

toggle



**DATAHAWKS**

# WHAT IS TOGGLE?

TOGGLE'S ENGINEERED TO GIVE YOU MORE CHANCES TO SELL, WITH FEATURES THAT ALLOW YOU TO DO LOADS WITH PRE-LOADED CARDS. THIS INCLUDES TRADITIONAL GIFT CARD, EXPERIENCES AND, MORE.

WE'VE GOT FRIENDS IN USEFUL PLACES. TOGGLE LINKS UP WITH ALL KINDS OF SYSTEMS TO MAKE THINGS SLICKER FOR YOU AND YOUR GUESTS, INCLUDING EPOS SYSTEMS, ECOMMERCE, FEEDBACK AND REWARDS.

# DATA OVERVIEW



# WHAT DO YOU NEED TO KNOW BEFORE WE START?

- DATA FOR THIS PERIOD WAS CAPTURED BETWEEN SEPTEMBER 2021-JANUARY 2022
- WE TIDIED THE DATA, STRIPPING OUT ERRONEOUS FREQUENCY EXTREMES
- THE ANALYSIS LOOKED AT SALES AND REDEMPTIONS ONLY
- ACCORDING TO THE DATA, NO RECIPIENTS RETURNED AS PURCHASERS (BUT THIS MAY BE DUE TO THE WAY THE DATA HAS BEEN ANONYMISED)
- COUNT OF SALES/ REDEMPTIONS REFERS TO THE COUNT OF HOW MANY TIMES THIS OCCURRED IN THE DATA PERIOD (N)
- AMOUNT OF SALES/ REDEMPTIONS REFERS TO THE VALUE OF THESE SALES OR REDEMPTIONS (£)

