

SESSIONM INSIGHTS: INTUITIVE REPORTING TO ENHANCE STRATEGY

SessionM ingests, unifies and enriches transactional, loyalty and behavioral data to provide companies with meaningful information on each customer. Powerful data combined with best-in-class profile management, loyalty and rewards capabilities, equip brands with the tools needed to drive larger and more frequent purchases out of their customers.

The SessionM reporting tool, Insights, provides a detailed view into the data surfaced within the Platform, allowing business units across the organization to understand performance and measure against critical KPIs.

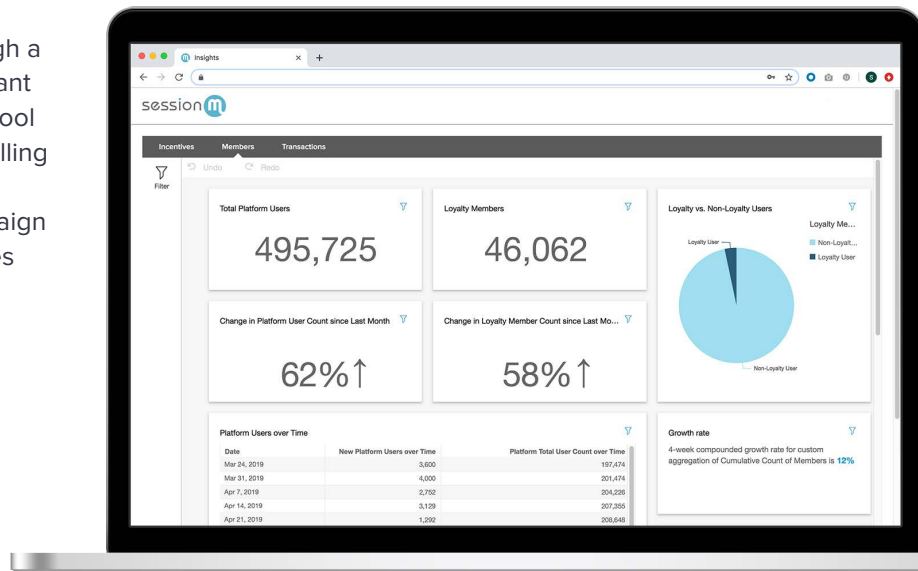


Evaluate Program Growth

SessionM Insights helps brands understand the growth of their loyalty or rewards program through a series of dashboards and charts displaying relevant membership data. Platform users can utilize the tool to quickly analyze how many customers are enrolling on a daily basis, how many members are part of each tier level and more. If a new strategic campaign generates a spike in enrollments, Insights ensures you have the correct reports to showcase your success.

Example Membership Reports:

- **Active Purchasing Members** - Count of members who have made a purchase over the last X days.
- **Total Membership Count** - Count of total members, split by loyalty and non-loyalty members.
- **Current Tier Membership** - Count of loyalty members, split by tier.

