



## PaydayPERX Frequently Asked Questions

**What is this?** We are a distribution vehicle in the form of employee paychecks.

**Why would a distributor work with you?** We provide their blank payroll check stock as needed, and our offers are extra incentives to their employees. They are happy to extend great offers and information of real interest to their employees.

**What can you do for me?** We can help you reach, educate, brand, or market to a large mass of distribution for an economical price.

**Why are you different from other media?** Because our “vehicle” is the paycheck, it is captive and your offer exclusive with just a few other companies. We are currently the only company in the United States offering this type of distribution.

**What are your demographics?** Our distribution is made up primarily of restaurant, grocery, staffing and retail employees. Hourly workers look at their checks more than salaried workers, and as a result our average employee recipients are day laborers, grocery baggers, waiters and other hourly employees. Specific demographics vary by company and detailed data is available for your buy.



**How do I buy it?** Our distribution is split into company grids. You must buy all distribution within that grid, which is determined by the company’s paycheck distribution procedures. Some buys can be broken down by state or by region, others are national buys; some reach their audience weekly, some every two weeks.

**What kind of offer works best?** We suggest you use a strong offer, not available on any other media for better tracking. Our distributors do not promote the “tearing” of the paycheck stubs, and several prohibit it completely, so we also suggest buying via 1-800# or on- line buying with a special code with order. For walk in buys, your ad can easily accommodate a bar code for scanning at Point-of-Purchase without requiring a tear-out.





**When can I expect to see results?** Checks are consumed at variable rates by our payroll exhibitors each month, and distribution is not scheduled to commence on the first day of the month – rather it should begin on the first payday of the month. This date can be as late as the 14<sup>th</sup> in the case of biweekly payroll exhibitors. Moreover though we make every effort to ensure you receive the time period you selected, we can only guarantee you receive the quantity of distribution you selected. This is because our exhibitors control their check quantities, and if they have overestimated their usage resulting in a week's worth of blanks checks left at the end of a month, the exhibitor will consume them first in the next run before starting on the new checks, resulting in a push back of the start date of any new ad running in the following month. You won't see a sharp, immediate spike in your redemptions on the first day of the month, but rather an incline that grows to a high point and then bumps up each payday, finally dropping off as the checks move out of distribution when your buy comes to an end.

**What kind of results should I expect?** Your results depend substantially on the quality of the offer you extend, and the ease of its redemption if your offer is a coupon. Don't overlook your redemption process itself, either. Here are some of the questions we'll ask you, to ensure you provide the best opportunity to get the desired results:

- Do you have a dedicated phone line that can take calls in all time zones?
- What is the after-hours message on that line?
- Is your web URL correct?
- Is the process to redeem the offer online obvious and easy?
- Has it been tested on all browsers?
- What percentage of your distribution is likely to need your product now?
- Is your call to action sufficient to motivate them to act?
- Do you have a timely offer?
- How does your offer compare to the best offer from your competitors?
- What are your objectives?
- Is your offer easy to understand?

At the end of the day, coupon results are “icing on the cake”, because the value of being on a big captive, colorful, powerful distribution is huge. It's like a national billboard hitting every week. The most successful companies now acknowledge that 1/3 of their marketing budget must go to basic exposure and branding. PaydayPERX payroll advertising can give you both!

