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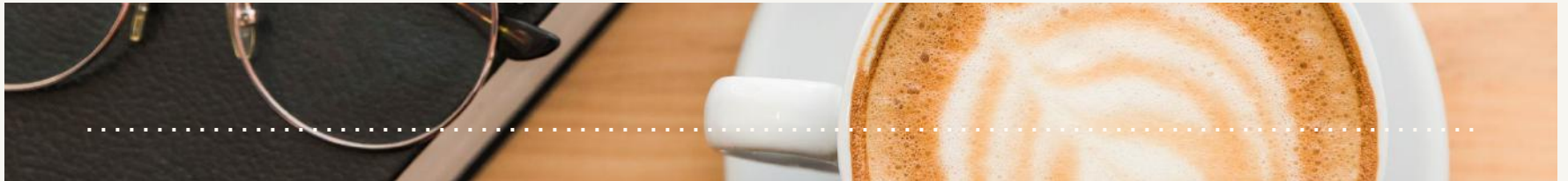
# Peet's Coffee™

Peetnik Loyalty Program

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# BUSINESS OVERVIEW



# WHAT WILL IT BE?



 Peet's Coffee™

Established in 1966 in Berkeley, CA, Peet's Coffee was born out of the passion and obsession of Alfred Peet to create the finest cup of coffee.

---

Peet's was the first to introduce specialty coffee and teas to the United States.

“I came to the richest country in the world, so why are they drinking the lousiest coffee?” - **Alfred Peet**

# VALUE PROPOSITIONS

“Our **purpose** is the pursuit of better coffee. Our mission is to help people fall in love with **great coffee.**”

- ❖ Mastery
- ❖ Passion
- ❖ Authenticity
- ❖ Community
- ❖ Ownership
- ❖ Growth



# CURRENT REACH

335

Peet's Locations

—  
Peet's Coffee Brick &  
Mortar

14

States Serviced

—  
Primarily on the West  
Coast

14,000+

Retail Stores

—  
Grocery Stores,  
Universities, Wholesalers

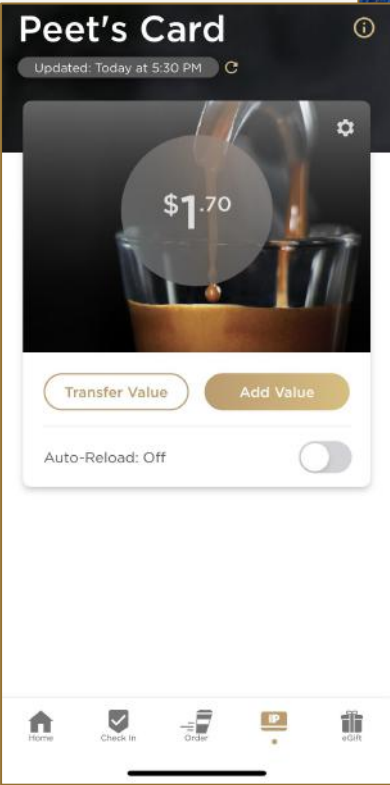
# BUSINESS OBJECTIVES

Increase by Quarter 4

Drive Rewards Sign-ups

Increase Paid Subscriptions

Increase Order Frequency



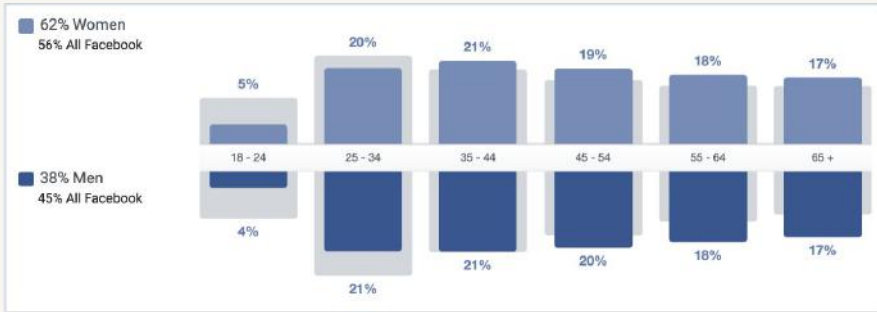
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# AUDIENCE & COMPETITIVE ANALYSIS



# AUDIENCE ANALYSIS

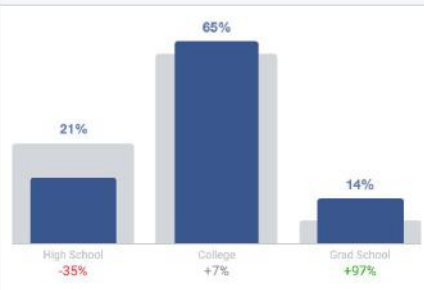
## Demographics



## Relationship Status



## Education Level



## A Divided Approach

### Students / Professionals

- ❖ Underserved segment (Students)
- ❖ Stop daily for coffee
- ❖ Hold meetings at cafes
- ❖ Need a “third place”

## Customer Attributes

- ❖ Live in metropolitan cities
- ❖ Enjoy socializing at coffee shops
- ❖ Seek craft ingredients and craftsmanship
- ❖ Expect corporate responsibility
- ❖ Environmentally Conscious



# CUSTOMER PERSONAS



Age: 22  
Occupation: Student  
City: Orange, CA  
Marriage Status: Single  
Income: \$35,000

Jackie spends her time outside of class studying and socializing with friends, enjoys new experiences, and champions companies that value quality and responsibility.

## Jackie:

- ❖ Appreciates quality
- ❖ Loves a good deal
- ❖ Needs a place to study

## How Peet's Can Help:

Peet's as a destination can be the "third place" for Jackie outside of her home and her job. It's a place to meet friends, study for exams, and spend her time deepening her relationships.

# CUSTOMER PERSONAS

Mike stops for coffee each morning and meets with clients daily. Most of his meals are spent outside of home, so he appreciates quality food and drinks.

## Mike:

- ❖ Loves peaceful alone time
- ❖ Needs a meeting place
- ❖ Loves quality coffee

## How Peet's Can Help:

Peet's as a destination can be the "third place" for Mike. Whether for work or leisure, Peet's can deliver quality products in a welcoming ambiance to consumers like Mike.



Age: 32  
Occupation: Sales  
City: El Segundo, CA  
Status: Married  
Income: \$70,000

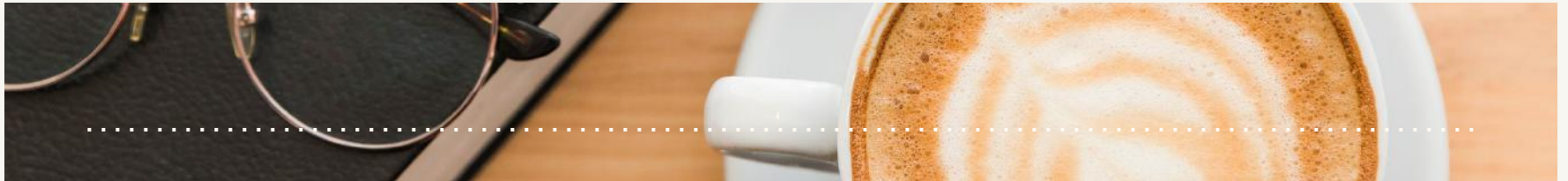
# COMPETITIVE ANALYSIS



	Peet's Coffee	 STARBUCKS	
Tiered Point System		✓	
Point System		✓	
Instant Sign Up Reward	✓		
Member-Only Discounts/Offers	✓	✓	✓
Complimentary Birthday Reward	✓	✓	✓
Credit Card Partnership for Extra Rewards		✓	
Members-only Menu	✓		
15 Points Earns you a free beverage	✓		

---

# PEETNIK LOYALTY PROGRAM



# CURRENT LOYALTY PROGRAM

## Opportunities to Grow

Peet's Coffee

Instant Sign Up Reward

15 Points for a Free Beverage

3x on Fresh Roasted Beans

Order in Advance

Complimentary Birthday Reward

Get Coffee Delivered

Members-Only Menu

Member-Only Discounts/Offers

Incentivize Visits

Engage Target Audience

Build Advocacy







Create Compelling Content

Increase AOV

Differentiate From Competitors

# FREE LOYALTY PROGRAM

## Part One : Tiered Point System

	<b>Easy Peasy:</b> 1 point per \$1; points double and triple with tiers
	<b>Freebies:</b> Reach 70 points to earn a free beverage
	<b>Impresso:</b> 1 point for checking in at brick-and-mortar locations; 3 points for 3lb Beans
	<b>Fortuity:</b> Easy to use app, send notifications; never miss on opportunities to win
	<b>Carefully Tailored:</b> Evolves with each customer's likes and habits
	<b>Flexibility:</b> Transferable points

# PAID LOYALTY PROGRAM

## Part Two : Peetnik Prime Membership



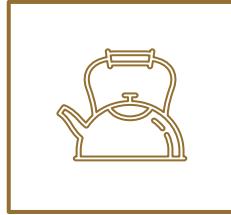
Peetnik Prime Unlimited Coffee
\$20 per Month--First Month is Free!
\$25 Gift Card for Signing Up
Cancel Anytime
Exclusive offers and promotions
Receive Perk After Forth Check In per Week
Special Occasion Gifts (Birthday, Graduation)
Special Event Invitations (e.g. Coffee Tastings)
Social Media Challenges
Parking Validation

# TOUCH POINTS FOR PEETNIK



## App

Customers become prime members and pay their dues through the app



## Website

Our website has a link for prime membership and loyalty program



## Checkout

Customers can sign up at checkout at our Peet's locations.



# Loyalty Program Overall Objectives

## Quality

Enhance In-Store  
Customer Experience

## Convenience

Easy-to-Use App for  
Smooth Ordering

## Rewards

Loyal Customers Earn  
More Points and Perks

## Variety

Rewards Can Be  
Redeemed for Anything

## Personalized

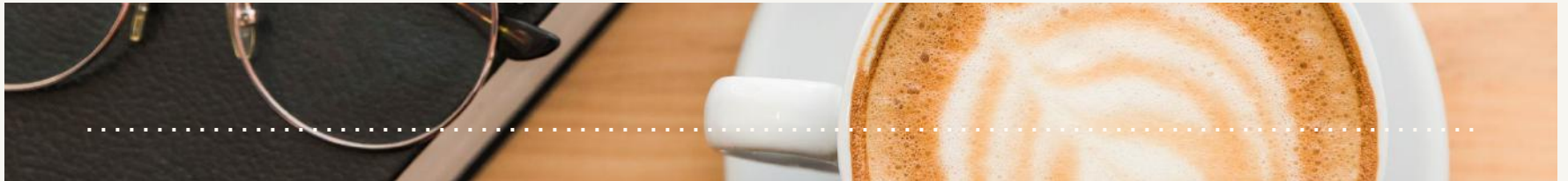
We Cater to Each Person's  
Unique Needs

## Ambiance

Our serene Environment  
Provides Comfort and  
Relaxation

---

# DIGITAL MARKETING MIX



# LOYALTY PROGRAM OBJECTIVES / KPIs

## Objectives: First 90 Days

- ❖ Increase loyalty sign-ups by 100%
- ❖ Grow Peetnik Prime to 7500 members
- ❖ Increase CTR from social ads by 30%

## KPIs

- ❖ ROI
- ❖ Number of Sign-Ups
- ❖ New/returning visitor website traffic

# CUSTOMER FUNNEL

**Facebook/Instagram:** Interest visitors and build awareness of our programs.

**Google Search:** Capture people looking for “nearby coffee”; build interest in Peet’s and our loyalty programs.

**Email:** Build relationships and help subscribers learn more about our loyalty program benefits.

**App/Website/Check-out:** Persuade our leads to sign up for Peetnik Rewards and Peetnik Prime.

Awareness

Interest

Consideration

Conversion

# SOCIAL MEDIA

## Objectives: First 90 Days


- ❖ Reach 1.5M users on Facebook and Instagram
- ❖ Attain 1.5% loyalty program sign-up rate
- ❖ Reach 2000 Peetnik Prime members

## Tactics

Use paid display ads promote target affinity audiences to visit our sign up landing page for Peet's loyalty program and subscription service.

## KPIs

- ❖ Number of Impressions
- ❖ Percentage of Conversions
- ❖ CPM
- ❖ CPA



**Peet's Coffee** Sponsored

Like Page


Become a Peetnik and get rewarded! Earn free craft coffee, teas, and pastries for every visit to Peet's.

**Get Your First Coffee on Us!**  
Sign up for Peet's Rewards

PEET'S.COM

20

Like Comment Share



**Peet's Coffee** Sponsored

Become a Peetnik and get rewarded! Earn free craft coffee, teas, and pastries for every visit to Peet's.

