



# Foodservice Rewards KPI

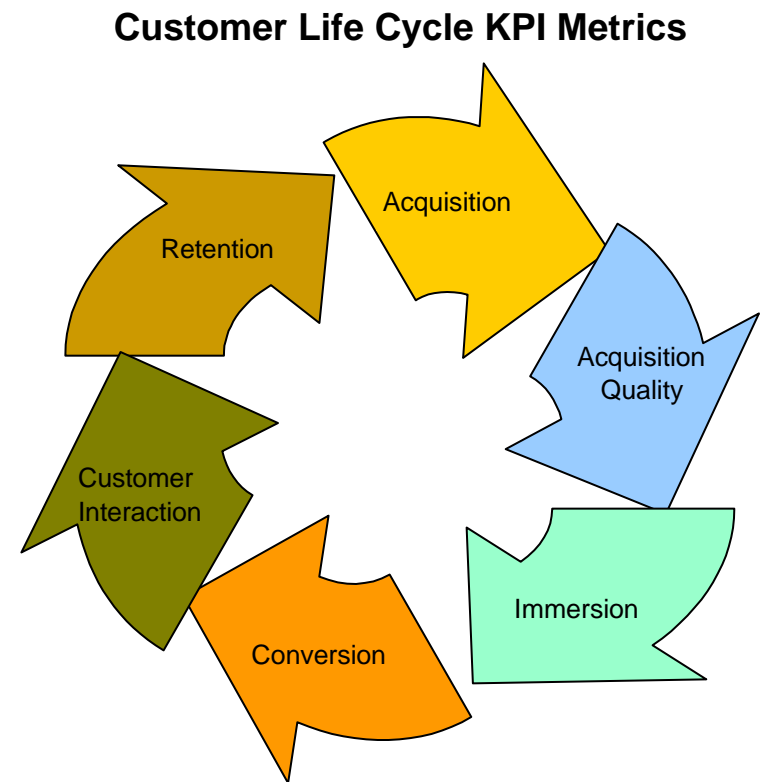


Q1 2010 Update



## Key performance indicators

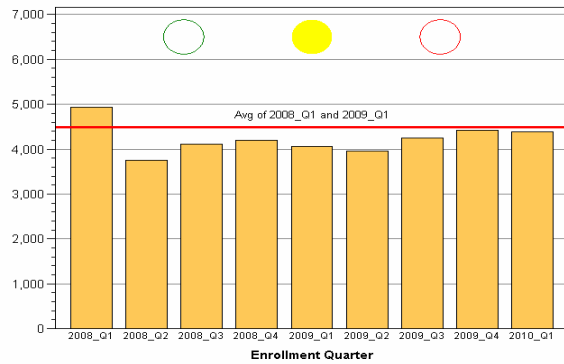
- Acquisition
- Acquisition Quality
- Immersion
- Conversion
- Interaction
- Retention



