

# MONTHLY REWARDS RECAP

DECEMBER 2022 REDEMPTION TRENDS AND INSIGHTS IN ENGAGING REWARDS

## Top Redeemers - Dollars November 2022



1. Apple® AirPods Pro®
2. Apple® 10.2" iPad® WiFi 64GB
3. Apple® 10.2" iPad® WiFi 256GB
4. Apple® AirPods® (3rd generation)
5. Apple® 13" MacBook Air® with M2 Chip

## Top Redeemers - Units November 2022



1. Apple® AirPods Pro®
2. Bally Handheld Comfort Grip Massager
3. Sonnet 4 x 30 Binoculars
4. Cuisinart® Stainless Steel Mixing Bowls
5. Hamilton Beach® 3-Cup Food Chopper

## Biggest Movers Since Last Report



1. Apple® AirPods Pro®
2. Yeti® Tundra® 45 Hard Cooler
3. Apple® 10.2" iPad® WiFi 64GB
4. Apple® 10.2" iPad® WiFi 256GB
5. Bally Handheld Comfort Grip Massager

## NEW THIS MONTH!



Bowers & Wilkins  
Px8 Noise Canceling  
Headphones



LUX & NYX  
Large Origami  
Tote



HoMedics®  
drift Meditative  
Sand Table



Solo New York  
Re:Treat  
Carry-On



Amazon  
Fire 7 Kids  
16GB Tablet



Apple®  
Watch® Series 8  
GPS

## Rewards News!

### What the Heart Wants

Here's something to ponder ... *Valentine's Day is the third largest spending holiday of the year.*

Christmas and Thanksgiving understandably rank first and second. But according to the National Federation of Retailers, Americans spent almost \$24 billion for Valentine's Day in 2022. About two-thirds of men and 60% of women give gifts for Valentine's Day. People who purchase gifts for Valentine's Day will spend between \$175 and \$210.

With the holidays in full swing, it's hard to think ahead to Valentine's Day. Don't make that mistake. Start planning on promoting your award offerings as Valentine's gifts right after the new year. Encourage your participants to start browsing now. Promote traditional gifts such as jewelry and watches, along with some non-traditional items like electronics. Do a countdown to February 14th and be sure to provide a deadline for ordering to ensure delivery in time for the holiday. Help them use their points to show their Valentine just how much they mean.

**The Takeaway: Valentine's Day gifts can mean huge redemptions. Plan to get your share of this huge gifting holiday.**

## Featured Promo! Bake Some Fun

Redeem  
Today and  
Bake Up  
Some Fun