**Get Your First Coffee on Us!**  
Sign up for Peet's Rewards

Peet's.com

3 Comments 1 Shares

Like Comment Share

# EMAIL

## Objectives: First 90 Days

- ❖ Build email list to 450K
- ❖ Reach 3% loyalty program conversion rate
- ❖ Reach 1500 Peetnik Prime members

## Tactics

- ❖ Promote in-store sign ups at checkout, highlighting program benefits.
- ❖ Send conversion emails that lead to sign up landing page.

## KPIs

- ❖ Number of Emails Sent
- ❖ Email Open Rate
- ❖ Conversion Rate

Start Enjoying our Great Loyalty Program Benefits the second you Enroll.

**Peet's Coffee**

**IT'S FINALLY HERE!**  
**PEETNIK REWARDS**

**PEETNIK REWARDS BENEFITS**

- A WARM WELCOME**  
Get a free beverage after your first check-in.
- A LITTLE LOVE FOR EVERY CUP**  
Earn a point for every check-in. 15 points adds up to a free beverage.
- A CHEERS FOR EVERY YEAR**  
Enjoy a free beverage on your birthday.
- A FASTER WAY TO PAY**  
Add a Peel's Card for the fastest way to pay.

Follow this link for enrollment

**ENROLL NOW**

Or download our App, and Enroll.



# GOOGLE SEARCH

Ad · www.peets.com/2-Headlines/LongDescription ⓘ

[Join Peet's Rewards | Receive Instant Free Drink | One App and many Rewards](#)

Sign up Today. Instant Free Beverage Upon Sign-up. Members Only Menu. Free Birthday Drink. Receive Invitations to our Coffee Flavor Tasting Events. Earn Points With Every Purchase.

Join Peetnik Rewards · Download Our App · Visit Our Websit...

[Visit Peet's Website](#) [Download Peetnik App](#) [Become a](#)

Tier 1	Tier 2	Tier 3
\$100.00	\$150.00	\$200.00
Get \$10 Gift Card	Get \$15 Gift Card	Get \$20 Gift Card

Ad · www.peets.com/peetnik-rewards/primemem... ⓘ

[Join Peet's Prime Program | Starting at Only \\$20/Month | Sign up & Download the App Now](#)

Start Your Membership Today. Exclusive Member Only Offers and Rewards. Get Rewarded for Every Purchase. Access to Member's Only Special Menu. Instantly Rewarded · Save \$\$ on Coffee · Cancel Anytime

[Start My Membership Now](#) [Why Peetnik Prime?](#)

## Objectives: First 90 Days

- ❖ Reach 1.2MM Google impressions
- ❖ Reach 2% loyalty program conversion rate
- ❖ Register 2400 new Peetnik paid subscriptions

## Tactics

- ❖ Use relevant, high volume keywords.
- ❖ Use ads for searches within a 5 mile radius of Peet's locations.
- ❖ Target students, business professionals, and coffee drinkers.

