



## CASE STUDY | Real-Time Rewards

Card-linked *Real-Time Rewards* from Buzz Points® enhances all parts of your financial institution's cardholder and community engagement: from a smooth user experience, to building commercial relationships, to significant interchange lift, and more robust transaction behavior.

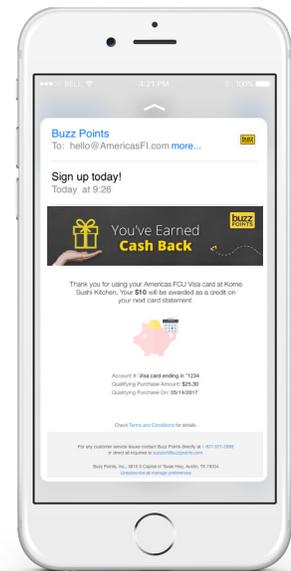
### USER EXPERIENCE

#### Truly frictionless experience

No vouchers, no coupons, no screenshots, no iPads, no training! Cardholders redeem points for a Real-Time Reward through the web or mobile app (can even be done in the store!) and make the purchase with their linked card. The cardholder receives a confirmation email within minutes – these emails have an astounding **70% open rate!**

#### Relevant rewards

The financial institution can designate any businesses, local or national, as a redemption option. This allows them to choose the most relevant and exciting reward options, creating a program that delivers the greatest value for its cardholders. Siouxland Federal Credit Union member Hilary W. of North Sioux City, SD appreciates this. "In the beginning, I was using my Buzz Points for extravagant dining out situations," she said, referring to the previous merchant-funded iteration of the program. With the Real-Time Reward merchant network, community financial institutions can add difference-making local businesses like Iowa-based grocer Fareway Meat & Grocery. "Now I'm using them to go towards grocery purchases and they really are a great way to save a ton of money. \$10 off a grocery purchase is a lot of money off."



### COMMERCIAL RELATIONSHIPS

#### Build relationships with local businesses

In the same way that the financial institution can configure a redemption network that directly benefits their cardholders, the institution can also configure their network in a way that creates relationships with potential commercial accounts or enhances relationships with existing commercial accounts. By adding a business to the Preferred Business network, the institution demonstrates support and opens the door to new commercial account opportunities.

#### 100% Secure

With Real-Time Rewards, the reward is tied directly to the swipe of the linked debit or credit card. There's no room for scam or fraud, like programs that use duplicatable coupons or vouchers. Even better, the statement

credit is directly paid out by Buzz Points, meaning your Preferred Businesses don't have to worry about issuing discounts or getting scammed.

## INTERCHANGE LIFT

### More signature transactions

For Buzz Points to award the statement credit on a qualifying purchase, that purchase must be run as a signature purchase, yielding more interchange revenue than a PIN purchase. Over the lifetime of the program, this additional revenue is significant.

"In the months since launching Real-Time Rewards, we've seen the incremental interchange revenue from our Buzz Points enrolled members increase by over 35%," says Mike LaCroix, VP at Siouxland Federal Credit Union in Sioux City, IA.



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### Supports higher-interchange online merchants

Real-Time Rewards uses the business's transaction description to trigger the statement credit back to your cardholders, so online businesses can be added to the Preferred Business network. These qualifying purchases at online businesses result in higher (online, card-not-present transactions) interchange for the financial institution.

### Qualifying purchases are made at full-cost

Real-Time Rewards are awarded as a statement credit to the cardholder's account and there are no up-front discounts that must be offered by the participating business. The average card-linked Real-Time Reward is \$17, which means you're getting every cent of interchange compared to a discount issued at the time of purchase.

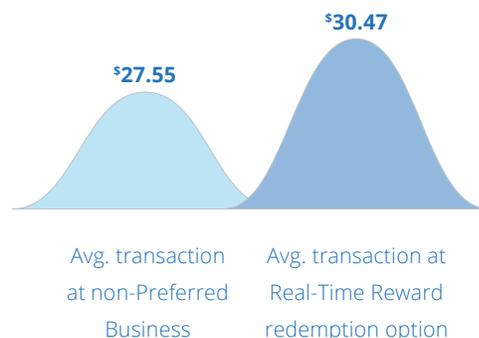
## TRANSACTION BEHAVIOR

### Larger transactions at redemptions

When Buzz Points-enrolled cardholders make qualifying purchases to redeem for Real-Time Rewards, they are spending significantly more money than the value of their reward. The average card-linked Real-Time Reward redemption transaction is \$47, when the average card-linked Real-Time Reward is \$17.

### 10% Larger transactions at Preferred Businesses

Preferred Businesses are listed in the app and may offer extra points when cardholders shop with them. This increased patronage is visible in their average transaction size. The average transaction at non-Preferred Business is \$27.55 versus the average transaction at Preferred Business that is a Real-Time Rewards redemption option is \$30.47 (**10.6% higher**).



### Rewards lead to rewards

When a cardholder makes the Qualifying Purchase at a Preferred Business to redeem their Real-Time Reward, they receive their reward AND earn points for purchase, feeding into a purchasing cycle that rewards cardholders for using Real-Time Rewards.