

Venngo

Engagement Report

- License Details

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- Program Engagement

>
- Traffic

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- Glossary

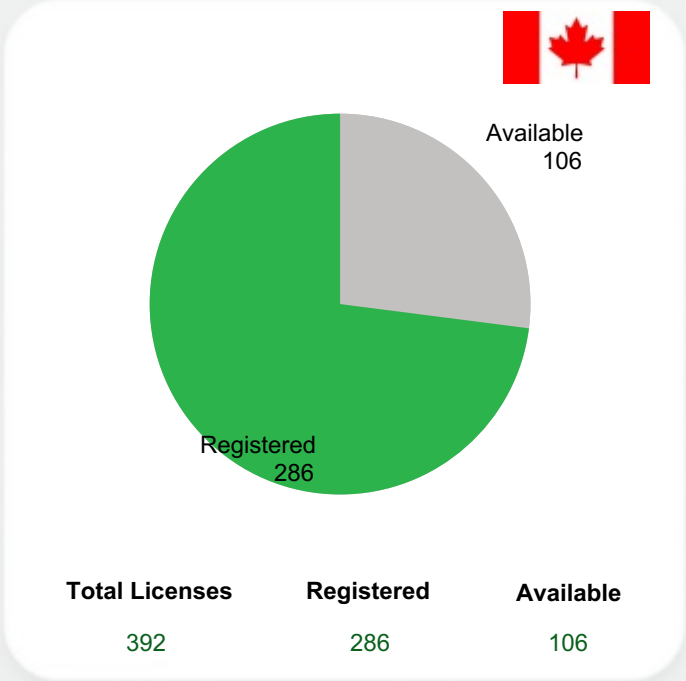
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License Details



Launch Date:

