

Trend Analysis of Charged and Used charged

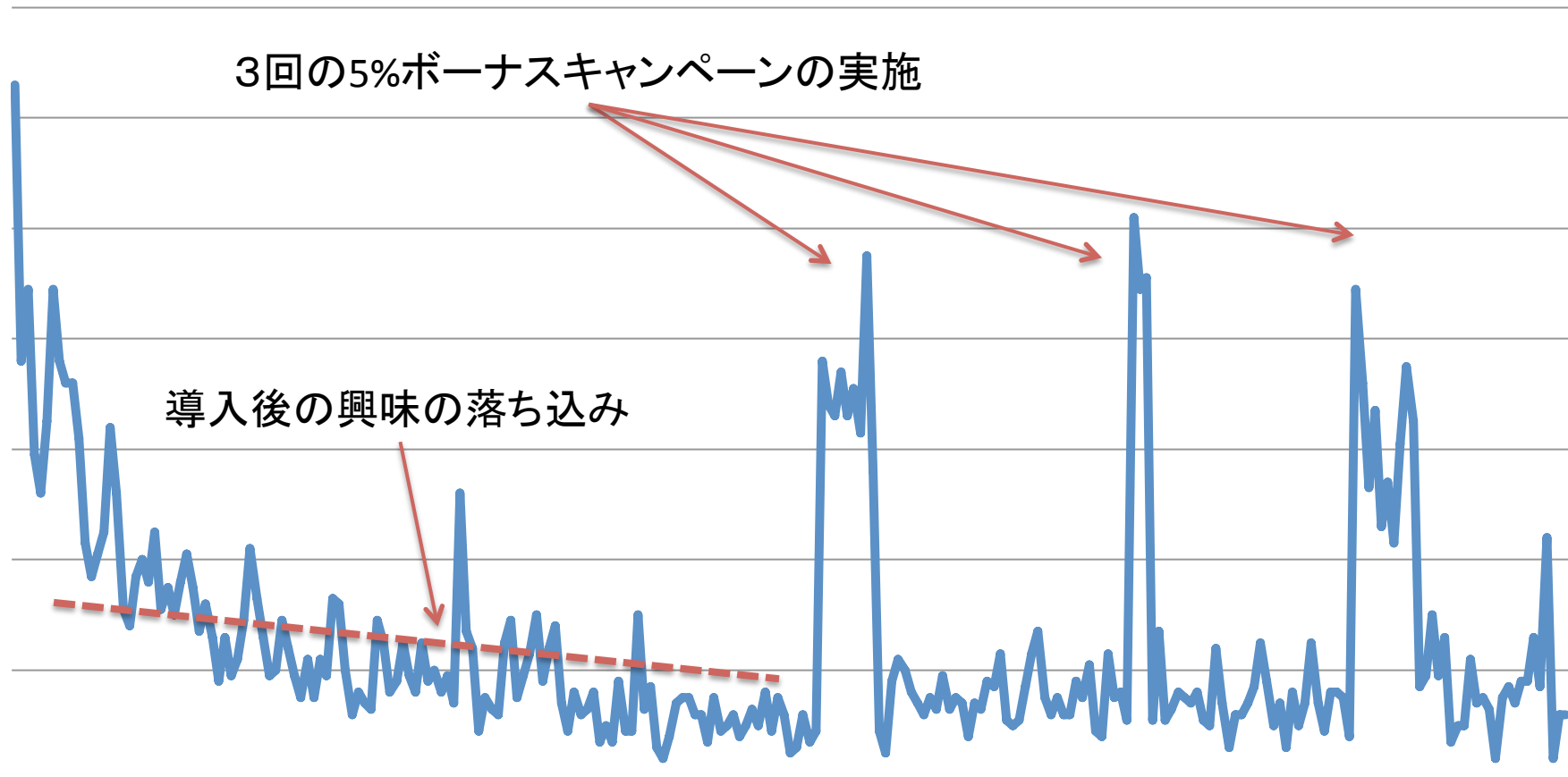
プリペイドカードチャージキャンペーンの効果



Engawa Inc.

