

- License Details

>
- Program Engagement

>
- Traffic

>
- Glossary

>

License Details



Launch Date:

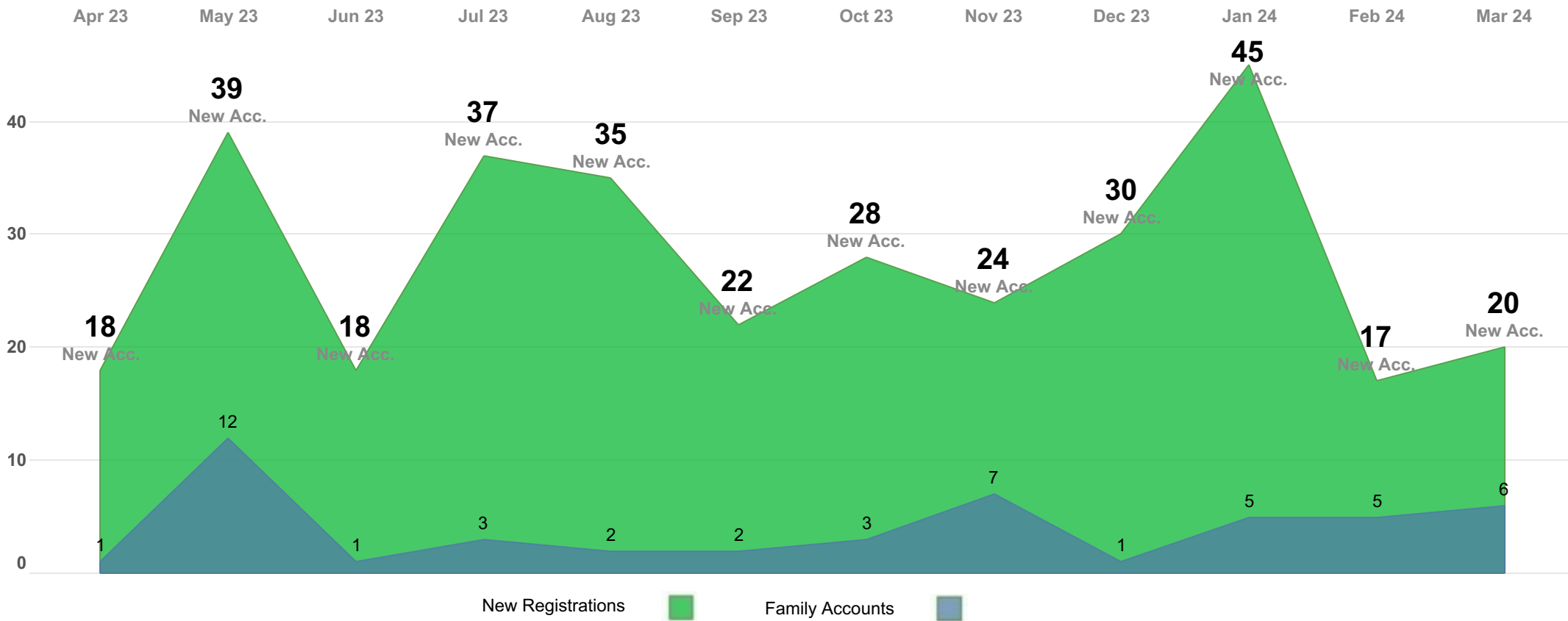
2011-Aug-24



