

The 2026 strategic win playbook

5 strategic wins to measure once
your reward program runs on
autopilot.



CY.SEND

Zero-touch operations save time, strategic programs measure what that time creates.

Use this scorecard to evaluate the five business wins your reward program should deliver after automation.

Rate each statement from 1 to 5.

1 = Not true yet • 3 = Partially true • 5 = Fully true and measurable

Partner Growth

Our reward program helps partners increase sales, referrals, or engagement.

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Employee Activation

Recognition campaigns contribute to measurable participation or retention goals.

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Customer Advocacy

We can measure referrals, reviews, or repeat engagement influenced by rewards.

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Campaign Velocity

Our team launches new incentive campaigns quickly without manual setup delays.

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Data-Driven Decisions

We review reward performance using business KPIs—not only operational metrics.

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

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Your Playbook Score



Total	Insight
5–10	Your program is mostly operational. Focus on defining measurable business outcomes.
11–18	Automation is working, but strategic measurement is inconsistent.
19–25	Your program is operating strategically. The next opportunity is optimization through insights.

Reflection prompt

Which of the five wins is currently your weakest area? Write one measurable KPI you could start tracking this quarter.