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REWARDS INTELLIGENCE™

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# Earning More from the Relationship.

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**EVRYNN**

Public Knowledge Library

Issued: June 13, 2026

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## Earning more from the relationship.

Most rewards programs reward spending. EVERYNN's Styled Rewards™ program rewards intelligence. The distinction is intentional and foundational: EVERYNN wants to reinforce the behaviors that make the intelligence relationship better, not just the transactions that generate revenue.

## What Styled Rewards™ Is

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Styled Rewards™ is EVERYNN's credit and recognition system. It allows members to earn redeemable credits through styling actions, intelligence engagement, and purchases made through the EVERYNN marketplace. Credits can be redeemed against EVERYNN membership fees or applied to marketplace purchases.

Styled Rewards™ is not a loyalty program in the traditional sense. It does not exist to make leaving EVERYNN feel costly. It exists to make staying worthwhile — to make the intelligence relationship tangibly, visibly rewarding in proportion to your engagement.

## How Credits Are Earned

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Styled Rewards™ credits are earned across three categories of activity:

### Intelligence Actions

- Adding items to your Closet Intelligence™ catalog
- Providing feedback on a recommendation (positive or negative — honest feedback is valued)
- Completing a style profile update or preference calibration
- Planning a trip with Trip Intelligence™
- Reviewing and curating your My EVERYNN™ profile

### Marketplace Engagement

- Completing a purchase through the EVERYNN marketplace
- Providing a post-purchase satisfaction review
- Returning an item and completing the return feedback (helping EVERYNN learn)



## Membership Milestones

- Completing onboarding and building your initial intelligence profile
- Reaching 6-month and 12-month membership anniversaries
- Achieving intelligence depth milestones (e.g., first 25 closet items catalogued)

## How Credits Are Redeemed

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Styld Rewards™ credits can be redeemed in two ways:

### Against Membership Fees

Credits can be applied to reduce or eliminate your next billing period's membership fee. One credit equals one dollar. There is no minimum redemption threshold.

### Against Marketplace Purchases

Credits can be applied at checkout for any EVERYNN marketplace purchase. Partial redemption is supported — use some credits, pay the rest.

## Free vs. Premium vs. Elite Rewards

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### Free Members

Earn base-rate credits on intelligence actions and marketplace activity. Credits are primarily redeemable against marketplace purchases.

### Premium Members (\$6.58/mo or \$79/yr)

Earn enhanced credit rates on all intelligence actions. Access to the full Styld Rewards™ catalog. Credits redeemable against membership fees and marketplace purchases.

### Elite Members (\$12.42/mo or \$149/yr)

Maximum earning rate on all actions. Priority credit opportunities. Access to exclusive rewards and early-release intelligence features. Credits redeemable against membership fees and marketplace purchases, with elevated redemption value.

## Why Rewards Are Tied to Intelligence Actions, Not Just Spending

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A pure spend-based rewards program creates a perverse incentive: buy more to earn more. EVERYNN does not want you to buy more. EVERYNN wants your purchases to be better — more accurate, more satisfying, less regretted.

By tying rewards to intelligence actions — cataloguing your closet, giving feedback, planning your trips — EVERYNN reinforces the behaviors that improve the intelligence. A member who earns credits by providing honest feedback is making EVERYNN smarter, which makes future recommendations better, which makes purchases more accurate. That cycle is worth rewarding.

## The Intelligence Relationship Principle

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Styled Rewards™ is designed around a single governing principle: rewards should reinforce the intelligence relationship, not replace it. Credits are a recognition of your contribution to the quality of your own intelligence. They are meaningful, but they are secondary to the primary value: a Personal Intelligence Partner that genuinely works.

This means EVERYNN will not inflate credit values to create artificial lock-in, will not make credit expiration a pressure tactic, and will not use the rewards system to distract from instances where the intelligence has not served you well. Styled Rewards™ is an honest recognition — not a retention mechanism.