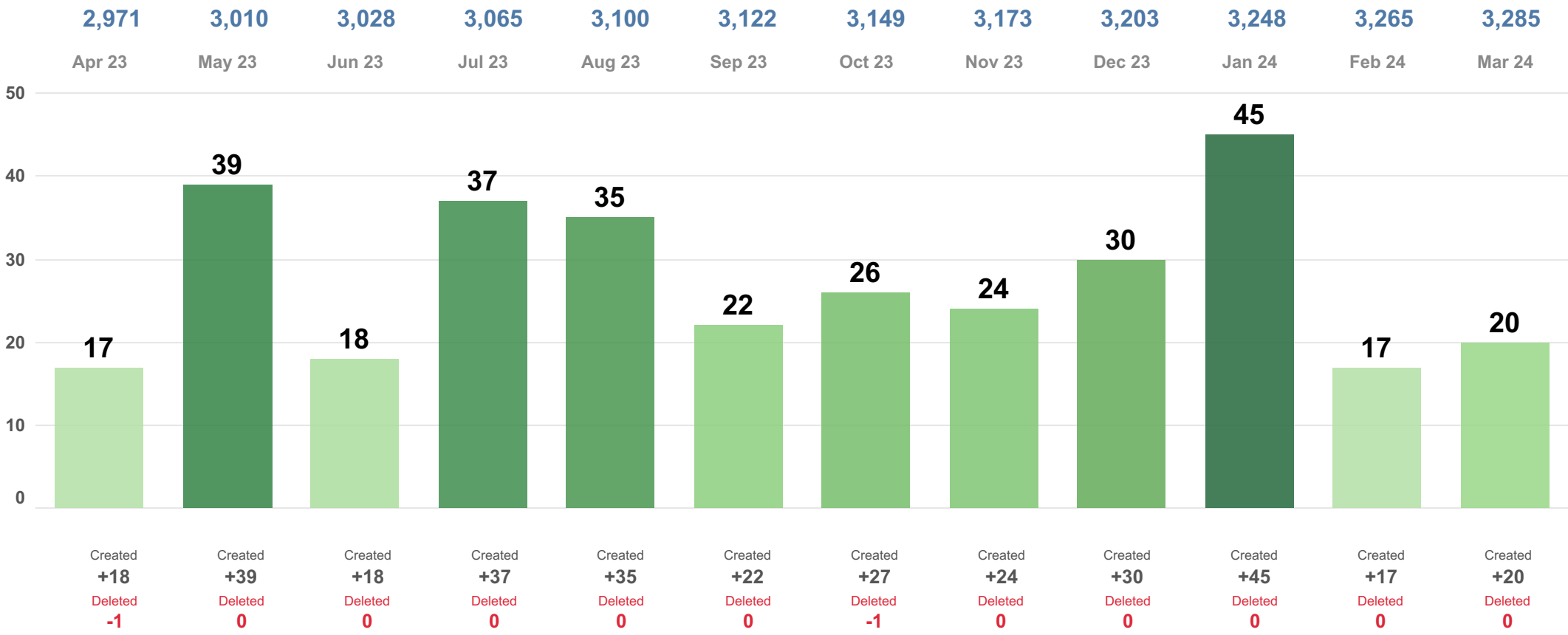
Total Family Accounts



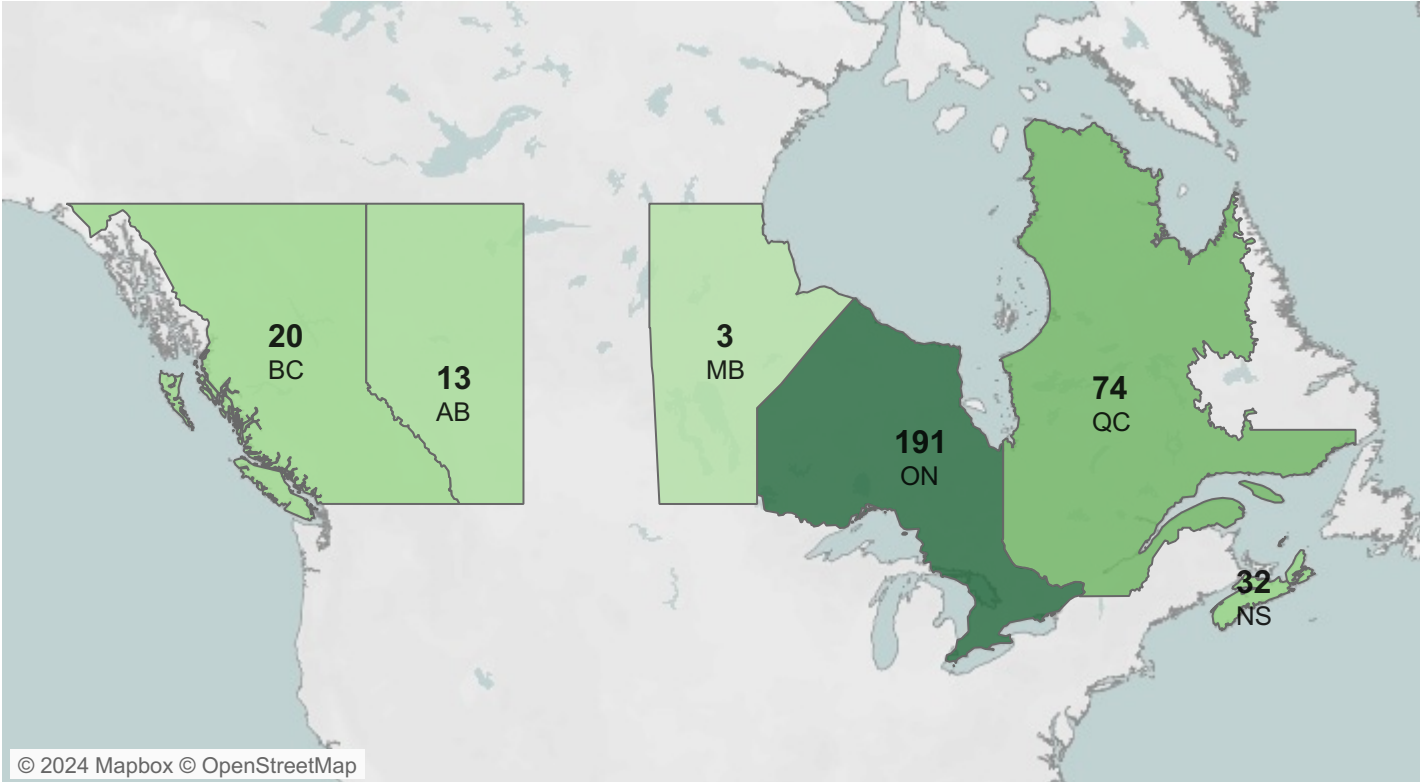
New Registrations



Net Change Registrations & Running Sum



Provincial Distribution



Province	Locations Province	Total Registered
Ontario	ON	191
Quebec	QC	74
Nova Scotia	NS	32
British Columbia	BC	20
Alberta	AB	13
Manitoba	MB	3
Grand Total		333

