



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

| | | | |
|----------------|----|----------------|-----|
| September | | September | |
| last 12 Months | 70 | last 12 Months | 77% |

Burn vs Earn

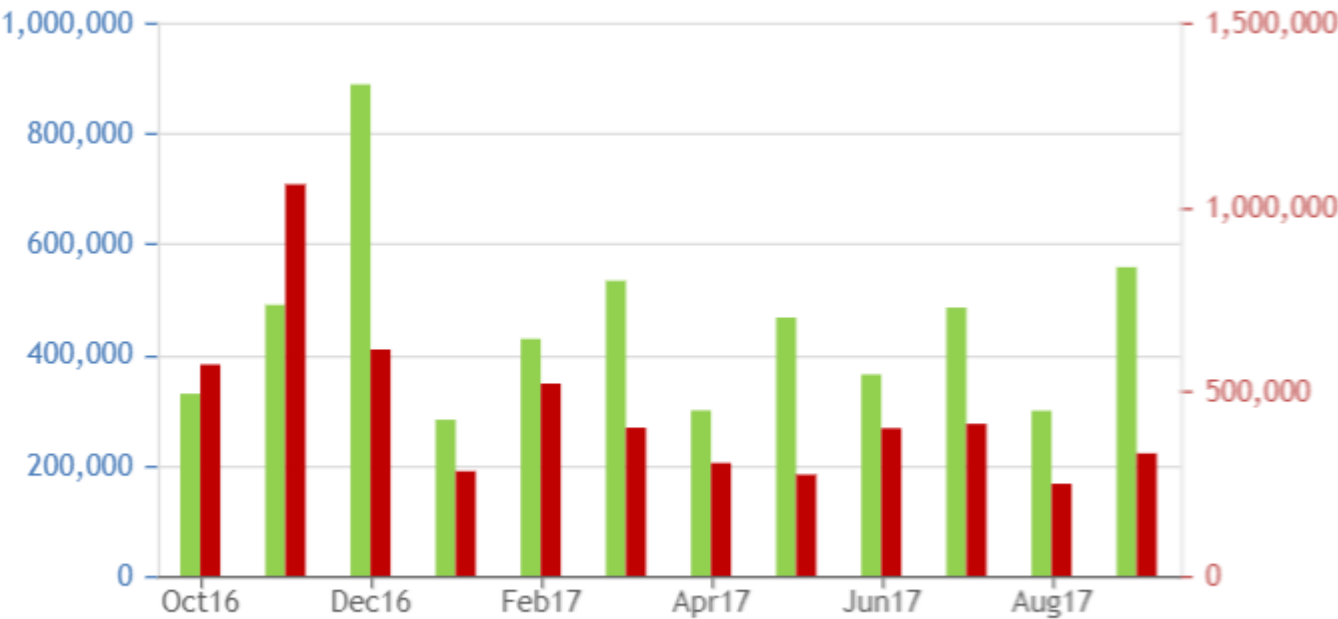
Active Members per Tier



Default - 100%

Points Earned vs Points Burned

Points Earned vs Points Burned

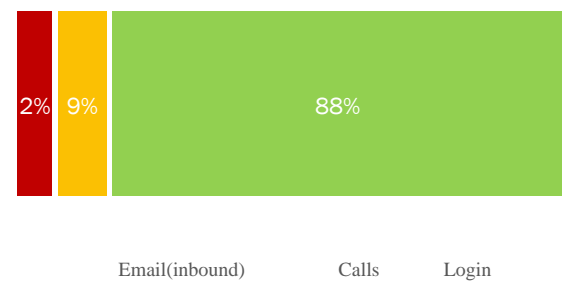


Website Logins per Month

Website Logins per Month

