

## You've got Questions, E2 has the Answers

There are so many terms thrown around in the business and sales world. This month E2 is taking a closer look at some of the questions we hear most. If you want to chat more about any of them, [email us!](#) We'd love to hear from you!



How well do you understand the term "Breakage"? It can make or break your loyalty program, depending on how it's structured. We've put together a quick explanation of [what breakage is in a rewards program](#) (and how to maximize your budget using it).



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You hear the word "SPIFF" often in sales - they're designed to connect your goals and strategies with revenue driving behavior. [E2 has identified some benefits and trends](#) to help you make the most of your promotions and programs.

### IS IT TIME TO ACCELERATE YOUR SALES GROWTH?

Stand out from the competition with a data-driven **Rewards and Loyalty Program.**

BOOK A DEMO!



**Energy 2 Engage (E2)** is a loyalty company dedicated to helping businesses exceed their **sales** and **people** goals. E2 develops branded rebate, reward, and recognition programs using an exclusive digital debit card.

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