

**Points for Membership Rewards**  
Fosters customer loyalty, repeat business, incentives for spending such as discounts, actively involves customer engagement, introduce premium offerings for customers, collect valuable data on shoppers preferences, customer retention and customized offers

**Rate Experience**  
Provides an indication of overall satisfaction, offers informative content, can be used for marketing and promotional efforts and shoppers can make comprehensive decisions when buying a product

**Rate Effects**  
Ratings on the product's effects provides the brand with guidance on shopper's product decisions, builds trust for those browsing, high ratings can differentiate Tokyo Smoke from competitors and provides feedback for improvement

**Review Product**  
Provides credibility, help customers make informed decisions, contributes to SEO efforts, a measure of feedback, authenticity and product discovery

