

MONTHLY REWARDS RECAP

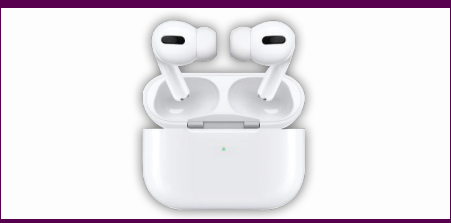
FEBRUARY 2022 REDEMPTION TRENDS AND INSIGHTS IN ENGAGING REWARDS

Top Redeemers - Dollars January 2022



1. Apple® AirPods Pro®
2. Apple® 10.2" iPad® WiFi 256GB
3. Apple® 10.2" iPad® WiFi 64GB
4. Apple® AirPods® with Charging Case
5. Apple® iPhone® 12 128GB (SIM-free)

Top Redeemers - Units January 2022



1. Apple® AirPods Pro®
2. Sonnet 4 x 30 Binoculars
3. Sutton Home Washable Weighted Blanket
4. Keurig® K-Mini Plus™ Coffee Maker
5. Dirt Devil® Express Lithium Hand Vacuum

Biggest Movers Since Last Report



1. Apple® 10.2" iPad® WiFi 64GB
2. Keurig® K-Mini Plus™ Coffee Maker
3. Apple TV® HD 32GB
4. iRobot® Roomba® i3+ Robot Vacuum
5. Rachael Ray® 14-Piece Cookware Set

NEW THIS MONTH!



Hyperice
Hypervolt 2 Percussion
Massager



GPX®
Rechargeable Projector
with Bluetooth



Traeger
Ranger Tabletop Pellet
Grill Package



Altec Lansing®
StormChaser Emergency
Wireless Speaker



GoPro®
HERO10 Black
Action Camera



Nintendo®
Legend of Zelda: Skyward
Video Game

Rewards News!

Making Mom Happy

It may seem early to start thinking about Mother's Day with winter's chill in the air. But consider this: \$28 Billion was spent on Mother's Day gifts last year. The National Retail Federation survey shows that on average, consumers expect to spend over \$220 on presents to show Mom just how much she's appreciated. More is spent on gifts for Mother's Day than for Valentine's Day. It is the second largest gifting holiday in the entire year.

Now is the time to start thinking about Mother's Day. People plan to spend on Mom, but it is a holiday that can creep up on them. Promote awards to make Mom's life easier and show how much she's appreciated. Highlight your breadth of offerings and demonstrate that you have gift ideas for every Mom, no matter her taste. From a set of AirPods® or a tablet, to golf clubs or even patio furniture, use Mother's Day to showcase your entire line. It's not too early to get started. May 8th is coming fast.

The Takeaway: Help your participants get Mom just what she wants. Highlight Mother's Day in your upcoming spring promos.

Featured Promo! Sensational Sound Gear

