



Small Business

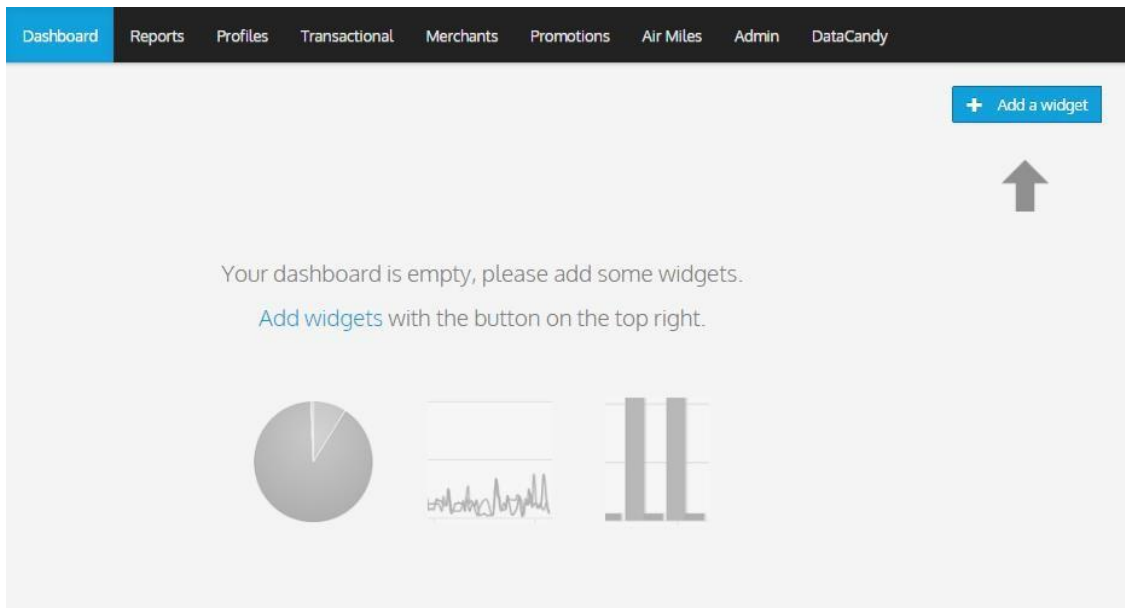
DataCandy Gift Card and Loyalty Program

Dashboards and Reports



Dashboards

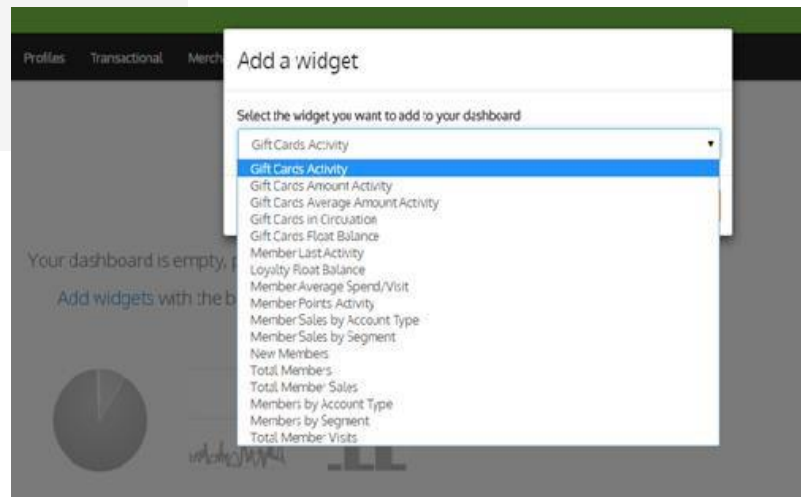
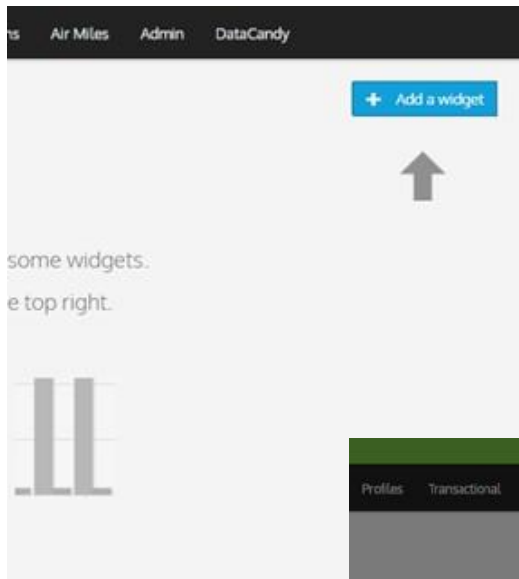
- You can configure the dashboard by yourself based on what is important for you.
- The data shown on the dashboard is based on the data accessible with your access rights.
- The first time you login the system, the dashboard will be empty. You will need to add widgets