# Indicator Dashboard

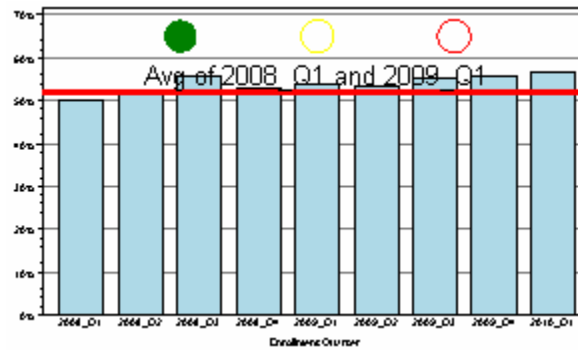
## Acquisition

# Enrollments by Quarter



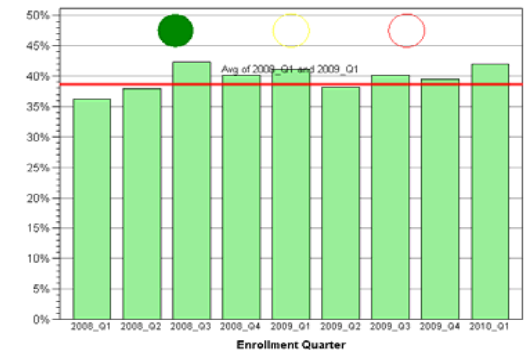
## Acquisition Quality

Percent With 10+ Codes in First 30 Days



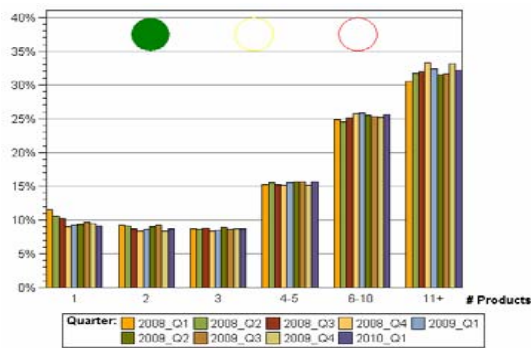
## Immersion

Percent With 5+ Products in First 30 Days



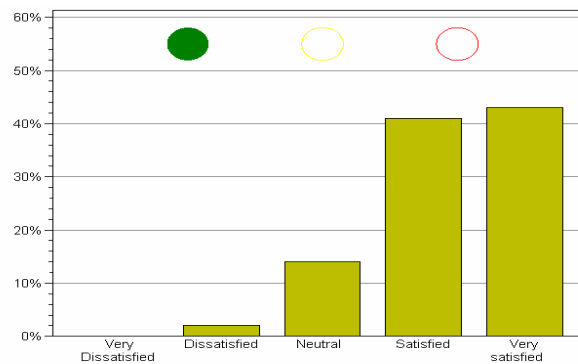
## Conversion

# of Products Redeemed



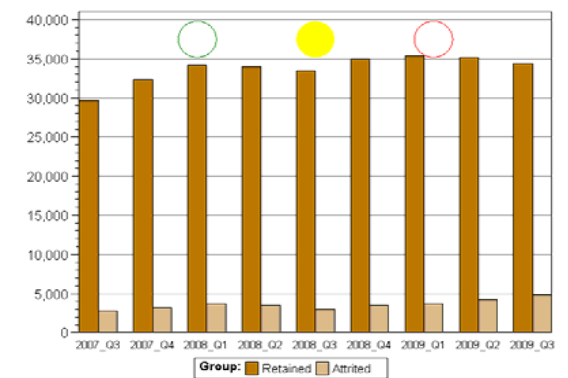
## Interaction

Overall FSR Satisfaction



## Retention

Retention vs Attrition



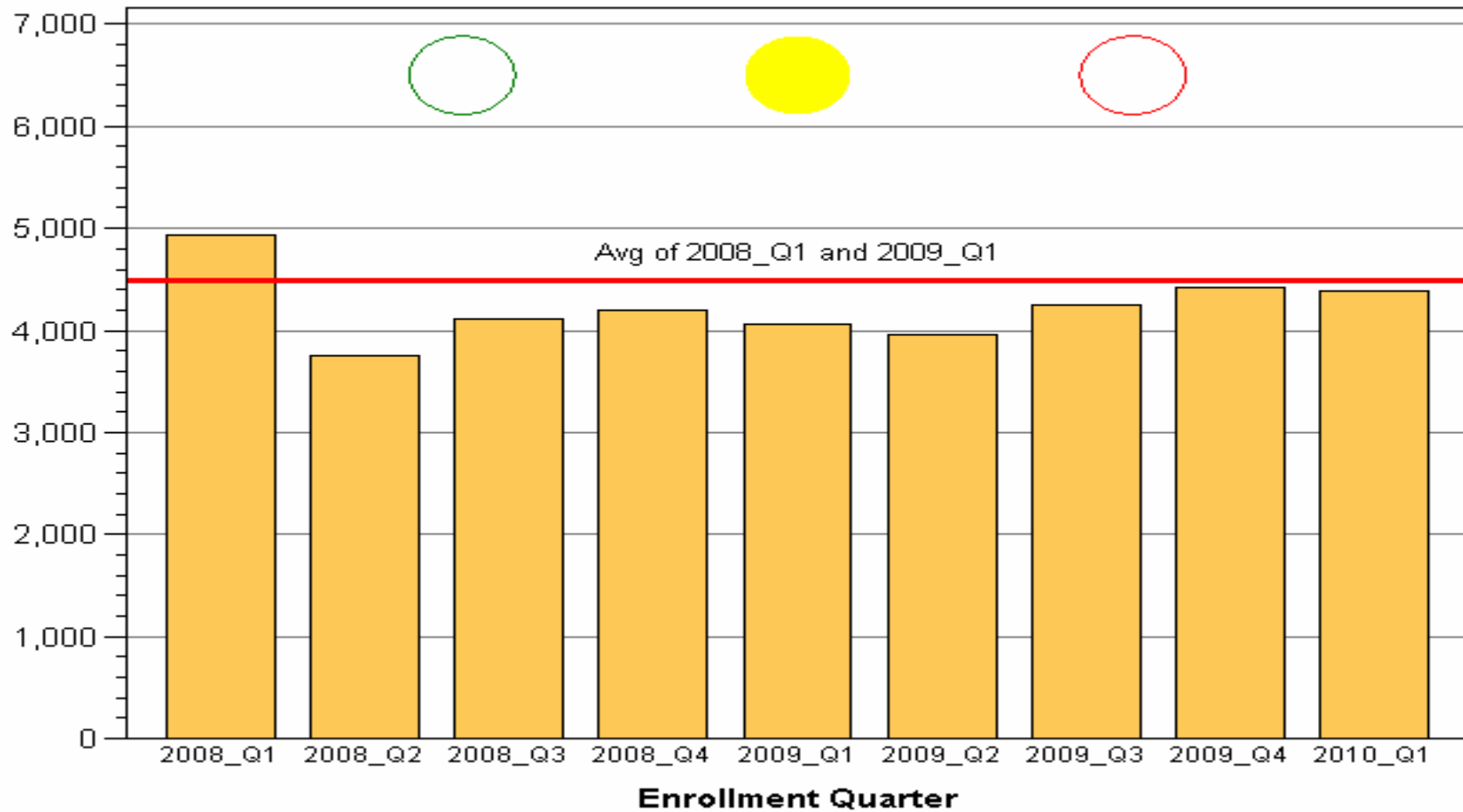


## Key performance indicators

- Acquisition
- Acquisition Quality
- Immersion
- Conversion
- Interaction
- Retention

# Acquisition

# Enrollments by Quarter



**Metric Interpretation:** An operator has enrolled and been verified.



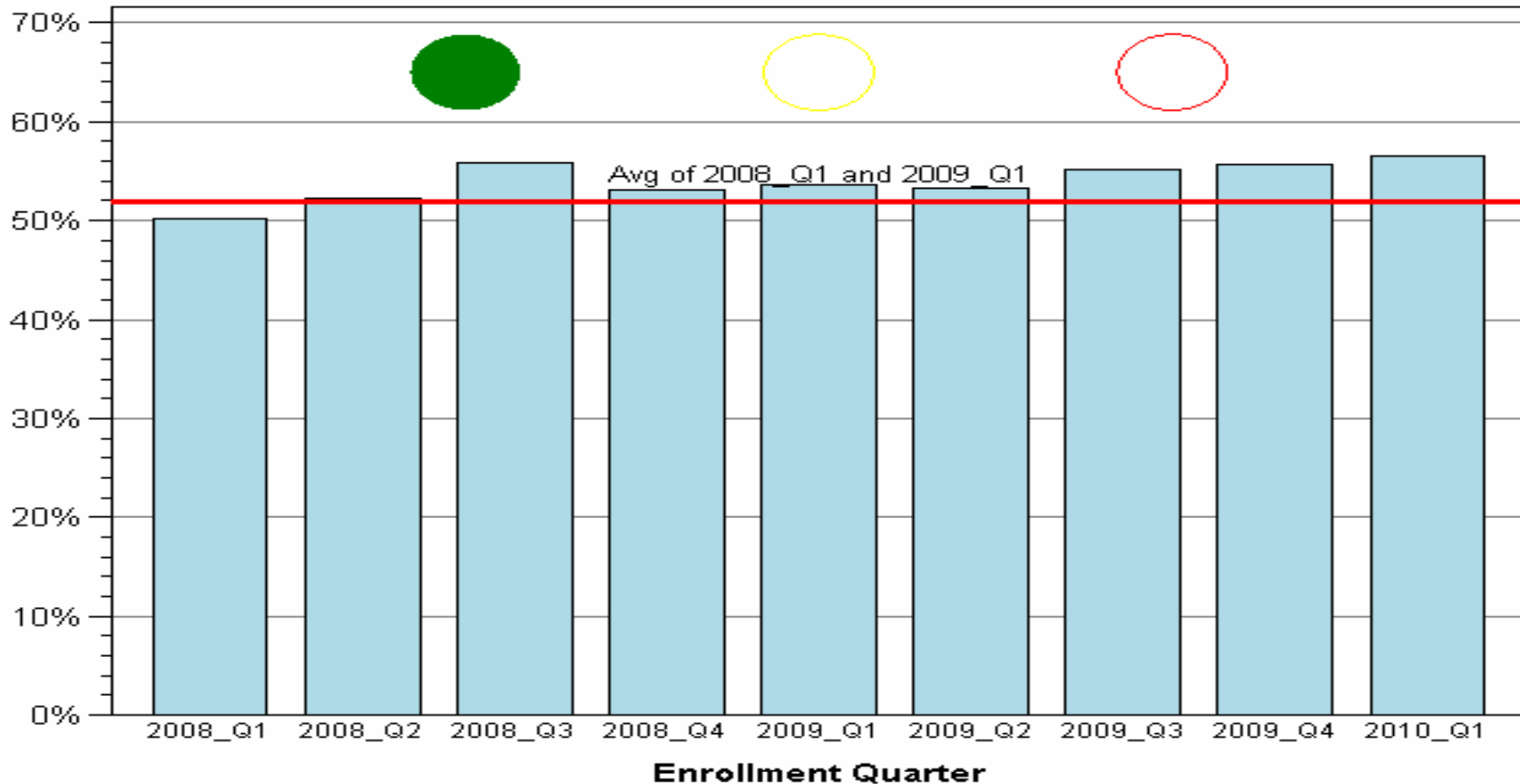


## Key performance indicators

- Acquisition
- Acquisition Quality
- Immersion
- Conversion
- Interaction
- Retention

# Acquisition Quality

Percent With 10+ Codes in First 30 Days



**Metric Interpretation:** Of the "newly enrolled" participants who redeemed at least one product code in their first 30 days, what percent of those redeemed 10 or more product codes in their first 30 days.



