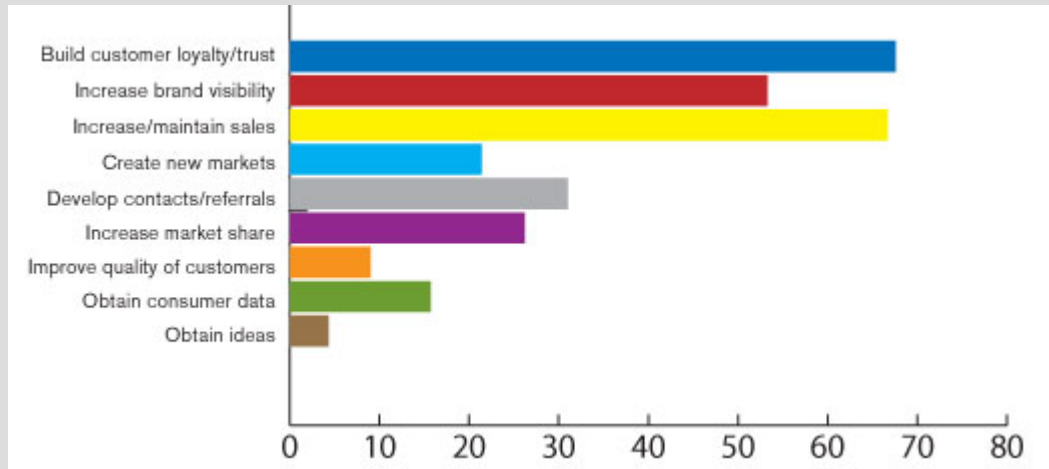


## Incentive Report: Consumer Promotions (Full Results)

This Incentive Report on consumer promotions was conducted online from November 7-27, 2007. The 210 survey respondents were *Incentive* subscribers who use consumer promotions as part of their incentive programs.

### 1. What are the main goals of your consumer incentive programs? (Select up to 3 responses)



		Response Percent
<b>Build customer loyalty/trust</b>		<b>67.6%</b>
Increase brand visibility		53.3%
Increase/maintain sales		66.7%
Create new markets		21.4%
Develop contacts/referrals		31.0%

Increase market share		26.2%
Improve quality of customers		9.0%
Obtain consumer data		15.7%
Obtain ideas		4.3%
Other (please specify)		2.4%

**2. What are the most important factors you consider when developing a consumer incentive program? (Select up to 3 responses)**

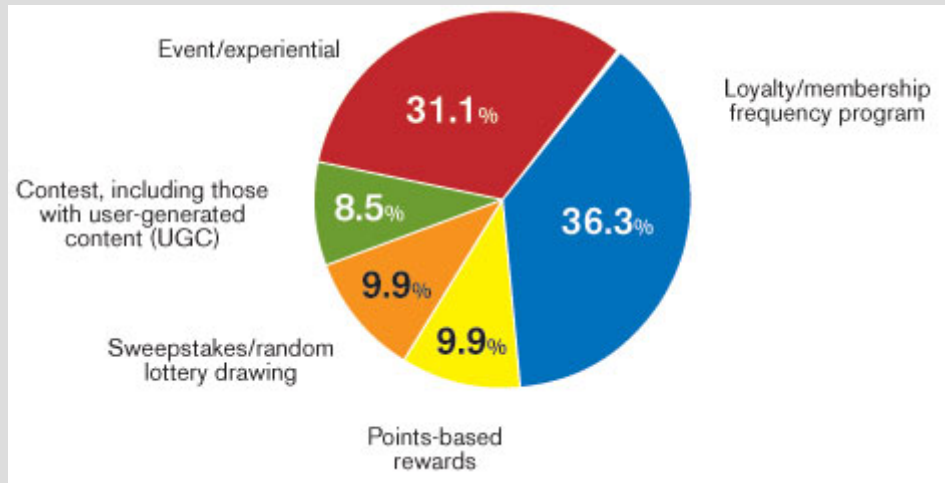
		Percent
<b>Leaving a lasting impression</b>		<b>59.8%</b>
Cost vs. desired result		52.6%
Perceived value		52.6%
Profitability		21.5%
Ease of administration		24.9%
Ease of fulfillment		19.6%
Matching program to audience		43.1%
Other (please specify)		1.4%

3. What type(s) of consumer incentive programs do you run? (Select all that apply)



		Response Percent
Loyalty/Membership/Frequency program		63.2%
Points-based rewards		30.1%
Sweepstakes/random lottery drawing		35.9%
Contest, including those with User-Generated Content (UGC)		29.7%
Event/Experiential		59.3%
Other (please specify)		5.7%

**4. What type of consumer incentive programs have you found to be most effective in achieving your goals?**

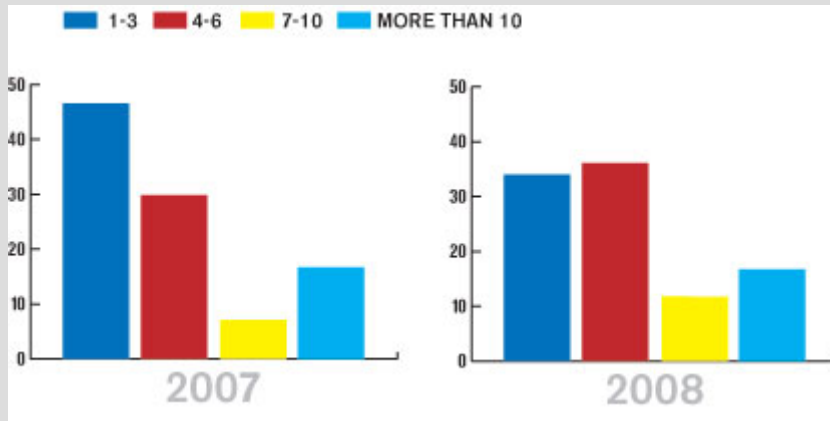


	Response Percent
Loyalty/Membership/Frequency program	36.3%
Points-based rewards	9.9%
Sweepstakes/random lottery drawing	9.9%
Contest, including those with User-Generated Content (UGC)	8.5%
Event/Experiential	31.1%
Other (please specify)	4.2%

