

Venngo

Engagement Report

- License Details

Program Engagement

Traffic

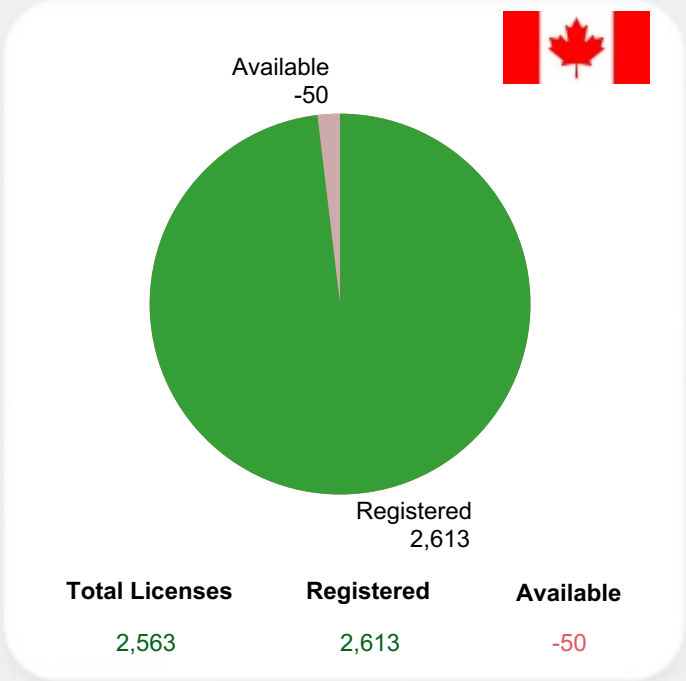
Glossary

License Details



Launch Date:

2011-Aug-24



Total Family Accounts

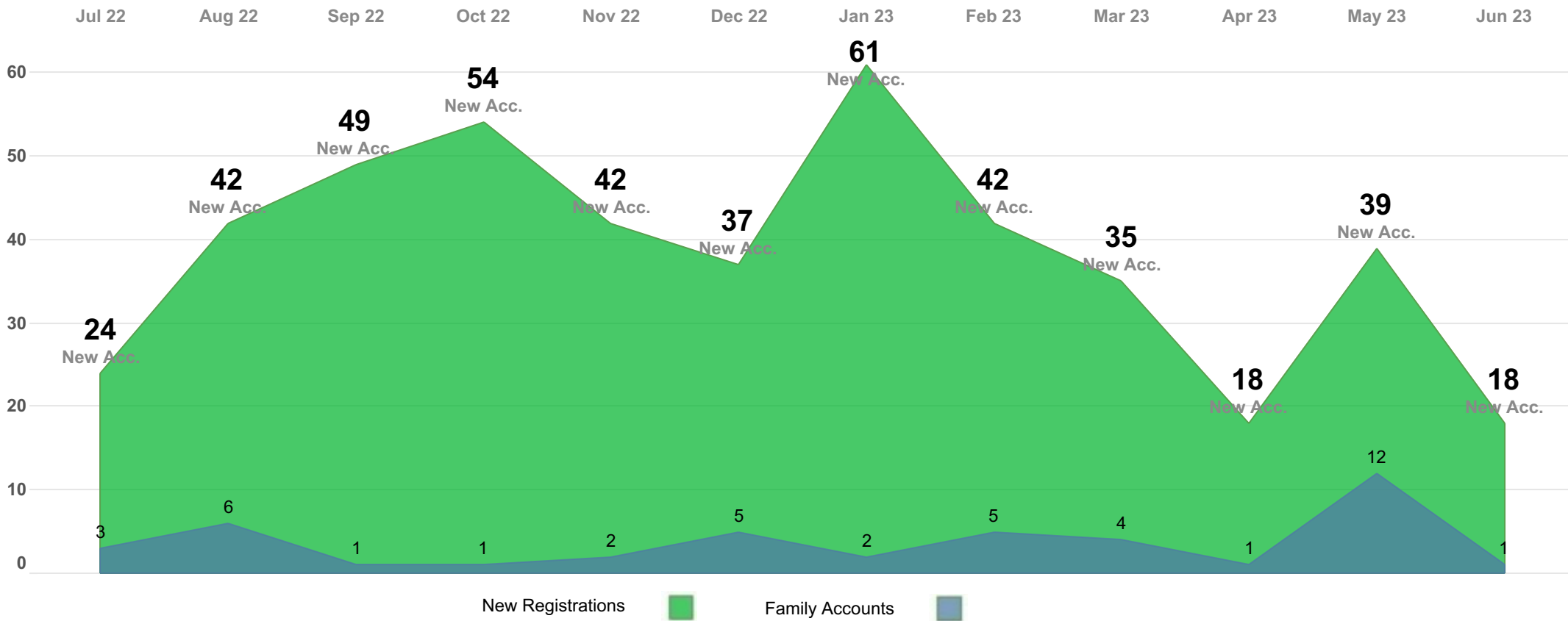


409

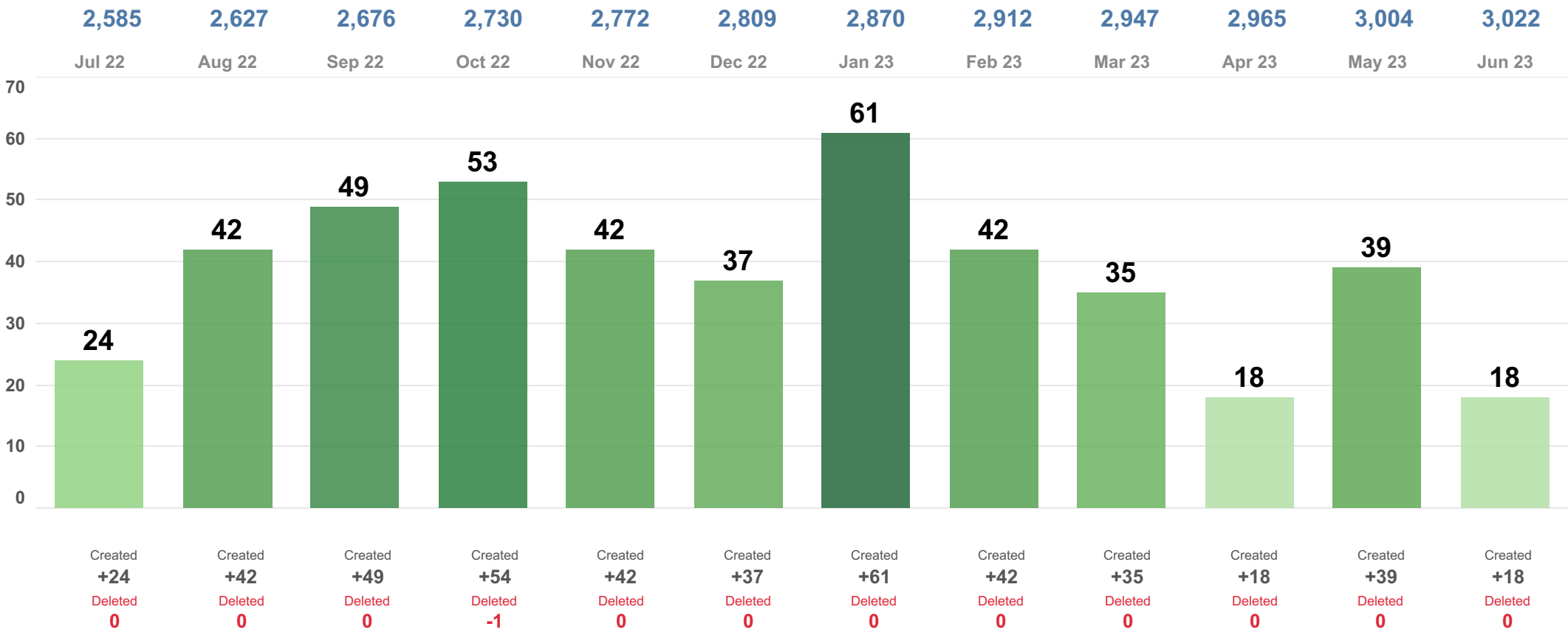


+4% in Q2 2023

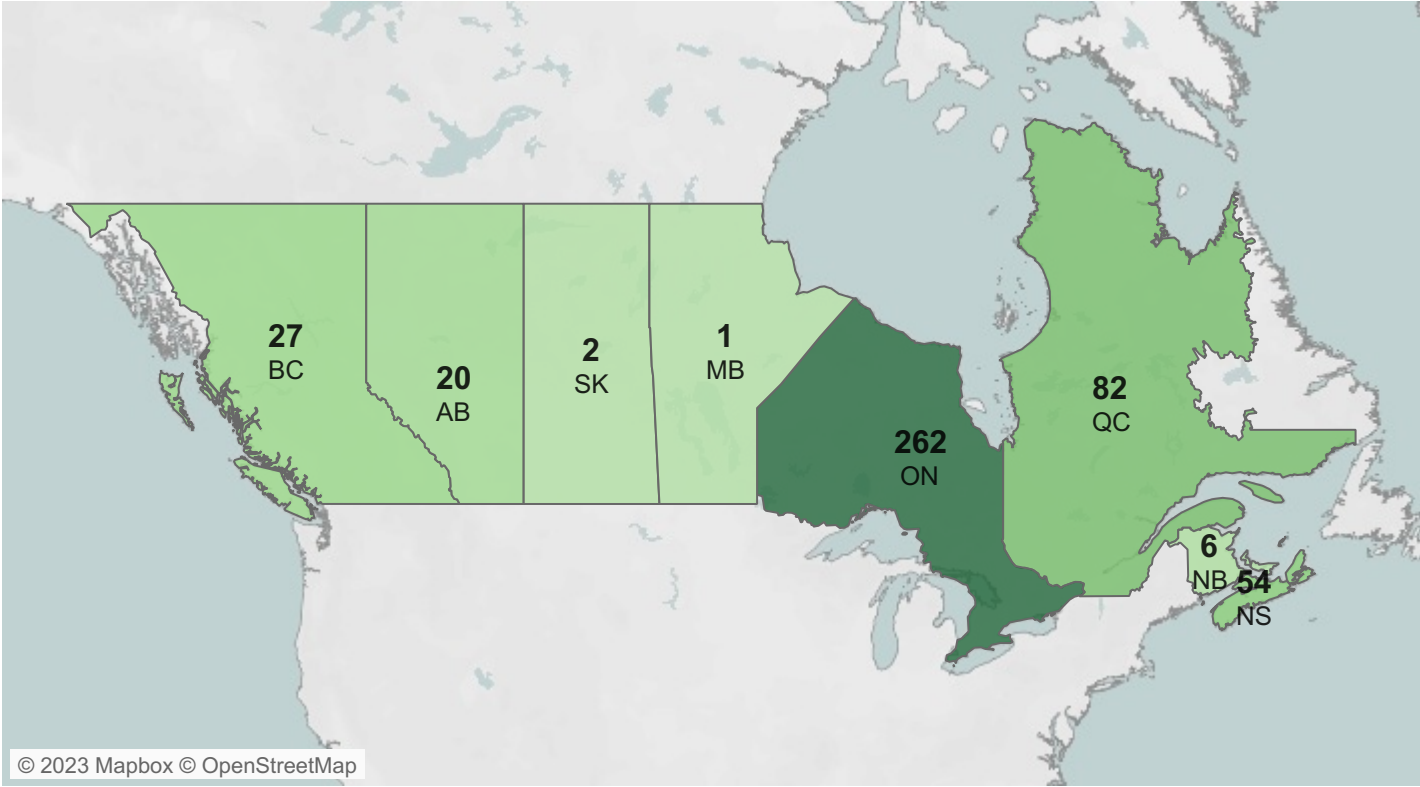
New Registrations



Net Change Registrations & Running Sum



Provincial Distribution



Province	Locations Province	Total Registered
Ontario	ON	262.0
Quebec	QC	82.0
Nova Scotia	NS	54.0
British Columbia	BC	27.0
Alberta	AB	20.0
New Brunswick	NB	6.0
Saskatchewan	SK	2.0
Manitoba	MB	1.0
Prince Edward Island	PE	1.0
Grand Total		455.0