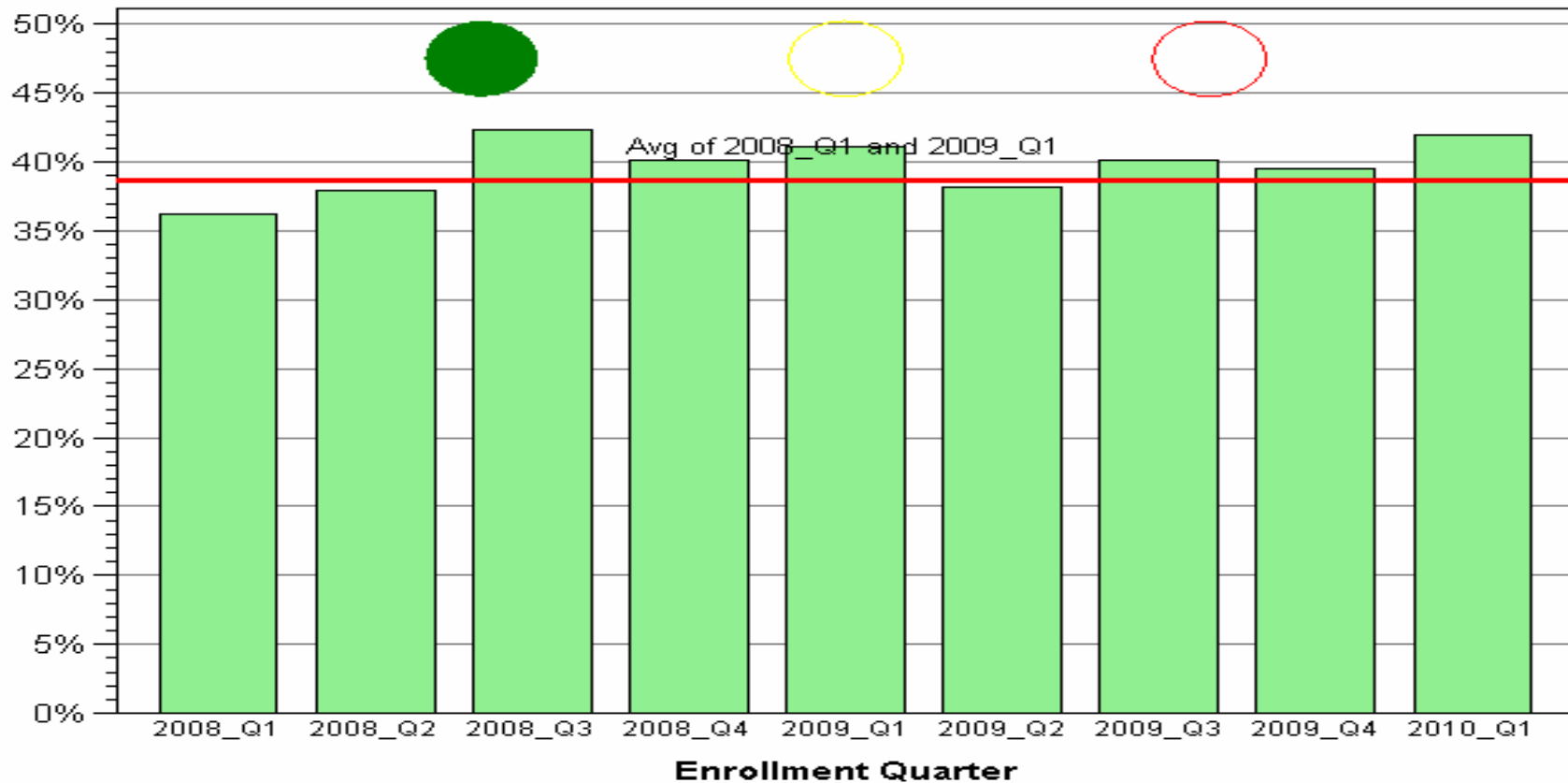


## Key performance indicators

- Acquisition
- Acquisition Quality
- **Immersion**
- Conversion
- Interaction
- Retention

# Immersion

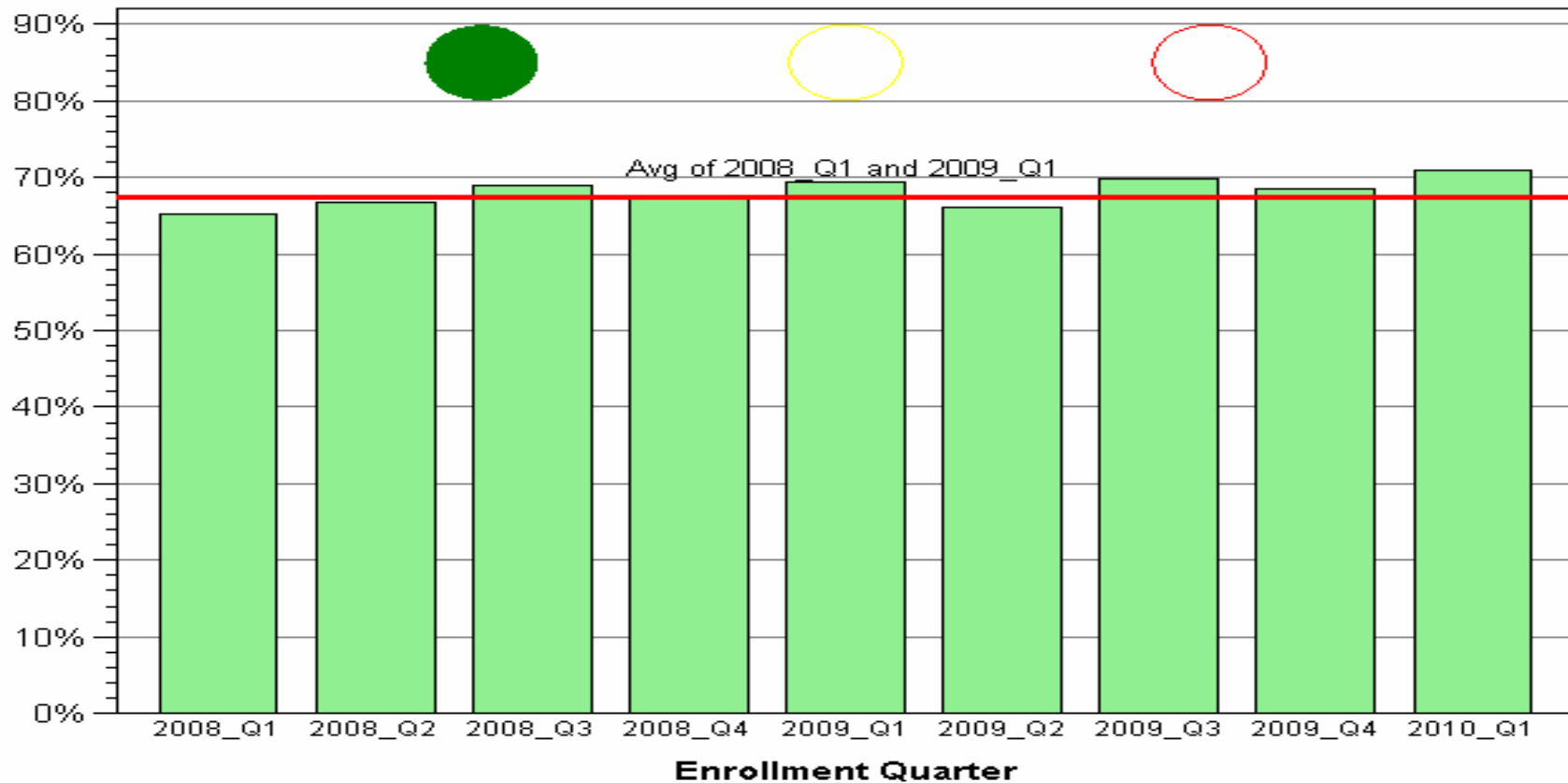
Percent With 5+ Products in First 30 Days



**Metric Interpretation:** Of the "newly enrolled" participants who redeemed at least one product code in their first 30 days, what percent of those redeemed product codes for 5 or more unique products in their first 30 days.