## KPIs

- ❖ Impressions
- ❖ ROAS
- ❖ CRO

# SEARCH CAMPAIGN

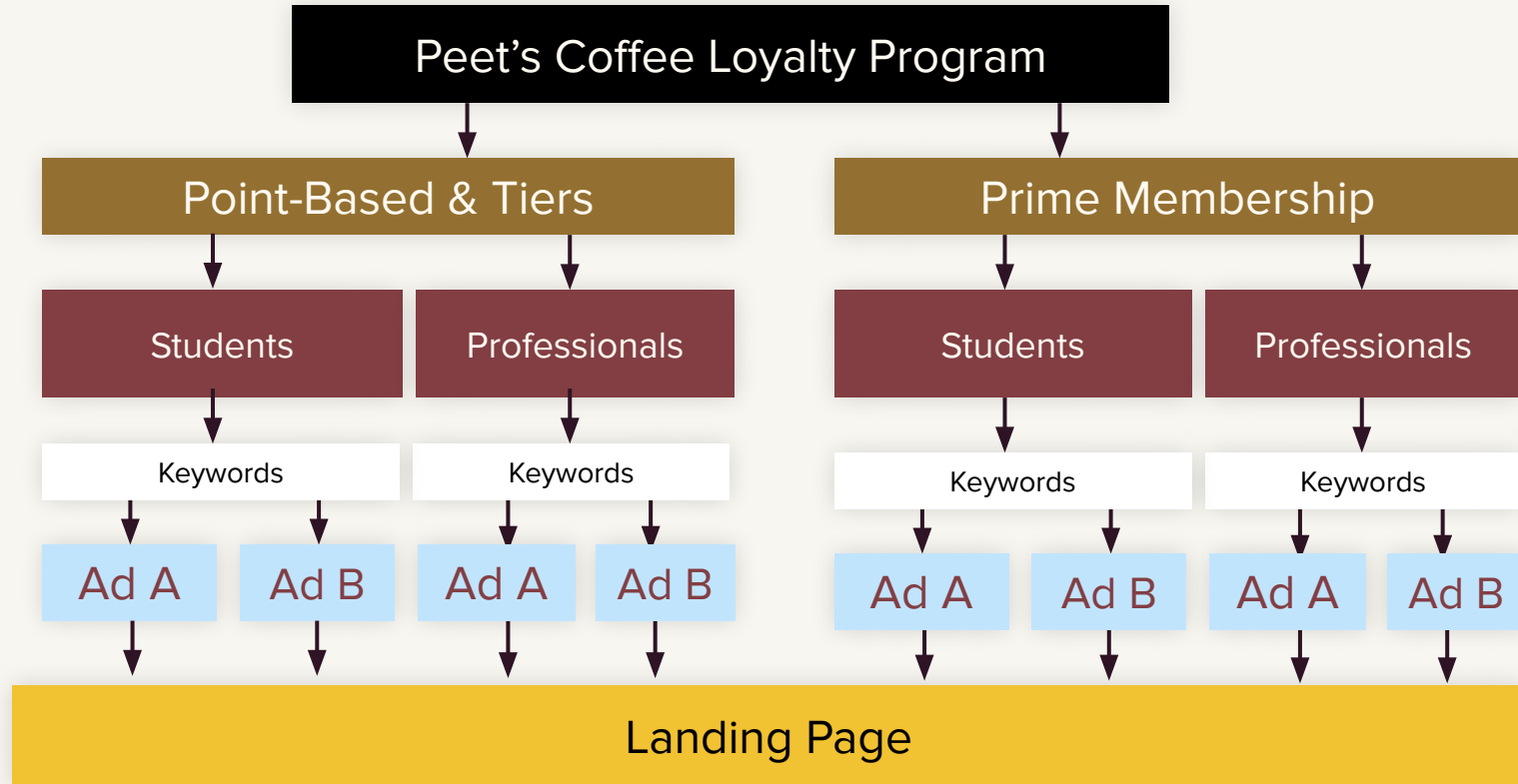


## KEYWORDS

Adgroup	Keyword	Estimated Clicks	Estimated Impressions	Match Type
Peet's Coffee Near Me	peet's coffee near me	600,000	1,800,000	phrase
Peet's Coffee Near Me	Peet's coffee places near me	150,000	800,000	phase
Peet's Coffee Near Me	peet's coffee & tea near me	220,000	1,800,000	broad
Peet's Coffee Near Me	find peet's coffee near me	36,000	71,600	broad
Peet's Coffee Near Me	peet's coffee & tea near me	2,740	29,780	broad
Coffee Near Me	top coffee places near me	1,400	18,000	broad
Coffee Near Me	coffee places open near me now	5,100	48,000	broad
Coffee Near Me	black rifle coffee company near me	2,200	23,000	broad
Coffee Near Me	best iced coffee near me	2,300	2,236	broad
Coffee Near Me	iced coffee near me now	2,000	22,362	broad
Coffee Near Me	coffee near me right now open	9,500	184,000	phrase
Coffee Near Me	speciality coffee shops near me	3,200	12,800	phrase

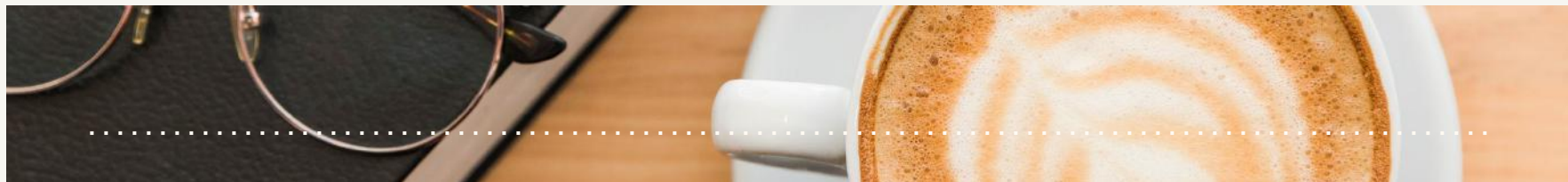


# CAMPAIGN STRUCTURE



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# CAMPAIGN LANDING PAGE





# Peetnik Loyalty Rewards



<https://peetsaward.wordpress.com/>

The screenshot shows the homepage of the Peetnik Loyalty Rewards website. At the top, there is a navigation bar with the site name and a "Get started" button. Below this is a large header image of a Peet's Coffee storefront. The main heading reads "Peetnik Loyalty Rewards". Below the image, there is a paragraph of text: "If you love Peet's Coffee, you will love our tailored 'Peetnik Loyalty Program' and 'Peetnik Prime Program'. It's easy to join – and even easier to earn and enjoy rewards." At the bottom, there are two columns: "Peetnik Rewards Loyalty Program" with a "Join For Free" button, and "Peetnik Prime Membership Program" with a "Subscribe" button.

This screenshot displays the "Peetnik Rewards" section. It features a dark header with the text "Peetnik Rewards" and a sub-heading "Three Tiers, Many Perks". Below this, three reward tiers are presented in a grid:

- The Jump Starter**: Earn "1" Point on each Dollar Spent, and FREE\*. Includes an icon of a coffee cup and a reward card for \$10.
- The Steamin Hot**: Earn "2" Points on each Dollar Spent, and FREE\*. Includes an icon of a coffee cup and a reward card for \$15.
- The Topped Off**: Earn "3" Points on each Dollar Spent, and FREE\*. Includes an icon of a coffee cup and a reward card for \$20.

Footnotes indicate that \*When your accumulative purchases reach \$ 100, \$ 150, and \$ 200 respectively. At the bottom, there are "Join For Free" and "Learn More" buttons.

This screenshot shows the "PRIME MEMBERSHIP" section. It features a dark header with the text "PRIME MEMBERSHIP" and a sub-heading "Tailored To Your Expectations". Below this, there is a mobile app interface showing a user named Grant with 15 points and a "My Rewards" button. To the right, the price is listed as "\$ 20 per Month" with a list of benefits: "Free \$25 Gift Card on Subscription", "One Month Free Trial", "Special Tailored Menu", "One Tier up on Loyalty Program upon Registration", "Exclusive Offers", "Special Events Invitation", and "Special Tailored Gifts". At the bottom, there are "Subscribe" and "Learn More" buttons.

# READY TO START?

Through our research and planning, we have strategized these objectives and tactics to enhance and build a competitive loyalty program for Peet's Coffee. **Quality coffee needs a quality campaign.**



## Students / Business Professionals

Our recommendations to enhance Peet's current program and introduce Peetnik Prime will:

- ❖ Drive revenue growth
- ❖ Increase the average LTV of each customer
- ❖ Create raving, loyal Peetniks

Ad · www.peets.com/2-Headlines/LongDescription

[Join Peet's Rewards](#) | [Receive Instant Free Drink](#) | [One App and many Rewards](#)

Sign up Today. Instant Free Beverage Up Members Only Menu. Free Birthday Drink Invitations to our Coffee Flavor Tasting Events. Earn Points With Every Purchase. Join Peetnik Rewards · Download Our App

[Visit Peet's Website](#) [Download Peetnik App](#)

Tier 1	Tier 2
\$100.00	\$150.00
Get \$10 Gift Card	Get \$15 Gift Card

Start Enjoying our Great Loyalty Program Benefits the second you Enroll.

**PEETNIK REWARDS BENEFITS**

- A WARM WELCOME**  
Get a free beverage after your first check-in.
- A LITTLE LOVE FOR EVERY CUP**  
Earn a point for every check-in. 15 points adds up to a free beverage.
- A CHEERS FOR EVERY YEAR**  
Enjoy a free beverage on your birthday.
- A FASTER WAY TO PAY**  
Add a Peet's Card for the fastest way to pay.

Follow this link for enrollment

**ENROLL NOW**

Or download our App, and Enroll.

GET IT ON **Google Play** | **Download on the App Store**

**Peet's Coffee** Sponsored

Become a Peetnik and get rewarded! Earn free craft coffee, teas, and pastries for every visit to

**First Coffee on Us!**  
Join Peet's Rewards

[Sign Up](#)

3 Comments 1 Shares

[Comment](#) [Share](#)



Thanks for Being Awesome!



# BRANDING EXAMPLES

Peet's is committed to providing a curated line of food and beverages in a laid-back environment that removes its target audience from the busy day-to-day in its warm, vibrant locations.



