



## **Using a Mastercard® Prepaid Card for your recognition & reward programme gives your employees the ultimate choice**

Using a Mastercard® Prepaid Card delivers instant gratification and allows employees to choose what they want: a virtual card available for immediate use online or a physical card sent via the post.

Activating payments couldn't be easier:

1. Employees receive a branded email with instructions and a link to activate their funds.
2. The link takes the individual to the web portal where they confirm their address
3. The individual can then choose between a physical or virtual card (physical cards are only available above £25.00)

Once they make their selection, individuals can check their balance, view card details, see their transaction history and more. And this is available to them 24/7.

The Prepaid Card is accepted wherever MasterCard is accepted and provides ultimate choice on where funds can be spent – online, over the phone, in app and in store.

## **Use the payment to kick-start your engagement**

Integrating the Digital Choice Prepaid Mastercard into your campaign offers up an easy plug and play solution to setting up an incentive. Whether for a generic payment, or a fully branded payment experience, Digital Choice is versatile enough to slot into your proposition.

Leading brands have been using Digital Choice as a value add to their engagement strategy. From acquisition to customer appeasement, there is a use-case for every brand, in every industry. From car manufacturers incentivising consumers to test drive their cars and cashback sites integrating prepaid cards onto their rewards pay-out walls, to whitegoods manufacturers driving product recalls and sales channels incentivising sales agents to push more products.

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