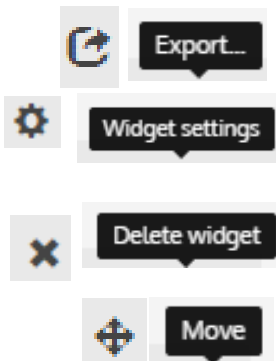
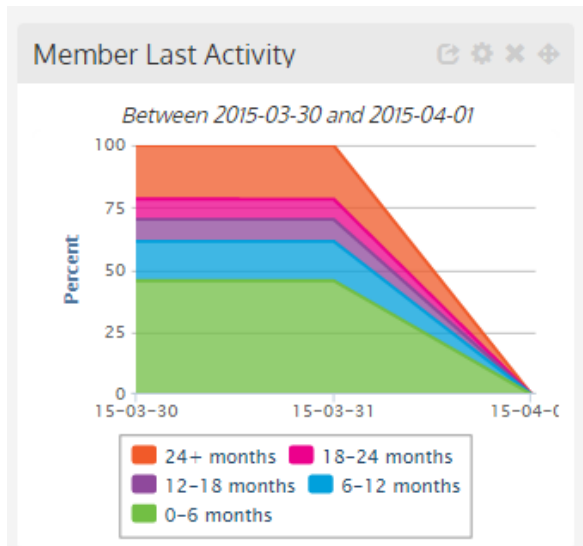
Dashboards

Adding a widgets is very easy.

- You click on the Add Widgets button and can see the available widgets list.
- The gift widgets are listed first followed by the loyalty widgets
- You will see only the widgets that relate to your program



Dashboards



Controls available on Widgets:

- **Export:** To a file (png format)
- **Settings:** Change the date, graphic type and widget title
- **Delete:** Delete the widget
- **Move:** Move the widget on the page

DataCandy for Small Business

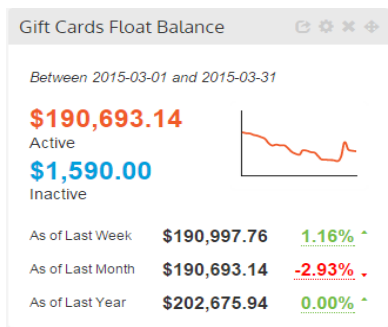
Widgets Gift Card and Loyalty



Widgets – Gift Card

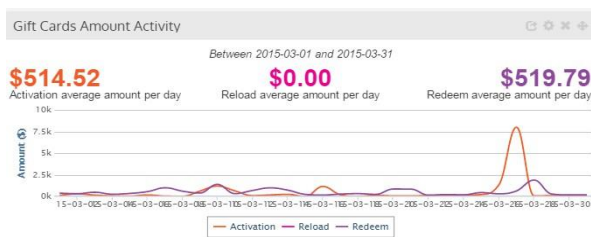
Gift Card Float Balance

- Shows the balance of the active and inactive cards based on selected dates
- You can see where you were at the previous week, month and year;



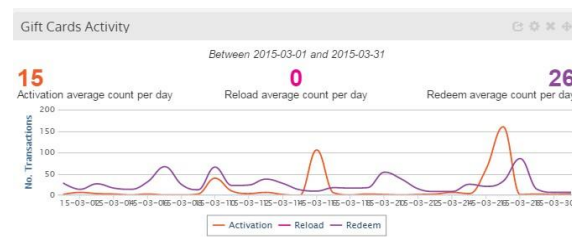
Gift Card Amount Activity

- Shows the value of the activation, reload and redemption activities of active cards per day



Gift Card Activity

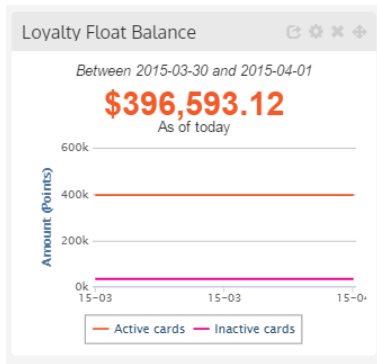
- Shows the activation, reload and redemption transaction count on active cards per day



