

The art of the possible is made tangible with six in-built performance models

Not all audiences respond equally to the same incentive, so why restrict yourself to a single type that potentially limits engagement and success?

Fielo provides six in-built performance models (shown below) for program owners to define, target and launch. Simply match your audience clusters to the performance model and measurement lever that is likely to resonate the most. Not all incentives are equal. Gain an edge over your competition!

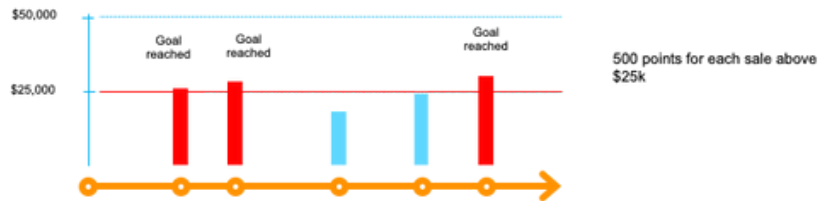
Measurement Levers

Σ Total The sum of activity values in a given time period	 Frequency The number of activity transactions in a given time period	 Average The average of activity values in a given time period
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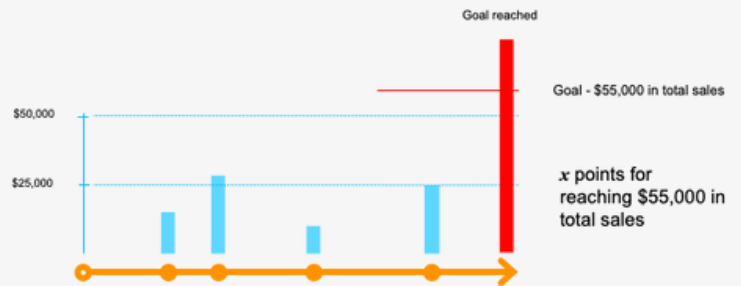
1. Single Action

Reward on completion of a specific activity



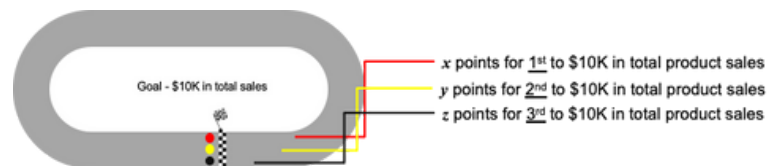
2. Fixed Goal

Reward based on meeting a specified metric (goal)



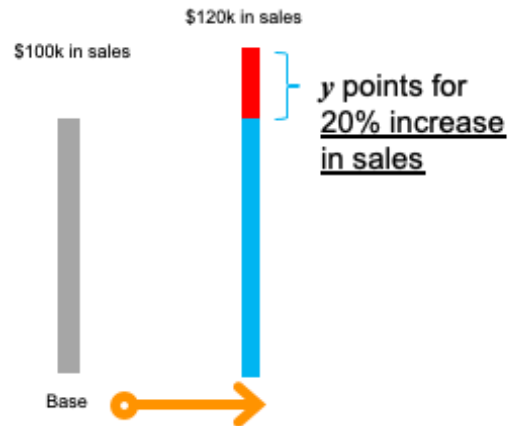
3. Race

Reward based in order of completion of a specified activity

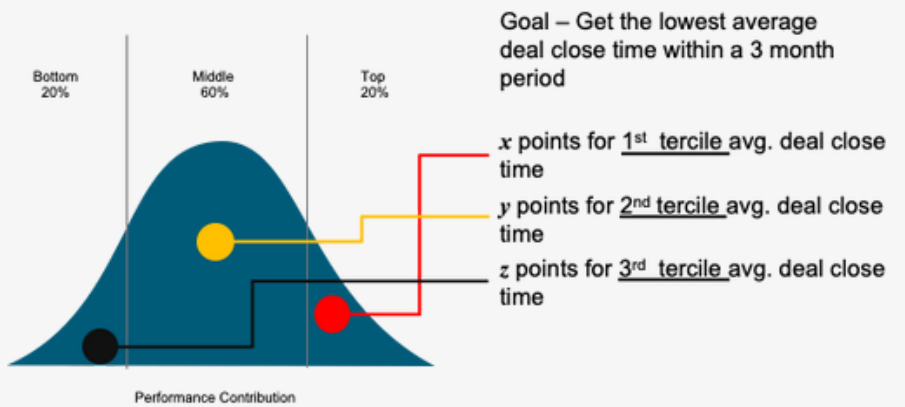




4. Performance Improvement
 Reward based on improvement over a previous period



5. Top Performers
 Reward based on rank among others



6. Custom Model
 Reward based on custom parameters

