

PERQ Debuts FATWIN

Award-Winning Technology Firm Transforms

By Rebecca Patrick

Company rebranding.

Game-changing new technology platform.

Continued industry recognition.

It's been a busy and rewarding year for Indianapolis-based PERQ, the entity that arose from the consolidation of three business divisions and their holding company, C.I.K. Enterprises (C.I.K. topped the Best Places to Work in Indiana list for small- and medium-sized companies in the first year of the program in 2006).

Focused on marketing technology and promotions, PERQ specializes in improving consumer engagement for its business clients.

"We do that by leveraging contests, games and prizes to increase the response rates of (client) promotions and to enhance those promotions overall," explains Andy Medley, PERQ president and co-founder. "We create excitement around advertising."

Clients include auto dealers and retailers. In addition, PERQ's printing and reselling services are tailor made for advertising agencies and newspapers.

The catalyst

Bringing a new promotion technology to market was what drove the rebranding efforts.

FATWIN manages games, contests, prize redemption and lead generation for businesses both online and in a store. The technology allows for the collection of consumer information. At the same time, those customers also become more familiar with the brands involved in the promotion and play for a chance to win prizes by, for example, spinning a wheel or playing a slot machine.

"FATWIN is a fun way for consumers to not only engage with advertising but also provide trust and legitimacy. It's really the tie that binds all our different markets together," Medley offers.

A unique feature of FATWIN is it completes the picture for participants.

"Most businesses don't have a budget for after a promotion is over to re-communicate to all those consumers to say who won the prizes. All the consumer knows is I didn't win," Medley assesses.

"With FATWIN, on that first page on the microsite, consumers can see every single person across the nation who is engaging in our current promotions. They see past winners. They see current winners and what they

are winning. They can see it's a real promotion."

What's more, everyone who registers at FATWIN is eligible for a monthly progressive jackpot of between \$1,000 and \$7,000 in cash prizes.

The impact

Medley emphasizes FATWIN's strong debut has allowed PERQ to better serve its clients now and going forward.

"Once we get past the conversion of FATWIN, there is a long product roadmap of really cool feature improvements that are going to continue to take place and our customers can take advantage of them."

Technology leaders have also taken note of both FATWIN and PERQ's evolution.

In May, PERQ was named winner of the TechPoint Mira Marketing Technology Award; a record 170 Hoosier businesses applied for Mira Awards in 2014.

"It tells us that what we are doing resonates. What we are doing makes sense and they see value in it. It's a nice win for us; it's something we can celebrate and then put our hats back on and get back to work," Medley states.

This year, PERQ will do approximately \$35 million in sales and finish with about 90 employees, some coming on board exclusively due to FATWIN.

Moving forward

"Our core values are still the same from when the business first started (in 2001)," Medley begins. "What's changed is we have much more clarity and focus on who we want to be, but we know that this is not a series of sprints – it's a series of marathons."

"Also in the early days, Scott (Hill, PERQ executive chairman and co-founder) and I were great at growing revenue, yet we weren't great at creating value. And there's a difference. Revenue can come and go, but value is sustainable."

Medley repeatedly stresses that value for clients is the top objective. "Our goal is to put ourselves in a situation where we are creating value for our customers every single day.

"A lot of what's behind PERQ and FATWIN is this long-term vision of being the world leader in incentivized promotions," he declares. "And alternately, when a business-to-consumer company thinks they want to do something with incentives, they think of PERQ. That's what we are working toward."

To view the May-June 2006 BizVoice® story on C.I.K. Enterprises, visit the archives section of www.bizvoicemagazine.com.



PERQ co-founders Scott Hill (left) and Andy Medley believe business is "the best game we've ever played."

RESOURCE: Andy Medley, PERQ, at www.perq.com