

A Better Way to Send Employee Rewards

Learn how you can send holiday rewards
your employees actually want.

Dear leaders,

As the holiday season approaches, many professionals find themselves asking a similar question: What should I get my employees? It's not an easy question to answer in a professional setting because you don't always know what your employees truly want or need.

I love to share the story about my husband and a gift he received from his previous employer. To recognize him for his hard work, he was given access to a digital catalog of merchandise. There were about 10-20 items to choose from, but none of them were particularly useful or desirable to him. So, he let me choose something and as a result, I have a bracelet from his company. While I appreciate the bracelet, the intention of that gift was to recognize him, not me. That's why choice is so important.

When you recognize an employee with a reward, the goal is to offer something they'll truly value. Reward Link, our most popular solution, lets employees choose from 100+ digital gift cards, prepaid cards, and not-for-profit donations, allowing them to pick something meaningful.

It's important to me that our customers know we have an entire team working together to explore new reward options, source them from reputable partners, and actively manage our global supply chain of digital rewards. This ensures we provide a positive experience for our clients and their recipients.



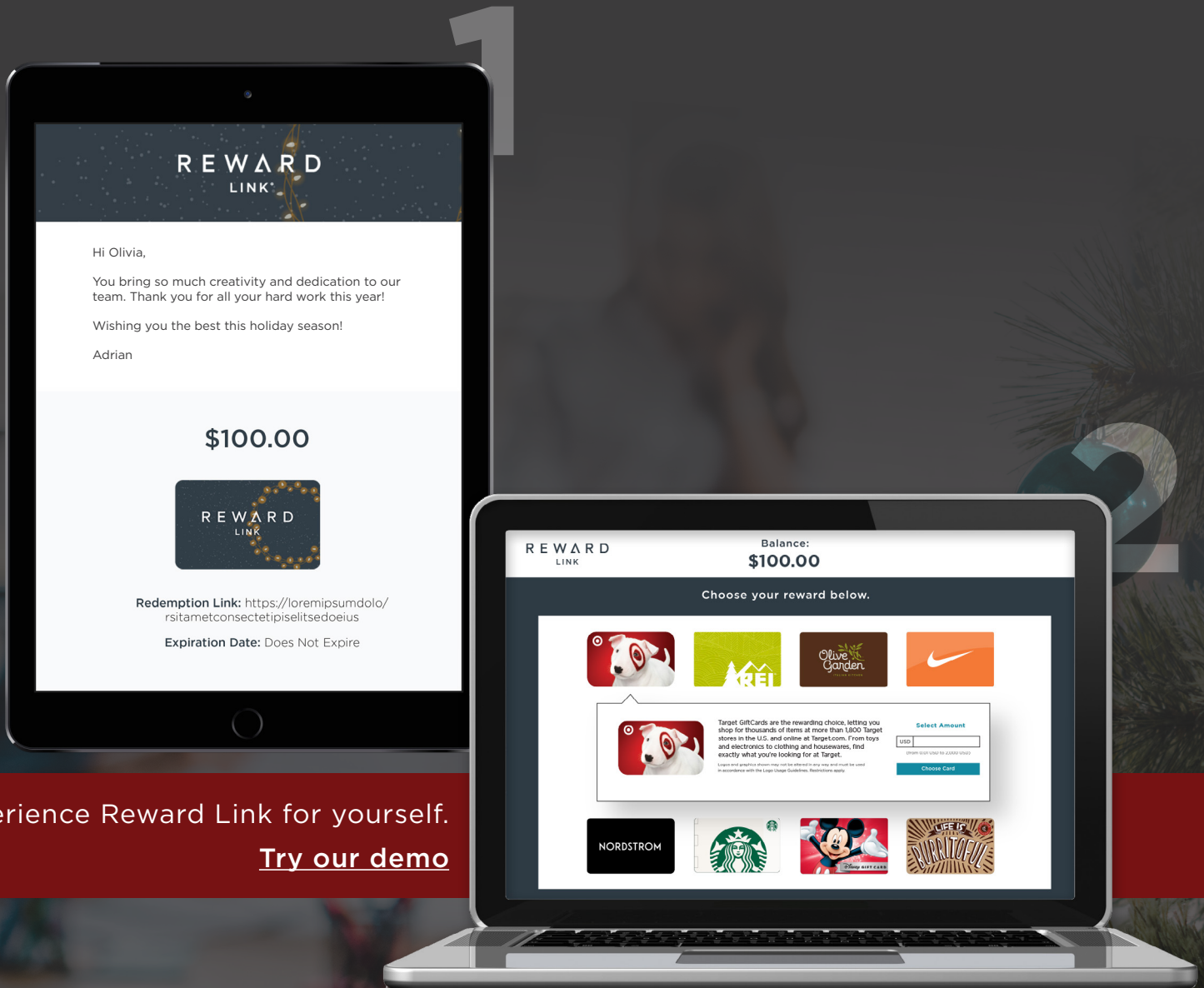
Best wishes to you as 2022 comes to a close!
Cindy Mielke
VP, Strategic Partnerships

