



REWARD OFFERS

Overview

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30-Day Promotional Offers

Measures the effectiveness of offers on customers behaviours in a coffee shop



Sales

\$1.6M

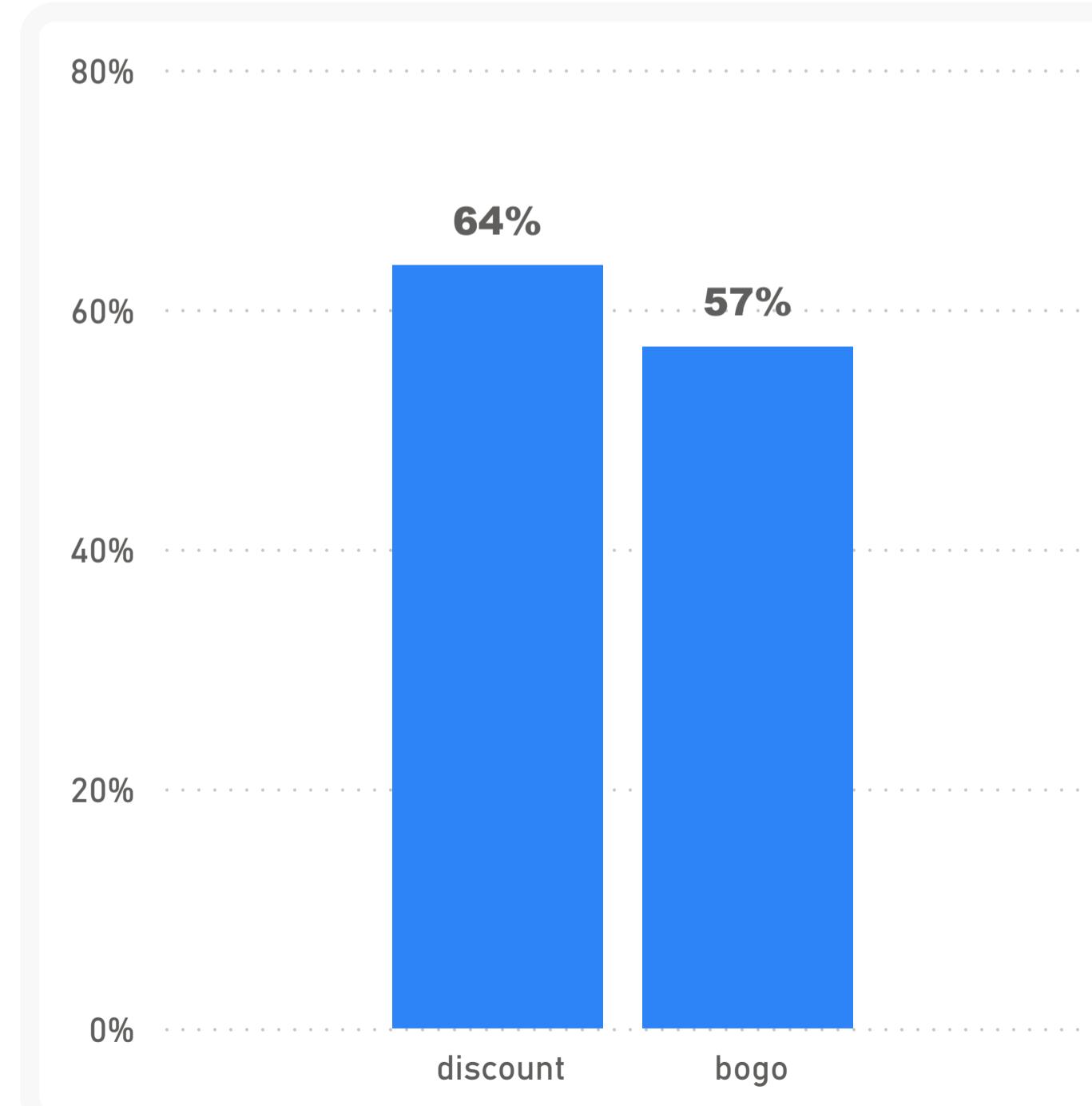
Sent Offers

66.5K

Converted Customers

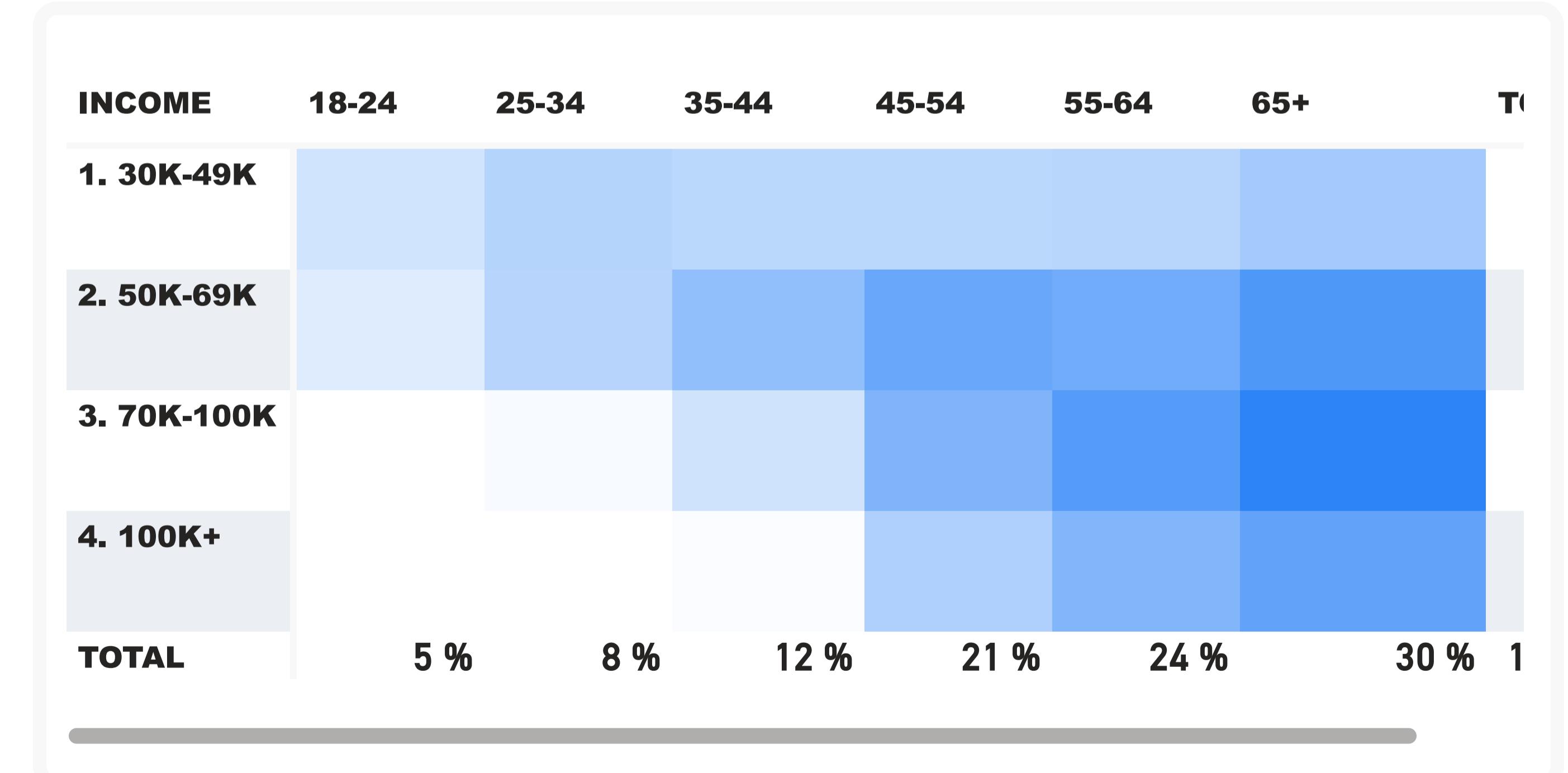
12.0K

Redemption rate by offer type



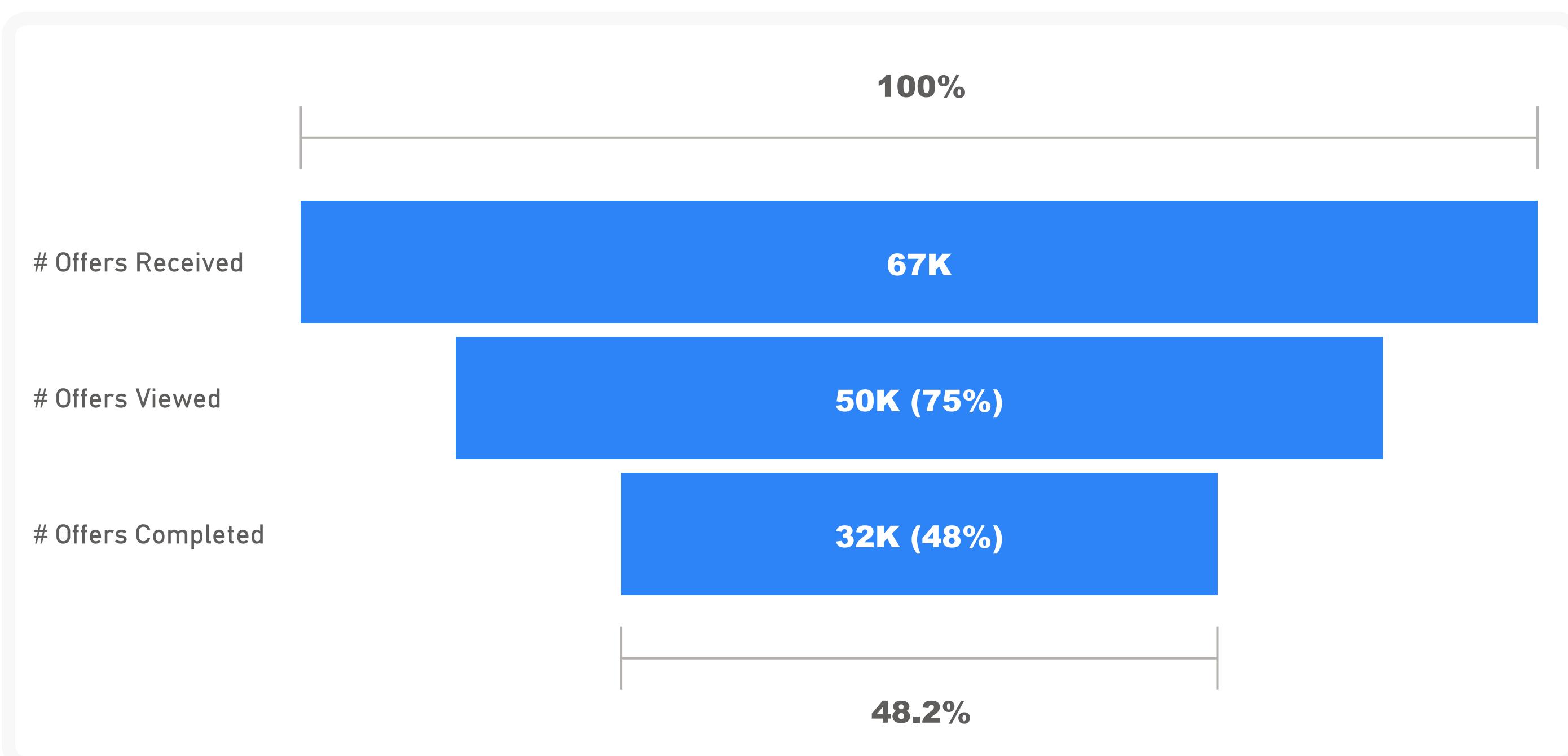
*bogo (buy one, get one)