**DATA IS A RECORD OF WHAT HAS BEEN CAPTURED OR RECORDED**

# DATA OVERVIEW

OVERVIEW

615k Total Rows

280k Unique  
Customers

110k Unique  
Purchasers

170k Unique  
Recipients

328k Unique Cards  
with Sales and/or  
Redemptions after  
de-dupe and tidy

**SALES**



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# SALES OVERVIEW

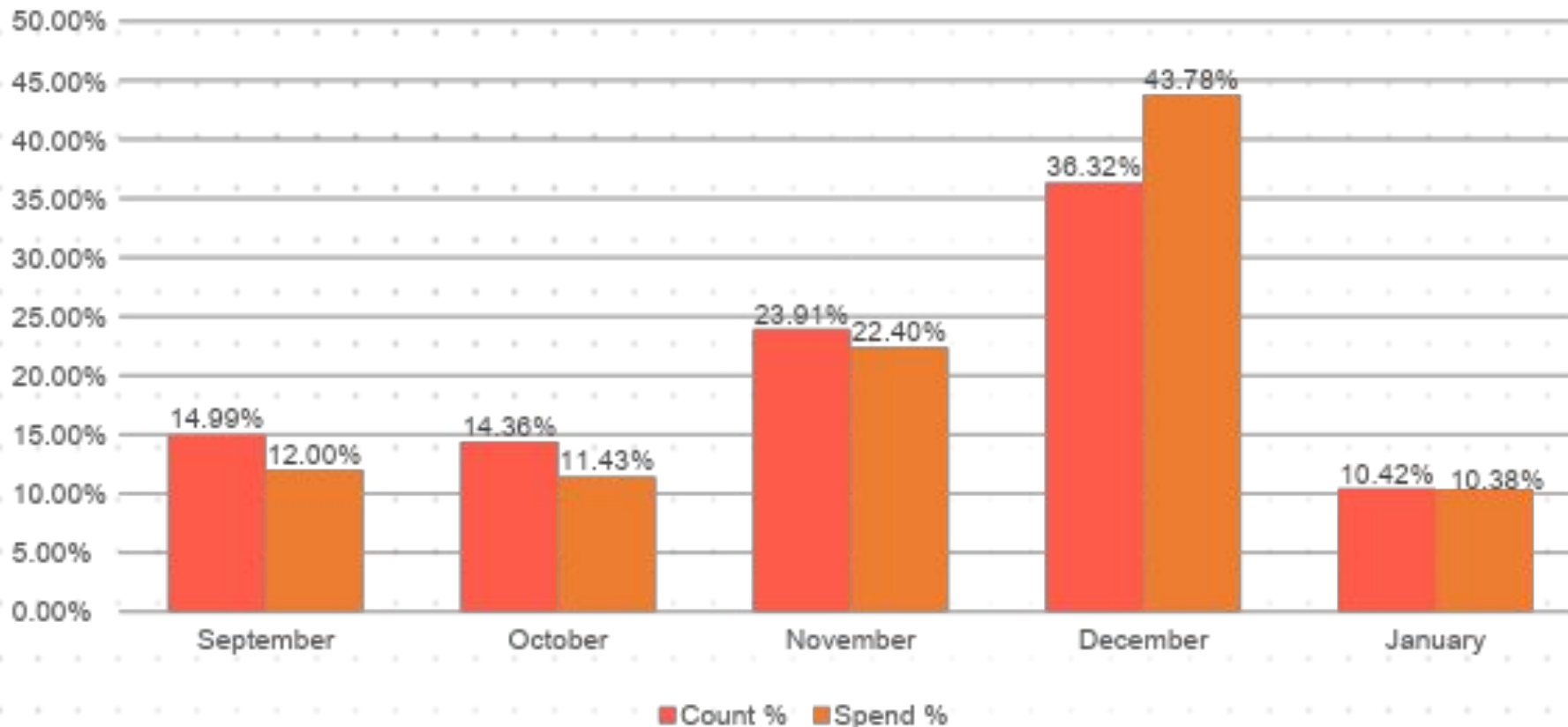
OVERVIEW

300.8k Sales (n)

£10.1m Sales (£)

£33.57 Average Sale

Sales Count and Amount % by Month



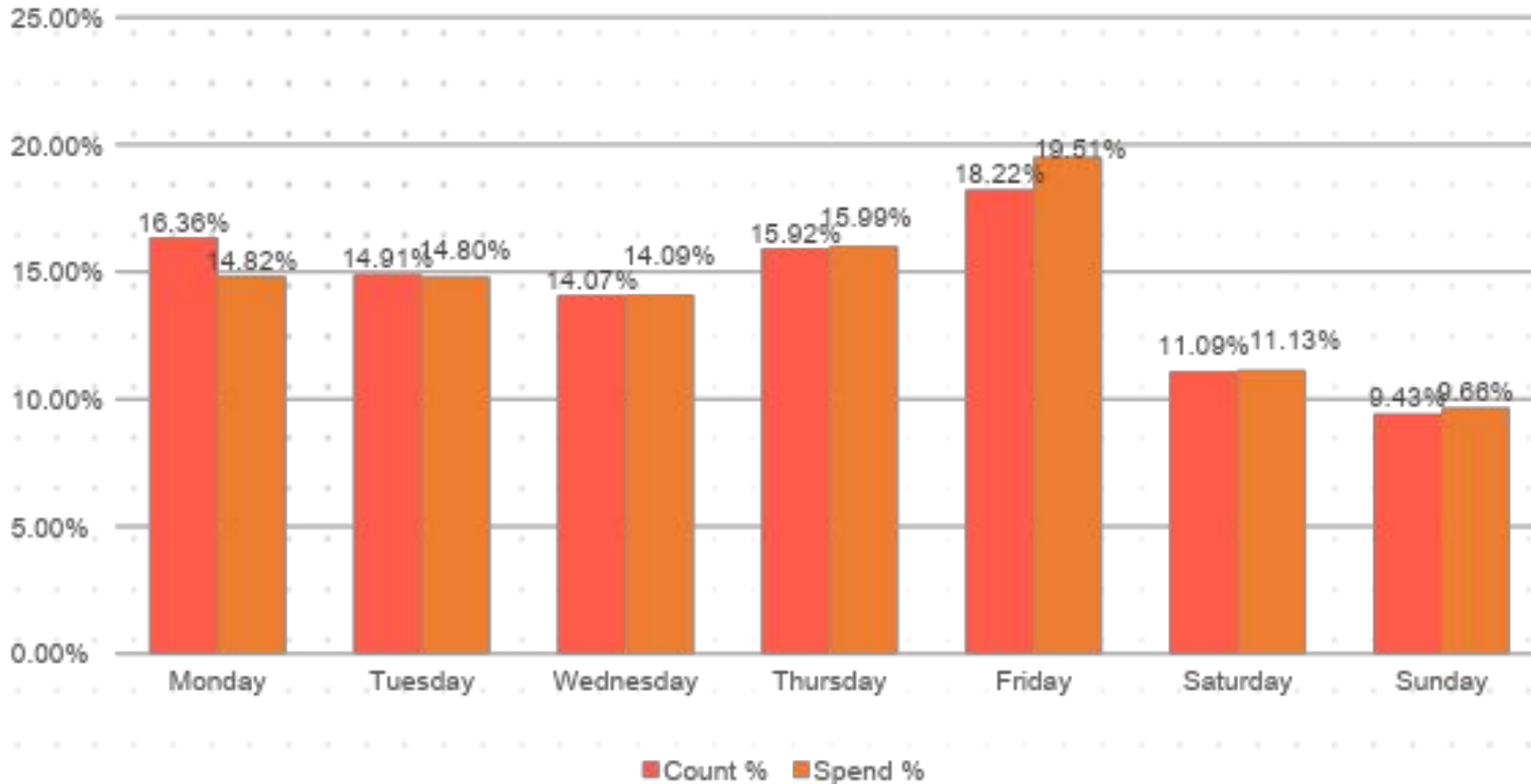
Both the count of sales and the amount of sales were highest in December

