



CASE STUDY · CUSTOMER ACQUISITION INCENTIVE INFRASTRUCTURE

# How a National Growth Marketing Platform Automated Acquisition Reward Delivery and Tripled Redemption Rates

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

**<1s**

API reward delivery  
(was 3–5 days manual)

**90%+**

Fulfillment  
automation

**3x**

Reward redemption  
rate improvement

**0**

ADR touchpoints in  
prospect UX

INDUSTRY	Growth Marketing & Customer Acquisition
COMPANY TYPE	National SaaS growth marketing platform, mid-market U.S.
CAMPAIGNS / YEAR	300+ acquisition campaigns across 45 enterprise clients
PROSPECTS / YEAR	500,000+ prospects incentivized across B2B SaaS and consumer verticals
DEPLOYMENT	White-label — ADR invisible to all prospects and clients

## THE SITUATION

### A Growing Platform. A Breaking Fulfillment Layer.

A national growth marketing platform had built a strong client roster — B2B SaaS companies, financial services firms, and consumer brands running incentivized customer acquisition campaigns across paid search, social media, email, and partner channels. Their campaign strategy engine was sophisticated. Their incentive fulfillment process was quietly becoming a liability.

With over 300 active acquisition campaigns running at any given time and more than 500,000 prospects incentivized annually across 45 enterprise clients, the platform’s fulfillment process had not kept pace with campaign volume. What started as a manageable manual workflow had become a daily operational drag — and an escalating fraud risk.

OPERATIONS	EXPERIENCE	COMPLIANCE
Manual gift card purchasing per campaign. Marketing ops spending 20+ hours weekly on fulfillment. Average delivery time: 3–5 business days. 15% of qualified prospects never receiving their reward.	Delayed fulfillment undermining campaign urgency. Prospects converting with competitors during the delivery gap. Inconsistent reward experiences across clients and campaign types.	No cross-campaign 1099 tracking. Promo code sharing draining budgets. No duplicate detection. No velocity controls. Bot-generated claims going undetected in high-volume campaigns.

### The Non-Negotiable Requirement

The platform had built its competitive advantage on delivering seamless, branded acquisition experiences for enterprise clients. Their clients’ prospects never saw the platform’s own brand — every touchpoint carried the client’s identity. That white-label architecture extended to incentive fulfillment.

Any incentive infrastructure they adopted had to operate entirely under each client’s brand. Reward delivery emails, redemption pages, and campaign reporting had to carry the client’s identity — not a third-party vendor’s. ADR branding could not appear anywhere in the prospect or client experience.

***“We needed infrastructure that disappears. Our clients trust us to manage every detail of their acquisition campaigns — including how prospects are rewarded. The moment a third-party brand shows up in that experience, we’ve undermined the entire value proposition.”***

— VP of Marketing Operations, National Growth Marketing Platform

## THE SOLUTION

### White-Label Acquisition Incentive Infrastructure — Invisible by Design

After evaluating four platforms, the company 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 each client’s acquisition experience while handling the full fraud prevention and operational load.

#### WHY OTHER PLATFORMS FELL SHORT

X Required co-branding or a visible third-party presence in reward delivery emails and redemption pages — incompatible with a white-label acquisition platform serving 45 enterprise clients

X No real-time fraud prevention — duplicate detection and velocity controls were manual post-campaign reviews, not automated pre-issuance gates

X Campaign analytics limited to aggregate program reports — no per-campaign, per-channel cost-per-acquisition tracking in real time

X No cross-campaign 1099 aggregation — each campaign tracked independently, creating year-end tax reporting exposure across hundreds of campaigns

X API delivery latency measured in minutes, not seconds — too slow for acquisition campaigns where instant fulfillment drives conversion

#### Implementation Timeline

<p><b>2 wks</b></p> <p>API integration</p> <p><b>Connected to existing marketing platform</b></p>	<p><b>30 days</b></p> <p>First live campaign</p> <p><b>From contract to live acquisition rewards</b></p>	<p><b>90 days</b></p> <p>Full rollout</p> <p><b>All 45 enterprise clients migrated</b></p>
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1

#### Branded Prospect Experience — End to End

ADR configured a fully white-labeled reward environment for each of the platform’s 45 enterprise clients. Reward delivery emails arrive from each client’s domain. Redemption pages display each client’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.

