

MONTHLY REWARDS RECAP

JANUARY 2022 REDEMPTION TRENDS AND INSIGHTS IN ENGAGING REWARDS

Top Redeemers - Dollars December 2021



1. Apple® AirPods Pro®
2. Apple® AirPods® with Charging Case
3. Apple® iPad mini® WiFi 64GB
4. Apple® 10.9" iPad Air® WiFi 64GB
5. Apple® iPhone® 12 128GB (SIM-free)

Top Redeemers - Units December 2021



1. Vivitar Handheld Deep Tissue Massager
2. OXO 5-Piece POP Container Set
3. 5-Piece Stainless Steel Bowls with Lids
4. Sonnet 4 x 30 Binoculars
5. 10-Piece Mixing Bowl Set

Biggest Movers Since Last Report



1. Apple® AirPods Pro®
2. OXO 5-Piece POP Container Set
3. 10-Piece Mixing Bowl Set
4. Dyson Airwrap™ styler Complete
5. Apple® iPad mini® WiFi 64GB

NEW THIS MONTH!



Bowers & Wilkins
Zeppelin Speaker



Nintendo®
Mario + Rabbids
Kingdom Battle



The North Face®
ThermoBall™ Eco Vest -
Men's or Women's



Braun®
Multiserve Coffee
Machine



Core by Hyperice
Personal Meditation
Trainer



iRobot®
Roomba® Self-Emptying
Robot Vacuum

Rewards News!

Spring Forward

The weather might be a little dreary where you are now, and the nights still may seem very long. But think about this...March 13 is when most of us will "Spring Forward". That's the day we will reset our clocks and start dreaming of the coming warmth and sunny spring days.

Now is the time to for you to prepare. Get ready to start promoting your spring award options right after Valentine's Day.

- Feature sporting goods like baseball equipment, golf clubs, tennis racquets and camping gear to have them imagine enjoying the warmer weather.
- Promote lawn and garden goods to help them visualize spring cookouts.
- And don't forget a new vacuum to help make spring cleaning a breeze.

Start planning spring promotions to help your members picture all the fun they're going to have with their new awards in the warmer days ahead.

The Takeaway: Spring is only a few weeks away. Spring forward with promotions to help visualize awards to get everyone moving again.

Featured Promo! **Focus on Fitness**

