

# **KrowdFit® Joins ADP Marketplace to Amplify Wellness Incentives for Small and Mid-Sized Companies**

KrowdFit will be available via Single Sign On to all Workforce Now® customers.

**BEND, OR August, 2019** KrowdFit, the leading provider of cash-back wellness incentive programs within the U.S. and Canada, today announced a key integration with ADP®, a leader in global human capital management solutions, that empowers employers to optimize the implementation of KrowdFit's leading employee engagement and wellness incentive program to save time, boost morale, and increase productivity. The turnkey integration is available exclusively on ADP Marketplace, the HCM industry's first digital HR storefront designed to help employers create an HR ecosystem for their company using solutions from ADP and leading third-party partners like KrowdFit. Now companies of all sizes can extend the value of their workforce solutions seamlessly across their entire organization via a secure, single-sign-on process.

Available for ADP Workforce Now® clients, the seamless integration is a significant productivity enhancement for mutual clients, saving time and eliminating costly manual entry and data errors.

“It's never been more challenging to engage employees and reward healthy lifestyles. KrowdFit's industry leading, cash-back wellness incentive program pays out weekly cash rewards for tracking sleep, steps, meals and physical activity from \$125, \$250, \$2,500 to \$5,000 per winner. We're constantly looking for ways to bring value to our customers, and this partnership gives SMBs a greater opportunity to quickly deploy a proven wellness incentive program without using excessive resources,” said Jim Miller, CEO at KrowdFit. “We're truly excited to help deliver a best-of-breed wellness program that provides a high-value low-cost benefit and extends the value of ADP's workforce solutions.”

The integration is designed to help ADP clients quickly launch a proven and highly engaging wellness incentive program with just a few clicks. Businesses can automatically upload benefit eligible employees from ADP directly into KrowdFit, allowing for a faster, more accurate and seamless onboarding process. Clients leveraging the integration will also benefit from a single sign-on solution for direct access from their ADP account to KrowdFit, as well as unified billing.

## **About KrowdFit**

KrowdFit is the largest cash-back wellness incentive program in the U.S. and Canada, paying out more cash per winner, up to \$5,000/ea. with no limit on winnings. KrowdFit has already paid out over \$2 million in cash-back rewards and has proven to drive very high levels of sustained engagement leading to positive outcomes and long-term, healthy behavioral change. To learn more, please visit <http://www.KrowdFit.com> or visit KrowdFit on ADP marketplace.