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Program Engagement

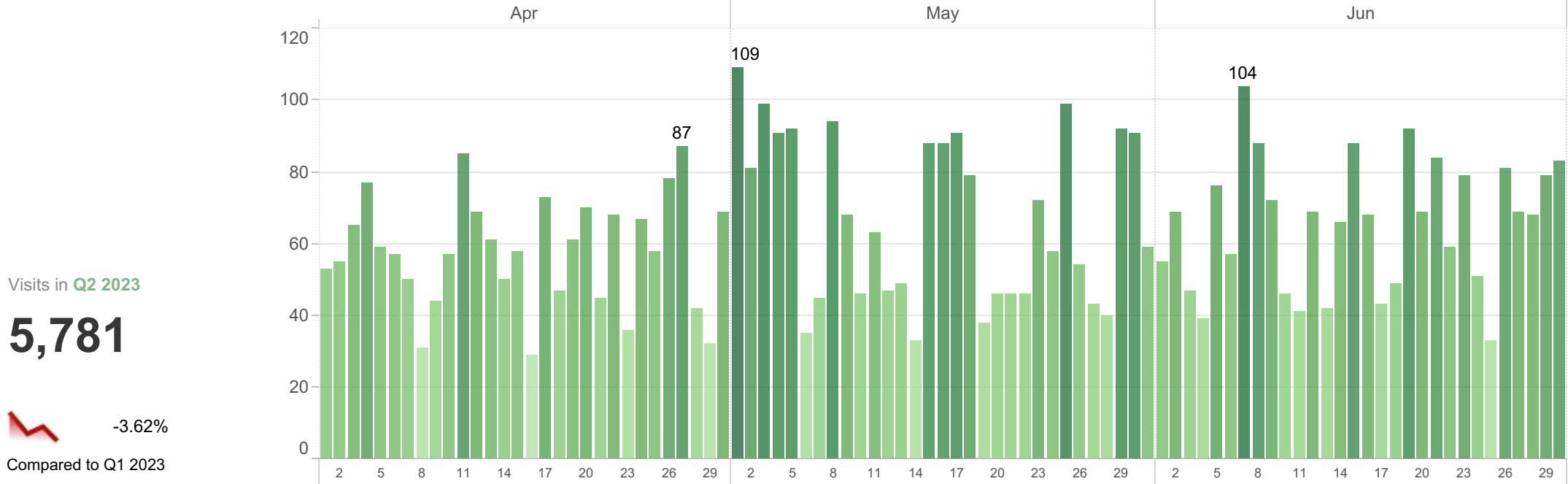
Estimated Spend

\$ 360,727

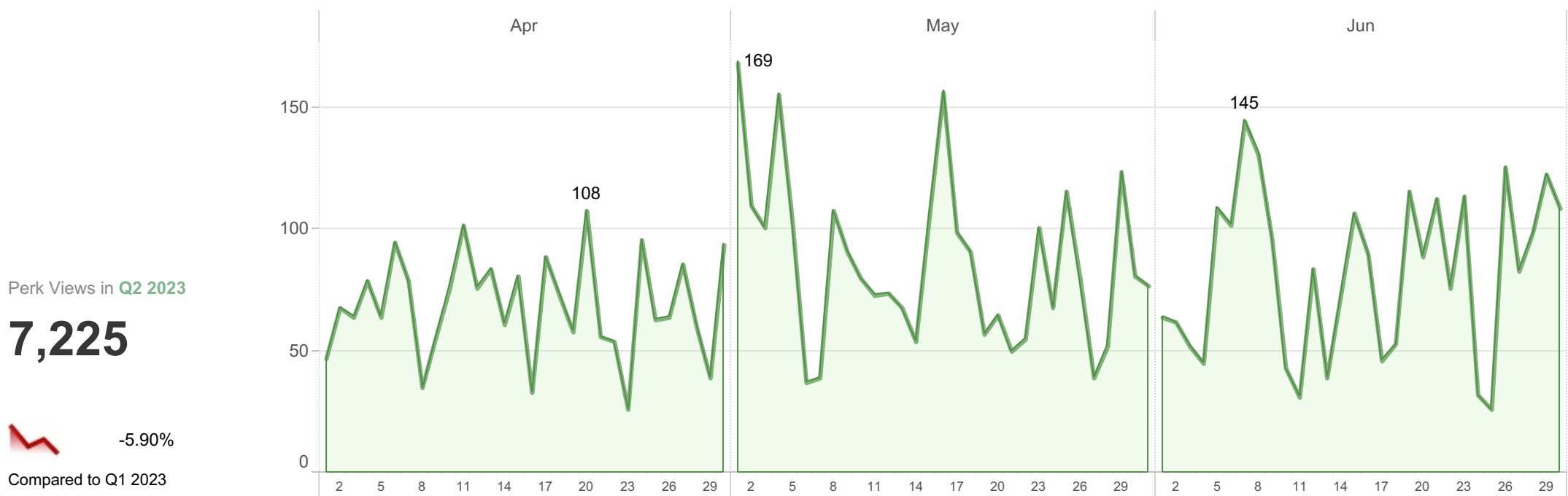
Estimated Savings

\$ 79,202

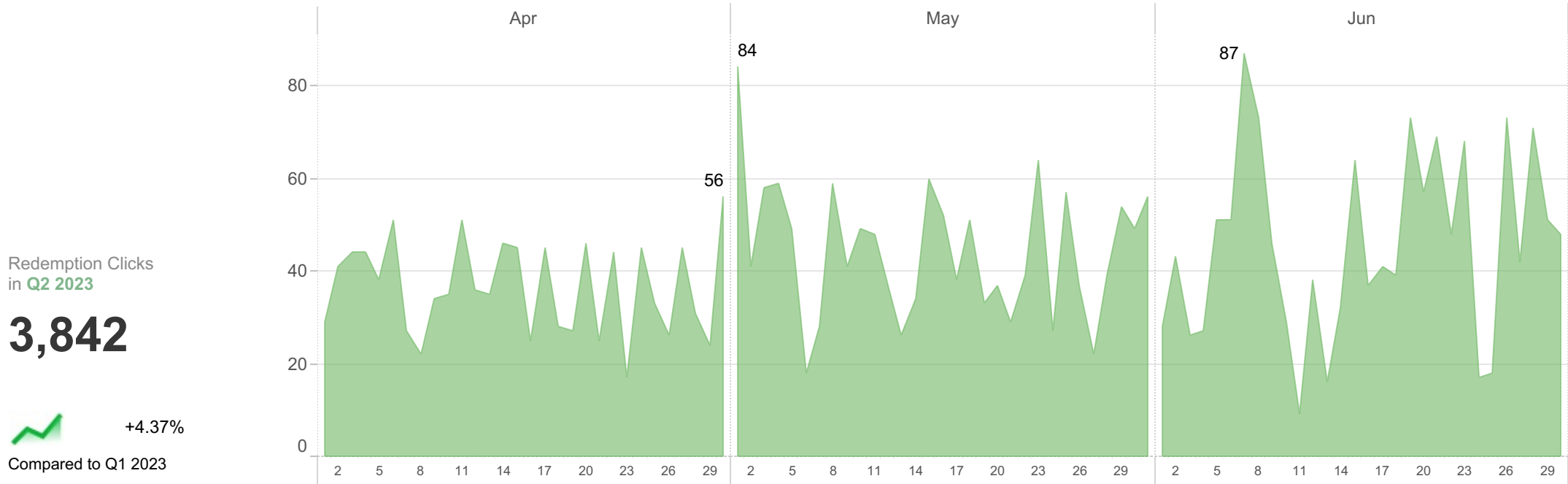
Visits



Perk Views



Redemption Clicks



Active Promotions in Q2 2023

05/05/2023 to 05/19/2023	2332 Telus O..	06/19/2023 to 06/25/2023	First Day of ..	05/19/2023 to 06/02/2023	HelloFresh	04/17/2023 to 04/23/2023	Shop Local!	06/19/2023 to 06/25/2023	TruLocal
05/03/2023 to 05/10/2023	2464 Meyer ..	06/12/2023 to 06/18/2023	FlightHub	06/23/2023 to 07/07/2023	HelloFresh Q..	06/19/2023 to 06/20/2023	Shoppers Dr..	04/03/2023 to 04/09/2023	UFile
04/27/2023 to 05/11/2023	2531 Mirvish..	04/10/2023 to 04/16/2023	Fresh Savin..	06/30/2023 to 07/14/2023	HP	04/17/2023 to 04/23/2023	Simons	06/12/2023 to 06/18/2023	Venngo's Pic..
04/13/2023 to 04/19/2023	2546 Bell Sta..	05/29/2023 to 06/04/2023	Freshen Up f..	05/16/2023 to 05/28/2023	HP Canada	05/08/2023 to 05/14/2023	South Shore ..	06/12/2023 to 06/18/2023	Vitamix
