

4 REWARDS TRENDS

IN 2017 THAT WILL TRANSFORM YOUR PROMOTIONS

Technologies, behaviors, and demographics are changing rapidly, and brands can have a tough time keeping up with the evolution of the rewards landscape. In order to offer consumers the best rewards programs, we present the 4 Rewards Trends that will Transform Your Promotions in 2017, for brands wanting to incentivize and reward consumers.

REWARDS ARE INCREASINGLY MOBILE IN NATURE

68% of US adults own smartphones, up 35% from 2011¹

In 2017, total number of smartphone users in the US will reach **223 million**²

In 2019, US mobile data consumption per consumer each month will be 12 GB, **532%** increase from 2014³

75% of shoppers admitted to using their mobile device while in-store⁴

The total number of app downloads last year exceeded **75 billion**⁵

How Consumers Engage With Digital Rewards:

▶ Millennials watched **233 minutes** of digital video per month on average, last year⁶

▶ Mobile gaming revenue was over **\$3 billion** last year⁷

▶ **750 million** transactions take place on the App and iTunes Store each week⁸

▶ E-book sales will reach nearly **\$9 billion** by 2018⁹

THE RISE OF THE SHARING ECONOMY



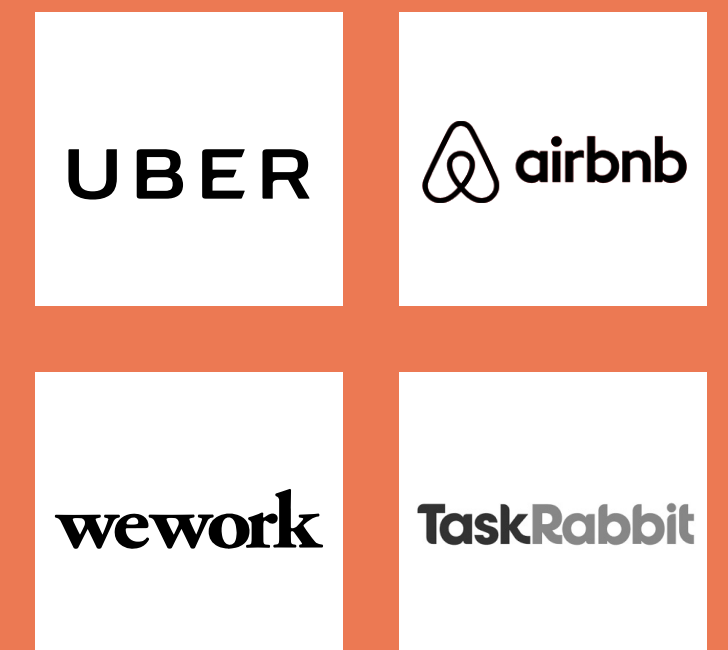
What is the "Sharing Economy"?
According to Forbes, it is "an economic model in which individuals are able to borrow or rent assets owned by someone else".

In 2012, the sharing economy was worth \$3.5 billion. This exploded to **\$115 billion** in 2016, a +3,000% increase¹⁰



During the first quarter of 2016, **143 million** Americans visited a leading space-sharing site¹¹

Four of the biggest sharing economy companies include:¹²



ACCOUNT-SPECIFIC REWARDS DOMINATE

4 reasons why retailers demand account-specific rewards:

1 They drive consumers back to the store



2 They are contextually relevant



3 They are easy to integrate into programs



4 They get more data on consumers



Examples of account specific-awards you can use in your marketing:

Media & Content



Private Label Brand Merchandise



Store Gift Cards



Retail Loyalty Points



DECLINE OF MAIL-IN REBATES

A well featured, high value rebate can increase sales during a given period by as much as **500%**¹³

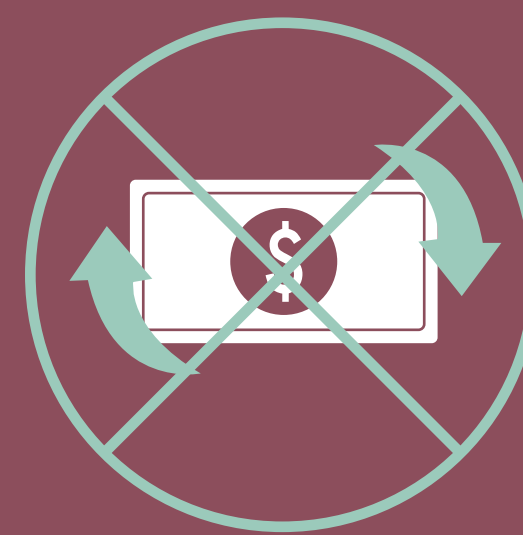
57% of American shoppers want to redeem rebates on their smartphones¹⁴



The number of checks written in the US declined **10%** every year from 2009 to 2012¹⁵



It is estimated that over **\$500 million** in rebates go unfulfilled each year¹⁶



In 2014 fewer than **50%** of consumers tended to mail in their rebates¹⁷



40% of mail-in rebates aren't redeemed by customers or are filed incorrectly and denied¹⁸



One Platform, Millions of Connections.
Incent, motivate, appreciate and reward customers with a simple yet flexible industry leading platform.

- Cash Back
- Coupons
- Digital Rewards
- Data Rewards
- Charity
- SNIPP TIX
- Movie Tickets
- Physical Rewards
- Experiences

To know more, visit us at www.snipp.com/rewards

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