

SSI Partners with JetBlue Airways for New Business Research Panel

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SSI recently partnered with JetBlue Airways (NASDAQ: JBLU) to allow members of the airline's TrueBlue™ loyalty programme to join a new business research panel from SSI called the Points for Surveys™ panel (www.pointsforsurveys.com). Points for Surveys members, part of SSI's B2B inSSites™ business sample will earn TrueBlue points for sharing their opinions.

“At JetBlue, we are always looking at ways in which we can enhance our TrueBlue customer loyalty programme. We chose to partner with SSI because its unique partnership model provides exceptional value to our members,” said Kelly Roe, JetBlue's director of loyalty and partnerships. “Our partnership with SSI will add even more value to our most frequent fliers and we look forward to working with SSI to grow the Points for Surveys panel.”

TrueBlue frequent flier members will join other premier loyalty programmes in the travel, leisure and media sectors, along with profiled respondents from SSI's own proprietary panels as part of SSI's B2B inSSites sample. TrueBlue, JetBlue's exclusive rewards programme for frequent fliers, allows customers to earn points even faster with partner programmes, while redeeming awards starts at just 5,000 points for one-way travel, with no black-out dates.

“SSI B2B panels are growing rapidly because top brands like JetBlue see the benefits of partnering with SSI to expand their loyalty programme offerings and grow revenue,” said Bob Fawson, SSI chief access, supply and engagement officer. “We offer a substantial revenue stream for loyalty programmes, and a new and enjoyable opportunity for members to earn rewards. We are delighted that JetBlue is the latest top brand to join our partner family.”

SSI's B2B inSSites sample offers precise targeting using questions designed by methodologists. Members include decision-makers and influencers in areas such as IT, HR and advertising; senior executives, small business owners and professionals of all types. Respondents are selectable by revenue, employee size, geography and vertical market. B2B inSSites is the only business sample to use live telephone and LinkedIn® verification combined with proprietary SSI validation techniques to deliver quality responses. SSI is also the only company to offer B2B sample in every mode: telephone, online, mobile and postal mail.