

Thank you for participating in this study. We appreciate your time and effort. As you've been informed, I'm a part of the User Experience Research team at company Cardlytics, and we want to find out about banking customers' experiences with cashback offer programs.

All you need for a smooth study (Continue reading for more details)

1. **Your user ID is: XXX**
This will be your unique identifier. Please use this ID when filling the survey entry.
2. **Self-track survey link:** [Take the Survey](#)
Bookmark it and use this as a quick note every time you use cashback programs.
3. **Key information**
 - Study duration:
 - First round: 6/10/2022 to 6/10/2022
 - Second round: 6/11/2022 to 6/11/2022
 - Exit interview: TBD after second round report
 - Required task: one end-of-round survey/round * 2 rounds
 - Technology requirement: tablet/phone/laptop, with access to the internet
4. Welcome onboarding slide deck
5. **Need support?** Reach me anytime at
 - Sao@cardlytics.com
 - 470-8150110

What do we expect from you

The first round of study will run 7 days starting from **the morning of 6/10/2022, until midnight of 6/10/2022**. The second round will also be 7 days starting from **the morning of 6/11/2022, until midnight of 6/11/2022**.

An email with an **end-of-round reporting survey** will be sent to you on the 6th day of each study round, which will take 5-10 mins to complete. You are **REQUIRED** to complete it by the end of the 7th day to proceed to the second round of study. There's one survey per round, and you need to complete **2 surveys in total** for the entire study. You can report 3 types of activities:

- Browse/explore cashback offers
- Activate cashback offers/add offers to card (if applicable)
- Redeem cashback offers (purchase online/in-person)

You are expected to activate or redeem offers at least once during this 2-week study.

**You could report one cashback program usage activity about browse/explore offers on the first week, and activate/redeem offers on the second, or vice versa. You are more than welcome to report more than once from each category.*

Self-tracking Survey

This is a **1-min self-tracking survey** for you to track your usage of cashback offer programs. Please submit an entry **after every time or on the day** you have used a cashback program. It can be filled multiple times. You can submit it right after you used a cashback program, or submit one survey by the end of the day if you have used one or more programs during that day.

** This self-report survey is not required but is encouraged to be used as your reference for the weekly survey. You'll be able to save a copy of your answer. It can help you recall the details about the situation you are reporting, your feelings.*

All answers are confidential, and we won't share your response with anyone outside the company. Feel free to contact me any time if you have any questions.