



BOOST BUSINESS

Bonusway company

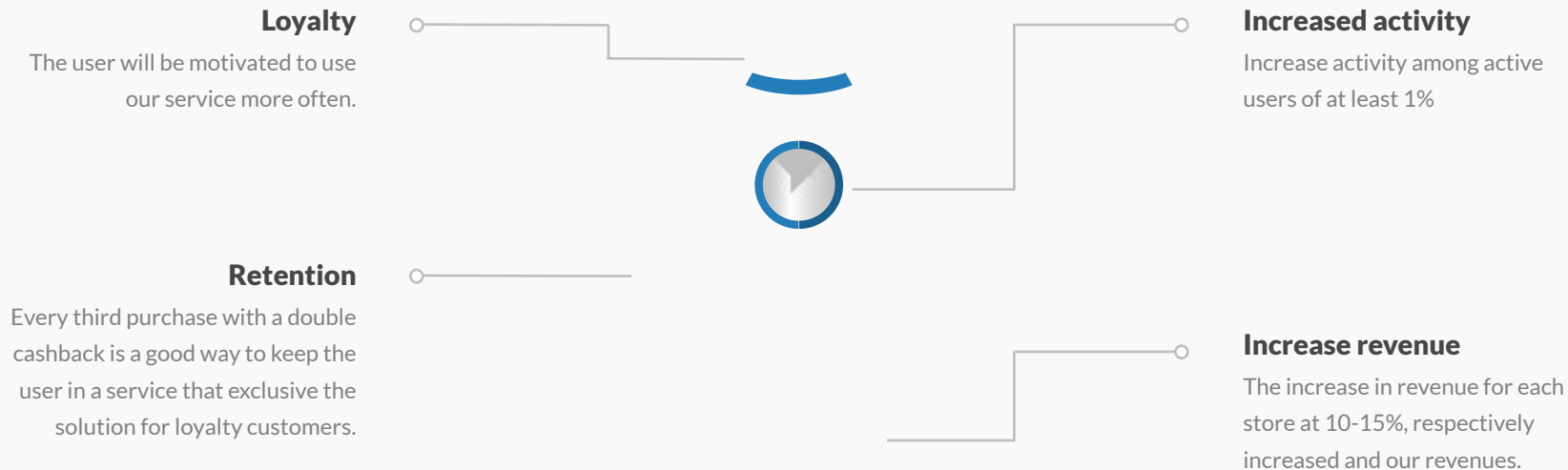


x2 SYSTEM

We can enable customers to make every third purchase with double cashback, without financial losses, compensating for this motivation the user to commit the first two purchases with a high check.



What gives users and us?



Example of real figures for the Zalando store (Suomi)

1 year AVERAGE now

Average check buyer: €37.68

Size of the Commission: 10% €3.77

User fees: 5% €1.88

Size of our revenue: 5% €1.88

Turnover for Zalando: €1,007,000.00

Value Bonusway: €100,700.00

Revenue: €50,350.00

x2 SYSTEM

Motivate the user to increase your check at 60% for the coming two purchases that would get x2 cashback on the third purchase.



Zalando x2 SYSTEM

1 year, check at 60%, +€22.61 to the current average check

Average check buyer: €60.29

Size of the Commission: 10% €6.03

User fees: 5% €3.01

Size of our revenue: 5% €3.01

Turnover for Zalando: €1,611,200.00

Value Bonusway: €161,120.00

Revenue: €80,560.00 + 60% €30,210.00

x2 SYSTEM

If 10% of active users of Zalando use the x2 system, net revenue growth will be + €8.065

Detailed example of calculation.



Bonus jopa

Q Etsi

Liity nyt

x2 for the third purchase

Siiirry kauppaan



The amount of the last purchase 61,29 eur

Kaupan kuvaus ▼

Kun etsit tyylää pukeutumisesi, silloin valintasi on Zalando. Zalando tarjoaa yli 1500 merkin edestä vaatteita ja asusteita niin naisille, miehille kuin myös lapsille. Tämän verkkokaupan valikoima on etule kyllästymään, nimittäin uusia tuotteita lisätään joka päivä. Tilasit mitä tahansa, sinun ei tarvitse maksaa toimituksesta eikä myöskään palautuksesta. Ilmaisella palautuksella voit vaihtaa 100 päivän tilauskausiin. VAROITUS: shoppailuunsi voi vain yltää!

Bonuksen surrus ▼

Ensimmäinen ostos (uusi Zalandon asiakas)



Stage



You counted 1/2 of purchases, make another one and the third purchase will be double cashback



campaign	reference	transaction_id	currency	commission_in	commission_out
(19546) <u>AliExpress</u>	<u>4021706KA11240KL80</u>	503456447335259	RUB	46.44	37.01
(19546) <u>AliExpress</u>	<u>4021706KA11240KL77</u>	503494757145259	RUB	196.46	156.60
(11240) <u>AliExpress</u>	<u>4021706KA11240KL76</u>	503316814985259	RUB	69.65	38.69
(11240) <u>AliExpress</u>	<u>4021706KA11240KL76</u>	503316814995259	RUB	69.65	38.69
(11240) <u>AliExpress</u>	<u>4021706KA11240KL73</u>	503343150025259	RUB	30.48	16.93
(11240) <u>AliExpress</u>	<u>4021706KA11240KL73</u>	503343150015259	RUB	14.34	7.97
(11240) <u>AliExpress</u>	<u>4021706KA11240KL73</u>	503343150045259	RUB	22.71	12.62

Purchase amount when the Commission 10%

422

1786

633

633

277

130

206

The average purchase
receipt for a user is

583

$583 + 60\% = 932$

It is this amount will be
offered to the user to
commit two subsequent
purchases before the
double cashback

x2 SYSTEM

The Commission came under double Cashback will not be taken into account when calculating the average value of the cheque



x2 SYSTEM

Every 3 purchases with a function of x 2 cashback, the incoming Commission will be subject to adjustment.

This is done to ensure that the user is not able to buy expensive purchases exclusively through the X 2 function and the rest of the purchase with a small cheque. Thus we will avoid financial losses.





Thanks for Watching

