



## **Hinda Loyalty Group Announces Partnership with The Wise Marketer**

### **Further Expanding its Presence in the Loyalty Market**

**CHICAGO, Sept. 22, 2016** - Hinda Loyalty Group has announced a partnership with The Wise Marketer, ([www.thewisemarketer.com](http://www.thewisemarketer.com)), which provides customer loyalty and marketing news, analysis, research, detailed analysis, how-tos and best practices to its readers free of charge.

As the founding sponsor for Rewards Fulfillment at The Wise Marketer, Hinda Loyalty Group will share their insights, experience, and expertise to a much broader audience of loyalty marketers.

"The Wise Marketer develops their content for an audience that is very sophisticated and on-trend in the loyalty marketing space. Hinda Loyalty Group will be a thought leader on how to build the most engaging rewards portfolios and other services for companies to utilize to attract, retain and grow customer relationships," says Gregg O'Neill, one of Hinda's business development directors.

"We're excited and honored to have Hinda join us as a Founding Sponsor of the new Wise Marketer," said Rick Ferguson, President and CEO of the Wise Marketer Group. "Their thought leadership in loyalty marketing and the rewards fulfillment space will be a clear asset to our global audience of loyalty marketers."

The partnership between Hinda and The Wise Marketer is a natural, given Hinda's long history and experience in supporting loyalty programs.

#### **About Hinda Loyalty Group**

Since 1970, Hinda ([www.Hinda.com](http://www.Hinda.com)) has delivered engaging rewards solutions to customers in the incentive, loyalty and recognition industries, creating stronger connections between people and desired business outcomes through the design of integrated strategies that are synonymous with a company's brand. Hinda Loyalty Group leverages this demonstrated expertise, along with our world-class fulfillment and customer service operations, with the specific competencies of our partners to deliver flexible, meaningful and engaging loyalty program reward solutions. These engaging solutions move customers from consumers to product and brand advocates, creating seamless and integrated participant experiences with more meaningful touch-points that lead to greater program engagement, value and ROI.

#### **About The Wise Marketer**

The Wise Marketer Group publishes the Wise Marketer newsletter and web portal at [TheWiseMarketer.com](http://TheWiseMarketer.com), the venerable and only unbiased global source of news and research for the customer loyalty and marketing professional. The Wise Marketer Group also publishes the Loyalty Guide, now in its 7th edition, which offers over 1,400 pages of unrivalled customer loyalty and marketing intelligence for marketing leaders, including research, new ideas, expert advice, market data, detailed case studies and research. In addition, The Wise Marketer Group produces the Loyalty Academy, a professional educational and accreditation institution that offers the only certification available in loyalty marketing, and which hosts the annual Loyalty Academy conference. The Wise Marketer will relaunch with a new web portal in the Fall of 2016.

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