

GUIDE

# Sending rewards & incentives faster, smarter, and headache-free

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**TREMENDOUS**

Sending rewards and incentives should be simple. But without the right tools and processes, many businesses are spending more time and money on their incentive programs than they need to — creating complex workflows that pull focus and budget away from high-priority work.

This guide covers the common challenges that teams face as they scale incentive programs, the benefits of using the right payout platform, and what to look for when evaluating your options.

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# Why manual incentive programs struggle to scale

You're already sending incentives. But is your current process holding you back?

Whether you're sending survey incentives to research participants, recognition rewards to employees, or referral bonuses to loyal customers, every program has unique needs. But they all share the same challenges: **processes that are hard to scale, slow, error-prone, and difficult to customize** — no matter if you're managing rewards with spreadsheets or working with a platform that doesn't fully meet your needs.



**Time-consuming admin.** Managing gift card and payout orders, tracking and reporting, and recipient communication eats up hours. Even with a platform in place, clunky workflows and limited self-service options can slow your team down.



**Fragmented systems.** Offering more than one reward type often means managing multiple vendors, logins, and reporting tools — adding complexity instead of reducing it.



**Recipient issues.** Questions pile up when codes get lost, rewards expire, or redemption instructions aren't clear. Without dedicated recipient support, your team ends up fielding inquiries that pull focus away from higher-value work.



**Global complexity.** Sending to international recipients requires currency conversions, local reward options, language translations, and regional compliance requirements. Not every platform supports smooth global payouts.



**Security and fraud risk.** Manual processes and fragmented systems create more opportunities for bad actors to game the system. As redemption codes move between tools, there are more opportunities for fraudsters to steal rewards — and for sensitive data to get exposed.



**Difficult to measure ROI.** When data lives in spreadsheets, disconnected tools, or limited reporting dashboards, proving program impact becomes a manual lift.



**Hidden costs.** Platform fees, per-transaction charges, customization fees, and markups on rewards can quietly eat into your budget, reducing the value you're actually delivering to recipients.

These challenges only get harder as your program scales from a handful of rewards to hundreds or thousands. That's why savvy teams bring on a reward and incentive platform early to set themselves up for success before the growing pains hit.

# Benefits of a reward and incentive platform

The right platform takes the manual work off your plate and gives you flexible tools to run incentive programs at scale. A few of the top reasons businesses bring on digital payout platforms:



**Save time.** Automate the busywork — sending, tracking, reporting — so your team can focus on the program itself, not the process behind it. With a centralized platform, you can manage your reward budget, orders, and tracking in one place, reducing manual errors and freeing up time for higher-value work.



**Cut costs.** The right platform eliminates unnecessary fees, hidden markups, and wasted spend on lost or stolen rewards. More of your budget goes toward the incentives themselves, not platform charges or fraudulent payouts.



**Scale globally.** With a global solution, you can send rewards to recipients around the world without extra operational lift. No more cobbling together regional solutions or managing multiple vendors. Leading platforms will also handle currency conversions and translations automatically.



**Reduce risk.** Platforms with built-in fraud prevention and compliance tools help protect your budget and your data. You get visibility and control without adding manual review or security steps.



**Delight recipients.** Incentive solutions usually provide faster delivery, more reward choices, and dedicated support when recipients need it. A better recipient experience means stronger program outcomes.



# What to look for in a reward and incentive platform

Not all incentive platforms are built the same. Some involve complex IT setups, limited reward options, or gaps in support that create more work for your team. Here's what to look for as you evaluate your options.

## Easy, delightful recipient experience



The recipient experience is an extension of your overall brand experience. If rewards are hard to redeem, slow to arrive, or feel generic, it can make a bad impression that limits your program's effectiveness.

Recipients expect more from digital experiences than ever before. They want incentives that align with their interests and preferred brands, and they don't want to wait weeks for a gift card or payout to show up in their inbox.

### What to look for:



**Large reward catalog.** Look for platforms with a wide range of options: gift cards, prepaid cards, monetary options like PayPal and bank transfers, and charitable donations. The more variety, the better.



**Recipient choice.** Some platforms allow people to pick the reward that works for them instead of giving a single default option. Programs that offer choice likely see higher satisfaction and customer loyalty.



**Flexible delivery methods.** Email, SMS, and physical cards give recipients options based on their preferences and locations.



**Customizable branding and messaging.** Brand consistency is key. Your emails and redemption pages should look and sound like your company, not a generic vendor.



**Easy administration.** The platform should be intuitive and user-friendly, allowing your team to accomplish most tasks themselves without heavy onboarding or account support.



**Dedicated, in-house recipient support.** When recipients have questions, they should have somewhere to go that isn't your team's busy inbox. Look for platforms with dedicated support teams that resolve issues quickly and reliably.

## Global reach



Whether you're currently sending or planning to send rewards internationally, your platform needs to support recipients wherever they are. Offering locally relevant options across multiple countries can become a major roadblock to growth without the right solution.

### What to look for:



**Reward options in multiple countries and regions.** Coverage matters, especially if your program spans different markets.



**Local brands recipients know and trust.** A gift card to a retailer someone's never heard of isn't much of a reward. Look for platforms with geo-specific options that resonate with local audiences.

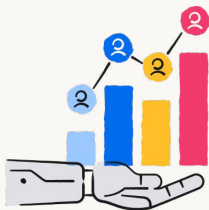


**Automatic currency conversion.** Recipients should see rewards in their local currency without extra work on your end.



**Translated reward communications.** Emails and redemption pages in the recipient's native language improve the experience and reduce confusion.

## Automation and integrations



Manual payouts don't scale — and neither do platforms with limited automation capabilities. As your program expands, you need technology that works with your existing tech stack and handles repetitive tasks.

### What to look for:



**Bulk uploads and scheduled sends.** Leading platforms can send hundreds or thousands of rewards at once, and schedule them in advance.



**Real-time visibility into payment status.** Dashboards make it easy to see exactly what's been sent and track updates without complex reporting workflows.

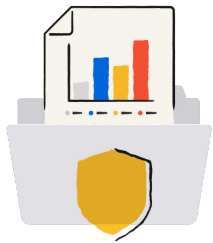


**API access for custom workflows.** Triggers rewards automatically based on events in your own systems — like survey completions, referred customer signups, or employee milestones.



**Integrations with existing tools.** Provides connectors to your CRM, survey platform, or other tools you already use (including native integrations with HubSpot and Salesforce) to streamline workflows and reduce manual data entry.

# Security and compliance



Your money, data, and recipient details need to be protected. Look for a platform with security and compliance built into the core product, not added as an afterthought.

Fraudsters target incentive programs in multiple ways: intercepting redemption codes as they move between systems, or posing as legitimate recipients to claim rewards multiple times. Platforms with fraud protection tools provide a closed loop that minimizes these risks.

## What to look for:



**Built-in fraud monitoring.** Look for platforms that flag suspicious activity using signals like IP address, device fingerprinting, location, and network data from millions of payouts to identify repeat offenders.



**Custom rules.** The ability to set your own thresholds and rules for flagging or blocking payouts based on your program's needs.



**SOC 2 compliance and data encryption.** Table stakes for enterprise-grade security.



**Access controls and approval workflows.** Limit who can send rewards and require approvals for large or sensitive payouts.



**Automatic W-9 collection.** For U.S. recipients, collect and verify recipient tax information so you don't have to chase it down manually.



**1099 reporting support.** Generate, export, and file recipient 1099s with less paperwork.



**Audit trails and reporting.** Full visibility into who sent what, when, and to whom — for compliance and internal accountability.



# Pricing



Incentive platform pricing can sometimes be opaque. Make sure you understand the full cost of a solution before committing, and watch out for hidden fees that quietly eat into your budget.