Both count of sales and amount of sales reduced to their lowest in January

# FRIDAYS HAD THE HIGHEST SALES, AND THE WEEKEND THE LOWEST

SALES

Sales Count and Amount % by Day of Week



Fridays had the biggest percentage for count of sales and amount of sales

The weekend had the lowest percentages for both count and amount of sales



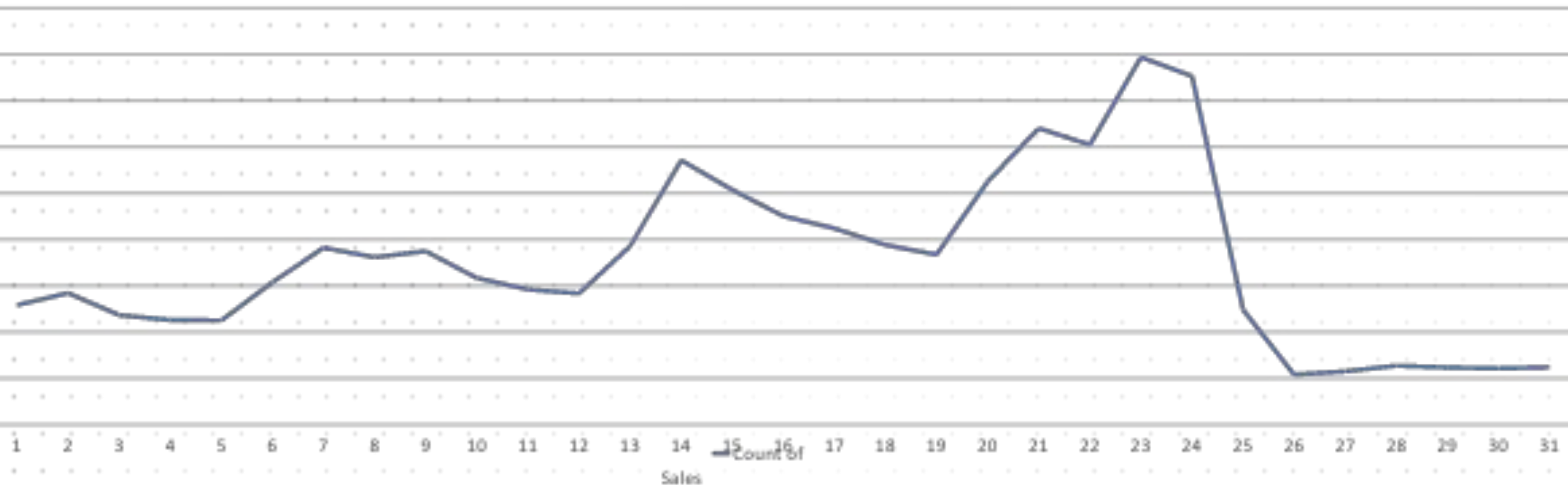
# SALES COUNT IN DECEMBER

SALES

Highest Daily Sales Count: 23<sup>rd</sup> Dec (7,939)

Lowest Daily Sales Count: 26<sup>th</sup> Dec (1,079)

Sales Count by Day in December (n)