Sit with us and study for your next exam while listening to soothing music.

Your favorite pit stop before you tackle another day in the office.

# **Appendix**

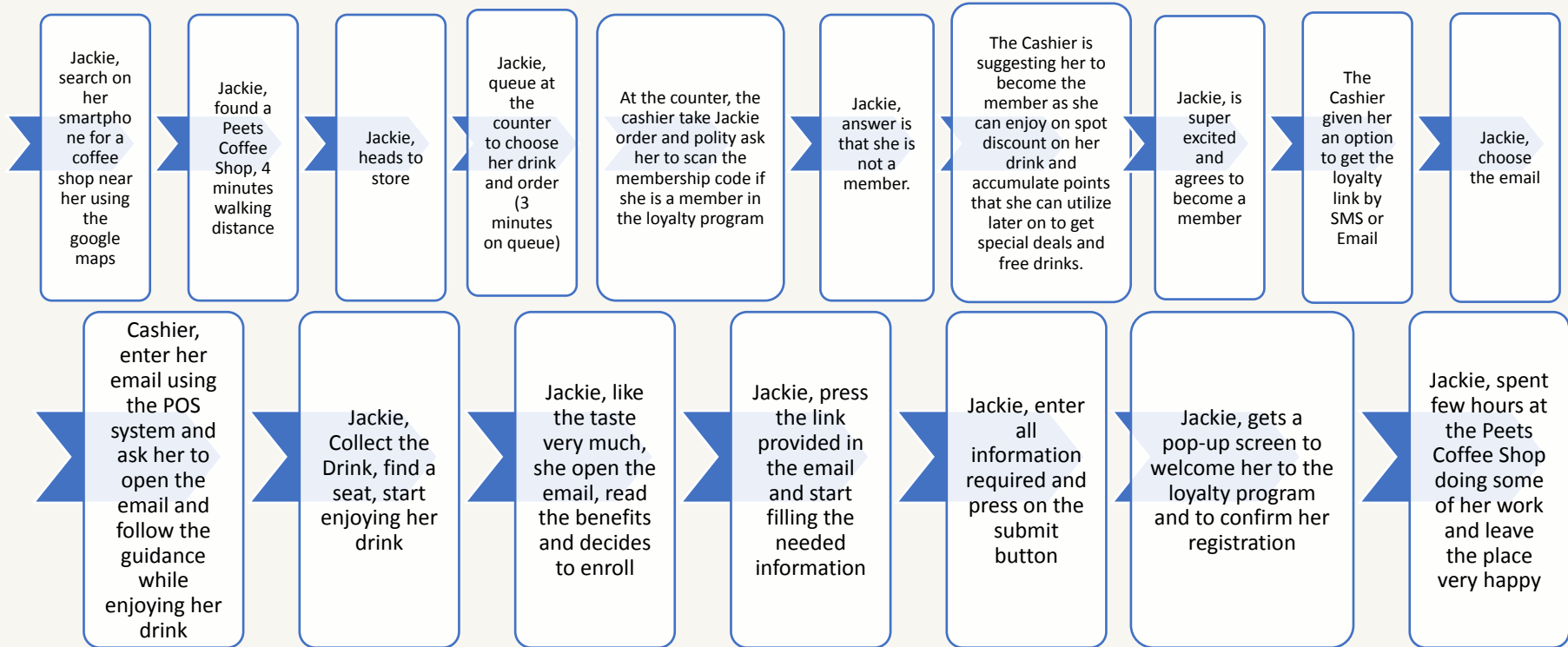
## **Loyalty Program**



# **Appendix**

## **Audience Analysis**

# Customer Journey - Jackie





Coffee

Tea

Locations

Delivery

Join Now

Sign In

Start Enjoying our Great Loyalty Program Benefits the second you Enroll

PEETNIK REWARD BENEFITS DETAILS

Image

Personal Information:

First Name:\*

Last Name:\*

Email:\*

Mobile Phone:\*

Zip Code:\*

Date of Birth:\*

Join Now  
Wireframe  
Website Page

ENROLL NOW

# **Appendix**

## **Competitors Analysis**

# Starbucks

## Loyalty Program

---

- Points System
- Earn stars through:
  - Starbucks Gift Card
  - Star Codes from receipts
  - Starbucks Rewards Visa Card
    - 4500 Bonus Star Offer
- The App:
  - Best Experience
  - Order & pay ahead, track order
  - Perks and offers
  - Bonus Star Challenges
  - Double Star Days
  - Member-only games (win exclusive prizes)
  - Personalized App push notifications



**STARBUCKS®  
REWARDS**

**More ways to pay, more ways to get rewarded**  
However you'd like to pay, you can earn Stars.  
Those Stars add up to (really delicious) Rewards.

**Preload a Starbucks Card and pay to earn 2★ per dollar**  
Get Rewards twice as fast when you add funds to your Starbucks Card

**Use a gift card to pay and earn 2★ per dollar**  
Register your Starbucks gift card to your account and use it to pay

coming this fall

**Save a card to your account to pay and earn 1★ per dollar**  
Pay in one step by saving a credit/debit card or PayPal

**Scan the app, then pay however you like to earn 1★ per dollar**  
Earn Stars with cash, debit, or credit card, or select mobile wallets

Available at participating stores

# Dunkin Donuts Loyalty Program

- Points System
- DD Card:
  - Unlock offers and perks
  - Free products every month
  - Check out faster
- The App:
  - Earn free beverage on download
  - Get \$5 gift card on download
  - Order on the go
  - Perks and offers
  - Personalized App notifications
  - Promo codes
- Partnership with Baskin-Robbins

**DDPERKS<sup>®</sup>**  
REWARDS PROGRAM

**FREE BEVERAGE**

- WHEN YOU ENROLL  
- FOR YOUR BIRTHDAY  
- EVERY 200 POINTS

**\$1**

**EQUALS  
5 POINTS**

**EARN BONUS POINTS**

**EARN POINTS  
TOWARDS REWARDS  
& EXCLUSIVE OFFERS**

**ON-THE-GO  
ORDERING IS HERE**

**NOW DD PERKS MEMBERS CAN  
ORDER AHEAD AND SKIP THE LINE IN STORE**

**DOWNLOAD THE NEW DUNKIN' DONUTS APP**

**TAP TO ORDER AHEAD, THEN  
CHECK IN WHEN YOU'RE CLOSE.**

Download on the App Store | Get it on Google play

Skiping the line does not apply to Drive-Thru and may not be possible at all locations. Visit DDPerks.com for reward program terms and conditions. Participation may vary.