Converted customer base





Offer conversion funnel

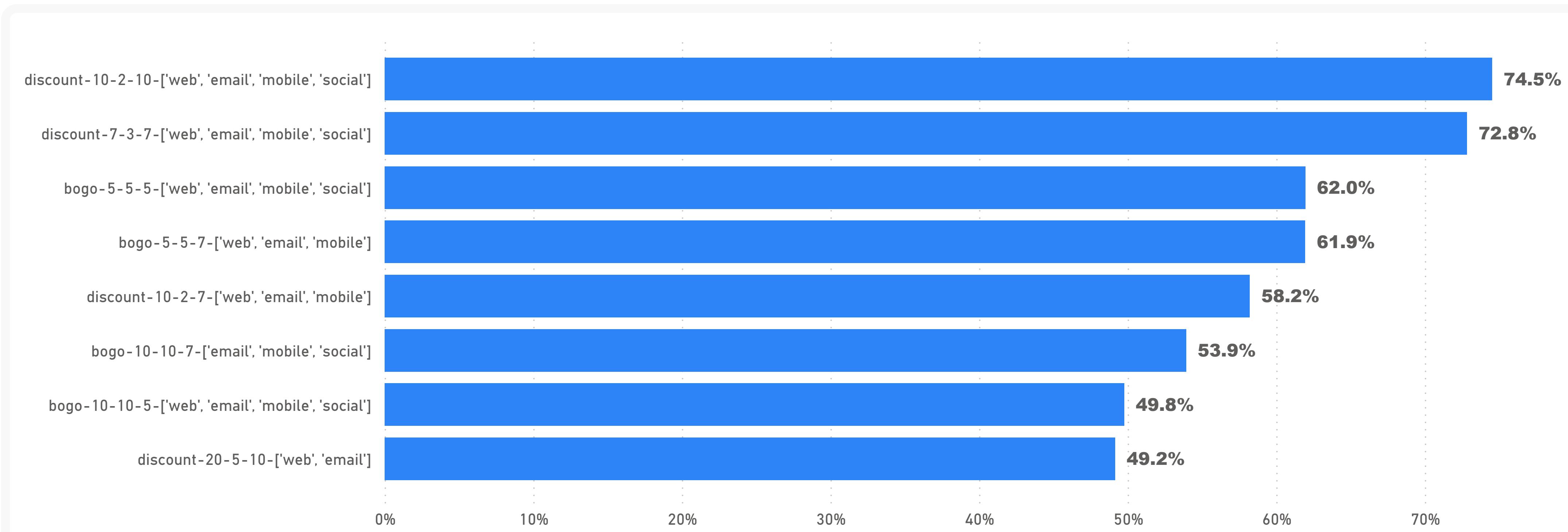


14.8K Customers who received at least 1 offer

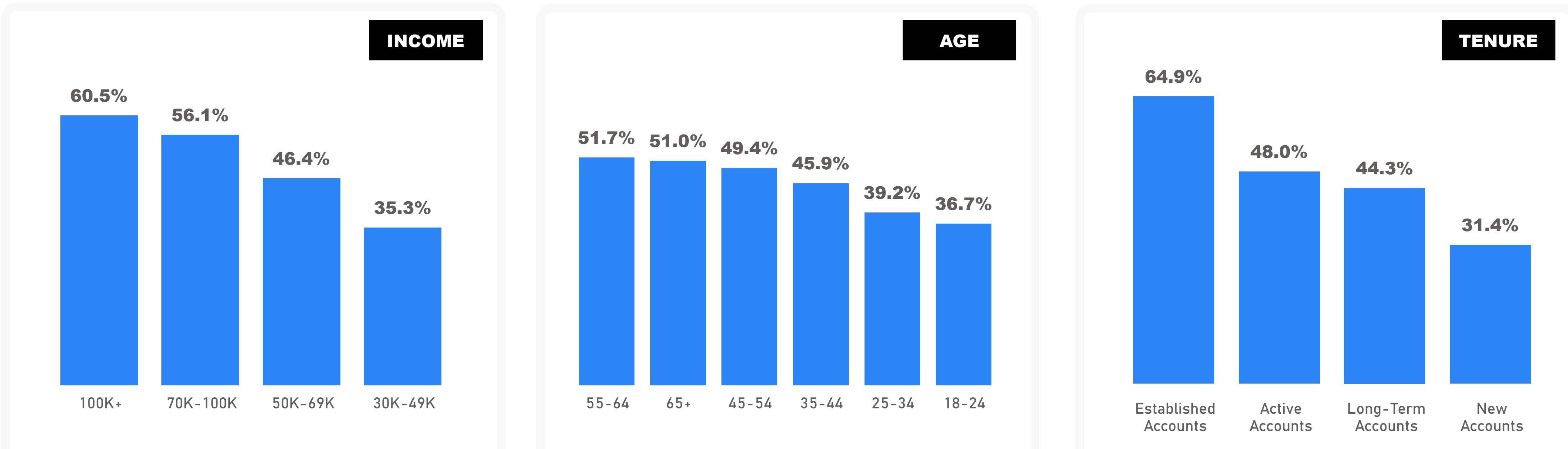
99.0% Customers who viewed at least 1 offer

80.9% Customers who completed at least 1 offer

Redemption rate by offer



Redemption rate by segments



Redemption rate by segments



Offer Label

1. Sent offers	3. Completed offers
discount-7-3-7-[web', 'email', 'mobile', 'social']	6,655.0
discount-20-5-10-[web', 'email']	4,847.0
discount-10-2-7-[web', 'email', 'mobile']	3,306.0
discount-10-2-10-[web', 'email', 'mobile', 'social']	3,860.0
bogo-5-5-7-[web', 'email', 'mobile']	4,957.0
bogo-5-5-5-[web', 'email', 'mobile', 'social']	4,141.0
bogo-10-10-7-[email', 'mobile', 'social']	4,074.0
bogo-10-10-5-[web', 'email', 'mobile', 'social']	3,604.0
	3,281.0



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Revenue Analysis

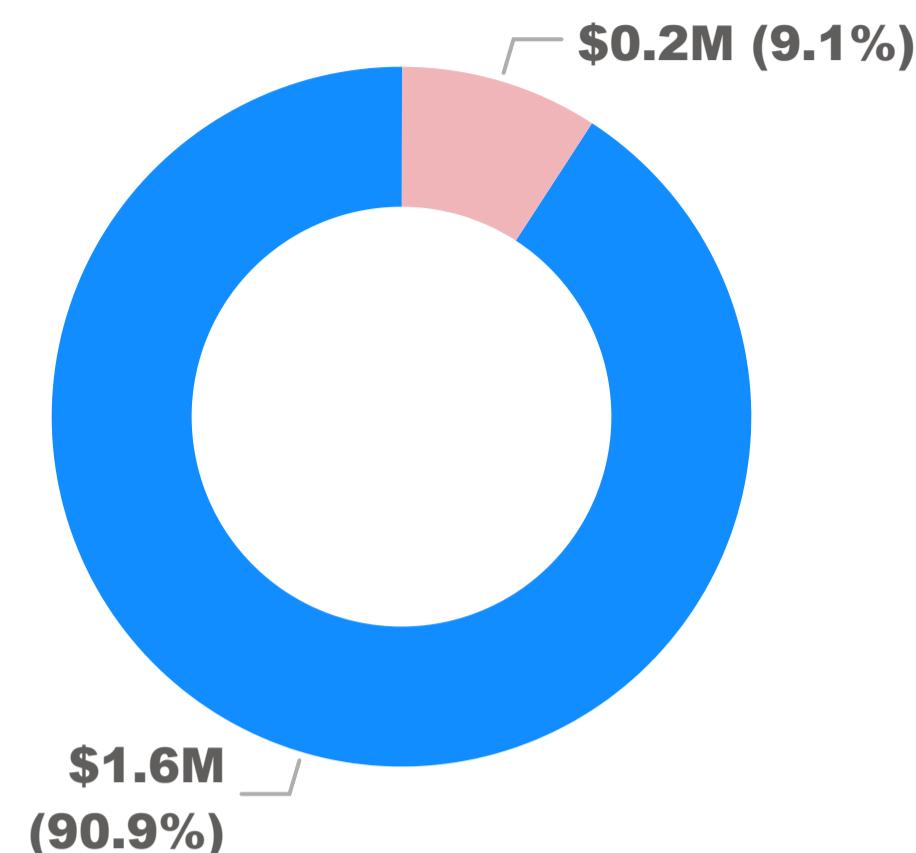
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KPIs overview

