



New Prism Points Loyalty Scheme

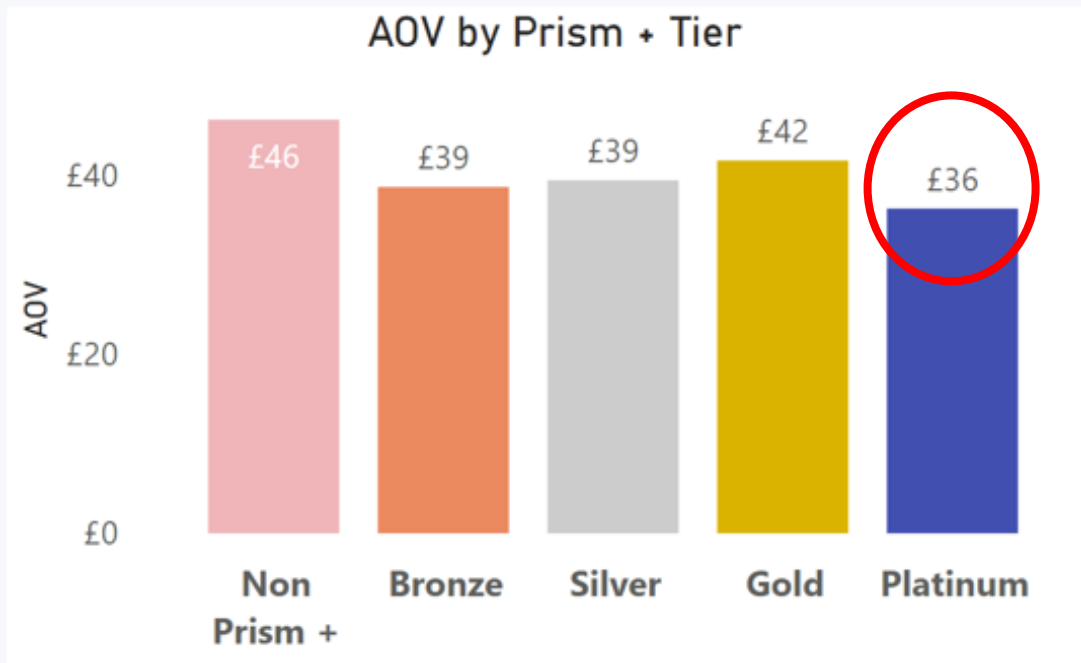
Revamping Prism Plus & Increasing
Revenue By 3M

Sikandar Mehdizada

Executive Summary

- Prism Plus Discounting Is Losing £20 Per Customer
- Ways Customers Can Earn Prism Points
- Accumulated Points Grow Over Time To Reach New Incentives
- The New Prism Points Will Make An Additional 3 Million Pounds Every 6 Months

Prism Plus Discounting Is Losing £20 Per Customer



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

- Platinum Has The Lowest AOV And Highest Loss From Discounting

Ways Customers Can Earn Prism Points

- Purchase Points:



SHOP
£1 = 4
points



EARN
400 points
= £1



REDEEM

- Engagement Points:



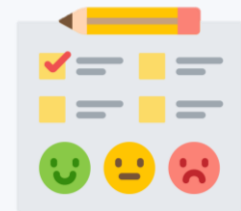
Reviews



Socials



**Email
Sign up**

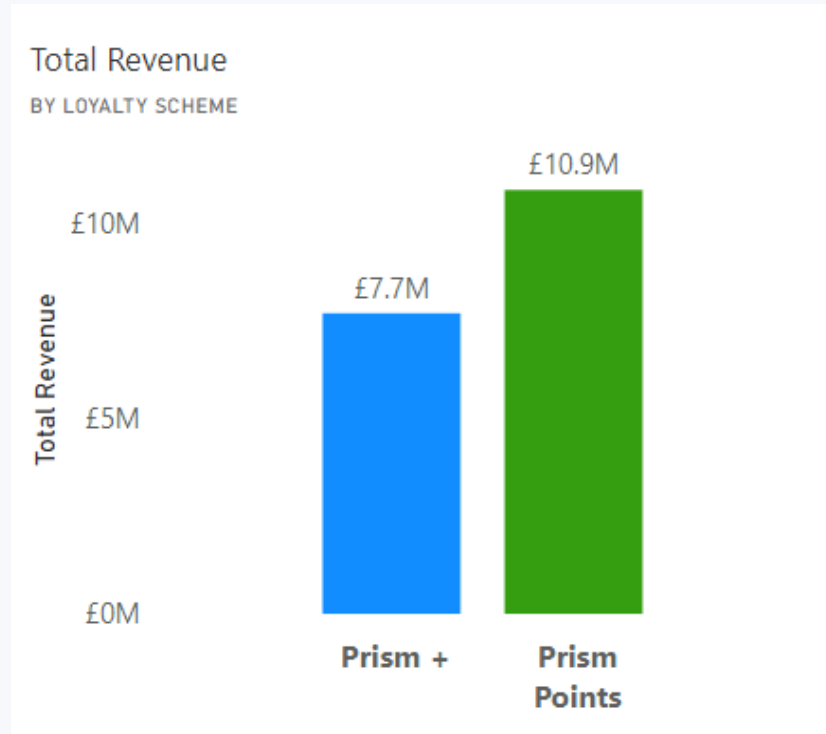


Surveys

Accumulated Points Grow Over Time To Reach New Incentives

	Bronze 400 total points	Silver 1,000 total points	Gold 1,500 total points	Platinum 2,000 total points
Get 50 points on your birthday	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dynamic bonus points offers on target products	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Early access to sales	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Get 25 points for referring a friend		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Exclusive media content			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Exclusive access to new products			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Free Monthly prize draws				<input checked="" type="checkbox"/>

The New Prism Points Will Make An Additional £3M Every 6 Months



£20

Current Prism Plus
Discount Loss Per
Customer

VS

£0.80

New Prism Points
Discount Loss Per
Customer

The smaller £0.80 discount leads to £3M Every 6 Months!

