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License Details

>
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Program Engagement

>
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Traffic

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Glossary

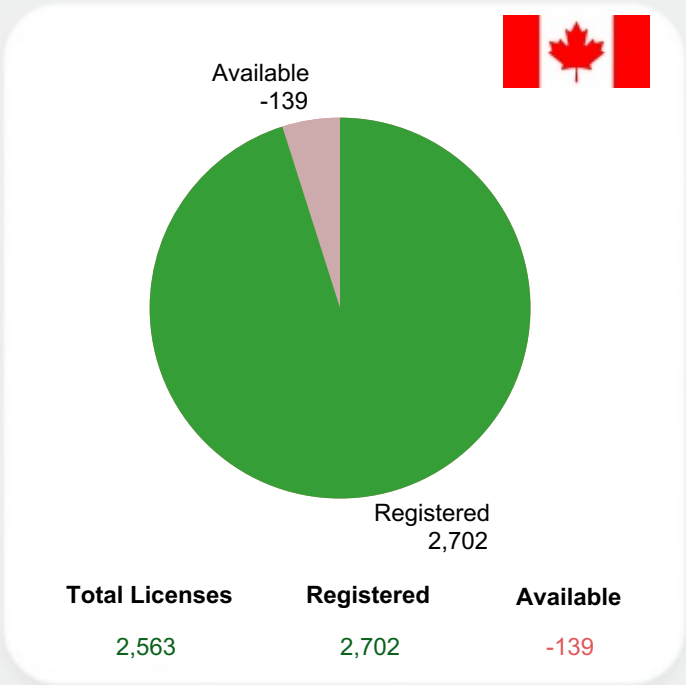
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License Details



Launch Date:

2011-Aug-24



Total Family Accounts

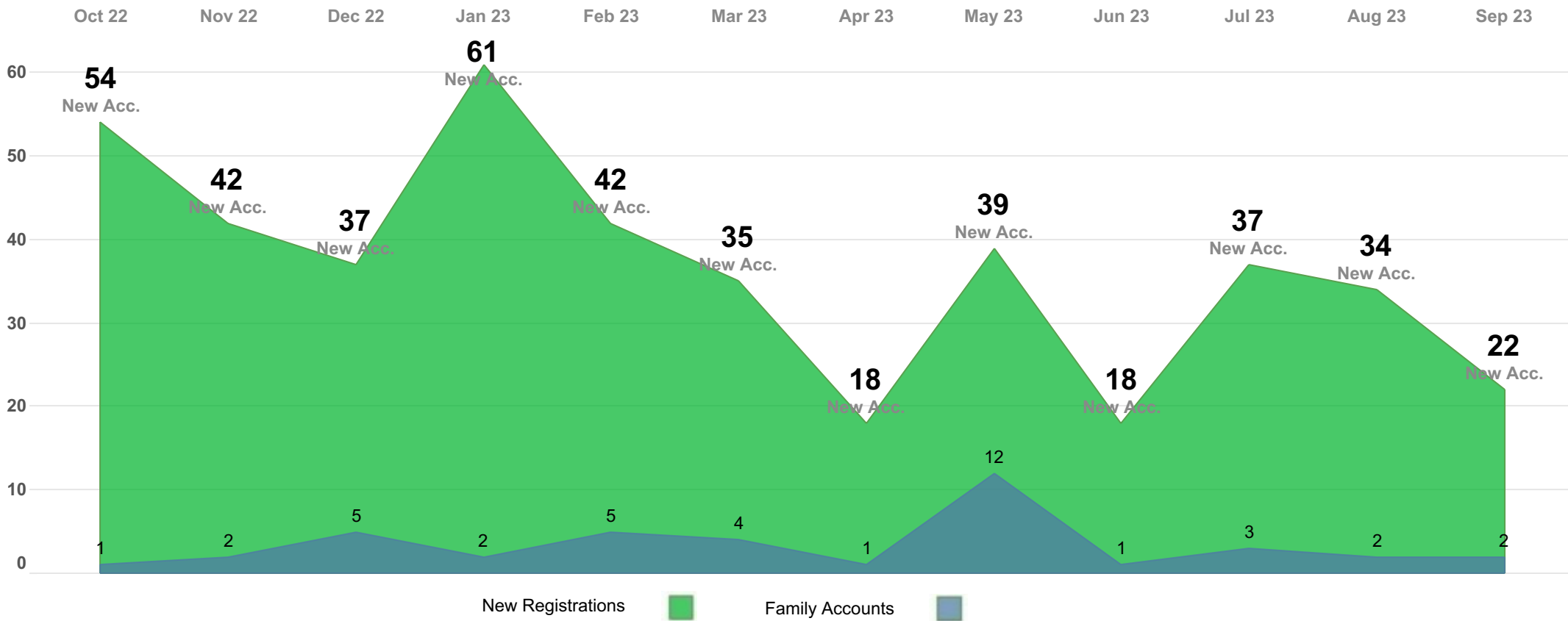


417



+2% in Q3 2023

New Registrations



1

2

5

2

5

4

1

12

1

3

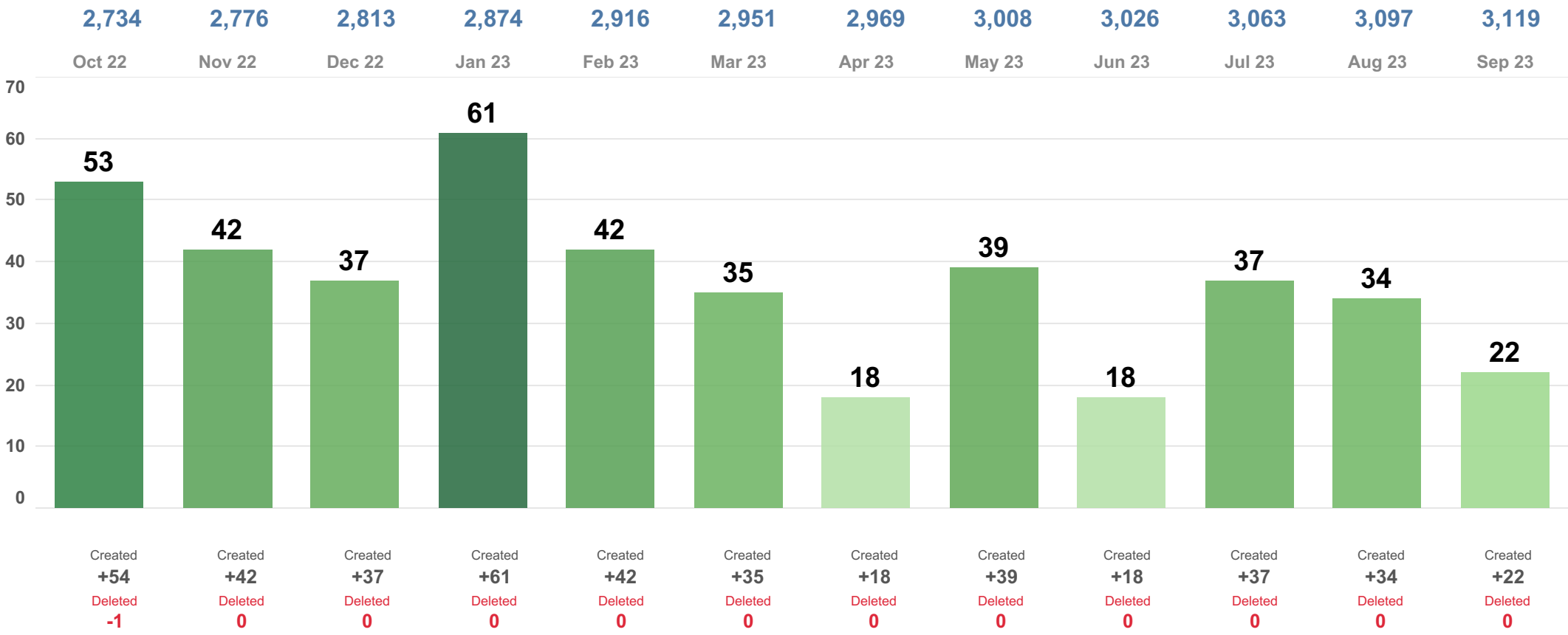
2

2

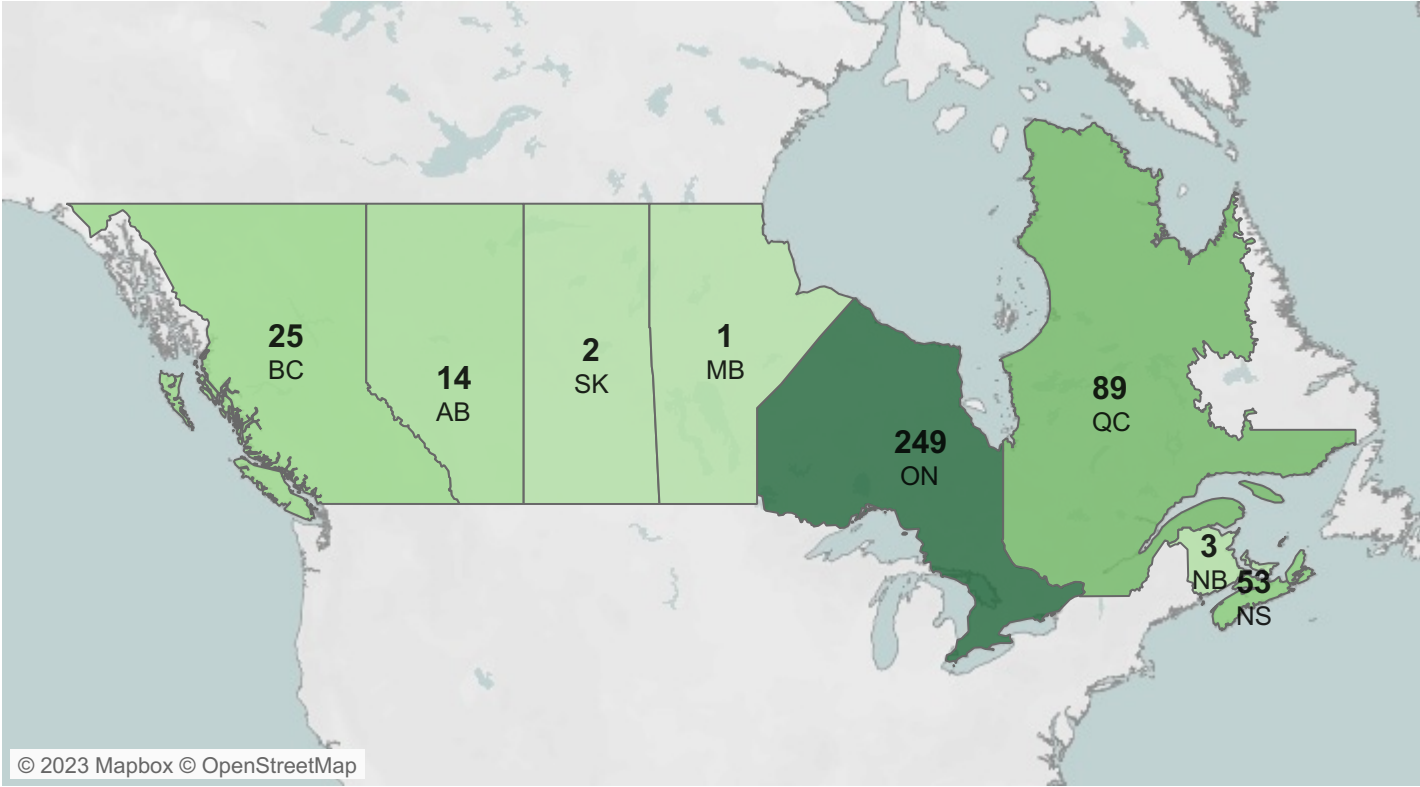
New Registrations

Family Accounts

Net Change Registrations & Running Sum



Provincial Distribution



Province	Locations Province	Total Registered
Ontario	ON	249.0
Quebec	QC	89.0
Nova Scotia	NS	53.0
British Columbia	BC	25.0
Alberta	AB	14.0
New Brunswick	NB	3.0
Saskatchewan	SK	2.0
Manitoba	MB	1.0
Prince Edward Island	PE	1.0
Grand Total		437.0