# Competitors Analysis



**STARBUCKS®**

## Strengths

- Personalized App
- Simple & Easy navigation
- Member only perks, offers and promotions
- Opportunities to earn extra points
- Tiered Point system
- First reward redemption starts at 25 star points
- Complimentary Birthday treat free drink/food item

## Weaknesses

- Star rewards expire for non Starbucks Reward Visa Card holders
- Point system value depends on how you pay (cash, card, app)
- 200 star points could equal \$200 or \$100 or \$67 spent
- Partnership with Starbucks Rewards Visa Card, forces customers to apply for a credit card if they want extra points



**DUNKIN'DONUTS®**

## Strengths

- Personalized App
- Easy to navigate App
- Monthly perks, discounts, and freebies
- Point system to keep customers coming
- Monetary gift cards
- Birthday free beverage

## Weaknesses

- 200 points = \$40 to get medium drink for an average of \$2.9 (not a strong incentive)
- Rigid reward system
- No tiered point system
- Expiration date of rewards too complicated to remember
- Not all purchases are qualified for reward points
- Partnership with Baskin-Robbins does not get loyal customers any benefits



# Competitors Analysis (Geographical Presence & Popularity)

To drive traffic to Peet's Coffee Brick-and-Mortar stores. We did competitor analyzes in central cities where Peet's Coffee has a massive number of stores, as shown in the graph.

## San Francisco Competitors



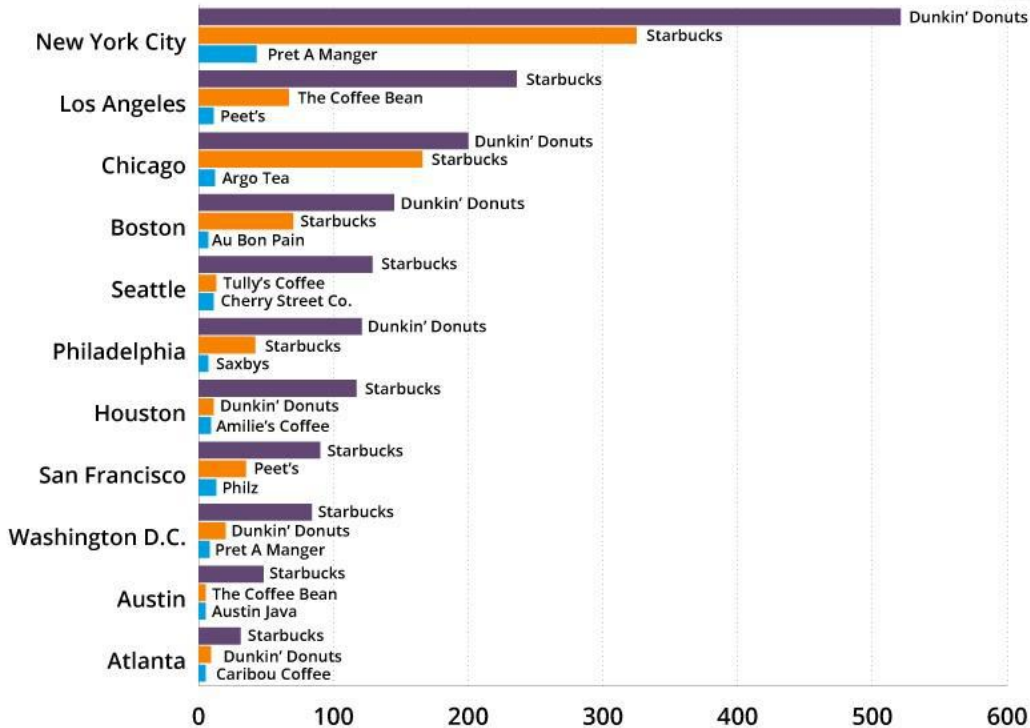
## Los Angeles Competitors



## New York Competitors







## The 3 Biggest Coffee Chains In 11 Major U.S. Cities



Visualization by Hoodline, Data from Yelp



# Competitors Analysis (Reward Program)

<b>Rewards</b>		 <b>STARBUCKS</b>		
Instant Reward when signing up	✓			✓
Tiered Point System				
Point System	✓	✓	✓	✓
App Download	✓	✓	✓	✓
Member-Only Discounts/ Offers	✓	✓	✓	✓
Order On-The-Go	✓	✓	✓	✓
Complimentary Birthday Reward	✓	✓	✓	✓
Partnership with Credit Card company for Extra Rewards		✓		
Members-only Menu	✓			
3x Points for 1lb of Beans	✓			
15 Points Earns you a free beverage	✓			

# Brand Positioning Chart



# **Appendix**

## **Channel Mix**

# **Appendix**

## **Ads Mockups**



## Objectives

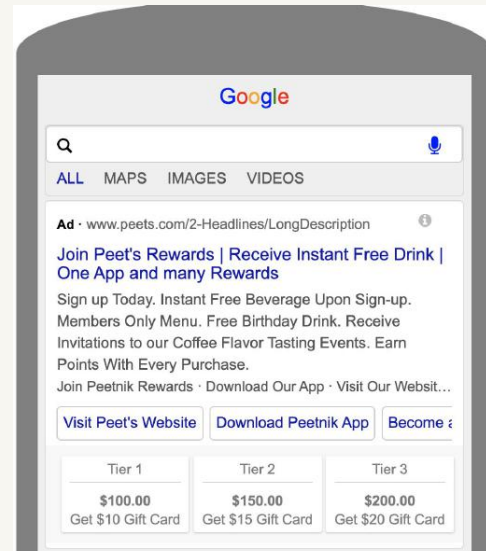
- Reach over 1.2M users on the Google platform during the first 90 days after launch
- Attain a ROAS,

## Tactics

- Identify relevant, high volume keywords used by target audiences for sponsored ads
- Search results will lead users to a landing page to sign up for Peet's loyalty program

## KPIs

Impressions    % Conversions    CPM    CPA



**Ad** · www.peets.com/2-Headlines/LongDescription ▾

### Join Peet's Rewards | Receive Instant Free Drink | One App and many Rewards

Sign up Today. Instant Free Beverage Upon Sign-up. Members Only Menu. Free Birthday Drink. Receive Invitations to our Coffee Flavor Tasting Events. Earn Points With Every Purchase.

