



CSR CASHBACK

SOLUTION GUIDE

Turning Transactions into Impact

What is CSR Cashback Campaign?

The CSR Cashback Campaign is a powerful growth and impact model that enables brands to drive revenue while simultaneously contributing to social causes. By embedding cashback incentives into qualified transaction, businesses can increase customer engagement, build trust, and generate measurable social impact.

TisasNG provides the infrastructure that makes this possible - seamlessly, transparently, and at scale.

The Opportunity

Today's consumers expect more from brands. They want value, engagement, and purpose. Traditional marketing drives transactions, but purpose-driven engagement drives loyalty.

CSR Cashback bridges this gap by:

- Turning purchases into impact
- Giving customers a choice
- Aligning brands with meaningful causes

The Solution

The CSR Cashback Campaign allows customers to earn tokens/vouchers backed with cashback as rewards from qualified transactions, with the option to:

- Redeem the cashback for personal use; or
- Donate it to a brand-led social cause or NGO of their choice

This creates a win-win ecosystem where:

- Customers feel empowered
 - Brands drive engagement and sales
 - NGOs receive funding and visibility
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How It Works

Step 1: Transaction

A customer completes a qualified purchase or defined action from a participating brand.

Step 2: Reward Issuance

A digital cashback token issuance is triggered or pre-generated voucher is issued instantly.

Step 3: Redemption/Donation

While redeeming token(s) for the reward, the customer chooses to:

- **KEEP** the cashback for themselves; or
- **DONATE** it to a brand-led cause or any social cause of their choice.

Step 4: Impact Tracking

All transactions are tracked by all stakeholders (brand, customer, and NGO) on separate dashboards in real-time for full transparency.

Value Proposition

How this solution benefits business, customers and the society

For Brands

- Increased sales and customer engagement frequency
- Improved customer retention - emotional loyalty
- Differentiation through purpose-driven marketing

For Customers

- Immediate rewards on every qualified engagement
- Ability to contribute to social impact without stress
- Enhanced brand experience

For NGOs

- New funding streams
- Increased awareness and reach



Campaign Models

How & where can this campaign be deployed

1. Purchase-Based Campaign

Triggered by product or service purchases.

2. Behavior-Based Campaign

Triggered by actions such as:

- Sign-ups
- Referrals
- App downloads
- Social actions

3. Hybrid Campaign

Can combines both purchase and behavioral triggers.

Use Case Example

An insurance company integrates CSR cashback into insurance premium payments and chooses a cause – e.g. Clean Water for rural communities, Healthcare Support, Children Education etc – and promotes this to the public.

- Every premium paid earns the customer a token/voucher as reward –
- The customer can redeem the token/voucher for a brand-defined cashback
- While redeeming, customers choose to **DONATE or KEEP** the cashback
- If Donate, the cashback is credited to the selected cause and donations are transparently aggregated
- Brand strengthens trust and engagement
- All donations are tracked by all stakeholders (brand, customer, and NGO) in real-time for full transparency.

Implementation Framework

1. Define Objectives

- Engagement targets
- CSR impact metrics

2. Select Partner or Set a Cause

- Chose a cause or NGO

3. Design Campaign

- Cashback value per token/voucher
- Thresholds rules and conditions

4. Launch & Promote

- Digital marketing
- Partner channels

5. Monitor & Optimize

- Performance tracking
- Continuous improvement

Competitive Advantage

TisasNG enables:

- Seamless integration (no new system build required)
- Scalable campaign deployment
- Measurable impact reporting

Conclusion

CSR Cashback Campaigns represent the future of marketing — where engagement, incentives, and impact converge.

With TisasNG, organizations can unlock new growth opportunities while making a meaningful difference.

Ready to launch your CSR Cashback Campaign?

Contact us today:

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