2016-Dec-19

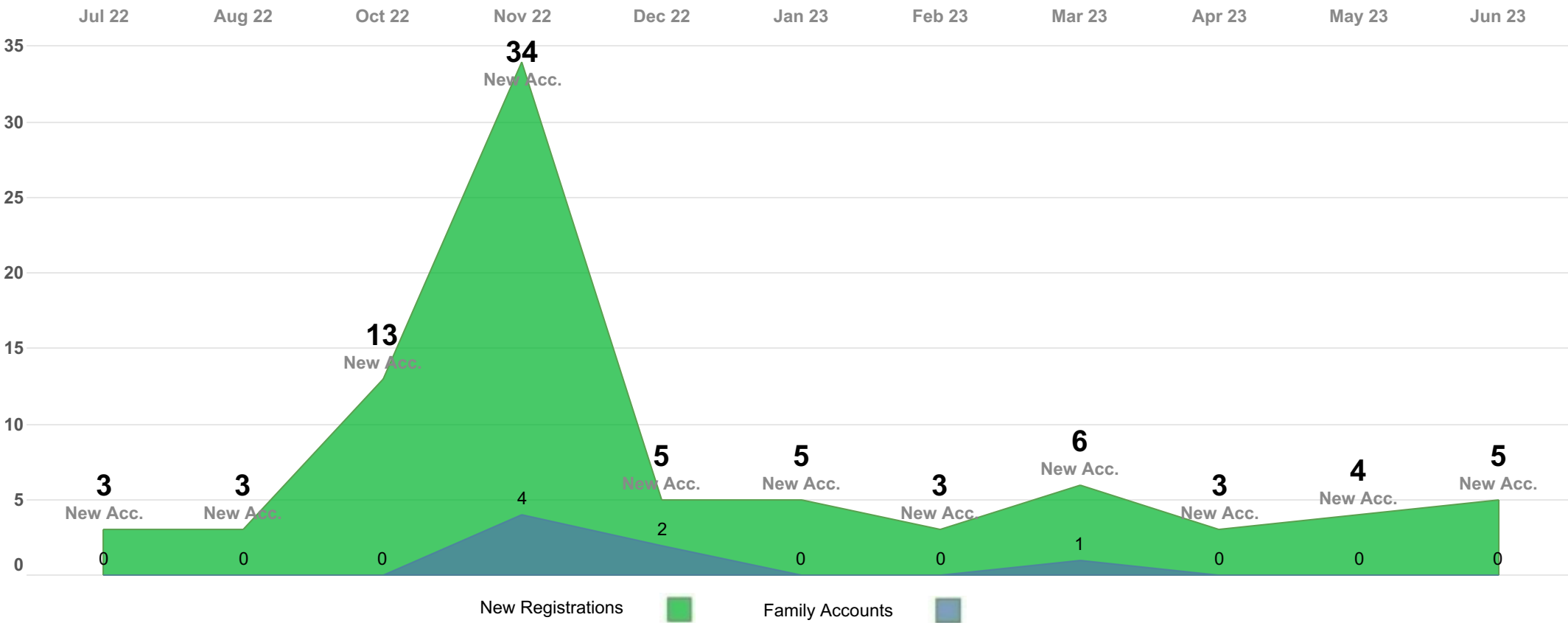


Total Family Accounts

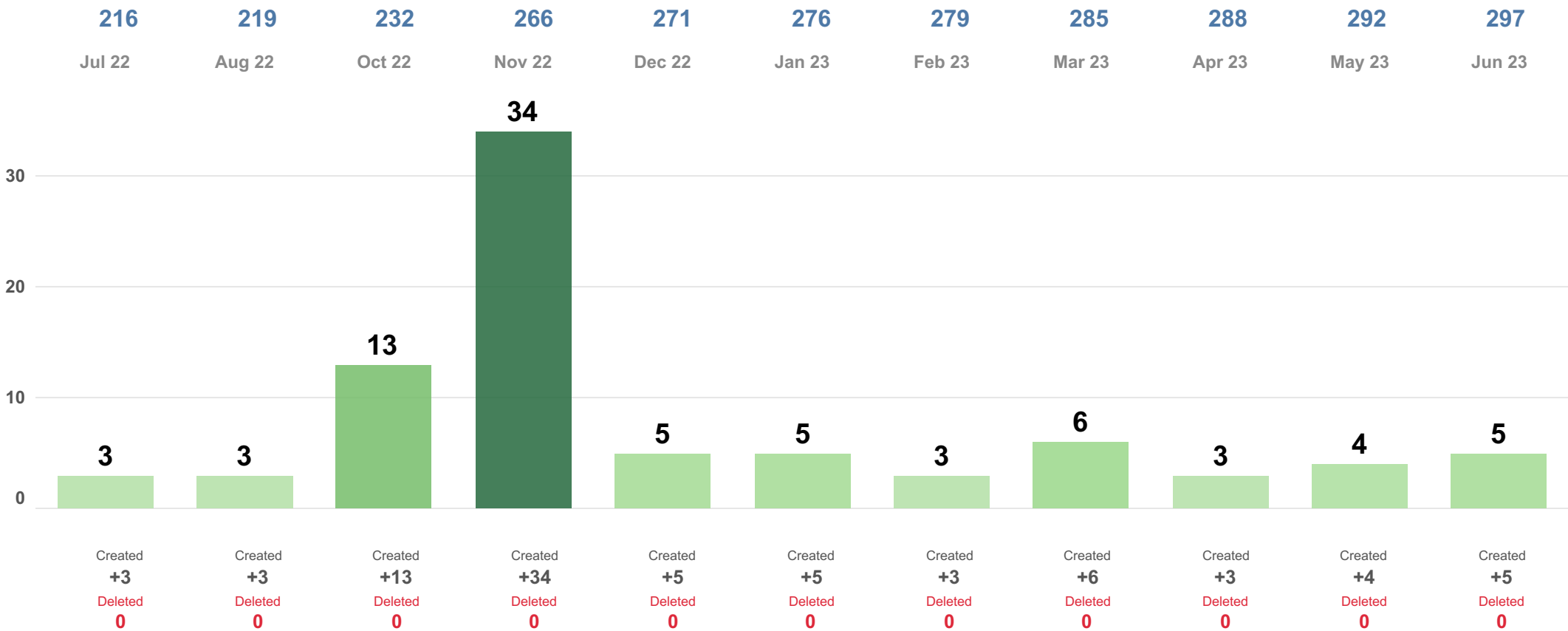


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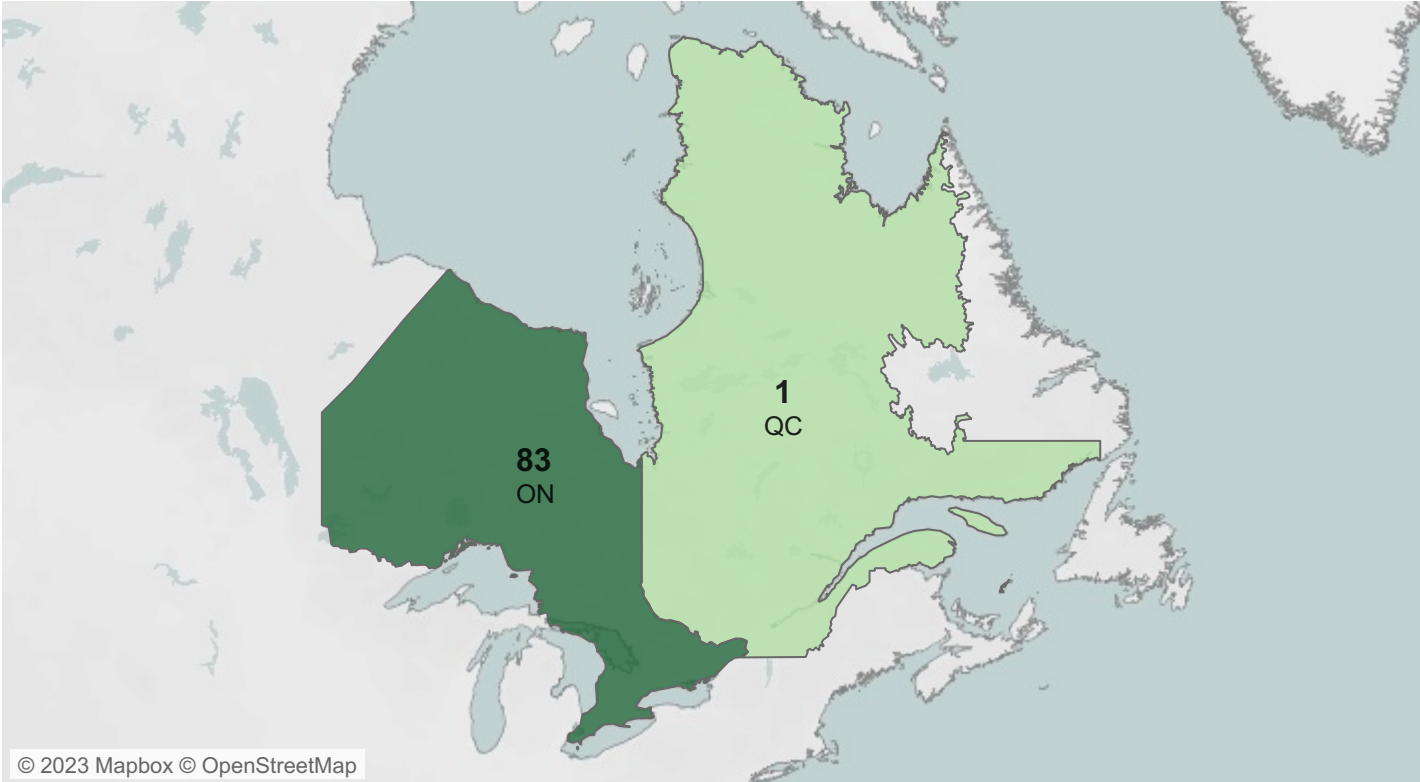
New Registrations



Net Change Registrations & Running Sum



Provincial Distribution



Province	Locations Province	Total Registered
Ontario	ON	83.00
Quebec	QC	1.00
Grand Total		84.00

