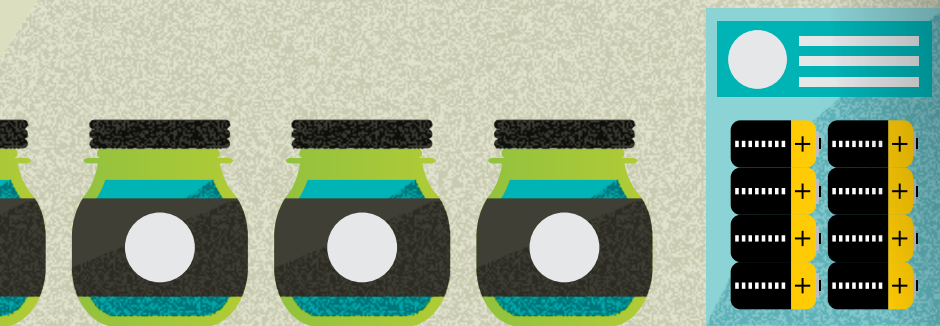
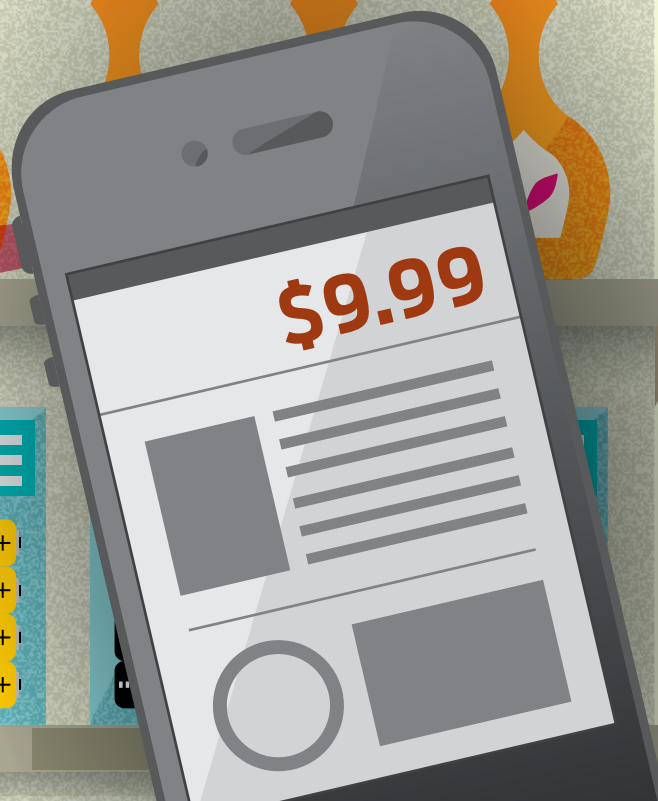
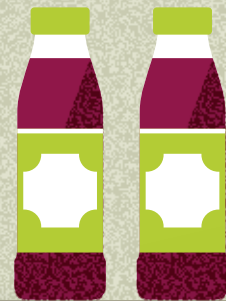


consumer rebates & promotions

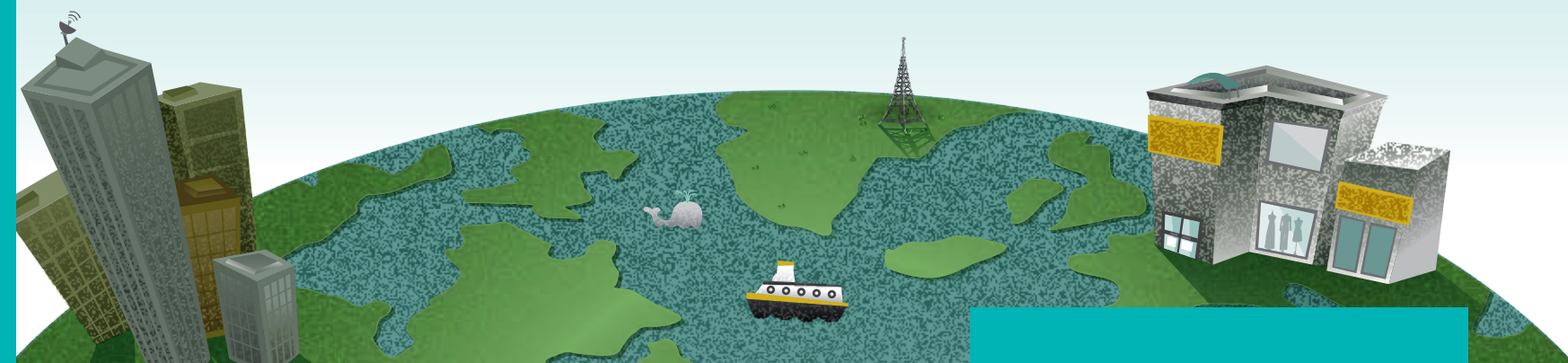


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we know consumer rebates & promotions

parago provides businesses with custom rebate programs that inspire actions and impact results.



Over the years, many of the Fortune 500 have turned to parago to help them drive customer engagement through tailored rebate and incentive programs.

we build programs that help you meet your objectives

what are your goals?

Whether you're looking to attract new customers, drive repeat purchases or improve the performance of a particular brand or category, parago will work with you to design a custom solution that meets your objectives — and exceeds your expectations.

parago knows what motivates your customers. How? We study their purchasing behaviors and preferences, and monitor trends in technology and commerce to gauge how those behaviors and preferences are going to evolve.

We have the expertise to help you provide the precise reward options, programs and incentives to make your customers choose you over your competition, time and again.

“I want to increase traffic to my website.”

