CASE STUDY

How a Top-10 U.S. Market Research Firm
Eliminated Incentive Ops Overhead and
Scaled to 12 Countries

Without changing a single client-facing workflow — or revealing who powers their infrastructure.

12   **80%+**   **<2 sec**   **0**

CLIENT SNAPSHOT

Industry	Market Research & Insights

Company Type	Full-service research firm, Top 10 U.S.
Studies/Year	80–120 active studies across 15+ enterprise clients
Participants/Year	200,000+ across B2C, B2B, and health-adjacent research
Use Case	White-label incentive infrastructure; ADR invisible to all participants and end clients

THE SITUATION

A Growing Firm. A Breaking Process.

A top-10 U.S. market research firm had built an enviable client roster — Fortune 500 brands, financial services companies, healthcare systems, and consumer goods leaders. Their research quality was unquestioned. Their incentive operation was quietly becoming a liability.

With 80 to 120 active studies running at any given time and over 200,000 participants compensated annually across 15 enterprise clients, the firm's incentive fulfillment process had not kept pace with their growth. What started as a manageable manual workflow had become a daily operational drag — and an escalating compliance risk.

OPERATIONS	EXPERIENCE	COMPLIANCE
Patchwork of 4 gift card vendors, manual spreadsheets, and per-study procurement. Finance team spending 15–20 hours monthly on reconciliation alone.	Inconsistent participant reward experiences depending on which vendor was available for each geography. Delayed fulfillment — often 2–4 business days — eroding panel trust.	A financial services client flagged a gap in participant data handling. No centralized 1099 aggregation. OFAC screening handled manually — or not at all for smaller studies.

The Non-Negotiable Requirement

The firm had spent years building a reputation as a full-service, high-trust research partner. Their enterprise clients did not know — and did not need to know — which vendors powered any part of their research infrastructure. That invisibility was a feature, not an oversight.

Any incentive platform they adopted had to operate entirely under their brand. Participant reward emails, redemption pages, and any client-facing reporting had to carry the research firm's identity — not a third-party vendor's. ADR branding could not appear anywhere in the participant or client experience.

> "
> *We needed infrastructure that disappears. Our clients trust us to manage every detail of their research programs — including how participants are compensated. The moment a third-party brand shows up in that experience, we've broken something that took years to build.*
>
> — *VP of Research Operations, Top-10 U.S. Market Research Firm*

THE SOLUTION

White-Label Incentive Infrastructure — Invisible by Design

After evaluating three platforms, the firm selected ADR as their sole incentive infrastructure provider — not because ADR was the lowest cost option, but because ADR was the only platform that could disappear completely into the firm's existing client experience while handling the full compliance and operational load.

How ADR Operates Behind the Scenes

1

Branded Participant Experience — End to End

ADR configured a fully white-labeled redemption environment under the research firm's domain and brand identity. Participant reward emails arrive from the firm's domain. Redemption pages display the firm's logo, color palette, and messaging. The word 'All Digital Rewards' appears nowhere — not in email headers, footer text, URL strings, or browser tab titles. Participants experience a seamless extension of the research firm's brand from survey completion through reward redemption.

2

API Integration — Invisible Automation

ADR's REST API was integrated directly into the firm's existing survey platform. When a participant completes a qualifying survey, the API triggers instant reward delivery in under two seconds — no manual step, no queue, no delay. The research firm's platform orchestrates the trigger; ADR's infrastructure executes it. From the client's perspective, reward delivery is simply part of their research workflow.

3

Client Reporting Under the Firm's Identity

Each enterprise client receives program reporting through the research firm's reporting interface. Hierarchical access controls ensure clients see only their own program data — spend by study, redemption rates, participant engagement — displayed under the firm's branding. ADR's analytics engine runs the data; the research firm's client portal presents it.

4

Compliance Ownership — Off the Firm's Plate

ADR's compliance layer runs automatically across every payout. 1099-NEC and 1099-MISC aggregation tracking monitors cumulative payments per participant across all studies and all clients — surfacing threshold alerts to the firm's finance team before year-end. OFAC sanctions screening runs at point of issuance on every international reward. GDPR and CCPA retention policies are configured per study type. The research firm's clients never see the compliance infrastructure — they simply receive audit-ready documentation when requested.

The research firm's enterprise clients have no awareness that ADR powers their incentive infrastructure. Every touchpoint — participant emails, redemption pages, reporting dashboards — carries the research firm's brand identity. ADR operates as invisible infrastructure.

