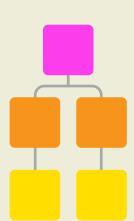# extu

Incentive Program KPIs

Measuring the performance of an Incentive Program is crucial to assess its effectiveness. The metrics below, such as email open rates, overall sales increase, participant retention rate, and points redeemed, serve as potential indicators to track success.
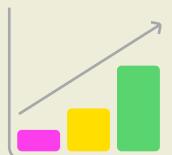
Predict	Prove

Connect

- Email open rates
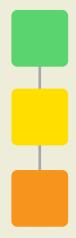- Email click through rates
- Email bounce rates

Grow

- Overall sales increase.
- Sales increase for specific product.
- Average order size and frequency.
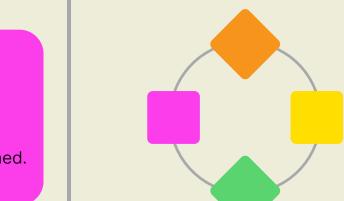- Overall ROI.

Onboard

- Percentage of target audience enrolled.
- Average time-to-enrollment.

Retain

- Participant retention rate.
- Performance on satisfaction surveys.
- Number of referrals.

Engage

- Number of log-ins.
- Number of points assigned.
- Percentage of points redeemed.