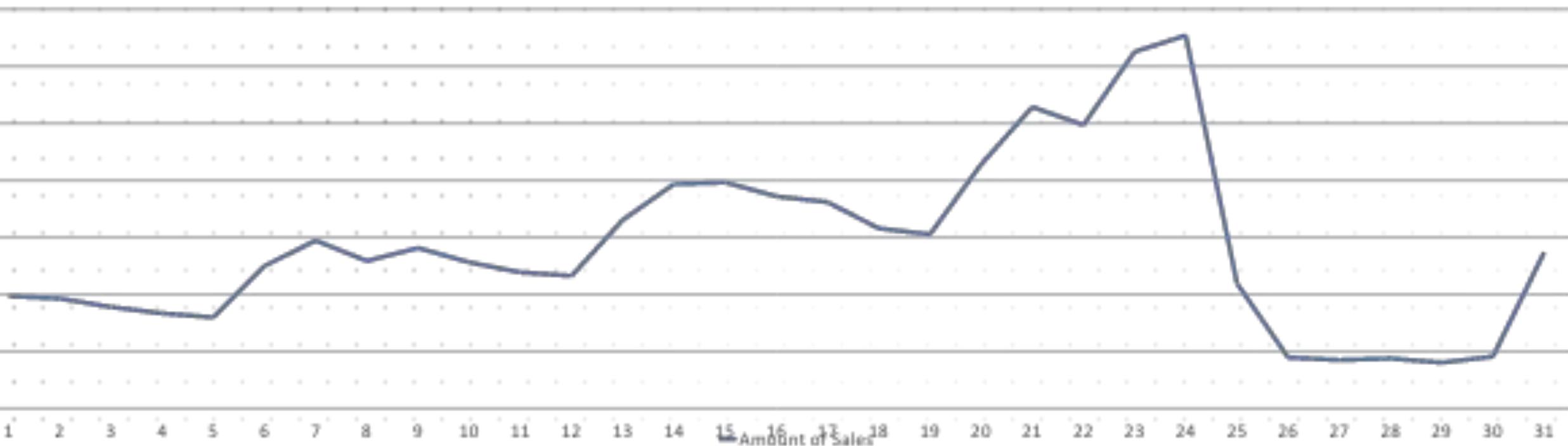
# SALES AMOUNT IN DECEMBER

SALES

Highest Daily Sales Amount: 24<sup>rd</sup> Dec (£327,061.10)

Lowest Daily Sales Amount: 29<sup>th</sup> Dec (£40,211.41)

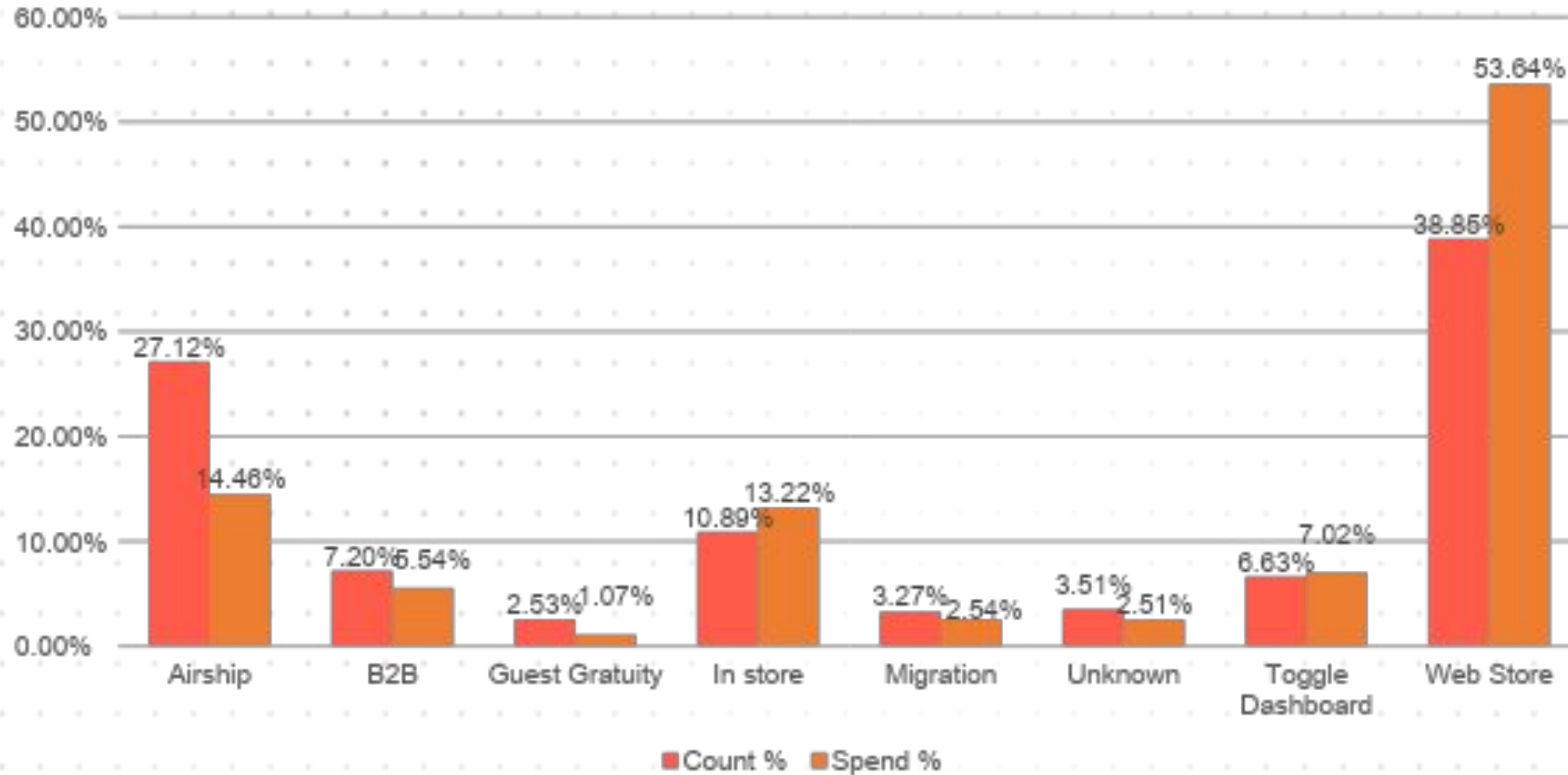
Sales Amount by Day in December (£)



