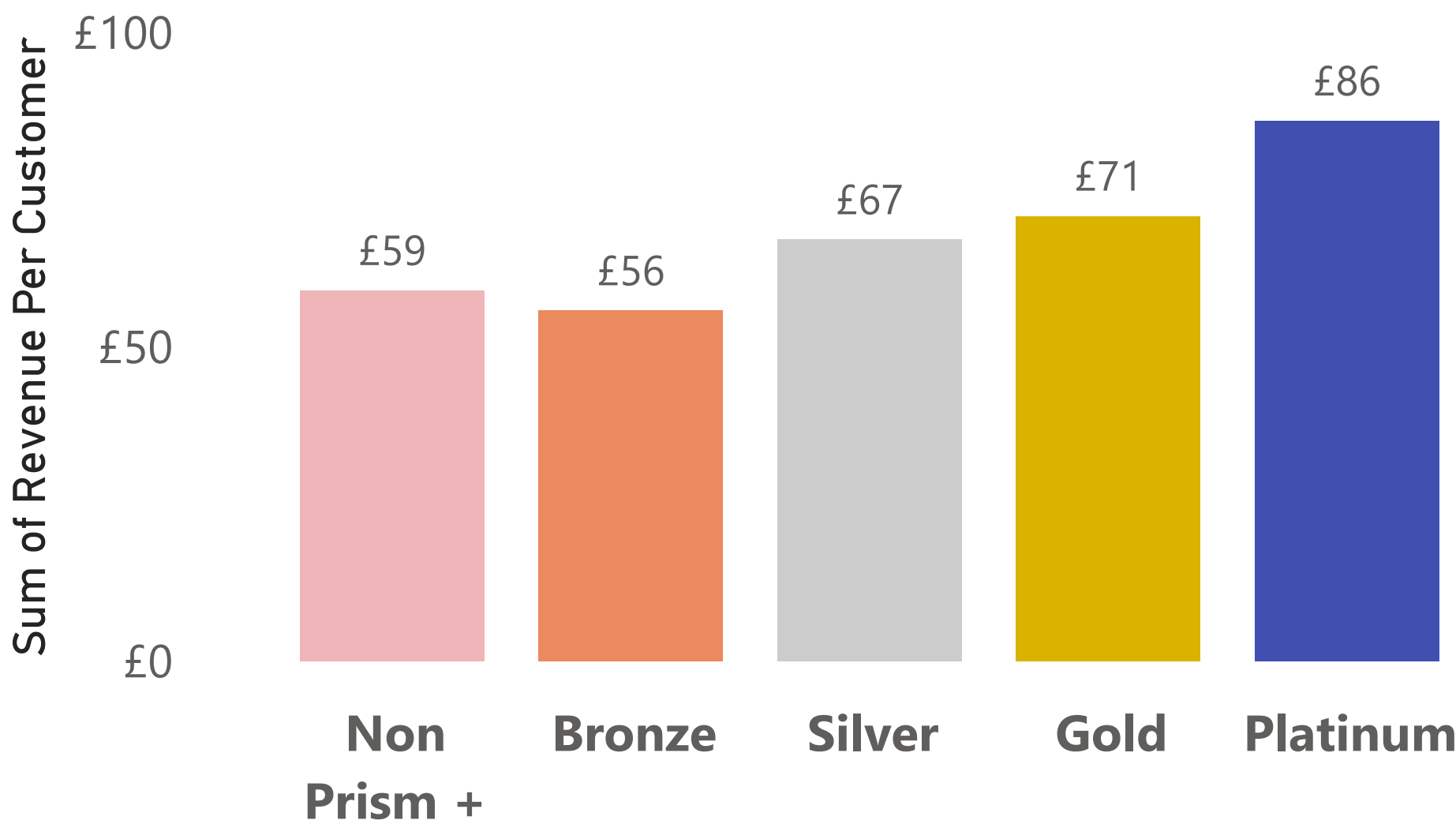
