

Insights on Incentives

American Express (Italy)

American Express Loyalty Program using Amazon Gift Cards to reward its members for purchases

Francesca Tangari is the Membership Rewards and “Know Your Customer” Senior Marketing Executive at American Express, a financial services company known for its credit card business. The American Express Loyalty Program allows customers to earn points for all charge products and to redeem those points for certain rewards on their catalog.

Francesca has been at American Express for more than 10 years and manages financial analyses and performance tracking of the rewards program. She is in charge of driving growth in the American Express Loyalty Program by creating and managing marketing campaigns.

Q: What was the initial trigger to working with Amazon?

FRANCESCA: Our decision to work with Amazon came from two factors. The first was that **Amazon is one of the top preferred merchants for our customers.** The second was that both **American Express and Amazon have a common vision on the importance of customer experience and the value that we assign customer service.** Putting those two factors together led us to believe that including Amazon among our providers would be a terrific opportunity. **Within the first year of working with Amazon, we already knew it was going to be a beautiful story due to the results we were seeing after introduction.**

Q: What kind of results have you seen from working with Amazon?

FRANCESCA: More and more American Express members are choosing the Amazon Gift Cards over other products that are available. In fact, **I can say that we are in good shape to double the results that we had during our first year with Amazon. It's been an amazing opportunity for us and our customers.**

Q: How has Amazon helped with customer acquisition?

FRANCESCA: The Amazon brand has absolutely helped increase our customer base. We run new customer acquisition email campaigns offering Membership Rewards bonus points corresponding to the Amazon Gift Card directly mentioned in the communication as a redemption opportunity. We have found that a good percentage of customers who end up asking for the Amazon Gift Cards are newly acquired customers who actually prefer using their points to choose the Amazon cards. **There is an importance in the Amazon brand itself and our customers are well aware of it.**

Q: How do the Amazon Gift Cards compare to other products?

FRANCESCA: In terms of gift cards, Amazon is chosen more than any other by far. **Customers love Amazon Gift Cards and our customers are completely satisfied with the products. Customers definitely prefer Amazon to the other gift cards.** Compared to other similar products, our customers like that they can use the gift cards whenever they want and they are not obliged to use the entire volume at one time.



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Also, they love the real-time manner in which they receive their gift cards as well as the outstanding Amazon customer service.

Q: What are the main rewards that you offer to your customers?

FRANCESCA: Apart from Amazon, we are using an American Express capability where customers can redeem their points to reduce their card balance. We don't use anything other than our own rewards system and the Amazon reward system to promote our programs and customer acquisition. **Amazon works the best and has proven itself to be the top performer.**

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