



Visa Rewards Redemption

Unlock the spending power of unused rewards points

When it comes to loyalty programs, engagement and reward usage is often low. With Rewards Redemption you can offer consumers more flexible redemption options for their rewards points. This creates more engaging consumer experiences and can drive card usage, incremental transactions and greater loyalty.

The average household is enrolled in

29

loyalty campaigns, but active in only

42%¹

Build loyalty by:



Making consumer rewards redemption simpler



Enabling consumers more opportunities to redeem their reward points when they want



Offering more immediate consumer experiences

Expand options for consumers, and opportunities for you

Offering flexible redemption options creates greater potential for your business. Not only does this make your loyalty programs more valuable, but you'll achieve greater sales and engagement due to increased redemption.



Redeem points using your mobile device

1. Cardholder makes a qualifying purchase with linked Visa card
 2. They receive a notification inviting them to redeem points
 3. If yes, cardholder receives a statement credit
- * Cardholder sets spend threshold and categories to optimize redemption experience

Contact us about additional capabilities to allow cardholders to use points before a purchase, within the online checkout flow or at the point of sale device.

Why you should embrace Rewards Redemption

Issuers:

- Build cardholder engagement and loyalty by offering more valuable rewards
- Give cardholders more reasons to use your card and use your mobile app
- Control rewards costs by managing conversion rates

Merchants:

- Generate incremental sales by increasing the buying power of customers
- Build greater consumer loyalty by enabling redemption online or in stores
- Benefit from Visa's expertise to deliver seamless consumer experiences

Partner with Visa and benefit from our scale and innovation

Scale

Visa powers the world's largest electronic retail payments network, allowing us to provide powerful insights to our partners, and allowing them to provide compelling commercial experiences to their customers.

Innovation

Our continuous investment in our network and technology allows us to offer valuable solutions to our partners—and has contributed to our 50 year history of leading innovation.

Contact your Visa account executive to learn more about Rewards Redemption and how it can be implemented for your business.

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Service is currently in development; features, functionality and availability subject to change.

