

1stMILE Loyalty Reports

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Overview

This guide illustrates the features of the 1stMILE Loyalty Reports. It shows how to navigate to Loyalty Reports and explains the various data sets available in the reports.

Loyalty Reports Navigation

Start by clicking on the sidebar Loyalty Icon.





Click on the Loyalty Reports Chip

🕤 Loy	alty - 1stMILE Dashboard × +		~ -
\leftrightarrow \rightarrow	C adashboard.1stmile.com/loyalty/b5889e8f-b621-b355	-e053-8d0912acca1d/member/lookup?program=5002	< @ ☆ □ ≗ :
≡		1stMILE *Test & Tire	•
*	Loyalty Settings Active 10 Active Location Members	ti.	
8	Loyalty Members		
		nber Lookup (Telephone, Email Address, Member Number) Q	
			0



The Loyalty Reports page loads and displays analytics about the Loyalty program.





Enrollments

A graph displaying enrollment information is displayed near the top of the screen. The total number of Enrollments represents how many total users have enrolled into this program. The period represents how many users have enrolled during the currently selected period. Click on the timing filters to change the period.

			a T)		
		1stMILE *Test 8	& Tire		
Loyalty Settings	Members	Reports			
Active	10	-1			
Status	Active Location Members				
Enrollments	<	01/01/2022-12/31/2022 >	1W 1M 3M <u>1Y</u>	Outstanding Points	Activity Feed
	Total	This Period		0	2023-02-16 Re
	10	8		© 0% Month	2023-02-15 Rec
5	💭 0% YoY	🚺 700% Year			ID: 614945662812 1
4					2023-02-15 Re ID: 614945662812
3					2023-01-18 ID: 434852074706 5
2					2022-12-22 Rev
1					ID: 937035288953
10000 00000					
1/2022 2/2022	3/2022 4/2022 5/2022	6/2022 7/2022 8/2022 9/2022	10/2022 11/2022 12/2022		ID: 937035288953 1,0
1/2022 2/2022	3/2022 4/2022 5/2022	6/2022 7/2022 8/2022 9/2022	10/2022 11/2022 12/2022 Enrollments		ID: 937035288953 1,0 2022-05-11 ID: 501128527052
Accrual & Redemption	3/2022 4/2022 5/2022	6/2022 7/2022 8/2022 9/2022 06/01/2023 - 06/30/2023 >	10/2022 11/2022 12/2022 Enrollments 1W 1M 3M 1Y	Tier Breakdown	ID: 937035288953 1,0 2022-05-11 ID: 501128527052
Accrual & Redemption	3/2022 4/2022 5/2022	6/2022 7/2022 8/2022 9/2022 06/01/2023 - 06/30/2023 > Accrual	10/2022 11/2022 12/2022 Enrollments 1W <u>1M</u> 3M 1Y	Tier Breakdown	ID: 937035288953 1,0 2022.0511 ID: 501128527052 Tier Name 0 1,2
Accrual & Redemption	3/2022 4/2022 5/2022 Redemption	6/2022 7/2022 8/2022 9/2022 06/01/2023 - 06/30/2023 > Accrual 0 0 10 Marm	10/2022 11/2022 12/2022 Enrollments 1W <u>1M</u> 3M 1Y	Tier Breakdown	ID: 937035288953 1,0 20236511 ID: 50112527765 Tier Name 0 1,2 Members Tota
Accrual & Redemption	3/2022 4/2022 5/2022 Redemption 0 ♥ % Month	6/022 7/202 8/2022 9/2022 66/01/2023 - 66/30/2023 > Accrual 0 0 % Month	10/2022 11/2022 Enrollments	Tier Breakdown	D: 937035288953 1,0 20236511 ID: 50112527052 Tier Name 0 1,2 Standard 13 0,0 Ter Name Mambers Tos
