figure that amounted to about 4.3% of its net income.

Source: pymnts.com

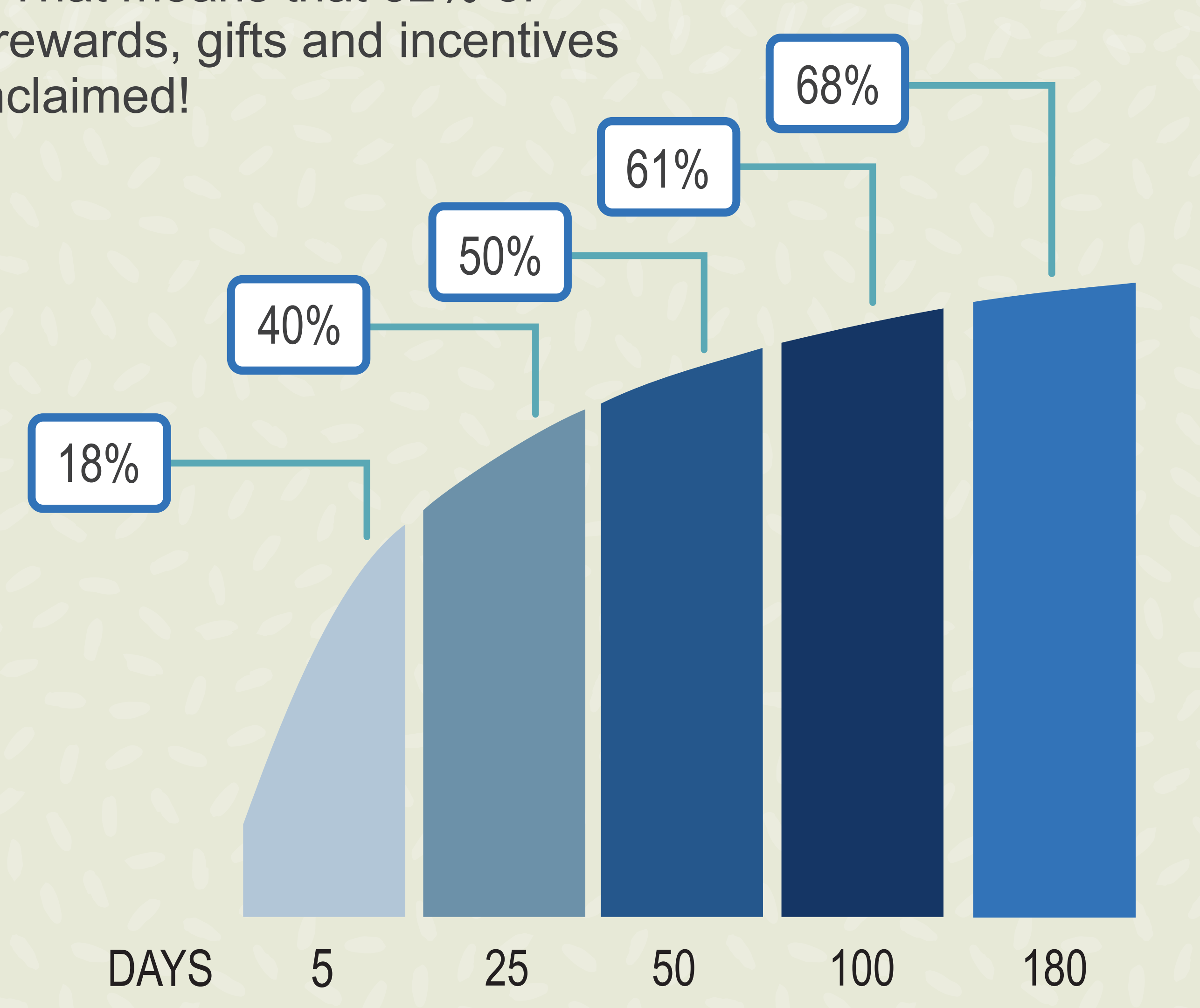
"Together Walmart and Starbucks held about $3.5 billion in deferred gift card revenue," said Lael Brainard, a member of the Federal Reserve Board

