



THE ENTERPRISE GUIDE TO

Customer Acquisition Incentives

Strategy, Compliance & Automation for Marketing & Growth Teams

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Enterprise acquisition platforms automate reward delivery in under 60 seconds, prevent campaign fraud, and measure cost-per-acquisition in real time.

3x Reward redemption rate improvement	90%+ Fulfillment automation	<60s Reward delivery after qualifying action	1,000+ Brand catalog across digital rewards
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SECTION 1

Strategy by Campaign Type

Incentive value frameworks and program design for acquisition campaigns

\$49B	3–5 days	15%+	50%
Digital advertising spend on acquisition	Average manual reward fulfillment time	Qualified prospects never receiving reward	Fulfillment overhead reducible via automation

Setting Acquisition Incentive Values: The Four-Factor Framework

The right incentive value is the minimum amount that changes prospect behavior without eroding campaign ROI. Overpaying attracts low-intent prospects who claim rewards without converting; underpaying fails to differentiate your offer from competitors. Four factors determine the optimal value for any acquisition campaign.

Factor	Low Value Signal	High Value Signal	Typical Multiplier
Customer LTV	Low-margin, single-purchase product	High-LTV subscription or contract	1–5% of first-year LTV
Action Difficulty	Simple sign-up or email opt-in	Qualified demo, trial completion, first purchase	2–4x base for high-friction actions
Competitive Intensity	Few competitors offering incentives	Multiple competitors with active sign-up offers	1.5–2x when matching competitors
Fraud Risk Profile	Low-value, authenticated channels	High-value, open-registration campaigns	Offset with fraud controls, not higher values

Acquisition Incentive Value Reference by Campaign Type

The matrix below provides starting-point values for common acquisition campaign types. Adjust based on your customer LTV, competitive landscape, and historical conversion data.

Program Type	Recommended Reward	Delivery Model	Typical Value	Compliance Note
SaaS Demo Attendance	Digital gift card	API-triggered instant	\$50–\$100	1099-MISC if >\$600 agg/yr
Consumer Sign-Up Bonus	Prepaid Visa/MC	API on activation	\$10–\$50	Track aggregate across campaigns

Program Type	Recommended Reward	Delivery Model	Typical Value	Compliance Note
Free Trial Completion	Digital gift card	API on milestone	\$50–\$150	Verify completion before issuance
Trade Show Lead Gen	Choice-of-reward link	Batch upload post-event	\$25–\$75	Collect W-9 for high-value events
Referral Sign-Up	Points or gift card	API on referred activation	\$15–\$50	Both referrer and referee may trigger 1099
Webinar Attendance	Digital gift card	Reward link in follow-up	\$15–\$30	Verify attendance duration
First Purchase Reward	Promotional credit	API on purchase confirm	\$10–\$25	Net of returns before 1099 calc

Acquisition incentives may qualify as prizes/awards (1099-MISC) or promotional payments depending on campaign structure and recipient classification. Consult legal counsel for campaigns above \$100 per prospect.

Campaign Design Principles

Effective acquisition incentive programs balance conversion impact with budget efficiency and fraud prevention. These five principles separate high-performing campaigns from budget-draining experiments.

- **Speed is the differentiator:** Instant delivery reinforces the acquisition moment. Every hour of delay between qualifying action and reward receipt reduces conversion probability. Design for sub-60-second fulfillment.
- **Gate on intent, not just action:** Reward meaningful qualifying actions (demo completion, trial milestones, first purchase) rather than low-intent actions (email opt-in, page visit) to attract higher-quality prospects.
- **Layer fraud controls before launch:** Acquisition campaigns are high-fraud-risk by design — they offer value to unknown prospects. Build duplicate detection, velocity controls, and bot prevention into every campaign.
- **Measure by campaign, not by program:** Track cost-per-acquisition, conversion rate, and redemption at the individual campaign and channel level. Aggregate program metrics mask underperforming campaigns.
- **Budget controls prevent surprises:** Set per-campaign and per-channel budget limits with automatic enforcement. Real-time budget alerts enable mid-campaign adjustments before overspend occurs.