# SALES CHANNEL

SALES

Sales Channel Count and Amount %



Web store had the highest percentage of both count of sales and amount of sales

# REDEMPTIONS



# REDEMPTIONS OVERVIEW

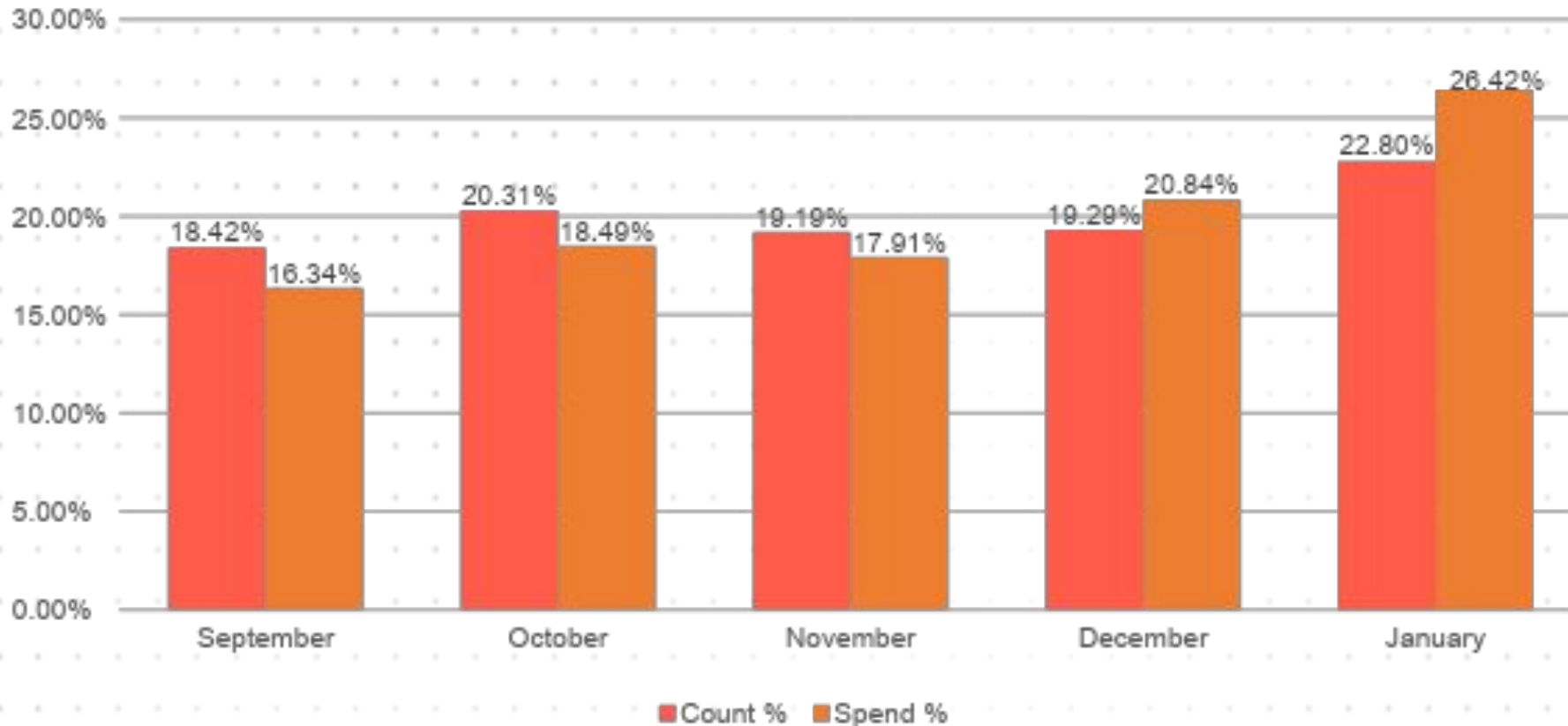
OVERVIEW

172.3k Redemptions (n)

£4.9m Redemptions (£)

