



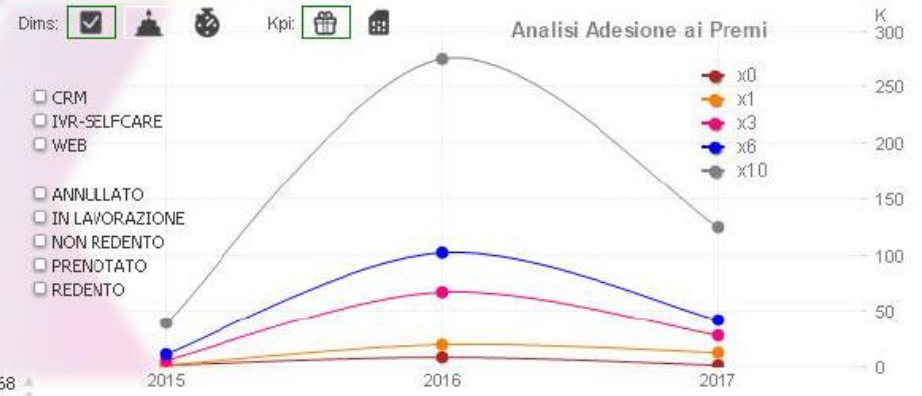
# Benvenuto in



Data di aggiornamento: mer 5 lug 2017

**(+0,3%)**  
**2.197.289**  
 2.190.186

**(+0,0%)**  
**739.903**  
 739.903



(data di confronto: 30/06/2017)

mag << >> lug

Top Clienti Redenti

8-GCKU584	23	PREMIO RICARICA PPV 15	111868
8-GDRVVEL	20	PREMIO EVENTO 4	108025
8-GL3L6WL	20	VISIONE GRATUITA 10...	68527

TOP Premi Red.

4,5%

Delta compare to: 30/06/2017

(+1,2%)

(+0,0%)

**x0**

72,6%

Clients Prenotati **97.899**

Premi redenti 9.997 1,4%

Avg MM Ag. 7,9

Cli redenti 10,2%

10,1%

Delta compare to: 30/06/2017

(+0,6%)

(+0,0%)

**x1**

68,8%

Clients di 3 Anni **222.152**

Premi redenti 34.296 4,6%

Avg Ageing 1,5

Cli redenti 15,4%

15,0%

Delta compare to: 30/06/2017

(+0,3%)

(+0,0%)

**x3**

65,7%

Clients > di 3 Anni **329.652**

Premi redenti 102.178 13,8%

Avg Ageing 4,1

Cli redenti 31,0%

22,3%

Delta compare to: 30/06/2017

(+0,2%)

(+0,0%)

**x6**

68,4%

Clients di 6 Anni **489.078**

Premi redenti 155.750 21,1%

Avg Ageing 7,3

Cli redenti 31,8%

48,2%

Delta compare to: 30/06/2017

(+0,2%)

(+0,0%)