Widgets – Loyalty

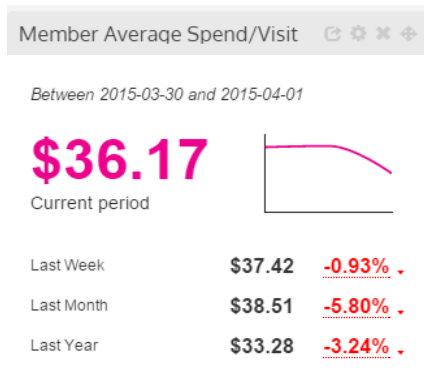
Loyalty Float Balance

- Shows the points in circulation on active and inactive loyalty cards



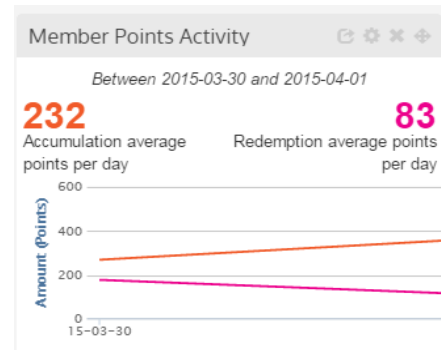
Member Average Spend

- Shows the value of the member's spend based on selected dates
- You can see where you were at the previous week, month and year;



Member Point Activity

- Show the average accumulation and the average redemption of points per day based on selected dates



Widgets – Loyalty

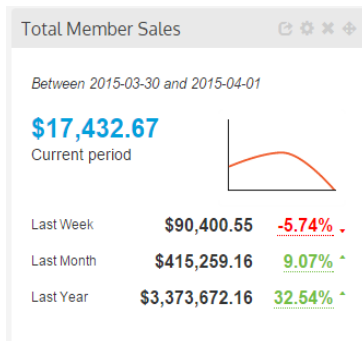
Total Members

- Shows the total number of members that you have in your program to date
- You can see where you were at the previous week, month and year;



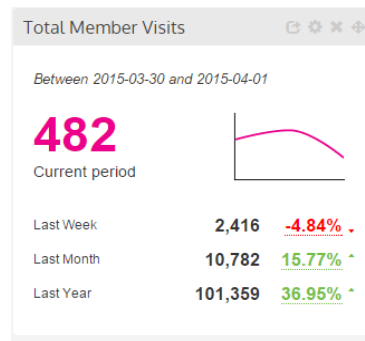
Total Member Sales

- Shows the total value of the sales associated with your members based on selected dates
- You can see where you were at the previous week, month and year;



Total Member Visits

- Shows the total number of member' visits that you have based on selected dates.
- You can see where you were at the previous week, month and year;



DataCandy for Small Business

Reports Gift Card and Loyalty

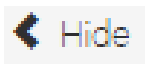


Reports

Depending on the report, you can modify:

- The title of the report
- The criteria such as grouping by date, merchant and account type
- Modify the dates or grouping period
- Select the merchants or account types

You can hide or show the reports criteria:

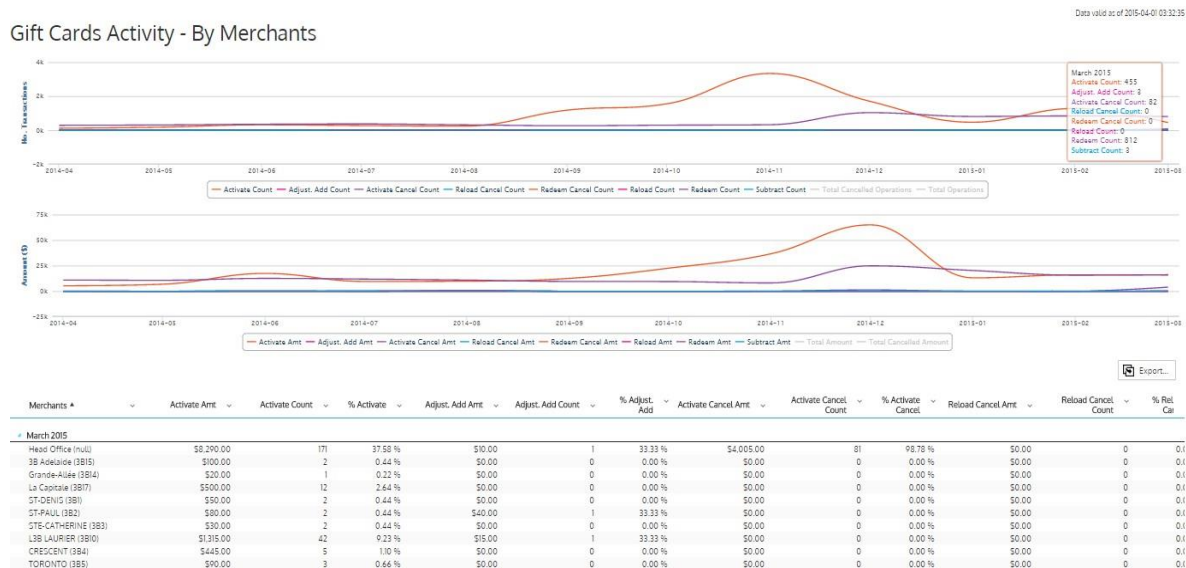
A screenshot of a report configuration interface. At the top, there is a "Report Title" field with the text "Loyalty KPIs - By Account Type" and a "Hide" button. Below this is a "Criteria" section. Under "Group By", there are two buttons: "Date" and "Account Type". The "Date" button is selected. Below "Date", there is a "Start Date" field with the value "2014-04-01" and a calendar icon. Below that is an "End Date" field with the value "2015-03-31" and a calendar icon. Under "Group By Period", there are four buttons: "Year", "Month", "Week", and "Day". The "Month" button is selected. Below this, there is a section for "Account Types" with a "1/1" indicator and the text "All account types selected". There is a "+ Choose Account Types..." button. At the bottom, there are three blue buttons: "Refresh", "Save & Refresh", and "Make a copy".