04/21/2023 to 04/28/2023	2548 Samsu..	06/19/2023 to 06/25/2023	Garmin	05/17/2023 to 05/17/2023	Jiffy on Dem..	05/22/2023 to 05/28/2023	Spring Clean..	06/28/2023 to 07/12/2023	Voila (AB)
04/26/2023 to 05/03/2023	2552 HP Sta..	05/22/2023 to 05/28/2023	Get Golf Rea..	06/19/2023 to 06/25/2023	La Vie en Ro..	04/17/2023 to 04/23/2023	Spring Esca..	06/28/2023 to 07/12/2023	Voila (QC)
04/28/2023 to 05/05/2023	2592 GM Pre..	03/27/2023 to 04/02/2023	Get in the Ga..	06/26/2023 to 07/02/2023	Lenovo	04/24/2023 to 04/30/2023	Spring Esca..	06/28/2023 to 07/12/2023	Voila (ROC)
04/27/2023 to 05/04/2023	2618 HelloFr..	05/08/2023 to 05/14/2023	Get Patio Re..	05/08/2023 to 05/14/2023	Mother's Day..	03/27/2023 to 04/02/2023	Spring into F..		
05/15/2023 to 05/21/2023	American Ex..	06/21/2023 to 07/05/2023	GoodLife	04/24/2023 to 04/30/2023	National Ben..	04/03/2023 to 04/09/2023	Spring into S..		
