

Poki Yoki — Rewards & Loyalty Program

A complete, economically-coherent rewards system: status, points, referrals, free product, swag, and in-game cheat codes — designed so every reward pays for itself and the early supporters become the engine.

v1 · 2026-06-14 · design & economics · anchors: ~\$8 landed product · ~\$10 shipping · customer-pays-shipping rule · test cohorts 250 VIP / 700 early buyers / 7,000 email · built from a 4-agent research swarm (referral, loyalty/points, free-plus-ship + legal, digital/founders/game)

How to read this. §1 is the recommendation and the one rule that makes the whole thing coherent. §2 is the economic spine — what "free" actually costs once you do the math. §3 lays out the 3-layer architecture. §4–6 detail each layer: Status (the Founders identity play), Points (the currency + the Arcade), and the Rewards catalog (digital → discounts → free shipping → swag → free product), each costed and gated. §7 is the referral engine. §8 is the 90-day rollout across your three audiences with what to measure. §9–11 are risk/legal, tooling, and the open decisions. Every load-bearing number is cited; soft assumptions are flagged.

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PART I · THE RECOMMENDATION

1 The recommendation & the one rule

Build a 3-layer program: permanent Status for early supporters, a margin-safe Points currency fed by the Arcade, and a Rewards catalog where cost is gated by certainty.

The opportunity is real, but a rewards program only "makes sense" if it obeys one rule: **reward cost should be inversely proportional to certainty**. Give **digital rewards (badges, cheat-code points, early access) generously — they cost ~\$0** and are perfect for rewarding early support. Gate **every dollar of physical reward (a free cup, swag) behind a value-generating action** — a purchase, a converting referral, or a spend milestone — so the ~\$7–15 it costs is always paid back. Lead the rollout with your warmest, lowest-risk audience (the 250 VIP group), prove the mechanics, then widen to the 700 buyers and the 7,000 emails. The early supporters aren't just the test group — done right, they become the referral and advocacy engine that lowers CAC for everyone after them.

The whole program on one line

STATUS (who you are – permanent, free) + POINTS (what you've earned – a 2% currency, fed by the Arcade) + REWARDS (what you redeem – digital free, physical gated)

The five decisions, pre-made

#	DECISION	THE CALL
1	What does a "free cup" really cost?	~\$7 even when the customer pays shipping (the \$8 product isn't covered). So it's a warm-audience CAC tool + referral prize — never a cold-traffic hook .
2	Points value	5 pts per \$1, 500 pts = \$5 (~2% reward rate, ~1.5% after breakage). Min redemption 500 pts forces a 2nd purchase before any value flows out.
3	The early-adopter hook	A permanent, date-closed "Founders" badge (3 visual tiers for your 3 cohorts) shown in-game + a personal cheat code granting pre-loaded PokiStars. Near-\$0 cost, high identity value.
4	Referral structure	Friend gets 15% off, advocate gets \$10 store credit ; a free cup unlocks at the 5th converting referral. Effective referral CAC ~\$14 vs \$55 paid.
5	Free-shipping threshold	\$75 — sits between Starter (\$45) and Family (\$85), pushing Starter buyers to add an item; Family ships free automatically.

2 The economic spine: what "free" actually costs

Every structural choice flows from four numbers you gave us: **~\$8 landed product, ~\$10 shipping, ~3% payment fees, ~\$1.50 pick/pack**. The single most important consequence: **a free cup is not free to give, even when the customer pays shipping** — because the customer's shipping payment covers the carrier, not the product.

