

Make Every Paycheck Go Further

Why a perks marketplace is rising on many HR leaders' must-have benefit lists.

Employees are feeling the squeeze like never before. Skyrocketing grocery and gas prices, rising rent, and mounting health care costs are stretching paychecks thinner than ever. The challenge isn't just numbers on a spreadsheet—it's the reality of making everyday life work.

Some companies are responding with creative solutions that boost take-home value without raising salaries or increasing employer expenses. "Costs may be climbing, but employees still want to live their lives," says Jeffrey Litvack, CEO of BenefitHub. "Even as everyday expenses rise, workers aren't putting their lives on hold—they're still traveling, shopping, and dining out."

That's where BenefitHub comes in. Founded in 2000, the company operates employer-branded marketplaces giving workers exclusive access to perks, voluntary benefits, and everyday savings. Across hundreds of categories—from travel and entertainment to electronics, insurance, and household essentials—members save an average of \$2,500 annually.

"That \$2,500 is effectively a 5% pre-tax raise for someone earning \$70,000," Litvack explains. "The key difference is that this 'raise' comes with no added payroll or overhead cost—delivering real financial impact for employees while keeping company budgets intact."

Today, BenefitHub serves more than 14,000 employers worldwide, including five of the 10 largest employer companies and more



Jeffrey Litvack, CEO



than a third of the Fortune 500. The platform also partners with nearly 500 benefits brokers, helping employers integrate it into existing programs and extending its reach to small and mid-sized businesses alike.

In total, more than 50 million employees across the globe have access to the platform, which is remarkably straightforward, free to implement, and quick to deploy. BenefitHub earns revenue through partnerships with participating retailers and service providers. Larry Mieldezis, BenefitHub's Chief Information Officer and Chief Partner Officer, says the company's scale allows it to negotiate discounts that are rarely available on public consumer platforms.

"Because our marketplace is exclusive to employees of partner organizations, retailers are often willing to offer deeper discounts," he explains. "We're aggregating buying power across millions of workers."

Employees are embracing the platform, having spent over half a billion dollars through BenefitHub in 2025. An October 2025 survey of more than 18,000 workers showed enterprise clients reported scores as high as 43, signaling strong engagement and satisfaction and delivering tangible value to the employers who sponsor this free platform.

Savings Beyond Necessities

Employees need only log in via a mobile app, website, or browser extension to unlock



tangible savings. But discounts are only part of the appeal. The marketplace also offers voluntary benefits, including insurance and financial products for workers who may not qualify for traditional employer-sponsored coverage.

Litvack recalls when a seasonal employee searching for health care coverage on the open market was quoted roughly \$1,600 per month. BenefitHub's comparable coverage was secured for about \$700, saving the employee \$900 each month.

The company's website showcases a rotating carousel of benefits, highlighting what's capturing employees' attention. From over \$1 million in concert tickets sold in January 2026 for artists like BTS and Bruno Mars, to family trips to Las Vegas or Europe, BenefitHub delivers experiences that resonate.

"My parents taught me that being smart about how you spend your money can make a real difference for a family," says Litvack. Today, he sees that same principle playing out at scale. "What excites me about this work is knowing we're helping everyday employees afford not just the things they need, but the things they want."



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