## What to look for:



**Platform or subscription fees.** Some platforms charge monthly or annual fees regardless of usage, and some require order minimums. Look for platforms that charge neither.



**Per-transaction fees.** Some platforms charge a fee for every reward you send. These costs add up fast at scale.



**Customization fees.** Some vendors charge extra for custom branding or catalog curation. Look for platforms where these features are included at no additional cost.



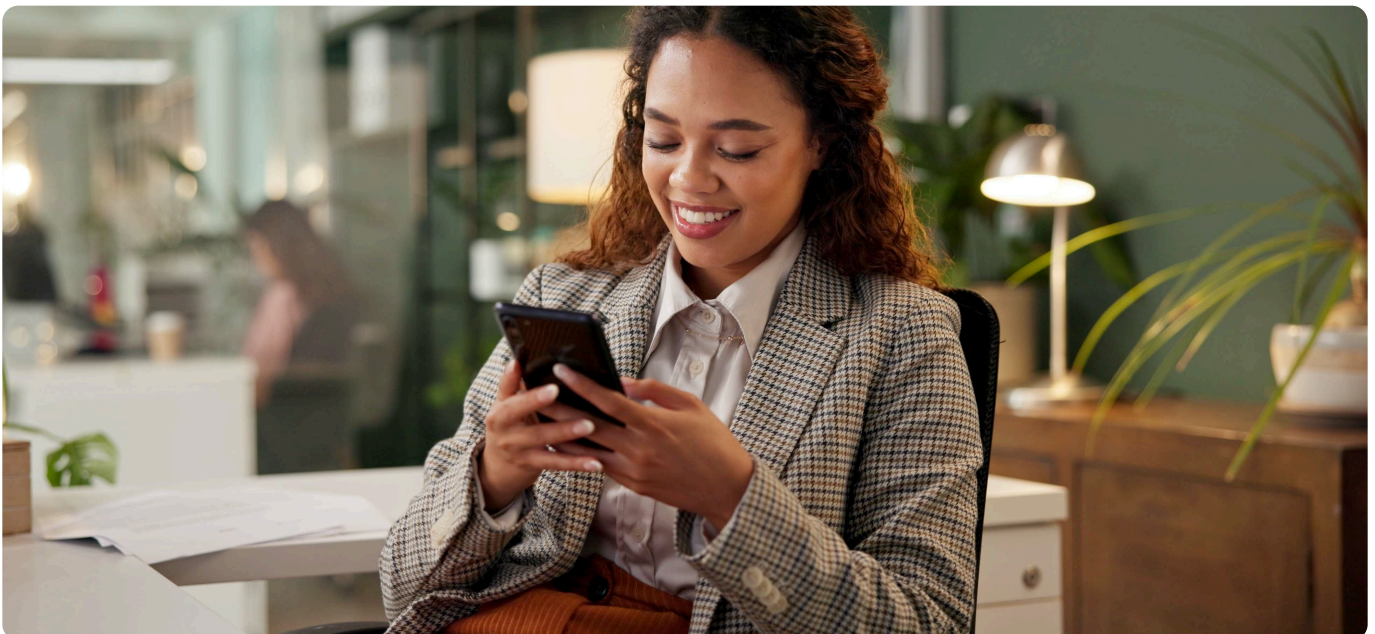
**Funding fees.** Understand the cost of adding funds to your account via ACH, wire, or credit card.