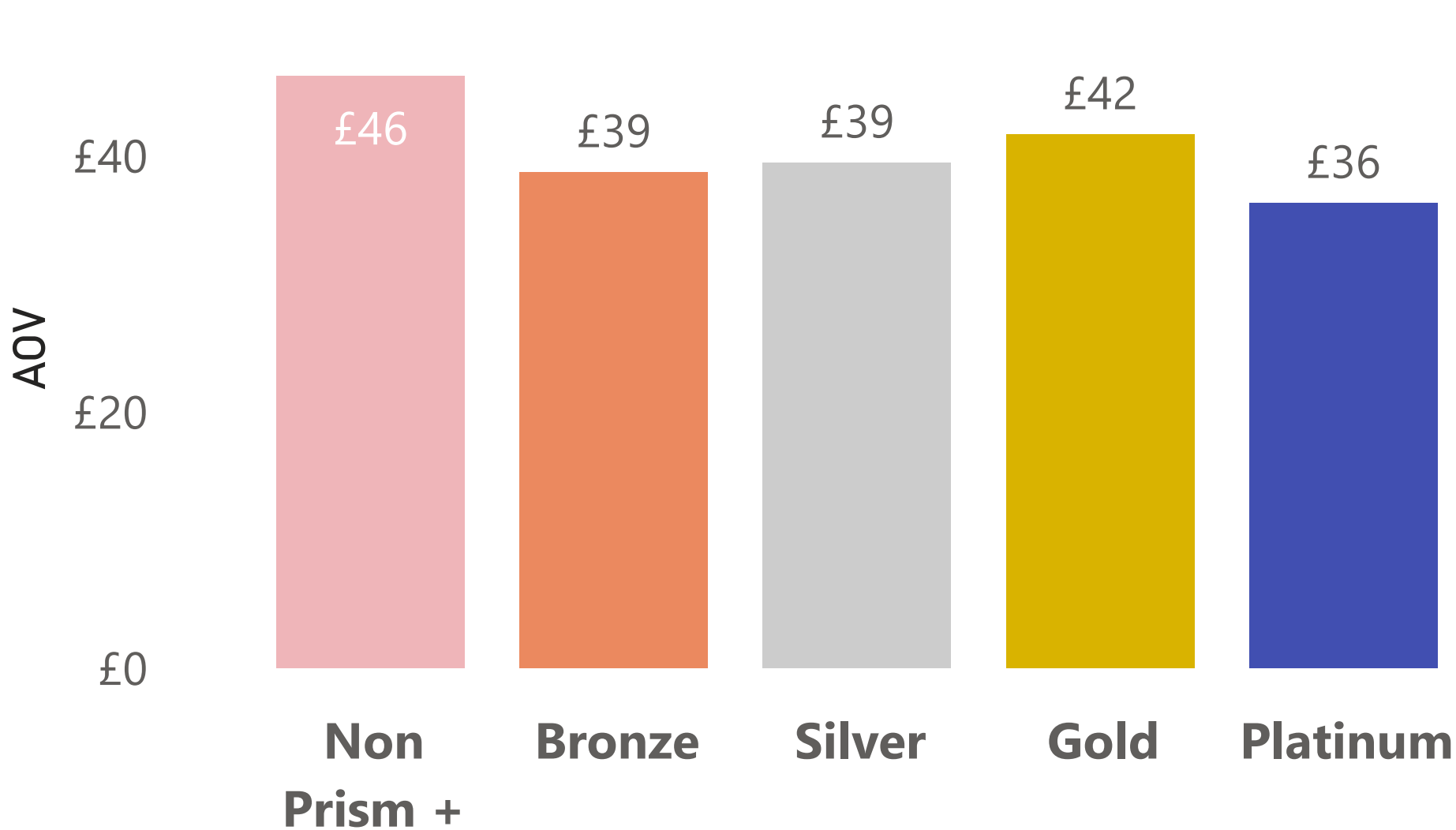


