

- License Details

>
- Program Engagement

>
- Traffic

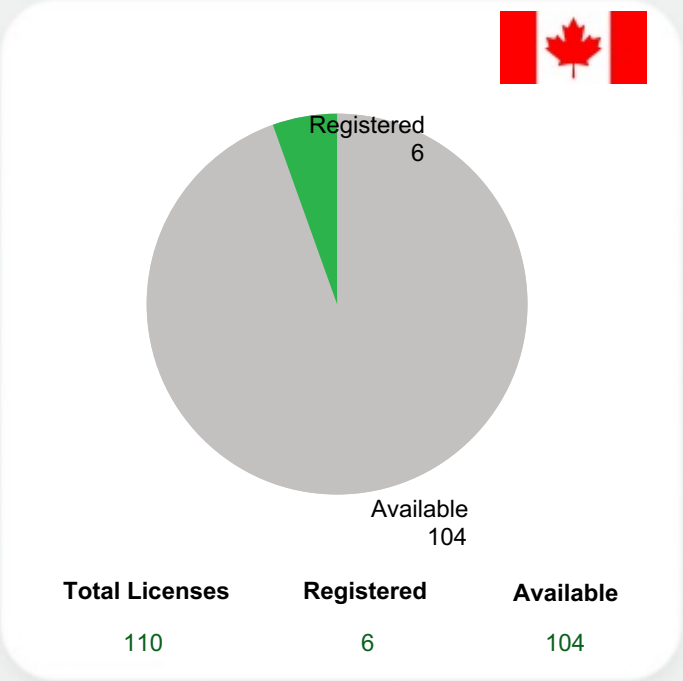
>
- Glossary

>

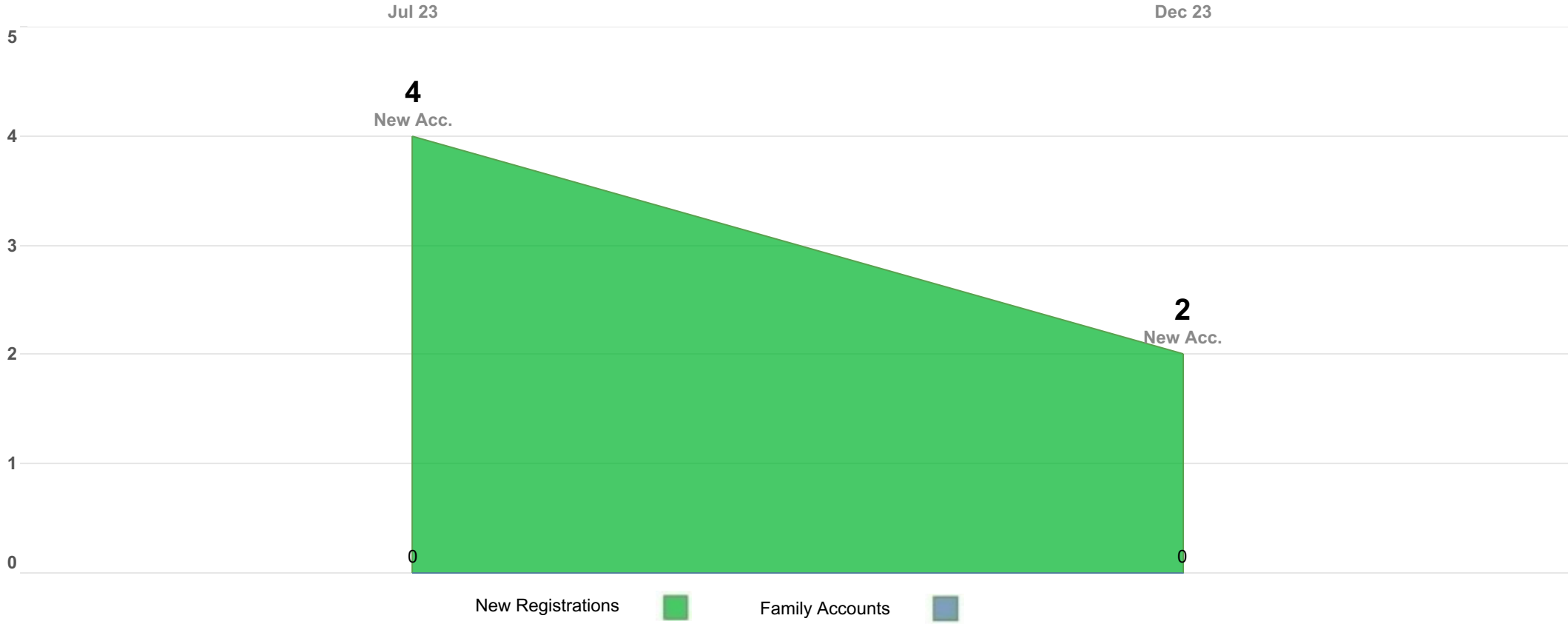
License Details



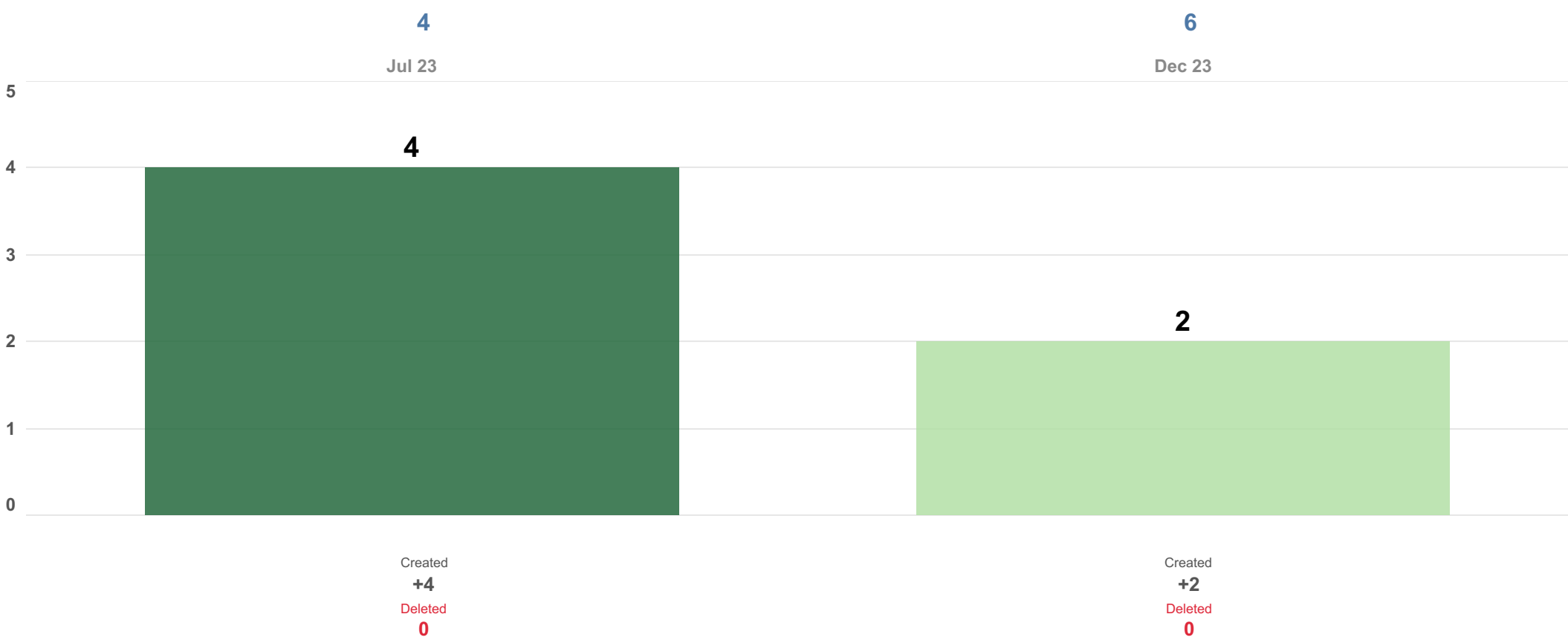
Launch Date: 2023-Jul-01



New Registrations



Net Change Registrations & Running Sum



Provincial Distribution



| Province    | Locations Province | Total Registered |
|-------------|--------------------|------------------|
| Ontario     | ON                 | 4.000            |
| Alberta     | AB                 | 2.000            |
| Grand Total |                    | 6.000            |

