

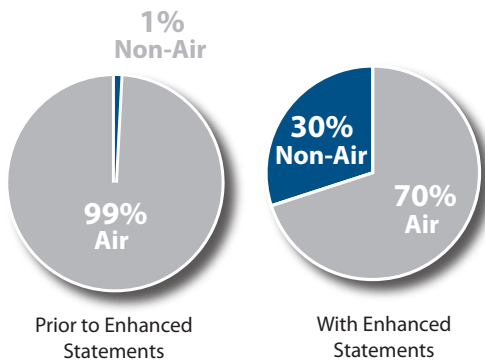
How Can I Drive Redemptions Away From Expensive Airline Tickets?

IMPACT OF ENHANCED STATEMENTS

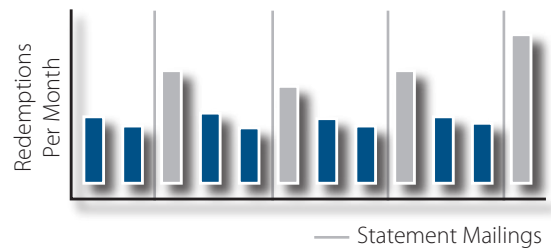
11%

Average cost per point redeemed drops by 11% after a program introduces quarterly enhanced statements to its members.

With enhanced statements, programs experience a sustained shift towards lower cost redemption items.



Enhanced statements consistently generate an increase in total redemptions during the month following the mailing.



Points shifted from Air to Non-Air, while overall redemption rates remained stable.

Points redeemed for Non-Air items remained above 25% during non-statement months.

Items promoted in the enhanced statement experience a 26% greater increase in items redeemed following the statement drop than items not promoted.

ALG can help.

affinion.com/loyalty | 800.622.4863

