

NuRide Reward Sponsorship Dashboard: Sample Report for "Acme Restaurants"

NuRide Dashboard - Reward Sponsorships - Mozilla Firefox

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Select Sponsor, Campaign & Reward

Sponsor:

Campaign:

Reward:

REWARD SUMMARY [print](#)

Reward

Reward company	Acme Restaurants
Reward type	Generic Product - Manual Fulfillment
Reward value	\$10.00
Redemption value	1,000 points
Target audience	Live within 10 mi of restaurant
Inventory	450
Fulfillment	Manual
Frequency	Single Use
Redemption rule	Confirm all trips that are 1 week old
Start date	January 4, 2008
End date	December 16, 2008

Redemptions

Rewards offered	400
Rewards held in reserve	50
Rewards redeemed	193 view survey results
Rewards remaining	207
Percent redeemed	48%

Views

Offer details page	250	views
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Funnel Analysis

Total NuRide members	25,332
Target audience	3,112 (12% of total)
Eligible NuRiders	700 (22% of target aud.)
# who viewed offer page	215 (7% of target aud.)
# who accepted offer	193 (90% of viewed) (28% of eligible)

REDEMPTION ANALYSIS [print](#)

Profile

Avg age (years)	40.2
Male / female	50% / 50%
Smoker / non-smoker	0% / 100%
Avg commute (miles one-way)	34.8
Avg vehicle MPG	24.5
Avg vehicle model year	2002

<u>Locations</u>	<u>Home</u>	<u>Organization</u>
NY	80%	90%
NJ	10%	4%
CT	8%	4%
MA	1%	1%
PA	1%	1%

Organizations

IBM	10%
Wyeth	9%
PepsiCo	5%
Morgan Stanley	4%
Swiss Re	3%

Vehicles

Honda	19%
Toyota	13%
Nissan	13%
Chevrolet	7%
Ford	5%

[Redemption data](#)
 [Reward pages](#)

For assistance or access to opt-in data please [contact us](#).

NuRide Reward Sponsorship Dashboard: Sample Survey for "Acme Restaurants"

Report generated by: John Doe on 2/14/08
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REPORTING CRITERIA

Sponsor:	Acme Restaurants
Campaign:	Acme Restaurants - Jan 08 Sponsorship
Reward:	Acme Restaurants - \$10 gift card
Date range:	All

SURVEY RESULTS - (193 responses)

1. How often do you go out for casual dining?

- 1% - Just about every day
- 13% - A few times a week
- 27% - About once a week
- 28% - A few times a month
- 15% - About once a month
- 10% - A few times a year
- 3% - Rarely
- 0% - I never go out for casual dining

2. Where do you typically go for casual dining?

- 30% - Applebee's
- 2% - Bennigan's
- 10% - Chili's
- 10% - T.G.I. Friday's
- 2% - Red Lobster
- 3% - Ruby Tuesday
- 2% - Uno Grill
- 37% - Other
- 0% - I never go out for casual dining

3. How often do you go to Acme Restaurants?

- 0% - Just about every day
- 1% - A few times a week
- 5% - About once a week
- 9% - A few times a month
- 25% - About once a month
- 38% - A few times a year
- 15% - Rarely
- 3% - I have never been

4. How many people will dine with you when you use your gift card?

- 2% - I'll probably go by myself
- 43% - Probably two of us
- 18% - Probably three of us
- 23% - Probably four of us
- 6% - Probably five of us or more
- 5% - Not sure at this time

5. Are you aware of Acme's take out service?

- 55% - Yes, but I have not used it
- 15% - Yes, I have used it
- 29% - No, but thanks for letting me know

6. Would you like us to give Acme your email address to be notified of upcoming special offers?

- 18% - Yes, please do!
- 9% - No thanks, I am already signed up
- 71% - No thanks

Close Window

Done