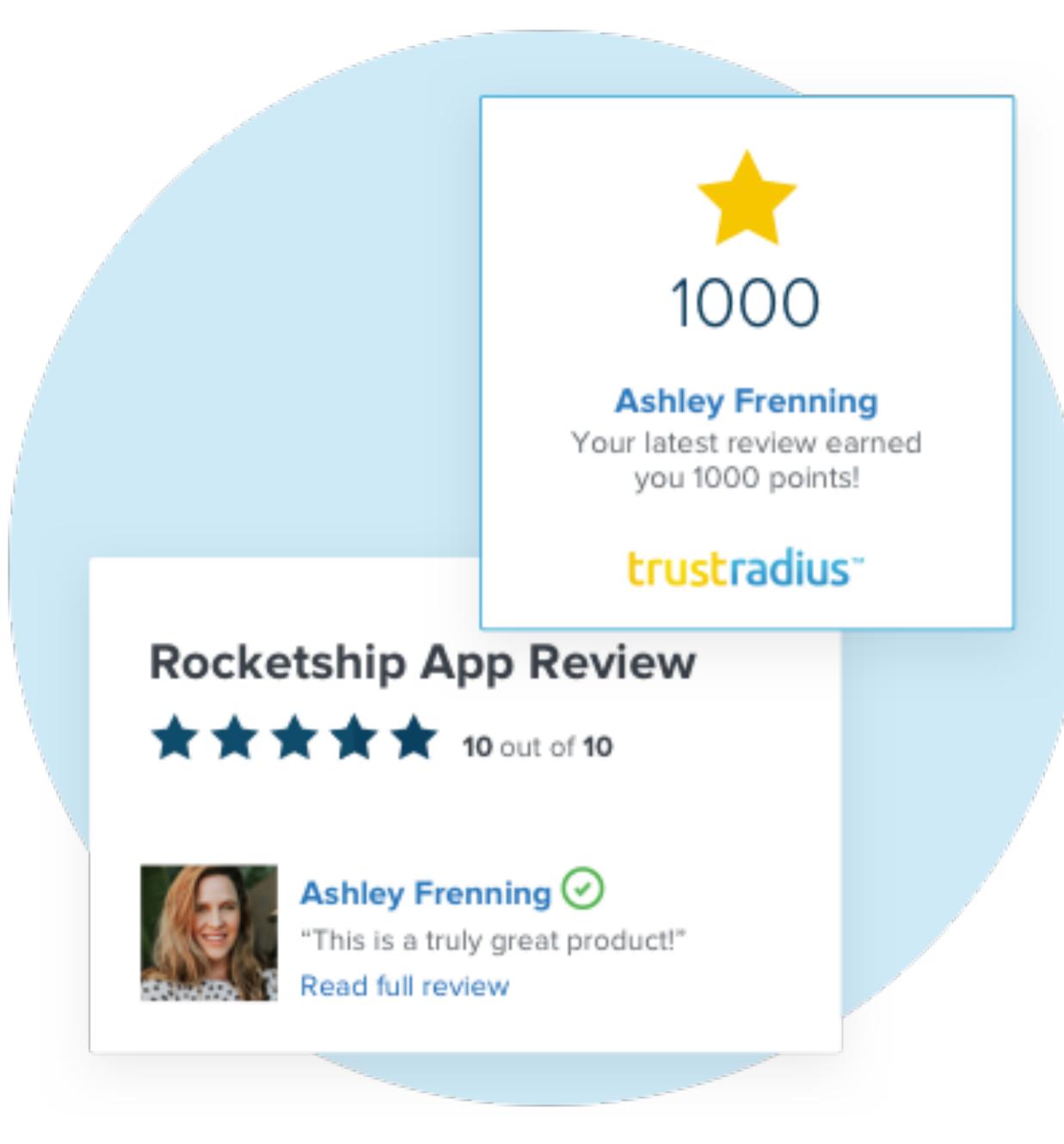
TrustRadius

How Giftbit helped a world-class review platform to reward user feedback



Who's TrustRadius?

TrustRadius helps buyers make more informed product decisions. With over 80,000 software product reviews and ratings, they also help vendors harness user reviews to accelerate sales in business technology.

What did they need?