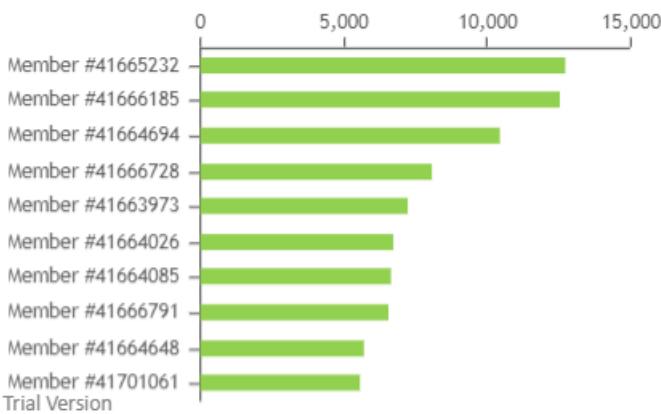


Points of Contact – rolling 12 months



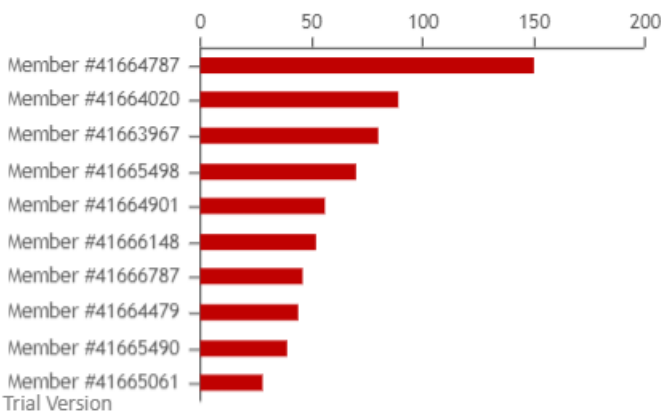
Top 10 Earners – Month Year

Top 10 Earners – Month Year



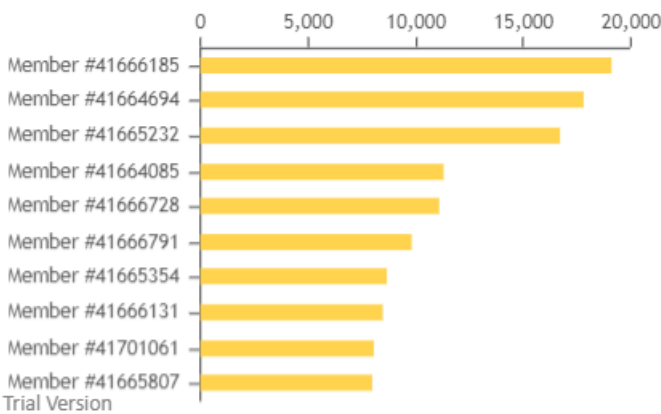
Top 10 Redeemers - Points View - Month Year

Top 10 Redeemers - Rewards View – Month Year



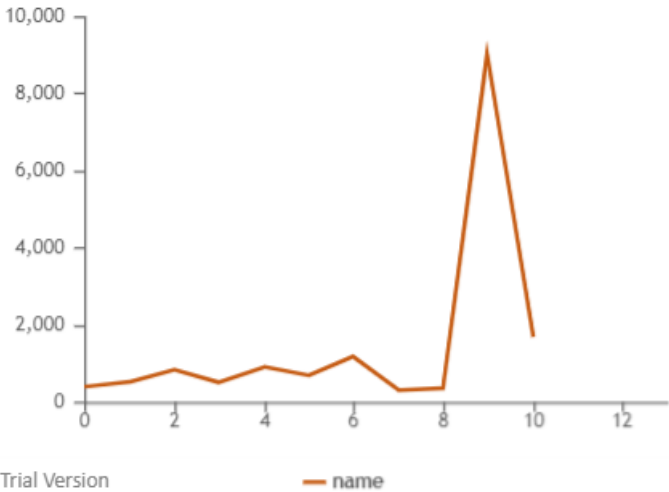
Top 10 Redeemers - Points View – Month Year

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

