



Double Up Card: Reporting with Fresh Incentives

MANAGER GUIDE

Table Of Contents

Double Up Card Reports Overview	P. 2
How to use the Fresh Incentives Portal - a step by step guide	P. 3, 4
Recommended Reports & Details	P. 5, 6
Glossary of Terms	P. 7

Double Up Card Reports Overview

- For detailed Double Up Card activity reports, managers can log into the Fresh Incentives reports portal at mydoubleup.com.
- Your login for the portal is the same as in the Fresh Incentives app on your device. *(See the next page for further instructions).*

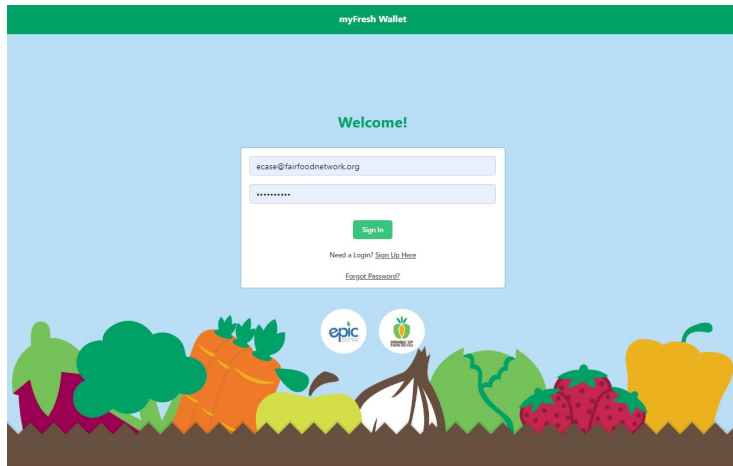
Double Up Card reports are available for viewing and downloading. When completing your Metric Report, use reports downloaded from the Fresh Incentives portal for your supporting documents.

Data available includes, but not limited to the following:

- Amount of Double Up Distributed/Dispersed (earned) - dollar value & transaction count
- Amount of Double Up Redeemed (spent) - dollar value & transaction count
- Number of unique Double Up participants (customers) at your site
- Number of new Double Up Customers (Double Up Card Sign Ups)



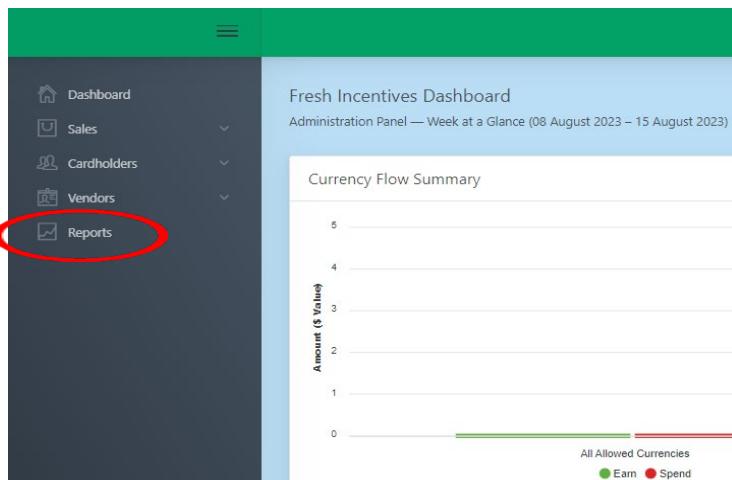
FRESH INCENTIVES REPORTING: myDoubleUp.com



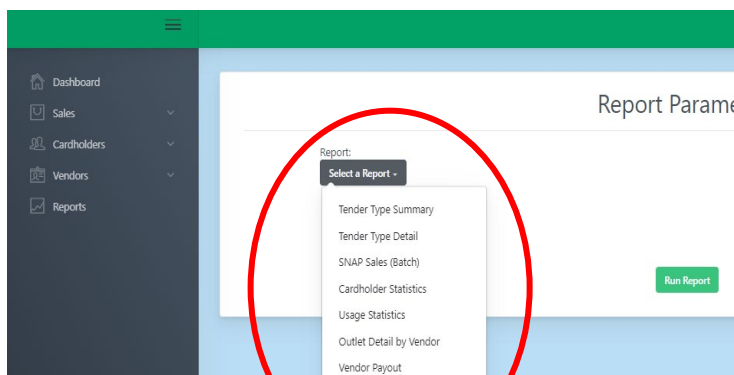
To View & Download Reports:

