



MAXRWD DASHBORD

September 2017



Members per status*

Signed Up	0
Active	5122
On Hold	0
Inactive (6mth)	0
Inactive (9mth)	0
Inactive (12mth+)	0
Total	5122

Program Overview

	Oct.2016	Nov.2016	Dec.2016	Jan.2017	Feb.2017	Mar.2017	Apr.2017	May.2017	Jun.2017	Jul.2017	Aug.2017	Sep.2017	Total
Points Earned	331405	492092	890507	284375	430646	535699	301239	469102	366231	487079	300745	560217	5449337
Points Redeemed	576239	1064725	617035	287031	524575	405043	309322	277717	403518	415414	253008	335468	5469095
Dollar Value of Rewards Redeemed	57623.9	106472.5	61703.5	28703.1	52457.5	40504.3	30932.2	27771.7	40351.8	41541.4	25300.8	33546.8	546909.5
Number of Rewards Redeemed	1699	9045	849	924	523	315	406	366	1191	706	536	1078	17638
Points Balance	-244834	-572633	273472	-2656	-93929	130656	-8083	191385	-37287	71665	47737	224749	-19758
Program Liability	-24483.4	-57263.3	27347.2	-265.6	-9392.9	13065.6	-808.3	19138.5	-3728.7	7166.5	4773.7	22474.9	-1975.8

Average Points Earned Per Active Member

Burn vs Earn

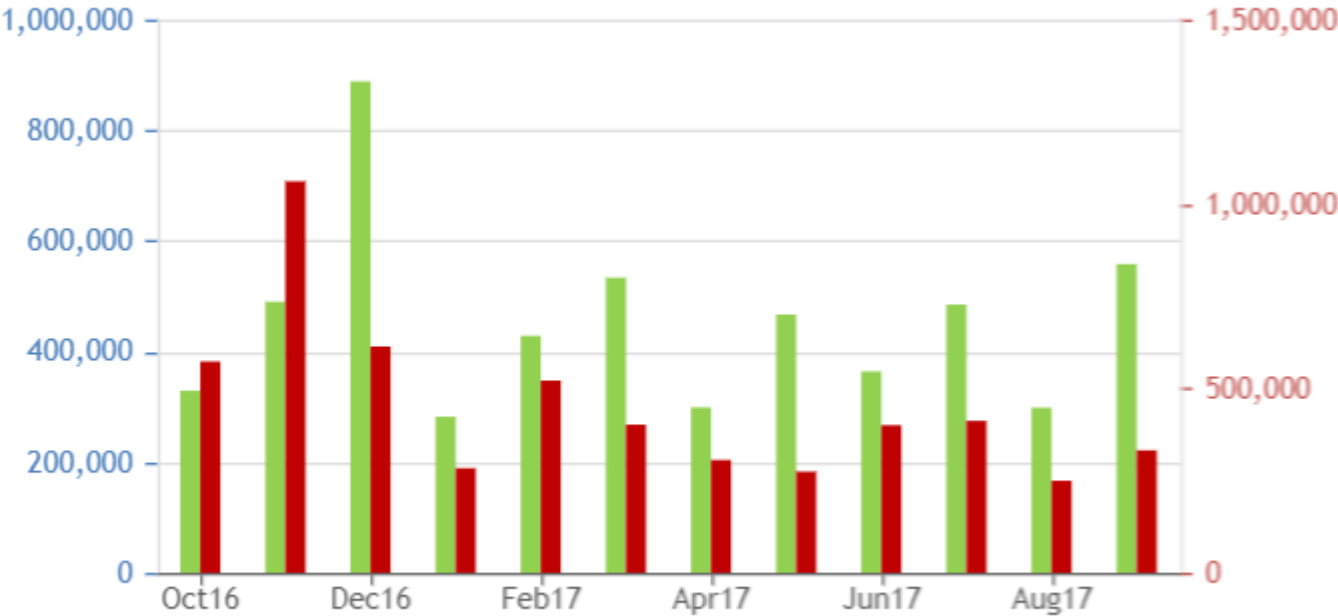
September		September	
last 12 Months	70	last 12 Months	77%