Tango Card's Approach to Holiday Rewards

Gourmet coffee, fleece blankets, branded tumblers—chances are, you've considered them as holiday rewards. But not all your employees drink coffee or need another tumbler, leaving you with questions on how to effectively recognize all members of your team.

When it comes to receiving rewards, our employees love having a choice. And the ability to choose is exactly what gift cards provide. Here's how we let our employees—Tangocardians, as we call them—choose their own rewards with Reward Link.

Reward Link is the fastest, easiest way to send a choice of gift cards instantly through email. Our employees simply click the redemption URL in their email, directing them to a reward catalog filled with 100+ digital gift cards to choose from.



Experience Reward Link for yourself.

[Try our demo](#)



Tango Card Employees Share Their Favorite Holiday Rewards

See how four Tangocardians spent their \$500 Reward Links last year.

Like many companies, we made the decision to cancel our 2021 holiday party. Instead, we took the budget that would have been spent on each employee for the holiday party and used it to send every team member a \$500 Reward Link. Here's how four Tangocardians spent their rewards.



Matt Taylor

Senior Software Engineer

What does your department do?

I work on the customer experience team within engineering. We maintain and build new features for Rewards Genius and the Rewards as a Service (RaaS®) API.

How long have you worked at Tango Card?

I've worked for Tango Card for about a year and a half.

Where are you located?

I'm located out of Boise!

How did you spend your \$500 holiday Reward Link?

I flew down to Tennessee to celebrate my friend Lance finishing up his master's program. Since we couldn't have the holiday party, I used the Reward Link to buy him a new Xbox, some pizza and soda, and relived our high school days playing Halo all night. It was a super fun replacement for the holiday party!

How was receiving the \$500 holiday Reward Link meaningful to you?

It allowed me to go above and beyond to treat my best friend for his graduation. Plus, now we play Halo a couple times a week, which is a fun way to hang out from so far away.

What's the best part about getting a Reward Link in your opinion?

I love how easy it is to generate rewards for the exact amount needed during checkout for several brands. We generated one Reward Link in the electronics department for the exact amount, then again when purchasing sodas during self-checkout. We converted the rest to DoorDash credit and ordered great pizza from a local restaurant!

What are your top three favorite brands?

DoorDash, Amazon, and Walmart are probably my top three!



Rah Bryant

Customer Onboarding Specialist I

What does your department do?

Own and facilitate the entire onboarding phase of the customer's journey once they sign on to use Tango Card. We provide concise, clean training to enable the customer on best practices to help drive a stronger adoption of their reward program.

How long have you worked at Tango Card?

1 year!

Where are you located?

Redmond, WA

How did you spend your \$500 holiday Reward Link?

I used my \$500 holiday Reward Link for multiple things that came in handy:

- Office stool to help with my back
- Groceries (because who doesn't love free groceries!)
- A Seattle Seahawks hoodie
- Ordering in from certain restaurants

How was receiving the \$500 holiday Reward Link meaningful to you?

