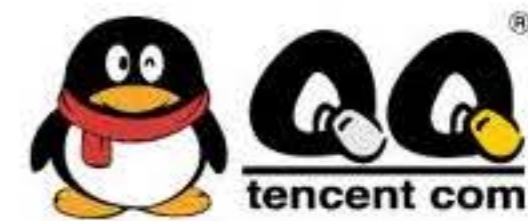
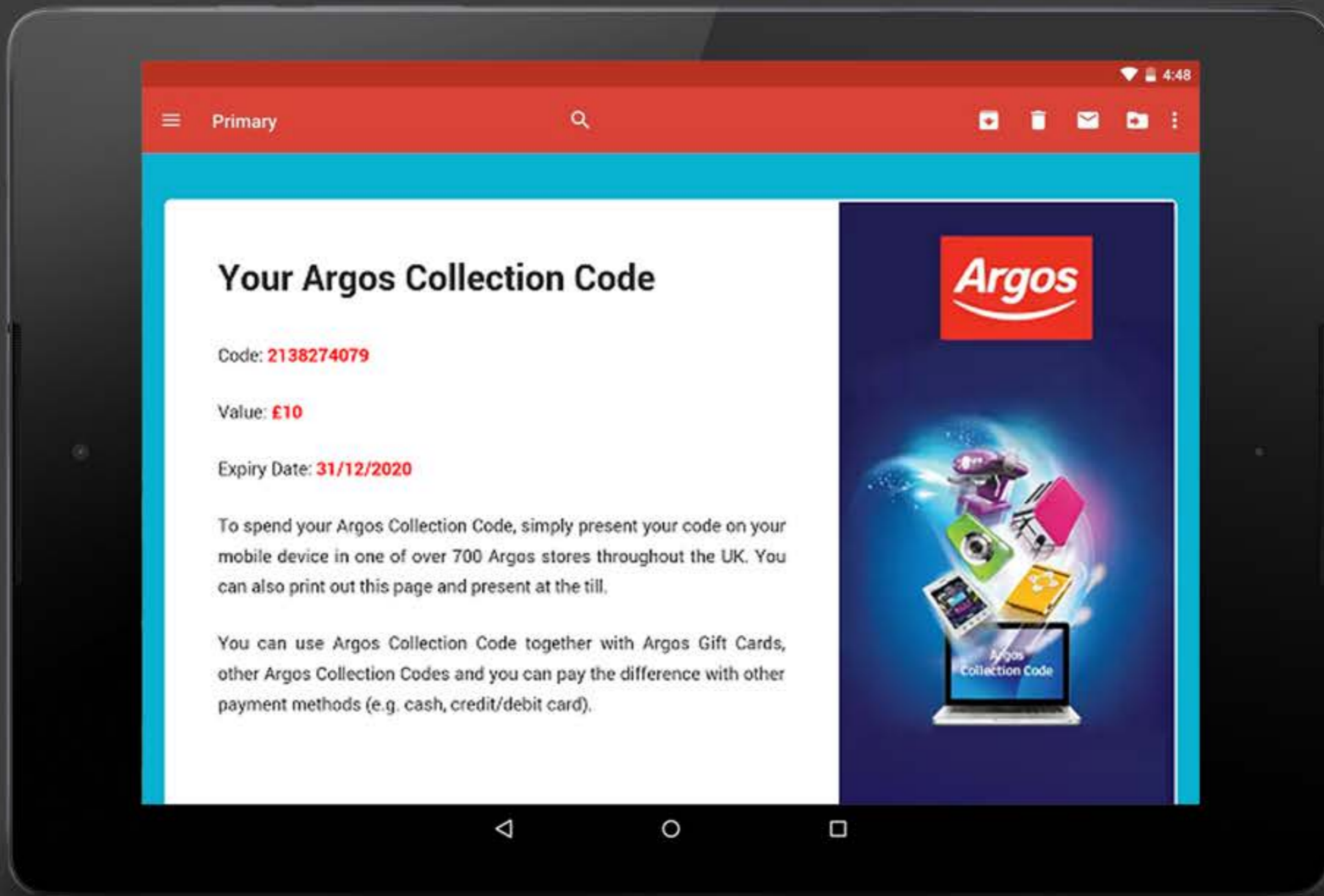