1. Go to myDoubleUp.com

2. Sign In: Use your same login as the Fresh Incentives app on your device.



3. Choose “REPORTS” from the menu on the left (bottom of the list).



4. Choose the report you wish to view from the dropdown menu. (See p. 4 for suggested reports).

Fresh Incentives Reporting (continued)

Report Parameters

Report: Tender Type Detail -

Currency: Select a Currency -

Target Data: Earn and Spend Token Exchanges

Outlets: Outlets (All Selected) -

Run as Vendor: Self -

Start Date: Mon Aug 07 2023

End Date: Mon Aug 14 2023



Start Date: Mon Aug 07 2023

End Date: Mon Aug 14 2023

August 2023

August 2023

Run Report

NOTE: All times are Eastern time



Tenders by Outlet

Outlet	Earn Tenders	Amount Earned	Spend Tenders	Amount Spent	Amount Refunded
Fair Food Network Outreach	10	0.18	5	0.06	-0.03
Total	10	0.18	5	0.06	-0.03

Export CSV

Tenders by Date

Date	Earn Tenders	Amount Earned	Spend Tenders	Amount Spent	Amount Refunded
2023-08-03	1	0.01	0	0.00	0.00
2023-08-04	7	0.13	2	0.03	-0.02
2023-08-06	0	0.00	1	0.01	0.01
2023-08-07	0	0.00	0	0.00	0.00
2023-08-14	2	0.04	2	0.02	-0.02
Total	10	0.18	5	0.06	-0.03

Export CSV

5. Select the given parameters: Currency, Target Data and/or Outlets.

* each report has different parameters available (see p. 4 for more details).

6. Select "SELF" for "Run as Vendor".

7. Select your start & end dates using the calendars provided.

* Toggle back & forth between months by clicking on the little arrows.

8. Click on "RUN REPORT"

9. The report will generate.
To download a report file: Click on "EXPORT CSV".

For recommended reports and detailed directions for each report see page 4.

RECOMMENDED REPORTS

TENDER TYPE DETAIL REPORT

DATA PROVIDED: Double Up Sales, amount Earned and Spent.

FOR REPORTING: Transaction Count & Dollar value of DUFB Distributed/dispersed and Transaction Count & Dollar value of DUFB Redeemed

Once on the reports page (for directions see p.2):

1. From the dropdown - choose 'TENDER TYPE DETAIL' .
2. Select your currency: Click on 'DOUBLE UP'.
3. Target Data:
 'EARN AND SPEND' will show data for Earn & Spend transactions (distributed & redeemed)
 'TOKEN EXCHANGES' will show data for Token to Card transactions
4. Choose your Outlet(s).
5. Select your date range.
6. Click on 'RUN REPORT' to generate report.
 See page 6 for term definitions.
7. To download file: click on the 'EXPORT CSV' button located below the report.

CARDHOLDER STATISTICS REPORT

DATA PROVIDED: Cardholder data - number of Double Up Card shoppers and new sign-ups)

FOR REPORTING: "Number of new customers" and "Unique Incentive Customers"

Once on the reports page (for directions see p.2):

1. From the dropdown choose 'CARDHOLDER STATISTICS'.
2. Select a currency: Click on 'DOUBLE UP'.
3. Click on your Outlet(s).
4. Select your date range.
5. Click on 'RUN REPORT' to generate report.
 ** Scroll over the report heading titles to get a pop-up of term definitions.*
6. To download file: click on the 'EXPORT CSV' button located below the report.

Unique User: This is your "Number of Unique Incentive Customers".

New User: This is the number of "Number of New Incentive Customers" at your site.

See page 6 for more term definitions.

ADDITIONAL USEFUL REPORTS

OUTLET DETAIL BY VENDOR REPORT

DATA PROVIDED : Individual cashier or vendor transaction totals

GOOD FOR: Tracking sales by vendor or cashier. Use this report to reconcile sales and conduct cashier & vendor competitions.

