



**PURPOSEFUL PREPAID SPENDING:**

# Driving Revenue Through Defined Redemption

Incentives have become more than just rewards — they're a strategic driver of engagement, loyalty, and incremental revenue. But as consumer expectations evolve, organizations need greater visibility into how incentives are redeemed and how they influence future behavior.

**THE CHALLENGE:**

## The Anonymity Gap

Most current prepaid programs lose visibility after distribution.

**Information Void:** Issuers often lack data on what was bought, where, and when.

**Missed Opportunity:** Without this data, it is difficult to measure ROI or influence future shopping behavior.

Without redemption-level intelligence, incentives often become one-time transactions instead of long-term engagement opportunities.



**THE SHIFT:**

## Intelligent Connectivity

Emerging technologies are helping bridge the gap between incentive delivery and redemption.

**Connected incentive models can help organizations:**

- > Better understand customer behavior
- > Guide spending toward specific products, categories, or locations
- > Improve personalization and measurement
- > Create more meaningful post-redemption engagement

Platforms like **SKU<sup>x</sup>** are helping enable this next generation of purposeful spending through real-time, item-level validation and seamless payment connectivity.

## The Power of Connected Incentives

Research shows incentive recipients don't just redeem rewards — they engage more deeply with brands.

**Increased Engagement**

**43%** visit websites more often

**40%** visit stores more often

**Revenue Lift**

**39%** spend more than they normally would

**35%** purchase more expensive items

**Brand Discovery**

**35%** try a new brand, product, or service

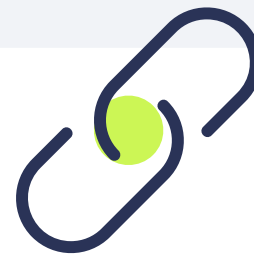
Platforms like **SKU<sup>x</sup>** help bridge the gap between incentive delivery and redemption insight—turning engagement behaviors into measurable business outcomes.

## What Connected Incentives Enable



**Product-Level Validation:**

Authorize transactions based on specific items (e.g., a specific brand of tires or diapers)



**Seamless Integration:**

Work within existing payment flows without disrupting checkout experiences



**Precision Targeting:**

Encourage trial, influence behavior, and drive traffic to desired locations or products



## Key Recommendations

- 1 Bridge the Gap:** Capture data at redemption to understand what motivates your customers.
- 2 Go Deeper:** Move beyond generic rewards to incentives tied to specific categories or time frames.
- 3 Build Relationships:** Use the initial incentive as a starting point for loyalty enrollment and personalized offers.

## The Opportunity

Organizations that connect incentives to redemption insights can transform one-time rewards into ongoing engagement and measurable business impact.

## Want more insights?

Read the full whitepaper to learn how to optimize your incentive strategy.

[Get the Full White Paper](#)