This is the first company I have ever worked for that has shown appreciation for their employees this way. I mean, it already meant a lot that they took our health into consideration and made the responsible decision to cancel the holiday party during the pandemic. It's hard to find employers that actually care about their employees' health and safety, but then to use that money to share the holiday spirit by sending every Tangocardian \$500 in Reward Link just means so much.

What's the best part about getting a Reward Link in your opinion?

At the risk of sounding corny and cheesy, it is just so simple to use and awesome to receive. The amount of brands available to split the balance across is immense.

What are your top three favorite brands?

Amazon.com, Instacart, and Starbucks.



Kahla Moonlock

HR Coordinator

What does your department do?

Champion the Tangocardian experience to cultivate an environment of empowerment, inspiration, and success.

How long have you worked at Tango Card?

A little over a year.

Where are you located?

Seattle, WA

How did you spend your \$500 holiday Reward Link?

I bought books and frames to hang art prints and decorate my apartment. I also used some of it on groceries for hosting dinner on Christmas.

How was receiving the \$500 holiday Reward Link meaningful to you?

I had gotten the art prints from various artists at conventions over the years and kept putting off framing them because it can be so expensive. Now the artwork is proudly displayed instead of shoved away in my closet collecting dust.

It was also really lovely to have a few people over for the holidays for the first time since COVID-19 started.

What's the best part about getting a Reward Link in your opinion?

The best part is the flexibility and ease of redeeming it. You can split it up across multiple brands.

What are your top three favorite brands?

My top three favorite brands are Target, PlayStation Store, and Ulta (gotta get that self-care in).

Why Reward Link?

Reward Link is the fastest, easiest way to send a choice of digital gift cards—a reward your employees actually want. It never expires, so employees can redeem it immediately or save it for a rainy day. They can also split the balance across multiple gift cards or spend it all on one.

See the Benefits



Popular Choices

Your recipients choose from 100+ popular gift cards. See our full reward catalog [here](#).



Immediate Satisfaction

Gift cards are sent through email, creating immediate satisfaction.



Customization Options

Customize our email templates with your company's logo and branding—and include whatever personalized message you want.



Global Reach

Reward Link can reach all your employees, even those living internationally.



Recipient Support

Free recipient support, so you're not left answering redemption questions or dealing with technical issues.



Zero Transaction Fees

Our reward solutions are free in most cases. You pay only the face value of the gift cards that are redeemed.



Built-In Tracking

Access your order history, track email delivery, and resend rewards with ease.

Customer Story

Solar company, Freedom Forever, improves its holiday reward delivery by partnering with Tango Card.

About Freedom Forever

Company Size: Medium Enterprise

Industry: Solar Energy

Contact: Melody Breid, Executive Assistant

Freedom Forever partners with us to incentivize employee engagement. “Our main use of gift cards is to thank and reward our employees for their contribution to the success of our business.”

The Challenge

“Before Tango Card, we were purchasing gifts and distributing them per branch to our employees. The challenges included ordering gifts ahead of time and then needing to increase our order because we hired more employees between the order date and the delivery date. We had to create an IOU for any employee who did not receive their gift on time.”

The Solution

Melody’s team orders rewards through Rewards Genius, our free self-service web portal. Using Rewards Genius, they can order, send, and track digital gift cards in one easy place.

“Tango Card took the stress out of sending something to our employees that communicated their value to our company.”

The Results

While working with Tango Card, Melody saw the following improvements:



Increased engagement



Happier employees



Faster reward delivery



Improved program support



Less money spent managing and fulfilling rewards

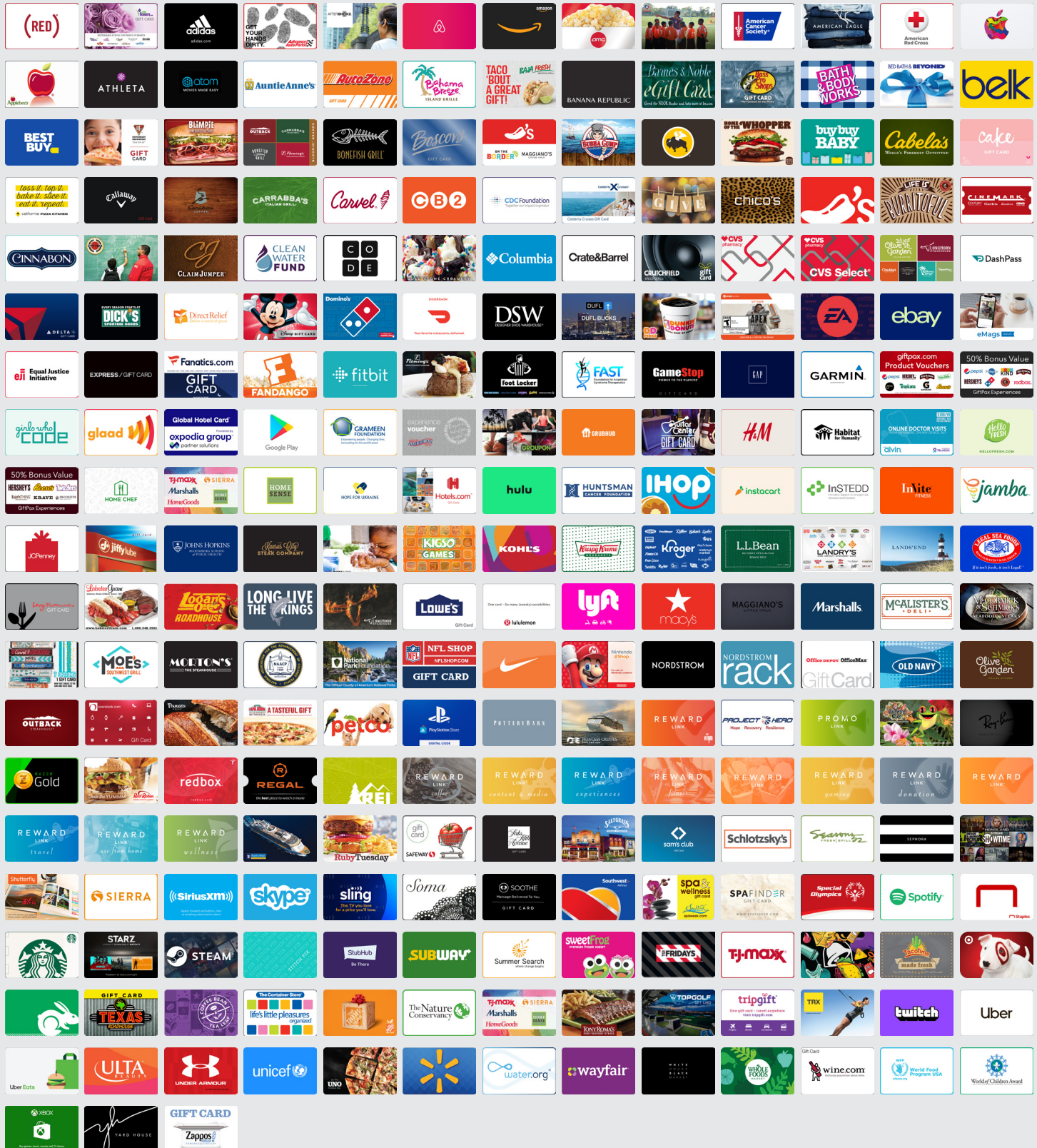


Less time spent managing and fulfilling rewards

“We partnered with Tango Card last Christmas and everything went smoothly. From uploading the email addresses, adding and/or correcting email addresses, to the sincere appreciation we received in response from our employees made this a very wonderful way for us to let our employees know that we appreciate them.”

Inside Tango Card's Reward Catalog

Thrill your employees with a choice of digital gift cards. Our standard Reward Link catalog is filled with 100+ of the most popular gift cards—from Amazon and Starbucks to adidas and REI—ensuring a reward for every employee.