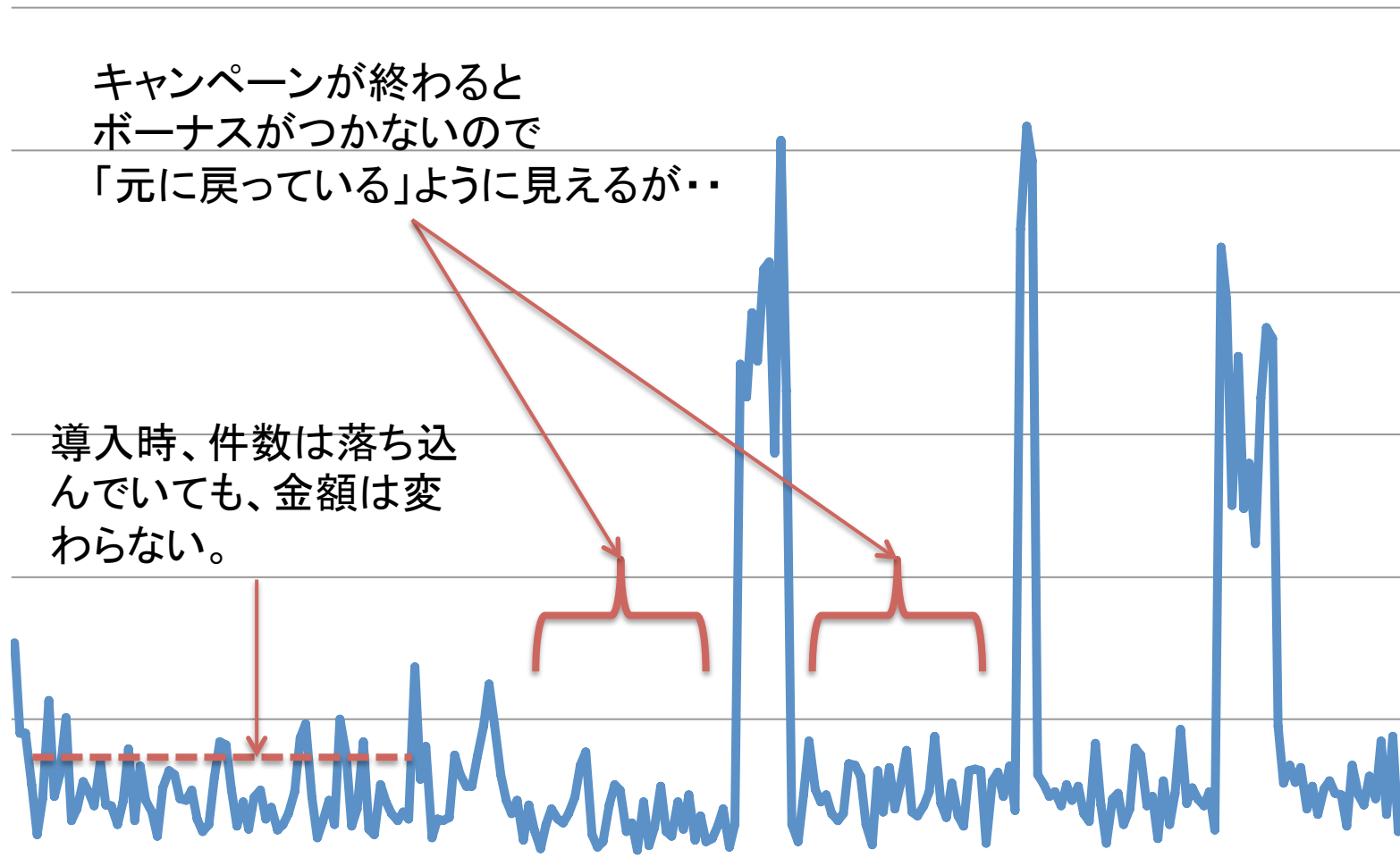
NO OF CHARGING CUSTOMERS

Comments: The no of charging customers once decreased and increased again during campaign time. The behavior of customer is influenced by campaign.