£28.26 Average Redemption

Redemptions Count and Amount % by Month

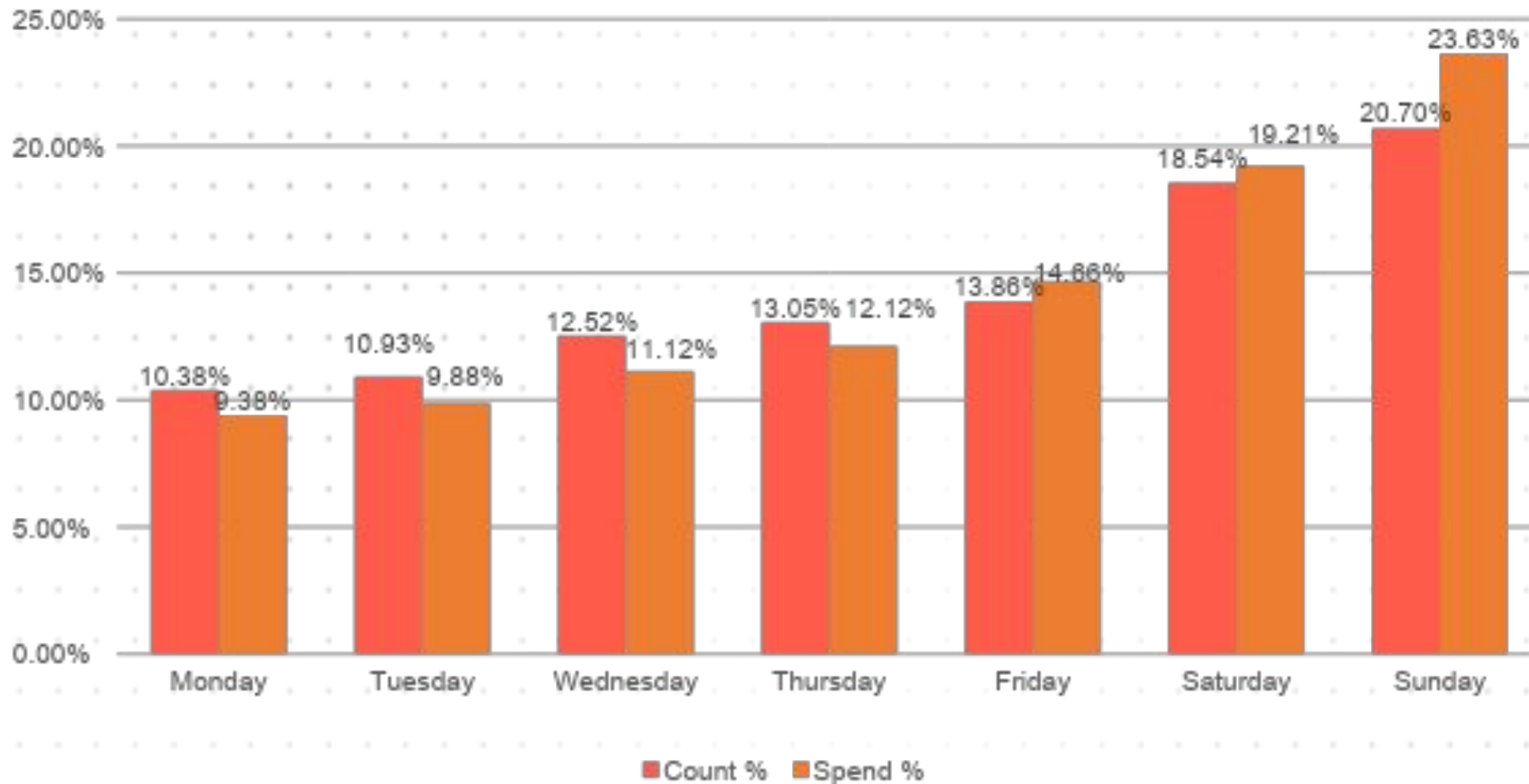


Both the count of redemptions and the amount of redemptions were highest in January

# SUNDAYS HAD THE HIGHEST REDEMPTIONS, AND MONDAYS THE LOWEST

REDEMPTIONS

Redemptions Count and Amount % by Day of Week



Sundays had the biggest percentage for count of redemptions and amount of redemptions