The free-cup P&L (customer pays shipping)

CUSTOMER PAYS (S&H)	FEE (3%)	PRODUCT	CARRIER+PACK	NET TO POKI YOKI
\$9.95	-\$0.30	-\$8.00	-\$11.50	-\$9.85
\$12.95 (rec.)	-\$0.39	-\$8.00	-\$11.50	-\$6.94
\$14.95	-\$0.45	-\$8.00	-\$11.50	-\$5.00
\$19.95	-\$0.60	-\$8.00	-\$11.50	-\$0.15 (break-even)

Carrier+pack = ~\$10 shipping + ~\$1.50 pick/pack. Break-even on a "free" cup needs ~\$19.95 S&H — which stops reading as "just pay shipping." **Recommendation: charge \$12.95** (reads as shipping, runs a controlled ~\$7 loss). Note: the gateway/Discovery cup may land cheaper (~\$5.76 in repo data) — if so, break-even drops to ~\$17.95 and the \$12.95 loss shrinks to ~\$4.70. Confirm the live COGS + the real 3PL rate before locking the S&H price.

Why a ~\$7 controlled loss is still a great deal — if it's gated

Your blended paid CAC is ~\$55. If you ship a free cup to a **warm** recipient (VIP, past buyer, referred friend) and just **1 in 3 converts** to a Starter, the cohort math is: $3 \times -\$7 = -\21 cost ÷ 1 new buyer = **~\$21 effective CAC** — a 2.6x improvement, with a real product already in the household driving the next purchase. The same offer blasted to **cold** traffic attracts freebie-hunters who never buy again, and the -\$7 becomes pure loss. **The gate is the entire difference between a CAC machine and a money pit.**

The governing principle, stated once

Reward cost ≈ 1 / certainty

Digital rewards cost ~\$0 → give them generously to reward loyalty, early support, and engagement (badges, cheat-code points, leaderboard flair, early access). **Physical rewards cost \$7–\$15** → release them only against a value-generating action that pays them back (a purchase, a referral that converts, a spend milestone). Free shipping and discounts sit in between — gate them with a threshold so they lift AOV instead of leaking margin. Follow this rule and the program is self-funding by design.

3 The 3-layer architecture

Think of the program as three independent layers that stack. A customer can sit in all three at once: a permanent identity (Status), an earned balance (Points), and a menu they redeem against (Rewards).

LAYER 1 STATUS

Who you are — permanent, free. A date-closed "Founders" identity for early supporters (3 visual tiers for your 3 cohorts) *plus* ongoing spend tiers anyone can climb. Drives identity, advocacy, retention. Cost: ~\$0 (digital) + a one-time Founders-kit investment.

LAYER 2 POINTS

What you've earned — a 2% currency. 5 pts/\$1 on purchases, plus points for reviews, referrals, social, birthday, and **playing the Arcade**. Margin-safe, redemption-gated to force a 2nd purchase. This is the engagement engine and the Arcade's tie-in.

LAYER 3 REWARDS

What you redeem — digital free, physical gated. The catalog: digital perks (free), free-shipping threshold, discounts/store credit, swag (gated by action), and the free cup (gated, customer pays shipping). Cost rises down the list; so does the gate.

4 Layer 1 — Status: the Founders play

This is the highest-leverage, lowest-cost layer, and it maps perfectly onto your three audiences. The psychology is well-established: early supporters don't just "like" the brand, they fold it into their identity ("I backed Poki Yoki"). A permanent badge **ratifies a decision they already made** and turns it into advocacy. The one design rule that makes it work: **status is locked by timing, not behavior — you were there, or you weren't — and the window closes permanently**. The moment latecomers can buy in, the badge stops meaning anything.

Two systems, clearly separated

(A) Founders identity (closed by a date — your 3 cohorts): a permanent badge based on *when* you joined. **(B) Spend tiers (open forever — everyone climbs):** earned perks based on *lifetime spend*. A person can hold both: e.g., a "Charter Member" badge *and* "Stacker" spend tier.

(A) The Founders identity — 3 cohorts, 3 badges, closed permanently

COHORT	BADGE	WHO	PERMANENT PERKS
FOUNDING BACKER	Gold hex, "#N of 700"	The ~700 early customers / Kickstarter backers	First access to new colorways (7 days early); permanent 10% off accessories/parts; name on the "Wall of Founders"; the Founders Kit
CHARTER MEMBER	Silver hex	The ~250 FB VIP group	Early access (2 days); 10% off accessories; beta-test new Arcade games; the Founders Kit
PIONEER	Bronze hex	The ~7,000 email sign-ups	\$5 welcome credit on first purchase + 100 pre-loaded PokiStars — but only unlocked after they create an account & buy (so the badge doubles as a conversion incentive)

Badges appear where they're **socially visible** — on the Arcade leaderboard next to the player's name, on their Poki Pet, and in Poki Nation city rankings — not buried on a profile page. Visibility is what converts a badge into advocacy. **Announce a hard close date** ("Founding cohort closes [date]"); after it, new customers get a plain account with no founder badge.

(B) Spend tiers — open, ongoing (placeholder names for Cristina)

TIER	THRESHOLD	EARN RATE	ADDS
Sipper	\$0 (all members)	5 pts/\$1	Points earning, birthday reward, free ship \$75+
Stacker	\$150 lifetime	6 pts/\$1	1.2x points, free accessories (pay ship), 72h early access, priority support
Inner Circle	\$350 lifetime	7 pts/\$1	1.4x points, first access to new SKUs (before Amazon), annual gift, private channel with the founders

The multipliers add cents, not dollars (Inner Circle's 2.8% reward rate \approx \$0.46 on a Starter). Tiered programs return $\sim 1.8\times$ the ROI of flat ones, and $\sim 50\%$ of consumers change behavior to reach the next tier (LoyaltyLion). The \$350 top tier intentionally mirrors Sephora's VIB threshold — far enough out to create a multi-year retention horizon.

5 Layer 2 — Points & the Arcade

Points are the engagement engine. The design target is a **$\sim 2\%$ effective reward rate** — generous enough to feel real, safe against a \$45-AOV / 72–75% gross-margin product. Industry redemption averages $\sim 13.7\%$ and breakage $\sim 25\text{--}50\%$, so the true margin cost lands near **1.5%**.

The currency

5 points per \$1 spent · 500 points = \$5 off · \$0.01 per point
Minimum redemption: 500 pts (\$5) · Max redemption: 1,000 pts (\$10) / order
Expiry: rolling 24-month inactivity (keeps the accounting liability tied to active customers only)

At a \$45 Starter you accrue ~225 pts (~\$2.25) — so a customer needs **2–3 orders to reach the first redemption**. That interval is the point: the minimum threshold is itself a retention mechanism. Name the currency something on-brand (e.g. **PokiStars**, already used in the Arcade — unify it so in-game and on-store points are one currency).

Earning beyond purchase (the part Millennials expect)

ACTION	POINTS	≈ VALUE	WHY
Create account / verify email	50 / 25	\$0.75	Low-friction hook into the program
Complete profile (child name + age)	100	\$1.00	Enables age-based lifecycle email
Review — text / photo / video	100 / 200 / 350	\$1–3.50	Reviews convert; video is ad-grade UGC
Refer a friend (who buys)	500	\$5.00	Best ROI in the program — vs \$55 paid CAC
Follow IG / TikTok (one-time each)	50	\$0.50	Owned-audience growth
Birthday (child's)	150 / yr	\$1.50	Emotional resonance, annual touch
Play the Arcade	5–10 / session	\$0.05–0.10	Daily habit; see cap below

The Arcade as a points engine — the genuine moat

No other kids'-cup brand has a browser game that earns toward a discount on cups. That's defensible. The mechanic: **5 pts per completed game session, +10 for a personal best (1/day), +25 for the weekly top-100 leaderboard, +50 for a 7-day streak — capped at 200 pts/month (\$2)**. The cap protects margin while the daily loop keeps Poki Yoki's tab open in the exact moment a cup-need arises (a spill, a loss, a new sibling). Gamified loyalty drives 100–150% higher engagement and ~30% better retention than points-only programs (Growave; KFC's in-app arcade lifted engagement 31%).

