

time

what

how many

how much on average

sale or whole price

average basket  $\uparrow$  growth

what offers are the most successful

how did the offer affect growth margin

what do people buy?

% of customers that use program

on dashboard

offers centered

did they spend more  
money than those  
who didn't?

to what people  
buy

"only bank that  
will exchange for your  
points"

~~back office engine~~

user UI  
login → one for all

- back office engine
- trading material
  - marketing material
  - platform
  - marketing pitch for how program is good for bank