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Program Engagement

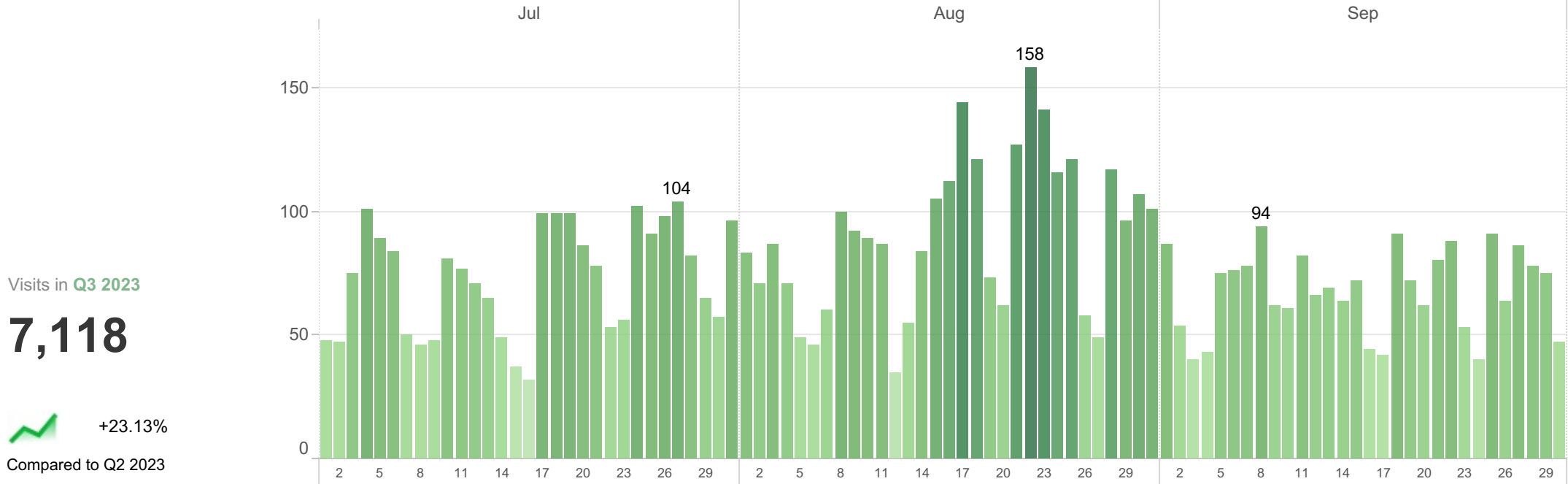
Estimated Spend

\$ 670,339

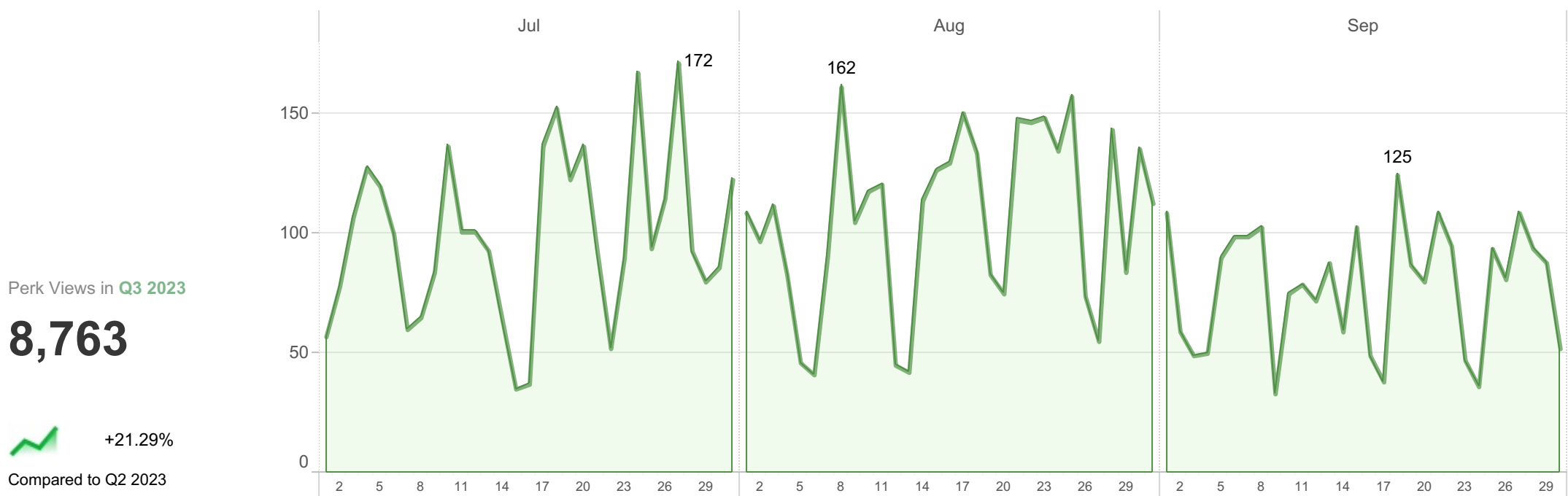
Estimated Savings

\$ 114,936

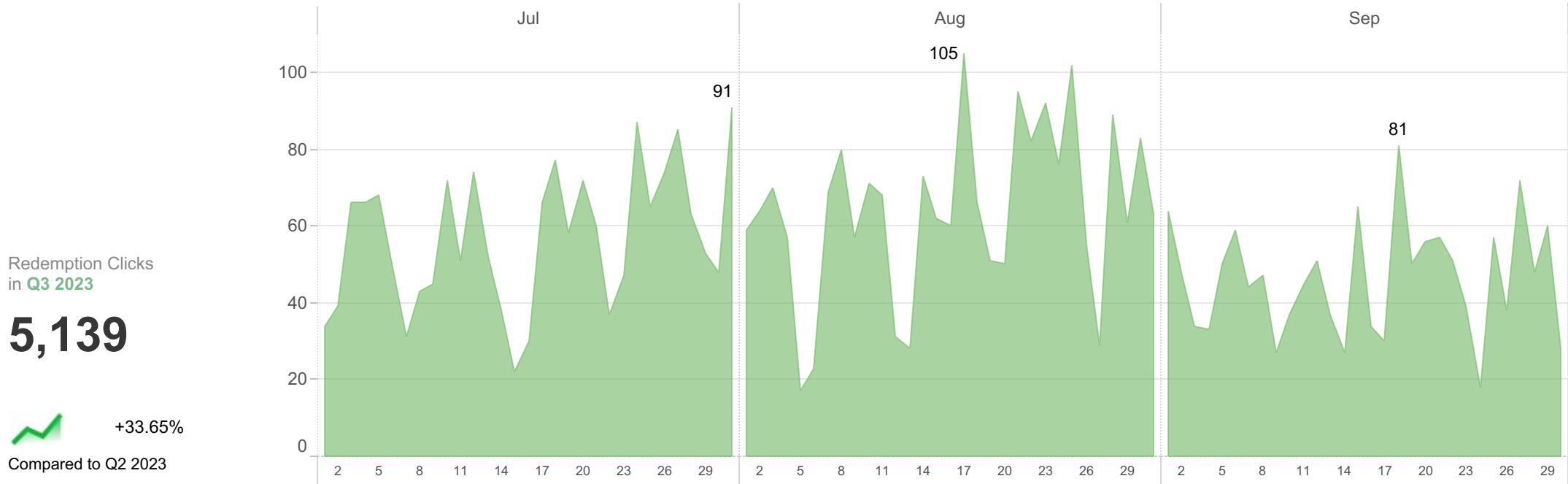
Visits



Perk Views



Redemption Clicks



Active Promotions in Q3 2023

09/18/2023 to 09/24/2023	All about the Fit.	07/31/2023 to 08/06/2023	EffyDesk	07/24/2023 to 07/30/2023	Healthiness is Happin..	08/31/2023 to 09/13/2023	Samsung
08/07/2023 to 08/13/2023	AMEX Cobalt	09/04/2023 to 09/10/2023	Emma Sleep	09/25/2023 to 10/01/2023	Healthiness is Happin..	09/25/2023 to 10/01/2023	Shop Local
08/21/2023 to 08/27/2023	Apple	08/28/2023 to 12/31/2023	Exclusive Discounts f..	08/25/2023 to 09/08/2023	HelloFresh QC	08/21/2023 to 08/22/2023	Shoppers Drug Mart
09/04/2023 to 09/10/2023	Back to School	09/25/2023 to 10/01/2023	Fall into Savings.	09/25/2023 to 10/01/2023	Home & Living	06/26/2023 to 07/02/2023	Staycation or Vacatio..
08/28/2023 to 09/03/2023	Back to School Basics.	09/25/2023 to 10/01/2023	Fetch Pet	07/03/2023 to 07/09/2023	Hooray for Summer V..	07/24/2023 to 07/30/2023	Summer Fun
