

# **SAMI Incentives AI - Executive Summary**

## **Incentive Impact Tracking**

- B2B: Measure deal acceleration, stakeholder engagement, and pilot-to-paid lift.
- Consumer: Track basket size changes, redemption breakage, and customer type ratios.

## **Behavioral Response Patterns**

- Click-to-redeem lag, urgency response, and channel preference analysis.
- Segmented by platform (mobile, desktop, in-store).

## **Incentive Testing & Comparison**

- B2B: Compare SPIFFs vs tiered discounts, training credits vs cash.
- Consumer: Test cashback vs points, instant vs delayed rewards.

## **ROI & Value Modeling**

- Model LTV uplift and CPA from campaign logs.
- Benchmark ROI: >3:1 B2B or 2x lift under 15% promo depth.

## **Optimization Frameworks**

- Run Winner-Pivot-Kill, prioritization matrices, ease vs ROI scoring.
- Tailor strategy to persona or stage in lifecycle.

## **Visual Dashboards & Platform Integration**

- Charts: deal velocity, retention curves, heatmaps by channel.
- Integrations: Salesforce, CPQ, loyalty platforms, referral analytics.