



eRewards Partner Program

Dynata and MaritzCX are excited to offer a unique way to engage with your customers.

Our innovative 'panel within a panel' set-up gives you unrivalled access to your consumers' opinions and is completely free of charge. Custom profiling allows you to easily target who you need when you need them, an ideal solution for quick-turn projects.

To keep customers engaged, surveys are always available, even if you don't have an active project. Panelists are offered surveys on a variety of topics. Don't worry, your customers will be restricted from any of your competitors' research projects and will not receive any form of marketing.



GLOBAL 5800 CUSTOMERS
IN 94 COUNTRIES ACROSS
ALL MAJOR INDUSTRIES



40+ YEARS
OF INNOVATION



5 TOP 50 INNOVATIVE
COMPANIES-2018
Q1-Q2 GRIT REPORT | GREENBOOK.ORG



#1 QUALITY DELIVERABLES
FIVE YEARS RUNNING
MARKETRESEARCHCAREERS.COM

BENEFITS FOR YOUR PARTNERS

No Cost Panel

Unlock a unique panel built & maintained at no charge

Profiled Respondents

Custom profiling questions allow for company-specific targeting

Unbeatable Response Rates

Attractive incentives, frequent communication & trust lead to our high engagement

Quick-Turn Projects

Direct access to your consumers for fast turnaround on time-sensitive projects

Customer Retention

We boast 18-24 month average member activity (3x industry standards & 6x most private panels)

Market Research

Earn credits to fund research initiatives - many partners earn over \$1M per year

Invaluable Insights

Learn more about your customers & leads with an integrated panel

BENEFITS FOR THEIR CUSTOMERS

- Rewards from 75+ leading global brands including your gift cards/loyalty points
- Free way to safeguard their loyalty points against expiring
- 100% opt-in & they take as many or as few surveys as they like
- Opportunity to share their opinion & influence decisions of companies around the world
- Panelists only receive survey invitations and never any advertising or marketing!

OUR PARTNERSHIP STARTS HERE

Get in touch today and discover why over 75 leading brands partnered with Dynata.

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SELECT PARTNERS



How It Works

Partnering with e-Rewards is easy.

It starts with us leveraging 18+ years of marketing experience to design a compelling recruitment email - following your brand guidelines to the letter.

From there, we do all the hard work for you - from enrollment and profiling, to keeping your customers engaged and driving redemption of your gift cards/loyalty points.



INVITE

- Customer is invited to e-Rewards via an email from partner brand
- No personally-identifiable information is shared to you or other partners
- No personally-identifiable information is shared by partner to Dynata



ENROLL

- Customer becomes a member by completing a quick form & confirming their email address



PROFILE

- Members answer profile questions & build up over 2,700 unique attributes for maximum insight
- Their answers are used to ensure they receive more accurate & relevant surveys
- We'll share 5-10 aggregated custom profile questions back to you at no extra cost



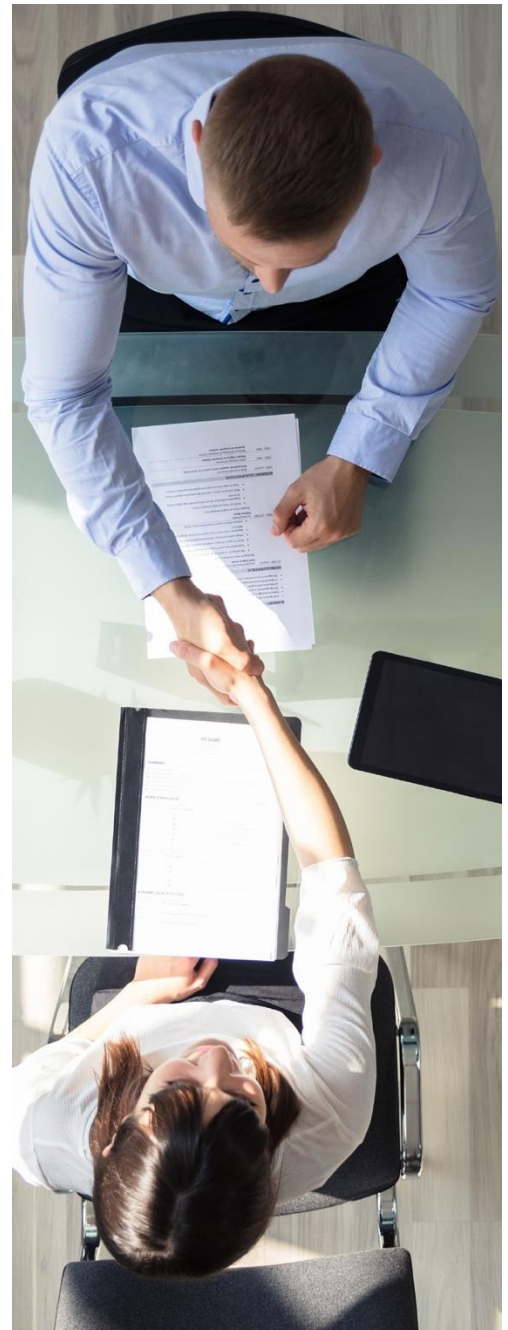
SURVEY

- Member is invited to take their first survey
- They complete the survey & are rewarded instantly
- Partner is paid for each member that completes their first survey



REDEEM

- Member redeems their e-Rewards Currency for gift cards/loyalty points from a wide variety of partners
- e-Rewards team manages fulfillment process, rewards questions and panel maintenance



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