



daVinci Payments Introduces Payment Accelerator to Help Brands Drive Traffic with Texted Incentive Rewards

Fin-Tech leader debuts virtual prepaid incentive rewards stored in phone and activated instantly upon the completion of a desired behavior.

CHICAGO--([BUSINESS WIRE](#))--[daVinci Payments](#) announced the launch of Payment Accelerator, an industry-first loyalty and acquisition engine that boosts engagement through texted virtual payment offers. Payment Accelerator sends mobile opt-in contacts a link to a virtual prepaid card with a personalized text offering. The funds are stored in the phone and activated instantly in an app-like experience upon the completion of a desired action like test-drive, auto maintenance, research studies, ordering food delivery, vacation rental or gig work participation.

daVinci will host a demo webinar on Tuesday, August 18, 2020 at 3:00PM ET/2:00 CT/1:00 MT and 12:00 PT with [sign up here](#) and will share insights from its recent national study, [The Future of Payments](#), which found smartphone shopping and payments are now used by the majority of all generations to shop and pay. Payment Accelerator addresses those behavioral shifts with a platform that supplements less effective - and more costly engagement campaigns, such as paper coupons, mailers, point of sale programming and even email.

"Brand marketers are looking for smart ways to stretch their budgets while driving greater success in their campaigns," explained [Rodney Mason](#), daVinci Payments CRO. "Putting a virtual reward in hand is an unmatched enticing offer and delivering it through a text gets more opens and engagement than email," Mason added.

According to the Pew Research Center, [96 percent of Americans own a cell phone of some kind](#). Another study found [text open rates are as high as 98 percent](#), making text communication one of the most cost effective ways to reach consumers and drive substantial engagement.

"Recipients don't have to worry about holding onto coupons and redemption is behavior based and immediate," Mason noted. "Companies that accept card transactions can launch a Payment Accelerator campaign and get their promotions to market faster, more affordably and ultimately accelerate returning customers who are spending-back the dollars just paid out to them. It's a win-win for everyone," Mason added.

To learn more, visit daVinci's Payment Accelerator [solution page](#) .

About daVinci Payments

daVinci is a fintech company that delivers corporate-funded payments with greater value for all stakeholders. Blending art, science and a quarter-century of experience, daVinci masterfully moves payments for businesses, their customers, employees, contractors, participants and channel partners around the world. Learn more about daVinci's payment solutions at www.davincipayments.com/solutions. daVinci is owned by Syncapay, a holding company, "*Investing in The New Frontier of Payments*," backed by Bain Capital Ventures and Silversmith Capital Partners.

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