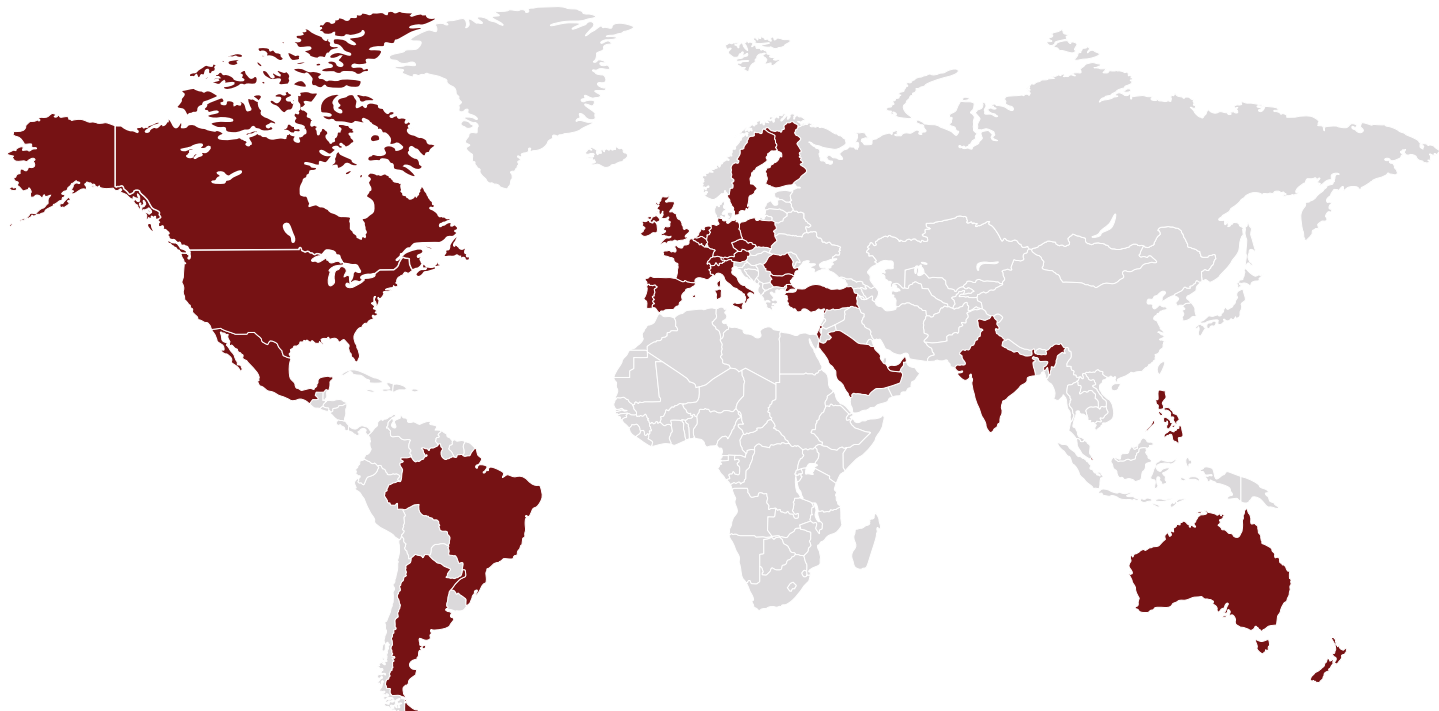


Want to add another gift card?

Customize this catalog and add additional gift card brands for a one-time set-up fee. See our complete reward catalog [here](#).

Reward Employees Wherever They Are

Send a holiday reward that can reach all your employees—whether they work from home, at the office, or in another country. Reward Link is available in more than 30 countries.



Click a flag to see the gift card offering for that country.

