

Game on!

Card-linked offers vs. commercials during the Big Game

99.18 million people tuned in to watch the 2022 Super Bowl, between the Cincinnati Bengals and the Los Angeles Rams.¹ Figg beats that viewership with over 100 million+ cardholders with linked cards in our network.

A winning solution



Pay for performance

Only spend your ad budget when a cardholder completes a qualifying purchase. With no cost for impressions, clicks or visits, Figg creates value for advertisers throughout the consumer purchase funnel.



Targeting

Reach target audiences based on consumer spending habits. Figg can target specific consumer segments such as - new customers, lapsed customers, returning customers or competitive targeting.



Reporting

Figg is best-in-class when it comes to giving actionable reports to our advertisers. We can measure incremental lift, lifetime value and market share shift. We also provide transaction detail reporting.



Figg gets a touchdown with every advertiser

- Reach 100M+ cardholders with 500B+ in annual spend
- A guaranteed R.O.A.S.
- Precision transaction-based targeting
- Free custom reporting

Are you currently considering a card-linked offer campaign?

Contact us today to schedule a free demo of our platform and discuss a custom campaign based on your business goals.