06/20/2023 to 07/04/2023	Bell	06/26/2023 to 06/29/2023	GoodLife Fit..	06/13/2023 to 06/27/2023	Orthotics Dir..	06/26/2023 to 07/02/2023	Staycation o..		
06/05/2023 to 06/11/2023	Bell Mobility	06/05/2023 to 06/11/2023	Great Gifts f..	05/01/2023 to 05/02/2023	Pharmaprix ..	06/26/2023 to 07/02/2023	Sweet Summ..		
06/07/2023 to 06/21/2023	Canada Won..	06/26/2023 to 07/02/2023	Great New D..	12/11/2021 to 12/12/2024	Plan your Ge..	05/29/2023 to 06/04/2023	Telus Solo B..		
05/24/2023 to 06/07/2023	CIBC	06/19/2023 to 06/25/2023	Healthiness i..	12/16/2021 to 12/31/2024	Popular deals	06/08/2023 to 06/22/2023	Tennis Cana..		
06/19/2023 to 06/25/2023	ConGRADul..	06/26/2023 to 07/02/2023	Healthiness i..	06/15/2023 to 06/29/2023	Rogers	05/22/2023 to 05/28/2023	Tennis Cana..		
06/26/2023 to 07/02/2023	ConGRADul..	04/24/2023 to 04/30/2023	Healthiness i..	06/30/2023 to 07/03/2023	RW&Co	05/15/2023 to 05/21/2023	Things to Do..		
06/12/2023 to 06/18/2023	Deals for Dad.	05/29/2023 to 06/04/2023	Healthy Mind..	06/26/2023 to 07/02/2023	Shop Local	06/19/2023 to 06/25/2023	Travel to Unr..		