08/21/2023 to 08/27/2023	Back to School deals!	07/04/2023 to 07/18/2023	Flight Hub	08/24/2023 to 09/07/2023	HP	07/31/2023 to 08/06/2023	Summer Road Trip
08/14/2023 to 08/20/2023	Back to School in Styl..	08/07/2023 to 08/13/2023	Flighthub	09/18/2023 to 10/02/2023	HP Canada SA	07/10/2023 to 07/16/2023	Summer Travel Deals
07/10/2023 to 07/16/2023	Be the Host with the ..	08/28/2023 to 09/03/2023	FlightHub	08/22/2023 to 08/27/2023	Lenovo	08/28/2023 to 09/03/2023	Summer's not over yet!
07/17/2023 to 07/23/2023	Bell	09/11/2023 to 09/17/2023	Food for Thought	09/23/2023 to 09/30/2023	Opencare	07/31/2023 to 08/06/2023	Sweet Summer Styles.
09/01/2023 to 09/15/2023	Chefs Plate SA	07/24/2023 to 07/30/2023	Gear up for Back to S..	07/13/2023 to 07/27/2023	Orthotics Direct	09/19/2023 to 09/22/2023	Telus SA
08/28/2023 to 09/03/2023	Cineplex	09/18/2023 to 09/24/2023	Get Cookin' with these..	12/16/2021 to 12/31/2024	Popular deals	07/04/2023 to 07/09/2023	The Brick
06/26/2023 to 07/02/2023	ConGRADulations Gift..	09/18/2023 to 09/24/2023	Get ready for all thing..	07/17/2023 to 07/23/2023	Ready for Back to Sch..	07/31/2023 to 08/06/2023	TIFF