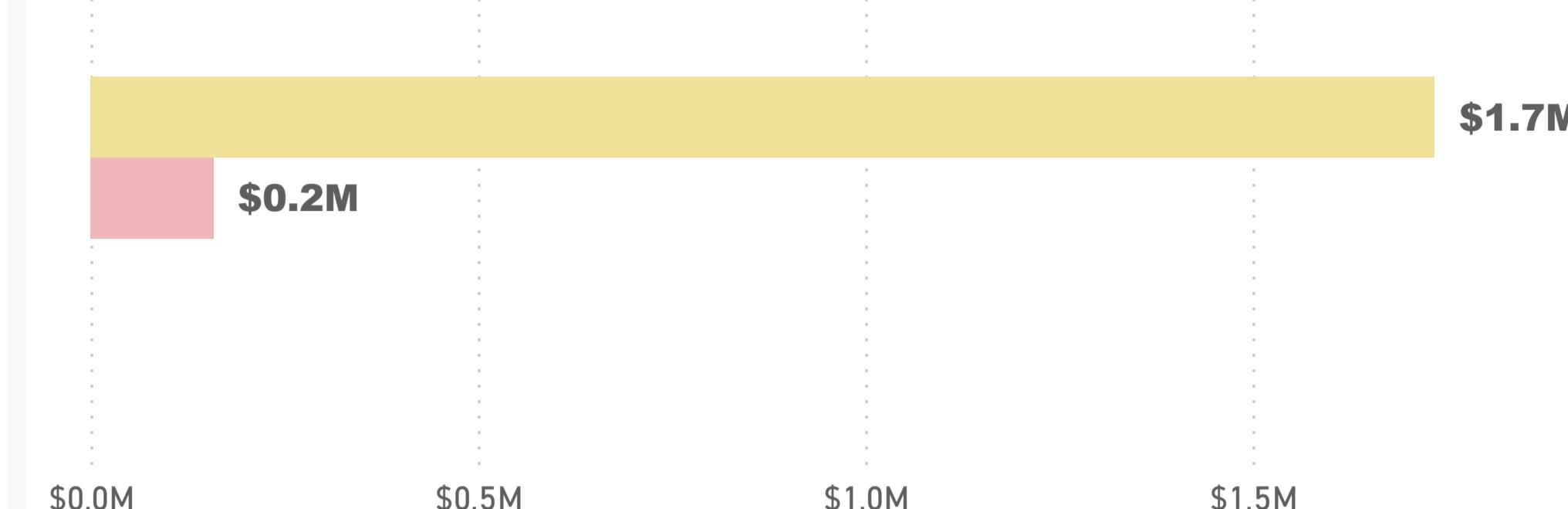
Net Revenue

\$1.6M



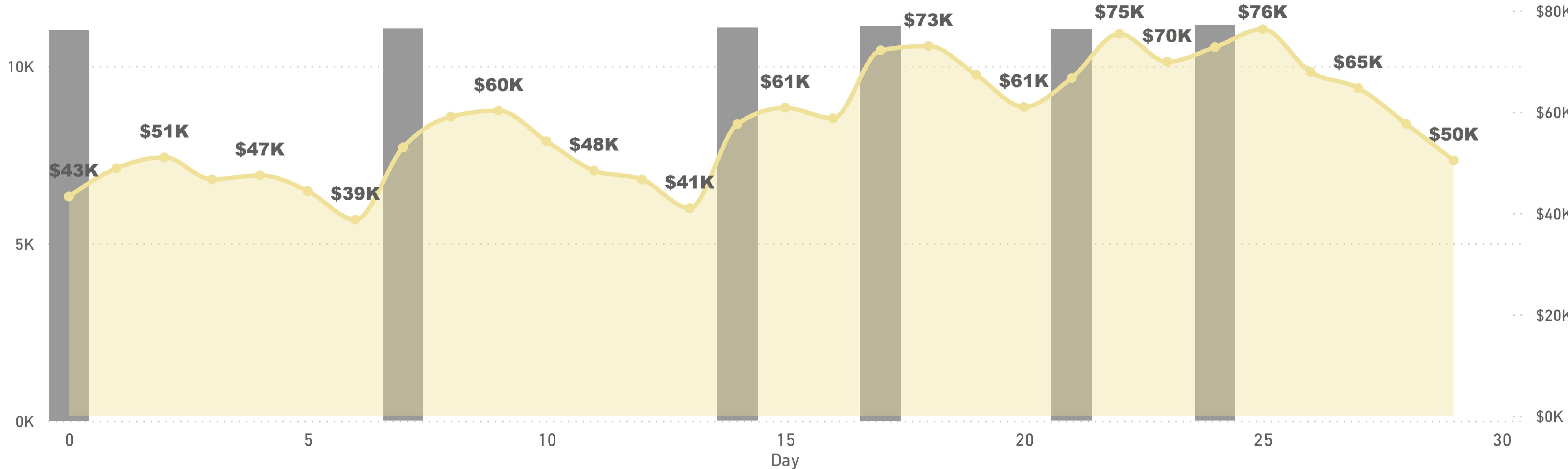
**Spend
9.1%**

Sales Rewards



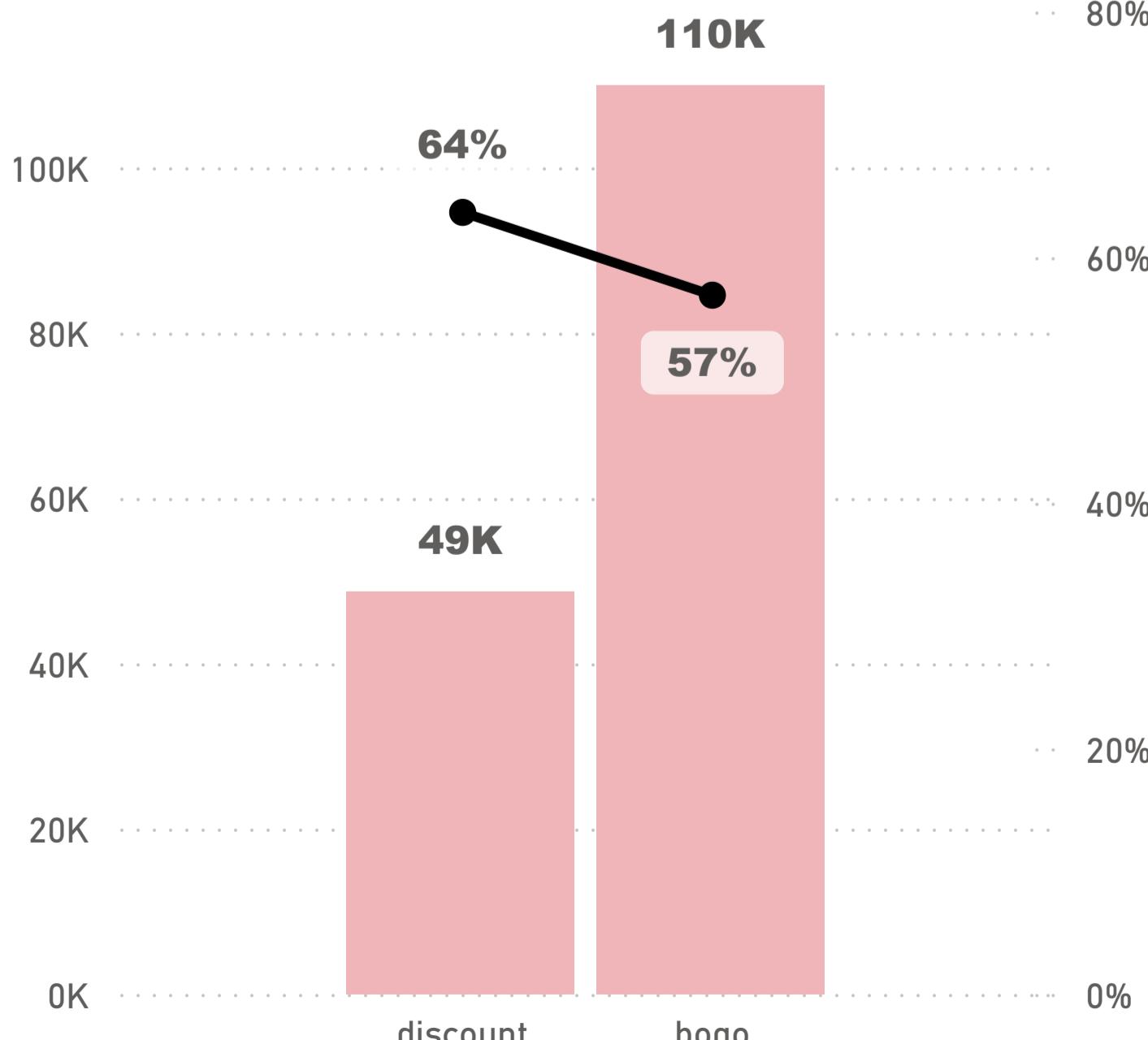
Revenue vs. sent offers over time

Offers Sent Sales



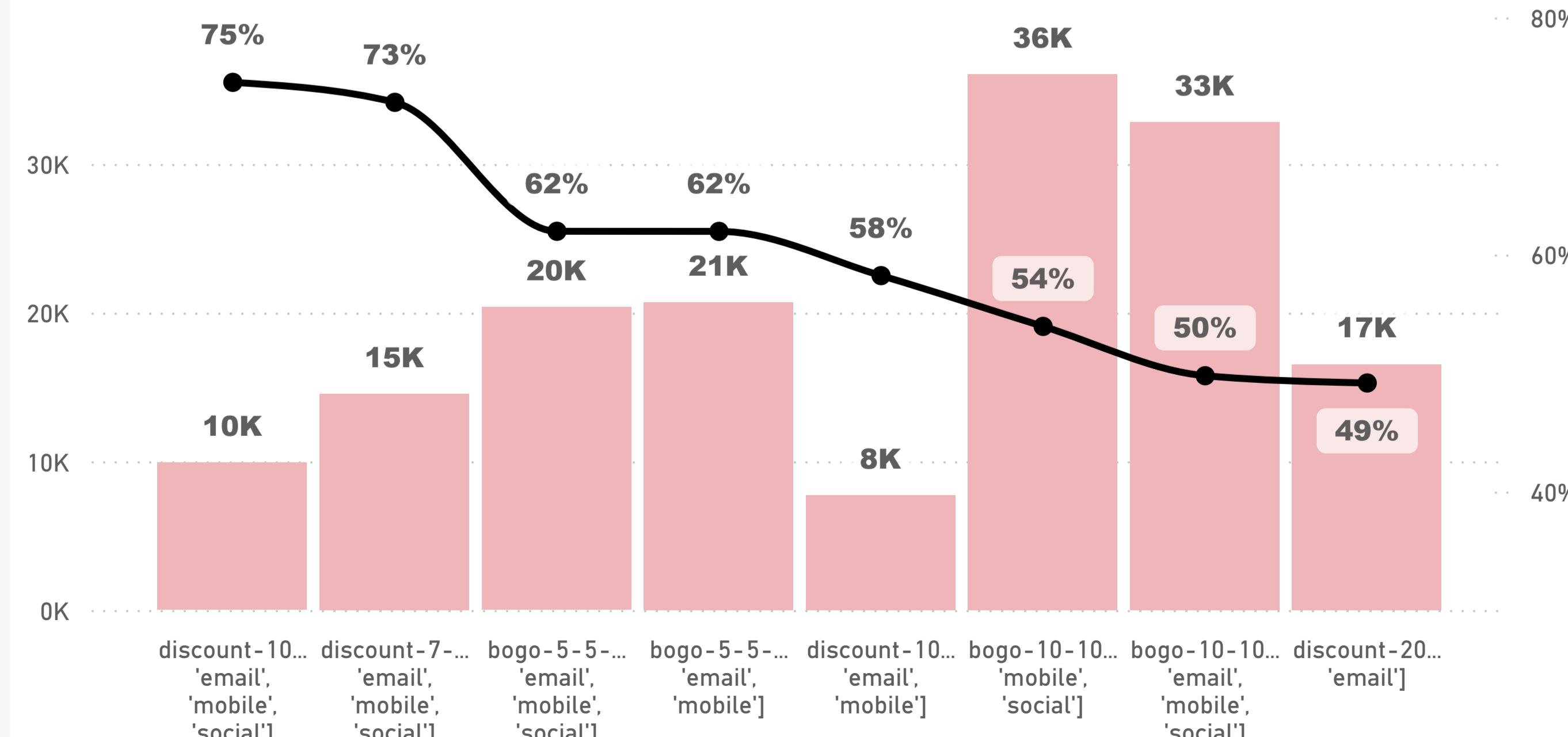
Rewards & redemption rate by offer type

Rewards Redemption Rate



Rewards & redemption rate by offer

