



Our customers run referral programs for their employees, customers and affiliates. Digital gift cards allow our customers to be flexible with the type of incentive(s) they are offering. With most referral programs, the referrer is rewarded once they have made a successful referral (in most cases, this is the new referral becoming a customer) and the referral is typically rewarded once they become a customer. Some programs offer tiered rewards, where the referrer is earning more as they refer more. We also have some programs where referrers are earning rewards as the referral moves through the sales process (for example: a \$5 starbucks card when the referral gets a quote from a sales person).

— Meghan McEnry, Senior Manager, Referral Rock

Source: Meghan McEnry, Senior Manager, Referral Rock

✓ Validated

Published: Apr. 16, 2021 TVID: 20E-1CB-CB3

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