SECTION 2

Compliance Reference: U.S. & International

IRS reporting, promotional compliance, OFAC screening, and data privacy

IRS Reporting for Acquisition Incentives

Acquisition incentive payments may trigger IRS reporting obligations depending on the recipient’s classification and the cumulative value paid within a calendar year. The **\$600 aggregate threshold** applies across all programs paid to a single prospect or customer — not per individual payment or per campaign.

Form	Applies When	Acquisition Use Case	Trigger Threshold
1099-NEC	Payment for services by non-employees	Referral agent fees, affiliate commissions, influencer payments	\$600+ aggregate/year
1099-MISC	Prizes, awards, or promotional incentives	Demo attendance incentives, sign-up bonuses, trial completion rewards	\$600+ aggregate/year
No Form Required	Below reporting threshold in aggregate	Low-value sign-up bonuses, small promo credits below threshold	Below \$600/yr aggregate

The \$600 threshold is cumulative — it applies across ALL programs paid to a single prospect or customer in a calendar year, not per individual payment. Platforms must aggregate payments across campaigns automatically.

Operational Requirements:

- Collect W-9 from all recipients before aggregate payments may reach \$600
- Use a platform with cross-campaign aggregation tracking — manual reconciliation fails above 500 prospects
- Track referral agent and affiliate payments separately from consumer incentives — different 1099 forms apply
- Retain payment records for minimum 3 years (7 years recommended)
- Non-U.S. recipients: W-8BEN required; withholding rules vary by country and tax treaty status

Promotional Compliance: Sweepstakes, Contests, and Incentive Offer Rules

Acquisition campaigns that include sweepstakes elements, contest mechanics, or conditional incentive offers may trigger state and federal promotional compliance requirements. Organizations running multi-state campaigns must ensure their incentive structure does not inadvertently create an illegal lottery, require prohibited purchase conditions, or violate state-specific promotional advertising rules.

No-Purchase-Necessary	Sweepstakes-style acquisition offers must include a free method of entry. Requiring a purchase as the only qualifying action may create an illegal lottery in most U.S. states.
State Registration	High-value sweepstakes (typically >\$5,000 total prize pool) may require registration and bonding in states like New York, Florida, and Rhode Island before launch.
Age Verification	Acquisition campaigns targeting consumer markets must verify eligibility age requirements. Alcohol, financial services, and gaming verticals have specific age gates.
Official Rules	Campaigns with sweepstakes or contest elements require published official rules including eligibility, entry methods, prize descriptions, odds, and sponsor identification.
Geographic Restrictions	Certain states and jurisdictions restrict specific promotional mechanics. Platform must support geographic eligibility enforcement at the claim level.
Advertising Disclosures	Promotional advertising for incentive offers must include material terms and conditions. FTC guidelines require clear and conspicuous disclosure of offer limitations.

Tax and regulatory requirements vary by program structure, recipient classification, and jurisdiction. Configure tracking and retention policies in consultation with qualified legal and tax counsel. ADR provides tracking infrastructure and reporting documentation — not tax filing services or legal advice.

Data Privacy: GDPR, CCPA, and Consumer Data Protection

Framework	Jurisdiction	Key Obligations	Platform Requirement
GDPR	European Union	Informed consent; data minimization; right to access and deletion; 30-day response window	Configurable retention; automated deletion; consent logging
CCPA	California (U.S.)	Right to know, delete, and opt out of sale; do not sell disclosures for CA residents	Prospect data classification; opt-out mechanism; deletion on request
CAN-SPAM	United States	Unsubscribe mechanism in promotional emails; accurate header/subject lines; physical address	Email delivery compliance; unsubscribe enforcement; opt-out processing
PIPEDA	Canada	Consent, purpose limitation, and accuracy requirements	Jurisdiction detection; consent records

OFAC Sanctions Screening

OFAC screening is required for all international reward payments regardless of incentive value — there is no de minimis exception. Acquisition programs operating across multiple countries must screen every payout against the SDN list at point of issuance.