Margin check: a daily player who never buys costs ≤\$2/month to keep engaged — trivial against the eventual repeat or referral. Consider running the Arcade earn **uncapped for the first 90 days** to learn real behavior, then apply the 200-pt cap if exploitation appears.

6 Layer 3 — The rewards catalog

Ordered by cost. The gate tightens as you go down.

\$0 COST Digital rewards — give generously

- **Badges & profile flair** (Founders tiers, streak badges, leaderboard rank) — pure identity, zero marginal cost.
- **Early access** to new colorways/SKUs (2–7 days by tier) — costs nothing, feels exclusive, and front-runs Amazon.
- **Pre-loaded PokiStars** via the cheat code (below) — in-game currency, \$0 to mint.
- **Beta access** to new Arcade games (Charter+), polls/roadmap input (Stacker+), private founder channel (Inner Circle).

~\$0 The in-game cheat code (the founders' handshake)

This is the mechanic you specifically wanted: a code that makes early adopters and VIPs feel *in the know* — a reward, not a coupon. It grants pre-loaded PokiStars (and optionally a real \$10 discount), delivered as a personal message from the founders.

```
# One unique, single-use code per person — batch-prefixed by cohort
Code:   POKIOG-XR7KM2      (Founding Backers — 700 codes)
        CHARTER-8QL3PD     (VIP group — 250 codes)
        PIONEER-K2M9XT     (email list — smaller grant)

Grants: +500 PokiStars in the Arcade + $10 off (single-use, 90-day expiry)
        Pioneer batch: +100 stars + $5 off
```

How it works (Shopify-native, low-build)

- **Generate** the discount halves in Shopify's bulk code generator (single-use, \$10 off, 90-day expiry, no minimum, *non-stacking*). Free.
- **Map** each code string → a PokiStars grant in a simple game-backend lookup table: on redemption it checks the code is unclaimed, locks `claimed_by` to that user ID, credits the stars, logs it.
- **Deliver** it personally — Cristina DMs the 250 VIPs individually (this *is* the founding relationship), the 700 buyers get it in their fulfillment email, the 7,000 via a personal-tone Klaviyo email from `cristina@pokiyoki.com` (not `noreply@`). Framing: *"Type this into the Arcade — it's your founders code. 500 stars + \$10 off. It's yours; please don't share it."*

Anti-abuse (so it feels like a gift, not an exploit)

- **Single-use & account-bound** — deactivates on first redemption; only a logged-in user can claim, then it's locked to them.
- **Rate limit** — max one code claim per account per 30 days; **90-day hard expiry** so dormant codes can't circulate.

- **Batch-prefix isolation** — a PIONEER- code redeemed under a "Founding Backer" account is an instant flag; the backend knows every code's origin.
- **Cap the value** — 500 stars buys 2–3 Poki Pet cosmetics and a head start, *not* a way to skip the game loop (the game is the hook). Physical redemption capped at one item/account/quarter.

~\$10/ORDER LEAK IF UNGATED **Free shipping — use a threshold**

Unconditional free shipping erases ~\$10 of contribution on a \$45 order (a ~30% hit) — unsustainable. A **\$75 threshold** instead lifts AOV: Starter buyers (\$45) add a Discovery cup or accessory to qualify; Family (\$85) ships free automatically. Thresholds lift AOV 12–24% and 58% of shoppers add an item to reach one. Pair it with a cart **progress bar** ("\$X to free shipping") for a further 15–25% lift.

SCENARIO	ORDER	NET CONTRIBUTION
Starter alone, \$10 ship charged	\$45	~\$32.40
Starter + Discovery to hit \$75 (free ship)	\$74	~\$43.45 (+\$11)

STORE CREDIT **Discounts & store credit — keep money in the ecosystem**

For advocate/referral rewards, prefer **store credit over cash**: it forces a return visit, perceives as full value, and its real cost is \$10 minus the margin you earn on the next order. Use **percentage** discounts for new-customer/friend offers (15% reads bigger than "\$6.75 off") and **fixed store credit** for existing-customer rewards.