**x10**

77,3%

Clients li 10 Anni **1.058.508**

Premi redenti 437.524 59,1%

Avg Ageing 13,7

Cli redenti 41,3%

benvenuto in **Consumer Engagement**

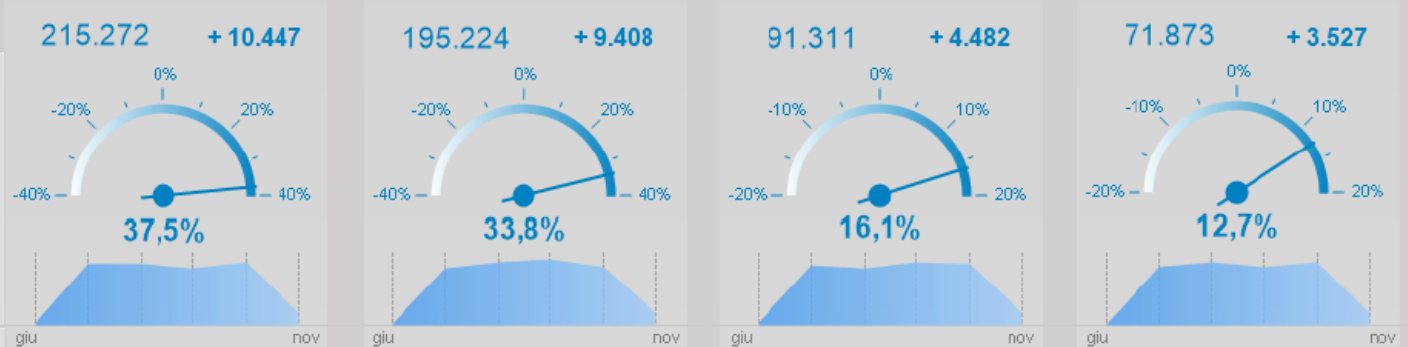
Welcome Clienti Coin Box Gamification Web Campagne C.Center

Cerca

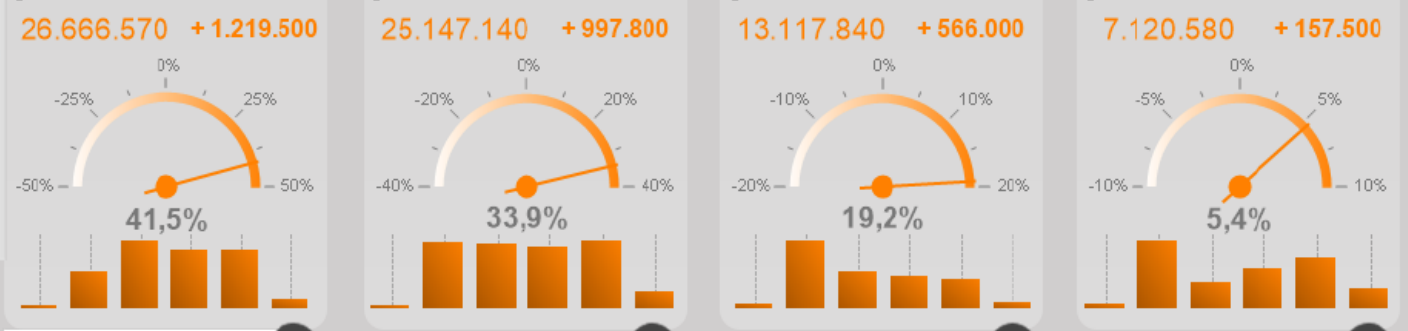
Seri Jakarta

Simulazione 30/06/2016 573.680 72.052.130

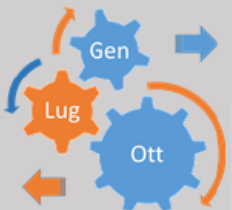
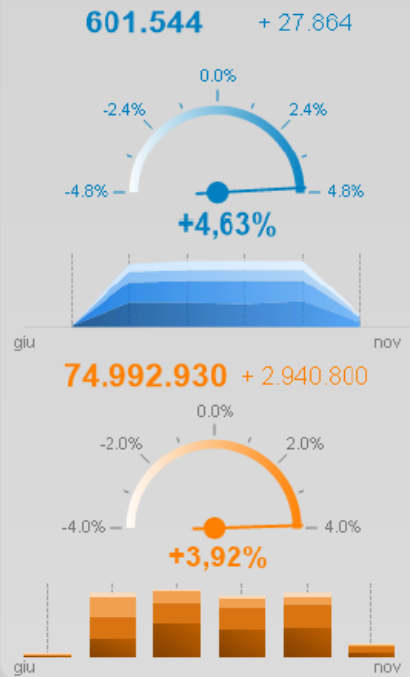
Clienti aderenti



Coins Erogati



Up to Date: 06/11/2016



Cluster Tiers 1

2

3

4

Tot. Coins Spesi	Coins accumulati	Page view	Totale Campagne	Web Users	Totale Clienti	Tot. Transazioni	Tot.Call inavse
74.992.930	1.110.105.573	560.106	174	13.260	601.544	4.647.129	48

Insite graph view layout

Selezioni Correnti: un Click attivare/disattivare...