- Screened countries include Iran, North Korea, Cuba, Syria, Russia (certain persons), and all others on the OFAC SDN list
- Automated SDN screening must occur at the point of reward issuance — not retrospectively
- Screen failures must be flagged for human review — automated blocking alone is insufficient for audit compliance
- Maintain records of all screening results for audit purposes

SECTION 3

Delivery Model Selection Guide

Choosing the right delivery architecture for your acquisition campaigns

The right delivery model depends on three factors: where the qualifying action happens (online, offline, or hybrid), how fast rewards must be delivered to maintain conversion momentum, and whether the campaign requires unique attribution by channel. Most enterprise acquisition programs use API-triggered delivery as their primary model and supplement with promo codes or batch upload for specific campaign types.

API-Triggered Instant Delivery

Description	Your marketing platform, CRM, or website calls ADR's RESTful API when a prospect completes a qualifying action. The prospect receives their digital reward within 60 seconds via email. Supports real-time status callbacks and configurable reward values per campaign.
Best For	Best for: Digital acquisition campaigns — demo attendance, trial completion, account creation, first purchase
Integrations	Integrations: HubSpot, Marketo, Salesforce Marketing Cloud, custom-built acquisition platforms
Team Maturity	Team maturity: Requires engineering resource for initial API integration (1–3 weeks)

Secure Reward Links

Description	Generate unique, single-use reward links embedded in confirmation pages, welcome emails, or thank-you sequences. Prospects click the link and select their reward from a branded catalog. Each link is tracked for redemption.
Best For	Best for: Email-based campaigns, partner distribution, post-event follow-up sequences
Integrations	Integrations: Any email platform — no API integration required
Team Maturity	Team maturity: Marketing-led — no engineering involvement needed

Promo Code Distribution

Description	Generate batches of single-use promo codes for acquisition offers distributed through advertising, social media, email campaigns, or partner channels. Codes are unique and trackable — preventing sharing and ensuring accurate campaign attribution.
Best For	Best for: Advertising, social media promotions, partner channel distribution, print media
Integrations	Integrations: Ad platforms, social media, partner portals, print/digital advertising
Team Maturity	Team maturity: Marketing-led — code generation and distribution through platform interface

Batch File Upload

Description	Upload a CSV of qualifying prospects with reward selections and amounts. ADR processes the batch and delivers all rewards within the processing window. Ideal for event-based acquisition or campaigns processed outside the marketing automation stack.
Best For	Best for: Trade shows, webinars, field marketing events, offline registration campaigns
Integrations	Integrations: CSV export from any system — event platforms, registration tools, CRM exports
Team Maturity	Team maturity: Operations-led — manual upload with validation and error reporting

Marketing Platform Integration Reference

Platform	API Integration	Bulk/Link	Notes
HubSpot	REST API via workflows	Yes	Trigger on lifecycle stage change or form submission
Marketo	REST API via webhook	Yes	Smart campaign trigger on qualifying action
Salesforce Marketing Cloud	REST API via Journey Builder	Yes	Trigger on entry event or data extension update
Pardot	REST API via engagement programs	Yes	Trigger on prospect score or grade threshold
Google Ads	N/A	Promo codes	Distribute unique codes via ad extensions or landing pages
Custom Platform	Direct REST API	Yes	Standard HTTP integration — 1–3 week implementation
No Marketing Platform	N/A	Yes	Use batch upload or link-based delivery

SECTION 4

Platform Evaluation Checklist

25-point enterprise readiness scorecard — use this to evaluate any incentive platform

Not all incentive platforms are built for the complexity of enterprise acquisition campaigns. Items marked ★ are critical — platforms that cannot satisfy these requirements should not advance to final evaluation. A platform missing more than two ★ items should be disqualified regardless of pricing.