\$1–14 + SHIP **Swag — gated by action, "free + you pay shipping"**

Swag only builds loyalty when it's something she'd have chosen anyway (the Yeti-hat rule) — stickers on her Stanley, a pin on the diaper bag, a photogenic onesie. Gate each item behind the action that earns it; apply the same "free + pay shipping" model.

ITEM	UNIT COST	EARNED BY	WHY
Sticker 4-pack	\$0.75–1.50	Create account / 1st purchase	Highest advocacy-per-dollar; rolling brand impressions
Enamel pin	\$2–4 (+mold)	1 converting referral	\$6 landed vs a \$45+ referred order — best swag ROI
"Founders Edition" straw/collar (exclusive color)	\$2–4	1st purchase (or include in box)	Swag <i>is</i> the product; near-zero incremental cost, pure scarcity signal
Onesie / tee	\$7–14	Family \$85+ purchase	Baby-in-onesie = organic UGC in the exact demo

The Founders Kit (sticker pack + enamel "OG/Charter" pin + signed card, ~\$5–8 landed incl. ship) goes to the ~785 VIP + early-buyer cohort as a one-time relationship investment (~\$4–6K total). Recommendation: **absorb shipping for the 700 backers** (they paid before the product existed), **charge \$4.99 shipping for the 250 VIPs**. Never offered again after the window closes.

~\$7 NET **The free cup — gated, customer pays shipping**

The headline offer, deployed surgically per §2. **When to use it:** (1) as a milestone referral reward, (2) as a warm-list reactivation, (3) as a VIP/early-buyer thank-you. **Charge \$12.95 S&H** (controlled ~\$7 loss). **Never** run it as a cold-traffic Meta hook. Always disclose "Free cup — you pay \$12.95 shipping" up front (see §9 legal), gate it behind an age-of-child field, and cap the first cohort at ~200 units (max exposure ~\$1,400).

PART V · REFERRALS, ROLLOUT & GUARDRAILS

7 The referral engine

Referrals are the single highest-ROI lever here: referred customers cost ~50–70% less to acquire, spend ~25% more on the first order, churn ~37% less, and are 4x more likely to refer onward. For a brand whose product is *visible* at the playground and drop-off, word-of-mouth is the natural growth surface.

The structure: double-sided base + milestone ceiling

LAYER	ADVOCATE GETS	FRIEND GETS	TRIGGER
Base (every referral)	\$10 store credit	15% off first order	Friend's order ships + 14-day hold (return window)
Milestone (5th)	1 free Discovery cup (pay ship)	—	5 converting referrals / 12 mo
Milestone (10th)	1 free Starter (pay ship)	—	10 converting referrals; max 2 free/yr

Per-referral math

Referred Starter (\$45 - 15% = \$38.25): -\$1.15 fees - \$8 product - \$10 ship = \$19.10 contribution
 Advocate reward: -\$10 store credit → net first-order contribution ≈ +\$9
 Effective referral CAC ≈ \$13.83 vs \$55 paid = ~75% cheaper
 Family referred (\$85 - 15% = \$72.25): contribution ≈ +\$36 before reward - push referrals toward Family

Fraud guards (the controls that matter)

- **Single-use links, not codes** — each share is a unique URL tied to the advocate (traceable; catches coupon-site dumping).
- **Post-fulfillment hold** — release the advocate reward only 14 days after the friend's order ships (kills buy-and-return abuse; platforms auto-void on cancellation).
- **New-customer validation** — friend's email must not exist in Shopify; IP/device/shipping-address match → manual review (blocks self-referral).
- **Milestone gating + caps** — free product only at the 5th referral, max 2/yr. And note: the **\$10 shipping the advocate pays on a free cup is itself a fraud filter** — freebie-gamers won't pay \$10 for an \$8 cup.