# Immersion

Percent With 2+ Sponsors in First 30 Days



**Metric Interpretation:** Of the "newly enrolled" participants who redeemed at least one product code in their first 30 days, what percent of those redeemed product codes for 2 or more unique sponsors in their first 30 days.





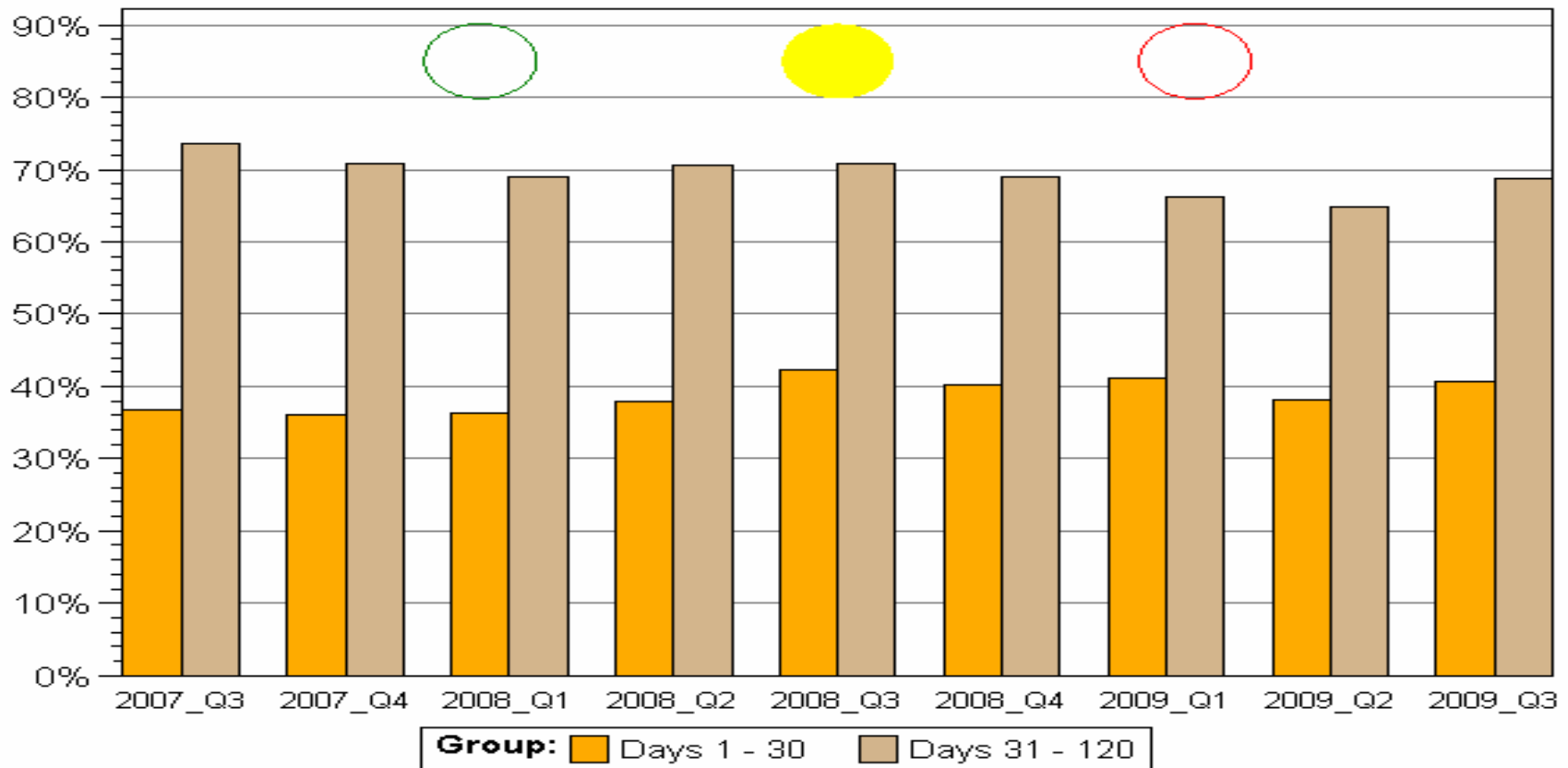
## Key performance indicators

- Acquisition
- Acquisition Quality
- Immersion
- **Conversion**
- Interaction
- Retention



