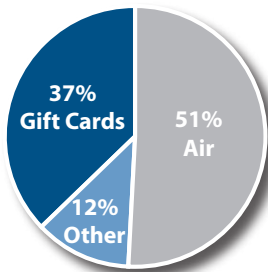
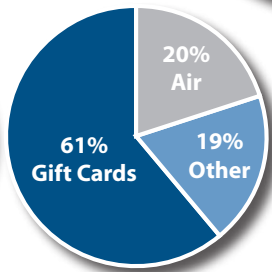


How Can I Generate Online Redemptions For Lower-Cost Reward Items?

IMPACT OF REWARDS-RELATED EMAILS



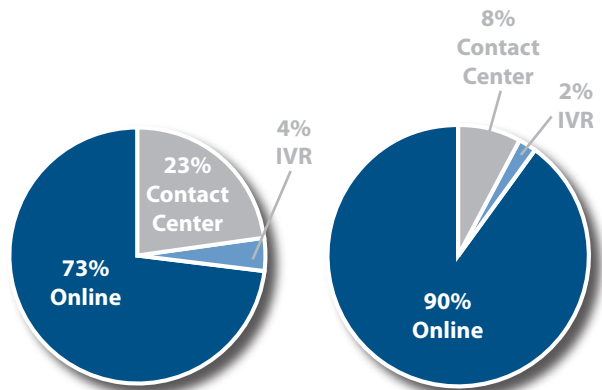
Historical Points Redeemed



Points Redeemed During Response Period

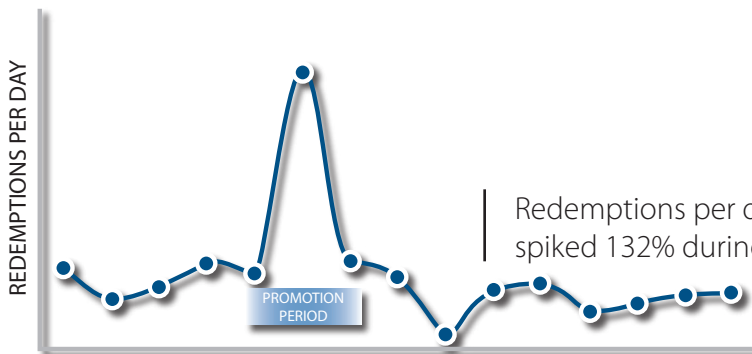
Gross cost per point redeemed was 11% lower during the response period.

90% of email promotion redemption response activity occurred in the web channel.



Historical Redemption Channels

Campaign Response Redemption Channels



ALG can help.

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