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Program Engagement

Estimated Spend

\$ 26,620

Estimated Savings

\$ 4,291

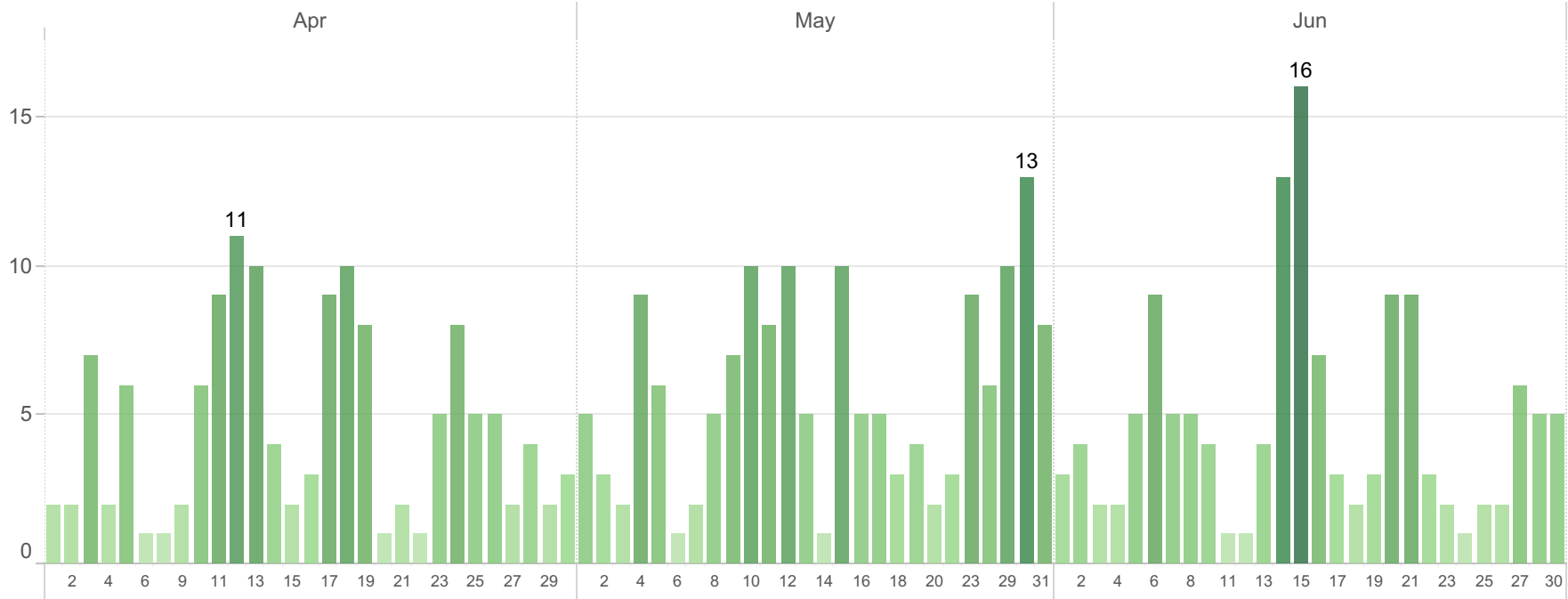
Visits

Visits in Q2 2023

418.0

+31.86%

Compared to Q1 2023



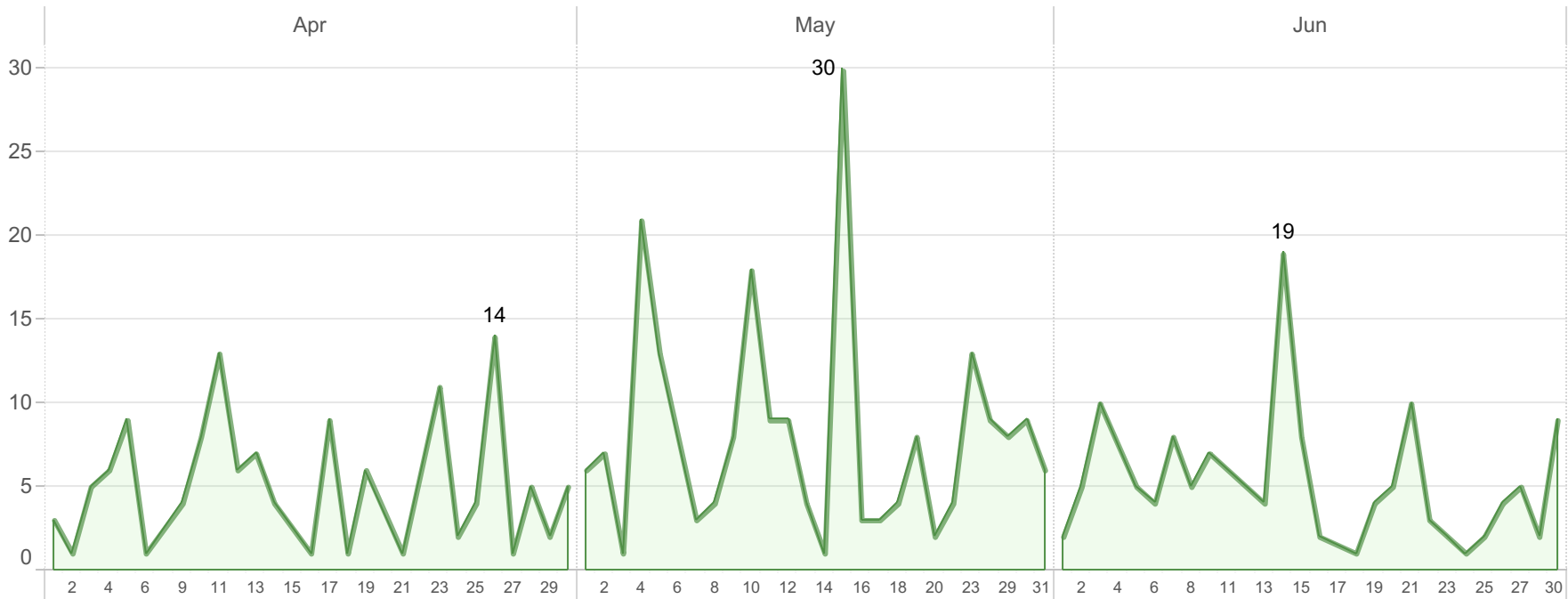
Perk Views

Perk Views in Q2 2023

459

+23.72%

Compared to Q1 2023



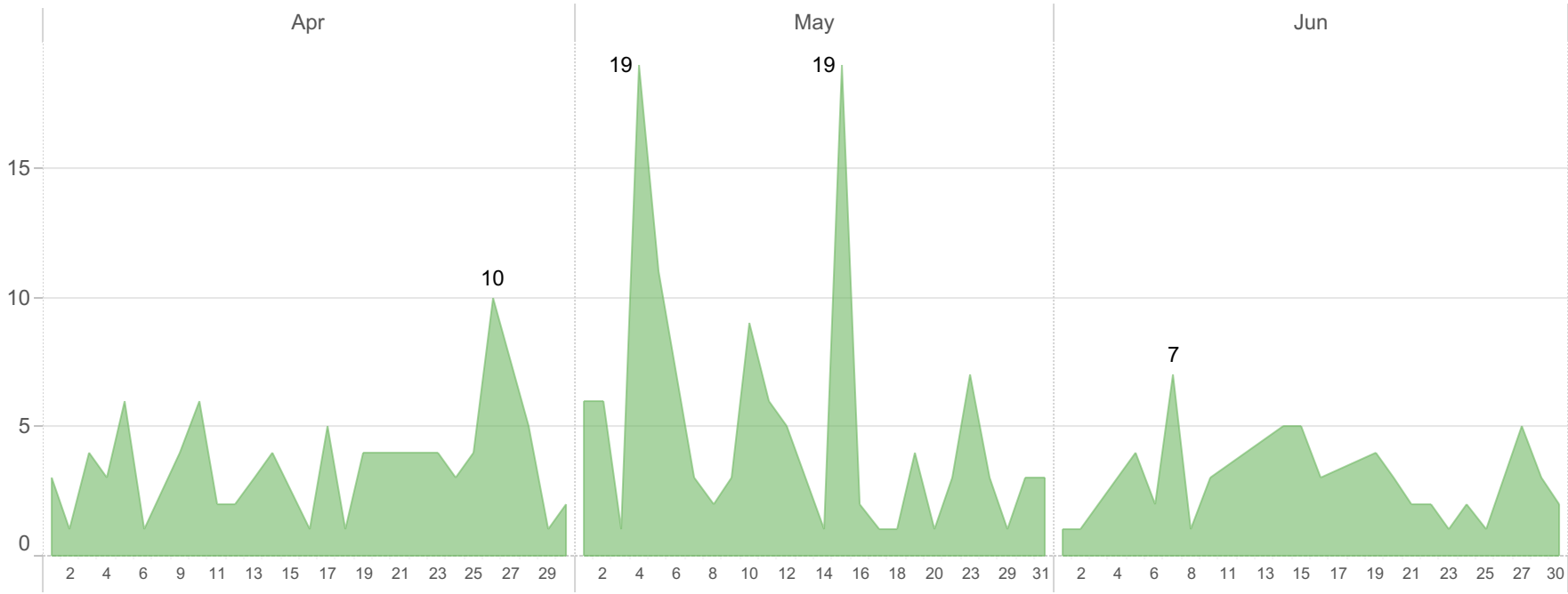
Redemption Clicks

Redemption Clicks in Q2 2023

256

+41.44%

Compared to Q1 2023



Active Promotions in Q2 2023



04/21/2023 to 04/28/2023	2548 Samsung Standalone	05/29/2023 to 06/04/2023	Healthy Mind. Body. Spirit.	06/12/2023 to 06/18/2023	Venngo's Picks