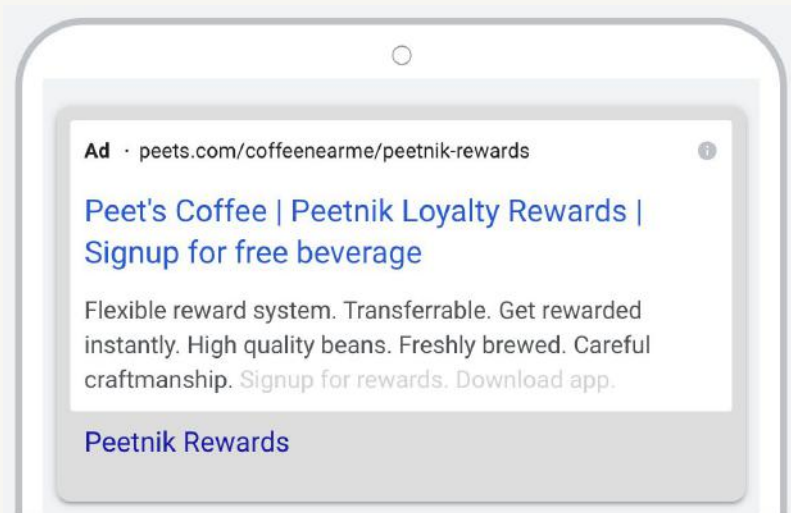
Join Peetnik Rewards · Download Our App · Visit Our Website · Become A Prime Member

<a href="#">Visit Peet's Website</a> Learn More About Loyalty Program Get 1 Point with every \$1 Spent	<a href="#">Download Peetnik App</a> Receive Offers & Promo. Get Notifications On Our Special Events
<a href="#">Become a Prime Member</a> For Only \$20/Month Receive Many Freebies, Gift Cards, & Points	<a href="#">Sign Up for Peetink</a> Receive Invitations for our Flavor Coffee Tasting Events and more

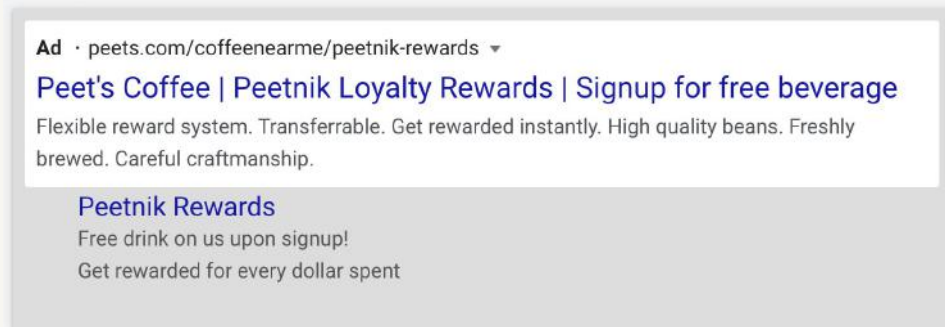
Tier 1	Tier 2	Tier 3
\$100.00 Get \$10 Gift Card	\$150.00 Get \$15 Gift Card	\$200.00 Get \$20 Gift Card