THE LOYALTY Program benvenuto in The

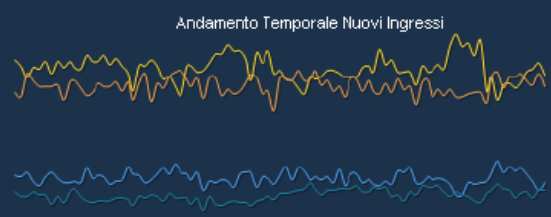
previews: Laptop theme: Yellow

Home Clienti Coins Box Gamification Web Social Campagne C. Center

Cerca

06/11/2016  
Ultima data di adesione

INGRESSO NUOVI CLIENTI



Totale Clienti  
**601.544**

Totale Coins  
**74.992.930**

Distribuzione Tiers

CONFRONTO  
31/10/2016

Clicca sulle frecce per simulare una "data di confronto periodo"

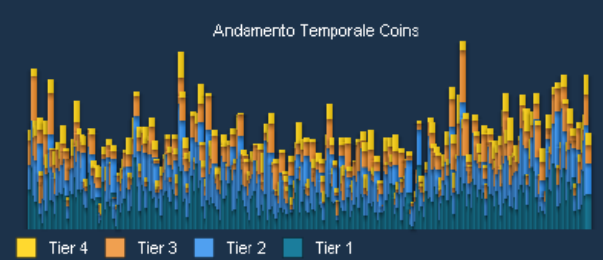
		Delta valori (#)		
1	225.231	+ 488	+ 50.200	27.835.870
2	204.207	+ 425	+ 59.900	26.085.040
3	95.576	+ 217	+ 19.800	13.664.040
4	75.234	+ 166	+ 15.000	7.263.080

Valori Totali

600.248	+ 1.296	+ 144.900	74.848.030
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ANALISI

COINS



Seri Jakarta

setting currency: Euro lingua: Italiano

Selezioni Correnti: un Click attivare/disattivare...

Tot. Coins Spesi	Coins accumulati	Page view	Total Like	Web Users	Totale Clienti	Totale Transaz.
74.992.930	1.110.105.573	560.106	17.167	13.260	601.544	4.647.129

Inste graph view layout

**GAMIFICATION**

Video Interaction Community Buy a Product Quiz for You

**On Demand**

**Utenti**  
625.685

**Like**  
155.801

**Comment**  
141.574

**Tot Video view**  
66.337

**Acq. Prodotti**  
51.833

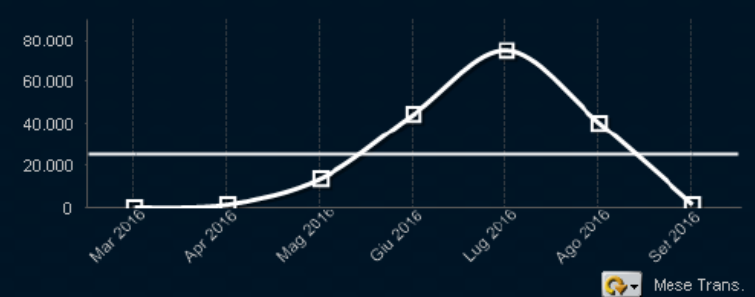
**Tot. Votazioni**  
43.331



Tipologia	Video	Commenti	Like	Avg Voto	View
Avventura		37.571	30.750	7	66.399
	Aldo giovanni e giacom	2.746	1.230	9	645
Azione	Attacco al Potere	3.876	2.460	5	4.852
	Indiana Jones	3.529	2.460	4	1.631
	L'Everest	2.793	3.690	7	5.118
	Mamma ho perso l'aereo	3.960	2.460	6	7.797