Rewards Redemption Rate



REWARD OFFERS

Offer Analysis

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Offers Prepared

11

Sent Offers

66.5K

Completed Offers

48.2%

Spend

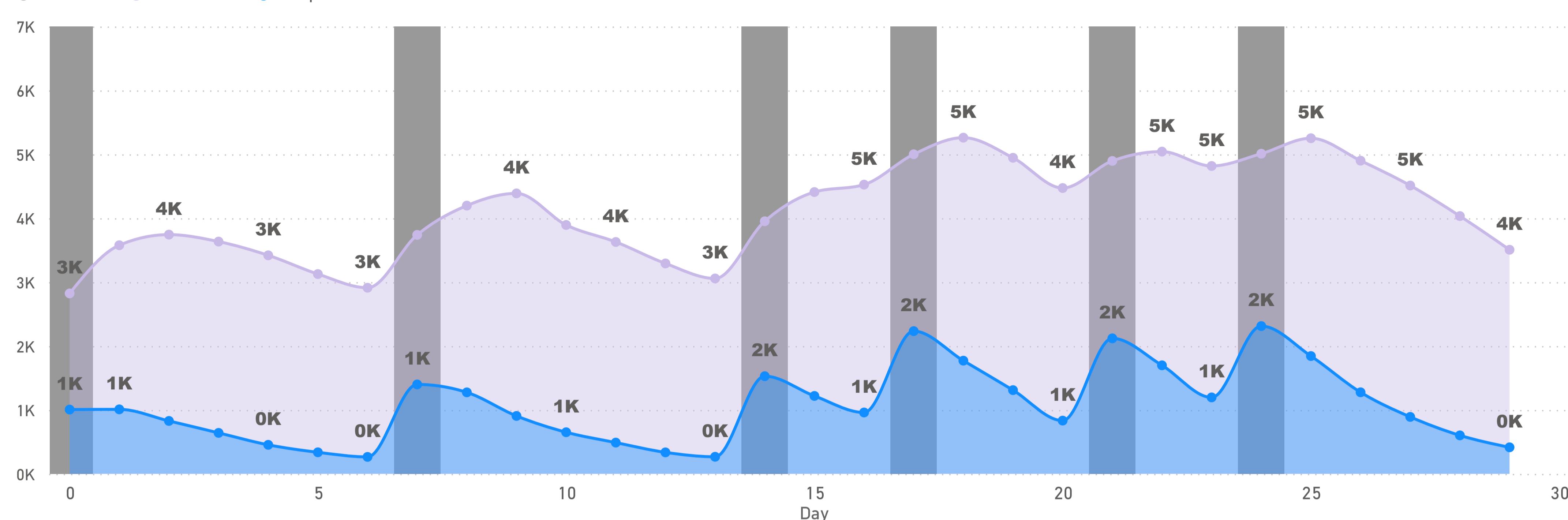
\$159K

Sales

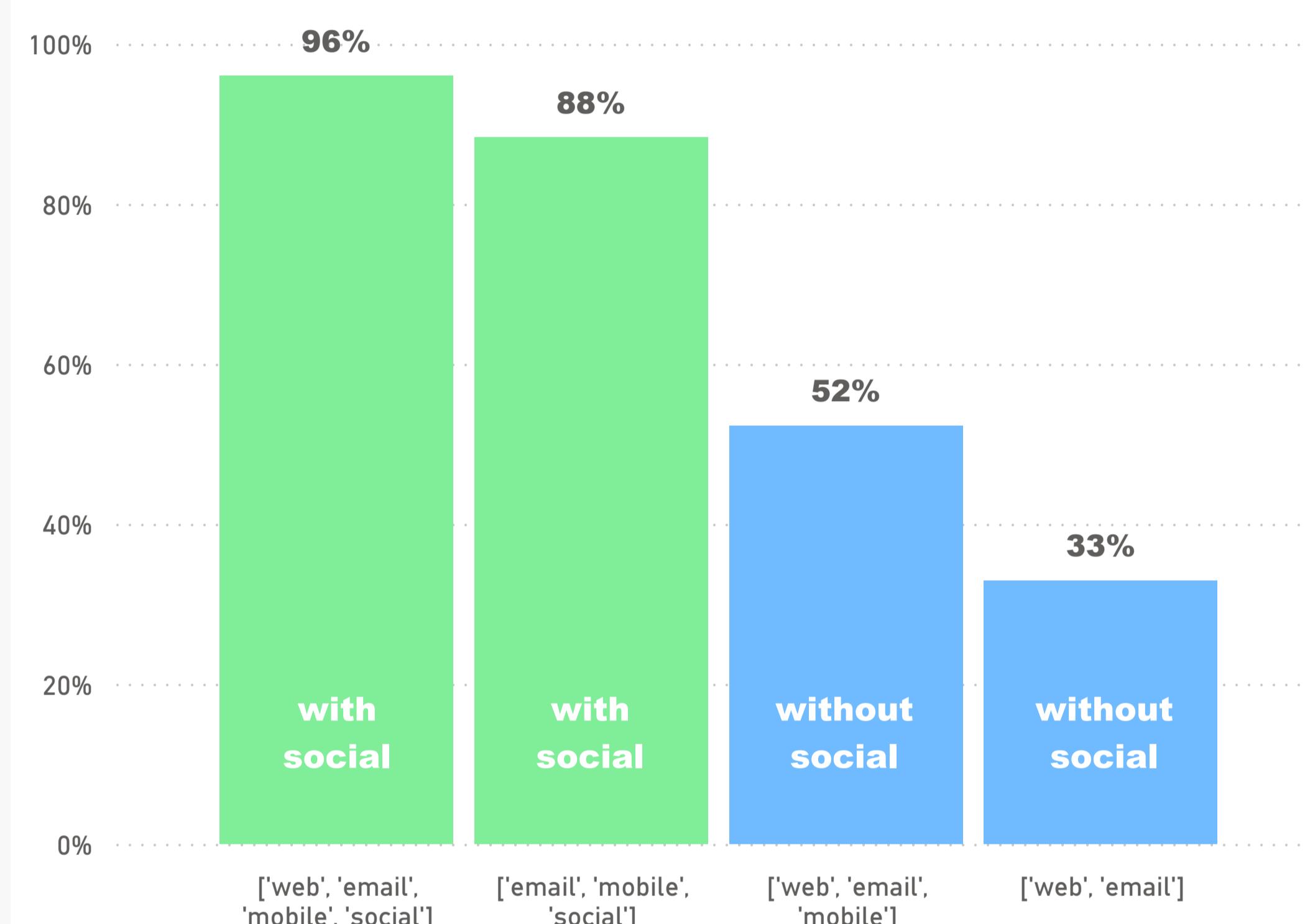
\$1.7M

Offer Frequency

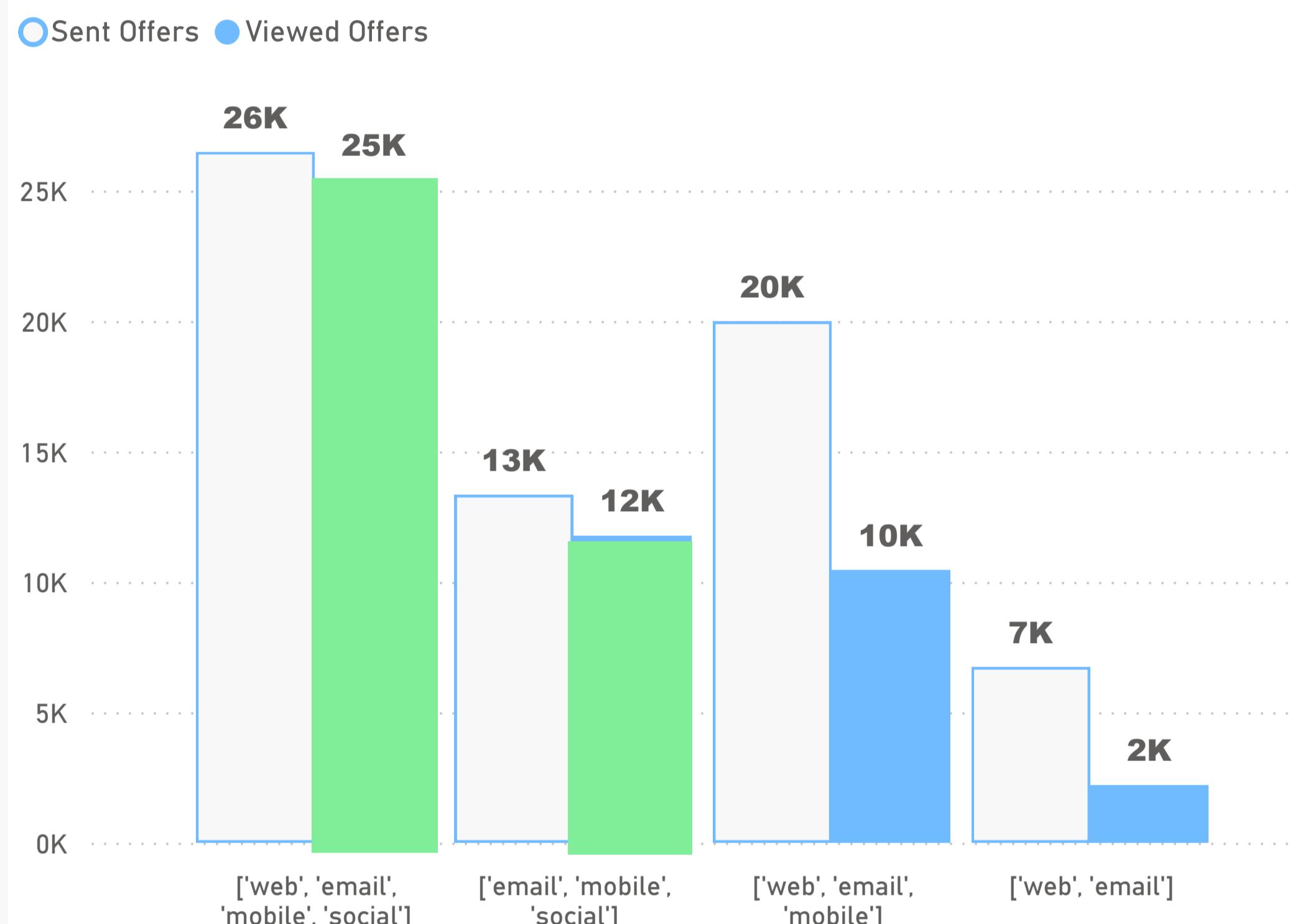
● Offers sent ● Transactions ● Completed Offers