2

**API Integration — Invisible Automation**

ADR's REST API was integrated directly into the growth platform's campaign engine. When a prospect completes a qualifying action — demo attendance, trial completion, account creation, first purchase — the API triggers instant reward delivery in under one second. No manual step, no queue, no delay.

3

**Client Reporting Under Each Brand's Identity**

Each enterprise client receives campaign performance reporting through the growth platform's existing dashboard. Cost-per-acquisition, conversion rates, reward redemption, and budget consumption — all displayed under the client's branding with campaign-level and channel-level granularity.

4

**Fraud Prevention — Automated and Pre-Issuance**

ADR's fraud layer runs automatically on every claim before rewards are issued. Duplicate detection, velocity controls, bot prevention, and promo code enforcement protect every campaign's budget. The platform's clients never see the fraud infrastructure — they only see clean campaign results.

**The growth platform's 45 enterprise clients have no awareness that ADR powers their acquisition incentive infrastructure. Every touchpoint — reward emails, redemption pages, campaign dashboards — carries each client's brand identity. ADR operates as invisible infrastructure.**

## THE RESULTS

## Measurable Impact Across Operations, Experience, and Fraud Prevention

<b>&lt;1s</b> API reward delivery (was 3–5 days)	<b>90%+</b> Fulfillment automation	<b>3x</b> Reward redemption rate improvement	<b>15%</b> Fulfillment gap eliminated	<b>0</b> ADR touchpoints in prospect UX
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## Operational Impact

- **Fulfillment time:** API-triggered delivery reduced average reward delivery from 3–5 business days to under one second. Instant fulfillment became the standard for all digital acquisition campaigns.
- **Administrative overhead:** Marketing ops fulfillment dropped from 20+ hours per week to near zero. Campaign managers configure rewards through the platform interface — no manual purchasing required.
- **Fulfillment gaps eliminated:** The 15% of qualified prospects who previously never received their reward are now fulfilled automatically. Zero fulfillment gaps across 300+ active campaigns.
- **Campaign velocity:** New campaigns launch in hours rather than weeks. Subsequent campaigns require zero engineering involvement — configured entirely through the platform interface.

## Prospect Experience Impact

- **Redemption rate improvement:** Instant delivery combined with choice-based rewards (1,000+ brands) drove a 3x improvement in reward redemption rates compared to the previous single-brand gift card approach.
- **Conversion momentum:** Sub-second delivery eliminates the 3–5 day gap where prospects were converting with competitors. Acquisition campaigns now reinforce urgency at the moment of action.
- **Consistent brand experience:** Every prospect — regardless of campaign type, channel, or client — receives rewards through an experience reflecting the client's brand identity.
- **Campaign-level optimization:** Real-time cost-per-acquisition by channel enables mid-flight optimization. Marketing teams pause underperforming channels and reallocate budget in real time.

## Fraud Prevention and Compliance Impact

- **Fraud prevention:** Automated duplicate detection, velocity controls, and bot prevention catch invalid claims before rewards are issued. Campaign budgets are protected without creating friction for legitimate prospects.
- **1099 compliance:** Automated cross-campaign aggregation tracking eliminated year-end manual reconciliation across 300+ campaigns. Finance receives threshold alerts before the \$600 aggregate is reached — not after.
- **Budget controls:** Per-campaign and per-channel budget limits with automatic enforcement and real-time alerts prevent overspend. Optional auto-pause stops campaigns at spending limits.