**Discounts for bulk ordering.** High-volume senders may qualify for better rates on gift cards.



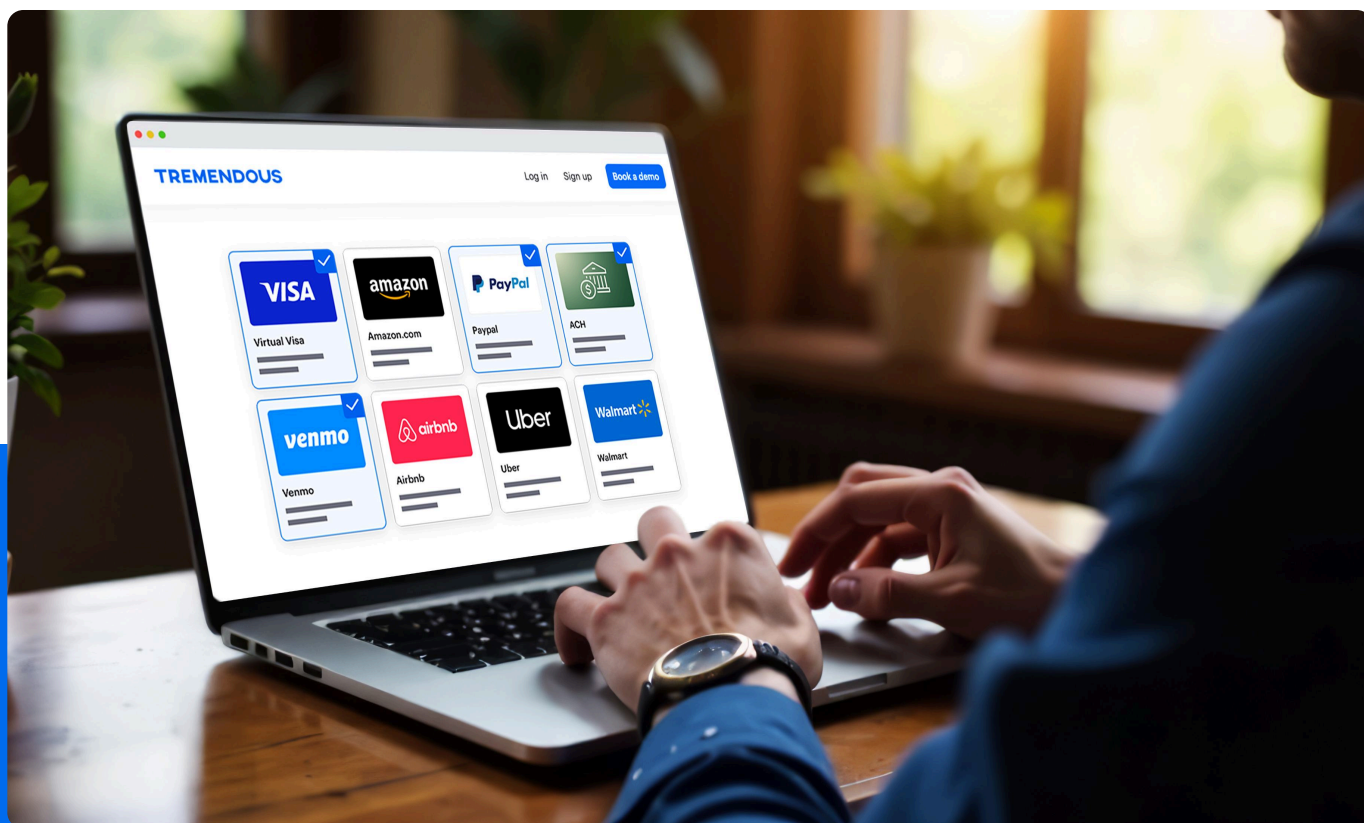
**Face-value rewards.** Make sure recipients get 100% of what you send — no hidden deductions or markups that reduce the value of their reward.



# Ready to scale?

The right incentive platform can save your team time, cut costs, and ensure a seamless recipient experience no matter how big your program gets.

With a scalable platform in place, your team will have fewer logistical details to worry about so you can spend more time driving the outcomes that matter.



## Simplify your incentives with Tremendous

Tremendous makes it easy to send 2,500+ gift cards, prepaid cards, and monetary payouts to recipients around the globe. With just a few clicks, you can send rewards and incentives quickly, no matter the volume — and it's free to use.

[Explore Tremendous](#)