

Making Anniversaries Memorable with Experiential Rewards

Vungle and Blueboard Program Success Story

Let's Be Brief:



Partnership Goals: Upgrade Vungle's previous anniversary program to make it [more exciting for their employees](#)



Reward Details: [40 Blueboard White Gold Rewards](#) distributed to date to Vungle employees hitting their yearly anniversaries

Blueboard Impact:

1

Huge administrative time savings ([estimated +100 hours annually](#)) which is crucial as the company quickly approaches the 200 employee mark

2

Blueboard is a big part of [making employees happy](#), which helps Vungle retain their top talent in the highly competitive Bay Area tech industry

3

When surveyed after their experience, [100%](#) of Vungle reward recipients [felt acknowledged for their dedication and contributions](#) through their Blueboard reward, and [unanimously agreed](#) that Blueboard rewards [positively impact their company's culture](#).

Client Background:



Vungle is the leading in-app video advertising platform, creating personalized ad experiences powered by data, advanced targeting and beautiful in-house creative. With a mission to ensure that no two users have the same video ad experience, Vungle ads inspire curiosity and drive return for advertisers, brands and app developers. Currently running in more than 15,000 mobile apps, Vungle works with major brands and industry giants including Sega, Pocket Gems and Kiloo. More than 200 million users worldwide are exposed to a Vungle ad every month.



Since their founding in 2011, Vungle has skyrocketed through Silicon Valley, raising over \$25M in funding, spreading out across six global offices, and closely approaching the 200-employee mark (adding new team members every week).

Partnership Opportunity:

When you're a small company it's easy to personalize how you reward your employees, but what about when you start growing to 150+? Vungle faced this same predicament - at 30 employees, it was easy to hunt down each individual as they hit anniversary milestones and ask them what their favorite restaurant was (Vungle previously awarded a restaurant gift card). But as the company scaled, things needed to change.

"We wanted to expand the offering, and we wanted to make it more exciting for our employees. If it's your favorite restaurant, it means that you probably go there once a week, every two weeks. It's not something that you're going to look back on and think, 'That was the best meal I've ever had,' because you've had it numerous times."

Jill Coleman, Office Manager



In lieu of just another meal out, Vungle wanted to give employees something more meaningful and memorable to better build positive association with the company. Jill shares, “We wanted to give employees something that was really unique and special, that they could look back on and be like, ‘That was amazing, I got to go kayaking, or I got to go to a glassblowing class, and I got to do that because of Vungle.’” Blueboard offers the ease of a 1-click distribution platform paired with a wealth of hand-curated outings and adventures to delight every unique employee (over 200 experiences in fact, and growing fast!).

Approach:

Blueboard makes sending an Anniversary reward efficient and easy. The platform allows Jill and Vungle teammates to easily login, complete a few personalized fields, and click to distribute the employee’s award on their anniversary date. And to make the anniversary extra special, Jill pairs the Blueboard reward with a signed card from their CEO and a keepsake Vungle pillow.

From there, awarded employees work directly with Blueboard Concierge to brainstorm, schedule and coordinate each experience, so that all employees have to do is show up and have a great time.

“Blueboard has made the 1-year anniversary gifts amazingly easy, but also really exciting. Employees get so excited on their 1-year anniversary... they do a bunch of research and talk to other employees, talk to me, to see what they should do (for their reward experience).”

Jill Coleman, Office Manager

Program Results:

Experiential Blueboard rewards have not only generated excitement, but also keep employees engaged and happy in their careers with Vungle:

- Reward Details: 40 Blueboard White Gold Rewards distributed to date to Vungle employees hitting their yearly anniversaries

- Blueboard is a big part of making employees happy, which helps Vungle retain their top talent in the highly-competitive Bay Area tech industry. Since the program started one year ago, the company has seen [huge amounts of excitement, buzz, and company appreciation](#) from employees who receive and redeem their Blueboard awards
- 100% of Vungle reward recipients [feel acknowledged for their dedication](#) and contributions through their Blueboard reward, and another 100% agreed that Blueboard rewards [positively impact their company's culture](#).

"I've had so much feedback from employees, whether they're shooting me an email like, 'I went on the trip this weekend, this is what I did, it was amazing', or just being a part of conversations in our lunchroom or TGIF events. People are definitely talking about it."

"In the tech industry, employee retention is something that's really important to us, it's a really competitive industry. We want to do everything we can to make our employees happy, and Blueboard is a big part of that."

Jill Coleman, Office Manager



Vungle employee enjoys a kayaking trip for two for her 1-year Anniversary

Learn more about Blueboard and request info at [Blueboard.com](https://blueboard.com)