Video	Ultimi Commenti	User	Punti Ottenibili	Saldo Punti
10.000 A.C.	Beh, nulla da dire, con un cast d'eccezione come questo!	CLUB_1001002031	100	10.585
		CLUB_1001002048	100	10.586
	Belissimo... Video molto interessante e ben realizzato.	CLUB_1001002024	100	20.532
	Che noia, mi sono addormentato tre volte, di seguito poi...	CLUB_1001002035	100	3.056



**Live Streaming**

**Utenti**  
195.540

**Like**  
42.488

**Comment**  
19.865

**Tot Video view**  
15.135

**Acq. Prodotti**  
243

**Scosse**  
8.727

settings conversion

currency: Euro lingua: Italiano

Tot. Coins Spesi: 52.462.940

Coins accumulati: 768.578.812

Page view: 1.536.873

Total Like: 135.025

Web Users: 365.625

Selezioni Correnti: un Click attivare/Disattivare...

Paneli preview: Laptop Theme

**Custom mode**

Preview:  $\Delta\% \left[ \frac{\text{Current}}{\text{Previous}} - 1 \right]$  Benchmark [%]

**X Selection kpi for X AXIS**

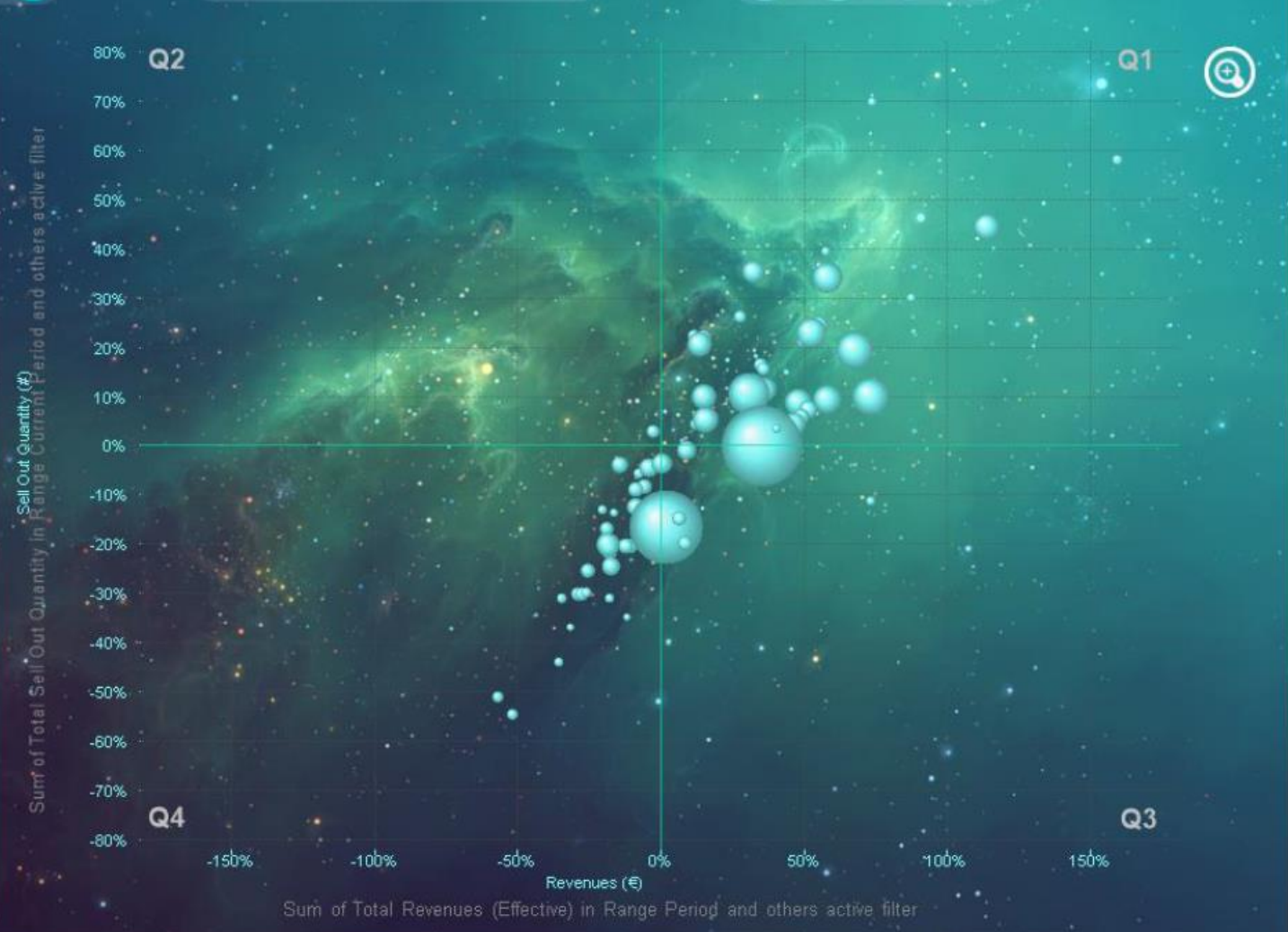
- Act Rev / Act Budget
- AOV (€)
- Budget (€)
- Conv. Rate
- Purchased (#)
- Purchased Avg Price (€)
- Purchased Value (€)
- Revenues (€)
- Rtl. Avg. Price (€)
- Sell In Avg Price (€)
- Sell In Qty (#)
- Sell In Value
- Sell Out Avg Price (€)
- Sell Out Quantity (#)
- Sell Through (%)
- Store (#)
- Tax Free (#)
- Tax Free (€)

