FocusVision Offers Virtual Incentives API to Reward Market Research Respondents

API integration further modernizes reward delivery with a scalable, efficient solution that is instant and automated for FocusVision Decipher software clients

FISHKILL, NY, USA, April 12, 2017 /EINPresswire.com/ -- Virtual Incentives, an industry pioneer in digital reward fulfillment for leading global brands, is partnering with market research technology company FocusVision to provide rewards and incentives for the company's clients and users. Virtual Incentives' API is now fully integrated into FocusVision's online survey solution, Decipher, to boost respondent experience and engagement.

"Offering our clients more options when it comes to increasing respondent engagement and ease of use is top of mind for us," says Braden Johnstone, Senior Vice President of Operations for FocusVision. "Users now have the option to connect seamlessly to a scalable rewards and incentives solution through the Virtual Incentives API."

The Virtual Incentives API is part of the company's incentive platform, which provides a complete solution from company-side program development all the way to private, secure, instant incentive delivery. The API connection information and set-up guide is now available to FocusVision's Decipher users in their Knowledge Base, which provides a technical deep dive into all the features of the company's robust survey platform.

The integrated API will allow FocusVision's Decipher clients to access the API in order to:
• Scale incentive programs easily based on sample size
• Deliver rewards in real time, on the respondent platform of choice without manual input
• Garner advanced reporting and security
• Provide real-time personalization to boost relevancy and engagement

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, simple ordering and instant delivery, 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. http://www.virtualincentives.com @VirtualRewards

About FocusVision
FocusVision is the global leader in market research technology, providing an online survey platform, research facility video streaming, webcam focus groups, ethnography streaming, panel management and mobile device usability studies. FocusVision's services allow research professionals to engage with respondents in any place, at any time. FocusVision has more than 450 employees and offices in the US, the UK, Bulgaria, Brazil, Australia and Singapore. For more information, visit: www.focusvision.com.

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