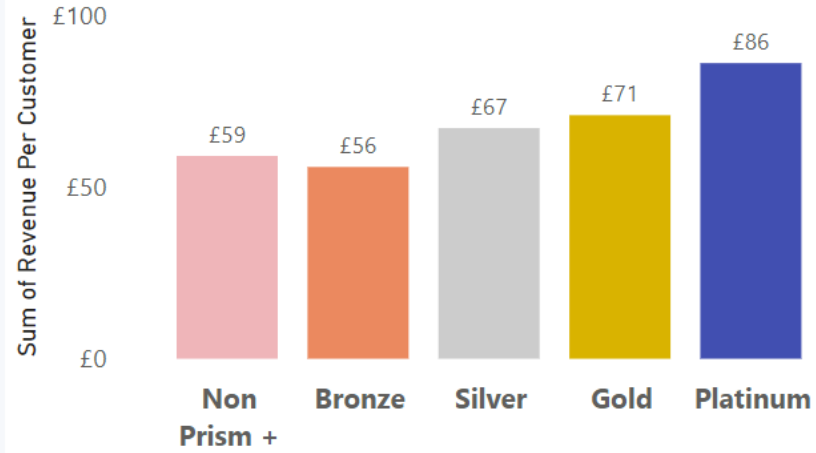
- Labour And Marketing Costs: £140k - Insignificant
- Sample test before launching to the full customer base

Executive Summary

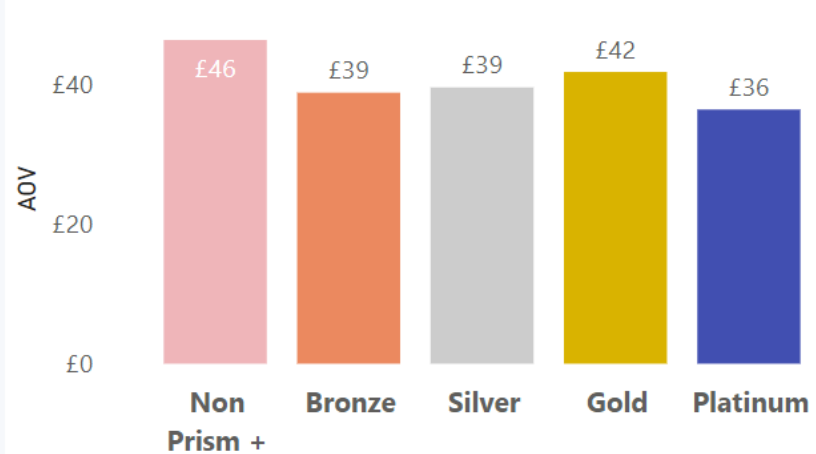
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Prism +

Average Revenue Per Customer by Prism + Tier



AOV by Prism + Tier



Prism Points

Total Revenue Prism +

7.70M

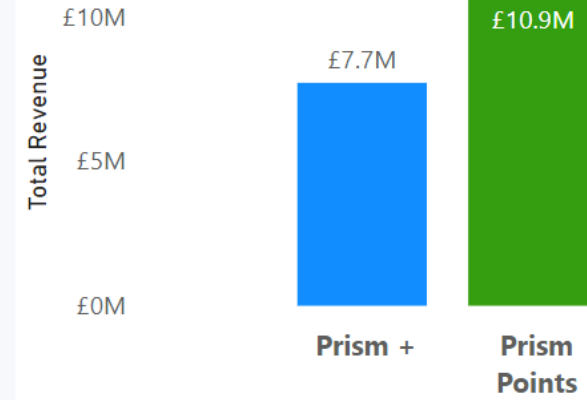
Predicted Revenue
Prism Points

10.86M

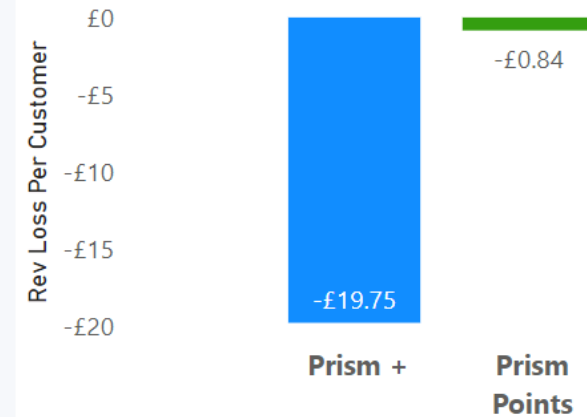
Predicted Revenue
increase from Prism
Points

↑ 3.16M

Total Revenue by Loyalty Scheme



Revenue Loss Per Customer from Discounts by Loyalty Scheme



Questions?