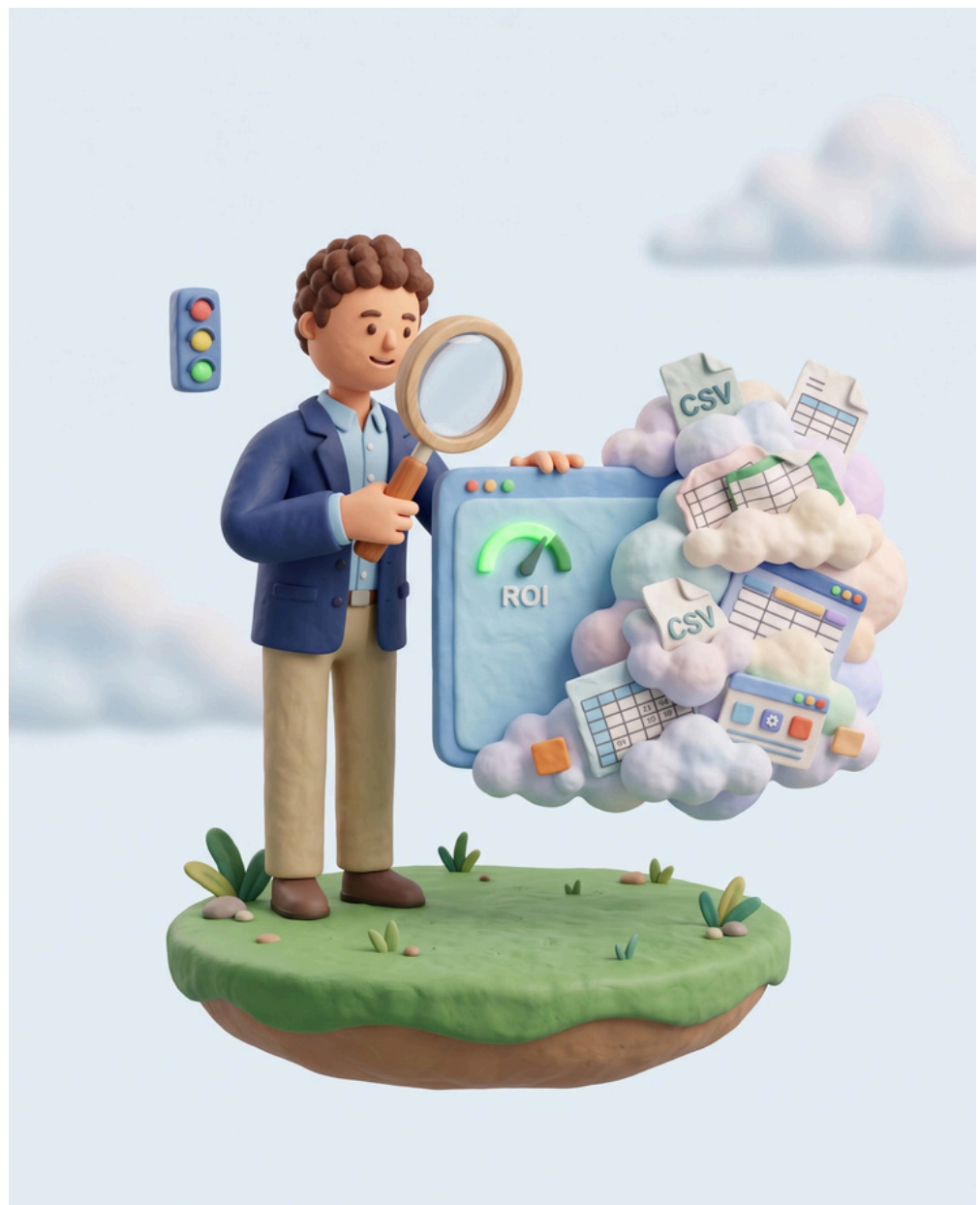


The ROI visibility audit

You know what you spent, not what it did.

Your program's real ROI is hiding in vendor
portals and spreadsheets.



CYSEND

How much did that spend actually do?

Downloading CSVs from three gift card vendors and mashing them with CRM or HRIS data doesn't buy you ROI, it buys you a spreadsheet nobody trusts.

You know exactly what you spent; you rarely know the behavior it changed in real time.

And that fog is a strategic risk, it hides budget leakage, buries underperforming regions, and turns every CFO conversation into a defense.

The fix is one shared view, reward delivery and behavioral outcomes tracked together, inside your primary workflow.

So run the light on your own toolstack: which signals are green and where's the first red?

The ROI traffic light

Run the light on your current toolstack, for each signal:

-  ready
-  needs review
-  problem

1. One dashboard shows spend and redemptions in real time ☐
2. You can tell what behavior a specific reward changed within 30 days ☐
3. Reward data lands automatically from all vendors, no monthly CSV merge ☐
4. Program outcomes live in the same system as your CRM or HRIS ☐
5. You can report incremental revenue per campaign, without a spreadsheet ☐

Your result:

2+  → ROI visibility is effectively zero; the audit is urgent.

1  or 2+  → the gap is real, and fixable.

5  → your budget defends itself with numbers.