1.0 220022	3/2022 4/2022 5/2022	6/2022 7/2022 8/2022 9/2022 06/01/2023 - 06/30/2023 > Accrual 0 0 % Month	10/2022 11/2022 Enrollments 1W <u>1M</u> 3M 1Y	Tier Breakdown	D: 937035288953 1,0 20236511 JP: 611125527052 Tier Name Members Tota Standard 13 1,0 Tier Name Members Tota
1.0 220022	3/2022 4/2022 5/2022	6/2022 7/2022 8/2022 9/2022 06/01/2023 - Accrual 0 0% Month	10/2022 11/2022 Enrollments 1W 1 <u>M</u> 3M 1Y	Tier Breakdown	D: 937035288953 1,0 20204511 JP: K11125527052 Tier Name Members Tota Standard 13 1,0 Tier Name Members Tota
1.0 0.9 0.8 0.7	3/2022 4/2022 5/2022	6/2022 7/2022 8/2022 9/2022 06/01/2023 > Accrual 0 € 0% Month	10/2022 11/2022 Enrollments 1W 1 <u>M</u> 3M 1Y	Tier Breakdown	D: 937035288953 1,0 20204511 JP: Kn1125527052 Tier Name Members Tota Standard 13 1,0 Tier Name Members Tota
1022 22022 Accrual & Redemption 10 0.9 0.8 0.7 0.6 0.5 0.5	3/2022 4/2022 5/2022	6/2022 7/2022 8/2022 9/2022 06/01/2023 - Accrual 0 0% Month	10/2022 11/2022 Enrollments 1W 1 <u>M</u> 3M 1Y	Tier Breakdown	D: 937035288953 1,0 20236511 JP: Kn1125527052 Tier Name Members Tota Standard 13 1,0 Tier Name Members Tota
10.022 22022 Accrual & Redemption 10 0.9 0.8 0.7 0.6 0.5 0.4	3/2022 4/2022 5/2022 ≪ Redemption ♥ ♥ 0% Month	6/2022 7/2022 8/2022 9/2022 06/01/2023 - Accrual 0 0% Month	10/2022 11/2022 Enrollments 1W 1 <u>M</u> 3M 1Y	Tier Breakdown	D: 937035288953 1,0 20236511 JP: 611125927052 Tier Name 0 1,2 Standard 13 1,0 Tier Name Mambers Tota
1.0.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.	3/2022 4/2022 5/2022 ≪ Redemption ♥ ♥ 0% Monm	6/012 7/202 8/2022 9/2022 06/01/2023 • 06/30/2023 • Accrual 0 0 0 0% Month	10/2022 11/2022 Enrollments 1W 1M 3M 1Y	Tier Breakdown	D: 937035288953 1,0 2022631 In: Sn119857765 Ter Name 0 122 Members Tex Standard 13 1,02 Ter Name Members Tex
112022 22022 Accruel & Redemption 1.0 1.0 0.9 0.8 0.7 0.6 0.5 0.4 0.3 0.2 0.2	3/2022 4/2022 5/2022 ≪ Redemption ♥ ♥ 0% Month	6/2022 7/2022 8/2022 9/2022 06/01/2023 - 06/30/2023 - Accrual 0 0 0% Month	10/2022 11/2022 12/2022 Enrollments 1W 1M 3M 1Y	Tier Breakdown Member Breakdown	D: 937035288953 1,0 20226311 D: FN119557765 Ter Name 0 122 Members Teta Standard B: 1 20 Ter Name Members Teta
1/2022 2/2022 Accrual & Redemption	3/2022 4/2022 5/2022 ≪ Redemption ♥ ♥ 0% Month	6/2022 7/2022 8/2022 9/2022 06/01/2023 - 06/30/2023 > Accrual 0 0 0's Month	10/2022 11/2022 12/2022 Enrollments 1W 1M 3M 1Y	Tier Breakdown Member Breakdown	D: 93703528953 1,0 202051 D: F. F. 117957765 Ter Name 0 122 Members Total Standard 13 102 Ter Name Members Total



Click on the left and right arrows to navigate different time periods.





Accrual & Redemption

A graph displaying Accrual and Redemption information is located undeath the enrollments. The total number of points redeemed in this time period is shown as well as the total amount of points accrued. The time period can be changed using the filters near the top right side of the graph. Below the graph, the average amount of accruals and redemptions is displayed. The highest transaction and the user it belongs to is displayed underneath the graph.

