What is Surf?

Surf is a white-label loyalty and rewards platform that helps brands understand and monetize their users in a compliant and transparent way.

We’ve built technical infrastructure to store and analyze tens of millions of data points daily, along with a sustainable consumer compensation system that rewards users and engages them.
Why Work With Surf?

In today’s market, companies are prioritizing a path to profitability and looking to cut costs in order to get there.

While consumers are fighting for their right to privacy, brands are fighting for ownership over their audiences:

- **Cookie Depreciation**
  (50% of consumers say they have left a website rather than accept cookies this year)

- **Apple IDFA**
  (impacted how brands advertise on mobile)

- **Privacy Regulation Is Spreading Globally**
  (ex. GDPR, CCPA, Bill C27, etc)

- **Paid Ads Are Losing Effectiveness**

“81% of brands still rely on third-party data, and only 60% say they are prepared for a world where this data is not available.”

*Twilio*

(2023 State of Consumer Engagement Report)
How Do We Help Your Brand?

01
Reduce your rewards spend by leveraging our subsidized rewards marketplace

02
Monetize your audience and share revenue via affiliate links (Surf handles payments and reconciliation through a transparent revenue share model)

03
Better understand your audience’s browsing data across multiple categories - ad attribution, shopping cart abandonment data and user pathways to name a few
This data can help your brand curate and market to your audience more effectively

04
Build loyalty with your audience and drive engagement to key objectives through incentive based campaigns
Our Offerings

API access to the Surf Rewards catalog (giftcards, discounts, etc)

Fully branded browser extension and mobile app

Ability to create customized giveaways for your audience

Browser link affiliate insertion to generate additional revenue streams from your audience

Access to Surf’s NLP dashboard with integrated AI to perform data analysis
Solutions Unpacked
API Access To Surf Rewards

Surf Rewards include discounts/offers (% off/$ off) from 100+ reward partners, gift cards from major retailers (flexible denominations/cashback benefits), giveaways and ACH payment functionality.
Browser Extension & Mobile App

Surf can provide a fully branded browser extension and mobile application suited to your requirements - Use our robust templates to integrate your desired features.

Data captured by the extension is entirely passive. Users don’t have to perform any actions if they don’t want to.

Brands can also send custom messages and surveys directly through the platform to understand data directly from the source for clearer user attribution.
Customized Giveaways

01 Create incentive driven campaigns with endless customization options. Accessing custom integrations, tailored reporting and viral promotions.

02 Build a mailing list for remarketing, incentivize users with bonus entries for having them perform actions.

03 Grow your social media following on whatever platform you choose, however you like.

We provide a great way to reduce user spend by utilizing a more lottery based function.
Browser Link Affiliate Insertion

Surf helps merchants scale their affiliate programs and grow incremental sales.

Through our white-label rewards platform, we have established relationships with the largest affiliate networks and make it easy for you to expand your reach and grow your cashback rewards program.
Data Analysis

Surf’s powerful data dashboard with integrated AI allows companies to truly understand their users’ browsing behavior. We allow you to:

01 Understand pre-filtered web insights and user pathways (what causes someone to go to a site and take an action)

02 Discover the behavior of a specific cohort and dive deeper into their activity

03 Uncover growing trends and site specific patterns

04 Analyze ad attribution and shopping cart abandonment data
Case Studies

**EA Play**
How EA locked in viewers & boosted social growth with Surf for Brands.

**G FUEL**
How G FUEL activated their existing influencers to get email subscriptions and followers.

**Prime Gaming**
How Amazon Prime teamed up with Surf Giveaways to host their League of Legends Worlds 2022 giveaway.

**UFC**
How UFC expanded their audience into the gaming space.

**MLS**
How MLS drove social engagement & viewership with Surf for Brands.
Amazon Prime Gaming: Customized Giveaways

Surf Giveaways developed custom campaigns that drove various growth objectives across all stages of the tournament.

Throughout the event, entrants were incentivized to follow Prime Gaming’s social accounts in order to gain bonus entries into the giveaways.

We were also able to drive viewership and engagement leveraging our secret codes functionality.

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<th>Metric</th>
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<tbody>
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**SimilarWeb: API Access to Surf Rewards**

SimilarWeb leverages Surf’s Rewards API to allow their users (who earn points through participation in their panel) to redeem those points at over 100 brands in our rewards marketplace.

Prior to the partnership, SimilarWeb was incurring massive costs to reward their user base - In less than a month, we were able to cut redemption costs by 80% and:

1. Customize point “costs” for different rewards
2. Integrate with their points manager and third party affiliate partners
3. Monitor and track codes usage
4. Create a unique user experience across affiliate discounts, gift cards and giveaways
5. Automate distribution for any digital code
6. Provide access to our database of free offer codes without the need to spend points
Browser Extension & Data Analysis

We’ve built the extension, giveaways platform and data analytics platform and tested it ourselves.

250K+ EXTENSION USERS

WEEKLY GIVEAWAYS WITH CUSTOM OPT INS

5M+ URLS INGESTED PER DAY

INSIGHTS ETHICALLY SOURCED VIA ZERO-PARTY DATA
Get Started!

We have a straightforward pricing system that is dynamic depending on what solutions a brand wants to white-label.

Contact Sales at melissa@joinsurf.com to learn more

Book a Meeting

We look forward to further connecting with you, and seeing how we can help you generate more revenue and insights from your audience.