



# Digital Incentive Platforms



The following is a comparison chart of 24 companies providing various solutions and services that help brands deliver digital incentives and other calls to action to target consumers. For more information about these and other digital incentive providers, visit [consumergoods.com](http://consumergoods.com).

COMPANY / WEBSITE	PRODUCT	KEY CLIENTS	UNIQUE FEATURES / BENEFITS
<b>*Aki Technologies</b> <a href="http://www.a.ki">www.a.ki</a>	Katana	<ul style="list-style-type: none"> <li>• Colgate-Palmolive</li> <li>• Nestle</li> <li>• Whirlpool</li> </ul>	Aki helps brands connect with mobile consumers during the most receptive and relevant moments. Its artificial intelligence-powered “moment marketing science” platform, Katana, uses a proprietary mobile data set to predict receptivity to mobile ads throughout the path to purchase, driving stronger engagement, foot traffic and sales.
<b>Catalina Marketing</b> <a href="http://www.catalina.com">www.catalina.com</a>	Catalina Omnichannel Media Platform	Did not provide	Backed by an extensive shopper database, Catalina’s intelligence unlocks each shopper’s unique DNA. The media platform delivers buyer understanding, precise personalization and omnichannel media that converts shoppers into buyers and buyers into loyal fans.
<b>Checkout51</b> (News America Marketing) <a href="http://www.checkout51.com">www.checkout51.com</a>	Checkout51	<ul style="list-style-type: none"> <li>• Kellogg Co.</li> <li>• Mondelez International</li> <li>• Procter &amp; Gamble</li> </ul>	Checkout51 is a mobile cash back app that allows more than 16.6 million registered members to save on their favorite grocery products from any retailer across the U.S. and Canada. The app is available in Spanish.
<b>*Conversant</b> <a href="http://www.conversantmedia.com">www.conversantmedia.com</a>	Conversant	Not available	Conversant provides deep understanding of millions of consumers (not just segments or site cookies) that can help brands reach their shoppers for years across all devices, wherever they are in the purchase cycle. The company helps clients run efficient campaigns that drive offline sales.

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<b>*Fandango Rewards</b> www.fandangorewards.com	Fandango Rewards	<ul style="list-style-type: none"> <li>• Coca-Cola Co.</li> <li>• General Mills</li> <li>• Walmart</li> </ul>	Promotional codes from Fandango Rewards enable consumer product and services brands to offer consumers or employees incentives not only for movie tickets, but also for digital downloads, e-gift cards or Visa Rewards Virtual Accounts accepted at millions of locations and online e-commerce sites nationwide.
<b>Fetch Rewards</b> www.fetchrewards.com	Fetch Rewards	<ul style="list-style-type: none"> <li>• Kraft Heinz</li> <li>• MillerCoors</li> <li>• Unilever</li> </ul>	Fetch is a retailer-agnostic mobile shopping platform that empowers brands to connect with shoppers directly in a category-exclusivity environment aimed to drive shopper loyalty through more effective promotion and other tactics.
<b>*Flipp Interactive</b> www.flipp.com	Flipp	<ul style="list-style-type: none"> <li>• Bayer</li> <li>• McCormick &amp; Co.</li> <li>• Procter &amp; Gamble</li> </ul>	The consumer-facing Flipp app is a planning tool for millions of shoppers. Flipp delivers digital ads from more than 1,000 retailers to help users find deals. Both retailers and brands use the Flipp marketplace to deliver personalized experiences and drive incremental sales.
<b>Freedom</b> (News America Marketing) www.getfreedomapi.com	Freedom	<ul style="list-style-type: none"> <li>• Chobani</li> <li>• Kraft Heinz</li> <li>• Unilever</li> </ul>	Freedom is an open incentives network with more than 42 million unique shoppers in the U.S. that includes load-to-card retail loyalty programs, mobile cash back apps (including Checkout51) and print-at-home couponing.
<b>*GroundTruth</b> www.groundtruth.com	GroundTruth	<ul style="list-style-type: none"> <li>• Dr Pepper Snapple Group</li> <li>• MillerCoors</li> <li>• Unilever</li> </ul>	GroundTruth drives offline trips and sales by leveraging location as the primary source of intent. Through real-time location targeting and location-based audience targeting, the company influences purchase consideration and increases frequency of real customers.
<b>HelloWorld, A Merkle Company</b> helloworld.com	Human Loyalty	<ul style="list-style-type: none"> <li>• Anheuser-Busch</li> <li>• Coca-Cola</li> <li>• Johnson &amp; Johnson</li> </ul>	HelloWorld provides a powerful combination of native platform technology and marketing strategy. Working with more than 100 global and national brands, its solutions include promotions to spark interest, loyalty programs to retain/reward, and agency services to architect consumer engagement strategies.
<b>Ibotta</b> cpg.ibotta.com	Ibotta	Did not provide	Ibotta is a leading cash-back rewards platform, paying its users over \$210 million in 2018. With more than 1,500 CPG brand and retail partnerships, Ibotta's pay-per-sale marketing solutions deliver incrementality at scale while providing real-time shopper insights through privacy-compliant purchase data.
<b>*Inmar</b> www.inmar.com	Inmar	Not available	Inmar's platform provides a single, strategic resource for brands and retailers to create, execute and assess holistic omnichannel promotions. The company helps clients grow share, foster meaningful shopper relationships and drive revenue by delivering targeted, equity-building content matched with motivating offers across methods, devices and channels.
<b>*PCH/Media</b> media.pch.com	PCH/Media	Not available	The digital advertising arm of Publishers Clearing House, PCH/Media offers creative digital media and audience solutions to help marketers identify the right people and persuade them to buy. Advertisers can target segments of PCH's premium first-party audience for remarketing, loyalty, or exclusions.
<b>*PrizeLogic</b> www.prizelogic.com	PrizeLogic	<ul style="list-style-type: none"> <li>• Hershey Co.</li> <li>• Samsung</li> <li>• T-Mobile</li> </ul>	PrizeLogic is a leading independent digital engagement agency that uses data-driven insights and strategic incentives to capture consumer attention and motivate action. From turnkey sweepstakes to custom loyalty programs, its technology platform seamlessly scales to meet each client's specific objectives.

