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P R E S S R E L E A S E

CONTACT

Mark James

Email: mrj@rbate.com

Phone: +61 2 9983 9651

Fax : +61 2 9449 7503

Lost a sale? Now it's easy to find out why

Sydney — Wednesday, May 21, 2008. Rbate has launched an online survey service that allows a business to find out why a consumer bought a competitor's product.

“Before now the only way for a business to get intelligence on lost sales was to keep in touch with known customers,” said Rbate Managing Director Mark James. “Rbate makes it easy for them to get feedback from anyone who bought a similar product.”

Product purchasers are surveyed when they use *Rbate.com* to claim a cash rebate from the product's maker. Product makers can get feedback from their own customers by surveying those who claim rebates on their own products.

Rebate claimers are also asked a limited number of questions that have been written by other product makers. Makers use their *Rbate.com* accounts to bid for the right to ask these questions. Rbate protects the customer relationship by disallowing and blocking questions that attempt to identify the claimer.

A further protection is a bid credit system that balances a company's ability to question buyers of competing products with their exposure to such questions when they pay a rebate.

Ninety percent of a successful bid is paid to the purchaser who answered the question, compensating them for the valuable feedback they have provided. Rbate also takes a \$0.25 USD fee.

As well as completing survey questions, rebate claimers are asked to state which media and services helped them choose their product. Rbate distributes a cash bonus, funded by the product's maker, among the cited helpers. In this way both product makers and consumer advice providers can use Rbate as an alternative to advertising.

A more detailed description of the question bid system can be found at Rbate.com/makers/faqs#qbids. Further information about Rbate can be found on Rbate.com.

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