

Nav exploration

Approach: Introducing the verbiage of "Offers" and "Offers" main nav item.



Postscript

- Analytics
 - Overview
 - Store Gift Cards
- Orders & Rewards
 - CashBack Orders
 - Gift Cards
- Promotions
- Appearance
- Settings
 - General
 - Billings
 - How It Works
- Internal Admin
 - Compliance
 - PSN

Postscript

- Search
- Dashboard
- SMS Sales
- Messaging
- Acquisition
- Offers
- Data & Insights
- Brand Center
- Integrations
- Deathwish Coffee
Boron Ryadad
- Postscript Admin

Patents • Compliance • Referrals
Help Center • Terms • Updates

CheezyFruitz
cheezyfruitz@getf...

Postscript

Postscript

- Search
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Dashboard

View Details

Subscriber LTV

Subscriber LTV \$38.42	Acquisition Rate 1.13	Revenue per Message \$0.23
Learn more about Subscriber LTV and Revenue per Message. Learn More		
Messages per Subscriber 28.23	D30 Retention Rate 61.86%	
Learn how customizing your messages can boost engagement. Customization Tips		

View Details

CashBack

Main Fondue Metric 1 XXXXX	Main Fondue Metric 2 XXXXX	Main Fondue Metric 3 XXXXX
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View Details

Upcoming Campaigns [Create Campaign](#)

Patents • Compliance • Referrals
Help Center • Terms • Updates

TBD - haven't discussed with the team what is the most valuable metric

CashBack Orders



Postscript **CashBack Orders**

Orders Store Credits Export Data

Search by order number, customer name or email Eligible orders

Order number	Customer	Order Total	Reward	Holding Period Remaining	Status
#1002222 May 27, 2025 at 10:55 AM	Hebe Zheng hebez@gmail.com	\$133.33	\$27.30	45 days	Prepaid card
#1002223 May 27, 2025 at 10:37 AM	Peter Dassenko peterd@gmail.com	\$206.66	\$48.22	40 days	Store credit
#1002224 May 27, 2025 at 10:12 AM	First, Last name example@gmail.com	\$xx.xx	\$xx.xx	35 days	Prepaid card
#1002225 May 27, 2025 at 10:00 AM	First, Last name example@gmail.com	\$xx.xx	\$xx.xx	31 days	Suspended
#1002226 May 27, 2025 at 9:46 AM	First, Last name example@gmail.com	\$xx.xx	\$xx.xx	23 days	Expired
#1002227 May 27, 2025 at 9:39 AM	First, Last name example@gmail.com	\$xx.xx	\$xx.xx	1 day	Store credit
#1002228 May 27, 2025 at 9:16 AM	First, Last name example@gmail.com	\$xx.xx	\$xx.xx	0 days	Prepaid card

1 2 3 4 5 6 7 8 9 >

Took the opportunity to improve the clarity of the content and UX on the order's page

fondue **Orders** Export Data

Show All Orders

Search orders by order #, customer name or email

Order	Date	Customer	Email	Order Total	CashBack	Holding Period Remaining	Selector
1160082	Aug 31, 2023 at 12:47 PM	Amy Demik	demix@gmail.com	\$84.00	\$10.80	Done	Gift Card
1160022	Aug 31, 2023 at 11:48 AM	Lynne Gabel	lynnegabel@yahoo.com	\$70.80	\$14.16	Done	Suspend
1159957	Aug 31, 2023 at 11:08 AM	Niechma Alvarez	elieenavarez78@yahoo.com	\$41.65	\$8.33	Done	Gift Card
1159906	Aug 31, 2023 at 10:14 AM	Robyn Jauquet	rjauquet@atkore.com	\$82.72	\$15.68	Done	Suspend
1159812	Aug 31, 2023 at 05:52 AM	Kelly McCollum	kellymccollum@hotmail.com	\$48.00	\$8.00	Done	Prepaid Ca
1159680	Aug 30, 2023 at 08:44 PM	Lisette Duarte	lisetteuarte@aol.com	\$127.33	\$23.80	Done	Expired
1159668	Aug 30, 2023 at 07:52 PM	Wendi Navarro	wenditn@msn.com	\$40.00	\$6.40	Done	Gift Card
1159634	Aug 30, 2023 at 06:09 PM	Dinora Young	dinorajseleybarra@gmail.com	\$196.15	\$39.23	Done	Suspend
1159632	Aug 30, 2023 at 06:06 PM	Kaitlin Anson	ksannson@yahoo.com	\$105.40	\$21.08	Done	Suspend
1159596	Aug 30, 2023 at 05:20 PM	Jen Caruso	mackcaruso@hotmail.com	\$219.02	\$41.52	Done	Gift Card
1159584	Aug 30, 2023 at 04:41 PM	Erin Mcvittie	vegasgirlerinii@yahoo.com	\$117.00	\$23.40	Done	Gift Card

