



IMS Knowledge Brief

Topic: Added Value, Customer ID, and Redemption, Breakage and Uplift

Overview:

Redemption, Breakage (or Unused Value) and Uplift are terms that generally apply to dollar value that is added to a Gift Card, Stored Value Card, Ticket, Gift Certificate, Coupon, RFID chip or wristband, Mobile Device, even a Human Fingerprint, or any other device or identifier.

This device or identifier can hold or represents some measure of value, and acts as a pass-through, delivery system or tender type that allows the Added Value to be redeemed for goods, services or some type of deliverable.

Devices or identifiers containing barcodes, mag stripes, QR codes, RFID chips or bands, or even a human fingerprint (which is both scanable and trackable), when scanned, can both deliver Value and with STADIS©, capture exactly what that Value was redeemed on.

Value can also represent items, goods, services or social value to be redeemed. In any case, value outside of real dollar value represents some type of deliverable, be it “hard” or “soft”.

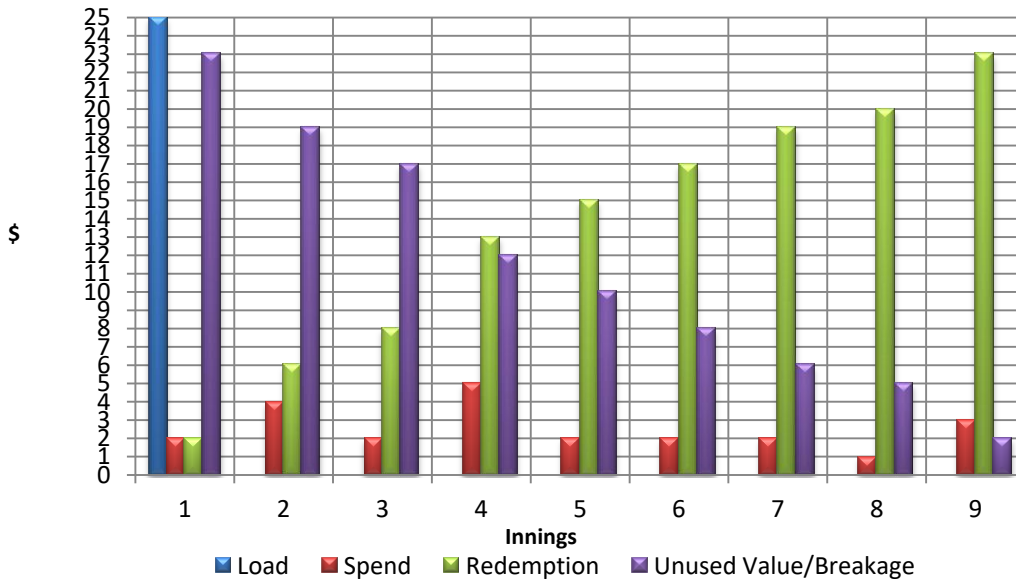
Definitions:

- **Redemption:** Amount of Added Value that is spent or redeemed.
- **Breakage or Unused Value:** Amount of Added Value available to be redeemed that is remaining, unspent or unused.
- **Uplift:** Amount spent or acquired over and above the original Added Value.
 - IMS/STADIS© measures Uplift on the “split tender” when the last remaining portion of Added Value is spent and either cash or credit card (or some other type of tender) is used to pay the remaining amount due on that transaction.
 - Note: An Added Value holder may spend additional money through the event or eligible period, but if they don’t identify themselves (with ticket or some type of trackable or scanable personal identifier), on remaining purchases or acquisitions during the event or eligible period, their acquisitions cannot be captured or measured.
- **Fan/Customer ID or Identifier:** Any type of scanable or trackable identifier or device (such as a Gift Card, Stored Value Card, Ticket, Gift Certificate, Coupon, RFID chip or wristband, Mobile Device, even a Human Fingerprint) that has a barcode, mag stripe, QR code, RFID chip or band, or even a human fingerprint (which is both scanable and trackable), that when scanned, can both deliver Value and capture exactly what that Value was redeemed on.

Examples of Customer/Fan IDs or Identifiers



Example of Value Redemption and Breakage During a Nine Inning Baseball Game



Example of Value Redemption, Breakage & Uplift During a Nine Inning Baseball Game