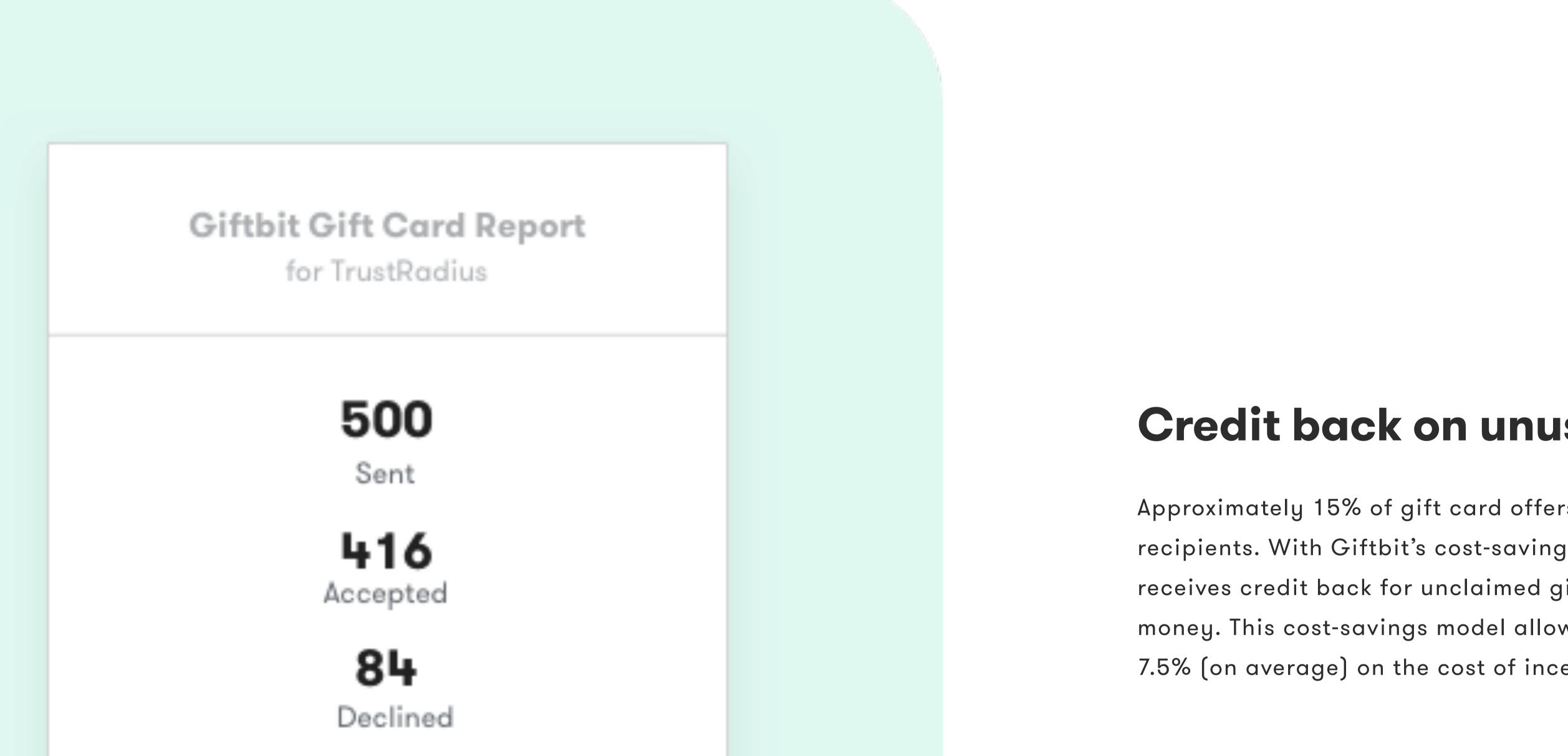
TrustRadius wanted to encourage user feedback with thankyou gift cards for participation. This allows TrustRadius to collect a wider range of data from their audience.

What was in their way?

TrustRadius wanted a solution that allows them to determine if their rewards program is incentivizing reviewers in the right way. They want a high success rate while keeping costs under control.

How Giftbit helped them

Giftbit's cost-saving model provides TrustRadius with credit back on unclaimed gift cards; helping TrustRadius keep program costs under control. In addition, TrustRadius keeps their users happy by providing their users with the power to select the gift card brand they want. Lastly, TrustRadius has insight on their program details, which they can use to ensure their program is incentivizing their audience in the right way.