Organizations Wasted Billions on Unclaimed Incentives Last Year

Calculate Your Savings

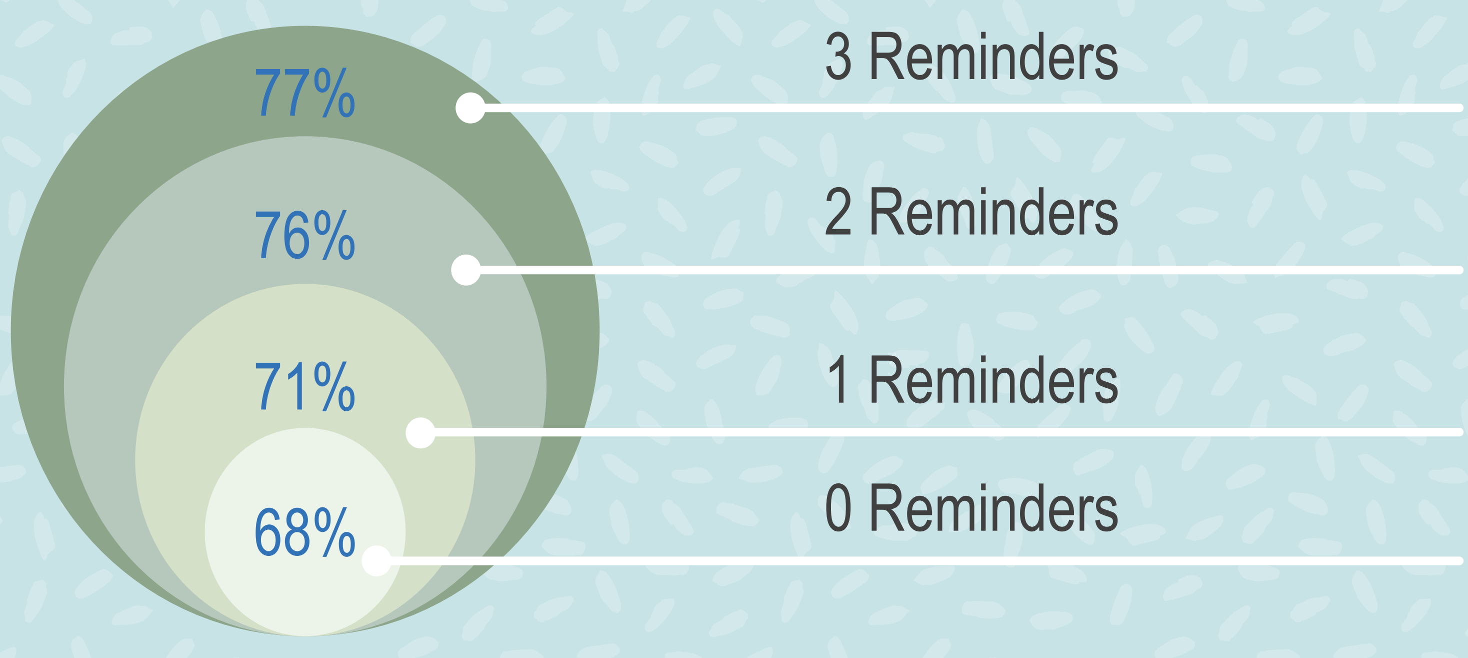
E-GIFT CARD CLAIM RATES OVER TIME

The average claim rate on E-Gift cards over time peaks at just over 68%. That means that 32% of your rewards, gifts and incentives go unclaimed!



Source: Paytronix 2021 Gift Card Report

BOOSTING CLAIM RATES WITH REMINDERS



Automated reminders significantly boost redemption rates and continually put your brand and messaging in front of your recipients.

Source: Paytronix 2021 Gift Card Report, TruCentive

AVERAGE INCENTIVE EXPIRATION IN DAYS

MOST COMMON

30 DAYS

Expiration dates are tailored to your program. Once an unclaimed reward, gift, or incentive reaches it's expiration date, 100% of funds are automatically returned to your account.

AVERAGE

40 DAYS

TOP FIVE REASONS INCENTIVES GO UNCLAIMED

1. **Forgetfulness:** Many people view their selection options, hold off to make a decision, and simply forget to claim.
2. **Access:** Recipients often change companies and no longer have access to their email box.
3. **Gift Guilt:** Some recipients feel they don't deserve an incentive, especially if they would have completed a task anyway.
4. **Misaligned Options:** The selection options of merchandise, gift cards or payments don't match needs or wants.
5. **Value:** While digital deliveries are easy to claim, some recipients don't feel like they have the time to claim.

These factors contribute to the billions of dollars of incentives that go unclaimed each year.

CALCULATING THE COST OF YOUR PROGRAM

	Industry Average	TruCentive
Number of Incentives	100	100
Incentive Value	$100	$100
Claim Rate	68%	77%
Number of Days	180	40
Cost to Deliver	Free	$500 (5%)
Unclaimed #	32	23
Returned Funds	0	$2,300
Total Cost	$10,000	$8,200
Savings		**$1,800**

100%
Delivery Transparency

9%
Higher Claim Rates

28%
Average Savings

TruCentive