

# Insights on Incentives

## Toluna

### Using Amazon rewards to drive online community engagement for their online consumer insights portal

Julie Pikaleva is the Loyalty and Incentive Officer at Toluna, a company that provides an online community for companies to gain consumer insights by asking users to answer surveys, vote on polls and provide their opinions. In exchange for their participation, users are able to earn points that they can redeem for different rewards.

Julie has worked on the Loyalty and Incentive team for 4 years and manages loyalty programs in 49 countries. She communicates with Amazon account managers in the UK, Spain, Italy and France on providing vouchers to survey users and directs other project managers in setting up incentive programs for their clients.

#### Q: How has working with Amazon allowed your business to be more effective at what it does?

JULIE: Our business is about working with our members and getting them to take surveys and to participate in different activities on our site. As such, we needed a value offer that incentivizes our members to participate. Since we work with different target groups, like teenagers, moms or others, we needed a product or offer that would attract and be valuable for everyone. This is a very big advantage for us. When we want to reward our members, we need to satisfy everyone and make sure that we continue to attract more people. **Giving an Amazon voucher works for everyone to both reward and attract members. So, of course for this and many other reasons, Amazon is one of our biggest and favorite vendors.**

44%

of people say prepaid gift cards are their favorite type of gift or reward

<http://theirf.org/research/its-in-the-cards-an-in-depth-look-at-prepaid-cards-in-incentive-rewards-recognition-programs/155/>

Secondly, we can easily distribute Amazon Gift Cards to our members. Being able to send them via email directly from our

Amazon account to participants or provide participants with digital codes, makes everything fast and easy for us and the member. Having a valuable, easy to use incentive like Amazon Gift Cards gets more of our members to interact and saves us time as well as headaches during delivery.

#### Q: How has your experience been with Amazon Gift Cards?

JULIE: We work across 49 countries, so you can imagine then that the loyalty program is very wide for us, and we need quick replies as getting help from our vendors is very, very important. **The reputation for Amazon has always been very, very good and they are known for providing excellent support.** In fact, I have never heard anything bad about Amazon. And, that is exactly what we have seen from our team and work with Amazon. It is a little amazing that our Amazon team never misses anything. They're always happy to help us, even when the problem may be caused by us, and always trying to find solutions to help our team and our business. **We would definitely go for Amazon over other competitors because we are very satisfied with their personal attitude, account management and with everything else.**

In addition, since we no longer have to use and send physical cards, we are saving time, money and effort involved in buying postage and shipping cards out. This has also helped us with misplaced cards. If for any reason a physical card was not delivered, some of our providers have trouble cancelling the card, so we lose money. If you add in the postage, packaging and value of lost cards, we are saving at least 1,000 euros a

month, if not more. Amazon has made delivery and handling of the process and any issues very easy for us.

**Q: What kind of results have you seen using Amazon vouchers?**

**JULIE: Amazon is one of our top reward providers. Our members love getting Amazon cards and they make it easy for us to use. When we first tested the Amazon vouchers, our members exploded with positive responses.** Some of our members will actively fill out surveys to gain enough reward points specifically for an Amazon voucher. We have seen quite a lot of people wait months until they have enough points to get an Amazon Gift Card instead of something else straightaway. Also, our project managers love Amazon because they know that they will see better response rates from our members. Amazon's service and choices really satisfy everyone involved which helps us gain better survey responses. **We will always be loyal to Amazon and plan to stay with Amazon for a very long time.**

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Consumers were

9x

more likely to name Amazon when it comes to providing an ideal online interaction shopping experience

<https://kitewheel.com/wp-content/uploads/2014/10/Journey-Final.pdf>

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