Venngo

Engagement

Report

License Details

Program Engagement

Traffic

Glossary

Program Engagement

Estimated
Spend

\$ 442,347

Estimated
Savings

\$ 61,424

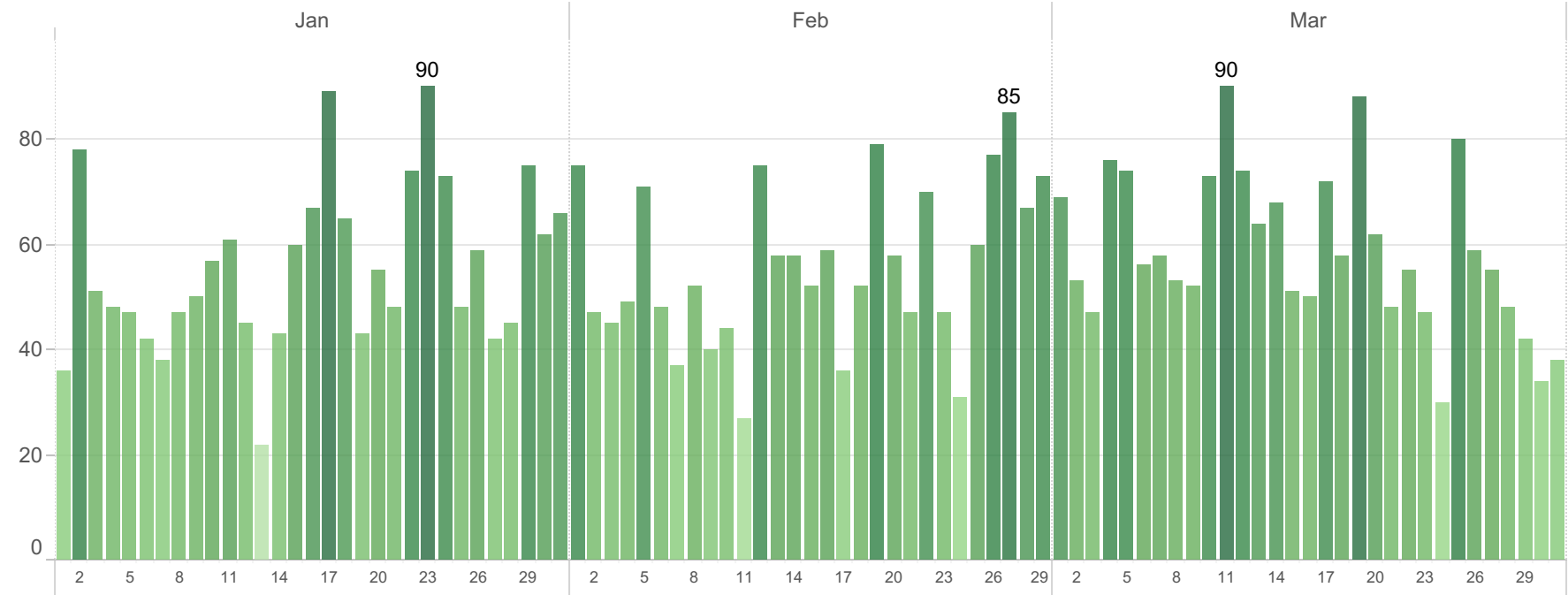
Visits

Visits in Q1 2024

5,169

-14.72%

Compared to Q4 2023



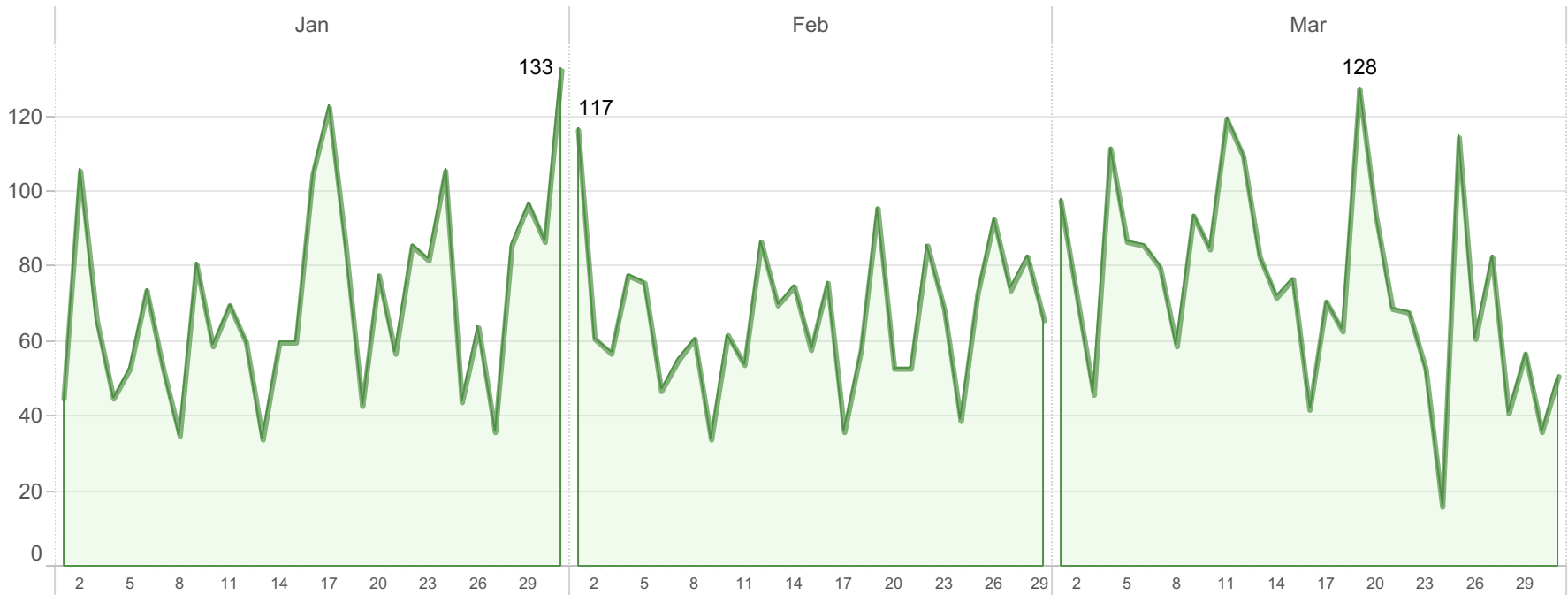
Perk Views

Perk Views in Q1 2024

6,490

-2.61%

Compared to Q4 2023



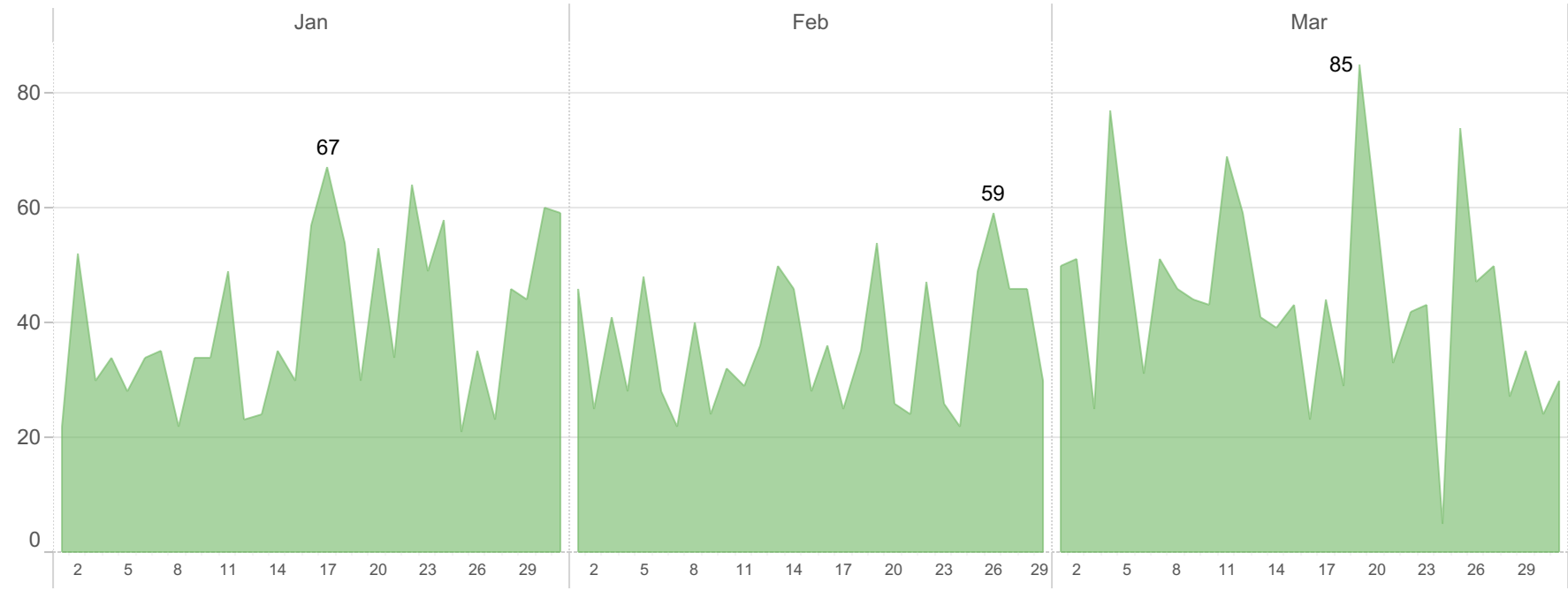
Redemption Clicks

Redemption Clicks
in Q1 2024

3,660

-9.43%

Compared to Q4 2023



Active Promotions in Q1 2024

03/25/2024 to 03/31/2024	Beauty & Cosmetics	03/11/2024 to 03/17/2024	March into Savings	02/26/2024 to 03/03/2024	The Co-Operators
03/19/2024 to 03/24/2024	Bell	01/22/2024 to 01/28/2024	New Year. New Tech.	03/04/2024 to 03/10/2024	Things to do: March Break
03/25/2024 to 03/31/2024	Canada Wonderland	01/08/2024 to 01/14/2024	New Year. New You.	02/05/2024 to 02/11/2024	Valentine's Day
03/13/2024 to 03/17/2024	Canada's Wonderland	01/29/2024 to 02/04/2024	Opencare	01/15/2024 to 01/21/2024	Venngo's Picks