Orders updates can take approximately 30 minutes

<< < 3918 3919 3920 3921 3922 > >>

Postscript **Order #1002222**

← BACK TO CASHBACK ORDERS

CashBack

Total CashBack Value: \$27.30

CashBack Eligible Product Value: \$133.33

Promotion: [Winter 25 Back \(25% URL\)](#)

CashBack Value: \$25.00

Gift Card Boost: (10%) \$2.50

CashBack Selection Status: Store credit

Issuance and Expiry

Holding Period End Date: Sep 18, 2023 (in 12 days)

Hebe Zheng

hebez@gmail.com

678-343-5739

Order Details [View Details](#)

Timeline

Aug 21

- Gift Card link sent to shopper - 4:45 PM
- Available for use once holding period ends
- Shopper selected CashBack as Gift Card - 4:44 PM
- \$27.50 gift card created (\$25.00 + 10% gift card boost)

Aug 20

- CashBack was created and sent to your shopper - 4:43 PM
- 30 day holding period started

Opportunity to just expand this - no need to open and close it

fondue **Order #1705719**

← Orders

CashBack

Total CashBack Value: \$12.80

CashBack Eligible Product Value: \$64.00

Promotion: [20back \(20% URL\)](#)

CashBack Selection Status: Unselected

Issuance and Expiry

Holding Period End Date: Jul 17, 2025 (in 44 days)

Selection Expiry Date: Jan 17, 2026

Julie Fromm

Contact Information

Julie Fromm

thefrommfam@comcast.net

+13092644927

Order Details

metabolism+ /... x 2 \$120.00

Subtotal: \$90.00

discount: \$30.00

shipping: \$0.00

tax: \$0.00

Total: \$90.00

Paid by customer: \$90.00

These are the original order details. If any changes occur that affect the CashBack, you will be able to see the updates in the CashBack details.