06/28/2023 to 07/12/2023	Cooperators	07/18/2023 to 08/01/2023	GM Preferred Pricing	07/19/2023 to 08/02/2023	Reliance	09/11/2023 to 09/17/2023	Venngo's Picks.
09/20/2023 to 10/04/2023	Cooperators EVEN SA	08/28/2023 to 09/03/2023	Goemans	08/07/2023 to 08/13/2023	Road Trip!	09/06/2023 to 09/20/2023	Voila
09/22/2023 to 10/06/2023	Cooperators ODD SA	06/21/2023 to 07/05/2023	GoodLife	08/17/2023 to 08/31/2023	Rogers	07/14/2023 to 07/21/2023	Voila (ROC) Standalone
08/21/2023 to 08/27/2023	Effydesk	09/25/2023 to 10/01/2023	Great New Deals!	06/30/2023 to 07/03/2023	RW&Co		

Top 15 Brands by Savings

Brand Name	Spend	Savings
Lenovo	\$ 46,875	\$ 28,125
The Co-operators	\$ 41,660 *	\$ 10,310 *
TELUS EPP	\$ 22,155 *	\$ 6,253 *
Priceline.com	\$ 13,425	\$ 5,907
Entertainment Benefits Group (EBG)	\$ 22,764	\$ 5,765
FlightHub	\$ 26,910	\$ 5,382
Bell Canada	\$ 24,097 *	\$ 3,588 *
Samsung Canada	\$ 33,605	\$ 3,290
Rogers Preferred Program	\$ 7,272 *	\$ 3,232 *
CIBC	\$ 4,900	\$ 2,527
Canada's Wonderland	\$ 9,240	\$ 2,420
Dell Canada	\$ 4,320	\$ 2,412
HelloFresh Canada	\$ 9,440 *	\$ 2,406 *
Lexyl Travel Technologies, LLC (Hotel PLanner)	\$ 8,140	\$ 2,072
Wyndham Hotels Group	\$ 9,420	\$ 1,884