**5. What methods do you use to communicate your consumer incentive program? (Select all that apply)**

	Response Percent
On product	30.5%
In store	34.5%
Print/radio/television	36.5%
Web-based/online	50.3%
Email	54.3%
<b>Direct mail</b>	<b>55.8%</b>
Mobile marketing	6.6%
Event for loyalty program members	31.5%
Event for members of the public	28.4%
Other (please specify)	3.6%

**6. How many consumer promotions did you hold this past year?**



	Response Percent
1-3	46.5%
4-6	29.8%
7-10	7.1%
More than 10	16.7%
<b>Average = 4.7</b>	

7. How many consumer promotions do you plan to hold next year?		
4-6		33.8%
7-10		14.1%
More than 10		18.7%
	Average = 5.4	

8. How long does each consumer program run on average?		
		Response Percent
1 month		33.8%
2 months		16.2%
3 months		26.3%
4-6 months		8.6%
7-9 months		1.0%
10-12 months		8.1%

**8. How long does each consumer program run on average?**

More than 12 months		6.1%
<b>Average = 3.6 months</b>		

**9. What type(s) of rewards do you prefer in your consumer incentive program? (Select up to 2 responses)**



	Response Percent
Merchandise	82.8%
Travel	26.3%
Cash	20.4%

9. What type(s) of rewards do you prefer in your consumer incentive program? (Select up to 2 responses)



Recognition		29.6%
Other (please specify)		5.9%

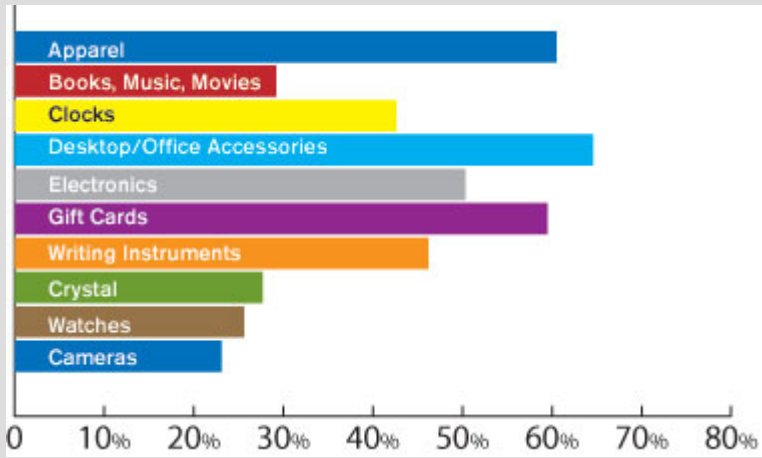
**10. What is the average cost of the TRAVEL rewards you used in the past year for consumer programs?**

	Response Percent
\$1-\$249	18.3%
\$250-\$499	5.9%
\$500-\$999	8.1%
\$1,000-\$4,999	13.4%
\$5,000-\$9,999	2.2%
\$10,000 or more	1.6%
<b>Do not use consumer travel rewards</b>	<b>50.5%</b>
<b>Average = \$1,682.32</b>	

**11. What is the average cost of the MERCHANDISE rewards you used in the past year for consumer programs?**

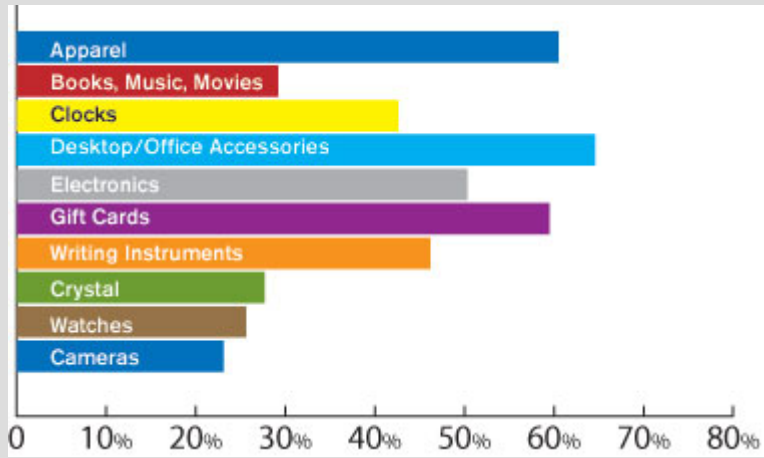
	Response Percent
\$1-\$24	22.0%
<b>\$25-\$99</b>	<b>29.0%</b>
\$100-\$499	26.9%
\$500-\$999	5.4%
\$1,000-\$4,999	7.0%
\$5,000-\$9,999	2.7%
\$10,000 or more	3.2%
Do not use consumer merchandise rewards	3.8%
<b>Average = \$909.01</b>	

**12. What are the most popular types of merchandise awards for consumer programs?  
(Select all that apply)**



	Response Percent
<b>Gift cards</b>	<b>54.9%</b>
Electronic items (cameras, computers, home entertainment, music/mp3 players, etc.)	41.8%
Entertainment/sports tickets	25.3%
Apparel	28.0%
Jewelry	7.7%
Food and beverage	25.3%
Tools and flashlights	18.1%

**12. What are the most popular types of merchandise awards for consumer programs?  
(Select all that apply)**



Your company's product	36.3%
Other (please specify)	7.1%