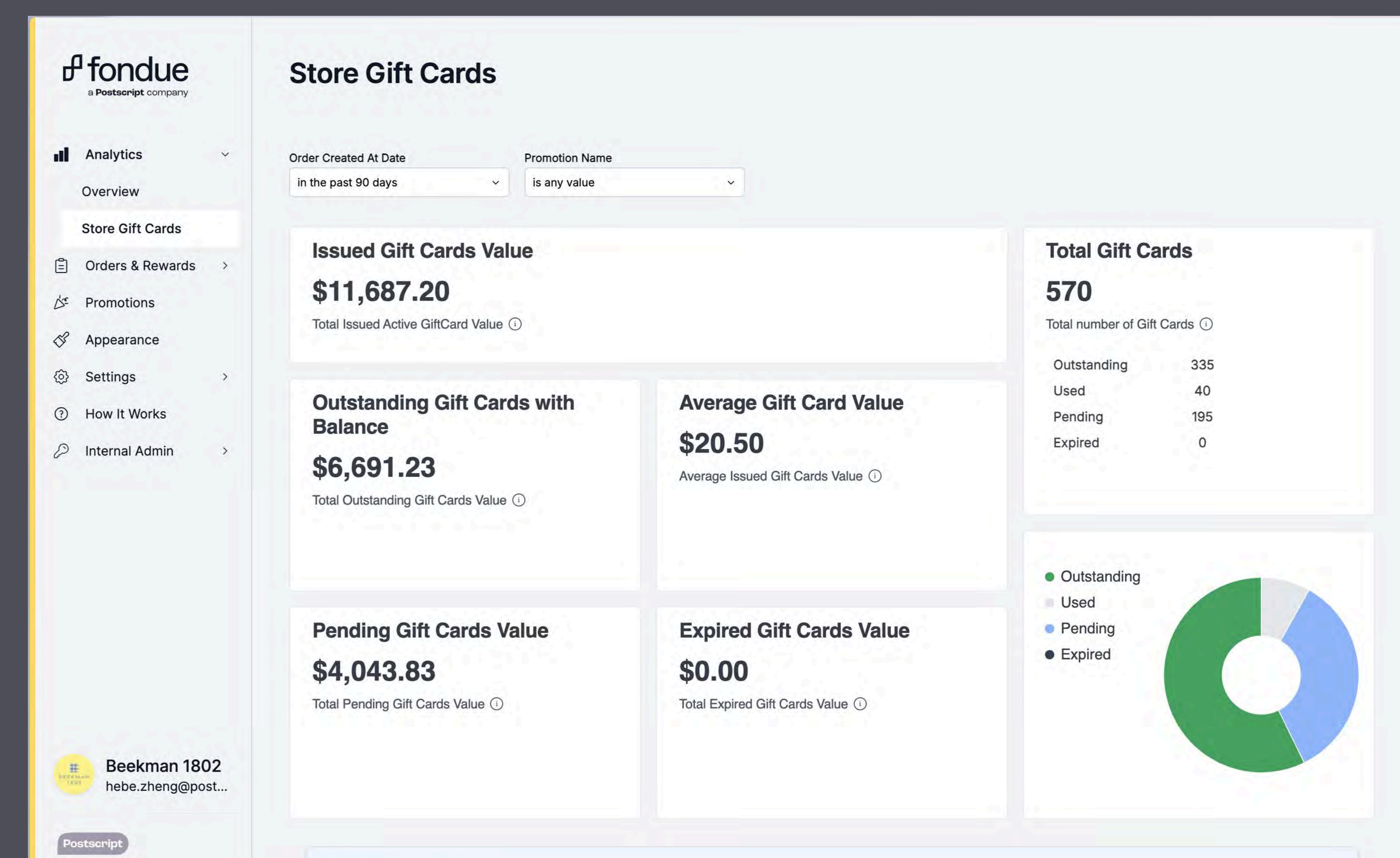