Once on the reports page (for directions see p.2):

1. From the dropdown choose 'OUTLET DETAIL BY VENDOR'
2. Select your currency: click on 'DOUBLE UP'.
3. Choose your Outlet(s).
4. Select your date range.
5. Click on 'RUN REPORT' to generate report.
6. To download file: click on the 'EXPORT CSV' button located below the report.

TRANSACTION LIST BY CURRENCY TYPE

DATA PROVIDED: Individual transactions data.

GOOD FOR: Reconciling sales

Once on the reports page (for directions see p.2):

1. From the dropdown choose 'TRANSACTION LIST BY CURRENCY TYPE'.
2. Select the currency you'd like to view.
 - a. MATCH: To View Double Up transactions.
 - b. SNAP: To View SNAP transactions recorded through the Fresh Incentives app.
REMINDER: The Fresh Incentives app does not process SNAP. Your SNAP processor will have the most accurate data on SNAP transactions completed at your site.
3. Choose your Outlet. If you have more than one outlet, you can only view one outlet at a time
4. Run As Vendor: select 'SELF'.
5. Select your date range.
6. Click on 'RUN REPORT' to generate report.
7. 'Export CSV' to download or view an individual sale record by clicking on the transaction line.

QUARTERLY REPORT

DATA PROVIDED: Dollar amount of DUFEB earned and spent, plus new and unique DUFEB customers.

GOOD FOR: Viewing a quick snapshot of Double Up activity at your site.

Once on the reports page (for directions see p.2):

1. From the dropdown choose 'TRANSACTION LIST BY CURRENCY TYPE'.
2. Select your currency: click on 'DOUBLE UP'.
3. Choose your Outlet(s).
4. Select your date range.
5. Click on 'RUN REPORT' to generate report.
6. To download file: click on the 'EXPORT CSV' button located below the report.

GLOSSARY OF TERMS

Below is a list of terms found on the Double Up Card Admin Portal

MENU TERMS

Dashboard: This provides quick information & visuals of cardholder data at your site.

Cardholders: Double Up shoppers at your site with Double Up card and/or mobile accounts.

Vendors: These are the accounts that have login permissions for the Fresh Incentives app and myDoubleUp.com. This can include managers, cashiers, staff and/or market vendors.

REPORT TERMS

New User: New Double Up participant that has signed up for a Double Up Card at your site. Most sites can use this for reporting "Number of New Customers"

First Time User: A cardholder at your site that has completed their first Double Up Card transaction with their new card.

Unique User: A distinct cardholder who has made at least one transaction at your site. Use this to report the "Number of Unique Incentive Customers".

Earn Tenders: Transaction count of DUFEB earned/distributed. (Total number of earning transactions).

Amount Earned: Dollar value of DUFEB distributed/dispersed (Double Up amount earned by shoppers).

Spend Tenders: Transaction count of DUFEB spent/redeemed. (Number of transactions using Double Up).

Amount Spent: Dollar value of DUFEB redeemed (Double Up amount spent by shoppers).

Amount Refunded: Dollar amount voided.

REPORT TERMS FOR TOKEN EXCHANGE – Only For Markets with Tokens!

Token Exchange: Tokens turned in by shoppers to be loaded on to their Double Up Card.

TOKEN TO CARD (feature Not available to all sites)

Physical to Digital Count: The number of Token to Card transactions. (Transaction count).

Physical to Digital Amount: The dollar value of DUFEB tokens collected and loaded to cards.

CARD TO TOKEN (feature Not Available to all sites)

Digital to Physical Count: The number of card to token transactions. (Transaction count).

Digital to Physical Amount: The dollar amount of Double Up funds exchanged off cards into physical tokens and given to shoppers.

FRESH INCENTIVES SUPPORT & RESOURCES

Double Up Card Reporting Support

Have questions? We are here to help! Let us know if you would like to schedule a report training or refresher.

Emily Case, Incentive Technology Manager
ecase@fairfoodnetwork.org Call: (734) 213.3999 x220

Charles Walker, Retail Specialist
cwalker@fairfoodnetwork.org Call: (313) 605.9109

Ricardo Ortiz, Farmers Market & Direct Site Manager
rortiz@fairfoodnetwork.org Call: (734) 213-3999 ext. 111

Additional Tech Support for Managers

EPIC Tech Support is available to help with Fresh Incentives questions and troubleshooting

Call: 866-259-2934, ext.2

