

# REWARD POWERS NEW NATWEST TRAVEL REWARD CREDIT CARD



NatWest

Reward, customer engagement platform powering NatWest's MyRewards programme, announces latest development in longstanding partnership which sees it fuelling the new NatWest Travel Reward Credit Card

New product set to create more value and convenience for customers spending within the travel industry through an extensive rewards programme, as Reward insights find travel sales increased 5% from the start of 2024 to date

Extended partnership supports Reward's ambition of giving back \$2 billion in customer redemptions by 2025

**London, 8th of August 2024:** Reward, global leader in customer engagement and commerce media, has expanded its partnership with NatWest to power its new Travel Reward Credit Card. This follows a longstanding partnership between the two brands, with Reward powering NatWest's award-winning rewards programme MyRewards, helping deliver real value to Credit Card customers.

Leveraging Reward's customer engagement platform, the new product enhances travel experiences through an extensive travel rewards programme, allowing Credit Card customers to seamlessly earn and redeem rewards on domestic and international travel spend.

The partnership will allow Travel Reward Credit Card holders access to a suite of personalised retailer offers through their MyRewards, benefitting from 1% rewards on every travel related spend, while also gaining rewards on everyday transactions.

NatWest's latest product comes as travel continues to flourish in the UK, with insights from Reward finding travel sales increased by 5% from the start of the year to date, highlighting the opportunity the latest product is providing in enhancing travel experiences for customers, driving convenience, and expanding savings opportunities for every journey made.

**Sam Sprekos, Managing Director UK at Reward, comments:** "For the past 12 years we have worked closely with NatWest to drive value for customers, particularly during times when a little can mean a lot. At Reward, our focus is to make everyday spending more rewarding, launching

the NatWest Travel Reward Credit Card aligns with our core mission to give back \$2 billion in rewards to customers by 2025. We look forward to working closely with NatWest to elevate travel experiences, rewarding consumers on domestic and overseas travel spend.”

**Martin Wise, Managing Director of Short Term Borrowing at NatWest, comments:** “We are helping our customers by rewarding them with one percent back on all their travel spend with the launch of our new Travel Reward Credit Card.”

## ABOUT INSIGHTS

Travel spend analysis is based on insight created by Reward from transactional and merchant information derived from its Customer Engagement programmes. The analysis compares sales and consumer behaviours from January to July 2024 compared to the same period in 2023.

## ABOUT REWARD

Founded in 2001, Reward is an industry leader transforming the world of customer engagement and commerce media. Operating in 15 countries across Europe, Middle East and Asia, Reward’s cloud-based API platform integrates content, advertising, and commerce to deliver exceptional experiences for consumers resulting in increased customer engagement, retention, and overall satisfaction. Beyond bridging the gap between content and commerce, Reward is a purpose driven business. Their mission is to make everyday spending more rewarding. During the last 5 years, Reward has proudly given back more than \$1billion in cashback rewards to consumers world-wide.

For more information, please visit [www.rewardinsight.com](http://www.rewardinsight.com).

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