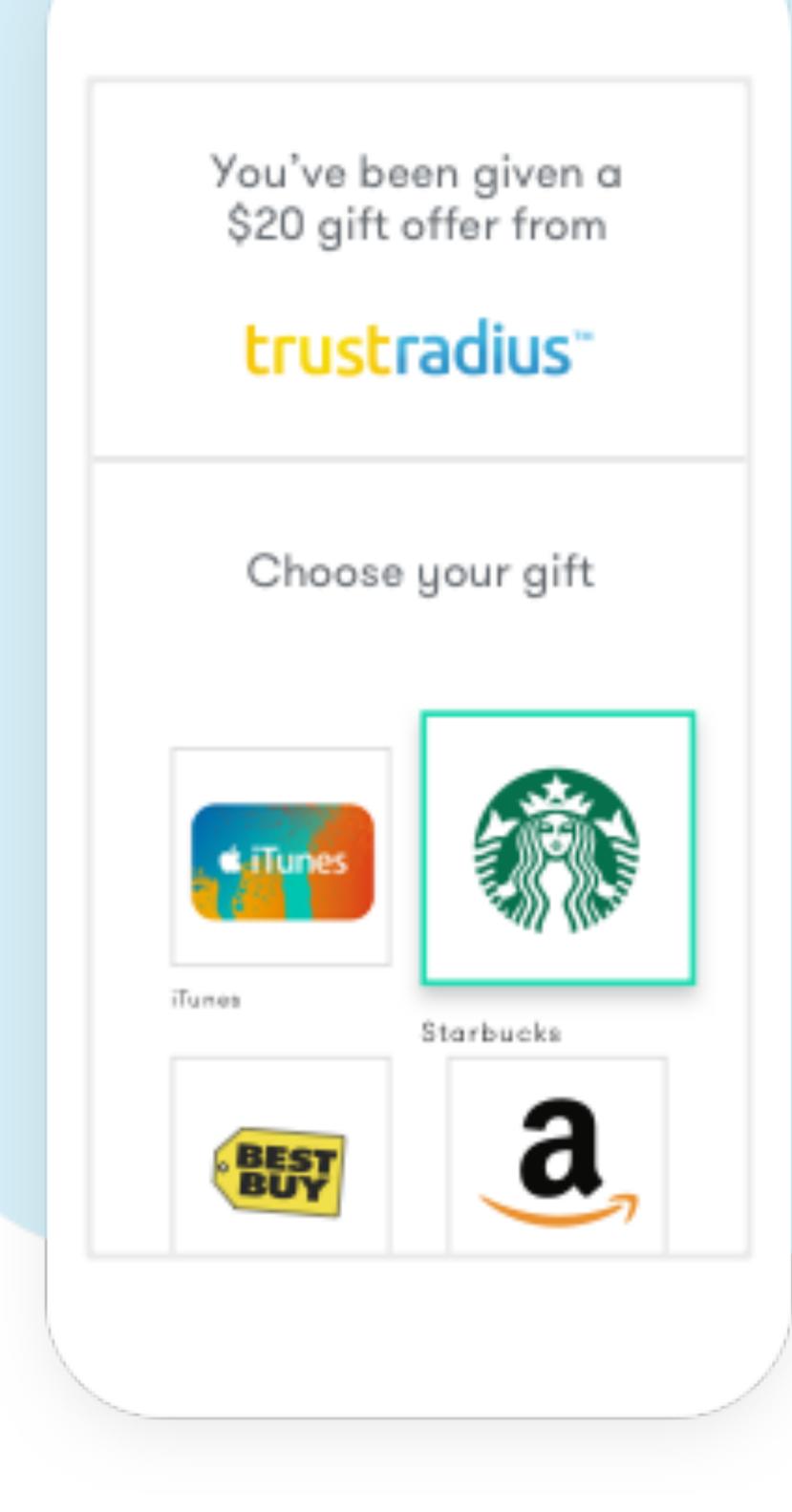
Credit back on unused cards

Approximately 15% of gift card offers aren't claimed by recipients. With Giftbit's cost-savings model, TrustRadius receives credit back for unclaimed gift cards, thereby saving money. This cost-savings model allows organizations to save 7.5% (on average) on the cost of incentives.



Gift of choice

With Giftbit's gift-of-choice option, TrustRadius' reviewers are presented with a selection of gift card brands. Of that selection, reviewer's are able to choose the gift card brand that they want. As a result, TrustRadius has seen an increase in detailed user reviews by return reviewers, thereby increasing their program success rate.





Reporting

Using Giftbit's reporting functionality, TrustRadius can run detailed reports in order to gain insights on their gift history, finance metrics and determine their ROI.



"We love Giftbit's platform. They make it easy for us to reward user feedback and measure campaign results."

Willow Sablick · Outreach and Email Marketing Manager