Venngo  
Engagement  
Report

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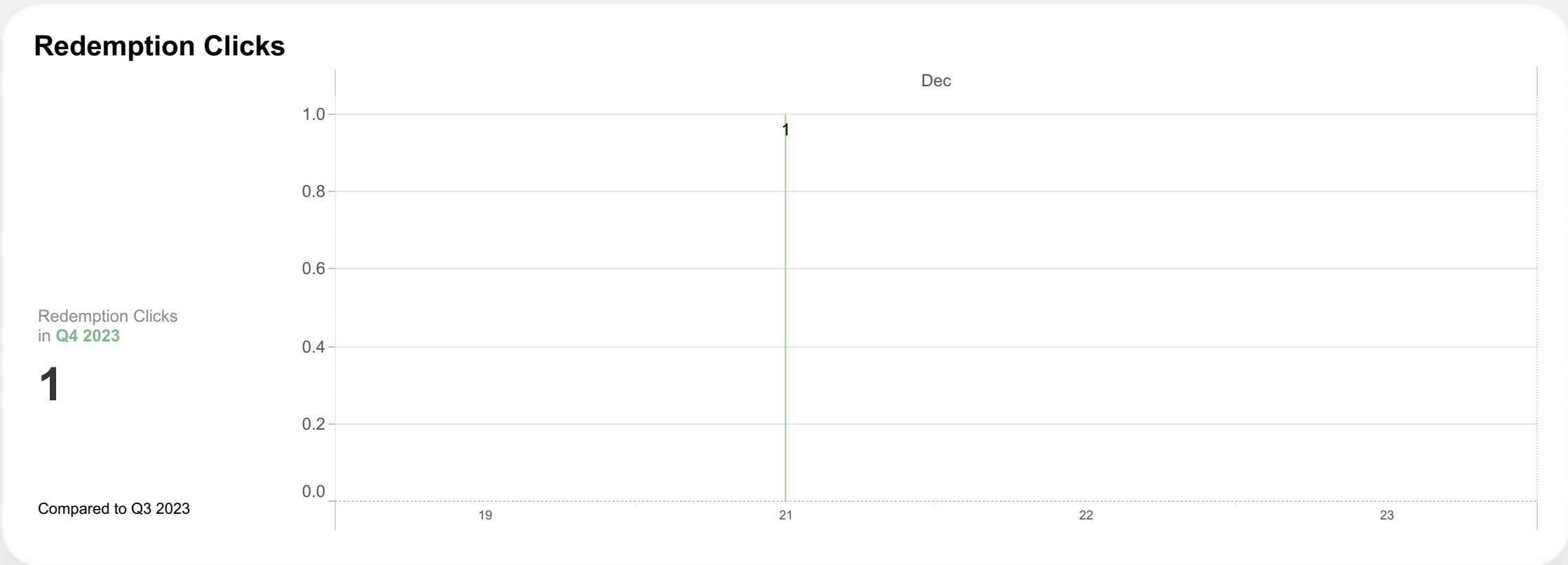