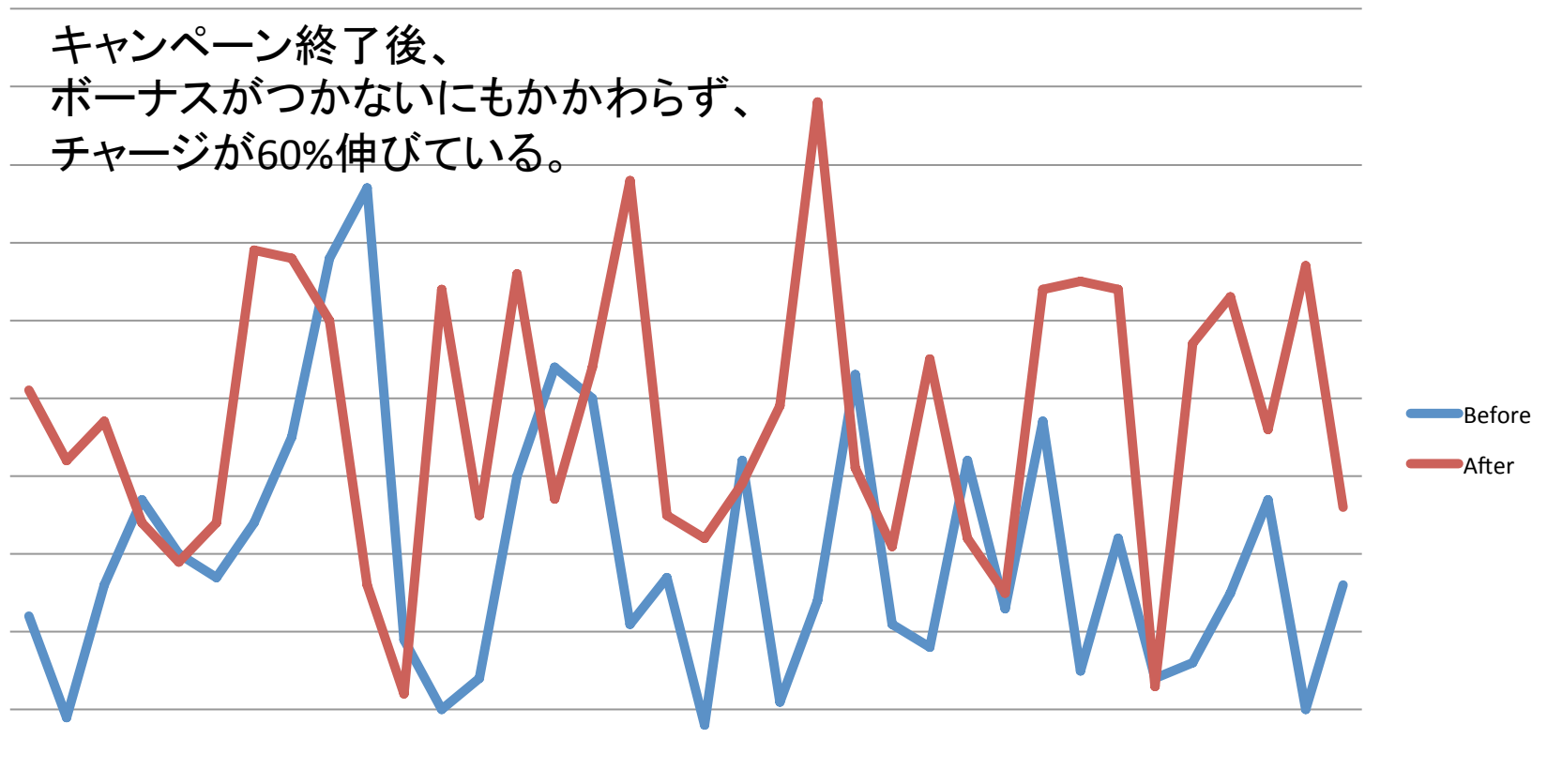
TOTAL CHARGING MONEY

Comments: The number of charging amount of money becomes two times higher after campaign