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<b>*PromotionPod</b> www.promotionpod.com	PromotionPod	Not available	PromotionPod provides custom digital coupon programs for brands and shopper marketing agencies in the U.S. and Canada. Brands can build a direct-to-consumer marketing channel using owned web properties, social networks and media with digital offers powered by PromotionPod.
<b>Quotient Technology</b> www.quotient.com	Quotient Promotions Cloud	<ul style="list-style-type: none"> <li>• Clorox Co.</li> <li>• General Mills</li> <li>• Procter &amp; Gamble</li> </ul>	Quotient is a leading provider of digital coupons, including national, retailer-specific, loyalty rewards, targeted offers and digital circulars. Promotions are amplified with the Quotient Media Cloud. The company also has exclusive and non-exclusive relationships with grocery, drug, mass and dollar retailers across the U.S.
<b>*Retail Solutions Inc.</b> www.ansainside.com	Ansa	Not available	Ansa utilizes daily store-level POS data to automatically target, optimize and measure digital marketing campaigns for leading CPGs, agencies, trading desks and ad networks. Retail Solutions Inc. is a software-as-a-service company that transforms data into value in the store, on the shelf and with shoppers.
<b>*RevTrax</b> www.revtrax.com	RevTrax OMP (Offer Management Platform)	<ul style="list-style-type: none"> <li>• Clorox Co.</li> <li>• Kimberly-Clark</li> <li>• Sherwin-Williams</li> </ul>	The RevTrax platform integrates across any marketing channel (email, website, search, social, affiliate, display, video, direct mail) to connect online behaviors to any conversion. The technology ensures that only targeted consumers can access offers.
<b>*SavingStar (Quotient)</b> www.savingstar.com	SavingStar	<ul style="list-style-type: none"> <li>• Bertolli,</li> <li>• General Mills</li> <li>• Henkel</li> </ul>	Through a national network of 100-plus loyalty card-linked grocery retailers and 35-plus receipt scan retailers, SavingStar crafts mobile promotions and loyalty programs that deliver best-in-class ROI. More than 7 million shoppers have joined the program. Its exclusive technology also can be white-labeled for large brands.
<b>*Shopkick</b> www.shopkick.com	Shopkick	Not available	One of the longest-operating shopper rewards apps, Shopkick provides consumer engagement across the full path to purchase. The platform drives store visits, center aisle traffic and incremental sales. The pay-for-performance pricing model delivers ROI at levels above industry norms.
<b>ShopperBridge Inc.</b> www.shopperbridge.com	ShopperBridge	<ul style="list-style-type: none"> <li>• Dr Pepper Snapple Group</li> <li>• Procter &amp; Gamble</li> <li>• Smithfield Foods</li> </ul>	ShopperBridge uses precise latitude/longitude targeting to deliver product ads to shoppers on their mobile phones while they are in the store, before checkout, at the moments closest to product selection to drive sales and positive return-on-ad-spend shopper marketing programs. The platform can reach up to 80% of the shoppers of any given retailer.
<b>*SKUlocal</b> www.skulocal.com	Savings.com	<ul style="list-style-type: none"> <li>• Conagra Brands</li> <li>• SC Johnson</li> <li>• Tyson</li> </ul>	SKUlocal offers targeted shopper solutions to identify and engage specific shopper segments. Its combination of targeted direct mail, customized social integration and geo-specific digital activations deliver measurable results for clients in the CPG, OTC, pharmacy and retail grocery marketplaces.
<b>TPG Rewards Inc.</b> www.tpgrewards.com	TAP Mobile Technology	<ul style="list-style-type: none"> <li>• GlaxoSmithKline</li> <li>• Kellogg Co.</li> <li>• PepsiCo</li> </ul>	TPG's leading technology engages with consumers and drives purchase at retail. Integrated on POS and product packaging. With a single "tap" of a consumer's smartphone, the technology provides everything from compliance to dynamic targeted content.
<b>*Valassis Digital</b> www.valassisdigital.com	Valassis	Not available	Valassis Digital is an advertising and marketing intelligence company with a fully owned platform devoted to exceeding client goals. The company's engineers design innovative technology that transforms consumer choices into predictive intelligence, resulting in a multichannel solution that drives consumers to act.

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