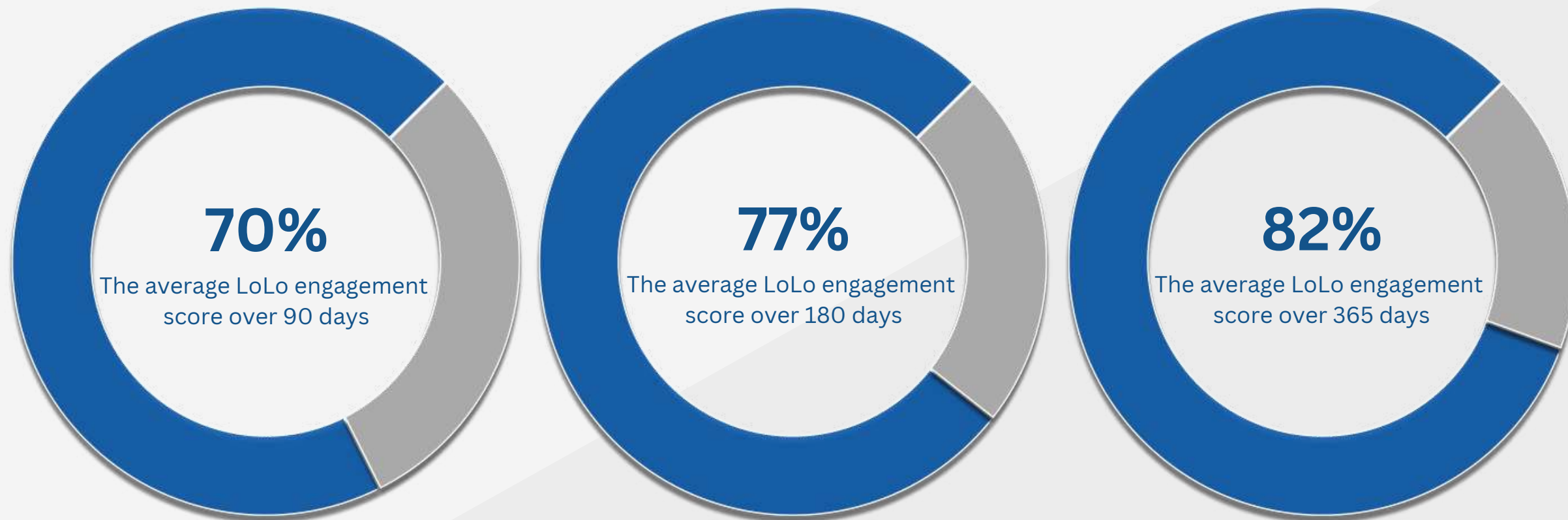


○○○○ Average Engagement Rates



- On average, we see engagement scores hover right around 70% with engagement scores increasing when measured over time.
- **Is your score lower than 70%?** This is a great time to look through your contacts and get in touch with recipients who aren't interacting with the campaigns.



ENGAGEMENT IS THE ULTIMATE GOAL

You want to be in that inbox to be seen, while providing value. If they redeem, that's just icing on the cake!

THE AVERAGE RECIPIENT...

Receives

12

gifts in a year.

That's up to

60

touchpoints*.

They interact with

6-10

of the gifts.

And Redeem

1

gift a year.

*Counting delivery of the gift by email, by text, two reminder emails and a redemption, per gift delivered.



**IT'S THE
THOUGHT
THAT COUNTS!**



Stay Top of Mind

LoLo puts you in recipient inboxes and texts in a consistent, meaningful way.

Engage With Your Sphere

Use LoLo campaigns as a great reason to call or write.

Measure Success

Remember, retention of existing relationships translates to more referrals and repeat business.