CASE STUDY · ENTERPRISE RESEARCH INCENTIVE INFRASTRUCTURE

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 incentive infrastructure.

<2s	80%+	12	0
Avg reward delivery (was 2–4 days)	Reduction in admin overhead	Countries on one platform (was 3)	ADR touchpoints in participant UX

INDUSTRY	Market Research & Insights
COMPANY TYPE	Full-service research firm, Top 10 U.S.
STUDIES / YEAR	80–120 active studies, 15+ enterprise clients
PARTICIPANTS / YEAR	200,000+ across B2C, B2B, and health-adjacent
DEPLOYMENT	White-label — ADR invisible to all participants and 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 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 by geography. Delayed fulfillment — often 2–4 business days — eroding panel trust and driving early attrition.	A financial services client flagged a participant data handling gap. No centralized 1099 aggregation. OFAC screening handled manually — or not at all.

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 all 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.

WHY OTHER PLATFORMS FELL SHORT

✗ Required co-branding or a visible third-party presence in participant-facing emails and redemption pages — a non-starter for a firm whose value proposition is built on white-label research delivery

✗ No cross-program 1099 aggregation — each study tracked independently, leaving year-end reconciliation to the firm's finance team and creating material tax reporting risk at scale

✗ Global catalog limited to 10–15 countries, insufficient for a firm already operating across three geographies and planning expansion — forcing continued multi-vendor management

✗ Webhook-based delivery with no real-time API orchestration — reward fulfillment remained a manual trigger, not an automated workflow embedded in the survey platform

✗ Compliance documentation generated on request only, not automatically — audit readiness still depended on internal staff time rather than platform infrastructure

Implementation Timeline

3 wks	**30 days**	**90 days**
API integration	First live study	Full rollout
Connected to existing survey platform	**From contract to participant rewards live**	**All 15 enterprise clients migrated**

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.

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.

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.

4

Compliance Ownership — Off the Firm’s Plate

ADR’s compliance layer runs automatically across every payout. 1099-NEC and 1099-MISC aggregation tracks cumulative payments per participant across all studies and all clients — surfacing threshold alerts before year-end, not after. 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 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

<2s	80%+	22%	12	0
Reward delivery (was 2–4 days)	Admin overhead reduction	Completion rate improvement	Countries on single platform	ADR 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 dropped from 15–20 hours per month to under two hours — more than 80% reduction. Manual vendor management 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 relationship.

Participant Experience Impact

- **Completion rate improvement:** Communicating incentive value upfront combined with instant delivery drove a 22% improvement in survey completion rates across quantitative programs.
- **Consistent brand experience:** Every participant — regardless of geography, study type, or enterprise client — receives rewards through an experience reflecting 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 clients eliminated year-end manual reconciliation. Finance receives threshold alerts before the $600 aggregate is reached — not after.
- **OFAC screening:** Every international payout screened at issuance. The financial services client that flagged a compliance gap received a formal compliance documentation package within 30 days of go-live.
- **GDPR/CCPA posture:** Configurable retention policies and automated deletion workflows brought the firm into compliance without custom development.
- **Audit readiness:** The firm now delivers audit-ready incentive documentation to enterprise clients on request — a capability they previously lacked entirely.

FINANCIAL IMPACT	BUSINESS IMPACT
› **~$35K–$50K estimated annual savings** from eliminating 15–20 hours of monthly finance reconciliation — recovered as capacity for higher-value work	› **22% higher completion rates** directly lower cost per usable response across the firm's quantitative study portfolio
› **Vendor consolidation** eliminated three redundant contracts, reducing procurement overhead and per-vendor account management cycles	› **Compliance infrastructure** enabled the firm to retain its flagged financial services client and position for additional regulated-industry business
› **Geographic expansion to 12 countries** added zero incremental vendor cost — previously impossible under a multi-vendor model	› **Global catalog access** opened geographies previously closed to the firm's enterprise clients — expanding addressable study scope without new vendor relationships
› **Compliance automation** eliminated cost exposure from manually managed OFAC screening, including the risk of a reportable screen failure	› **White-label invisibility** preserved the trust relationships underlying the firm's enterprise client revenue — protecting its core competitive differentiation

> ***"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*

Ready to run incentive infrastructure your clients will never see?

ADR scales across geographies, study types, and enterprise client structures — without a single ADR touchpoint in your participant experience. Full compliance built in. Full brand control maintained.

Request a Demo · alldigitalrewards.com/demo

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 — the only platform evaluated that could deliver it end to end.

✓

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. Audit-ready documentation generated without staff intervention.

✓

API-First Infrastructure Built for Scale

Sub-second delivery, 99.9% uptime SLA, and documented integrations with the major survey platforms the firm already used. Initial API integration completed in three weeks. First live study launched within 30 days of contract. Full rollout across all 15 enterprise 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. The firm's expansion from 3 to 12 countries added zero new vendor relationships and zero new procurement cycles.

Is This Relevant to Your Organization?

This deployment pattern applies across multiple client types:

› **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
1,000+ brands in 100+ countries · 1099 aggregation · GDPR/CCPA/OFAC built in

Request a Demo · alldigitalrewards.com