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Points2Shop Reaches 5 Million Members Worldwide

Loyalty Program Grows Significantly due to Market Research and Mobile Marketing Efforts

Alpharetta, GA (July 18, 2013) – Points2Shop, one of the world’s leading loyalty program companies, announced today that it had reached the 5 million member mark. This membership milestone makes Points2Shop one of the industry’s largest communities, with a population active in over 200 countries and 3 million members in the US alone.

Points2Shop started in 2007 with the Points2Shop.com web portal and only a few thousand members. Today and now with 30 team members, Points2Shop provides a variety of additional earning platforms such as the Points2shop native apps for iOS and Android, as well as the Points2Shop “2TheMAX” web app.

In the last calendar year (from June 2012 to June 2013) the company’s revenue in the market research segment grew by 30%. Mobile Marketing grew even more significantly – by 412% in the same time frame. The largest growing markets for Points2Shop are the United States, United Kingdom and continental Europe with a high potential in Asia and Latin America.

“Over the past year, we have made strategic moves to continue our significant growth,” said Mathijs de Jong, CEO and Founder of Points2Shop. “Therefore we have strongly focused our efforts towards market research and mobile marketing, two areas where advertisers are in strong need of responsive, validated populations like ours. We are continuing our efforts to provide our members with the best and most optimized tools for their earning needs and are always on the lookout for great new earning opportunities.”

About Points2Shop

Founded in 2007, Points2Shop LLC is an online & mobile loyalty program company with a community of over 5 million members worldwide. Members can earn points while completing surveys, offers or tasks, watching videos, signing-up for newsletters and much more on the Points2Shop website or mobile apps. Members can use these points to receive free items, gift cards or cash. They can also save with free coupons that they use for their grocery shopping or while shopping online.

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