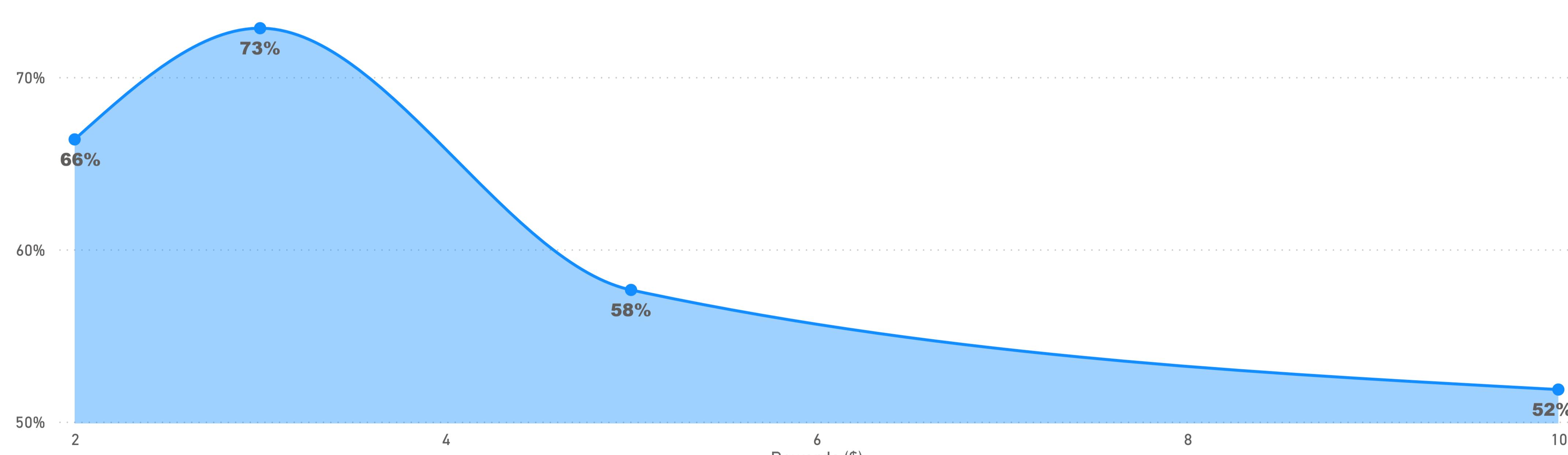
Channels impact on view rate



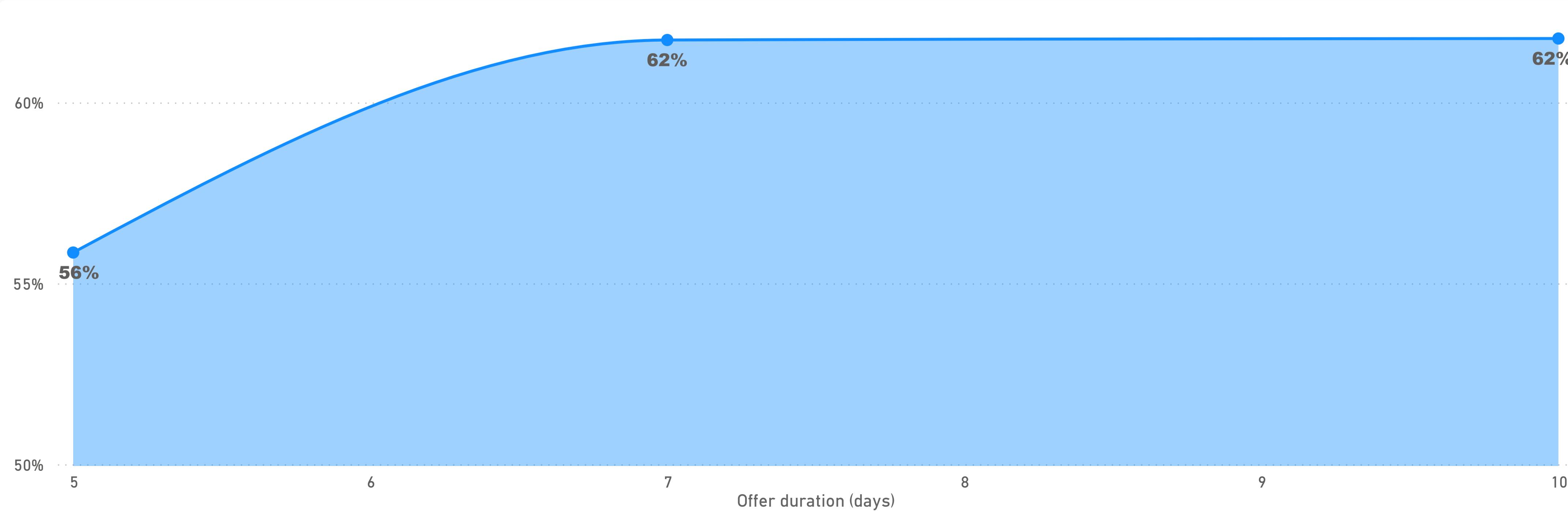
Channels Performance on view rate

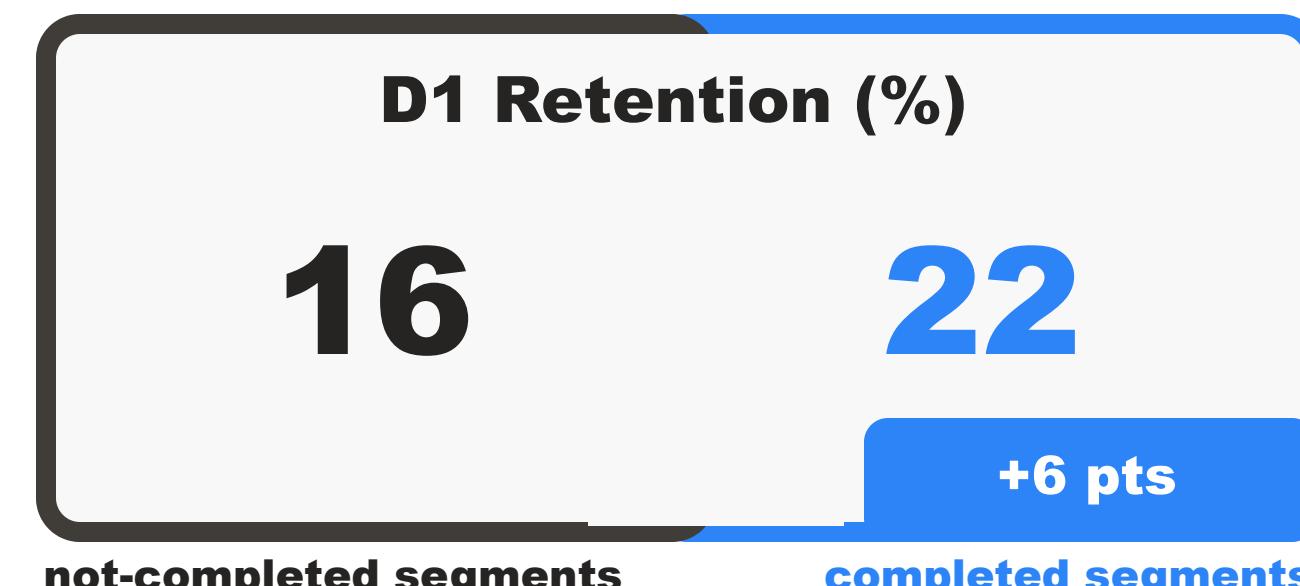
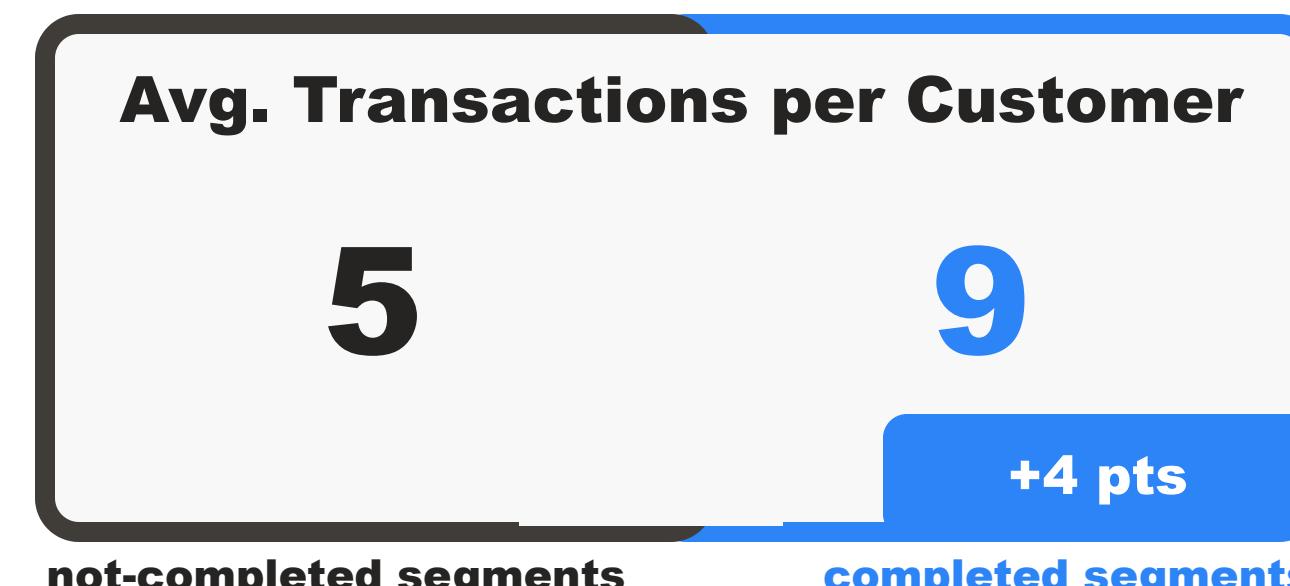
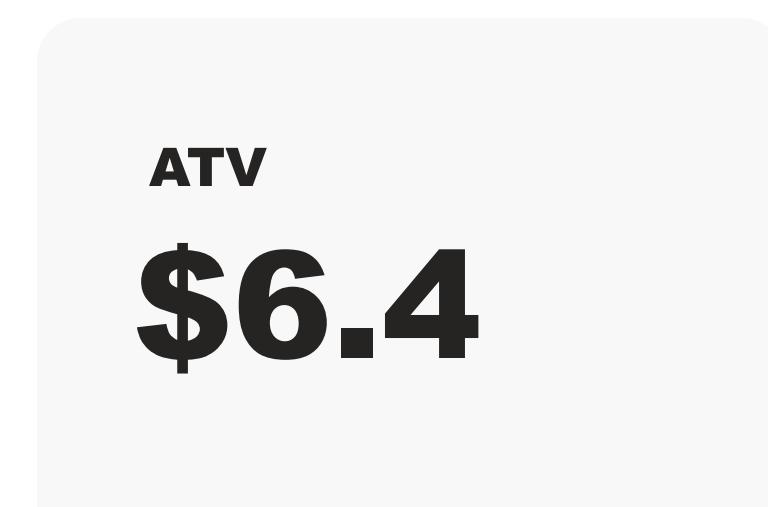