# Conversion

Percent With 5+ Different Products First 30 Days and Days 31 – 120

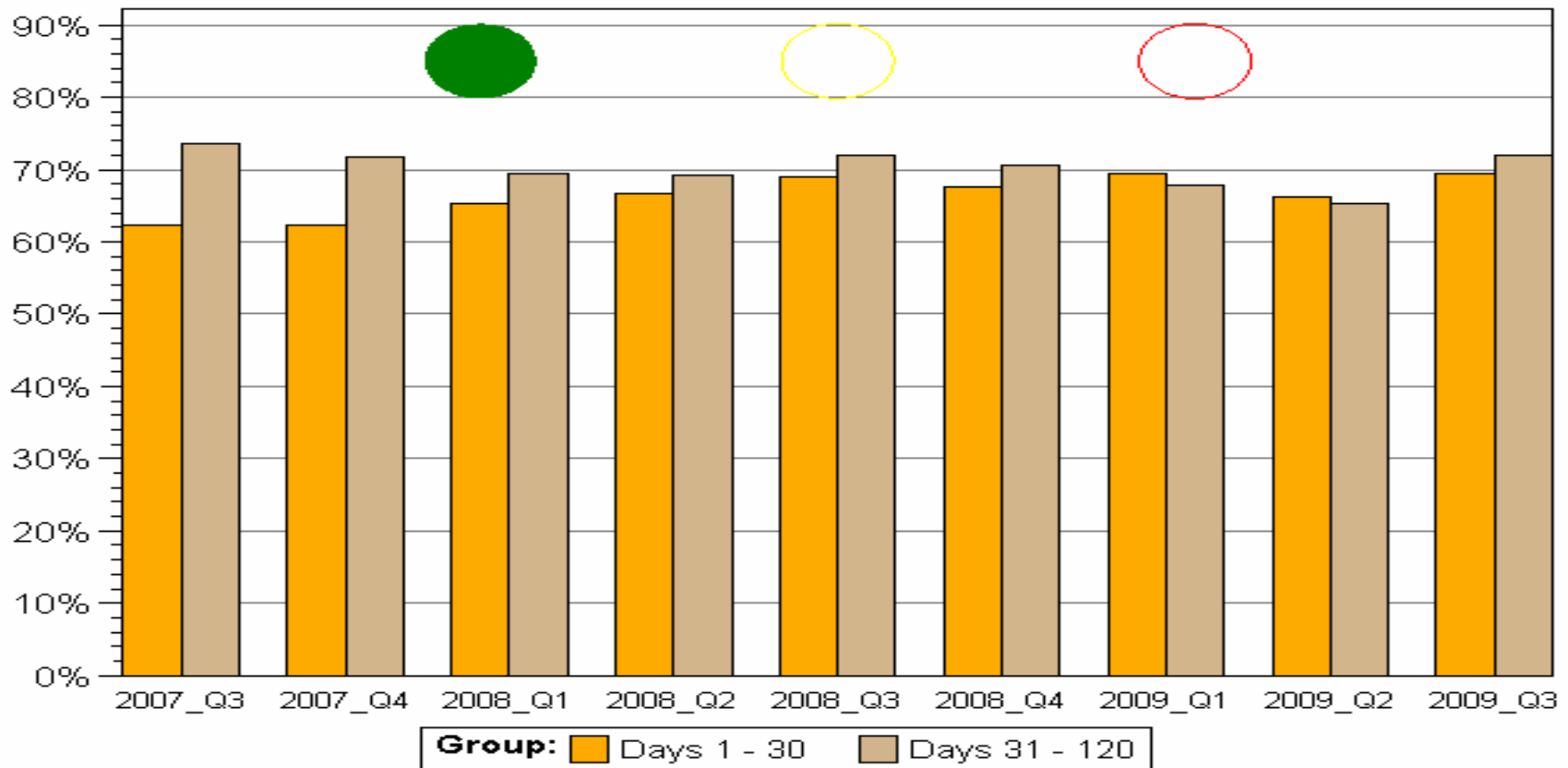


**Metric Interpretation:** Of the "newly enrolled" participants who redeemed product codes for 5 or more unique products in their first 30 days, what percent of those redeemed product codes for 5 or more unique products in days 31 to 120.



# Conversion

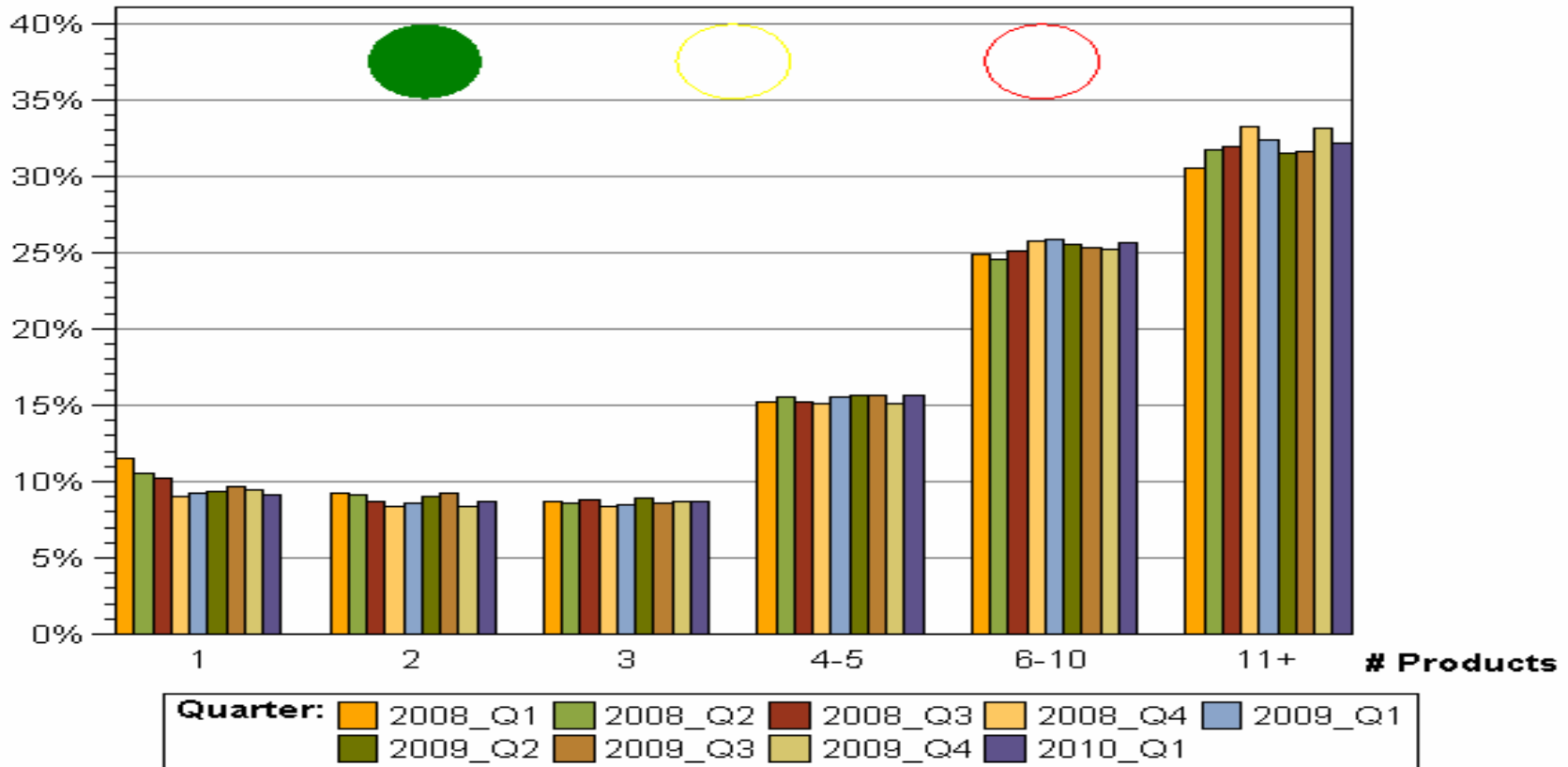
Percent With 2+ Different Sponsors First 30 Days and Days 31 – 120



**Metric Interpretation:** Of the "newly enrolled" participants who redeemed product codes for 2 or more unique sponsors in their first 30 days, what percent of those redeemed product codes for 2 or more unique sponsors in days 31 to 120.

