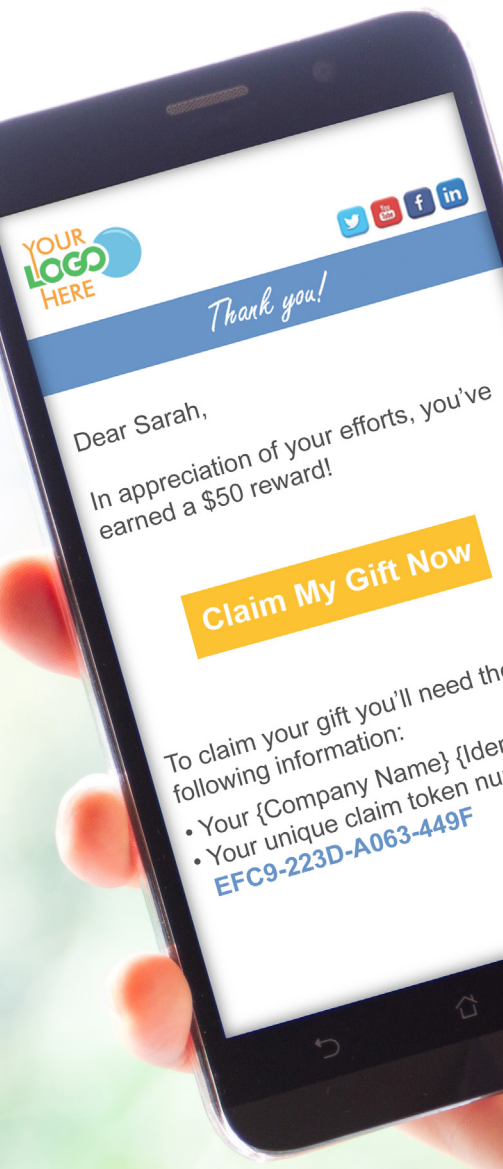


EMERGENCY ASSISTANCE AND DISASTER RECOVERY ORGANIZATION

Health & Wellness client since July 2013



CLIENT NEED

- Improve blood donor conversion rates with an appealing incentive that relieves the administrative burden and cost of delivering rewards
- More insight into the effectiveness of incentives used

SOLUTION

- Implemented GC's high-value gift cards and GiftPass reward as donor incentives.
- Added expiring claim code solution* in 2017 to maximize campaign budgets.
- Added campaign management portal for analytics of the claim code solution giving valuable insights into the program.

RESULTS

- **Reduced program cost by 30%** by removing shipping and handling of previously used merchandise
- Increased donor recognition by **50%** due to claim code solution*
- Program expanded **over 100%**

**For consumer campaigns, surveys, or instances where registration or validation is desired, GC's Claim code solution provides a white-labeled campaign management tool to validate information and provide a branded gift card solution experience. GC's claim codes take advantage of breakage through expiring claim codes, maximizing program budgets.*