**Y Selection kpi for Y AXIS**

- Act Rev / Act Budget
- AOV (€)
- Budget (€)
- Conv. Rate
- Purchased (#)
- Purchased Avg Price (€)
- Purchased Value (€)
- Revenues (€)
- Rtl. Avg. Price (€)
- Sell In Avg Price (€)
- Sell In Qty (#)
- Sell In Value
- Sell Out Avg Price (€)
- Sell Out Quantity (#)
- Sell Through (%)
- Store (#)
- Tax Free (#)
- Tax Free (€)

**● Selection kpi for Bubble size**

- AOV (€)
- Avg. Daily Walk-in
- Conv. Rate (%)
- Purchased Qty (#)
- Purchased Value (€)
- Revenues (€)
- Rtl. Avg. Price (€)
- Sell In Avg. Price (€)
- Sell Out Avg. Price (€)
- Sell Out Quantity (#)
- Store (#)
- Tax Free (#)
- Tax Free (€)
- Transaction (#)
- UPT (#)



back	Store (#)		+0,0%	Revenues (€)		22,8%	Sell Out Quantity (#)		-1,9%	Sell Out Quantity (#)		-1,9%	next
	67	67		7.433.273	6.052.545		14.090	14.358		14.090	14.358		
1/5	info line:											% #	

### Organico

	mag 2012	apr 2012	mag 2011
Totale Risorse	878	3.050	2.477
Assunti nel Mese	128	54	144
Cessati nel Mese	6	48	27
TurnOver	15,26%	3,34%	6,90%
Donne/Uomini	65,60%	68,00%	66,90%
Tempo Determinato	29,73%	11,31%	14,53%
PartTime	37	315	234
FTE	26.083,13	88.689,23	72.132,94

### Presenze

	mag 2012	apr 2012	mag 2011
Ore Ordinarie	85.909	385.598	321.021
Ore E151Straordinarie	2.034	10.852	10.152
Assenze Protette	33.854	114.014	62.347
Ore Ferie Permessi	15.217	10.004	14.654

### Costi

Valori espressi in K€

	mag 2012	apr 2012	mag 2011
Totale Costi	50.718	117.574	102.083
Totale RAL e oneri	47.446	112.800	97.044
Totale costi variabili	1.668	2.193	2.784
Totale altri costi	1	120	7