01/01/2024 to 01/07/2024	Canadian Ski Pass	12/11/2021 to 12/12/2024	Plan your Getaway	01/22/2024 to 01/28/2024	Winter Fashion
03/11/2024 to 03/17/2024	Emma Sleep	02/19/2024 to 02/25/2024	Retail Therapy		
02/05/2024 to 02/11/2024	Family Day	01/01/2024 to 01/07/2024	Risedesk		
01/16/2024 to 01/23/2024	GE Appliances	03/25/2024 to 03/31/2024	Samsung		
02/26/2024 to 02/29/2024	GoodLife Fitness	12/16/2021 to 12/31/2024	Save In Style		
03/25/2024 to 03/31/2024	Healthiness is Happiness!	03/11/2024 to 03/17/2024	Shop Local		
03/25/2024 to 03/31/2024	HelloFresh	03/25/2024 to 03/31/2024	Shop Local.		
02/26/2024 to 03/03/2024	Home & Office	03/18/2024 to 03/18/2024	Shoppers		
01/08/2024 to 01/14/2024	January Sale	03/25/2024 to 03/31/2024	Spring into Fashion: Men/Boys		
03/11/2024 to 03/17/2024	Last Minute March Break	03/18/2024 to 03/24/2024	Spring Savings: Home		
03/18/2024 to 03/24/2024	Lenovo	03/11/2024 to 03/17/2024	Telus		
02/26/2024 to 03/03/2024	March Break Getaways	01/22/2024 to 01/28/2024	The Body Shop		

Top 15 Brands by Savings

Brand Name	Spend	Savings
The Co-operators	\$ 51,050 *	\$ 12,615 *