Comparison of charge before campaign and after campaign

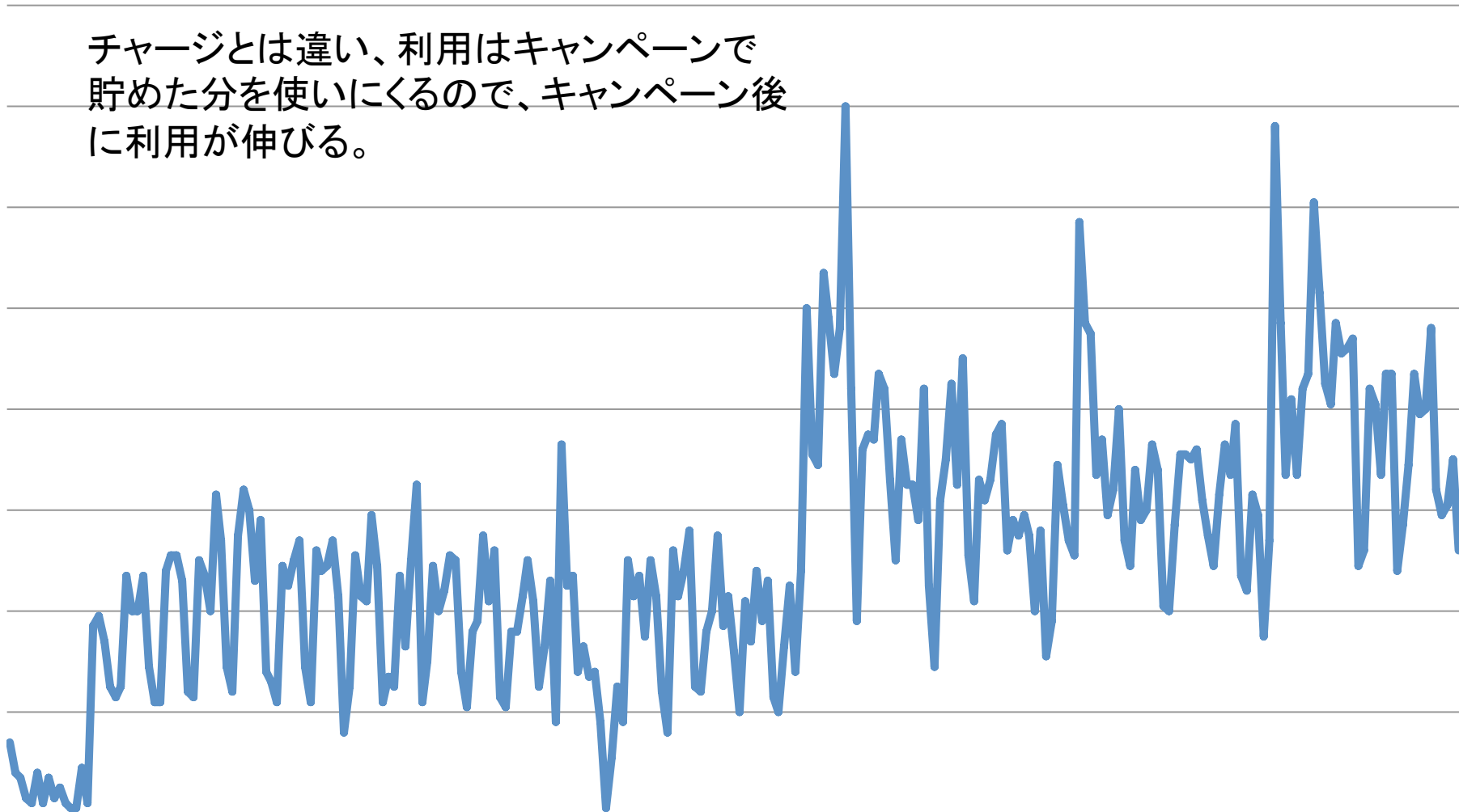
Comments: This graph shows comparison of 36 days between before and after campaign. According to the comparison the graph result shows that charging amount has increased.



NO OF CHARGE USED CUSTOMERS

Comments: The trend of charge using by customers not changed and increased again during campaign time. After campaign it becomes higher than before.