# Conversion

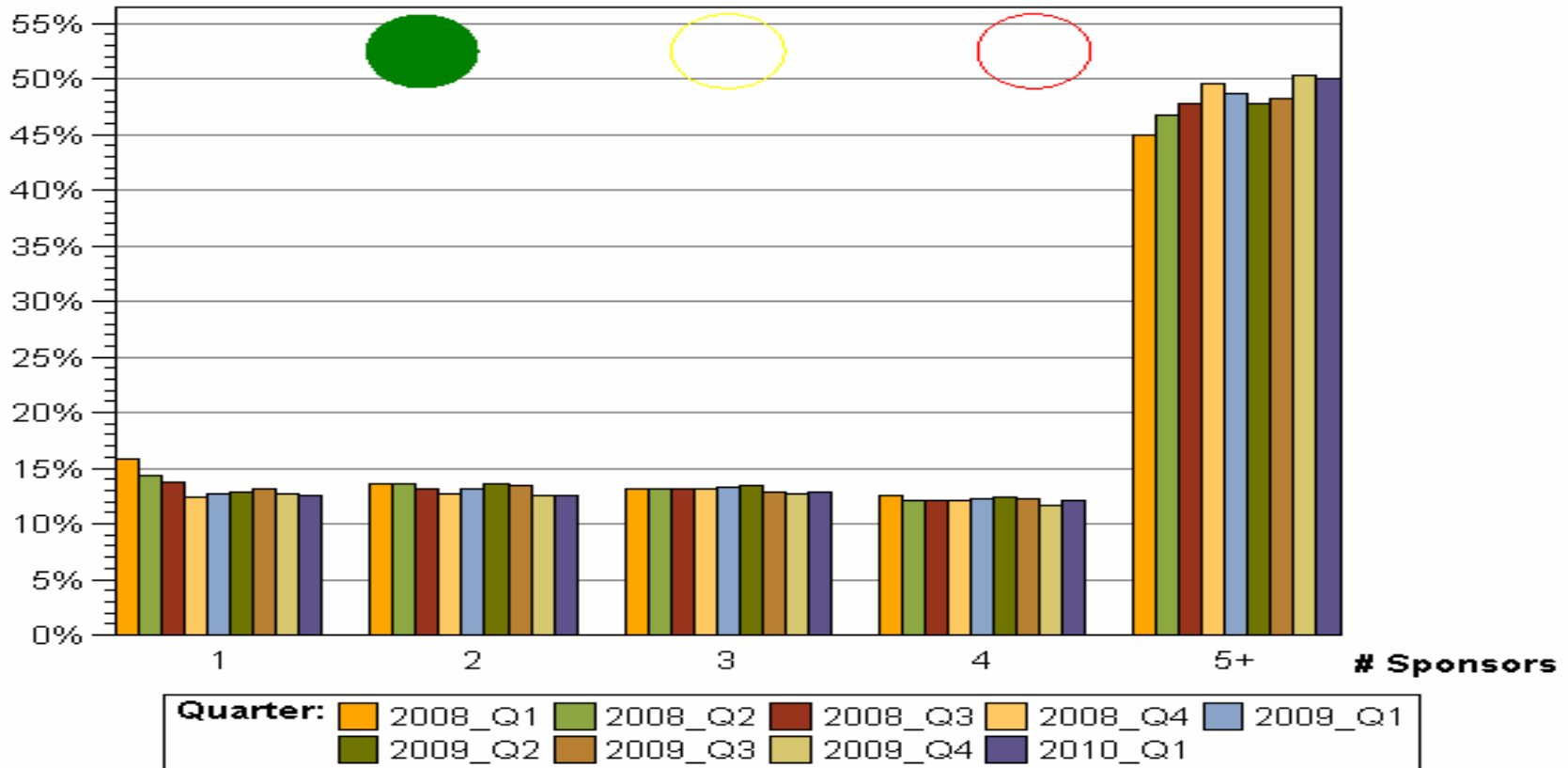
# of Products Redeemed



**Metric Interpretation:** Of the participants who redeemed product codes each quarter, what is the percent breakdown by unique number of products.

# Conversion

# of Sponsors Redeemed



**Metric Interpretation:** Of the participants who redeemed product codes each quarter, what is the percent breakdown by unique number of Sponsors.



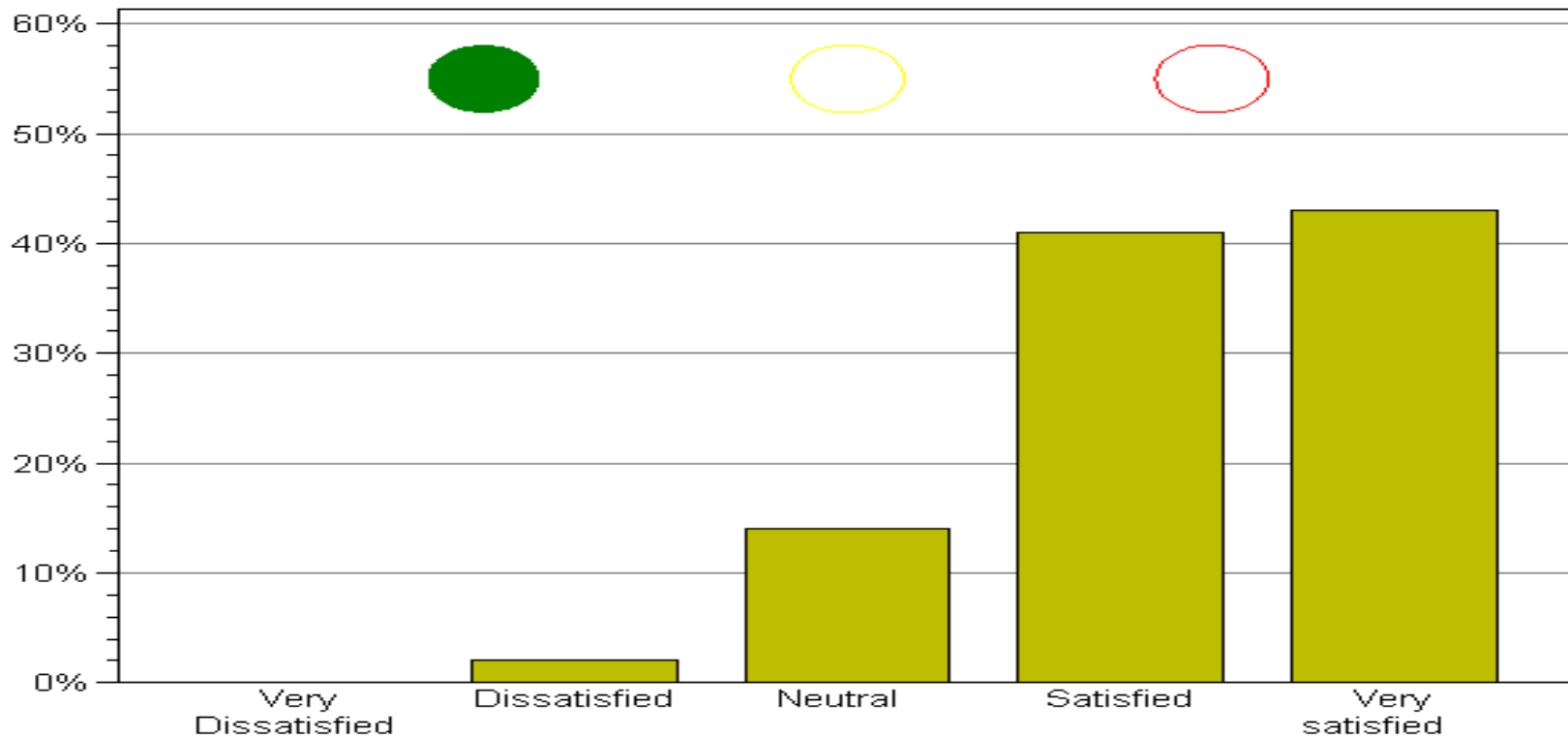
## Key performance indicators

- Acquisition
- Acquisition Quality
- Engagement
- Conversion
- **Interaction**
- Retention



