

Virtual Incentives Introduces New Reward and Incentive API Solution

API integration further modernizes reward delivery with a scalable, efficient solution that is instant and automated

FISHKILL, NY, UNITED STATES, May 5, 2016 /EINPresswire.com/ -- [Virtual Incentives](#), an industry pioneer in digital reward fulfillment for leading global brands, today launched its innovative Application Programming Interface (API) for rewards and incentives. The new scalable API builds on the company's commitment to constant innovation and nimble use of their end-to-end reward platform technology. The API offers greater efficiencies from initial implementation all the way to instant, personalized reward delivery.

"Everything we do is based not only our depth of experience in the incentives

industry, but also on direct feedback we receive by listening to our customers," said Jonathan Price, CEO of Virtual Incentives. "In fact, one thing we hear from clients again and again is that they love the seamless and turnkey integration of the Virtual Incentives API into existing systems. This newest technology is designed to take that solution to the next level."

Virtual Incentives client and Manager of Client Services at AutoHook, Logan Dybdahl, said, "The flexibility of the ordering API has allowed our incentive-based business to grow exponentially."

The new Virtual Incentives API is part of the company's complete rewards platform, which provides a complete solution from company-side program development all the way to private, secure, instant reward delivery. The latest release of the API helps companies implement their application, loyalty platform or procurement system directly with Virtual Incentives.

- Allows turnkey management of reward delivery
- Delivers rewards in real time, on the consumer platform of choice without manual input
- Offers scalability to support consumer promotions outreach of all sizes
- Provides advanced reporting and security
- Provides the ability for real-time personalization

This personalization feature set for the API was developed in response to a strong market need for relevant communication with consumers and recipients. More than 80 percent of marketers believe that personalization is key to success, and the Virtual Incentives API allows a granular level of



consumer-centric personalization. According to CMO.com, only 39 percent of retailers are currently using personalization in promotional emails, so increasing this percentage is key to future success with a demographic that now expects highly relevant communications.

More about the new solution can be found here: <http://www.virtualincentives.com/api-integrations/>

About Virtual Incentives

Virtual Incentives (VI) provides incentive solutions proven to increase engagement, strengthen brand awareness and maintain customer loyalty. The company's proprietary digital platform provides a comprehensive reward experience for both the client and the end-user, providing an integrated API, state-of-the-art security, advanced personalization and an innovative user interface. Founded in 2008, VI partners with industry leading businesses, including more than 40 Fortune 100 companies. VI is the leading provider of Visa rewards and Visa® virtual accounts and offers Virtual MasterCard® accounts as well as eGiftCards from more than 600 merchants around the world. By simplifying order and delivery processes, solutions provided are cost-effective, flexible and completely customizable. <http://www.virtualincentives.com> @VirtualRewards

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