Top 15 Brands by Savings

Brand Name	Spend	Savings
Lenovo	\$ 16,125	\$ 9,675
The Co-operators	\$ 33,025 *	\$ 8,188 *
TELUS EPP	\$ 23,190 *	\$ 6,698 *
Priceline.com	\$ 13,200	\$ 5,808
Bell Canada	\$ 23,556 *	\$ 3,611 *
TicketsAtWork.com - Disney	\$ 14,700	\$ 3,490
FlightHub	\$ 12,675	\$ 2,535
Canada's Wonderland	\$ 8,568	\$ 2,244
CIBC	\$ 1,700	\$ 1,955
HelloFresh Canada	\$ 7,210 *	\$ 1,863 *
Lexyl Travel Technologies, LLC (Hotel PLanner)	\$ 7,260	\$ 1,848
Samsung Canada	\$ 17,589	\$ 1,722
Rogers Preferred Program	\$ 3,762 *	\$ 1,672 *
TicketsAtWork.com - Themeparks	\$ 3,300	\$ 1,650
Choice Hotels	\$ 7,080	\$ 1,416

Top 15 Brands by Activity

Brand Name	Views	Redemption Clicks
Priceline.com	187	176
Apple Inc.	196	163
Enterprise Holding Inc.	193	152
Thrifty	132	133
Lexyl Travel Technologies, LLC (Hotel PL..	131	132
Samsung Canada	160	123
Choice Hotels	156	118
Canada's Wonderland	156	102
Wyndham Hotels Group	123	100
The Source (Bell) Electronics Inc.	130	88
Bell Canada	159	69
Hertz Canada	90	68
Cirque de Soleil	100	66
FlightHub	95	65
Rogers Preferred Program	146	64