# Interaction

## Overall FSR Satisfaction

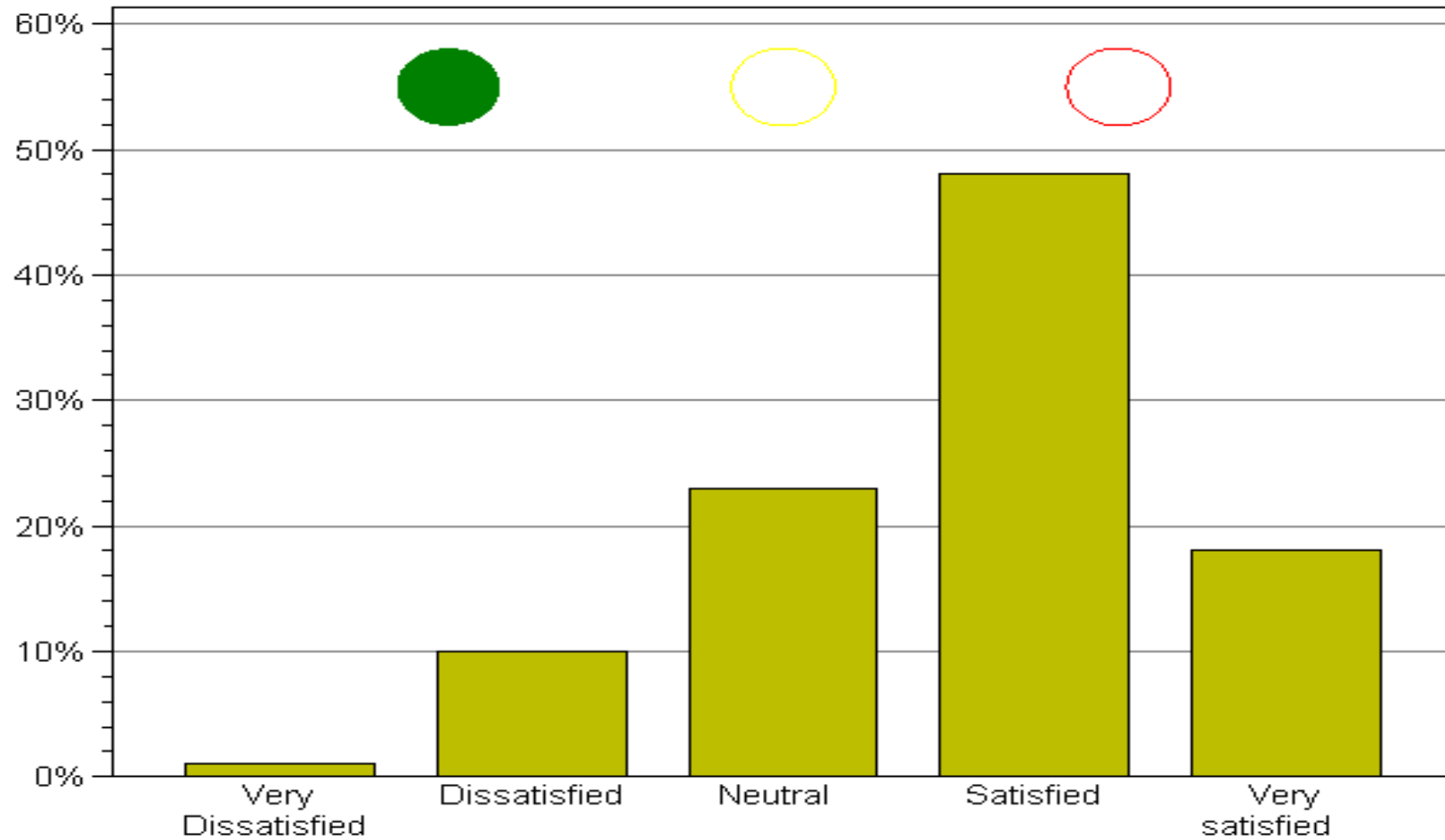


**Background:** An online operator survey was completed in February 2009. Among the many issues addressed were satisfaction with Foodservice Rewards and value vs. effort. These measures indicate that while improvements can be made to the program, operators are generally satisfied with the program.



# Interaction

Satisfaction with Value of Earnings in Comparison to Effort of Participation





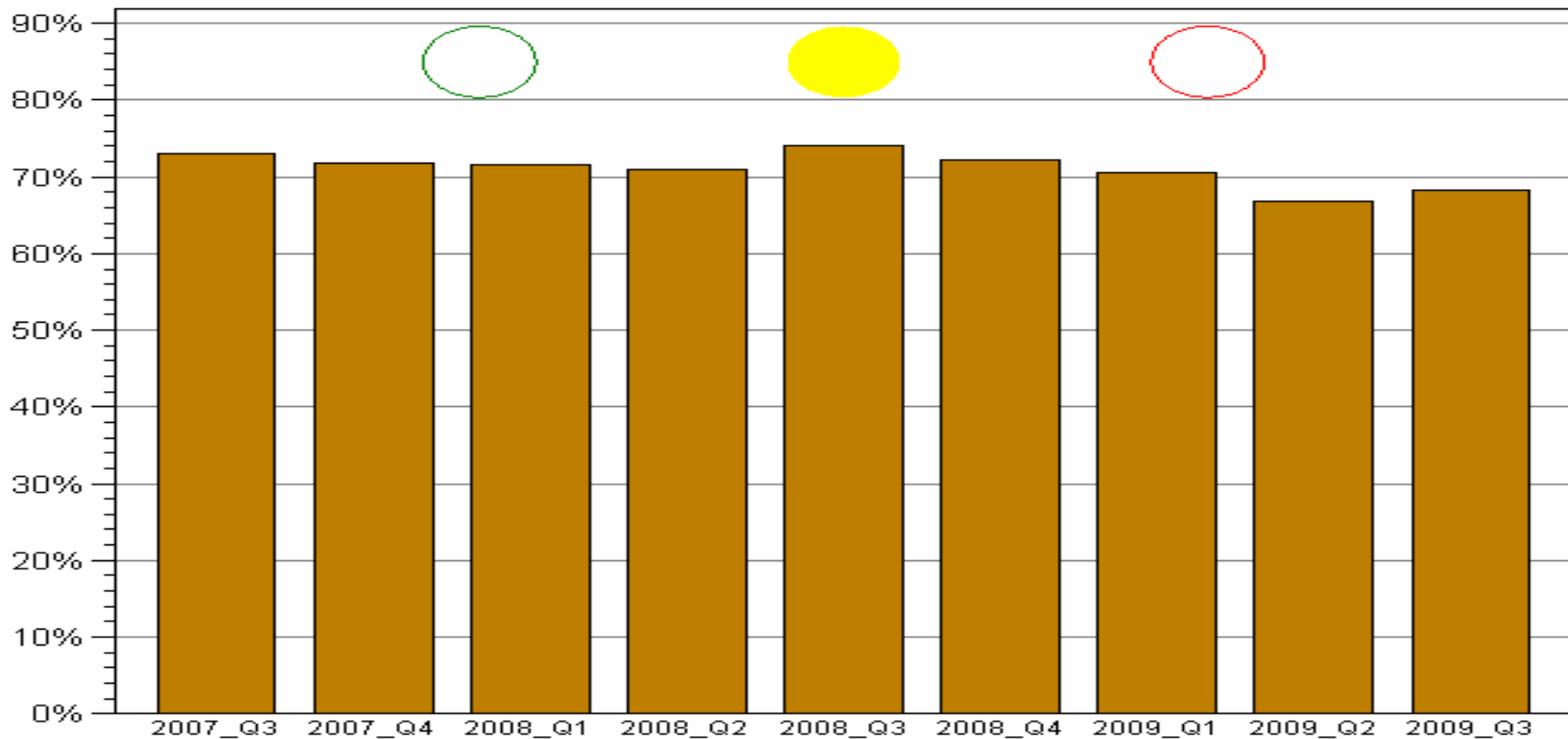
## Key performance indicators

- Acquisition
- Acquisition Quality
- Immersion
- Conversion
- Interaction
- Retention



