

SSI Partners with JetBlue for B2B inSSites

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SSI recently partnered with JetBlue Airways (NASDAQ: JBLU) to allow members of the airline's TrueBlue™ loyalty program 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 program. 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 programs 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 program for frequent fliers, allows customers to earn points even faster with partner programs, 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 program offerings and grow revenue,” said Bob Fawson, SSI chief access, supply and engagement officer. “We offer a substantial revenue stream for loyalty programs, 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.”