



SAMPLE REPORTS



ItsLoyalty.com

1-800-653-3345





List of Loyalty Customers

ItsLoyalty™ lets users manage their loyalty customers database, sort your database by name, amount spent at your store(s), number of visits, last visit, date of registration or customer location. You will be able to export your customer database to an Excel or Word format to do direct mailing activities such as: thank-you notes, special promotions or simply congratulate your customer for any special occasion (anniversary, birthday.)

The screenshot shows the ItsLoyalty.com web application. At the top, there are links for 'Related Websites: ItsLoyalty.com, ItsRealTime.com, Success Systems, Inc.'. Below this is a navigation menu with 'Main Page', 'Loyalty Program', 'Store Solution', and 'Contact Us'. A sidebar on the left contains links for 'Loyalty Customers', 'Coupons', 'Rules', 'Demographics', and 'Customer Analysis'. The main content area displays 'IT'S LOYALTY™' and 'Your Loyalty Customers' table.

Detail	ID	Name	City	Total Spending	Visits	Last Visit	Member Since
Select	69	Ahuja, Sunny	Stamford	19	15	May 19 2006	Mar 3 2006
Select	67	Behan, Keith	Stamford	54	30	May 10 2006	Mar 2 2006
Select	87	Behan, Keith	Stamford	6	5	May 31 2006	May 21 2006
Select	73	Bogen, Karen	Darien	53	28	May 31 2006	Mar 9 2006
Select	83	BREDEN, TONI	DARIEN	1	1	May 1 2006	Mar 23 2006
Select	91	Dechappe, Helene	Stamford	76	20	May 31 2006	Mar 23 2006
Select	78	Devault, Todd	Stamford	78	29	May 30 2006	Mar 14 2006
Select	68	Geraghty, Pamela	Stamford	70	44	May 31 2006	Mar 2 2006
Select	86	Kavalich, Michael	Monroe	15	8	May 31 2006	May 18 2006
Select	70	Lee, Duncan	Stamford	81	35	May 31 2006	Mar 3 2006
Select	74	Lee, Shirley	Stamford	193	35	May 31 2006	Mar 11 2006
Select	80	Lenoyk, George	Stamford	13	13	May 18 2006	Mar 18 2006

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Loyalty Program Performance

ItsLoyalty™ lets users manage their loyalty program performance in real time. Users can check how many customers have signed on to the program, how many customers are currently active, how many cards are currently been used, how many coupons the store has issued and the quantity of coupons redeemed by store. Store operators can generate reports and customized graphs by date range, hours (beginning and ending), store, transaction type and period. Users are also able to modify their graph style by clicking on the **Editing Button**.

Editing Window

Date Range	<input type="text" value="This Year To Date"/>	Bar Style	<input type="text" value="Bar"/>
Begin Hour	<input type="text" value="1 AM"/>	Bar Color	<input type="text" value="Light Orange"/>
End Hour	<input type="text" value="Midnight"/>	Labels Format	<input type="text" value="Value"/>
Store	<input type="text" value="LoyaltyDemo"/>	<input checked="" type="checkbox"/> Show data labels	
Transaction Type	<input type="text" value="New Signups"/>	<input checked="" type="checkbox"/> Different colors	
Period	<input type="text" value="Month"/>	<input checked="" type="checkbox"/> Lights	
		<input checked="" type="checkbox"/> Use Origin 0	



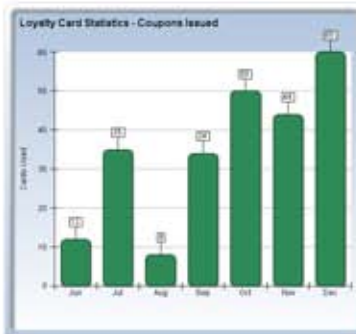
Edit graph information by using the following parameters:

- Data range
- Store
- Transaction type
- Hours
- Period (X-axis)
- Chart type

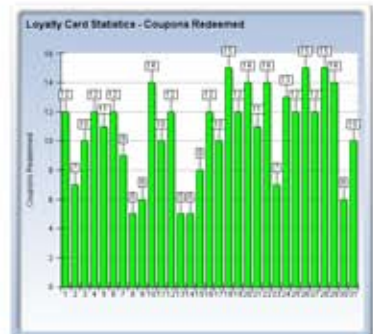
Flexible graph formatting that let users obtain charts by editing store(s) data parameters:



Last Year's Cards Used



Last Year's Coupons Issued



Last Month Coupons Redeemed



Loyalty vs Non-Loyalty Activity

Store operators can compare customers activities by type of customer. User will be able to analyze loyalty and non-loyalty customer spending and visits in real time. This is an excellent tool to determine customer behavior, market basket, customer spending, and measure and manage store marketing investment. Store owners can create instant promotions to drive customer traffic during a store's slow day or hour.

Editing Window

Date Range	<input type="text" value="This Year To Date"/>	Bar Style	<input type="text" value="Bar"/>
Begin Hour	<input type="text" value="1 AM"/>	Bar Color	<input type="text" value="Color (Custom)"/>
End Hour	<input type="text" value="Midnight"/>	Labels Format	<input type="text" value="Value"/>
Store	<input type="text" value="LoyaltyDemo"/>	<input checked="" type="checkbox"/> Show data labels	
Transaction Type	<input type="text" value="Receipts Count"/>	<input checked="" type="checkbox"/> Different colors	
	<input type="text" value="Receipts Count"/>	<input checked="" type="checkbox"/> Lights	
	<input type="text" value="Receipts Dollars"/>	<input type="checkbox"/> Use Origin 0	
	<input type="text" value="Average Receipts Dollars"/>		

Edit graph information by using the following parameters:

- Date range
- Store
- Transaction type
- Hours
- Chart type



Flexible graph formatting that let users obtain charts by editing store data parameters:



Number of Receipts per Customer Type This Year To Date



Total Sales (\$) per Customer Type This Year to Date



Loyalty Customer Mapping

ItsLoyalty™ enables convenience stores to visually analyze and effectively communicate their business information through powerful mapping tool. This section will enable users to instantly see sales trends and performance by geography. This is a great tool to design and make marketing activities more efficient by visually targeting the store(s) most relevant loyalty customers.

Loyalty Customer Map

The screenshot displays a Google Map interface with several red location pins. A callout box for a customer named Duncan Lee is open, showing the address 455 Hope Street, Stamford, and a spending amount of \$79. The map includes a yellow highlighted route and various street names such as Middlesex Rd, Glen Ave, and Courtland Ave. Navigation controls and map style options (Map, Satellite, Hybrid) are visible at the top of the map area.

ItsLoyalty.com



Loyalty Customer Detail

Review your customer's spending in detail. With **ItsLoyalty™**, store operators are able to identify their most valuable customers by reviewing customer profile, number of visits, spending habits, number of item transactions, coupon issues and coupons redeemed. Moreover, **ItsLoyalty** lets users review historic item transactions and coupons per customer receipt.

Spending Summary by Customer

Spending Summary				
Total Spent	Number Of Visits	Smallest Purchase	Largest Purchase	Average Purchase
228.90	44	1.00	43.58	5.18

This is a great tool to identify your most valuable customer:

- Biggest spenders
- Most frequent customers

List of Receipts by Customer

Select	Receipt Type	Date	Time	Coupon ID	Cash Value	Rule ID	Amount
Select	2.10	6/22/2006	7:04:14 AM				1308
Select	2.10	6/21/2006	6:57:21 AM				1296
Select	6.40	6/16/2006	7:08:39 AM				1282
Select	2.10	6/15/2006	6:08:30 AM				1271
Select	3.80	6/12/2006	7:32:53 AM	45700000445	0		1254
Select	3.80	6/9/2006	7:08:19 AM				1241
Select	2.80	6/7/2006	6:51:30 AM				1229
Select	4.35	6/6/2006	6:21:38 AM				1223
Select	2.10	6/5/2006	6:58:26 AM				1217
Select	7.57	6/2/2006	6:31:57 AM				1206
Select	2.88	5/31/2006	7:01:38 AM	45700000439	0		1192
Select	4.85	5/30/2006	6:28:38 AM				1179
Select	2.10	5/26/2006	6:57:00 AM				1166
Select	2.80	5/24/2006	6:43:44 AM				1157
Select	2.35	5/23/2006	7:00:19 AM				1146
Select	1.80	5/22/2006	6:04:35 AM				1133
Select	2.10	5/8/2006	7:08:57 AM	45700000420	0		1090
Select	3.80	5/4/2006	6:21:19 AM				1040
Select	2.10	5/3/2006	7:08:54 AM				1041
Select	2.10	5/1/2006	7:25:52 AM				1021
Select	6.92	4/26/2006	7:21:22 AM				1009
Select	4.35	4/21/2006	7:18:23 AM				1002
Select	4.35	4/20/2006	7:34:01 AM	45700000406	0		981
Select	2.10	4/20/2006	7:22:32 AM				979
Select	3.80	4/20/2006	7:20:22 AM				962
Select	2.10	4/19/2006	7:10:43 AM				954
Select	2.10	4/18/2006	7:14:42 AM				949
Select	2.10	4/17/2006	6:56:49 AM				937
Select	4.10	4/13/2006	7:21:00 AM	45700000394	0		929
Select	43.88	4/12/2006	9:20:19 AM				920
Select	4.10	4/10/2006	6:20:26 AM				896
Select	1.80	4/1/2006	12:35:38 AM				854
Select	6.43	3/31/2006	6:19:01 AM	45700000371	0		829

Detail per Receipt

Transaction Detail For #987

Transaction ID: 987	Cashier Number: 002	Store Number: AB123
Time: 4/25/2006 8:29:00 AM	Drawer Number: 01	Store ID: 1
Register Number: 0001	Transaction Number: 16621	Subtotal: 0
Void:	Transaction Type:	Amount:
Register Date:	Qty Description:	Customer Name:
Tax: 0	Total: 4.35	Change:

Transaction Items

Description	Quantity	Price
Aquafina 1 Lt	1	1.50
COFFEE	1	1.10
Paper	1	0.50
Paper	1	6.50
Paper	1	6.75

Coupons Generated

CouponID	Rule	Cash Value	Expires On	Date Redeemed
45700000406	'Coffee Club' Rule, buy X (Param1) Units of Coffee		Dec 31 2006	

Coupons Outstanding

Detail	StoreRuleID	Description	ExpirationDate	Number Outstanding
Select	1	'Coffee Club' Rule, buy X (Param1) Units of Coffee	12/31/2006 12:00:00 AM	49
Select	8	'Coffee Club' Rule, buy X (Param1) Units of Coffee	12/31/2006 12:00:00 AM	126
Select	9	'New Customer/Signup Bonus'	12/31/2006 12:00:00 AM	22

Keep track of store outstanding coupons, redeemed coupons and expired coupons by:

- Store promotion (rule)
- Issue date
- Expiration date
- Customer name
- Number of coupons



Store Loyalty Profits

Store operators review and measure loyalty program activities in real time. Users will be able to analyze loyalty and non-loyalty customer spending and profitability up to the second. This is an excellent tool to measure and manage marketing investment, create new promotions, monitor return on investment and optimized resources.

Editing Window

Date Range	<input type="button" value="This Year To Date"/>	Bar Style	<input type="button" value="Bar"/>
Begin Hour	<input type="button" value="1 AM"/>	Bar Color	<input type="button" value="Color (Crimson)"/>
End Hour	<input type="button" value="Midnight"/>	Labels Format	<input type="button" value="Value"/>
Store	<input type="button" value="LoyaltyDemo"/>	<input type="checkbox"/> Show data labels	
Transaction Type	<input type="button" value="Standard"/>	<input type="checkbox"/> Different colors	
Period	<input type="button" value="Month"/>	<input checked="" type="checkbox"/> Lights	
Gross Margin on Loyalty Purchases	<input type="button" value="33 %"/>	<input checked="" type="checkbox"/> Use Origin	<input type="text" value="0"/>



Edit graph information by using the following parameters:

- Date range
- Store
- Transaction type
- Hours
- Store gross margin
- Chart type

Flexible graph formatting that lets users obtain charts by editing store data parameters:



Monthly Store Profits (\$) This Year To Date



Last Month Weekly Store Profits (\$)