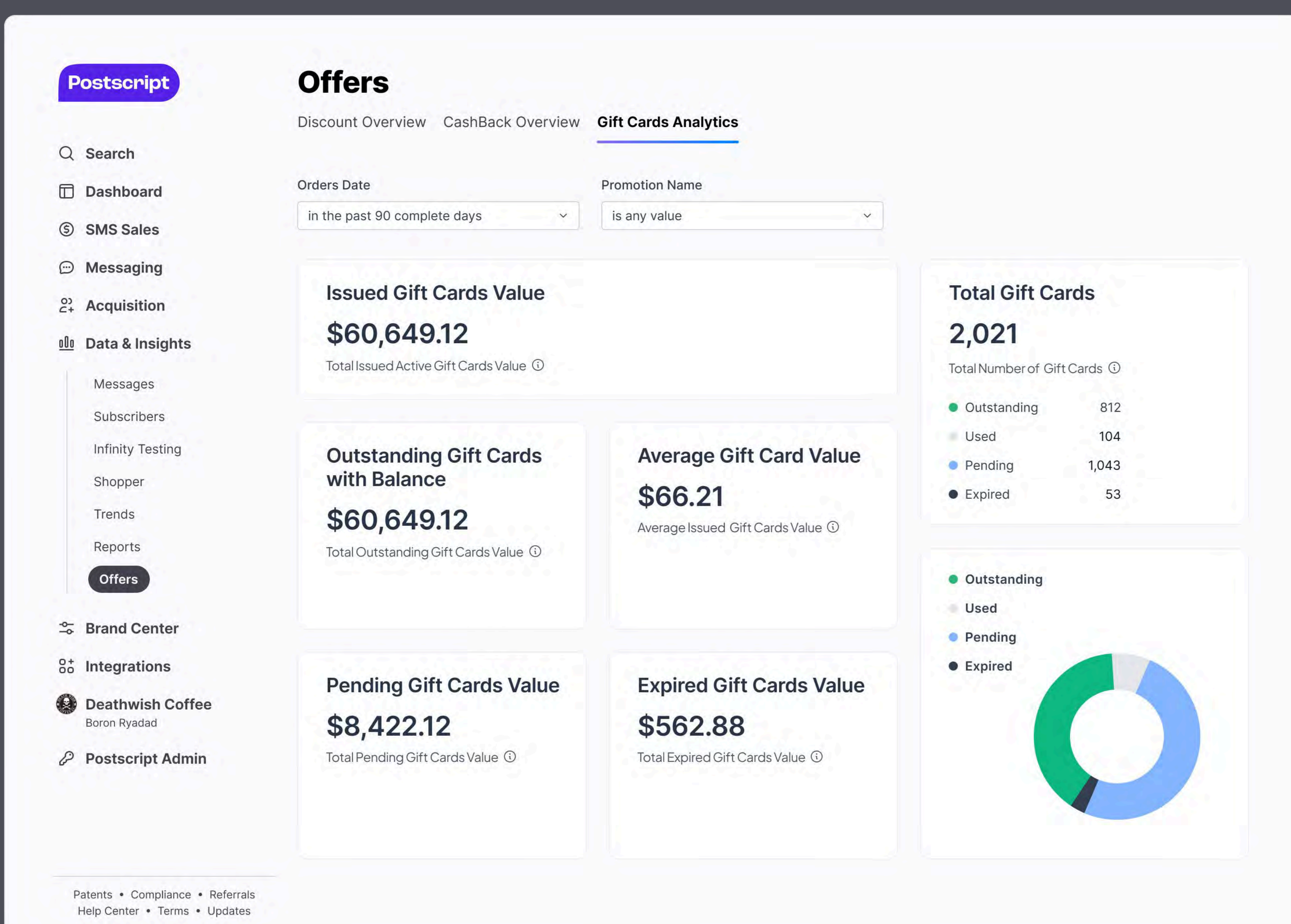
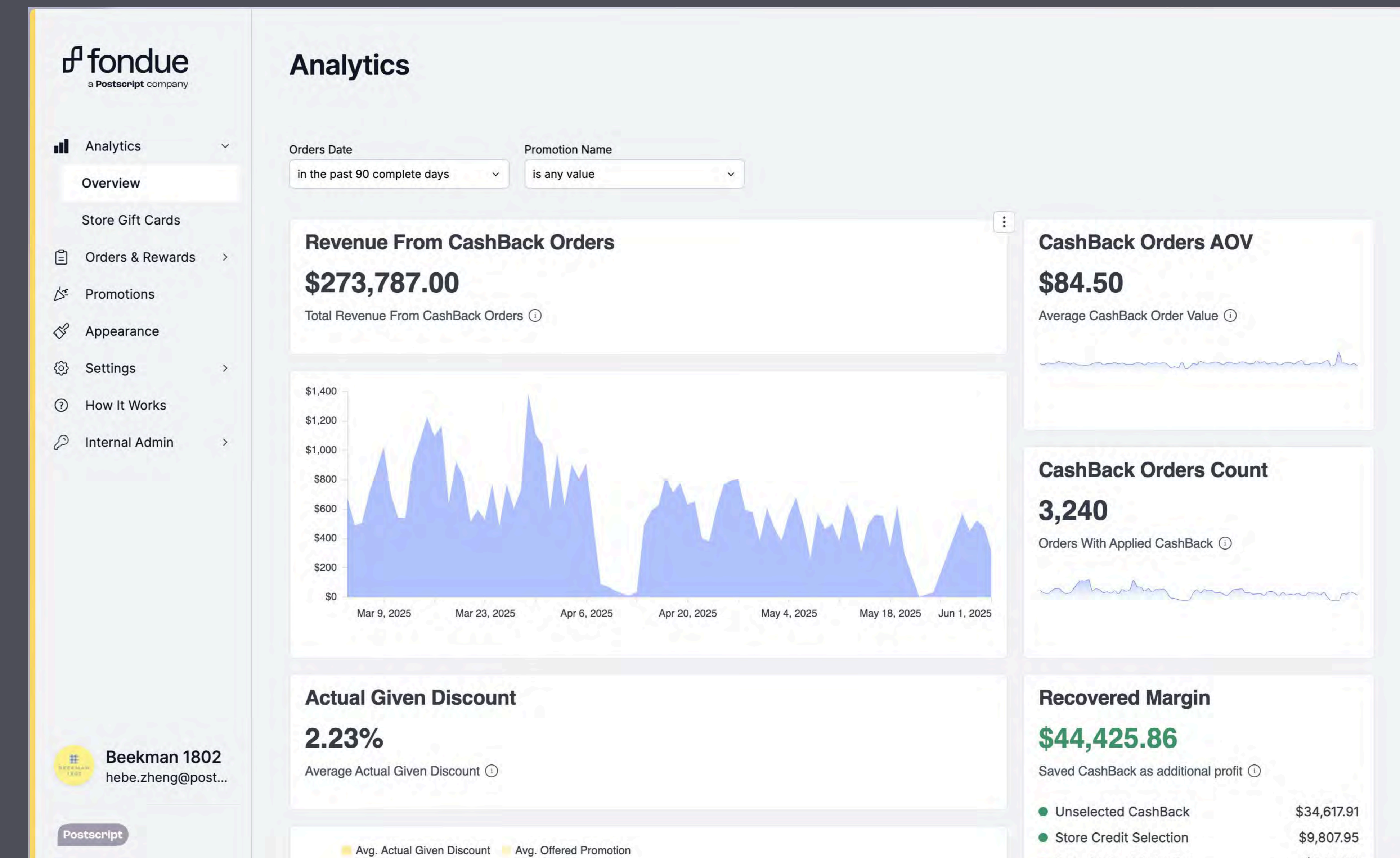
