

NEW!

Analytics Agent

On-demand member scoring and intelligence, guided by AI, complete with explanations and activation strategies.



Membership ▾

Promotions ▾

Insights ▾

Program ▾

Data ▾

Users ▾



Member Scoring & Intelligence



Welcome. I'm your analytics agent, here to guide you through configuring various member scores. Get started by picking a score or ask me a question.

Recency

Frequency

Monetary Value

Profitability

Offer Engagement

CLV

Churn Probability

Price Sensitivity

Purchase Intent

Redemption Intent

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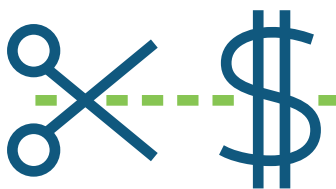


Helps Loyalty Marketers:



Elevate Member Engagement

Instantly create member scores to fuel personalization



Cut Analyst Costs

Built-in, no-code scoring replaces costly models and consultants



Insights in Seconds, Not Weeks

No more analyst queues, create and activate scores in minutes



Empower Marketers

Democratize loyalty analytics



Outsmart the Competition

Smarter loyalty decisions, guided by AI



Turn Scores into Sales

Activate scores across campaigns and journeys instantly

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01

Select


Tap into a rich library of member scores – from behavioral to predictive.

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Help ▾ John Snow ▾

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02

Configure

Agent-guided score creation, tuned for your business. Learn, explore, and personalize every step of the way.

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Member Scoring & Intelligence

Create a recency score.

Please let me know which grouping method you'd like to proceed with for your recency score, or I can suggest one based on your business.

QuartilesDecilesPercentilesCustom Buckets

Please suggest one.

Given the unique shape of your customer data, I recommend using custom buckets.

This approach accounts for your data distribution — including upper and lower thresholds and measures like mean, median, and mode. Should I proceed?

Yes.

Based on the provided data, here's a proposed set of custom buckets using a Fibonacci-inspired approach:

1. Active - Top of Mind (0–7 days, 221,544 members):
These members are actively engaged, making them ideal candidates for immediate or weekly marketing efforts.

2. Engaged - Monthly Mavens (8–30 days, 877,890 members):
These members consistently show activity within a month, making them great targets for monthly promotions or newsletters.

3. At Risk - Drift Alert (31–90 days, 1,334,445 members):
Members in this category might be drifting away; re-engagement strategies can help retain their interest.

4. Inactive - Distant Stars (91–365+ days, 3,871,123 members):
Less engaged members who can benefit from win-back promotions or special offers to reignite their participation in the program.

These buckets ensure a balance between detailed recent engagement and broader, less frequent interactions, helping you tailor marketing strategies effectively. Would you like to proceed with these buckets?

Proceed to CountsChange Scoring ApproachNew Member Score

Please visualize the data.

Here are the segments in a graph.

Segment	Count
(0-7 days) Active Top of Mind	221,544K
(8-30 days) Engaged Monthly Mavens	877,890K
(31-90 days) At Risk Drift Alert	1,334,445M
(91-365+ days) Inactive Distant Stars	3,871,123M

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03

Take Action

Backed by years of loyalty expertise, the AI agent helps you turn scores into strategy – instantly.

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Give me 3 offer tactic that will help reengage the inactive segment.

Certainly, here are selected offer tactics tailored for reactivating your "Inactive - Distant Stars":

Welcome Back Bonus: Instantly grant 500 bonus points for any purchase made within 7 days.
Rationale: Creates urgency and provides an immediate incentive to reignite shopping habits.

Personal Redemption Reminder: Highlight unused points and rewards ready for redemption.
Rationale: Reminds members of existing benefits and drives action through a sense of missing out.

Tier Upgrade Teaser: Temporary upgrade to an elite tier for a limited time with benefits visible for reactivation.
Rationale: Offers a glimpse of extended benefits to motivate re-engagement through exclusive insights.

These targeted strategies aim to stimulate action by encouraging immediate and personalized interactions with member accounts, rekindling their interest and engagement.

Ready to Save Score

Explain Scoring Calculation

Provide Marketing Ideas

I'm ready to save this Member Score.


