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Based on user criteria, we have the following general formula:

With:

f(x): point that will be plus for that user

a(x): point that will be plus after a campaign

b(x): point that will be plus for the current user’s level

*Based on the cumulative score, there are the following levels:*

* + Bronze: 30 exp
  + Silver : 65 exp
  + Gold : 102 exp
  + Platinum : 247 exp
  + Diamond : 534 exp

Based on user criteria, we have the following point will be plus after a campaign-a(x) formula:

**Supposed:**

O(x): Number of Emails that user Opened

C(x): Number of Emails that user Clicked

D(x): Number of Emails that user receive

P(o): Open rate

P(c): Click rate

**We have:**

P(o) =

P(c) =

* + If P(o) applied: a(x) =
  + **Plus 5 point**
  + If P(o) applied: a(x) =
  + **Plus 10 point**
  + If P(o) applied: a(x) =
  + **Plus 15 point**
  + If P(c) applies: a(x) =
  + **Plus 10 point**
  + If P(c) applies: a(x) =
  + **Plus 15 point**
  + If P(c) applies: a(x) =
  + **Plus 20 point**
  + If: D(x) = 1
  + **Plus 2 point**
  + If: O(x) > 3 in a row
  + **Plus 10 point**
  + If: C(x) > 3 in a row
  + **Plus 20 point**
  + If: User do not open email more than 3 times
  + **Minus 5 point**

\* Points are only added at the end of the day

Based on user criteria, we have the following point will be plus for the current user’s level-b(x) formula:

**Supposed:**

L: current user’s level

**We have:**

b = (L +1) \* ln(L)

**For example:**

The current level of that user is 2

* + b = (2+1) \* ln(2)