

## Credit Card Incentives – November 2013

Additional fields for Credit Card campaigns were released in November 2013. These fields provide greater insight into the quantifiable attributes of the incentives.

The previously captured Text, Unit, Type, and Value will remain captured.

All saved searches, PlanIT templates, Interactive Analysis views, and Email Alerts will continue to work seamlessly. You have the option to edit any of those and add these new fields.

New Incentive Field	Definition
<b>Minimum Spend</b>	The minimum spend required to earn the incentive.
<b>Maximum Spend</b>	The maximum spend for which the incentive will apply.
<b>Maximum Awarded</b>	The maximum amount of Incentive Value that can be earned.
<b>Window (Months)</b>	The number of months for which the incentive is valid.
<b>After First Purchase</b>	The incentive is awarded after the first purchase on the card.
<b>Category Limited</b>	The incentive is limited to a specific purchase group.
<b>Fixed Date</b>	The incentive is valid through a specified date.
<b>Accelerator Per</b>	The value of the accelerator being offered.
<b>Accelerator Type</b>	The unit describing the accelerator offered.
Multiple	The incentive is multiples above the normal rate.
Percentage	The incentive is a percentage of spend.

## Incentive Examples

### Earn 3% cash back on all purchases for the first 90 days.

Incentive Type	Accelerated Rewards
Incentive Value	3
Incentive Unit	Cash
Minimum Spend	
Maximum Spend	
Maximum Awarded	
Window (Months)	3
After First Purchase	
Category Limited	
Fixed Date	
Accelerator Per	
Accelerator Type	Percentage

### Get a 5% cash rebate on the first \$150 in monthly gas purchases for up to one year

Incentive Type	Accelerated Rewards
Incentive Value	5
Incentive Unit	Cash
Minimum Spend	
Maximum Spend	150
Maximum Awarded	
Window (Months)	12
After First Purchase	
Category Limited	Yes
Fixed Date	
Accelerator Per	
Accelerator Type	Percentage

### Earn 5x points for every \$1 spent, up to 2,500 additional points, on eligible holiday shopping purchases when using the card through December 31, 2012

Incentive Type	Accelerated Rewards
Incentive Value	5
Incentive Unit	Points
Minimum Spend	
Maximum Spend	
Maximum Awarded	2,500
Window (Months)	
After First Purchase	
Category Limited	
Fixed Date	Yes
Accelerator Per	1
Accelerator Type	Multiple

**Get 10,000 bonus miles when spending \$1,000 on purchases within the first three months**

Incentive Type	Bonus Rewards
Incentive Value	10,000
Incentive Unit	Miles
Minimum Spend	1,000
Maximum Spend	
Maximum Awarded	
Window (Months)	3
After First Purchase	
Category Limited	
Fixed Date	
Accelerator Per	
Accelerator Type	

**Get 15,000 reward points after the first purchase using the card**

Incentive Type	Bonus Rewards
Incentive Value	15,000
Incentive Unit	Points
Minimum Spend	
Maximum Spend	
Maximum Awarded	
Window (Months)	
After First Purchase	Yes
Category Limited	
Fixed Date	
Accelerator Per	
Accelerator Type	

**Receive a one-time \$100 cash reward bonus after making at least \$500 in retail purchases within 90 days of opening the account**

Incentive Type	Cash
Incentive Value	100
Incentive Unit	Cash
Minimum Spend	500
Maximum Spend	
Maximum Awarded	
Window (Months)	3
After First Purchase	
Category Limited	Yes
Fixed Date	
Accelerator Per	
Accelerator Type	