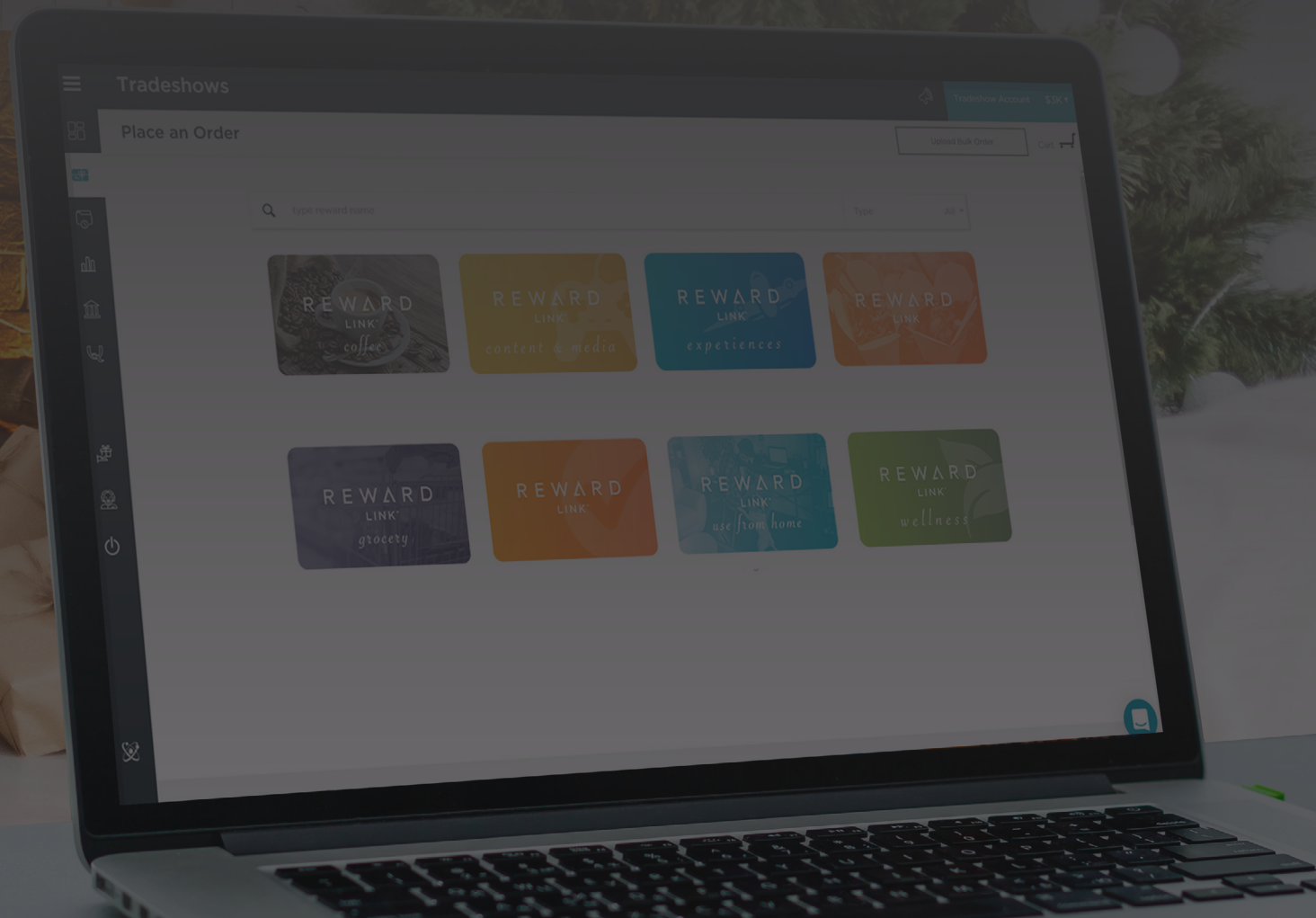


How to Send Reward Links

Easily order, send, and track Reward Links in one place.

With Rewards Genius, our free self-serve dashboard, you can:

- Order Reward Links, in bulk or one at a time, which are immediately delivered to employees
- Build custom email templates
- Create and fund accounts, check balances, and view your funding history
- Manage user access and permission levels
- Review your order history and download reports
- Resend Reward Links with the click of a button



Next Steps

Contact sales@tangocard.com to learn how we can help you send holiday rewards your employees actually want.



Experience Reward Link
for yourself!
[Try our demo.](#)



To schedule a 1:1 walk-through
of the Tango Card platform,
book a demo [here.](#)

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