<u> </u>	dashboard.1stn	nile.com/loyal	lty/b5889e8f	-b621-b355-i	e053-8d0912acca	d/reports						Q @ ☆	
						1stMI	LE *Test	& Tire					
Loyalty	Active Status	Members Active L	10 .ocation Meml	Repo	orts III								
0.4												ID: 434852074706	5 Re
0.2												ID: 937035288953	
0	06/01/2023 - 06/04/202	3 06/05	5/2023 - 06/11/2	023 06	/12/2023 - 06/18/2023	06/19	/2023 - 06/25/2	023 (06/26/2023 - 0	6/30/2023		2022-12-22 ID: 937035288953	1,0
									I	Enrollments		2022-05-11	
900												TerName Mem	ibers Tota
200	_										Member Breakdown	۲.	2
100				_									
0	1/2022 2/2022	3/2022	4/2022	5/2022	6/2022 7/2022	8/2022	9/2022	10/2022	11/2022	12/2022 Accrued		Total Points Avg. Total Multiplier	:
Avera	age				7.8					127.8		Members	
	est Transaction				13					1,000		Percent	(
High												Avg. Earned	2
High													



Use the left or right arrows to navigate the current time period.





Outstanding Points

A graph of the outstanding points represents the total number of points across all users that have been accrued and not yet redeemed.

	1stMILE *Test &	「ire	
Loyalty Settings Active Status	Members 10 Active Location Members		
Enrollments	< 01/01/2022 - 12/31/2022 > Total This Period 10 8 ● 0% YoY ● 700% Year	1W 1M 3M <u>1V</u> Outstanding Points Activ O O O O Month 0225 0 € Month 025 0 € O Month 025 0 € O O O O O O O O O O O O O O O O O O O	ity Feed 20216 Reden 14945662812 44 20215 Reden 14945662812 100 20215 Reden 14945662812 5 01/18 A 3/34852074706 500 1327 Better
1 1/2022 2/2022	3/2022 4/2022 5/2022 6/2022 7/2022 8/2022 9/2022	0/2022 11/2022 12/2022 Enrollments UP 10: 02022 UP 10: 02	I37035288953 1 12.22 A 137035288953 1,000 05.11 A 01.128527052 12
1,000 900 800 700 600	39 1,917 ● 0% Year ● 0% Year		Standard 13 1,028 Ter Name Members Total Pr Ter Name 0 1,201 Ter Name Kembers Total Pr Members Total Pr



Expiring Points

The expiring points represent the amount of points program wide that will expire in that time.



Points Expiring	
Next 7 Days	
Next 30 Days	60
Next 90 Days	180
Next 365 Days	730



Activity Feed

The Activity Feed displays transaction information, showing recent accruals, redemptions and enrollments. The date, account number, points and transaction type are displayed for each transaction.

		1stMILE *Test	& Tire		
Loyalty Settings Active Status	Members Reports 10 Active Location Members	ıl.			
Errollments	< 01/0 Total 0 0 0 vov	/2022 - 12/31/2022 ► This Period 8 © 700% Visar	1W 1M 3M <u>1Y</u>	Outstanding Points O O O North O North	Activity Feed 2023-02-10 1D: 6 14945662812 2023-02-15 1D: 6 14945662812 2023-02-15 1D: 6 14945662812 2023-01-18
2 1 0 1/2022 2/2022	3/2022 4/2022 5/2022 6/	2022 7/2022 8/2022 9/2022	10/2022 11/2022 12/2022 Enrollments		D: 434552074706 2022-12-22 D: 937035288953 2022-12-22 ID: 937035288953 2022-12-22 ID: 937035288953 2022-05-11 D: 501192872052
Accrual & Redemption	< 01/0' Redemption 39 © 0%. Year	/2022 - 12/31/2022 > Accrual 1,917 © 0% Year	1W 1M 3M <u>1Y</u>	Tier Breakdown	Standard 13 Tier Name Members Tier Name 0 Members
800 700 600 500 400 300					



Tier Breakdown

The Tier Breakdown shows the current Loyalty tiers, the current number of members in each tier and how many total points belong to each Tier.