# Retention

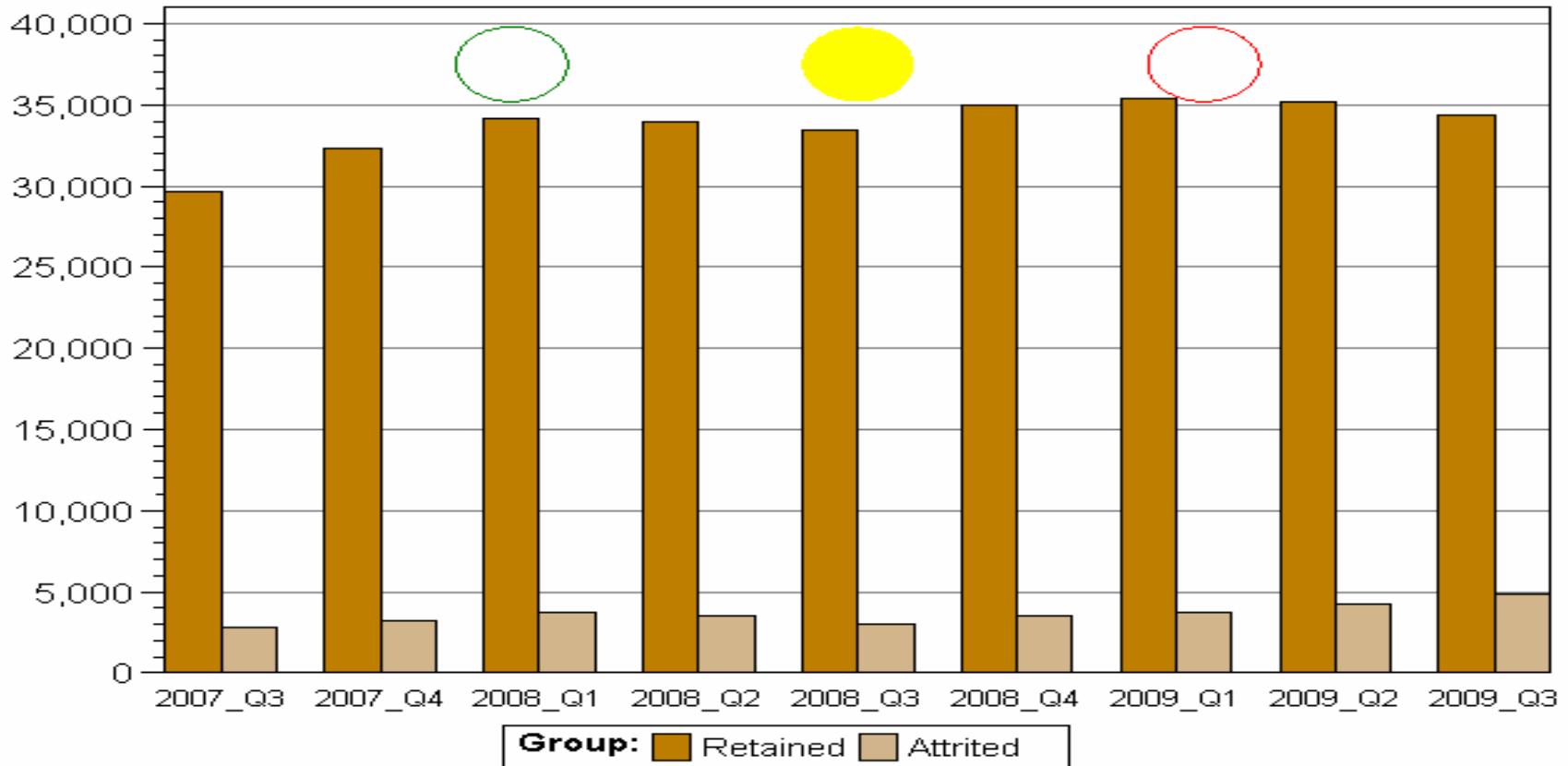
## New Enrollee Retention Rate



**Metric Interpretation:** New Enrollee Retention is calculated by looking at a new participant's last transaction within a quarter and then looking forward to see if they had another transaction within 180 days. Once identified as having a 180 day lapse, a new participant has attrited if they never redeemed a code again.

# Retention

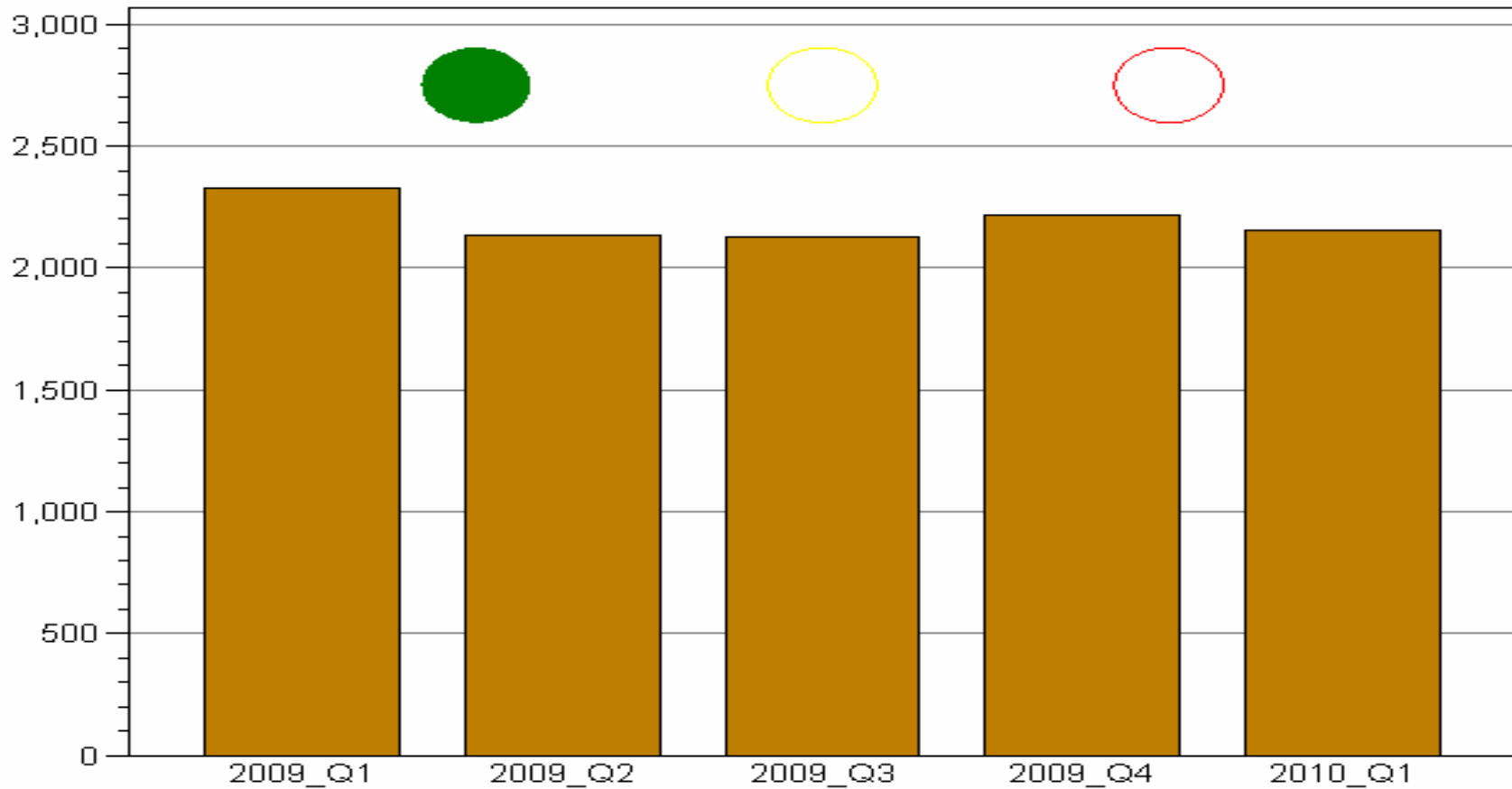
## Retention vs Attrition



**Metric Interpretation:** The Quarterly results include Retention results for participants that Transacted in the Quarter and Attrition results for participants that Attrited in the Quarter. A participant has Attrited if they had no transactions within 180 days of their last transaction date and never redeemed again thereafter.

# Retention

# Winbacks



**Metric Interpretation:** A participant has been won back if they transacted again after being inactive for at least 180 days.

