

Rank	Topic	Questions	Effort	Current Methodology	Modification
1	Receipts - programmatic API integrations w/ retailers, follow up to see if items have been returned		High External Barriers		
2	Phone Number Verification @ Start		Easy	Currently not done until redeeming, done by competitors	Ask for phone numbers, not a wholistic solution but will help
3	Promo Codes - need activation criteria that have paper trail (eg scans, receipts)		Very Low Effort		
3	Create single use unique promo code	How hard is this to implement?			
4	Daily Limit on Affiliate Link Use		timing + manual supervision + real-time data	enough previous data?	
4-5	First X receipts go to SRTS		Medium	Currently all receipts are manually reviewedd	Combine these 3 processes
4-5	Random receipt sampling go to SRTS				
4-5	Send all of a specific user's receipts to SRTS				
5	Credit/Debit Card Linking	Security Concerns? high friction + only for online	High		online
6	Keep & maintain SIFT		Low		
9	Need a way to add manual review for redemptions within our system to tolerate a longer response time (currently limited to 10 attempts w/ 60 sec delay in the middle)	What is the direct target of this?			
12	Return Fraud		Unkown Barriers	Using store credit to purchase items results in kicks not rewarded	
?	Better barcode fraud detection - detecting image of screen	How are barcodes currently assessed?	High		