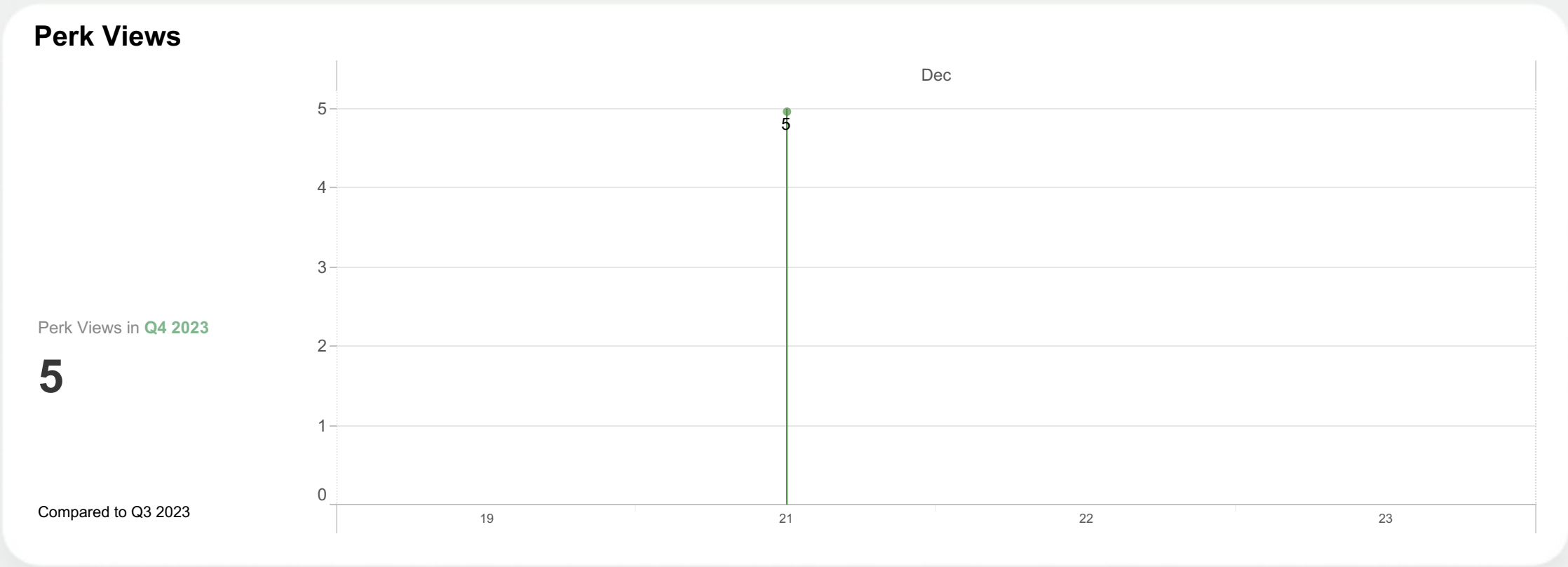
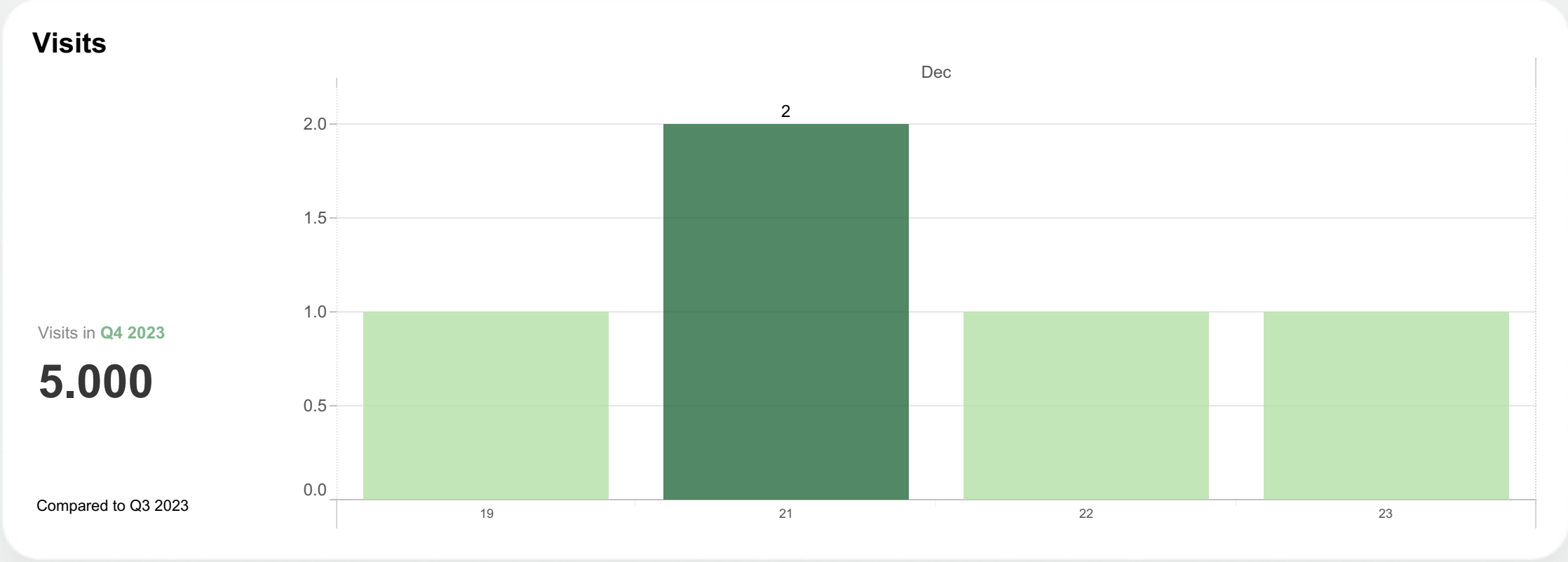
Program Engagement