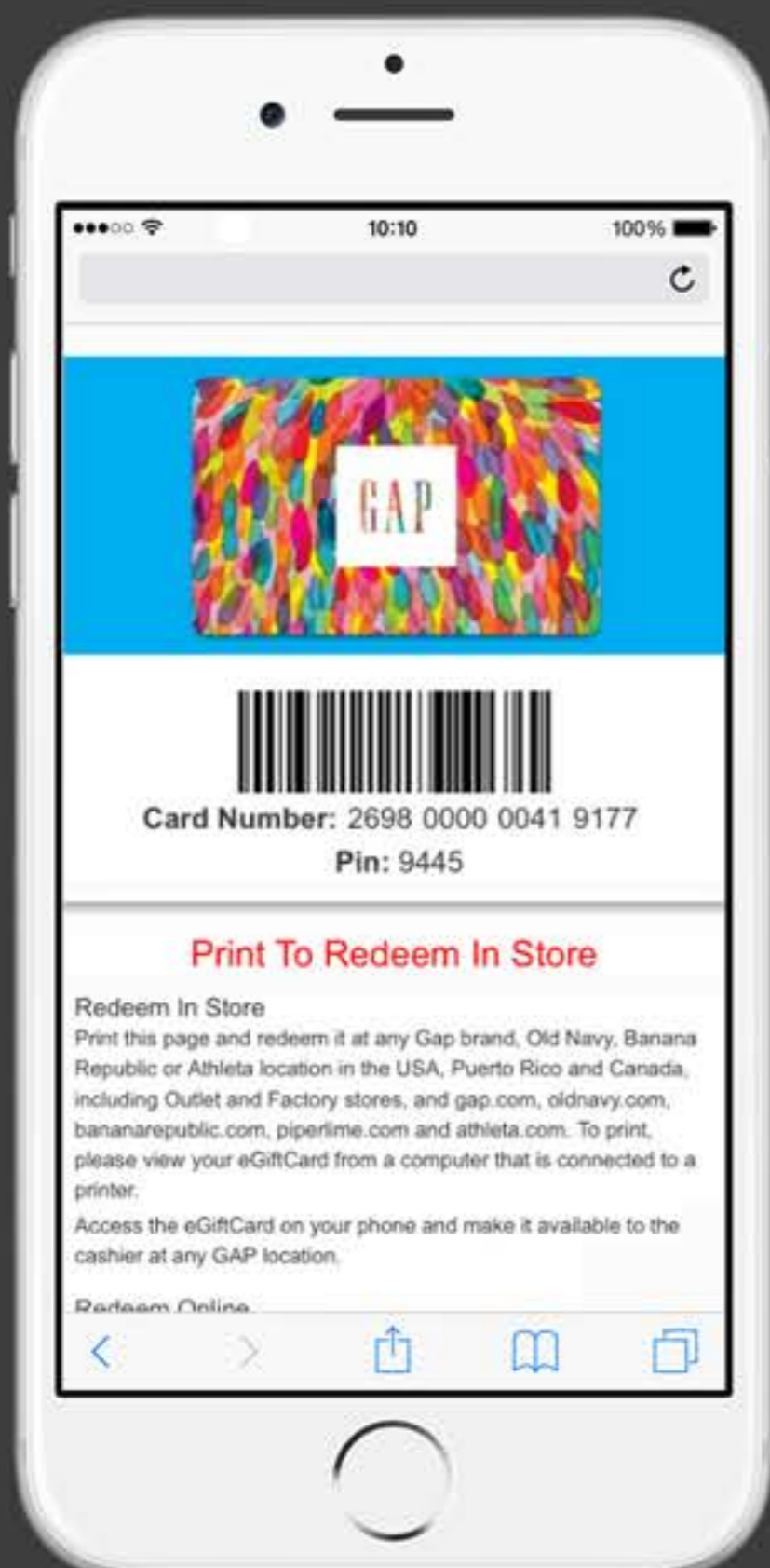
FIGURE 6

Digital Reward Distribution



Collection Code E-mail

Mobile Barcode



Print E-voucher



Ground-breaking Mobile Reward Platform

The first multi-country mobile-only market research panel and app.