* - Savings and Spend summed for last 24 months when Perk was active

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Traffic

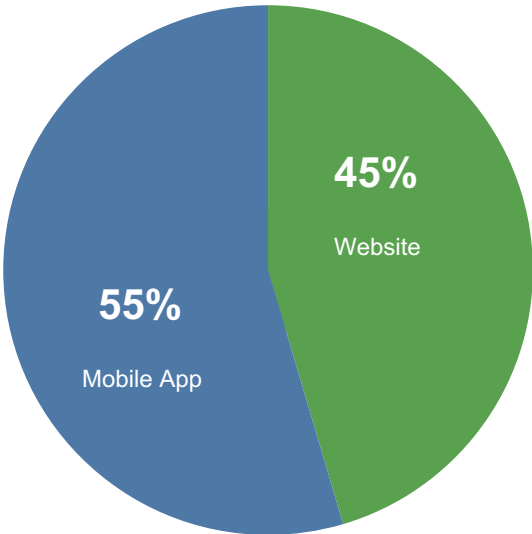
Mobile Sessions2,355

Web Sessions1,962

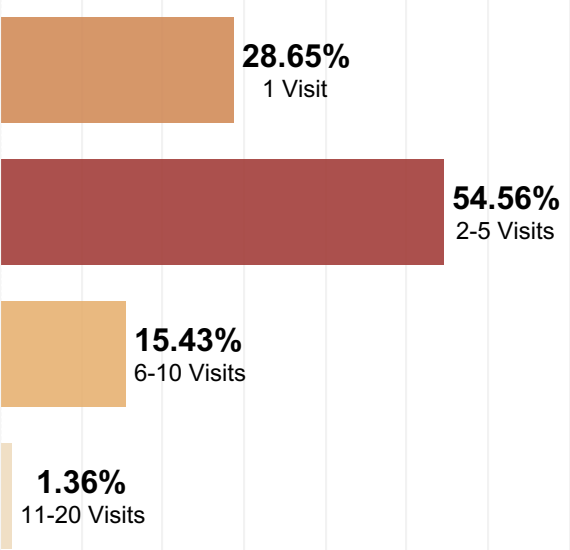
Number of unique Sessions 4,317

Number of unique Visitors 2,202

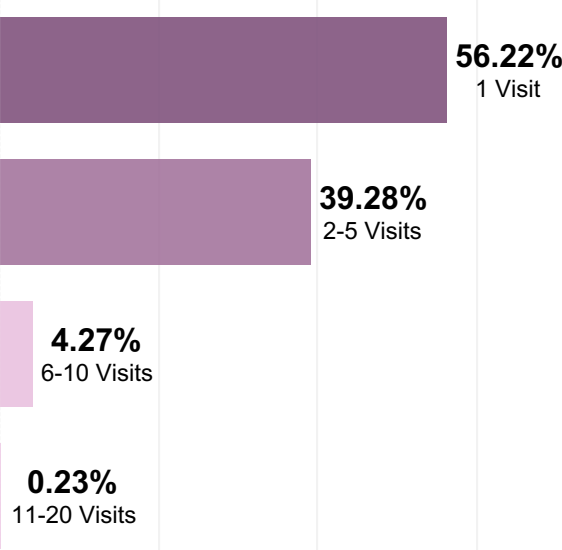
Mobile App vs Web Sessions



Cohorts of Visits, % of Sessions



Cohorts of Visits, % of Visitors



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Overview: The Program Engagement Funnel

The goal of the program is to provide savings and value to your users. This is ultimately achieved by bringing them to the end of engagement funnel whereby a value-added transaction has occurred. Below is a high-level engagement funnel your Customer Success manager considers when consulting on the success of your program. Your engagement report provides some key data points that illustrate the status of your program.



Glossary of Terms

License Details

Launch Date:

The date that your program was first made available to your organization.

Total Licenses:

The number of licenses your organization has contracted for users to access the program.

Registered:

Number of users who have created an account or profile to utilize the program.

Available:

The number of contracted licenses remaining within your program to be utilized by users.

Total Family Accounts:

Number of accounts registered by family members who have been invited to the program.

New Registrations:

User and family member registrations over selected period.

Net Change Registrations & Running Sum:

Total users + family member registrations over time.

Provincial Distribution:

Total accounts registered by users based on geographic location of primary address.

Program Engagement

Estimated Spend and Estimated Savings are based on a proprietary algorithm that leverages multiple data points including reported sales, redemption clicks, redemption rates, average spend, and frequency of savings (i.e., one-time savings or aggregated savings through monthly recurring fees in which the discount has been applied). Estimated values are based on your program activity, and corresponding aggregated data.

Visits:

A visit starts when a user engages with the program on a website or mobile app and ends when they leave or a period of inactivity exceeds one hour.

Perk Views:

The number of times the detail pages of various offers within the program are viewed by users of your organization.

Redemption Clicks:

The number of times users have clicked, within a Perk View, the intention to redeem the offer presented.

Active Promotions:

List of promotions (a logical groupings of offers i.e. Back-to-School, Black Friday, etc.) that were presented to users within the program.

Top 15 Brands by Savings:

Ranking of available offers based on amount of estimated savings.

Top 15 Brands by Activity:

Ranking of available offers based on number of redemption clicks.

Traffic

Sessions:

A session is a group of user interactions with the program that occur within a given time frame. A session starts when a user engages with the program on a website or mobile app and ends after a period of inactivity or when the user closes the browser or mobile app. The session timeout is set to one day of inactivity. This means that if a user is actively engaging with the program (website or mobile app) and navigating from page to page within a day, it is considered as a single session. If a user leaves the program and comes back after a day of inactivity, it is considered a new session.

It's important to note that if a user comes back to the program through the same browser or mobile app within the set session timeout, it will be counted as the same session. However, if the user returns through a different browser or device, it will be counted as a new session as they will appear unique to our system.

Unique Sessions:

Total count of mobile and web sessions.

Number of Unique Visitors:

Count of unique users that have engaged with the program. It's important to note that if a user comes back to the program through a different browser or device, it will be counted as a Unique Visit.

Cohort of Visits, % of Sessions:

Average number of visits by user sessions.

Cohorts of Visits, % of Visitors:

Average number of visits by a user.

Special Reporting Notes:

In various provinces and territories, pre-paid services are called personal development services under the Consumer Protection Act (CPA). This can include gyms, sports clubs, martial arts classes, dance classes and more. If a consumer signs a membership contract that is protected under a CPA they may be provided with a 10 day cooling-off period in which a purchased membership may be cancelled without penalty. As a result, the reporting of certain brand sales will only include those that have passed any applicable cooling-off period. Sales within the grace period at months end will appear on the following monthly report. For example, a gym membership sold on January 25 would not be reported in the January monthly report. It will appear as a January sale on the following February monthly report.