“How can I turn showroomers into buyers?”

“I need to introduce a new audience to my brand.”

We're changing how big brands engage with their consumers, employees, sales channels and the energy industry. How? Through sharp insights, thought leadership and technological innovations that shift people's behavior.



parago has over 15 years' experience working with companies in diverse industries, including:

automotive
beverage
consumer packaged goods
electronics & technology

energy & utilities
hardware
household appliances
office products

pharmaceutical
retail
telecommunications
travel & leisure

we offer proven resources

we partner with many of the largest brands in the world to develop programs that include:

rebates

We'll create a branded, online rebate submission portal that aligns seamlessly with your brand. We offer flexible processing options, including fully paperless submissions. We can even integrate with your point-of-sale system to pull in sales data.

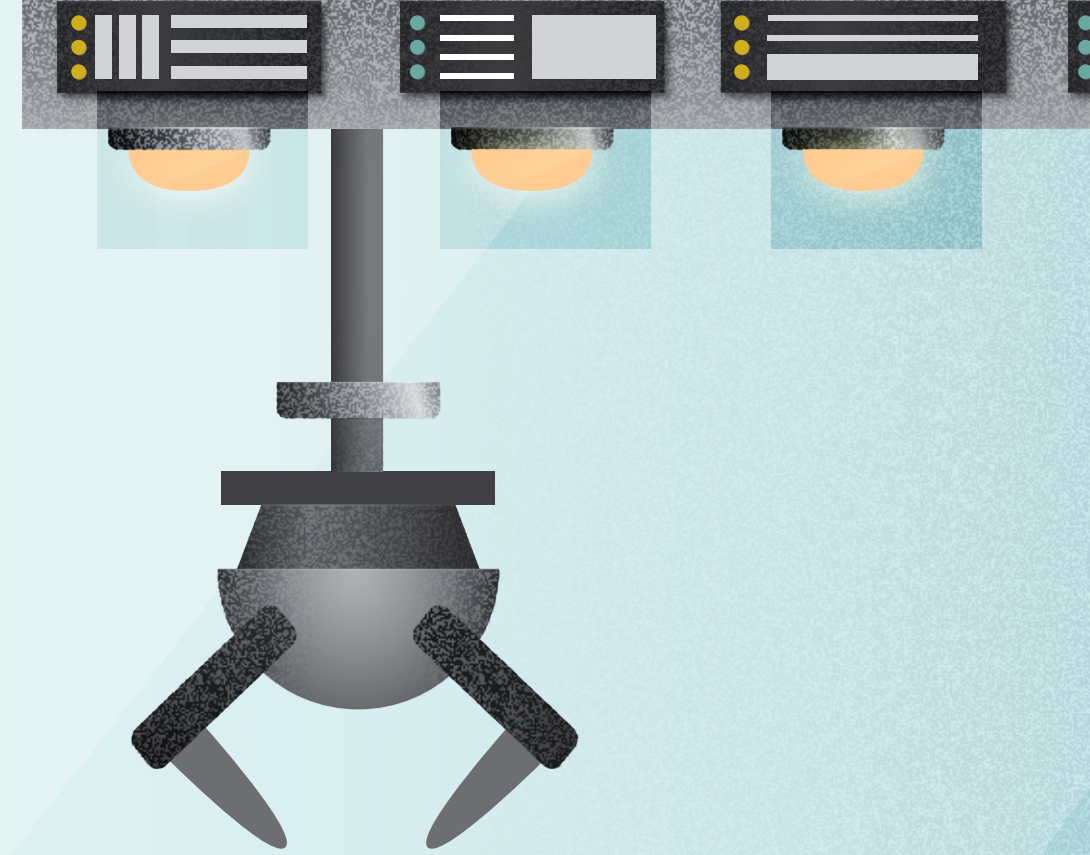
consumer promotions

We offer a full range of turnkey promotions to help build your net profits, including instant-win contests, social-media-sharing rewards, banner-based games and more.

reward choices

We'll help you select the reward and delivery options that most appeal to your customers. Then we'll manage the fulfillment process, supported by our dedicated account management teams and award-winning customer care.

We drive 50 million engagements to action each year, delivering \$2 billion in rewards.



we can deliver almost every conceivable type of reward, including:

prepaid cards
gift cards
codes & eCodes

merchandise
travel rewards
unique experiences

PayPal™ payments
checks
gift-with-purchase offers

we deliver reporting that suits your needs

information you need, when you need it

With some programs, biweekly reporting is ideal. Others benefit from more of a “wait and see” approach. Whatever the requirements of your initiative, parago has the reporting capability to support it.

Want to see how a promotion is faring in a particular region or ZIP Code? **Done.** Like to know if your rebate has successfully driven traffic to a particular purchase location? **Easy.** Need to have a comprehensive report pulled in time for a meeting? **That’s why we’re here.**

You can download a report anytime, 24 hours a day, through your personal online portal. Or, call your Account Management team. They can typically turn around your customized report within a few hours.



We don't just serve our clients. Our dedicated account management teams work hard to provide highly personal and responsive service — the kind that creates lasting relationships.

about parago

parago creates engaging solutions that inspire actions & impact results

We are the world's most comprehensive, global, single-source provider of incentives and engagement. Many of the Fortune 500 companies and largest brands in the world consider parago a trusted partner. Globally, we deliver \$2 billion in rewards to 50 million people each year.

- **1 out of 2 US households receives a reward delivered by us**
- **we've launched 29 industry firsts and hold 4 patents**
- **in 2013, Ad Age ranked us the 16th largest promotional agency**
- **Ad Age also ranked us the 42nd largest digital agency**





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