

ACQUISITION

CLV Impact:
CRITICAL

Getting as many members as possible into the program is critical. Program levers are unable to be used to influence CLV if members are not in the program.

ACTIVATION

CLV Impact:
MODERATE

Members who activate see a meaningful percentage uplift in CLV, but it's a smaller absolute than the uplift from other behaviors; however, members must first activate before completing the next behavior.

RETURN

CLV Impact:
HIGH

Return drives a very large percentage increase in CLV and meaningful absolute increase. Members that come back at least once are much more likely to keep coming back.

REDEMPTION

CLV Impact:
VERY HIGH

First redemption drives a very large absolute uplift in CLV, often in the hundreds of dollars. Redemption is an investment in the customer rather than a cost.

SCORECARD TEMPLATE

KYROS

KPI	YOUR CURRENT	PRIOR YEAR	DIRECTION	WHAT DROVE CHANGE?	INCREMENTAL VALUE CREATED FROM YOY CHANGE
URR					
Acquisition					
Activation					
Repeat					
Redemption					