

## ▪ Earned Value

- Over 480 customers enrolled
- As of 7/7, CRM pieces: over 386M. BRM pieces: over 33M
- 2016 Credit release began – 7/11/16; now complete
- 2013 credits **expired** 8/15/16 – books **closed** as of 9/15

## ▪ Emerging & Advanced Technology

- Promotion **ended** 8/31/16
  - registered – 213
  - participants – 196
  - volume – 4.7B pieces
- No participants/registrations in A/B testing (2018 Workgroup planning)

## ▪ Tactile, Sensory & Interactive

- Promotion **ended** 8/31/16
  - registered – 228
  - participants – 164
  - volume – 1.5B pieces

## ▪ Personalized Color Transpromo

- Registration began May 15
- Promotion Period: **July 1** through December 31, 2016
- Through 10/24
  - registered – 160
  - participants – 52
  - volume – 552M pieces

## ▪ Mobile Shopping

- Registration began May 15
- Promotion Period: **July 1** – December 31, 2016
- Through 10/24
  - registered – 667
  - participants – 657
  - volume – 3.8B pieces