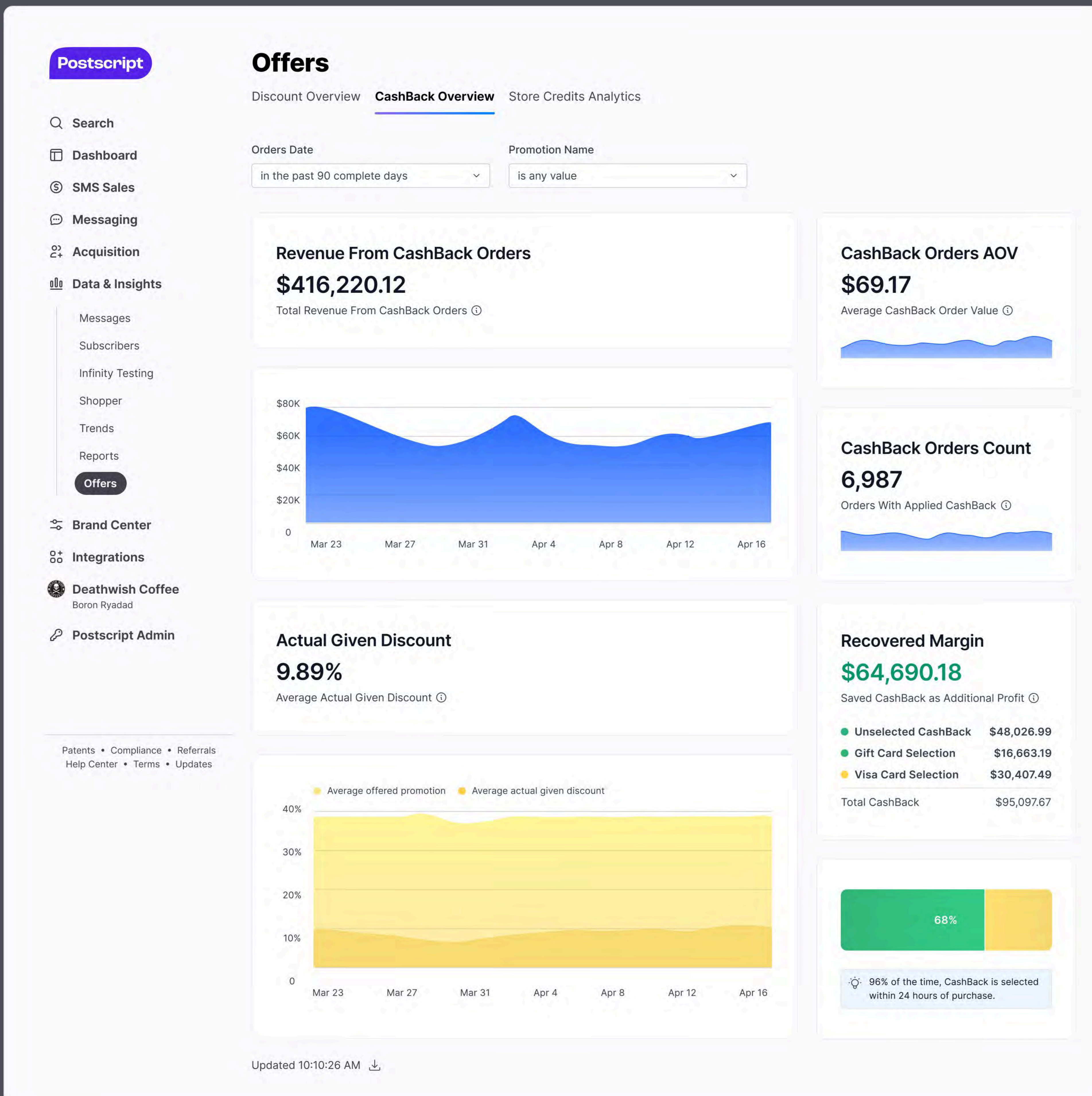
Timeline