Mondays had the lowest percentages for both count and amount of redemptions

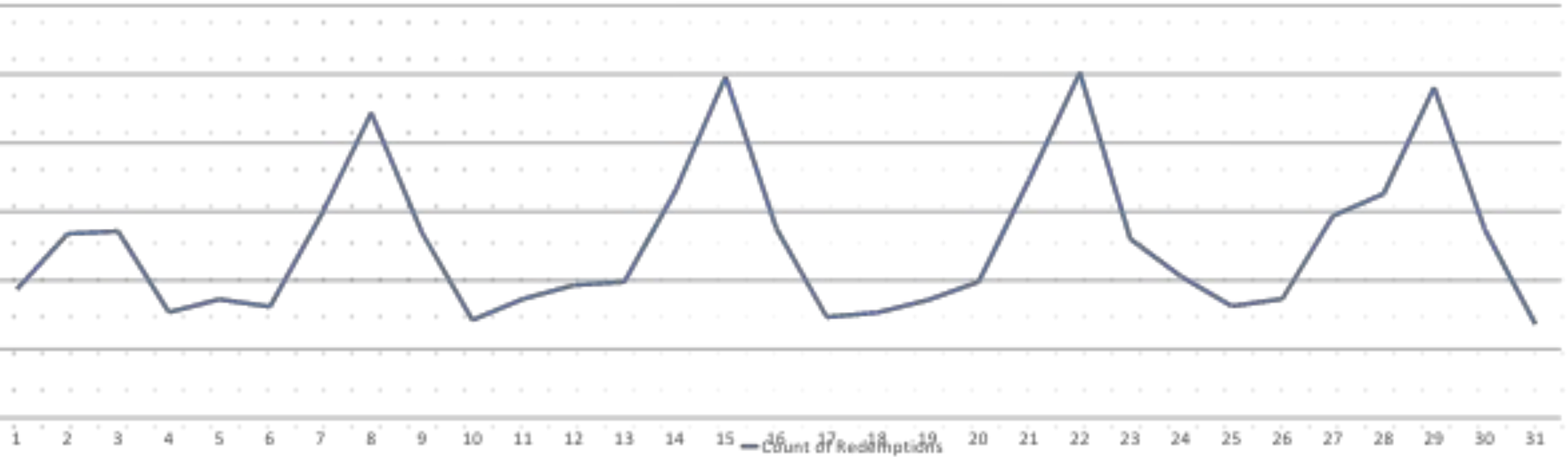
# REDEMPTIONS COUNT IN JANUARY

REDEMPTION  
S

Highest Daily Redemptions Count: 22<sup>nd</sup> Jan (2,511)

Lowest Daily Redemptions Count: 31<sup>st</sup> Jan (682)

Redemptions Count by Day in January (n)



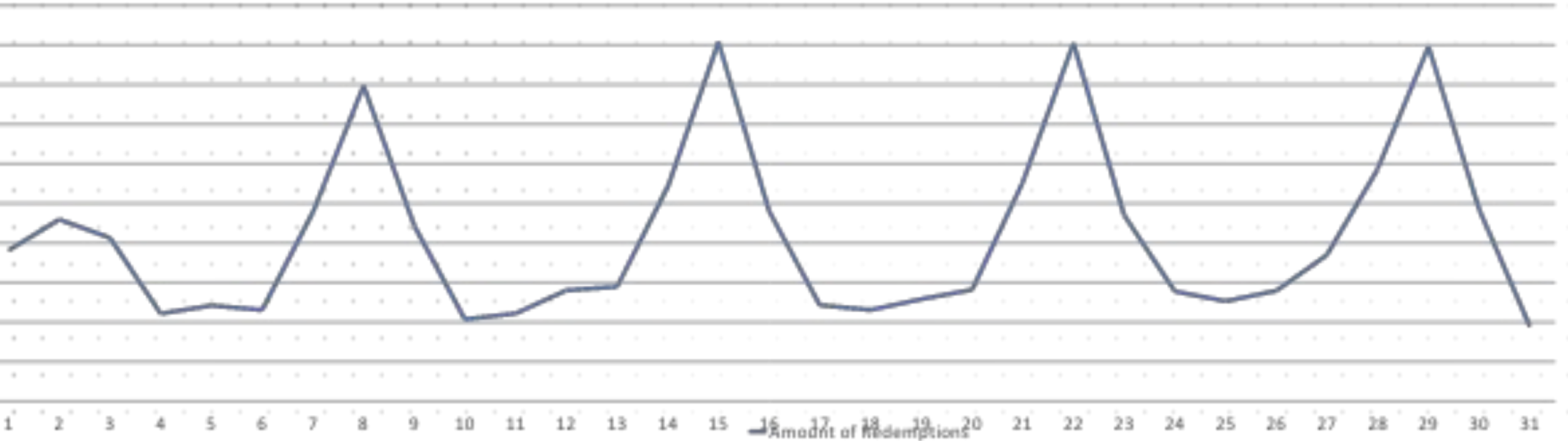
# REDEMPTIONS AMOUNT IN JANUARY

REDEMPTION  
S

Highest Daily Redemptions Amount: 15<sup>th</sup> Jan  
(£90,696.51)

Lowest Daily Redemptions Amount: 31<sup>st</sup> Jan  
(£18,950.07)

Redemptions Amount by Day in January (£)