- **Audit readiness:** The platform now delivers audit-ready incentive documentation to enterprise clients on request — a capability they previously lacked entirely.

FINANCIAL IMPACT	BUSINESS IMPACT
<ul style="list-style-type: none"> <li>› <b>~\$120K+ estimated annual savings</b> from eliminating 20+ hours of weekly marketing ops fulfillment labor — recovered as campaign management capacity</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Campaign capacity expansion</b> — the platform now runs 3x more concurrent campaigns without adding headcount to marketing operations</li> </ul>
<ul style="list-style-type: none"> <li>› <b>15% fulfillment gap recovery</b> — previously lost prospects now automatically fulfilled, directly improving campaign ROI</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Client retention strengthened</b> — enterprise clients cite instant reward delivery and real-time campaign analytics as key differentiators vs. competing platforms</li> </ul>
<ul style="list-style-type: none"> <li>› <b>Fraud prevention</b> protecting campaign budgets from duplicate claims, bot submissions, and promo code sharing — measurable reduction in invalid reward issuances</li> </ul>	<ul style="list-style-type: none"> <li>› <b>New client acquisition</b> — white-label incentive infrastructure is now a featured capability in the platform’s enterprise sales pitch</li> </ul>
<ul style="list-style-type: none"> <li>› <b>Vendor consolidation</b> eliminated multiple gift card vendors, reducing procurement overhead and per-vendor account management cycles</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Revenue per client increased</b> — clients running incentivized acquisition campaigns spend 40% more on the platform than non-incentivized clients</li> </ul>

*“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.”*

— Head of Product, National Growth Marketing Platform

## Ready to run incentive infrastructure your clients will never see?

ADR scales across campaign types, marketing platforms, and enterprise client structures — without a single ADR touchpoint in your prospect experience. Full fraud prevention built in. Full brand control maintained.

**Request a Demo** - [alldigitalrewards.com/demo](https://alldigitalrewards.com/demo)

## WHY ADR

## What Made the Difference

Four 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 prospect and client touchpoint — domain, email, redemption page, reporting interface. Not a co-branded experience. Not an 'ADR Powered By' badge. Complete invisibility — the only platform evaluated that could deliver it across 45 enterprise clients simultaneously.



### Compliance Ownership, Not Compliance Tools

ADR doesn't give you compliance tools and ask you to configure them correctly. The platform manages 1099 aggregation across 300+ campaigns, fraud prevention on every claim, and budget enforcement automatically — surfacing exceptions rather than requiring your team to monitor every transaction.



### API-First Infrastructure Built for Scale

Sub-second delivery, 99.9% uptime SLA, and documented integrations with HubSpot, Marketo, Salesforce Marketing Cloud, and custom platforms. Initial API integration completed in two weeks. First live campaign within 30 days. Full rollout across all 45 clients within 90 days.



### 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. Choice-based rewards drove the 3x redemption rate improvement that made the business case self-evident.

## Is This Relevant to Your Organization?

This deployment pattern applies across multiple client types:

- › **Growth Marketing Platforms** — running incentivized acquisition campaigns on behalf of enterprise clients who must never see vendor infrastructure
- › **Marketing Agencies** — managing promotional reward fulfillment for clients across multiple campaigns, channels, and geographies
- › **SaaS Companies** — running their own demo attendance, trial completion, and sign-up incentive campaigns at enterprise scale

› **Referral Marketing Platforms** — powering referral reward delivery as a native feature embedded in the product experience

› **Consumer Promotions Agencies** — executing sweepstakes, contest, and promotional incentive campaigns with compliance built in

## Run acquisition incentive infrastructure your clients will never see.

API delivery · True white-label branding · Global catalog · Built-in fraud controls  
1,000+ brands in 100+ countries · 1099 aggregation · GDPR/CCPA/OFAC built in

**Request a Demo · [alldigitalrewards.com](https://alldigitalrewards.com)**