Successfully saved. You can now access your score (RECENCY_07222205).

Type your message...

Send

Cancel

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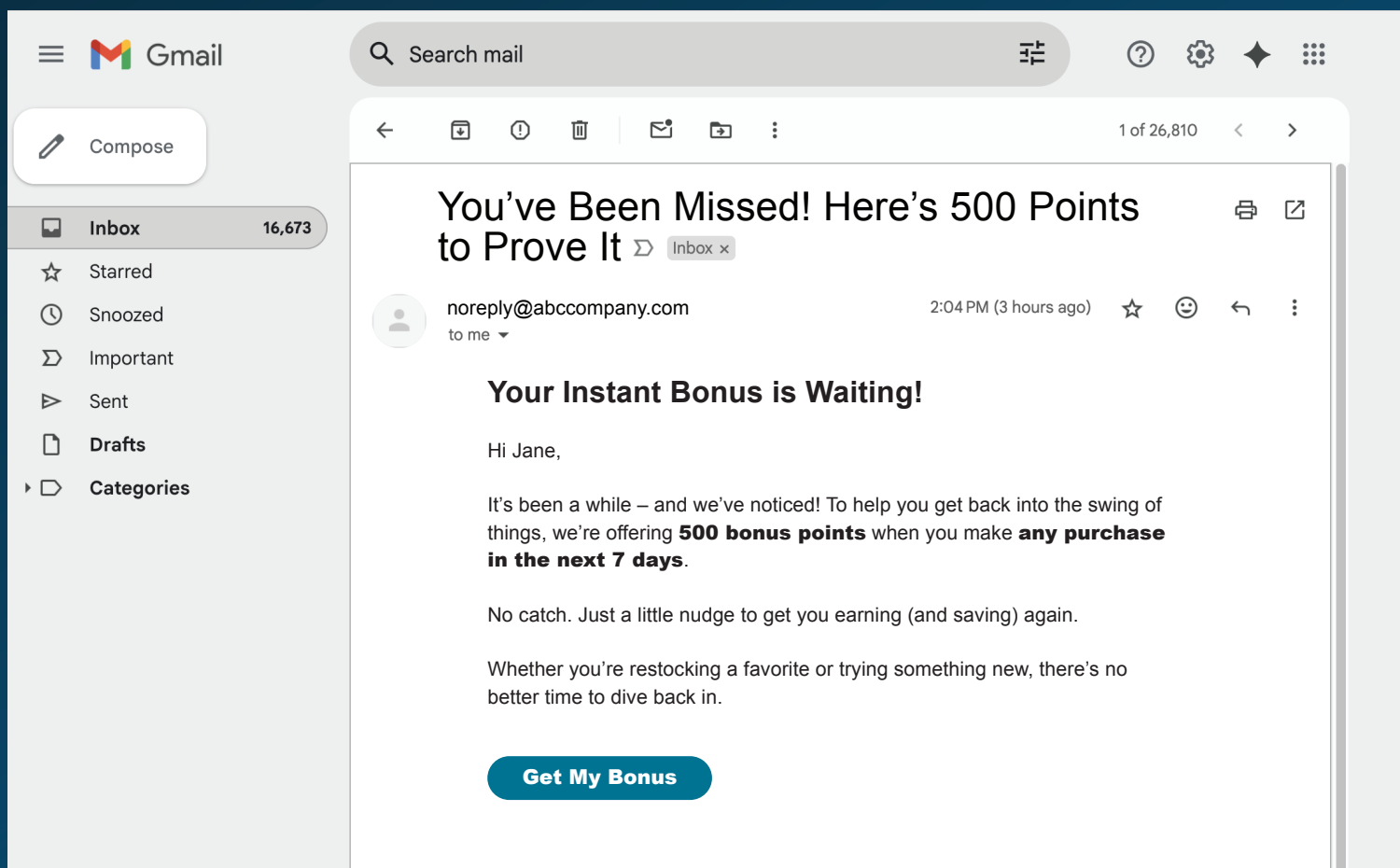
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Welcome Back Offer Email



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