# Sample Ad # 1

## For Point Based/Tiers Enthusiasts - Ad A



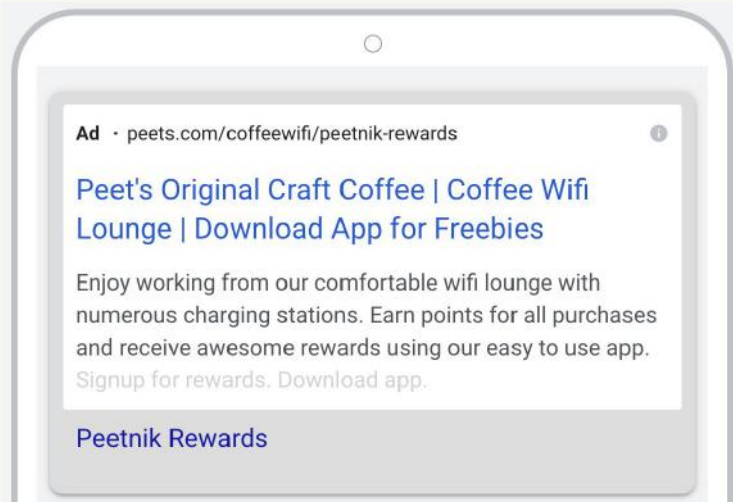
**Mobile Version**



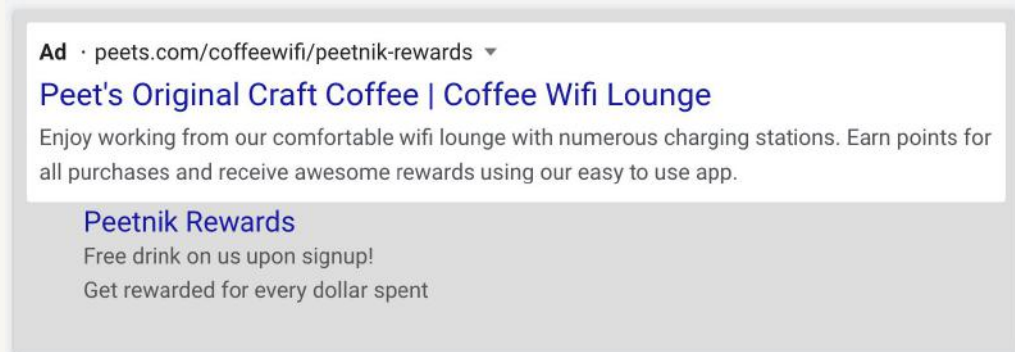
**Desktop Version**

# Sample Ad # 2

## For Point Based/Tiers Professionals- Ad A



**Mobile Version**

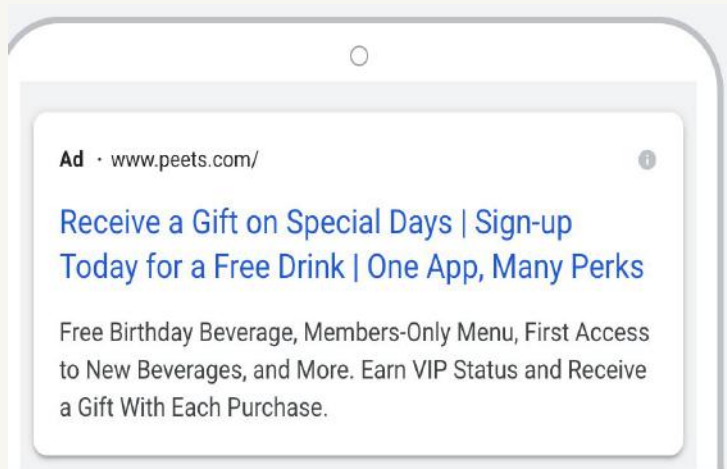


**Desktop Version**

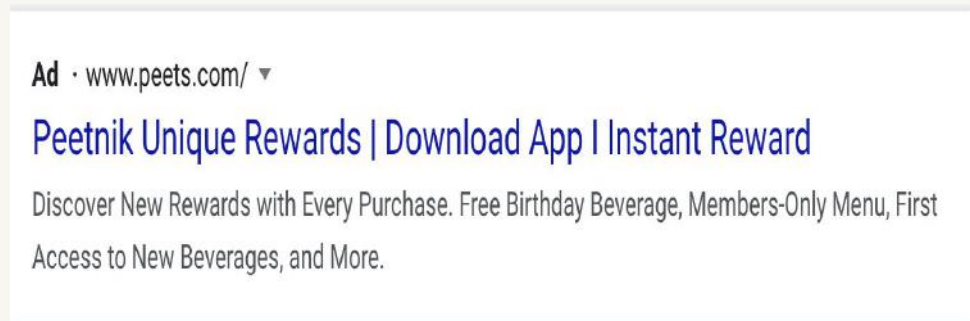
# Samples

---

## For Prime & VIP Enthusiasts - Ad A



**Mobile Version**



**Desktop Version**

---



# SAMPLE AD COPY 4

## PRIME & BUSINESS PROFESSIONALS

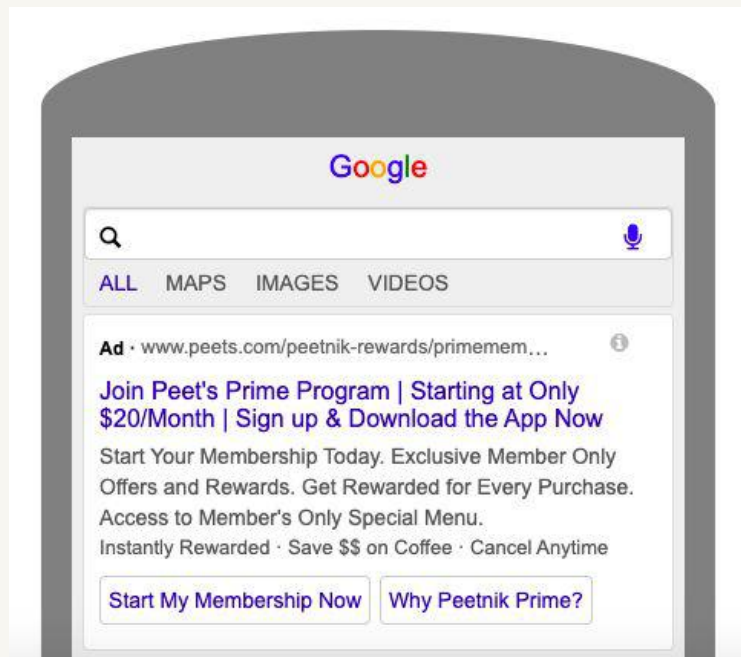
Ad · [www.peets.com/peetnik-rewards/primemembership](http://www.peets.com/peetnik-rewards/primemembership) ▾

**Join Peet's Prime Program | Starting at Only \$20/Month | Sign up & Download the App Now**

Start Your Membership Today. Exclusive Member Only Offers and Rewards. Get Rewarded for Every Purchase. Access to Member's Only Special Menu. Instantly Rewarded · Save \$\$ on Coffee · Cancel Anytime

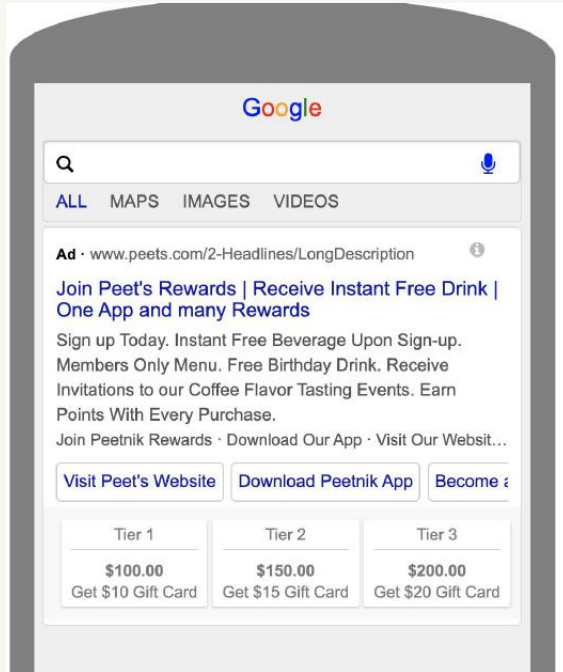
[Start My Membership Now](#)

[Why Peetnik Prime?](#)



# Sample Ad # 3

## For Prime Enthusiasts - Ad A



**Mobile Version**

**Ad** · [www.peets.com/2-Headlines/LongDescription](http://www.peets.com/2-Headlines/LongDescription) ▾

### Join Peet's Rewards | Receive Instant Free Drink | One App and many Rewards

Sign up Today. Instant Free Beverage Upon Sign-up. Members Only Menu. Free Birthday Drink. Receive Invitations to our Coffee Flavor Tasting Events. Earn Points With Every Purchase.

[Join Peetnik Rewards](#) · [Download Our App](#) · [Visit Our Website](#) · [Become A Prime Member](#)

**Visit Peet's Website**  
Learn More About Loyalty Program  
Get 1 Point with every \$1 Spent

**Become a Prime Member**  
For Only \$20/Month Receive Many  
Freebies, Gift Cards, & Points

**Download Peetnik App**  
Receive Offers & Promo. Get  
Notifications On Our Special Events

**Sign Up for Peetink**  
Receive Invitations for our Flavor  
Coffee Tasting Events and more

Tier 1	Tier 2	Tier 3
<b>\$100.00</b>	<b>\$150.00</b>	<b>\$200.00</b>
Get \$10 Gift Card	Get \$15 Gift Card	Get \$20 Gift Card

**Desktop Version**

# **Appendix**

## **Lead Scoring System**

# LEAD SCORING SYSTEM

User Behaviors	Points
Click on Campaign Ad	5
Visiting Landing Page	8
Download the App	10
Click on "Learn More"	8
Click on "Join Now"	8
Click on "Subscribe"	9
Click on "Location Finder"	10



Attributes	Points
Female	6
Male	4
Age: 18-34	7
Age: 35-54	7
Age: 55+	4
Not Married	8