COUP DE POING

THE VISUAL FRAMEWORKS

From recruitment to value: the 7 indicators to connect

Define the period. Keep the denominator.

01	**Activation**	Activated accounts / eligible accounts
02	**Usage**	Active accounts / activated accounts
03	**Target action**	Accounts that completed the action / active accounts
04	**Reward**	Requests fulfilled / requests validated
05	**Recurrence**	Active accounts over two periods / active in the first period
06	**Cost per active member**	Total cost / active accounts
07	**Contribution**	Estimated incremental margin - total cost

Observed activity is not proof of incremental value.

A decision framework, not a benchmark or a performance promise.

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From insight to action

01 Move from the dashboard to the decision

Link each indicator to a question and a possible action. Activation helps examine entry into the customer journey; repeated participation provides information on usage; consumption sheds light on the accessibility of benefits. The economic contribution then requires a comparison and defined costs. Always present volumes with rates to maintain a measure of the observed population.

02 Define your measurement framework

Field	To be documented	Control
Target audience	People, accounts, orders, or points.	Same unit in the numerator and denominator.
Time period	Dates, time since entry and maturation period.	Compare cohorts at the same time since entry.
Event	Validated action and deduplication rules	A technical retry must not count as a new participation.
Source	Reference system and update frequency.	Visible rejections and missing data.
Decision	Responsible party and action in case of changes.	A statistical variation is not automatically an effect of the programme.

Apply it to your programme

Decision to make:

Evidence to gather:

Owner and next review: