

Venngo

Engagement Report

-  License Details

>
-  Program Engagement

>
-  Traffic

>
-  Glossary

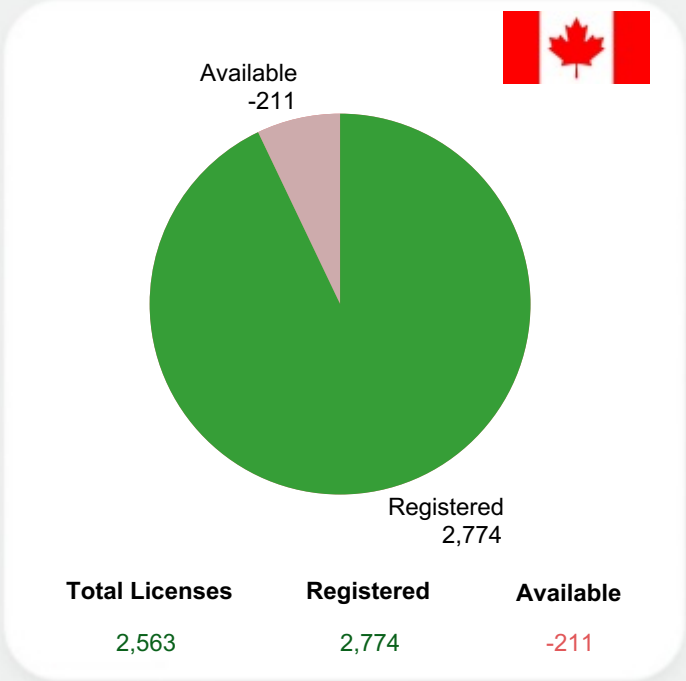
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License Details



Launch Date:

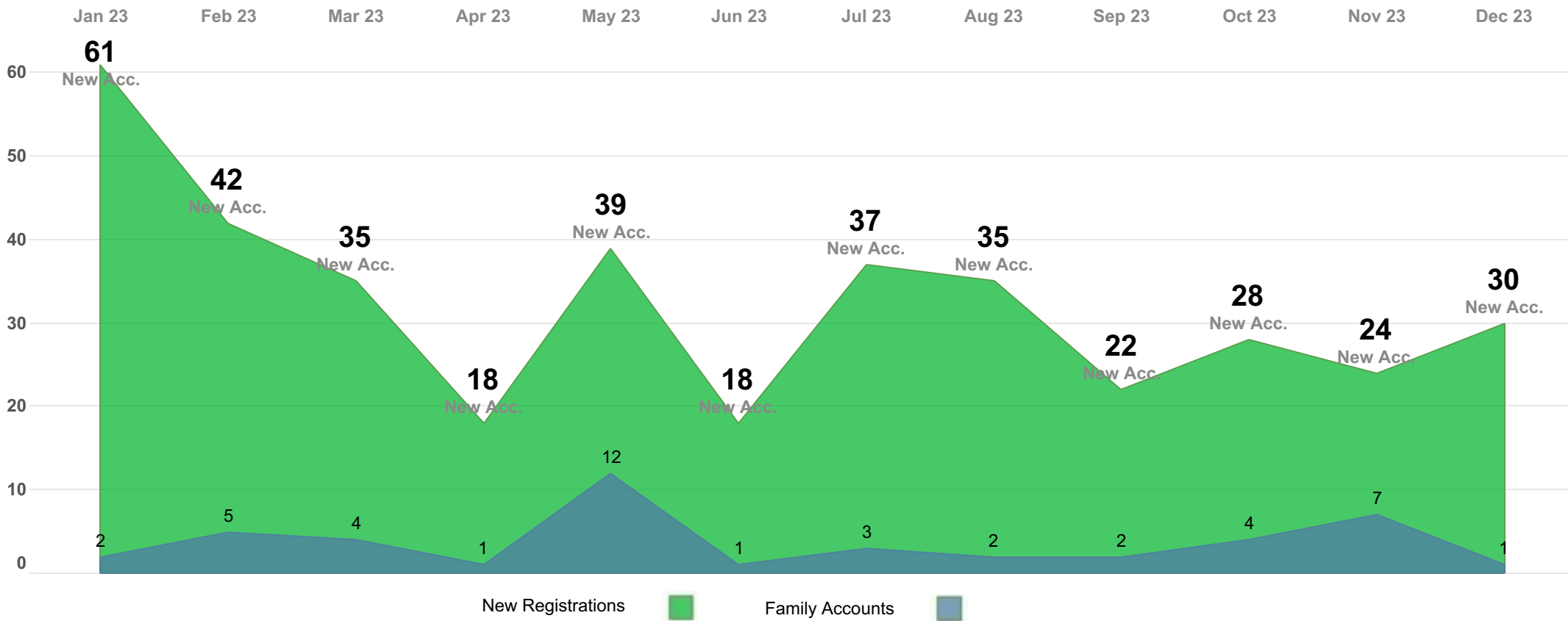
2011-Aug-24



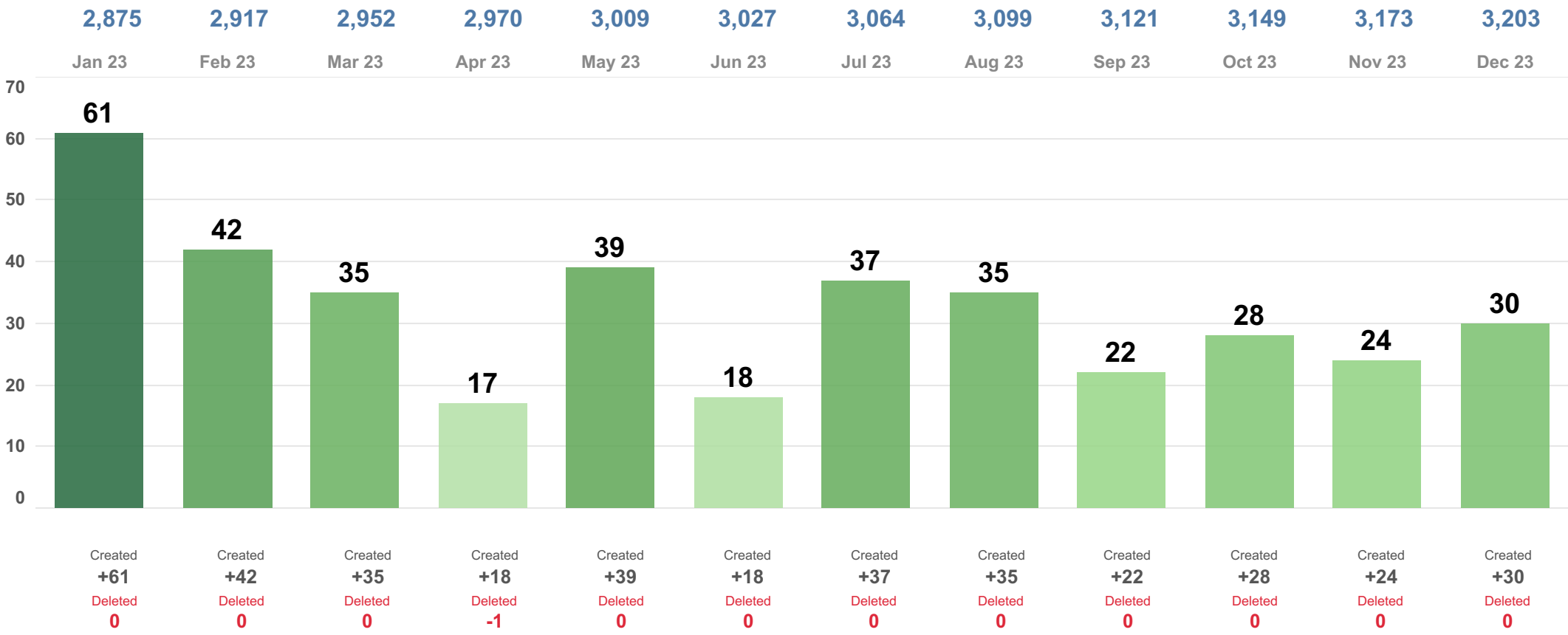
Total Family Accounts



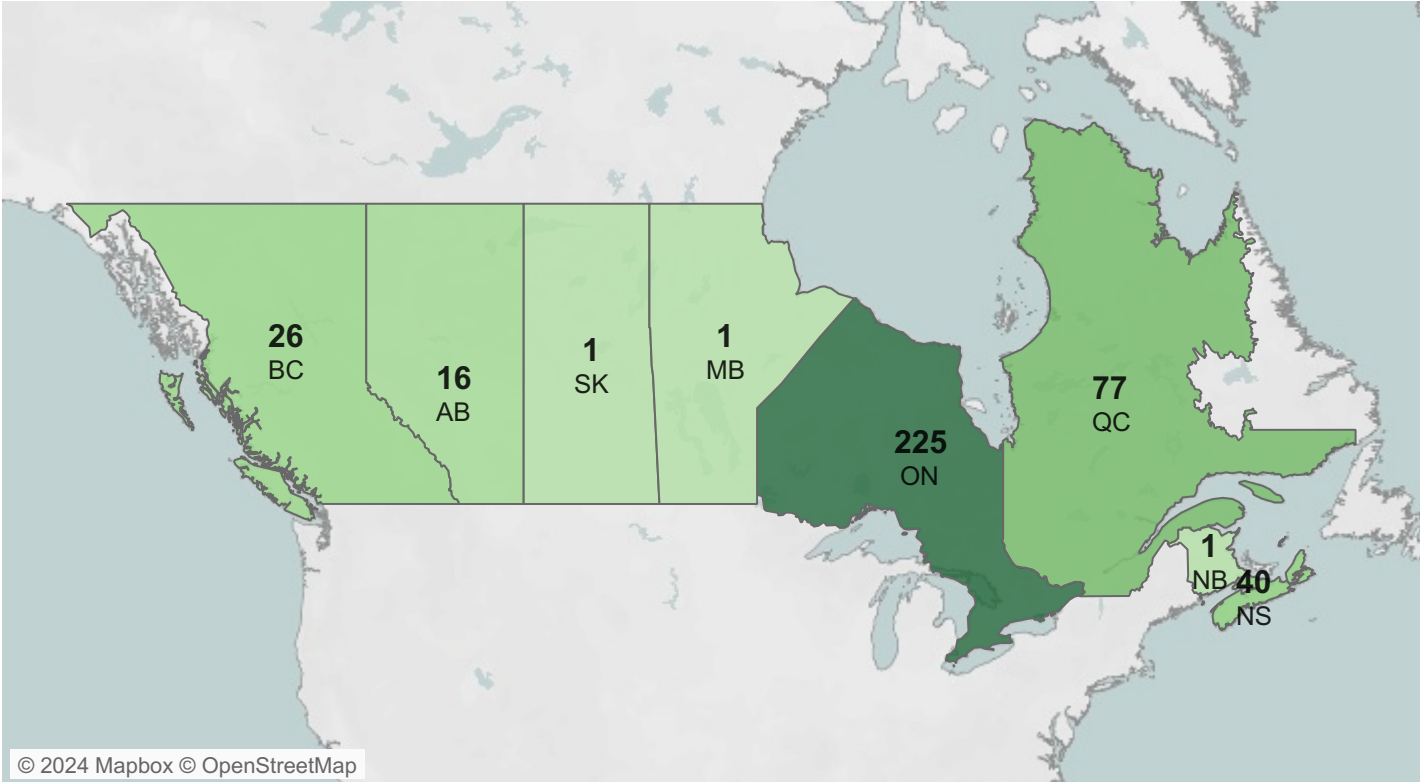
New Registrations



Net Change Registrations & Running Sum



Provincial Distribution



Province	Locations Province	Total Registered
Ontario	ON	225.0
Quebec	QC	77.0
Nova Scotia	NS	40.0
British Columbia	BC	26.0
Alberta	AB	16.0
Manitoba	MB	1.0
New Brunswick	NB	1.0
Saskatchewan	SK	1.0
Grand Total		387.0

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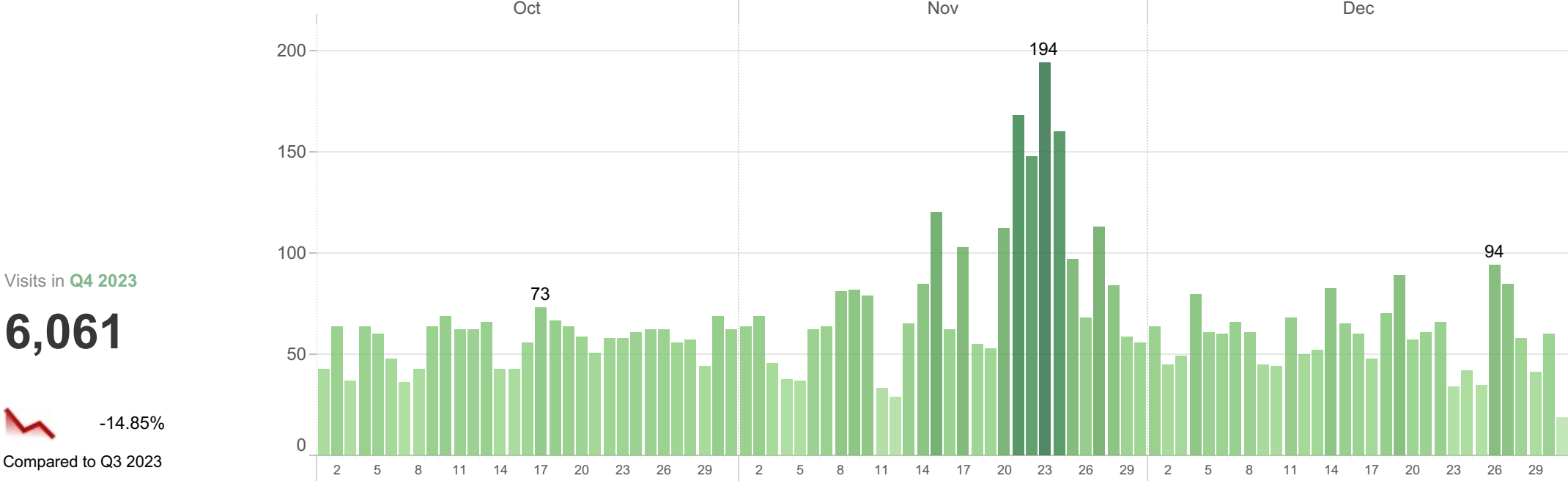
Estimated Spend

\$ 704,209

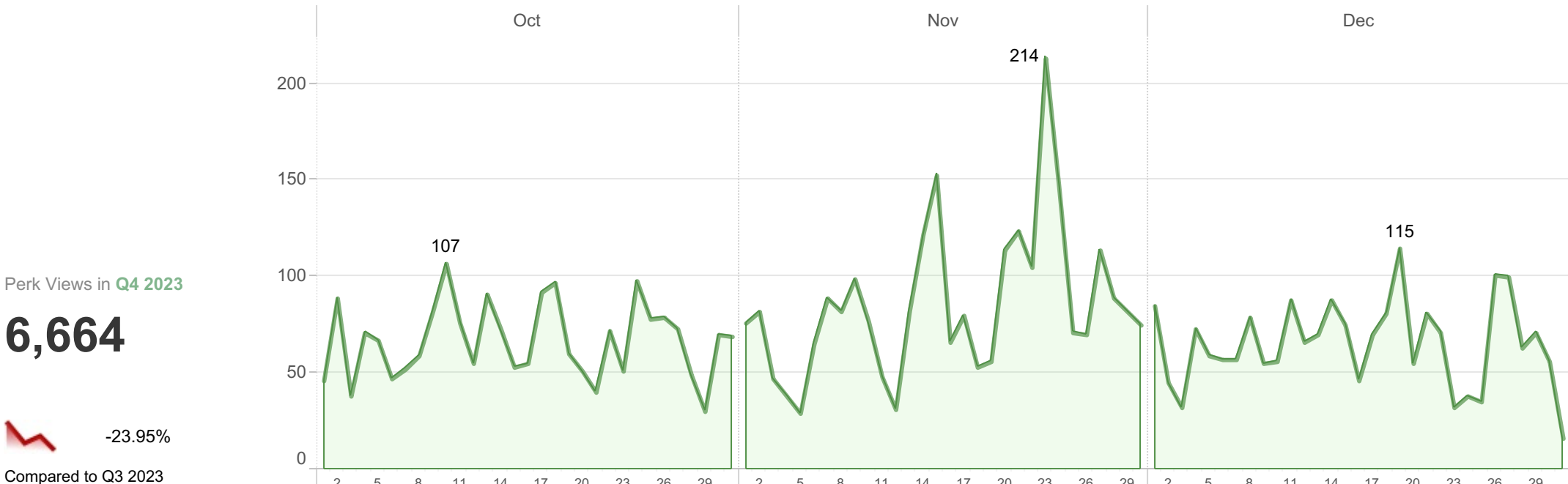
Estimated Savings

\$ 118,546

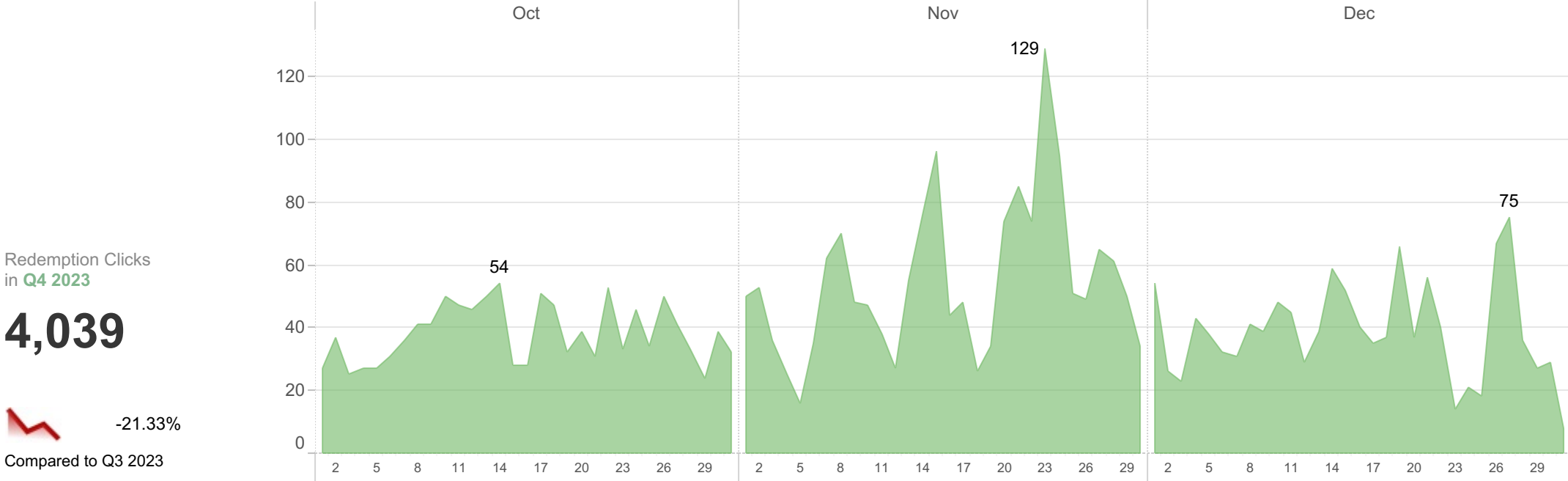
Visits



Perk Views



Redemption Clicks



Active Promotions in Q4 2023



12/18/2023 to 12/24/2023	AMEX cobalt	09/25/2023 to 10/01/2023	Fall into Savings.	11/27/2023 to 12/03/2023	More Cyber Monday ..	10/09/2023 to 10/15/2023	Toronto Raptors
12/11/2023 to 12/17/2023	Auto Europe	12/25/2023 to 12/31/2023	Farfetch (LTO)	11/25/2023 to 12/03/2023	Opencare	11/13/2023 to 11/19/2023	TruLocal
10/23/2023 to 10/29/2023	Bell Mobility	12/04/2023 to 12/10/2023	GoodLife	12/04/2023 to 12/10/2023	Orthotics Direct	11/06/2023 to 11/12/2023	TURO
11/20/2023 to 11/26/2023	Black Friday Week.	12/25/2023 to 12/31/2023	Great New Deals!	11/20/2023 to 11/26/2023	Panasonic	12/11/2023 to 12/17/2023	Turo
11/27/2023 to 12/03/2023	Body Shop	12/25/2023 to 12/31/2023	Healthiness is Happin..	12/11/2021 to 12/12/2024	Plan your Getaway	11/13/2023 to 11/19/2023	Vitamix
12/25/2023 to 12/31/2023	Boxing Week Deals: R..	11/06/2023 to 11/12/2023	HelloFresh	12/16/2021 to 12/31/2024	Popular deals	10/23/2023 to 10/29/2023	Warm Up Your Wardro..
12/18/2023 to 12/24/2023	Boxing Week Preview	10/16/2023 to 10/22/2023	Hockey Hall of Fame	09/25/2023 to 10/01/2023	Shop Local	12/25/2023 to 12/31/2023	WaterH
12/25/2023 to 12/31/2023	Budget	12/11/2023 to 12/17/2023	Holiday Gift Guide.	12/25/2023 to 12/31/2023	Shop Local.	11/13/2023 to 11/19/2023	Winter Getaway.
11/20/2023 to 11/26/2023	Chefs Plate	09/25/2023 to 10/01/2023	Home & Living	12/21/2023 to 12/22/2023	Shoppers		
09/22/2023 to 10/06/2023	Cooperators ODD SA	10/16/2023 to 10/22/2023	HP	12/18/2023 to 12/24/2023	Stay Healthy this Holi..		
11/27/2023 to 12/03/2023	Cyber Monday Week.	09/18/2023 to 10/02/2023	HP Canada SA	10/16/2023 to 10/22/2023	Staycation or Vacatio..		
10/02/2023 to 10/08/2023	Deals to be grateful for.	10/30/2023 to 11/05/2023	Hungry for some Deal..	12/11/2023 to 12/17/2023	Telus		
10/09/2023 to 10/15/2023	Discover and support ..	11/13/2023 to 11/19/2023	Klipsch	11/27/2023 to 12/03/2023	TELUS Mobility		
10/09/2023 to 10/15/2023	Dress up your Home.	10/30/2023 to 11/05/2023	Lenovo	12/11/2021 to 12/12/2024	Template 2		
11/13/2023 to 11/19/2023	Early Black Friday.	10/23/2023 to 10/29/2023	Local Businesses to L..	10/16/2023 to 10/22/2023	The Source		
08/28/2023 to 03/31/2024	Exclusive Discounts f..	11/20/2023 to 11/26/2023	More Black Friday.	10/23/2023 to 10/29/2023	Toronto Argos		

Top 15 Brands by Savings



Brand Name	Spend	Savings
Lenovo	\$ 78,375	\$ 47,025
The Co-operators	\$ 45,622 *	\$ 11,278 *
Entertainment Benefits Group (EBG)	\$ 23,964	\$ 7,725
TELUS EPP	\$ 22,385 *	\$ 6,117 *
Rogers Preferred Program	\$ 9,648 *	\$ 4,288 *
Bell Canada	\$ 31,013 *	\$ 4,092 *
Priceline.com	\$ 9,075	\$ 3,993
Samsung Canada	\$ 32,747	\$ 3,206
HelloFresh Canada	\$ 11,050 *	\$ 2,769 *
GE Appliances Canada	\$ 4,200	\$ 2,520
FlightHub	\$ 8,970	\$ 1,794
Sleep Country Canada	\$ 4,500	\$ 1,560
Canada's Wonderland	\$ 4,200	\$ 1,100
Lexyl Travel Technologies, LLC (Hotel PLanner)	\$ 4,180	\$ 1,064
Dilawri Preferred	\$ 18,200	\$ 1,036

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

Top 15 Brands by Activity



Brand Name	Views	Redemption Clicks
Apple Inc.	301	273
Samsung Canada	288	229
Lenovo	296	209
Entertainment Benefits Group (EBG)	223	175
Priceline.com	120	119
The Source (Bell) Electronics Inc.	143	115
Bell Canada	187	107
Rogers Preferred Program	218	106
TELUS EPP	161	95
Enterprise Holding Inc.	106	94
Choice Hotels	129	86
Lexyl Travel Technologies, LLC (Hotel PLanner)	75	76
Shoppers	87	74
SoftMoc	100	73
Reitmans Group	107	66

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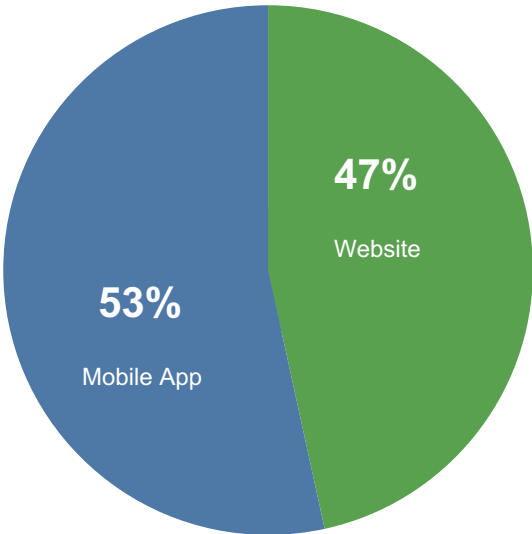
Mobile Sessions 2,465

Web Sessions 2,150

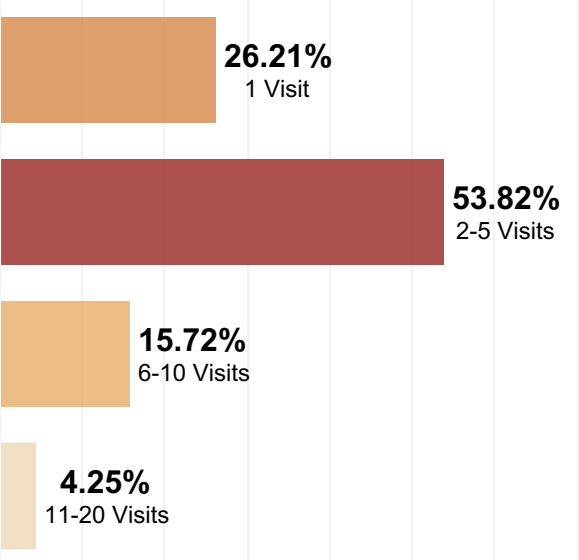
Number of Sessions 4,615

Number of unique Visitors 2,232

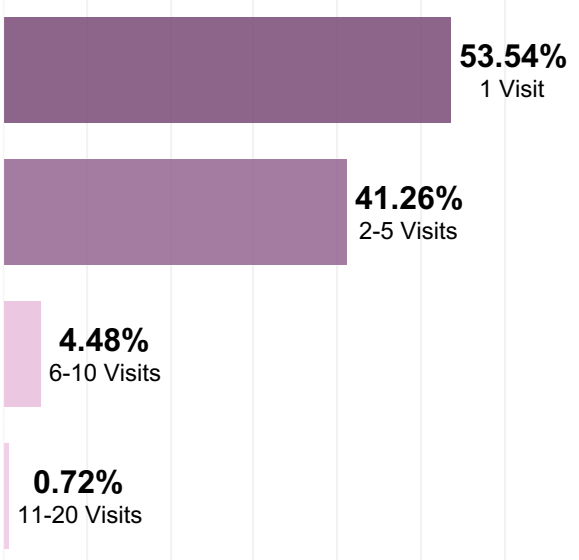
Mobile App vs Web Sessions



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.