

# MONTHLY REWARDS RECAP

JANUARY 2019 REDEMPTION TRENDS AND INSIGHTS IN ENGAGING REWARDS

## Top Redeemers - Dollars December 2018



1. Apple® AirPods
2. Apple® iPad® Wi-Fi® 32GB
3. Apple® iPad® Wi-Fi® 128GB
4. Bose® QuietComfort® 35 Headphones
5. Apple® Watch Series 4 GPS, 40mm Sport

## Top Redeemers - Units December 2018



1. Apple® AirPods
2. Yeti® Rambler™ 20-oz. Tumbler
3. Amazon Fire TV Stick with Alexa Remote
4. Novita Sterling Silver Hoop Earrings
5. T-Fal® Nonstick 12-Piece Cookware Set

## Biggest Movers Since Last Report



1. Apple® AirPods
2. Apple® Watch Series 4 GPS, 40mm Sport
3. T-Fal® Nonstick 12-Piece Cookware Set
4. Apple® iPad® Wi-Fi® 32GB
5. Apple® iPad® Wi-Fi® 128GB

## NEW THIS MONTH!

Amazon  
All-new Echo Show  
(2nd Gen)

Arcade1up  
Arcade Home System -  
Deluxe Edition

Life Fitness®  
IC1 Indoor Cycle

Nikon®  
DSLR Camera with  
18-55mm Lens Kit

Samsung®  
10.5" Galaxy Tab A  
32GB

Cambridge®  
Sanoma 72"  
Electric Fireplace

## Rewards News!

### The Heart Throbs...

Here's a couple of heart-pounding figures showing how the one we love can motivate us. On Valentine's Day alone...

- 200 million roses will be sold
- 144 million cards will be exchanged
- 58 million pounds of chocolate will be given
- \$19.6 billion will be spent each year for the holiday

We will do just about anything to make those we love feel special. In February, help them show their love by featuring romantic getaways, candlelit dinners and jewelry as redemption options. Or launch a pre-Valentine's promotion offering couples experiences like spa days, hot air balloon rides, wine tasting or a dinner cruise.

**The Takeaway: February is a month for lovers. Focus your promotions and communications on couples awards and activities while they're thinking of Valentine's Day.**

## Featured Promo! *It's Cold Outside*



**Warm Up with  
Great Award  
Options**