SSI Partners with Spirit Airlines for B2B inSSItes

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SSI recently announced a partnership with Spirit Airlines, allowing members of its FREE SPIRITâ„¢ loyalty program to join a new business research panel from SSI, the Miles for ThoughtsTM research panel.

â€œWe are excited to be partnered with SSI because it offers an attractive loyalty partnership program that enables our FREE SPIRITâ„¢ members to earn miles whenever they share their opinions,â€• said Bobby Schroeter, V.P. Consumer Marketing of Spirit Airlines.Â â€œMiles for Thoughts adds another unique dimension to the FREE SPIRIT program, and we look forward to enhancing our member engagement and growing the size of the Miles for Thoughts panel.â€• Spirit Airlines members will join members of blue-chip loyalty programs in the travel, leisure and media sectors, along with profiled respondents from SSIâ€™s own proprietary panels as part of SSIâ€™s B2B inSSItes sample. â€œThe new partnership is excit us in that it greatly increases our business sample capacity, especially among younger business professionals,â€• said Bob Fawson, SSI chief access, supply and engagement officer.Â â€œWe are delighted Sprit has chosen SSI as the partner it wants to work with to create this new member research panel.â€•For more information please visit: http://www.surveysampling.co.uk/ | @SSITweets Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group