06/07/2023 to 06/21/2023	Canada Wonderland	05/19/2023 to 06/02/2023	HelloFresh		
06/19/2023 to 06/25/2023	ConGRADulations Gifts!	06/19/2023 to 06/25/2023	La Vie en Rose		
06/26/2023 to 07/02/2023	ConGRADulations Gifts.	05/17/2023 to 05/31/2023	Lenovo		
06/12/2023 to 06/18/2023	Deals for Dad.	04/24/2023 to 04/30/2023	National Benefits Month		
06/19/2023 to 06/25/2023	First Day of Summer.	06/13/2023 to 06/27/2023	Orthotics Direct		
06/12/2023 to 06/18/2023	FlightHub	06/30/2023 to 07/03/2023	RW&Co		
04/10/2023 to 04/16/2023	Fresh Savings for Spring!	05/29/2023 to 06/04/2023	Shop Local		
05/29/2023 to 06/04/2023	Freshen Up for Spring.	05/08/2023 to 05/14/2023	South Shore Furniture		
05/22/2023 to 05/28/2023	Get Golf Ready	05/22/2023 to 05/28/2023	Spring Clean Up		
05/08/2023 to 05/14/2023	Get Patio Ready.	04/17/2023 to 04/23/2023	Spring Escape		
06/05/2023 to 06/11/2023	Great Gifts for Dad!	04/24/2023 to 04/30/2023	Spring Escape.		
06/19/2023 to 06/25/2023	Great New Deals!	04/03/2023 to 04/09/2023	Spring into Savings!		
06/12/2023 to 06/18/2023	Healthiness is Happiness	06/26/2023 to 07/02/2023	Sweet Summer Styles.		
05/29/2023 to 06/04/2023	Healthiness is Happiness!	05/15/2023 to 05/21/2023	Things to Do: May 24		
04/24/2023 to 04/30/2023	Healthiness is Happiness.	06/19/2023 to 06/25/2023	Travel to Unravel.		

