



## RewardBuy

RewardBuy is a customer-engagement program giving businesses and membership groups the opportunity to provide their customers and members with access to discounts and offers from a range of retailers. As well as providing great online shopping offers, RewardBuy also helps companies and organisations communicate with and give something back to their customers and members.

## How it works

The companies and organisations who want to provide access to RewardBuy for their clients/members pay a small per head fee for the program. This fee covers the costs associated with setting up and coordinating all aspects of the program; sourcing, managing and promoting the offers; plus providing the technology platform and the customer service support to ensure their members get the most from the program.

As the program is funded entirely by these client businesses, retailers don't have to pay anything to be listed on RewardBuy. This ensures we maintain our supplier-independence and pass on the full value of the offer or discount to the end-user. **We don't take any commission at all** so the offer you make is what the end-user receives. Plus no transactions are processed on RewardBuy so we'll be sending the traffic direct to your shop or website to redeem the offer.

## Benefits of listing your offer

- It's free of charge plus easy to set-up.
- You can change or withdraw the offer at any time so there's no risk.
- It's an opportunity to directly market your store or website to thousands of shoppers.
- Conversion rates are much higher than other forms of online advertising because users are primarily on RewardBuy to shop. They're looking for a bargain!
- The results are measurable as all the redemption methods are easy to track.
- The only cost to you is in the discount you extend – so it's like having a sale but without having to pay for advertising.

## Redeeming an offer

At RewardBuy, we like to keep things simple so when it comes to methods of redeeming an offer, we prefer one of the following (but please give us a call if you have another idea):

- dedicated landing page
- dedicated coupon code (for use online or instore)
- downloadable or printable voucher, coupon or barcode (for use instore).



### **What makes a good offer?**

At this point you're probably wondering what the catch is. For the opportunity to promote your company to thousands of motivated online shoppers, we really only ask for only one thing in return: a genuine, worthwhile offer. If the offer is no good, no-one will take it up and listing your offer will be a bit of a waste of everyone's time. If it's a great offer, you'll see the effect on your bottom line with increased traffic and sales. As a retailer, one of the great things about RewardBuy is that you're not locked in, so you can tweak the offer depending on your retail strategy. You know the market for your product better than anyone and will know the best price point to drive sales but please give us a call if you want to discuss how to make the most of your offer and maximise your company's exposure on RewardBuy.

As well as offering a decent dollar or percentage saving, a RewardBuy deal should be better than what the consumer can get elsewhere plus should be simple to explain and redeem.

### **Who uses RewardBuy?**

Client companies and membership organisations give their customers/members access to the site but the individuals have to register online to use it. Users come from all walks of life but they all register for the same reason: they want to save money when they shop.

RewardBuy features a broad range of offers to ensure the program has cross-generational and broad demographic appeal. We don't offer category exclusivity.

### **What are the risks?**

There are no risks associated with listing your offer on RewardBuy because you don't pay any fees or commissions and can withdraw the offer at any time. Our preference is for ongoing, consistent offers but if you find the site is not for you or if you want to put a time limit on redemption of an offer, that's no problem at all. However, we are confident that you'll find RewardBuy to be a fantastic opportunity to promote your company free-of-charge, to a whole lot of new customers.

### **What we need to proceed**

There are some things we need to be able to list your offer on RewardBuy such as details about your company, the products you sell, what the offer is and how to take advantage of it. To simplify the process, please fill in the form below or online at [www.spritongroup.com.au](http://www.spritongroup.com.au). Of course, please feel free to call or email us if you have any queries at all. Once we receive your form, we'll be in touch to confirm if the listing has been approved, or if we need any further information. We'll then send you a screenshot of your listing before it goes live.



## Form for listing on RewardBuy

This form can also be completed online at [www.spritongroup.com.au](http://www.spritongroup.com.au)

### Contact details

These are for RewardBuy records and won't be published.

Company Name:

Trading Name:

ACN / ABN:

Contact Name:

Contact Phone Number:

Contact Email Address:

### Supplier Information (to be published)

Website URL:

Please tell us a little bit about what you sell.

This info should take the format: (Company Name) sells X, Y, Z which would appeal to ...

Please send your logo (either jpeg or png) to [info@rewardbuy.com.au](mailto:info@rewardbuy.com.au)  
We can also publish a secondary image (e.g. your product). The same image specification applies.



**Offer details**

Please tell us about the discount or offer including the amount saved (dollar value or percentage).

**Please choose the offer delivery method**

<input type="checkbox"/> Landing Page	<input type="checkbox"/> Coupon Code	<input type="checkbox"/> Printable Coupon
With a dedicated landing page link from RewardBuy you can ensure that only registered RewardBuy users get access to these special discounted prices. Plus you can see how many clicks and sales come from RewardBuy.	Most online stores allow consumers to enter a coupon code on checkout to receive a discount. With an exclusive RewardBuy code, you can ensure this remains within the closed user group (i.e. not searchable on google) and can see how many of our users take advantage of the offer. You can also use this method for instore redemption if your POS allows it.	With a printable coupon code, you supply the image and we upload it so RewardBuy users can print and present it instore. This method allows for the use of codes, images, barcodes, qr codes etc. So, any system used by your staff or POS is supported.
Please write the url here: <div style="border: 1px solid black; height: 20px; width: 100%;"></div>	Please write the code here: <div style="border: 1px solid black; height: 20px; width: 100%;"></div>	Please email the pdf or image file to <a href="mailto:info@rewardbuy.com.au">info@rewardbuy.com.au</a> with your company name in the subject line.

**Terms and conditions.**

Please tell us if there are any specific T&Cs associated with this offer.

To maximise take-up please keep offer terms as simple as possible. If the offer is only valid for a limited time, please include when the offer ends.

**Contacts for customer service**

e.g. 1300 number or email address such as support@

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date

I am authorised to make this offer available to users of RewardBuy.