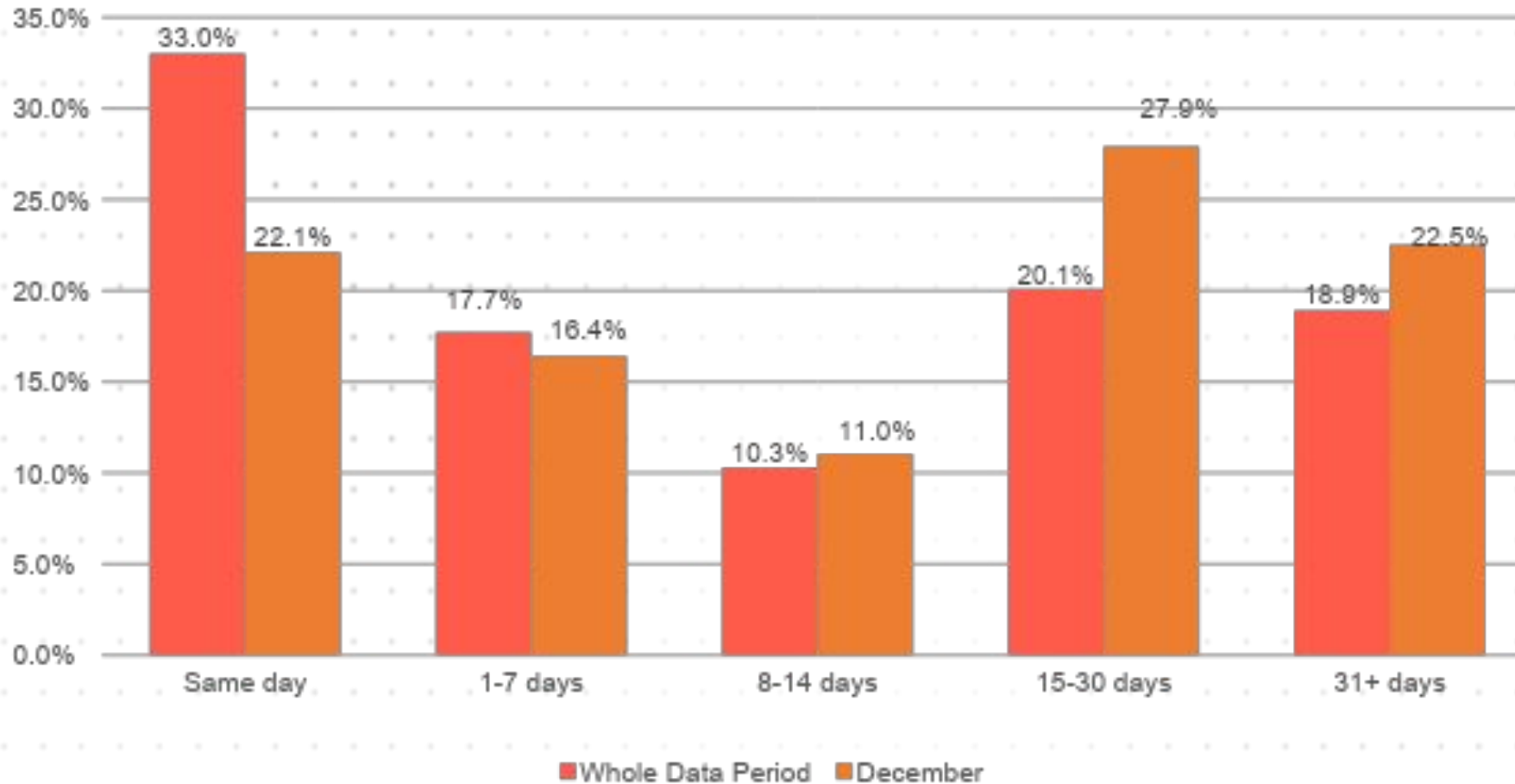




# REDEMPTIONS OF SALES MADE IN DATA PERIOD

REDEMPTIONS

Redemptions Count % for Whole Data Period and December only



In the Whole data period, the highest percentage was 33% being redeemed on the same date as first sale

In December, the highest percentage was 27.9% being redeemed 15-30 days after sale date

This analysis looks at those cards which had their first sale only and first redemption dates within the data period

# SUMMARY



## INSIGHTS

- SALES – BOTH COUNT AND AMOUNT- WERE HIGHEST IN DECEMBER, WITH FRIDAYS BEING THE BUSIEST DAY FOR SALES
- WEB STORE HAD THE HIGHEST PERCENTAGE OF SALES FOR COUNT AND AMOUNT
- REDEMPTIONS – HIGHEST REDEMPTION MONTH WAS JANUARY FOR COUNT AND AMOUNT, WITH THE SATURDAYS BEING THE BUSIEST DAY FOR REDEMPTIONS
- THE AVERAGE TIME BETWEEN FIRST SALE AND FIRST REDEMPTION WAS 16 DAYS AFTER FIRST PURCHASE IN THE DATA PERIOD

IT'S **toggle** TIME  
BABY!



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**THANK YOU**