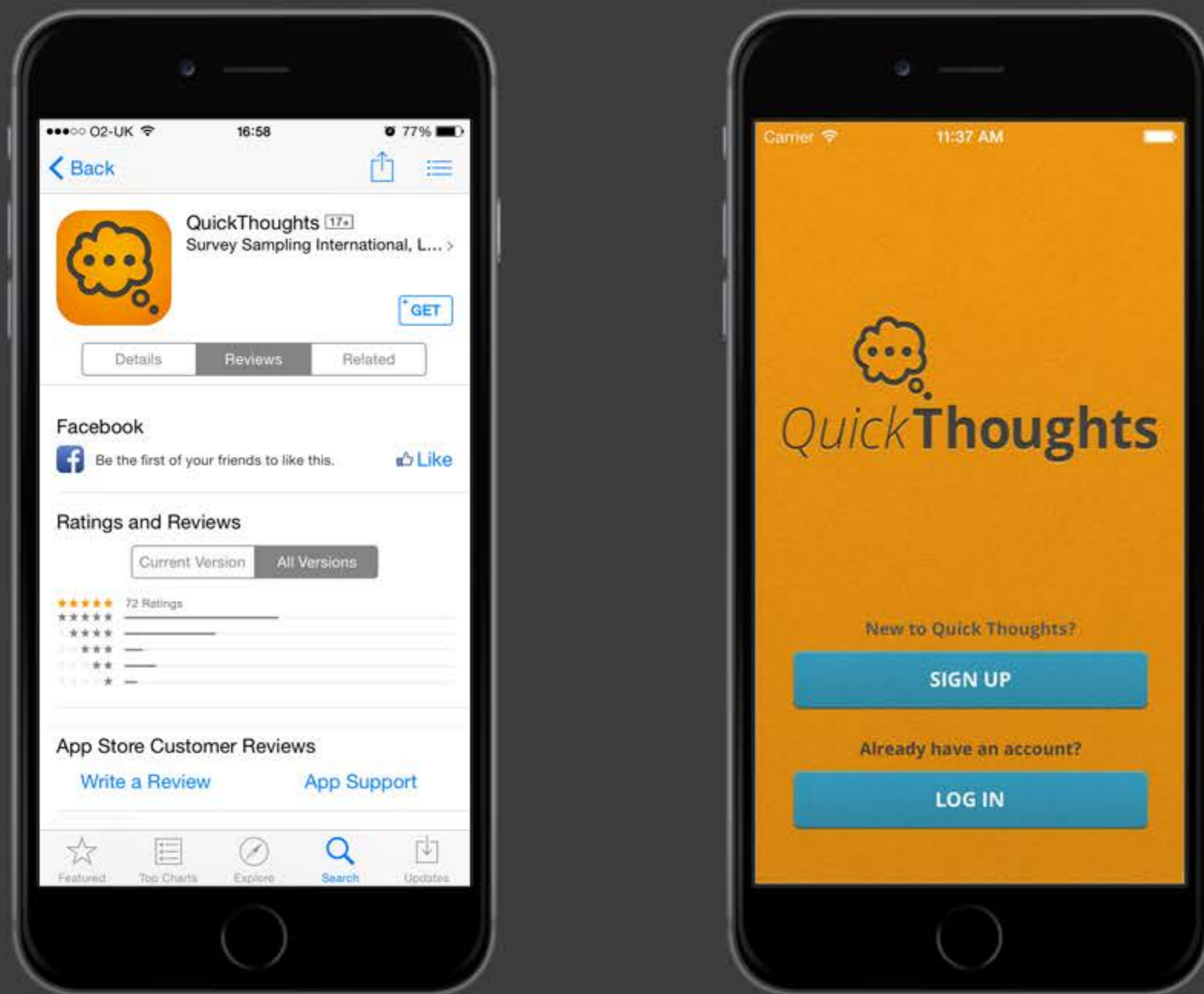


FIGURE 8



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