

Verizon launches rewards program with tracking

July 21 2014, by Peter Svensson

Verizon Wireless is launching a nationwide loyalty program this week for its 100-million-plus subscribers. There's a twist, though: To earn points for every dollar spent, subscribers must consent to have their movements tracked so the company can help target ads that match their interests.

Verizon is the first wireless carrier to roll out a comprehensive rewards program, and it's expecting big benefits. The program has already been offered for a few months in some states, helping explain Verizon's strong subscriber figures in the second quarter.

The company says Smart Rewards is designed as a loyalty program, but the company is also using it to encourage enrollment in Verizon Selects, a separate program that uses subscriber surfing and location data to better target Web ads they see.

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Citation: Verizon launches rewards program with tracking (2014, July 21) retrieved 18 April 2024 from <https://phys.org/news/2014-07-verizon-rewards-tracking.html>

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