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

Top 15 Brands by Activity

Brand Name	Views	Redemption Clicks
Apple Inc.	430	332
Samsung Canada	307	238
The Canadian National Exhibition (CNE)	225	207
Priceline.com	182	179
Enterprise Holding Inc.	214	174
Wyndham Hotels Group	177	157
Choice Hotels	218	155
Lexyl Travel Technologies, LLC (Hotel PLanner)	157	148
FlightHub	193	138
Entertainment Benefits Group (EBG)	209	126
Thrifty	135	126
Lenovo	177	125
The Source (Bell) Electronics Inc.	127	111
Canada's Wonderland	149	110
Cineplex	184	96

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Traffic

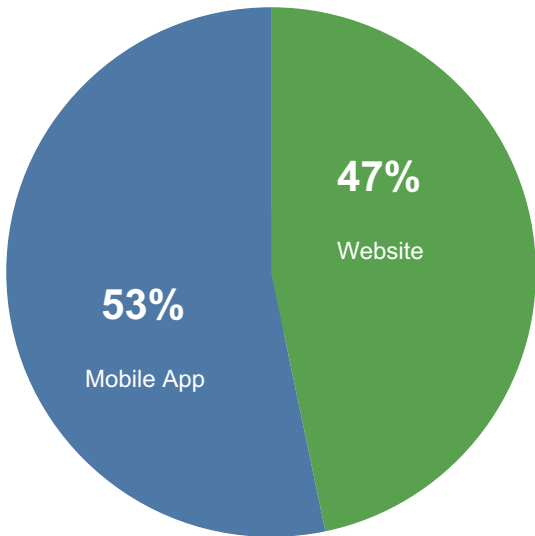
Mobile Sessions2,754

Web Sessions2,415

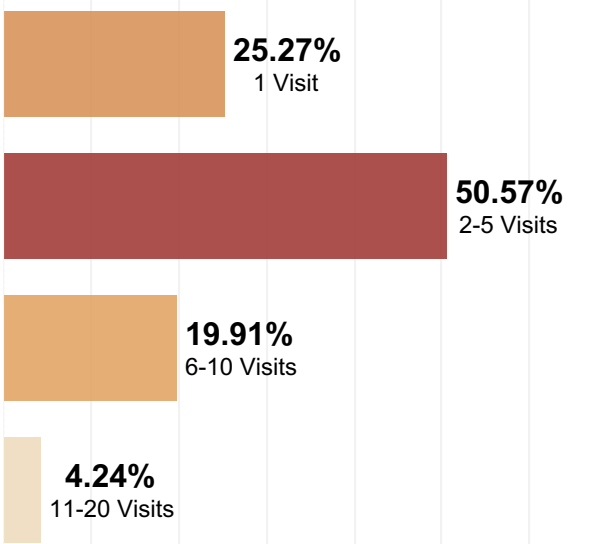
Number of Sessions 5,169

Number of unique Visitors 2,390

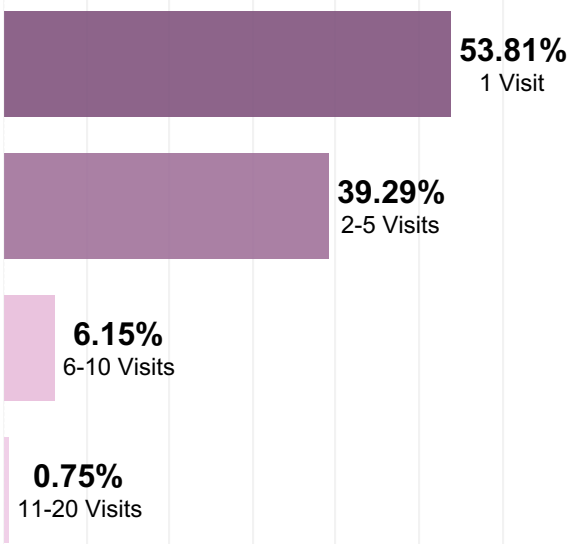
Mobile App vs Web Sessions



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.

Total 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.