8 The 90-day rollout — your three audiences as a test ladder

Roll out warmest-first. Each cohort is both a test and a population with a distinct job. Prove the mechanics where fraud/contamination risk is lowest, then widen.

Weeks 1–3 · The 250 VIP group **CHARTER**

Job: prove the mechanics. Lowest fraud risk (known people), highest trust. Hand-deliver Charter badges + cheat codes (Cristina DMs each), ship the Founders Kit, turn on the referral program here first. Watch: code redemption rate, do badges show correctly in-game, first referrals. This is the controlled pilot.

Weeks 2–6 · The 700 early customers **FOUNDING BACKER**

Job: the advocacy + repeat engine. They already bought — the most qualified referrers. Grant Founding Backer status, send the referral invite **14–21 days post-delivery** (when product-love peaks), drive reviews (photo/video for UGC + points), and run the Starter→Family upsell. Watch: referral participation %, review capture, repeat-purchase rate.

Weeks 4–12 · The 7,000 email list **PIONEER**

Job: convert cold-ish leads — carefully. Highest deal-seeker risk. Grant Pioneer status (badge + \$5 + 100 stars unlocked *on first purchase*). Test the free-cup-pays-shipping reactivation **only on the engaged segment** (2+ opens AND 1+ product click), behind an age-of-child gate, never a public ad. Give non-buyers a shareable referral link (friend gets 15%; 3 conversions → \$15 credit toward their own first order). Watch: contamination rate, free-cup→repeat rate, email→first-purchase conversion.

What to measure (set targets before Day 1)

METRIC	TARGET / WATCH	DECIDES
Cheat-code redemption %	≥40% (VIP), ≥20% (email)	Whether the founders hook lands
Referral participation %	≥10% of buyers refer	Whether word-of-mouth is real (top kids brands hit ~24%)
Referral → friend conversion	4–6% of clicks	Referral channel CAC
Free-cup → repeat % (warm)	≥33% by 90 days	Whether the free-cup tactic clears its ~\$7 cost
Contamination % (free-cup cohort)	<40% no/old kids	Kill-switch: stop the free-cup offer on a list if breached
Points first-redemption rate	→ ≥13.7%	Whether the currency is visible & worth claiming

9 Risk & legal register

FTC "free" rules — disclose, don't bury

- **16 CFR §251.1** ("Free" Guide): you can't use S&H to "directly and immediately" recover the product cost — keep S&H reasonable and disclosed. The **2025 Unfair/Deceptive Fees Rule** requires the shipping amount to be shown **as prominently as the "FREE" claim, before payment**. So: **"Free cup — you pay \$12.95 shipping"** in the creative itself, not "Free*" with fine print.
- **No negative option** — never attach the free cup to a subscription/auto-ship (ROSCA / Click-to-Cancel risk). One-time charge only. Call it a "gift/reward," never a "trial."
- **Frequency** — the Free Guide limits "free" offers to ~6 months/12 in a trade area; a continuous nationwide free-cup ad could trip it. Run it as time-boxed campaigns (60-day windows, 30-day breaks) — which also fits the warm-audience-only rule.
- **Deal-seeker contamination** — discount/freebie-acquired customers churn 2–3x faster and have 35–45% lower LTV. **Mitigation:** free-cup offer to warm audiences only; age-of-child gate; no public indexable landing page; never a cold ad.
- **Points liability & breakage** — outstanding points are a balance-sheet liability (ASC 606). **Mitigation:** rolling 24-month inactivity expiry (keeps liability tied to active customers); model 25% breakage into margin.

- **Code-sharing** — the real risk at your scale isn't organized fraud, it's casual sharing. **Mitigation:** single-use, account-bound codes structurally eliminate it.
- **Referral fraud** — see §7 controls (single-use links, post-fulfillment hold, new-customer validation, milestone gating).