Reward impact on redemption rate



Duration impact on redemption rate

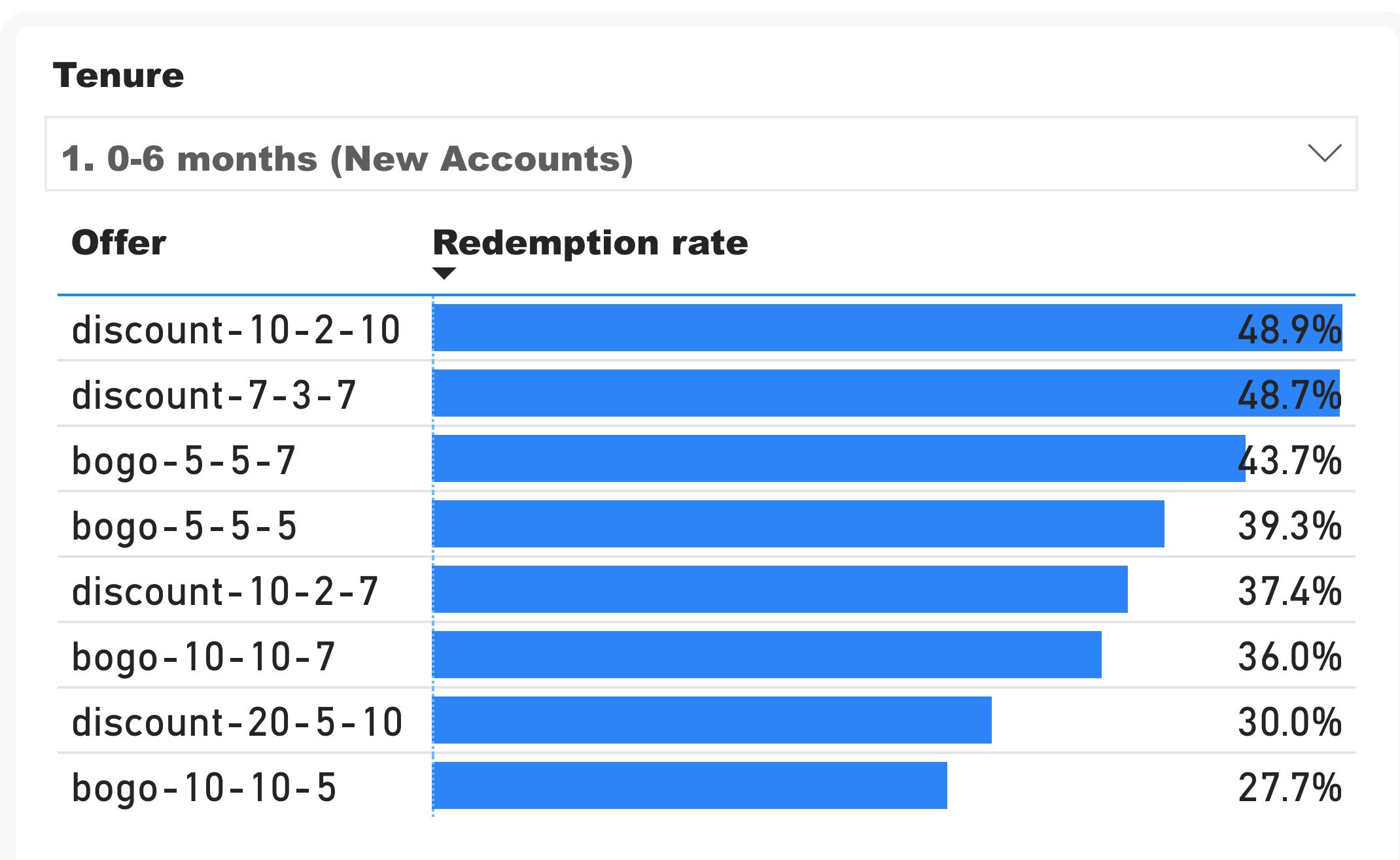