Estimated Spend

\$ 8.000

Estimated Savings

\$ 1.000



Active Promotions in Q4 2023

|                          |             |
|--------------------------|-------------|
| 12/18/2023 to 12/24/2023 | Auto Europe |
|--------------------------|-------------|

Top 15 Brands by Savings

| Brand Name                  | Spend | Savings |
|-----------------------------|-------|---------|
| Fairmont Hotels and Resorts | \$ 8  | \$ 1    |

Top 15 Brands by Activity

| Brand Name                  | Views | Redemption Clicks |
|-----------------------------|-------|-------------------|
| Fairmont Hotels and Resorts | 1     | 1                 |

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

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Traffic

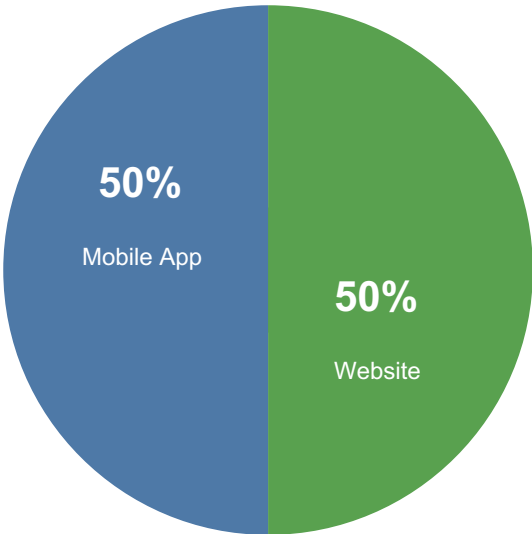
Mobile Sessions2

Web Sessions2

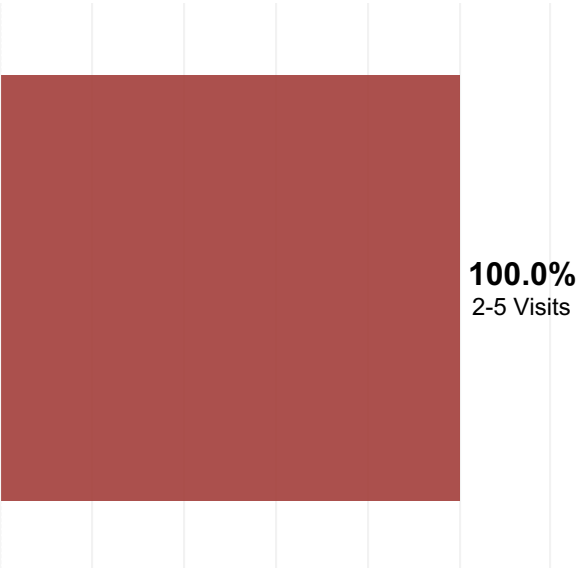
Number of Sessions4

Number of unique Visitors2

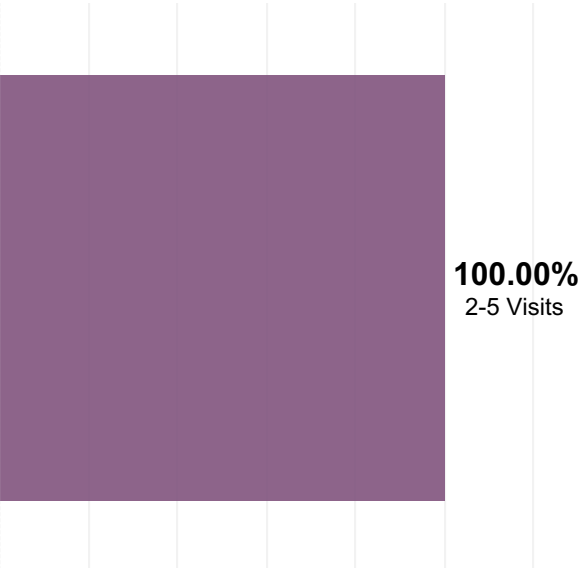
Mobile App vs Web Sessions



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.