Entertainment Benefits Group (EBG)	\$ 28,480	\$ 8,949
GoodLife Fitness	\$ 17,970	\$ 5,930
GE Appliances Canada	\$ 9,000	\$ 5,400
Rogers Preferred Program	\$ 11,952 *	\$ 5,312 *
Priceline.com	\$ 8,175	\$ 3,597
HelloFresh Canada	\$ 12,000 *	\$ 3,036 *
Dilawri Preferred	\$ 39,000	\$ 2,220
Nissan Canada	\$ 12,160	\$ 1,170
RISEDESK	\$ 2,975	\$ 820
Bosch Home Appliances	\$ 4,000	\$ 800
Choice Hotels	\$ 3,840	\$ 768
Canadian Ski Council	\$ 1,680	\$ 675
Wyndham Extra Holidays	\$ 2,576	\$ 506
Shoppers	\$ 1,860	\$ 496

Top 15 Brands by Activity

Brand Name	Views	Redemption Clicks
Samsung Electronics Canada Inc. (SSEs)	308	248
Entertainment Benefits Group (EBG)	294	200
Enterprise / Alamo / National (For Proct.	206	176
Apple Education AP (SSEs)	162	126
Lenovo (For Sunlife Choices)	166	120
HotelPlanner.com	125	110
Priceline.com	135	109
The Source (AP)	107	81
Bell Mobility (SSEs)	146	80
Rogers Preferred Program	122	67
Wyndham Hotels & Resorts (AP)	81	64
Choice Hotels	86	62
Hertz- Thrifty Car Rental	63	56
SellOffVacations AP	70	56
Cineplex	140	51

