**Zoho Corporation**

Performance

The *Performance* tab in Thrive is where you can see your programs work in real time. You can view meaningful insights on your brand's overall and individual program performance during any given time frame.

Insights you can view for your overall performance are:

- **Revenue**: Overall revenue generated by running programs via Zoho Thrive.
- **Members:** Sum of all direct customers and referrals brought in by both loyalty participants and affiliates.
- **Affiliates:** Sum of all the registered affiliates.
- **Referrals:** Sum of all referrals from both the programs.
- **Rewards:** Overall reward redemption count.
- **Commissions:** Overall amount of commission earned.
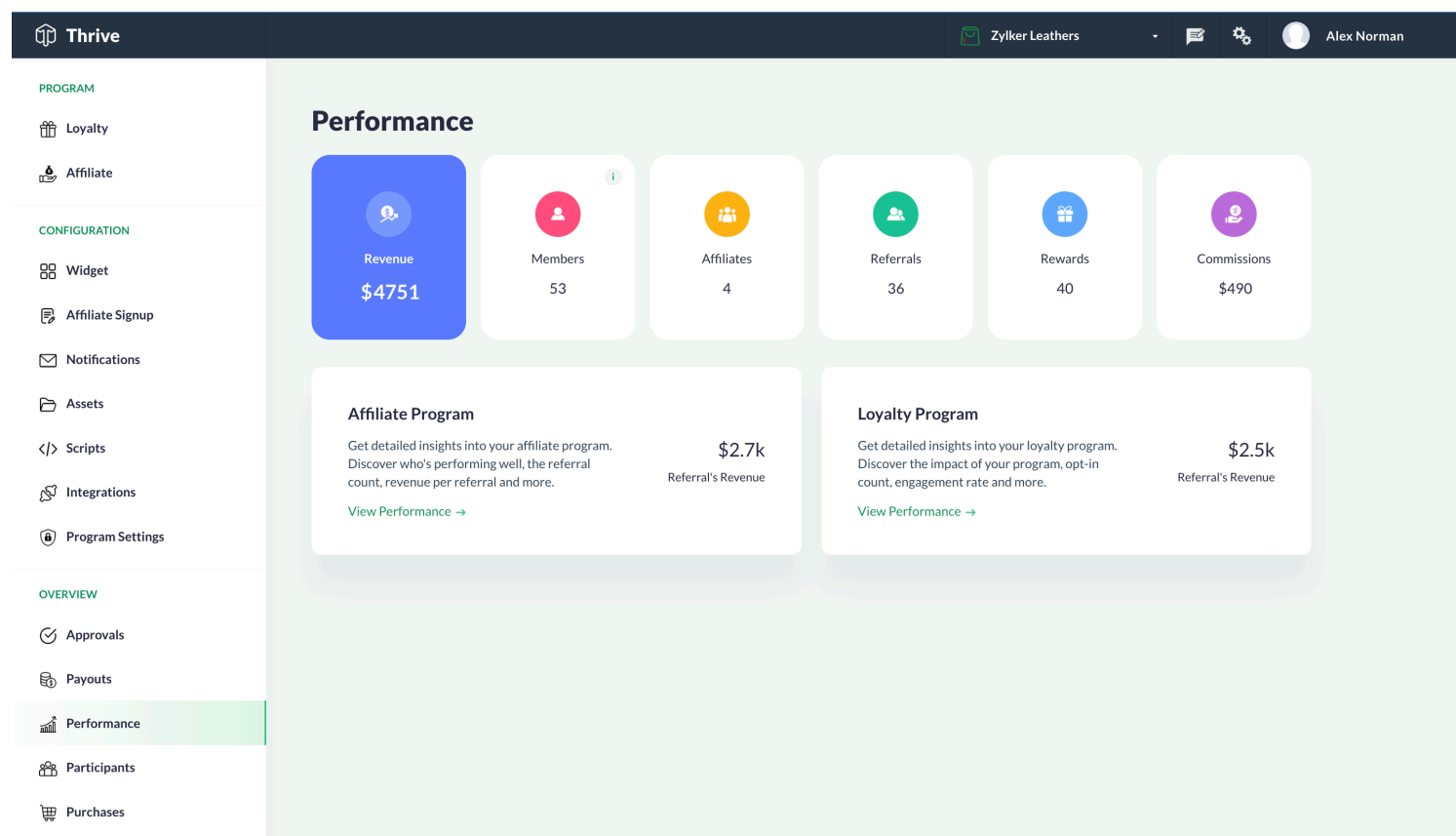
Insights you can view for your programs:

Affiliate

- **Revenue:** Revenue generated via the affiliate program.

- **Average Order Value**: Overall revenue generated by the affiliates divided by the number of purchases made through referrals.
- **Revenue Per Referral:** Total revenue divided by the number of leads generated through affiliates.
- **Conversion Rate:** Ratio of the number of leads generated to the referral link clicks, multiplied by 100.
- Top affiliates based on referral purchase amount, customer count, referral count and commission.
- Graphical analytic result of **Referral Purchase Amounts**, **Affiliate Commission Amounts**, **Affiliate Signup Count**, **Referral Count**, **Customer Count**, and **Purchase Count.**

Loyalty

- **Revenue:** Revenue generated via the loyalty program.
- **Average Order Value:** Overall program revenue divided by the number of purchases made.
- **Points Earned**: Overall points earned in the loyalty program.
- **Redemption Rate**: Reward redemption percentage.
- Top members based on points earned.
- Top rewards based on redemption count.
- Graphical analytic result of the **Points Count, Reward Redemption Count, Opt-in Count**, and the **Task Completion Count.**