Reward Catalog & Global Reach

CRITICAL ★	■ 1,000+ brands across gift cards, prepaid debit, and merchandise ★
CRITICAL ★	■ Coverage across 100+ countries with locally relevant brands ★
STANDARD	■ Real-time foreign exchange rates with transparent fee structure
CRITICAL ★	■ Prepaid Visa/Mastercard available in target geographies ★
STANDARD	■ Charitable donation options for corporate gift policy compliance

Delivery Infrastructure

CRITICAL ★	■ REST API with webhook/callback support for real-time delivery confirmation ★
CRITICAL ★	■ Bulk batch upload via CSV with validation and error reporting ★
STANDARD	■ Link-based delivery with unique, single-use redemption URLs
STANDARD	■ Branded redemption pages or portal with custom domain support
STANDARD	■ Multi-language redemption flow for international prospects
CRITICAL ★	■ Sub-second delivery latency for API-triggered rewards ★

Compliance & Governance

CRITICAL ★	■ Automated 1099-NEC/MISC aggregation tracking across all campaigns ★
CRITICAL ★	■ OFAC SDN screening at point of reward issuance ★
CRITICAL ★	■ Configurable GDPR/CCPA data retention and deletion policies ★
CRITICAL ★	■ Role-based access controls (RBAC) with granular permission management ★
STANDARD D	■ Multi-level approval workflows for high-value disbursements
CRITICAL ★	■ Immutable audit trail for all reward issuances and data access ★
STANDARD D	■ W-9 / TIN collection and tax documentation support

Fraud Prevention & Campaign Analytics

CRITICAL ★	■ Duplicate claim detection by email, phone, IP, and device fingerprint ★
CRITICAL ★	■ Velocity controls flagging unusual claim rates from single sources ★
STANDARD D	■ Bot prevention and automated submission detection
STANDARD D	■ Real-time campaign analytics with cost-per-acquisition by channel
STANDARD D	■ Budget controls with automatic campaign pause at spending limits

Support & SLA

STANDARD D	■ Dedicated implementation support for enterprise onboarding
CRITICAL ★	■ SLA covering API uptime of 99.9%+ with defined remedies ★
STANDARD D	■ Named account management — not shared support queue only

★ = Critical requirement. Platforms unable to satisfy starred items should not advance to final vendor evaluation.

SECTION 5

Implementation Roadmap

Four-phase deployment from campaign configuration to full production

ADR’s implementation for acquisition campaigns is designed for speed — marketing teams can configure and launch their first incentivized campaign within two to three weeks. The four-phase structure below covers a mid-complexity deployment: multi-channel API integration, fraud controls, and real-time analytics. Simpler deployments (link-based or batch-only) can compress Phases 1–2 into a single week.

Phase 1: Campaign Configuration & Planning Week 1

Objective: Define campaign rules, reward catalog, fraud controls, and budget parameters before technical work begins.

- Define qualifying actions per campaign type (demo completion, sign-up, trial milestone, first purchase)
- Select reward types and values per campaign — configure from 1,000+ brand catalog
- Configure fraud controls: duplicate detection rules, velocity thresholds, geographic restrictions
- Set per-campaign and per-channel budget limits with alert thresholds
- Map campaign attribution requirements — which channels need unique tracking
- Identify stakeholders: marketing ops, finance (for 1099), legal (for promotional compliance)
- Establish campaign naming conventions and reporting hierarchy

Phase 2: API Integration & Fraud Setup Weeks 1–2

Objective: Connect marketing platform to ADR’s API and configure fraud prevention layer.

- Provision API keys and configure webhook endpoints for delivery confirmation
- Integrate CRM or marketing platform triggers (HubSpot workflows, Marketo smart campaigns)
- Configure bot prevention and automated submission detection rules
- Set up real-time campaign dashboards — cost-per-acquisition, conversion rates, budget consumption
- Configure email templates for reward delivery — branded sender domain and redemption pages
- Set up 1099 aggregation tracking for multi-campaign prospect payment accumulation
- Test API connectivity with sandbox environment and sample transactions

Phase 3: Pilot Campaign & Validation

Weeks 2–3

Objective: Validate end-to-end flow with a controlled campaign before full rollout.

- Launch pilot campaign on a single channel with limited audience
- Validate qualifying action triggers reward delivery within 60-second SLA
- Test fraud controls with simulated duplicate claims, velocity spikes, and bot attempts
- Verify campaign analytics accuracy — cost-per-acquisition, conversion tracking, budget monitoring
- Confirm reward delivery branding — sender domain, email template, redemption page
- Test budget control enforcement — verify auto-pause at spending limits
- Review pilot results with marketing and finance stakeholders before scaling

Phase 4: Full Production & Optimization

Week 3+

Objective: Scale to full multi-channel campaign deployment with ongoing optimization.

