

Extra Rewards Make Canadians Move Even More: Carrot Rewards Announces Surprising Behavioural Outcomes



TORONTO, ONTARIO: December 4, 2018 — At its national “Nudge 2.0” policy roundtable last week, Canada’s most popular wellness app, [Carrot Rewards](#), revealed some surprising early behavioural impact outcomes from the newly launched paid subscription versions of its offering - Carrot Plus.

Carrot Plus, which provides app users with opportunities to multiply their rewards by 2x, 5x or 10x for achieving their daily step goals, appears to be impacting the physical activity levels of Canadians in a very significant way — in the majority of cases, doubling their rate of daily step goal achievement.

Data from the first few days following the rollout of the Carrot Plus subscription offering showed Canadians overwhelmingly selected to upgrade to the most expensive version, which enables users to earn 10x their previous daily step goal rewards — and also showed a clear trend line of much higher goal attainment rates among paid subscription users.

In the first week since the introduction of the subscription versions, 31% more users of Carrot Plus 2x have been achieving their daily step goals compared to users of the basic (free) app, 70% more users of Carrot Plus 5x have been meeting their goal and 100% more users of the most popular version, Carrot Plus 10x, have been hitting their daily step goal.

“Once again, results like these show how much Canadians love points rewards,” said Andreas Souvaliotis, Founder and CEO of Carrot Rewards. “It’s almost unbelievable to see our users suddenly hitting their daily step goals twice as often, just because they’ve got a bit of skin in the game and are spending a few dollars a month to qualify for higher rewards.”

Carrot Founder and CEO, Andreas Souvaliotis, shared the surprising early results at the policy gathering which included many behavioural science and public policy experts, including Toronto’s Medical Officer of Health - Dr. Eileen de Villa, the Publisher and CEO of the Globe and Mail - Phillip Crawley, the CEO of Publicis Canada - Duncan Bruce, and renowned University of Toronto Professor - Dr. Dilip Soman.

Currently users can upgrade to Carrot Plus 2x, 5x and 10x for a special introductory monthly subscription fee of \$1.99, \$3.99 or \$5.99 respectively. Users who upgrade to Carrot Plus for a full year also currently qualify for additional bonuses of hundreds, or in some cases, thousands of reward points.