Today

- CashBack was sent to your shopper - 11:35 AM
- Link sent to thefrommfam@comcast.net
- Julie Fromm placed an order - 11:34 AM
- 45 day holding period started

CashBack Analytics

Using existing omnichart for CB and store credit)



Customize CashBack widget

Need to flush out the details



Per offsite discussion, for the purpose of the migration, the suggestion is to stripe the editor down only to the existing available customization

CashBack Bubble

Bubble persistence: Always show the bubble

Content: Eligible CashBack

Theme style properties

Theme style: Primary button

Font: Arial, Font size: 16

Text color: #000000, Background color: #FFFFFF

Position: Bottom left

Distance from edge: 10px

Get 20% Back
On any purchase over \$20.00

fondue a Postscript company

Store-appearance

CashBack Bubble
How shoppers will see their CashBack eligibility & value throughout their onsite experience (until checkout)

Position: Middle

CashBack Bubble Enabled

You're improving your store conversion!
This bubble has been tested and shown to increase conversion rate and improve shopper experience.

Heading

Theme style properties

Theme style: Heading

Font: Arial, Font size: 16

Text color: #000000

Background color: #FFFFFF

Padding: 10px

Margin: 10px

Opacity: 100%

You get 20% CashBack

Choose CashBack that works for you
Complete your purchase with eligible products for CashBack and choose digital prepaid Visa card or bonus gift card. Not valid with a coupon.

20% CashBack Prepaid Visa vs 20% + Bonus CashBack Store Gift Credit

After a qualifying purchase, you have 6 months to select your CashBack method from confirmation email. It will be usable 30 days after your order date.

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Store-appearance

CashBack Bubble
How shoppers will see their CashBack eligibility & value throughout their onsite experience (until checkout)

Position: Middle

CashBack Bubble Enabled

You're improving your store conversion!
This bubble has been tested and shown to increase conversion rate and improve shopper experience.