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

Venngo
Engagement
Report

 License Details >

 Program Engagement >

 Traffic >

 Glossary >

Traffic

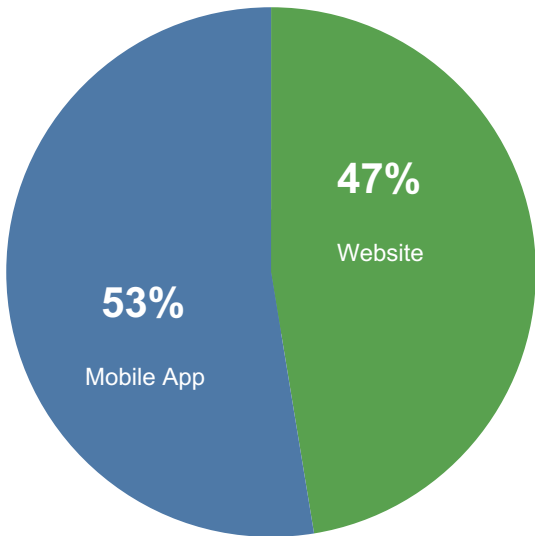
Mobile Sessions2,088

Web Sessions1,883

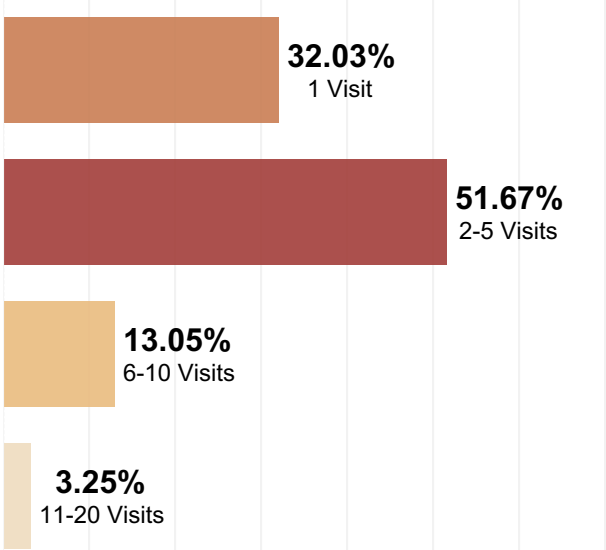
Number of Sessions 3,971

Number of unique Visitors 2,130

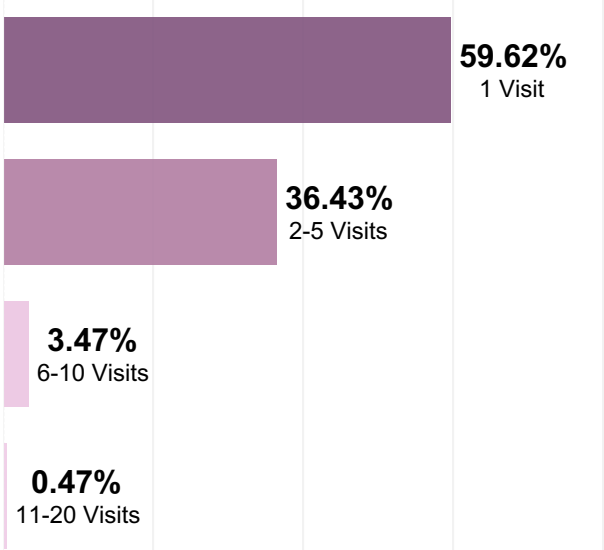
Mobile App vs Web Sessions



Cohorts of Visits, % of Sessions



Cohorts of Visits, % of Visitors



Venngo
Engagement
Report

-  License Details >
-  Program Engagement >
-  Traffic >

 Glossary >

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.