

## Will your incentive program survive the acid test?

Answer the questions below to compare your current program against our industry best practice guide

	Yes	Don't Know	No
Do you know the demographic that the current program is targeting?			
Do program members have access to non-monetary rewards (like merchandise)?			
Do program members have access to experiential rewards like travel?			
Does the current program create measurable behaviour change?			
Does the current program create measurable sales lift?			
Can you measure member engagement?			
Do members spend 90% or more of the points they earn within the year?			
Do you communicate with members at least once a month?			
Do you communicate with members in many different ways (phone, email, social media, traditional mail)?			

If you answered **NO** or **DON'T KNOW** to one or more of the questions and you'd like to understand how we can help, please give us a call.

If you answered **YES** to **ALL** questions, then we'd like to shake your hand because you're running a pretty good program.

