



[CASE STUDY] by VIRTUAL INCENTIVES

icanmakeitbetter makes it better with increased response rates



icanmakeitbetter is an all-in-one insight community and customer feedback solution for the market research industry. They knew that in order to provide true, on-demand, in-context insights for their clients, they had to keep their respondents engaged and providing feedback. They found that the same respondent reward over and over could cause their audience to lose interest.

The team knew that having the right incentive, at the right time, could have a huge positive impact on engagement, response and appeal. That's when icanmakeitbetter partnered with Virtual Incentives so that they could work together to resonate with each respondent by providing just the right incentive, and, ultimately, create better business insights.

The Challenge

In the past, many research companies have relied on one type of reward for research respondents—icanmakeitbetter was no different. As they expanded globally and across multiple consumer and business audiences, they worried that a single reward type would cause response rates to become stagnant. The company needed to offer its members their choice of reward to fit their lifestyle and needs. These rewards needed to be:

- ◆ Compelling
- ◆ Immediate
- ◆ Customizable

“By working with a company that specializes in incentives we were able to get creative, develop new products and make a streamlined reward process. For us, this has increased response rates and saved our staff and our clients’ time.”

MATT THURSTON
Chief Operating Officer
for icanmakeitbetter

SOLUTION

Virtual Incentives helped icanmakeitbetter create better experiences for its research participants. By providing a simple API (application program interface) integration, Virtual Incentives’ platform allowed the automatic delivery and fulfillment of gift cards with one click.

The two companies worked together to customize the offerings, develop new products and build a system for easy incentive delivery. Benefits to this process of rewarding participants included:

- ◆ Faster delivery of incentives to respondents
- ◆ Ease-of-use along the research continuum, including for end clients
- ◆ Reliable support staff and customer service to manage all aspects of the incentives programs

RESULTS

icanmakeitbetter’s Matt Thurston stated that in the year icanmakeitbetter has been providing incentives through this partnership, he’s seen response rates improve considerably and membership attrition rates cut in half. By having an automatic streamlined delivery process, the company has more time for turning research data into actionable insights and takes less time troubleshooting incentives.

This approach promises to bolster the upward trend in quality response rates and keep panelists continually engaged. When taken all together, Virtual Incentives’ solution equals a high rate of return for icanmakeitbetter’s clients and, in the end, gives a more complete data picture.

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VIRTUAL INCENTIVES CAN SUPPORT
YOUR RESEARCH PROGRAM?

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