Active Members per Tier



Points Earned vs Points Burned

Points Earned vs Points Burned

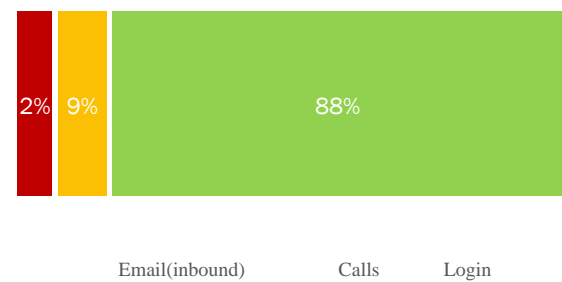


Website Logins per Month

Website Logins per Month

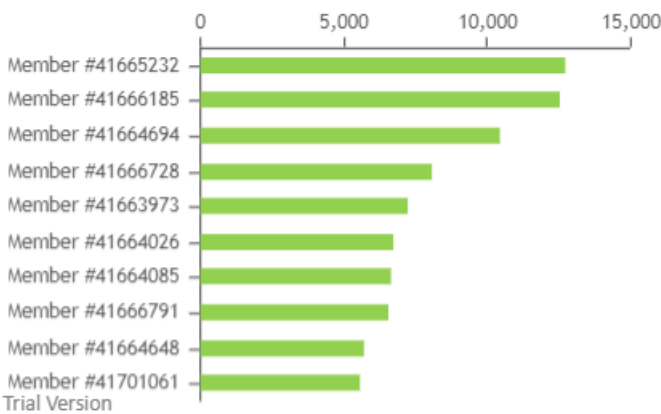


Points of Contact – rolling 12 months



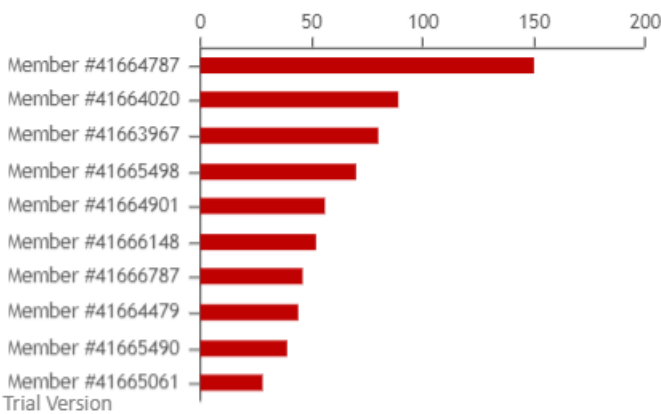
Top 10 Earners – Month Year

Top 10 Earners – Month Year



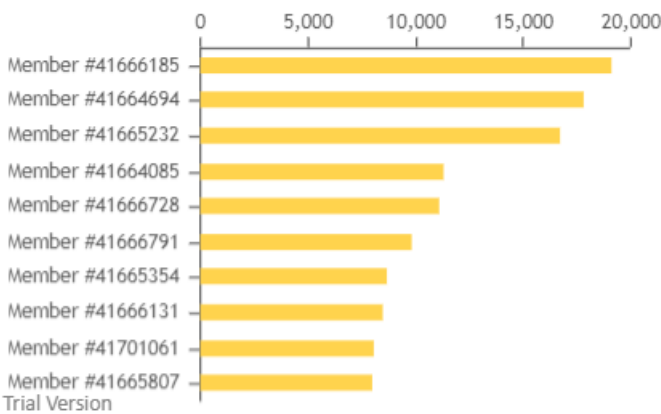
Top 10 Redeemers - Points View - Month Year

Top 10 Redeemers - Rewards View – Month Year



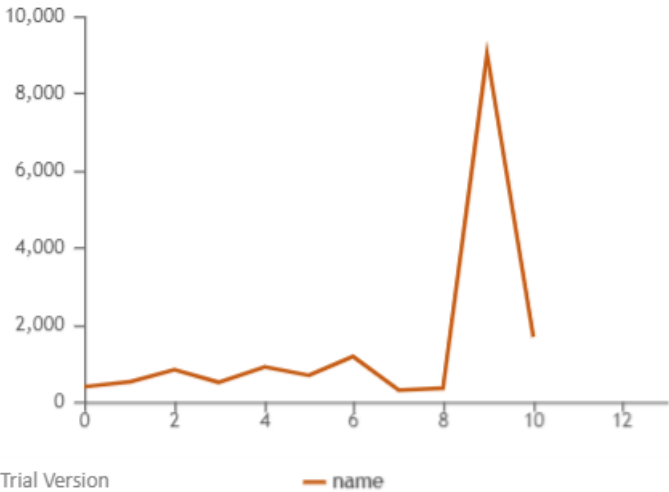
Top 10 Redeemers - Points View – Month Year

Monthly Redemptions per Tier – rolling 12 months



Monthly Redemptions per Tier – rolling 12 months

Monthly Redemptions per Tier – rolling 12 months



Top 10 categories Redemptions from September 2017

Top 10 categories Redeemptions from September 2017