Top 15 Brands by Savings



Brand Name	Spend	Savings
Lenovo	\$ 1,875	\$ 1,125
Dilawri Preferred	\$ 11,700	\$ 666
Budget	\$ 720	\$ 240
FlightHub	\$ 1,170	\$ 234
Priceline.com	\$ 525	\$ 231
Canada's Wonderland	\$ 840	\$ 220
Avis	\$ 720	\$ 216
Samsung Canada	\$ 1,573	\$ 154
Hertz Canada	\$ 648	\$ 126
The brick	\$ 750	\$ 112
CIBC Credit Card	\$ 300	\$ 86
Wyndham Hotels Group	\$ 420	\$ 84
Nissan Canada	\$ 640	\$ 80
Contiki Holidays	\$ 300	\$ 60
Sleep Country Canada	\$ 150	\$ 52

Top 15 Brands by Activity



Brand Name	Views	Redemption Clicks
Avis	25	24
Budget	23	20
Canadian Niagara Hotels	17	15
Enterprise Holding Inc.	20	15
Samsung Canada	13	11
Canada's Wonderland	17	10
Dilawri Preferred	10	9
Hertz Canada	10	9
Apple Inc.	14	8
Priceline.com	12	7
Wyndham Hotels Group	6	7
FlightHub	7	6
Pinnacle Athletes	6	6
Lenovo	5	5
Ripley's Aquarium Canada	5	5

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

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Traffic

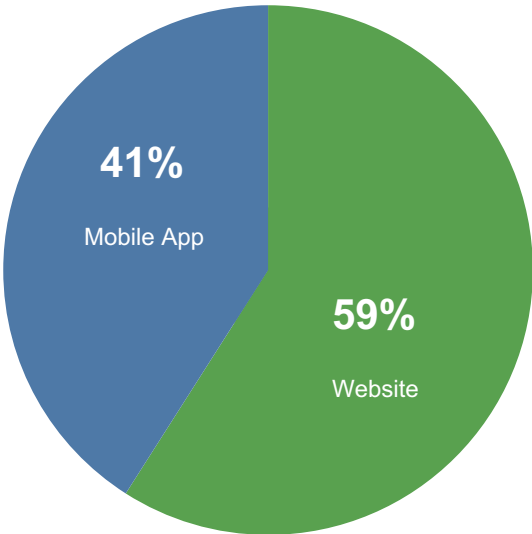
Mobile Sessions111

Web Sessions160

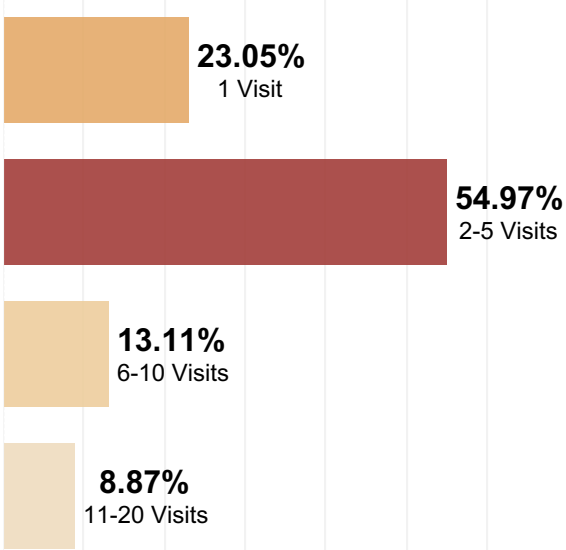
Number of unique Sessions271

Number of unique Visitors123

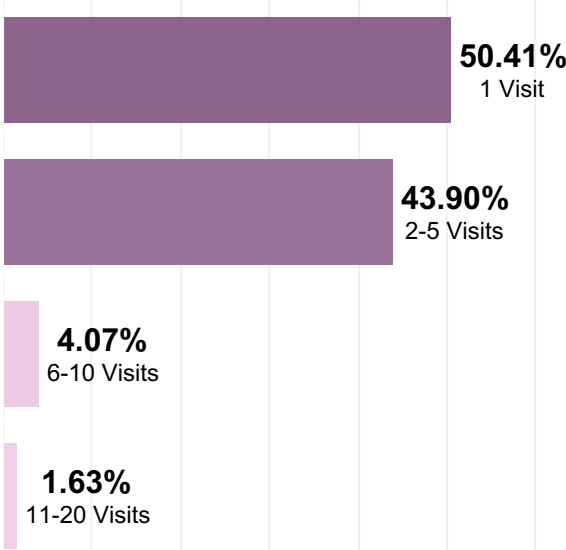
Mobile App vs Web Sessions



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.