10 Tooling & sequence — start lean

- **Now (status tiers):** run Founders/spend tiers as **Shopify customer tags** + email segments. Zero tool cost, zero points liability. Test which perks move behavior.
- **Cheat codes:** Shopify **bulk discount generator** (free) for the \$-discount half; a small lookup table in the existing game backend for the PokiStars half.
- **Points + referral: Smile.io Free** (≤ 200 orders/mo — likely you, most of 2026) covers points + referral + fraud controls natively on Shopify. Upgrade to Smile.io Growth ($\sim \$199$ /mo) for VIP-tier automation only when you're past ~ 500 orders/mo.
- **Keep PokiStars as the game currency;** use Shopify-native codes for real-world redemption. Don't pay for a heavyweight loyalty platform (LoyaltyLion/Yotpo) until revenue justifies it.

11 Open decisions for Cristina & Eric

- **The close date** for the Founders cohort — must be announced before launch (tie to the DTC launch milestone). Scarcity of the window is what gives the badge value.
- **Live COGS + real 3PL rate** — confirm the gateway-cup COGS ($\$8$ vs $\$5.76?$) and the actual carrier rate for a single light cup. Both move the free-cup S&H break-even by several dollars.
- **Currency name & tier names** — "PokiStars" (unify game + store) and the Sipper/Stacker/Inner Circle ladder are placeholders for your brand voice.
- **What 500 PokiStars redeems for in-game** — peg it before codes go out so the "this is worth $\$X$ " math lands (suggest: one Founders-exclusive Poki Pet cosmetic + the $\$10$ credit).
- **Founders Edition colorway** — pick a color that will never be sold; that's the scarcity lever.
- **Founders Kit shipping** — absorb for the 700 backers, charge $\$4.99$ for the 250 VIPs (recommended).

12 Sources & method

Method: a 4-agent research swarm (referral economics · loyalty/points & tiers · free-plus-shipping + FTC legal · digital rewards/founders psychology/game integration), each citing 2023–2026 data, reconciled against repo financials and the stated unit economics. Figures are decision-grade; soft assumptions (3PL rate, live COGS, repeat rate) are flagged for confirmation.

Referral & LTV: ReferralCandy benchmarks 2026 (participation, conversion, Riff Raff & Co kids-brand case) · Eightx vertical revenue-share 2026 · Rivo fraud & LTV data · Firework 2024 · Wharton/Mention Me LTV premium ·

Bloop incentive data. **Loyalty/points:** Smile.io State of Loyalty 2025 (13.7% redemption) & pricing · LoyaltyLion (164% redeemer spend, 1.8× tiered ROI, 50% tier-chasing) · Yotpo benchmarks · Antavo 2024 (49.8% redemption / breakage) · Voucherify/Bond (breakage) · Growave baby-&-kids + gamification · Sephora Beauty Insider (Open Loyalty). **Free-plus-ship & legal:** 16 CFR Part 251 / §251.1 (FTC "Free" Guide) · FTC Unfair/Deceptive Fees Rule (May 2025) · FTC ROSCA/Negative-Option (2024) · FunnelKit/Distribb tripwire economics · Eightx/Baymard/Red Stag free-shipping-threshold data. **Digital/founders/game:** Roblox limited-item & Xbox/Steam badge scarcity · Duolingo streak psychology · McDonald's Monopoly, KFC "Shrimp Attack," Chipotle, Starbucks gamified-loyalty cases · Shopify bulk-discount tooling · enamel-pin/sticker/POD cost data 2025. **Repo:** marketing/key-numbers.md · company/financials.md · product/variants.md · brand/positioning.md · marketing/kickstarter.md.

Poki Yoki · Rewards & Loyalty Program: Design & Economics · for marketing review · the one rule: reward cost \leq 1/certainty — give digital rewards generously, gate every physical dollar behind a value-generating action, and roll out warmest-audience-first so the early supporters become the engine.