				1stMILE *Tes	t & Tire				
Loyalty Settings Active Status	Members 10 Active Location	0 on Members	, Ilı						
						Enrollments		2022-05-11 JD: 501129527052	
Accrual & Redemption		< 0 Padamotion	1/01/2022 - 12/31/2022 >			1W 1M 3M <u>1Y</u>	Tier Breakdown		
		39	1.9	17				Standard 13 Tier Name Members	1 5 1
4 000		O% Year	🖨 0% Yea					Turking 0	
900								Members	1
800									
700									
600									
500									
300									
200							Member Breakdown	<	R
100									
0 1/2022 2/20	72 3/2022	4/2022 5/2022	6/2022 7/2022	8/2022 9/2022	10/2022	11/2022 12/2022		Total Points	
1 10 10 10 10 10 10 10 10 10 10 10 10 10	in other	-Long - Contract	Redeemed	O'LOLL O'LOLL	1012022	Accrued		Avg. Total Multiplier	
A			7.0			107.0		Members	
Average			7.8			127.8			
Highest Transaction			13			1,000		Percent	
-								Avg. Earned	
Top Mombara			Dev Tester			NATHAN HAUSER		Avg Redeemed	



Member Breakdown

The Member Breakdown shows each member type. Statistics are shown for each member type including the total accrued points, average multiplier, number of members, percentage, and average earned points.





Use the Arrows to switch between member types.





Chain Loyalty Reports

Perspective Selector

The perspective selector is used to view a single location within the chain program. Select a Location to filter data from that shop.

			1stMile *Test &	Tire Chain						T
Perspective 1stMILE *Test & Tire Loyalty Program	Loyalty Settings Active Status	Members 7 Active Location Members	Reports							
₹		Total Enrollment ↓ 1 ♀ =∿ Manth	\backslash		Total Accrual 4			Total Rede 0 © 0% Month	mption Is	
1stMILE *Test & Tire Program 26002	26002 Program ID	Enrollments			< 01/01/2023 - 1 Total	2/31/2023 > This Period				1W 1M 3M ;
1STMILE *TEST & TIRE - BELLEVUE Redmond, WA	MPY22	0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4
1STMILE * TEST & TIRE - KIRKLAND Reduced, WA	MPV11	1STMILE *TEST & TIRE - KIRKLAND								
1STMILE *TEST & TIRE - REDMOND	MPQTV									
		1STMILE "TEST & TIRE - REDMOND								
		1STMILE *TEST & TIRE - BELLEVUE								
		0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4. Enroliments
		Average								1
		Highest Amount								3
		Top Location							1STMILE *TEST & TIRE	E - BELLEVUE
		Accrual & Redemption			< 01/01/2023 - 1	2/31/2023 >				1W 1M @ .



Once a location has been selected, Loyalty Reports looks like a single location. Click back on the Program to display all the locations data again.





Total Enrollments, Accrual and Redemptions

Clicking on Total Enrollments will enlarge the graph.





Use the filters on the right to display different time periods.





Use the left or right arrows to navigate the time period.





Similarly, you can enlarge the Total Accrual and Total redemption graphs. They have similar functionality and can filter the graph by time period and change the date with left and right arrows.





Enrollments

The Chain Loyalty Enrollment table displays each location's data horizontally. Hovering over the bar graph displays a tool tip. Beneath the graph data pertaining to the Average, Highest Amount and Top location are displayed.

					1stMile *Test &	Tire Chain				
Perspect	tive MILE *Test & T Loyalty Program	ire Act sta	ive us	Members 7 Active Location Members	Reports					
<u>,</u> = 1	stMILE *Test & Tire	Total Enro 1 ⊚ =∿ Mor	llment 😽	\land		Total Accrual 4+ 0 © 0% Month			Total Redemption 4+ 0 @ 0% Month	\land
En	rollments				< 01/01/20 Total 7	123-12/31/2023 > This Period 7				1W 1M 3
	0		0.5	1.0	1.5	2.0	2.5	3.0	3.5	
1	STMILE *TEST & TIRE - KIRKLAND									
11	STMILE *TEST & TIRE - REDMOND									
1	STMILE "TEST & TIRE - BELLEVUE									
	0		0.5	1.0	1.5	2.0	2.5	3.0	3.5	Enrollme
	Average									
	Highest Amount									
	Top Location								1STMILE *TEST	& TIRE - BELLEV



The enrollment graph can be filtered by location when the user has a location selected in the perspective selector.





Accrual & Redemptions

The Chain Loyalty Accrual and redemptions displays information about the chain programs accruals and redemptions. Hovering over the bar graph displays a tool tip and beneath the graph statistics about the average, highest transaction and top members is displayed.





The Accrual & Redemption graph can be filtered by location when the user has a location selected in the perspective selector.