Reports – Gift Card Activity

Provides detail by merchant or by period of all activity on the gift cards.

- amount, % and transactions count of **gift cards activated** by period, by merchant, etc.
- amount, % and transactions count of **gift cards redeemed** by period, by merchant, etc.

Gift Cards Activity - By Merchants



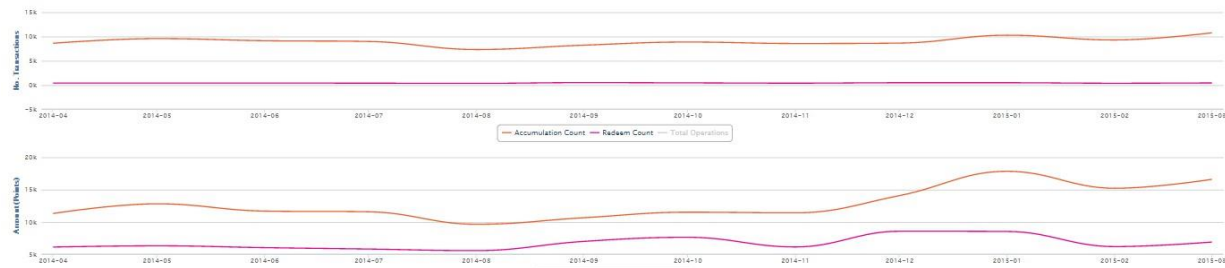
Reports – Loyalty Activity

Provides detail by merchant or by period of all activity on the loyalty cards.

- amount, % and transaction count of **points accumulations** by period or by merchant, etc.
- amount, % and transaction count of **points redemptions** by period or by merchant, etc.

Loyalty Activity - By Merchant

Data valid as of 2015-04-01 03:32:35



Merchants *	Accumulation Points	Accumulation Count	% Accumulation	Redeem Points	Redeem Count	% Redeem	Total Operations
# March 2015							
Head Office (H01)	3,700.00	740	6.56 %	0.00	0	0.00 %	740
3B Adelaide (3B15)	264.10	179	1.66 %	71.48	6	1.28 %	185
Grande-Allée (3B14)	327.30	297	2.75 %	145.97	12	2.56 %	309
La Capitale (3B17)	592.35	455	4.22 %	461.30	23	4.90 %	478
ST-DENIS (3B1)	534.53	462	4.28 %	600.65	44	9.38 %	506
ST-PAUL (3B2)	458.08	372	3.45 %	210.74	14	2.99 %	386
STE-CATHERINE (3B3)	2,458.52	2,112	19.59 %	1,187.01	93	19.83 %	2,205
13B LAURIER (3B10)	1,025.10	945	8.76 %	482.91	39	8.33 %	984
CRESCENT (3B4)	690.93	541	5.03 %	331.41	28	5.97 %	569
TORONTO (3B5)	242.29	189	1.75 %	126.71	8	1.71 %	197
LAVAL (3B7)	1,083.26	733	6.80 %	557.85	31	6.61 %	764
Brossard (3B6)	1,278.17	878	8.14 %	684.73	44	9.38 %	922
ANCIU (3B8)	1,402.99	947	8.78 %	1,048.37	56	11.94 %	1,003
Kilmer (3B12)	342.29	249	2.31 %	81.39	10	2.13 %	259
SPARKS (3B11)	573.36	580	5.38 %	239.52	15	3.20 %	595
OAKVILLE (3B12)	476.18	295	2.74 %	223.34	16	3.41 %	311
Pointe-Claire (3B13)	1,114.42	866	7.96 %	1,087.99	56	11.94 %	922

Have Questions?

Contact our DataCandy support team.

support@datacandy.com

1-877-630-0478