We’re upgrading your rewards

Welcome to Ipsos Rewards Hub

A simple guide to what is changing, what will happen to your points and how to access your new digital rewards account.

No action is needed yet. Please continue using the existing rewards catalogue as normal. We’ll contact you when it’s your turn to move and give you clear, step-by-step instructions.

Thank you for being a valued member of the Ipsos iris panel.

We’re making your rewards experience even better with a new digital rewards store called Ipsos Rewards Hub. It will offer a wider choice of digital vouchers, faster access to rewards and greater flexibility in how you use your points.

You’ll still be able to choose vouchers from popular brands such as Amazon.co.uk, Sainsbury’s, Tesco, Just Eat and many more. Members aged 18 or over will also be able to choose PayPal or virtual Visa, subject to the relevant terms.

When it’s your turn to move, we’ll contact you and explain exactly what to do. Your confirmed points balance will be transferred without losing its value.

At a glance

A new digital store

The new rewards store will be called Ipsos Rewards Hub.

More choice

Choose from digital vouchers for shopping, supermarkets, food, fashion, entertainment, gaming and more.

Same points value

Every 10 points will continue to be worth £1.

Your points move with you

You do not need to rush to spend your points before the switch.

Move in stages

We’ll contact you when it’s your turn and explain the next steps.

Extra options for adults

PayPal and virtual Visa will be available to eligible members aged 18 or over.

Why are we making this change?

We're moving to a new digital rewards provider so we can offer a more modern, flexible and convenient rewards experience.

- Faster: many rewards can be delivered digitally without waiting for the post.
- Easier: you'll be able to access and manage rewards online.
- More flexible: choose from a wide range of digital vouchers, with PayPal and virtual Visa also available to eligible members aged 18 or over.
- More convenient: digital delivery reduces the risk of physical items or vouchers being delayed or lost in the post.

What is changing?

The new digital rewards store will be called Ipsos Rewards Hub. You'll redeem your points through the new online store, and your existing BI WORLDWIDE (BIW) rewards account will close when your account is moved. Your confirmed BIW points balance will then be transferred to Ipsos Rewards Hub.

What is staying the same?

You'll continue earning rewards by taking part in Ipsos iris and providing data from your eligible devices. The value of your points will remain the same, with every 10 points continuing to equal £1. The change will not affect how often you are invited to complete surveys.

What rewards will be available?

Ipsos Rewards Hub will offer a wide range of digital vouchers, including popular retailers, supermarkets, fashion, food, travel, entertainment, gaming and charitable donations. Examples include Amazon.co.uk, Sainsbury's, Tesco and Just Eat and many more!

Will PayPal and virtual Visa be available?

Yes, PayPal and virtual Visa will be available to eligible members aged 18 or over, subject to the relevant terms and account requirements.

Will there still be physical products?

Ipsos Rewards Hub is a digital-first rewards store and will not have a general physical-products catalogue. A digital Love2shop reward may provide an option to obtain a physical gift card through the Love2shop website, subject to Love2shop's availability, instructions and terms.

How do digital rewards work?

Choose your reward in Ipsos Rewards Hub, follow the on-screen instructions and check your email for the digital voucher, code or payment instructions. You can then use the reward online or in-store in line with the retailer's guidance. Always check the individual reward terms, including any expiry date or restrictions.

Your points and the move

Do I need to use my points before the switch?

No. You do not need to redeem your points before your account is moved. Please continue using your existing rewards account as normal until we contact you.

Will I lose any points?

No points are intended to be lost as part of the transition. Your confirmed BIW points balance will be transferred to Ipsos Rewards Hub.

Will my points be worth less?

No. The value of your points will stay the same. Every 10 points will continue to be worth £1, so 100 points will continue to be worth £10.

Will points expire in the new store?

Points in Ipsos Rewards Hub will be subject to the terms and conditions of the new rewards store, including any applicable expiry rules. Members will have until the end of the following year to redeem points they earn. For example, points earned or transferred in 2026 can be used until 31 December 2027. The new rewards store will also provide reminders and updates as points approach their expiry date, helping members make the most of their rewards.

When will I move?

Members will be invited before December 2026. We'll contact you when it is your turn to switch over.

Will there be any interruption?

There may be a couple of days between the closure of your BIW account and access to Ipsos Rewards Hub. We will manage the change carefully and communicate the expected timing in advance to help ensure a smooth transition.

What will happen when it’s my turn?

1. We’ll send you an initial email explaining that your rewards are changing. You will not need to register at this stage.
2. We’ll send a reminder before your account is moved and may also send an SMS if we have your mobile number.
3. Your existing BIW account will close and your final points balance will be confirmed.
4. You’ll receive an email inviting you to register for Ipsos Rewards Hub.
5. Follow the link, enter the activation code and complete your registration.
6. Your transferred points will be available in your new account, ready for you to use.

What will the registration email include?

The email will include a registration link, an activation code, step-by-step instructions.

Will I keep the same login details?

You’ll need to follow the instructions in the registration email to activate access to Ipsos Rewards Hub. Enter the activation code when asked and complete the registration steps.

What if I do not receive the registration email?

First check your spam or junk folder. If the email has not arrived, contact the Ipsos iris panel team through the Help or Contact Us section of your panel account.

What if my transferred points balance does not look right?

Check whether you recently used points or have an active BIW purchase. Then contact the Ipsos iris panel team through the Help or Contact Us section of your panel account so the balance can be reviewed.

What if I’m under 18?

Members under 18 will still be invited to register for Ipsos Rewards Hub and will have access to a wide range of age-appropriate digital vouchers.

- Popular retailers such as Amazon.co.uk.
- Supermarkets and everyday shopping.
- Fashion and sports brands such as Nike and H&M.
- Food and drink brands.
- Entertainment and gaming, including options such as Xbox, PlayStation and Nintendo eShop.
- Many more digital vouchers.

Please note: PayPal and virtual Visa will not be available to members under 18. The registration steps will otherwise be the same.

Where can I get help?

The correct support contact depends on what your question is about.

Your question	Who to contact
An active or outstanding purchase made through BIW	Contact BI WORLDWIDE directly at rewardsoperationsteam@eu.biworldwide.com.
The move to Ipsos Rewards Hub, including timing or transferred points	Contact the Ipsos iris panel team through the Help or Contact Us section of your panel account.
Registration, activation or login for Ipsos Rewards Hub	Use the Virtual Incentives support details included in your registration email or within Ipsos Rewards Hub.
A reward ordered through Ipsos Rewards Hub	Contact Virtual Incentives using the support option available within Ipsos Rewards Hub.

What do I need to do now?

Nothing yet. Continue using your current rewards account until we contact you. We'll give you clear instructions when your new account is ready.

- Check that your email address and mobile number are up to date in your panel profile.
- Look out for emails and possible SMS reminders from the Ipsos iris panel team.
- Check your spam or junk folder if you are expecting a registration email.
- Follow the registration instructions when your invitation arrives.
- Never share your password or activation code with anyone.

Remember: You do not need to rush to spend your points. Your confirmed balance will transfer without losing its value, and we'll explain every step before you need to act.

We'll share more information closer to the time and will be here to help if you have any questions.

Thank you for being a valued member of the Ipsos iris panel.