THE RESULTS

Measurable Impact Across Operations, Experience, and Compliance

<2 sec	**80%+**	**22%**	**12**	**0**
Average reward delivery time (was 2–4 days)	Reduction in admin overhead (was 15–20 hrs/mo)	Improvement in survey completion rates	Countries served on single platform (was 3)	ADR brand touchpoints in participant UX

Operational Impact

- **Fulfillment time:** API-triggered delivery reduced average reward delivery from 2–4 business days to under two seconds. Same-day fulfillment became the standard for all survey completions.
- **Administrative overhead:** Finance team reconciliation time dropped from 15–20 hours per month to under two hours — a reduction of more than 80%. Manual vendor management was eliminated entirely.
- **Geographic reach:** The firm expanded from 3 countries to 12 on a single platform, without adding vendors, negotiating new contracts, or building new fulfillment workflows.
- **Vendor consolidation:** Four incentive vendors replaced by one platform. Procurement, invoicing, and account management consolidated to a single ADR relationship.

Participant Experience Impact

- **Completion rate improvement:** Communicating incentive value upfront combined with instant delivery upon completion drove a 22% improvement in survey completion rates across the firm's quantitative programs.
- **Consistent brand experience:** Every participant — regardless of geography, study type, or enterprise client — receives rewards through a consistent, branded experience that reflects the research firm's identity.
- **Reward relevance:** Access to 1,000+ brands across 100+ countries replaced single-brand gift card limitations. Redemption rates improved as participants received locally relevant, choice-based rewards.
- **Panel retention:** For longitudinal programs, points-based accumulation with tiered catalog access reduced early panel attrition and improved wave-over-wave completion.

Compliance and Risk Impact

- **1099 compliance:** Automated aggregation tracking across all studies and all clients eliminated year-end manual reconciliation. Finance receives threshold alerts before the $600 aggregate is reached — not after.
- **OFAC screening:** Every international payout is screened at issuance. The financial services client that originally flagged a compliance gap received a formal compliance documentation package within 30 days of

go-live.

- **GDPR/CCPA posture:** Configurable data retention policies and automated deletion workflows brought the firm into compliance with EU and California requirements without custom development.
- **Audit readiness:** The firm now delivers audit-ready incentive documentation to enterprise clients on request — a capability they previously lacked entirely.

> ❝
> ***Our clients don't know who powers our incentive infrastructure — and that's exactly how it should be. We look like the experts, and behind the scenes we have enterprise-grade infrastructure doing the heavy lifting.***
>
> *— Director of Panel Operations, Top-10 U.S. Market Research Firm*

WHY ADR

What Made the Difference

Three platforms were evaluated. ADR was selected on the strength of four capabilities no competitor could match in combination:

✓ **True White-Label Architecture**

Complete brand control at every participant and client touchpoint — domain, email, redemption page, reporting interface. Not a co-branded experience. Not an 'ADR Powered By' badge. Complete invisibility.

✓ **Compliance Ownership, Not Compliance Tools**

ADR doesn't give you compliance tools and ask you to configure them correctly. The platform manages 1099 aggregation, OFAC screening, and GDPR/CCPA retention automatically — surfacing exceptions rather than requiring your team to monitor every transaction.

✓ **API-First Infrastructure Built for Scale**

Sub-second delivery, reliable uptime SLA, and documented integrations with the major survey platforms the firm already used. The technical implementation took weeks, not months.

✓ **Global Catalog Without Global Vendor Management**

1,000+ brands across 100+ countries, real-time FX rates, and local brand relevance — managed through one contract, one API, one invoice. The firm's geographic expansion added no new vendor relationships.

Is This Relevant to Your Organization?

This case study describes a pattern ADR supports across multiple client types. If your organization fits any of the following profiles, ADR's white-label infrastructure is built for your use case:

- **Market Research & Panel Firms:** Running incentives on behalf of enterprise clients who must never see vendor infrastructure
- **Research Technology Platforms:** Embedding reward delivery as a native feature in your own product
- **CX and Loyalty Platform Providers:** Powering reward fulfillment for your clients' end-customers under your brand
- **HR and Benefits Platforms:** Delivering recognition and wellness rewards through your own employee experience
- **Agency and Consulting Groups:** Managing incentive programs on behalf of clients who own the participant relationship

Run incentive infrastructure your clients will never see.

API delivery · True white-label branding · Global catalog · Built-in compliance

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