



**AMEX  
OFFERS**



# Advertiser Case Study: Amex Offers x Norton

## The Challenge

Norton, a leader in Cyber Safety, empowers millions of individuals and families with award-winning protection for their devices, online privacy and identity. **Norton sought an efficient way to increase brand exposure.**

## The Solution

**Norton teamed with Amex Offers for five campaigns in 2023**, which were viewed by more than 25 million U.S. American Express consumer and small business Card Members.

Case studies shown for illustrative purposes only. Individual results will vary.



Norton has been extremely pleased with the high enrollment from cardholders who've been exposed to our brand and special offers, and the consistently significant redemption performance.



## The Impact

**39:1**

**Return on investment<sup>1</sup>**

**80%**

**of redeemers were  
new Amex shoppers<sup>2</sup>**

**+33%**

**Average spend lift of redeemers  
vs. non-redeemers<sup>3</sup>**

<sup>1</sup> Return on investment = [(Total Campaign Spend - Offer Funding Cost) / Offer Funding Cost] includes all Amex Offers campaigns run with this merchant in 2023

<sup>2</sup> New Amex shoppers are defined as Card Members who have not used their Amex Card at the merchant in the 12 months prior to the offer

<sup>3</sup> Based on average spend across all Card Members that redeemed any Amex Offer that ran with this merchant in 2023 compared to spend across all Card Members that spent at this merchant but did not redeem an Amex Offer in the same year