

# MONTHLY REWARDS RECAP

NOVEMBER 2022 REDEMPTION TRENDS AND INSIGHTS IN ENGAGING REWARDS

## Top Redeemers - Dollars October 2022



1. Apple® AirPods Pro®
2. Apple® 10.2" iPad® WiFi 64GB
3. Apple® 10.2" iPad® WiFi 256GB
4. Apple® 13" MacBook Air® with M2 Chip
5. Apple® AirPods® (3rd generation)

## Top Redeemers - Units October 2022



1. Apple® AirPods Pro®
2. GPX Mini Bluetooth Projector
3. Sonnet 4 x 30 Binoculars
4. Apple® 10.2" iPad® WiFi 64GB
5. Apple® AirPods® (3rd generation)

## Biggest Movers Since Last Report



1. Apple® 13" MacBook Air® with M2 Chip
2. GPX Mini Bluetooth Projector
3. Keurig® K-Cafe™ Single Serve Coffee Maker
4. Apple® AirPods Pro®
5. Apple® 10.2" iPad® WiFi 256GB

## NEW THIS MONTH!

Blackstone  
Electric Tabletop  
Griddle with Hood

Picnic Time®  
Outdoor  
Rocking Chair

Thin Air™ Brands  
Burger Car  
Food Truck

Rachael Ray®  
12" Cast Iron  
Skillet

DeWalt®  
12V MAX Tool Kit  
with Backpack

Sony®  
Portable Bluetooth  
Speaker

## Rewards News!

### Make a New Year's Resolution

2022 has been a rocky year. Inflation and uncertainty about the future have many consumers and businesses curbing purchases. The Fed raising interest rates is designed to slow growth to battle inflation. And employers continue to face challenges recruiting employees. Holiday spending will likely increase, but primarily due to inflation.

This is the ideal time to focus your participants on redeeming points. When consumers are trying to hold onto their cash, redeeming points can help them get new items for their homes and family. It's also a great way to demonstrate the value of your program and for them to use your program to accrue more points for the future.

Make a resolution to encourage points redemption in the New Year and take actions to do it. Create short-term point discounts on popular items to drive shopping. Enter those who purchase in January into a drawing for a promotable award. Highlight new products to encourage shopping. Create certainty for yourself with redemptions to demonstrate the value of your program.

**The Takeaway: Demonstrate value to your participants by making "Increasing Redemptions" your New Year's resolution.**

## Featured Promo! Wish List

**Make Wishes Come True**  
- Order Now