チャージとは違い、利用はキャンペーンで貯めた分を使いにくるので、キャンペーン後に利用が伸びる。



AMOUNT OF CHARGE USED

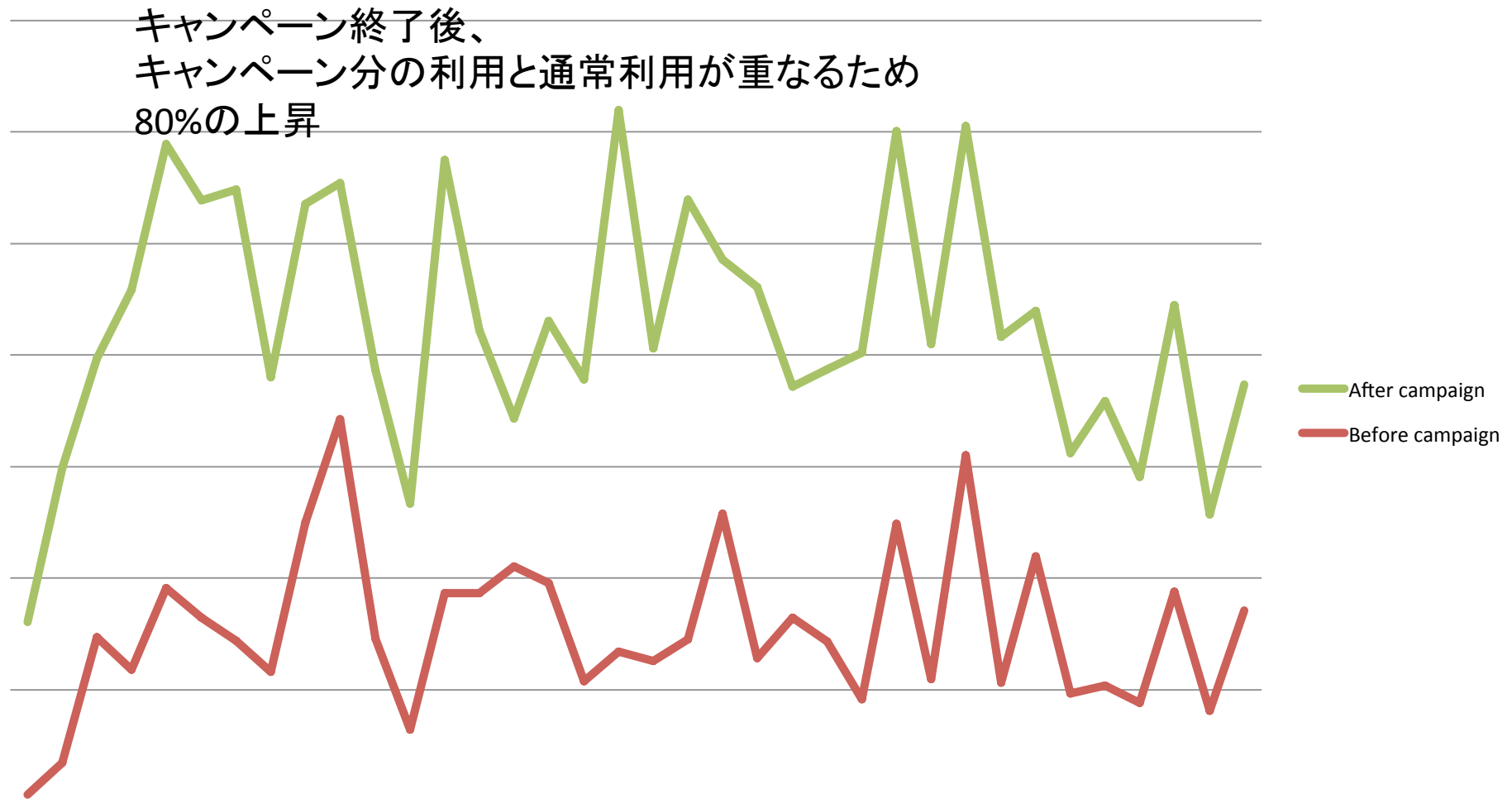
Comments: The amount of charge used almost same ,slightly ups and downs and highly used in campaign time. After campaign it is higher than before.

貯めた分は着実に累積して再来店を促し、
利用される。
プリペイドカード利用の習慣化。



Comparison of charge used before and after campaign

Comments: According the comparison graph the result shows that charge used has increased.



Summary

- **According to the trend analysis the graph shows the effectiveness of**
- **campaign.**
- **The comparison of 36 days before and after campaign shows the**
- **increases of charged amount and uses of charged amount.**
- **The behavior of customers are influenced by campaign.**
- **The study of this result shows positive effect on campaign.**

サマリ

- チャージのようなシステムを導入すると最初は好奇心から小額をチャージしてみる人が現れ、その後落ち着く。
- ボーナスチャージキャンペーンによって、チャージを促すとキャンペーン後にも、ボーナスがなくてもチャージしてくれる人が出てくる。
- ポイント付与は、顧客の出費を伴わずに付与されるため、利用のインセンティブが低いですが、チャージとマネー利用は貯めてあるお金を使わないともったいないので、再来店を強く促す効果がある。
- ボーナスが期待できないわけでもなく、ボーナスが常に入ると安心させるわけでもない、中間の状態が良好なキャンペーンを作り出している。