

MONTHLY REWARDS RECAP

SEPTEMBER 2018 REDEMPTION TRENDS AND INSIGHTS IN ENGAGING REWARDS

Top Redeemers - Dollars August 2018



1. Apple® iPad® Wi-Fi® 32GB
2. Apple® AirPods
3. LG 55" 4K HDR Smart LED UHD TV
4. Apple® iPad® Wi-Fi® 128GB
5. Weber® Genesis® II E-310 LP Gas Grill

Top Redeemers - Units August 2018



1. Apple® AirPods
2. Sonnet 4 x 30 Binoculars
3. Apple® iPad® Wi-Fi® 32GB
4. Veridian Healthcare™ Digital Thermometer
5. Amazon Fire 7 8GB Tablet with Alexa

Biggest Movers Since Last Report



1. Weber® Genesis® II E-310 LP Gas Grill
2. Apple® iPad® Wi-Fi® 32GB
3. Microsoft® Xbox® One S Bundle
4. YETI® Tundra® 45 Cooler - Ice Blue
5. Fitbit® Versa Watch Black

NEW THIS MONTH!

Dooney & Bourke™
Blakely Celeste
Satchel

FUJIFILM
Instax® SQUARE SQ6
Camera Bundle

QFX
Mobile Theatre
Package

Samsung®
Galaxy Tab A 8.0
New 32GB

Cambridge®
Bridgehampton
Accent Chair

Amazon
Fire TV Cube
Media Player

Rewards News!

Holiday Gifting

54% of consumers have gifted a reward during the holidays.* Participants use points programs to extend their wallets and get better holiday presents. Here's three things you can do to better engage people thinking about gifting.

1. Put the spotlight on new products suitable for gifting. Create a "gift ideas" product category.
2. Plan an email campaign focused on using points for gifts.
3. Leverage Black Friday as a promotional opportunity with bonus points for redemption.

But don't be a last minute shopper. Get your promotions planned by October 15 to maximize holiday gifting redemption.

The Takeaway: Encouraging people to use points for holiday gifts to get deep engagement with your incentive and loyalty program, but plan ahead to make the most of it.

*2017 Maritz Consumer Study

Featured Promo! The Great Outdoors

