

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



Total

The sum of activity values in a given time period



Frequency

The number of activity transactions in a given time period



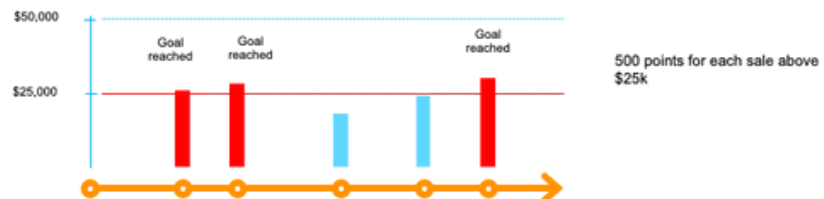
Average

The average of activity values in a given time period



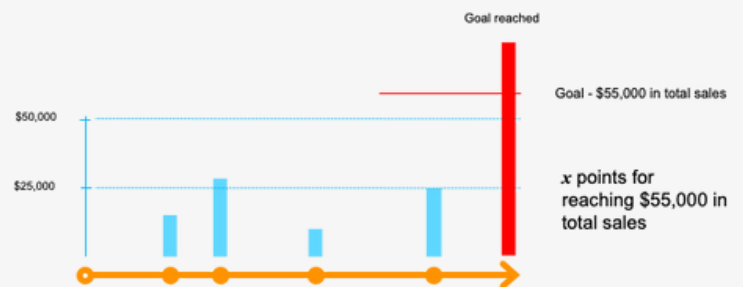
1. Single Action

Reward on completion of a specific activity



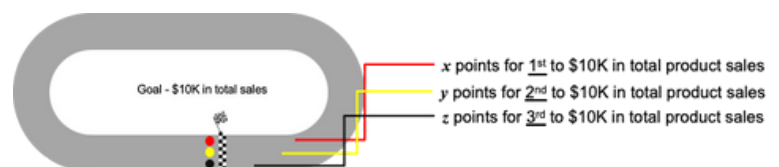
2. Fixed Goal

Reward based on meeting a specified metric (goal)

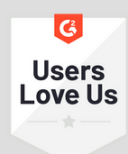


3. Race

Reward based in order of completion of a specified activity



Celebrated software that drives
Engagement | Performance | Revenue





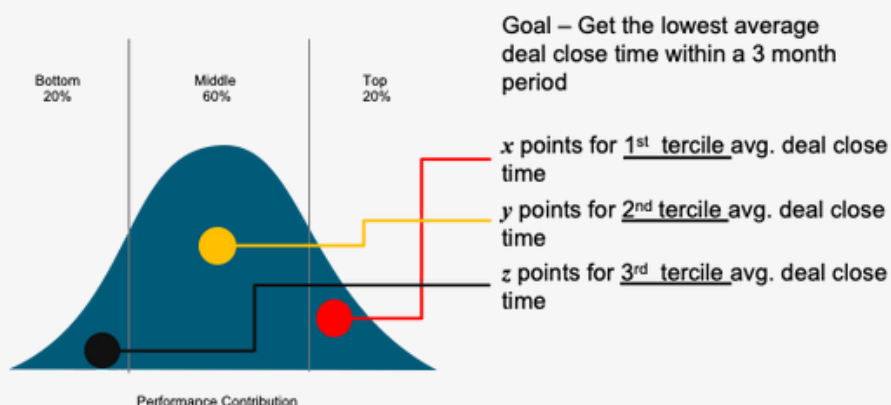
4. Performance Improvement

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