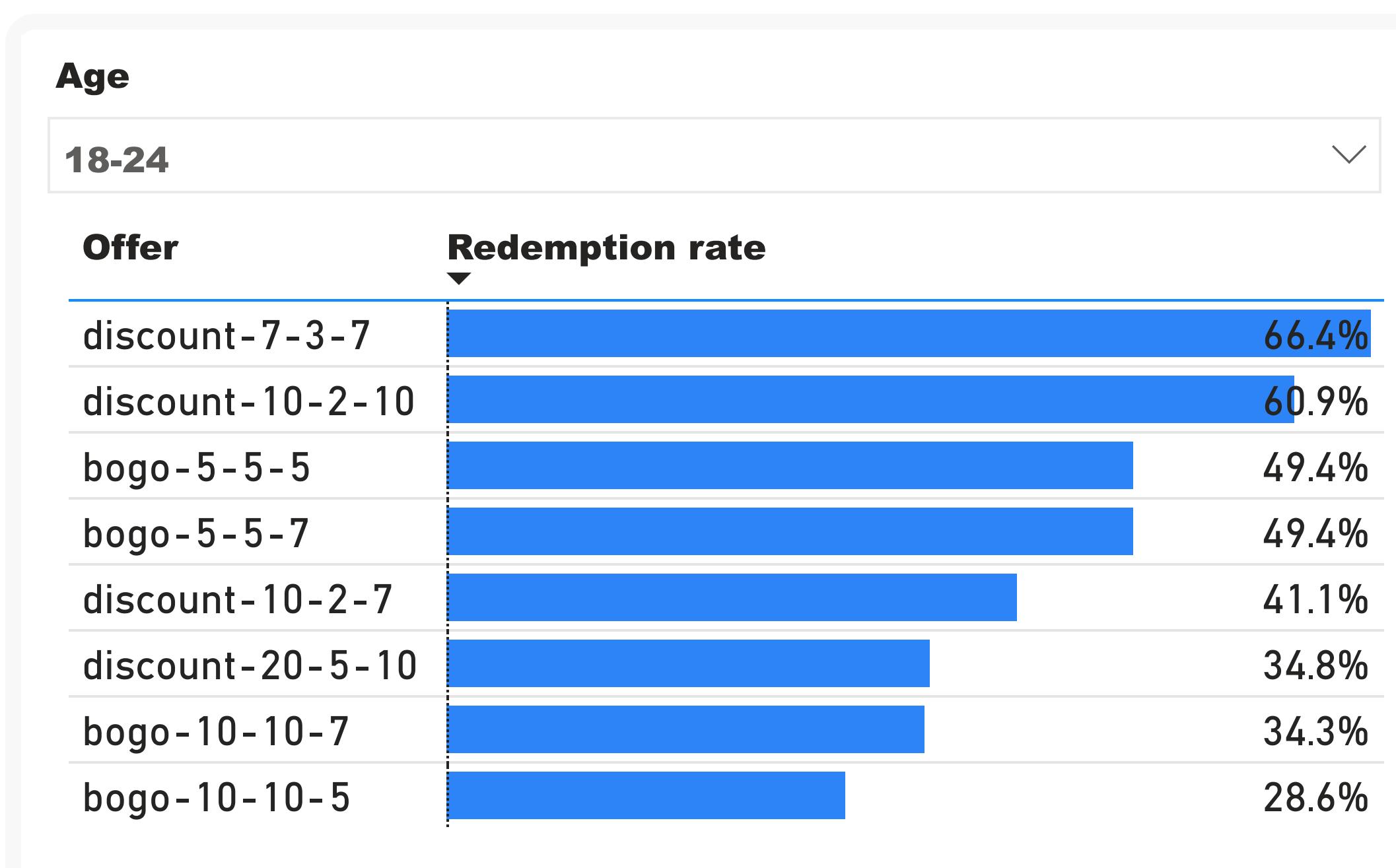
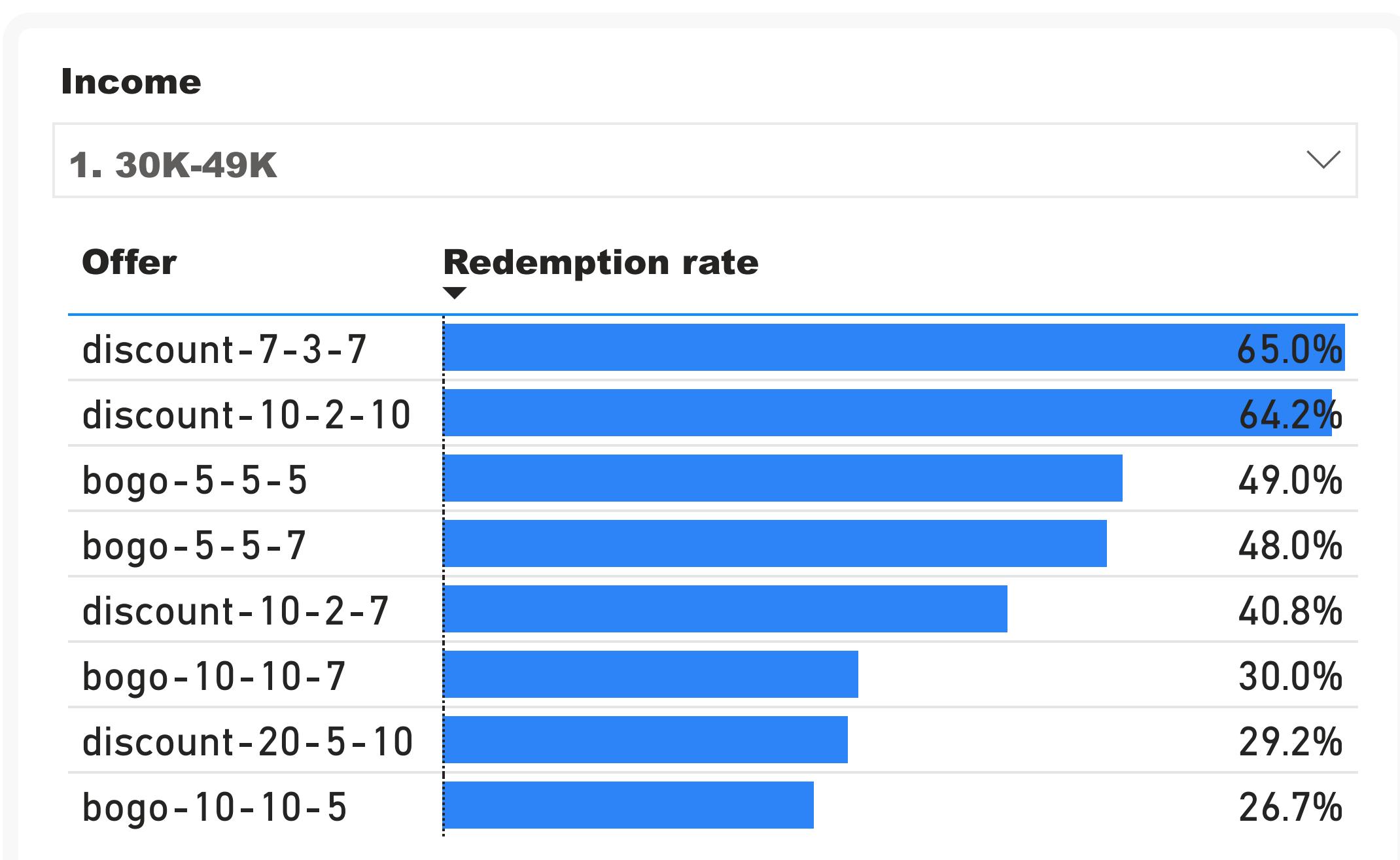
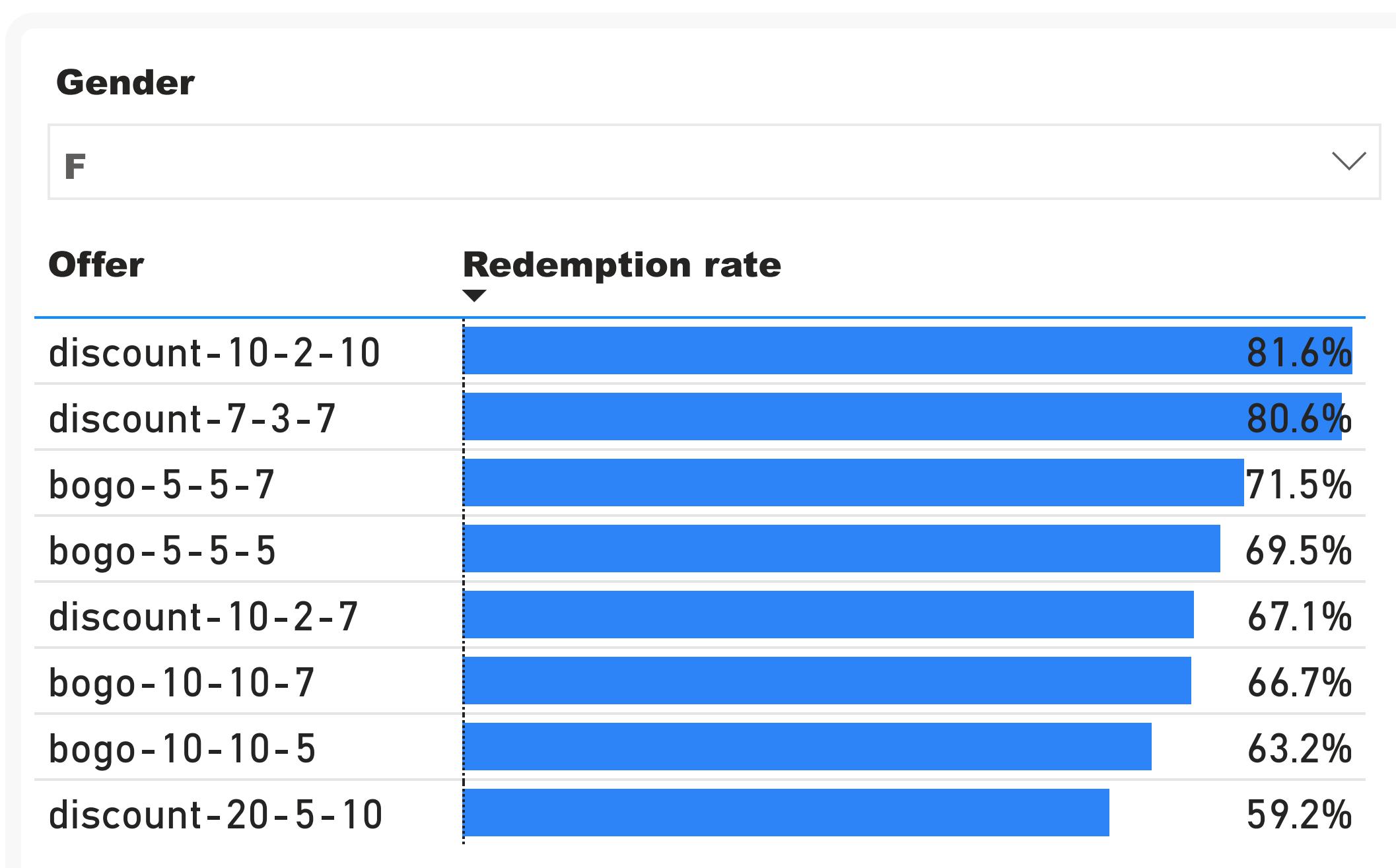




