



MEDIA RELEASE

Pureprofile teams up with iGoDirect to enhance rewards and loyalty programs

Sydney, 7 April, 2021- Global data and insights company, [Pureprofile Limited](#) (ASX: PPL) has today announced a new partnership with customer engagement powerhouse, [iGoDirect](#) to bring new incentivised opportunities to its active member base.

Boasting tens of thousands of members, iGoDirect manages [YourSayPays](#); a platform that invites consumers to participate in surveys and competitions in return for gift cards. The company also runs [Rewards Come True](#) and [True Rewards](#); working with brands to formulate cashback, loyalty, and reward programs to buoy sales targets and contribute to employee satisfaction.

The partnership will see Pureprofile's SaaS [Audience Builder](#) solution power the YourSayPays platform, offering a more rewarding and engaging member experience. It also allows iGoDirect to further develop their own research community and conduct bespoke research studies based on valuable first party consumer data. This will provide new avenues for business and revenue growth through the identification of market gaps and the development of products and services.

The alliance will also expand Pureprofile's considerable partner panel portfolio which already boasts the likes of Flybuys and theAsianparent.

"We have seen a massive migration to online shopping over the last few years and our collaboration with iGoDirect will mean a bigger pool from which retailers will be able to draw insights at this crucial time - whilst at the same time providing an enhanced member experience for YourSayPays and Rewards Come True users. We are excited to see what we can learn in the coming months," said Young Ham, Pureprofile's Global Head of Innovation and Partnerships.

"We are delighted to be partnering with Pureprofile to provide our valued members with a more fruitful participation journey that additionally allows us to capture consumer insights. With supply chain issues expected to persist, there has never been a more important time for brands to be in tune with what their consumers are really focused on," said iGoDirect CEO, Pat Dalton.

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About Pureprofile

Pureprofile's vision is to deliver more value from the world's information.

We are a global data, insights and media organisation providing online research and digital advertising services for agencies, marketers, researchers and publishers.

Our research division delivers rich insights into real human behaviour and provides the "Why" behind the "What" through ResTech and SaaS solutions. Our digital advertising division taps into these rich insights on behalf of advertisers and publishers and executes impactful, targeted digital marketing strategies.

We build in-depth profiles of consumers via our proprietary and partner panels and give businesses the ability to understand, target, and ultimately engage with their audiences.

The Company, founded in 2000 and based in Surry Hills, Australia, now operates in North America, Europe and APAC and has delivered solutions for over 700 clients.

About iGoDirect

iGoDirect creates growth opportunities for businesses and brands by shifting sentiment and behaviour of customers, staff and business partners. Our unparalleled 360° suite of marketing, rewards, insights and promotions services enhances loyalty, grows sales, and improves staff morale by creating meaningful and lasting connections.

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