- Launch campaigns across all planned channels with full budget allocation
- Subsequent campaigns configurable in hours through platform interface — no engineering required
- Monitor cost-per-acquisition trends and optimize underperforming channels mid-flight
- Review fraud control effectiveness — adjust velocity thresholds based on actual claim patterns
- Quarterly 1099 reconciliation review with finance team
- Expand to new campaign types, channels, and geographies as acquisition strategy evolves

Stakeholder Engagement Matrix

Stakeholder	Phase 1	Phase 2	Phase 3	Phase 4
Marketing / Growth Lead	● Active	● Active	● Active	● Active
Marketing Operations	● Active	● Active	● Active	■ Review
Engineering / Dev Ops	■ Review	● Active	● Active	■ Review
Finance / Accounting	● Active	■ Review	■ Review	● Active
Legal / Compliance	● Active	■ Review	● Active	■ Review

● Active involvement required ■ Review/approval role

SECTION 6

Quick-Reference Appendix

IRS cheat sheet, delivery decision matrix, and glossary

IRS Reporting Cheat Sheet — Acquisition Incentive Programs

Scenario	Form Required	Threshold	Action Required
Single demo incentive <\$600/yr	None	<\$600 aggregate	Track for aggregate across campaigns
Multiple campaign payments >\$600/yr to same prospect	1099-MISC	\$600+ aggregate	W-9 collection; file 1099-MISC by Jan 31
Affiliate/referral agent commission >\$600/yr	1099-NEC	\$600+ aggregate	W-9 collection; file 1099-NEC by Jan 31
Contest/sweepstakes prize >\$600	1099-MISC	\$600+ per prize	W-9 collection; withhold if no W-9 on file
Non-U.S. prospect receives incentive	See treaty rules	Varies	W-8BEN required; withholding may apply

Disclaimer: This cheat sheet is a general reference only. Tax treatment varies by recipient classification, payment structure, and jurisdiction. Consult qualified tax counsel for program-specific guidance.

Delivery Model Decision Matrix

If your situation is...	Use this model	Typical value range
Digital campaign with CRM/marketing platform	API-triggered instant delivery	\$10–\$150 per prospect
Email-based offer without API capability	Secure reward links in follow-up emails	\$15–\$75 per prospect
Social media or advertising distribution	Unique promo codes by channel	\$10–\$50 per prospect
Trade show or event-based lead gen	Batch file upload post-event	\$25–\$75 per lead
Partner/affiliate referral program	API on referred prospect activation	\$15–\$50 per conversion
Multi-channel campaign (digital + events)	API primary + batch supplement	\$25–\$100 per prospect
Pilot program testing incentive impact	Reward links (fastest to deploy)	\$15–\$50 per prospect

Glossary

1099-NEC	IRS form for reporting non-employee compensation of \$600+ in a calendar year.
1099-MISC	IRS form for prizes and awards — applies when incentives are not for ‘services rendered.’
CAN-SPAM	U.S. federal law governing commercial email — requires unsubscribe mechanism and accurate sender identification.
CCPA	California Consumer Privacy Act — grants California residents rights to know, delete, and opt out of sale of personal information.
CPA	Cost per acquisition — total campaign spend divided by the number of converted prospects.
GDPR	General Data Protection Regulation — EU law governing collection, processing, and storage of personal data of EU residents.
OFAC	Office of Foreign Assets Control — U.S. Treasury agency administering sanctions programs.
Promo Code	Single-use alphanumeric code distributed through advertising or partner channels for reward redemption.
Qualifying Action	The specific prospect behavior that triggers reward delivery — e.g., demo completion, trial milestone, first purchase.
RBAC	Role-based access controls — security model restricting system access based on user roles.
Reward Link	Unique, single-use URL that directs a prospect to a branded reward selection page.
SDN List	Specially Designated Nationals list — OFAC’s list of sanctioned individuals and entities.
Velocity Control	Fraud prevention mechanism flagging statistically unusual claim rates from a single IP, device, or location.
W-9	IRS form collecting taxpayer identification from U.S. recipients in advance of 1099 reporting.