

2025/09 - UK - Rewards Tracker Item Change

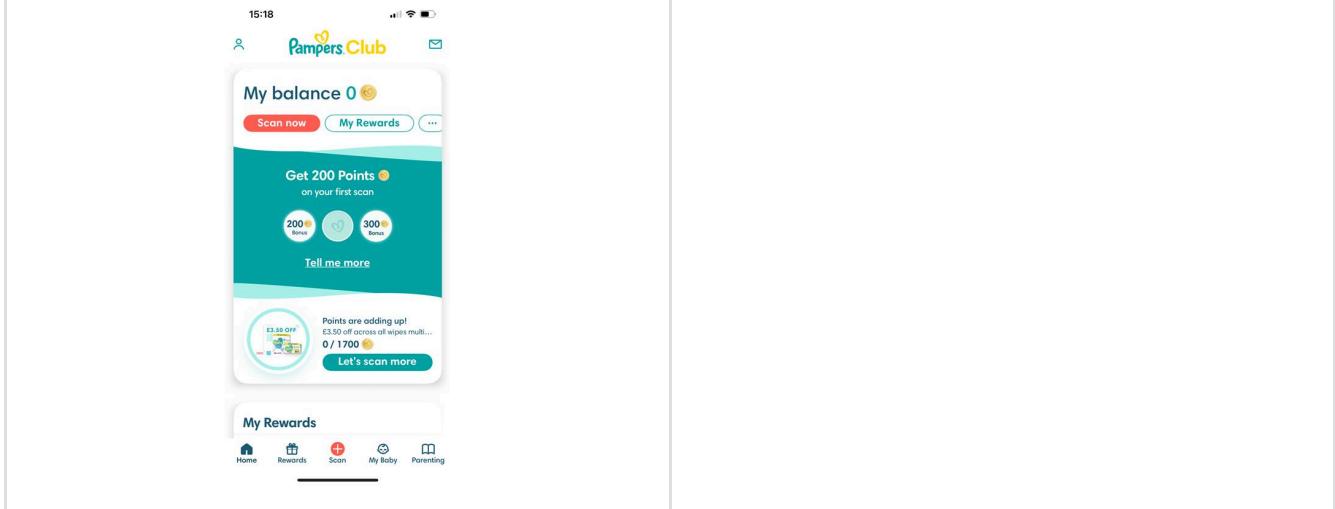
Quick Analysis Sharing Checklist

This is a checklist to check before sharing any analysis

- Business question is clear and directly answers the stakeholder's ask
- Context and approach is aligned and agreed with stakeholder in Jira ([Link to JIRA:](#))
- Data is accurate and clearly linked to the insight
- Visuals/charts (if used) are clearly and accurately labelled, easy to view
- Recommendation or key takeaway is included
- Challenges, blockers, or limitations are flagged (if any)
- Someone else has reviewed the analysis before sharing

1. Business Context & Question

Business Context	Business Question
<p>The UK rewards tracker was personalized at release: first-time redeemers see £3.50 off Pampers wipes as a digital coupon (ID 2005033), while prior redeemers see £5 off nappies and nappy pants as a paper coupon (ID 2005036). The business objective is to measure post-change shifts in redemption and scanning behavior, focusing on first-time scans (FTS), first-time redemptions (FTR), FTS → FTR conversion, and total redemptions for these two rewards. Outcomes will inform whether the new targeting beneath the stamp card in the UK app increases conversion efficiency and overall redemption volume within the updated tracker experience.</p> <p>Rewards Tracker:</p>	<ul style="list-style-type: none">• overall impact of the rewards tracker program• Interaction with the rewards tracker feature• Total rewards Redeemed of these new reward IDs



2. Approach (To Be Signed Off Before Analysis)

Stakeholder Sign-Off on Approach

- **Signed By:**
- **Date:**
- **Jira Ticket:** [PCN-43397: UK rewards tracker items change](#) DONE

Key Metrics & Dimensions

Category	Examples
Metrics	Redeemed Rewards, rewards CTA clicked, Total redemptions for all rewards
Breakdowns	market, OS
Filters	market = GB
Timeframes	L6M from 10th September

4. Summary of Insights and Recommendation

Insight
<ul style="list-style-type: none"> • Interaction with rewards tracker (UK, last 6 months): 11.6% of MAU clicked the product-level “Redeem now” CTA; interaction

volume has been steady at an average of 211 clicks/month. [x Request Access - Mixpanel](#)

- **CTA effectiveness:** The tracker CTA drives an average 19.3% redemption rate across available rewards in the last 6 months, indicating the feature is functional and efficient. [x Request Access - Mixpanel](#)
- **Program impact:** Overall rewards redemption decreased by 1.3% since introducing rewards 'nappy paper coupon' and 'wipes digital coupon', with a similar drop across Android and iOS. [x Request Access - Mixpanel](#)
- **Stock dynamics (2005036):** Availability was limited—briefly in stock May 19–Jun 6 and Jun 30–Jul 25; after the July 18 release change, it was in stock for only 7 days. [x Request Access - Mixpanel](#)
- **Relative performance:** Over the last 6 months, reward 'nappy paper coupon' (£5 off nappies & nappy pants) ranks 3rd by total redemptions, while reward 2005033 (£3.50 off wipes multi-packs) ranks 29th. [UK_Rewards_L6M.xlsx](#)
 - Assumption: Diaper rewards are more popular than Wipes rewards as lower redemptions for wipe coupons

✓ **Conclusion:** The change in rewards in the rewards tracker had minimal impact on total redemption and the rewards items went Out of Stock quickly.

Recommendation

Analyze reward-level redemption counts over time and use those findings to decide which rewards to display in the tracker. [x Request Access - Mixpanel](#)