

Affinitas Offers Support for Rebate Promotions

OMAHA, Nebraska; - Rebate promotions have become increasingly popular as companies look for ways to increase response rates of their acquisition campaigns and consumers look for ways to save money. This potentially powerful marketing strategy works best with carefully constructed offers, followed by effective processing and fulfillment of subsequent rebate requests.

For virtually any industry, Affinitas can help execute a successful rebate strategy by supporting the following aspects:

- Offer development
- Terms and conditions
- Promotional messaging and creative development
- Receipt of customer rebate requests
- Rebate validation, processing, and customer communications
- Customer database management
- Rebate fulfillment (via check, branded gift card, prepaid value card)
- Customer Q&A support via phone and email

Companies currently taking advantage of Affinitas rebate promotion support services not only free up productive time that can be reallocated to revenue-generating activities, but also realize up to 30% savings in operational costs and overhead by partnering with Affinitas.

Contact Steve Gilbert sgilbert@affinitas.net or 402-505-5041 to learn more about rebate strategies and support services.

Affinitas Corporation is a full service, fully integrated direct marketing and support company with 16+ years experience providing campaign strategy, list services, back office operations and more. The company's core capabilities include call center services, direct mail, list management/brokerage, analytics and modeling, retention programs, market research, e-Marketing, marketing database solutions, and more.

ASA Services, S.A., operating in Córdoba, Argentina, is a sister company to Affinitas Corp. and provides call center marketing services with the same methodology and operations efficiency as Affinitas' three domestic call centers