Prism +

Average Revenue Per Customer by Prism + Tier

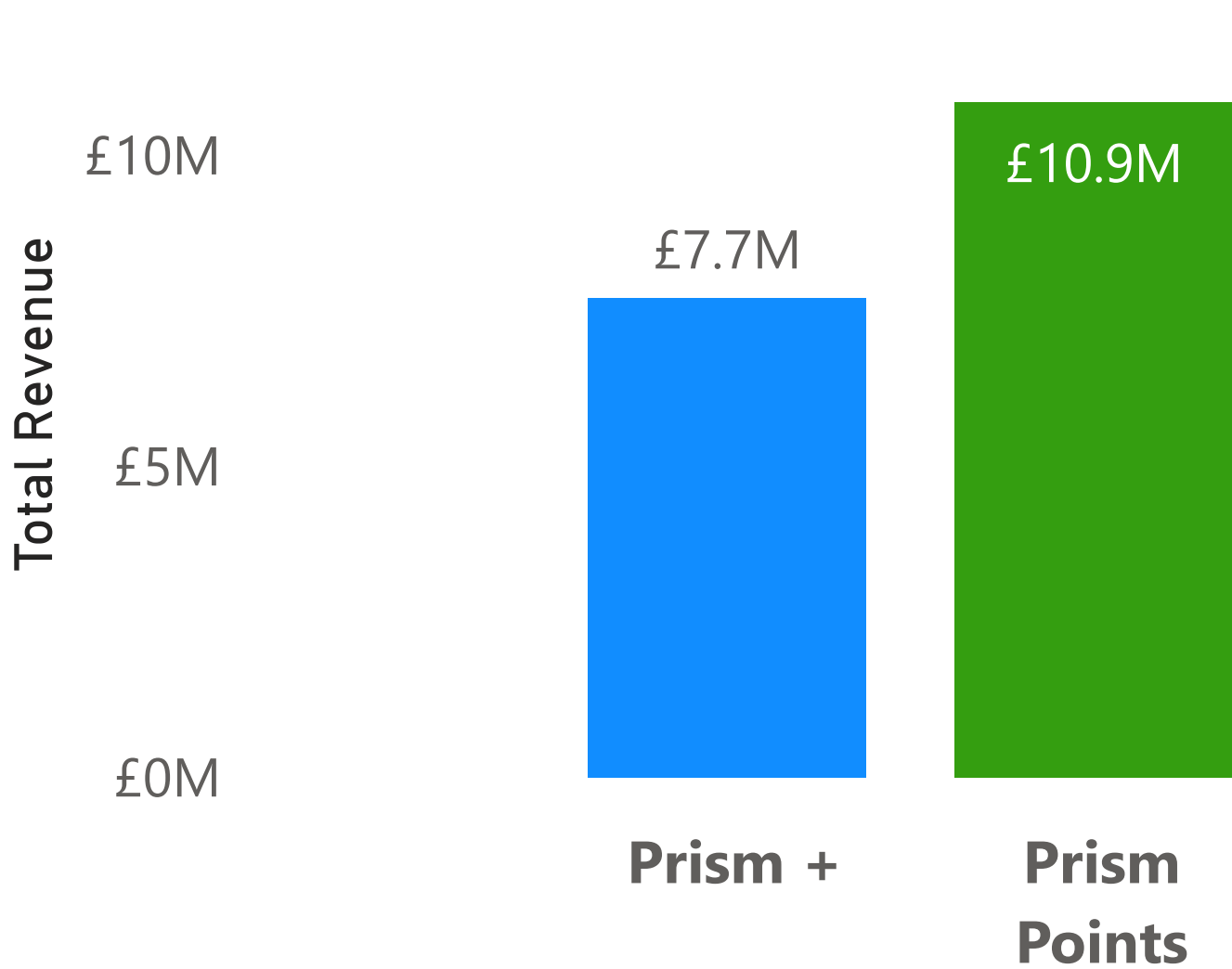


AOV by Prism + Tier

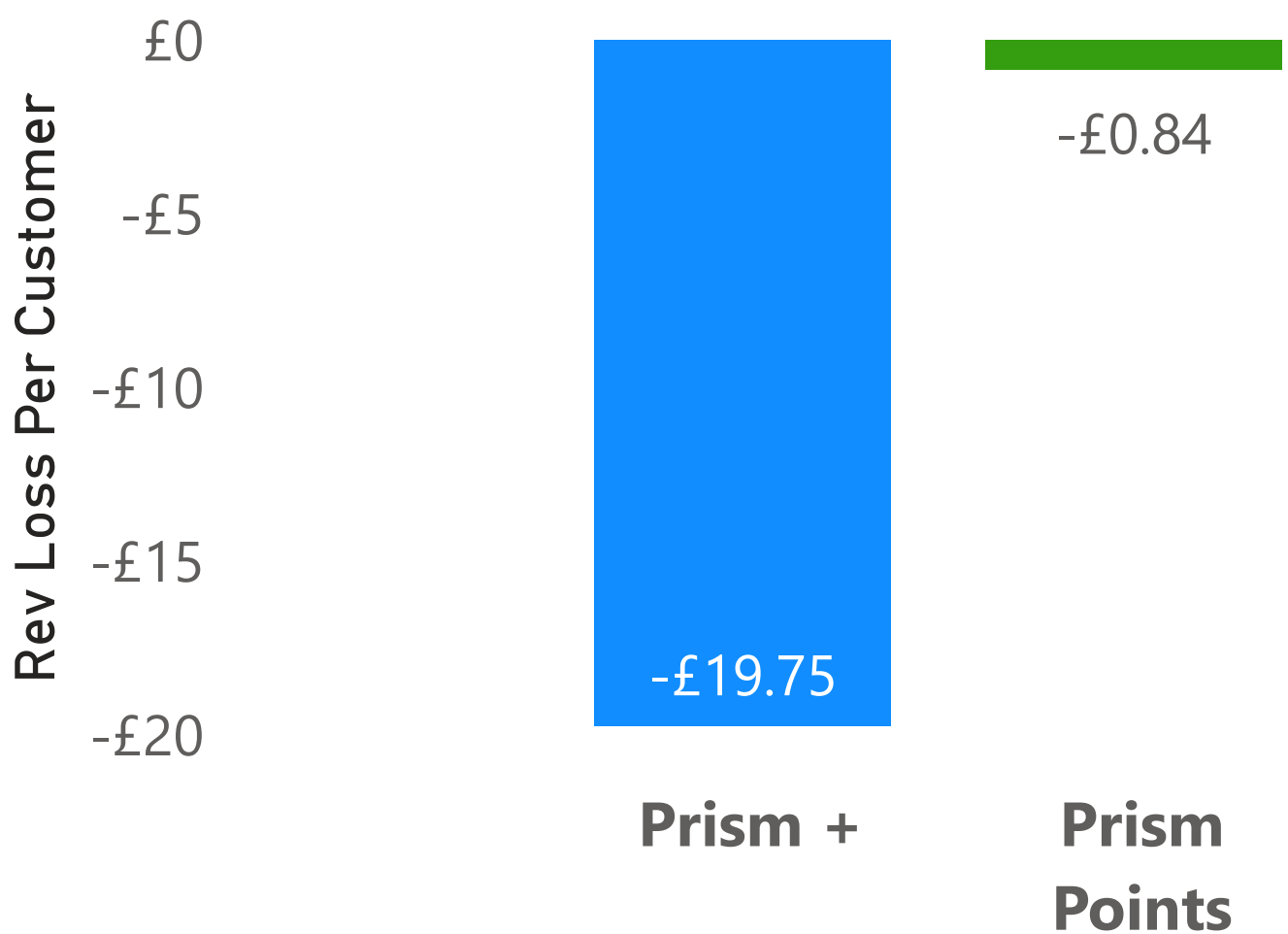


Prism Points

Total Revenue by Loyalty Scheme



Revenue Loss Per Customer from Discounts by Loyalty Scheme



Total Revenue Prism +

7.70M

Predicted Revenue Prism Points

10.86M

Predicted Revenue increase from Prism Points

↑ 3.16M

Prism + Tier	Revenue Per Customer	Revenue Per Customer Without Discounts	Revenue Loss From Discounts Per Customer
Non Prism +	£59	£64	£5
Bronze	£56	£69	£14
Silver	£67	£86	£19
Gold	£71	£91	£20
Platinum	£86	£113	£27