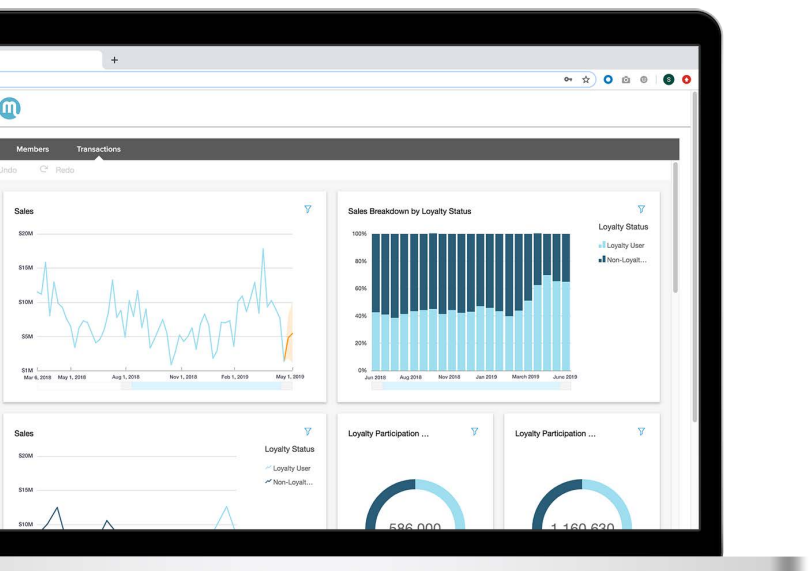


Understand the Impact on the Bottom Line

Understand how your loyalty program is impacting revenue and sales. Insights reveals information pertinent to business units across the organization, providing valuable reporting metrics to enable teams to determine the impact their efforts are making. For example, which channels are customers purchasing through, what are the top selling items and what's the difference in spend between loyalty members and non-loyalty members. SessionM ingests and centralizes transactional, loyalty and behavioral data to take the guesswork out of program analysis.

Example Transactional Reports:

- **Sales over Time** - Total sales over time, split between loyalty and non-loyalty members.
- **Average Transaction Size over Time** - Average transaction size over time, as well as overall average. Can also be filtered by loyalty tier.
- **Top Selling Items** - Filterable by total spend or quantity of items sold.

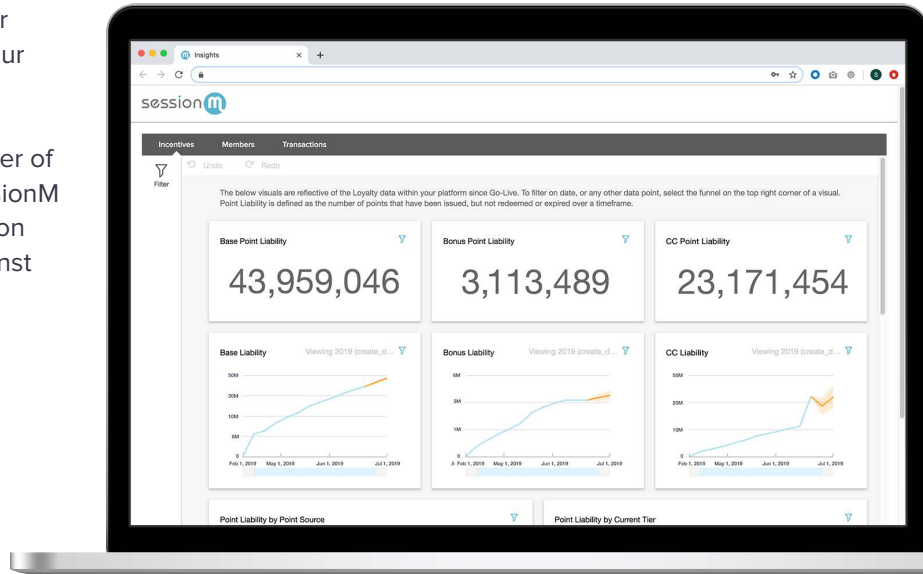


Determine Financial Liability of Points and Offers

Every point and offer issued is free currency your company is giving away to customers. Ensure your team is equipped with the right information to enhance the customer experience while simultaneously controlling margins. With a number of intuitive dashboards, reports and forecasts, SessionM Insights provides access to a wealth of information related to point and offer liability; to protect against fraud and to ensure your rewards program isn't having a negative effect on the bottom line.

Example Loyalty and Offers Reports:

- **Daily Point Report** - Points issued, expired, redeemed.
- **Point Liability by Current Tier** - Total points issued, but not redeemed or expired.
- **Offer Status** - Breakdown of offers currently issued, expired, redeemed.
- **Amount Saved on Discounts** - Amount saved by discounts, split by SessionM Offers and others.



Continuous Improvement

SessionM Insights provides marketers with the information necessary to test, improve and analyze their loyalty program strategy. Whether you're determining the best strategies for increasing program enrollment, understanding which channels are driving the most transactions, or researching which items are your best sellers, the answer can be found within the Insights dashboards.

One Complete Data and Engagement tool

Unlike other loyalty vendors, SessionM offers a single, intuitive tool that enables you to store and compile customer data into a 360-degree profile. We make it easy for you to understand what customers are doing and trigger unique, personalized experiences. Whether you're sending a personalized offer, reward, content, or a one-of-a-kind experience, our end-result guarantees you more satisfied, loyal and highly profitable customers.