

MONTHLY REWARDS RECAP

OCTOBER 2018 REDEMPTION TRENDS AND INSIGHTS IN ENGAGING REWARDS

Top Redeemers - Dollars September 2018



1. Apple® AirPods
2. Apple® iPad® Wi-Fi® 128GB
3. Apple® iPad® Wi-Fi® 32GB
4. Bose® QuietComfort® 35 Headphones
5. Apple® 10.5" iPad Pro® Wi-Fi® 64GB

Top Redeemers - Units September 2018



1. Apple® AirPods
2. Amazon Fire TV Stick with Alexa Remote
3. Sonnet 4 x 30 Binoculars
4. Veridian Healthcare™ Digital Thermometer
5. Ideaworks GPS and Phone Car Mount

Biggest Movers Since Last Report

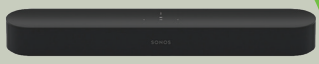


1. Apple® AirPods
2. Apple® iPad® Wi-Fi® 128GB
3. Amazon Fire TV Stick with Alexa Remote
4. Apple® 10.5" iPad Pro® Wi-Fi® 256GB
5. InstantPot® 6-Quart Pressure Cooker

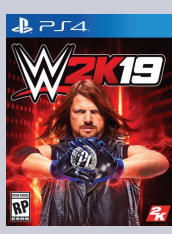
NEW THIS MONTH!



Instant Pot®
Ultra 8-Quart
Pressure Cooker



Sonos®
Beam
Smart Soundbar



Take 2®
WWE 2k19



nuwave™
Moxi™ Vacuum
Blender



Earthwise
Leaf Collecting
Lawn Sweeper



Cambridge®
Electric Fireplace
Entertainment Stand

Rewards News!

Holiday Entertaining

Party Season is here! Halloween bashes, Thanksgiving feasts, Holiday events and New Year's blowouts are all coming. Now's the time to highlight housewares to make the season special.

Consider these entertaining tidbits:

1. 35% of people will attend or throw a Halloween party
2. 59% of Millennials host Thanksgiving dinner
3. Americans attend an average of 2.7 holiday parties in December
4. Nearly 70% of us celebrate New Year's at our own home or at a family member's

Housewares are a must during party season. Feature them now with seasonal entertainment imagery to create a holiday mood and spark redemption.

The Takeaway: Dress up your catalog with holiday party images featuring housewares to remind them how their earnings can make party season special.

Featured Promo! Mastering the DIY

