

NIELSEN · MEDIA MEASUREMENT & CONSUMER INSIGHTS | PANELIST INCENTIVES

Panelist incentives, automated - across borders, without the overhead

How Nielsen automated reward distribution for survey panelists across global markets, eliminating multi-vendor complexity, protecting privacy, and growing monthly reward volume by 77%.

COMPANY PROFILE

INDUSTRY

Media Measurement & Consumer Insights

HEADQUARTERS

New York, USA

PROGRAM

Panelist incentives

GEOGRAPHIES

Global - Asia-Pacific, USA, UK & Europe

INTEGRATION

Xoxoday Plum Rewards API

CAPABILITIES USED

REWARDS & PAYOUTS

Xoxoday Plum Rewards API

REST API integration with Nielsen's survey platform - rewards triggered automatically at survey completion, with no manual fulfillment steps.

CATALOG

Multi-geo gift card & e-voucher catalog

10M+ reward options across 30+ categories - gift cards, merchandise, prepaid cards, travel, experiences, and entertainment - covering local preferences across every market.

THE CHALLENGE

Rewarding panelists at scale - without exposing their data

Nielsen runs one of the world's most extensive consumer insights operations, relying on panels of survey respondents across Asia-Pacific. The rewards team managed multiple vendors across geographies, each requiring coordination, purchase orders, and reconciliation. Fulfilling rewards through external partners meant sharing panelist details with vendors, creating a real privacy risk for a company whose entire business depends on participant trust.

THE SOLUTION

How Nielsen turned a manual, multi-vendor burden into a fully automated rewards program

Nielsen integrated Xoxoday Plum's Rewards API directly into their existing survey platform. When a panelist completes a qualifying survey, the reward is triggered automatically - no manual intervention, no vendor coordination, no delay. Panelist data stays within Nielsen's systems.

- **Rewards API integration** seamlessly connected to Nielsen's survey platform, with rewards dispatched automatically at the point of completion
- **Global rewards catalog** 10M+ options across 30+ categories including gift cards, merchandise, prepaid cards, travel, experiences, and entertainment, with locally relevant choices in every market
- **Privacy-safe fulfillment** rewards delivered without exposing panelist personal details to third-party vendors
- **Unified admin dashboard** single interface for all teams to manage reward budgets, track delivery status, and pull consolidated reports across markets
- **Real-time reporting & analytics** live visibility into reward status and spend, replacing fragmented monthly vendor reports

THE RESULTS

Panelists rewarded faster, more reliably, and with more choice than ever before

Since going live, Nielsen has fulfilled rewards for survey panelists across its global markets through a single platform - no manual steps, no vendor coordination. Reward volume grew consistently over the span of a year as more teams adopted the platform and panel activity scaled across geographies.

43K+ Rewards fulfilled across the program	+77% Growth in monthly reward volume over the span of a year	55+ Countries Nielsen operates in - served from one platform
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AUTOMATION AND UPTIME

"Thanks to Plum, we can now automate the incentive procurement and distribution, thus saving high costs and time. The overall online respondent experience has also been excellent."



Ravi Gour
Regional Panel Leader, Asia-Pacific - Nielsen