Top offers by segments

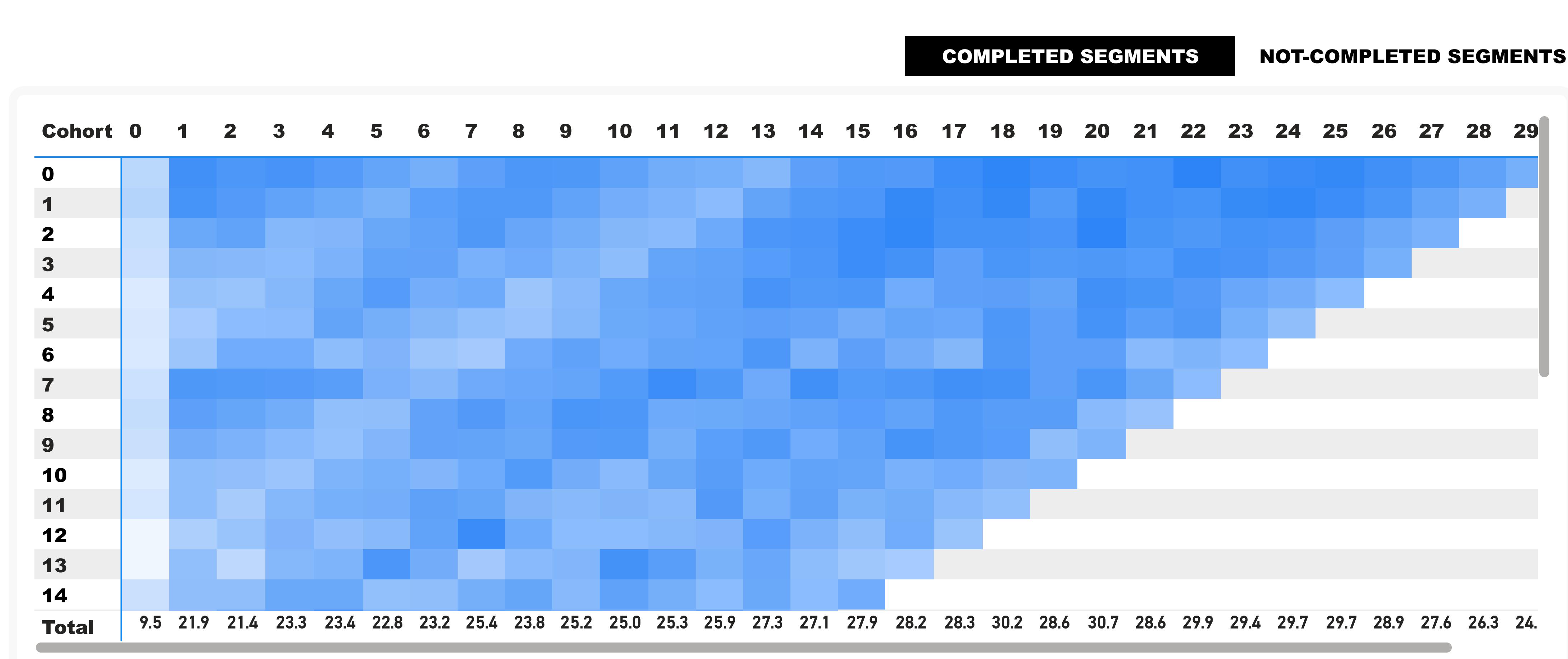
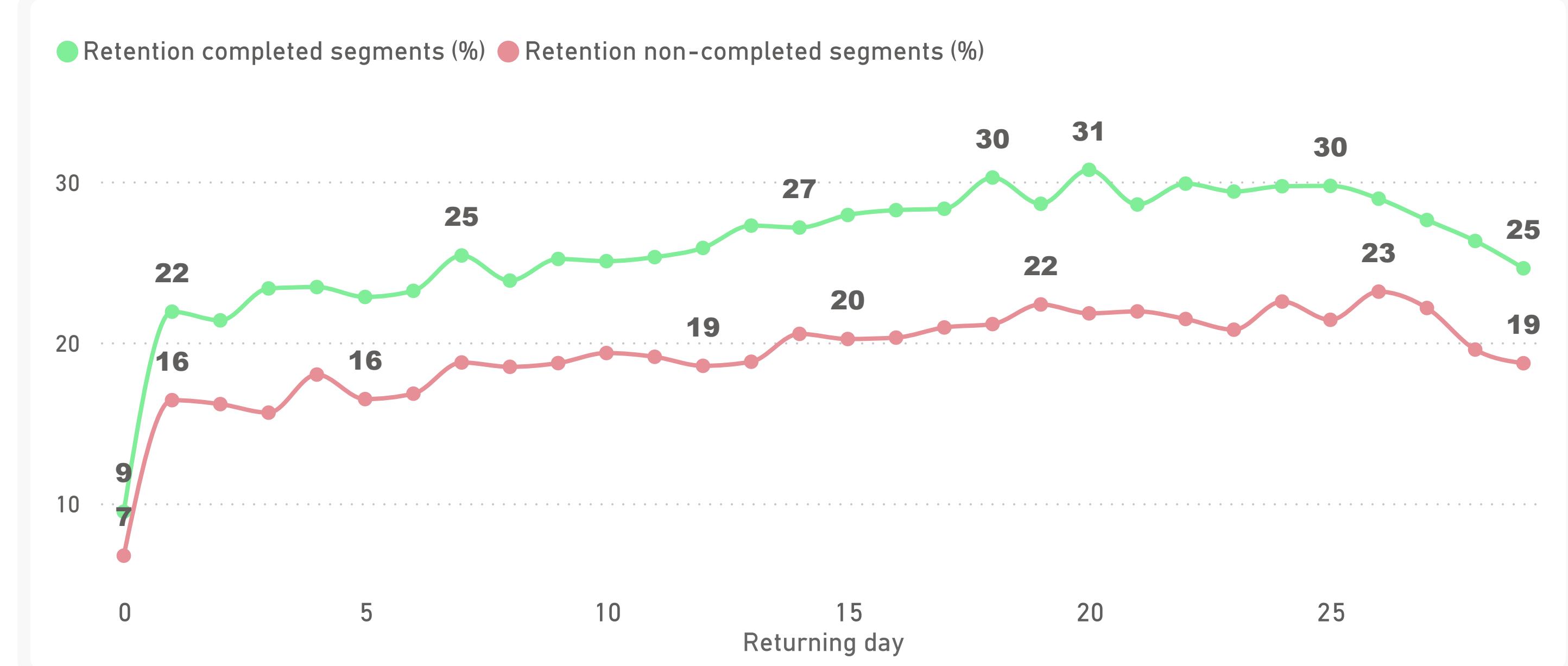
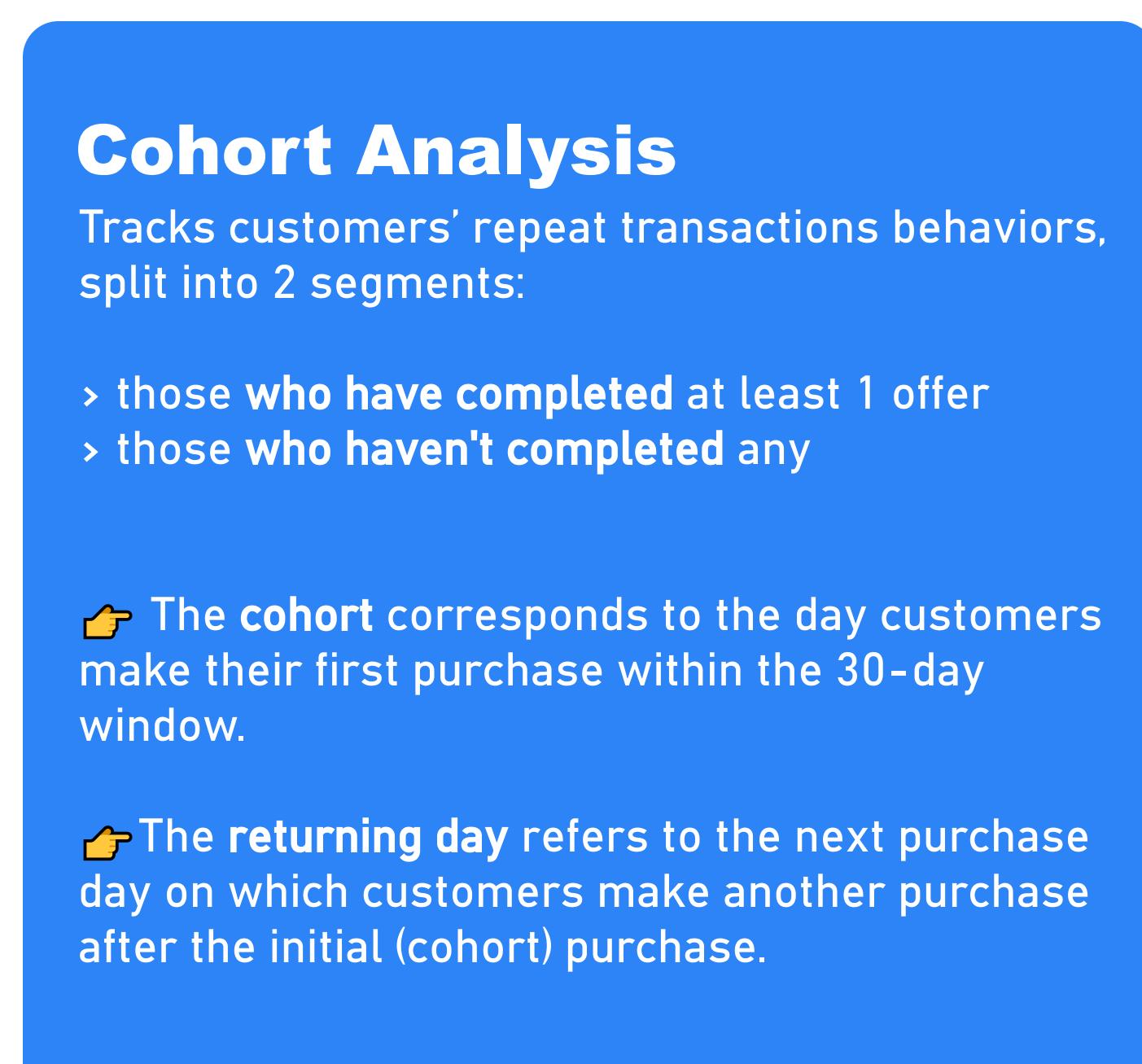
Top offers by segments

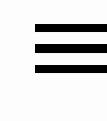
Which offers customers preferred to complete?



Repeat transactions cohort analysis

How often do customers come back after their first purchase?





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Offer Analysis

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