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Engagement Report

- License Details

>
- Program Engagement

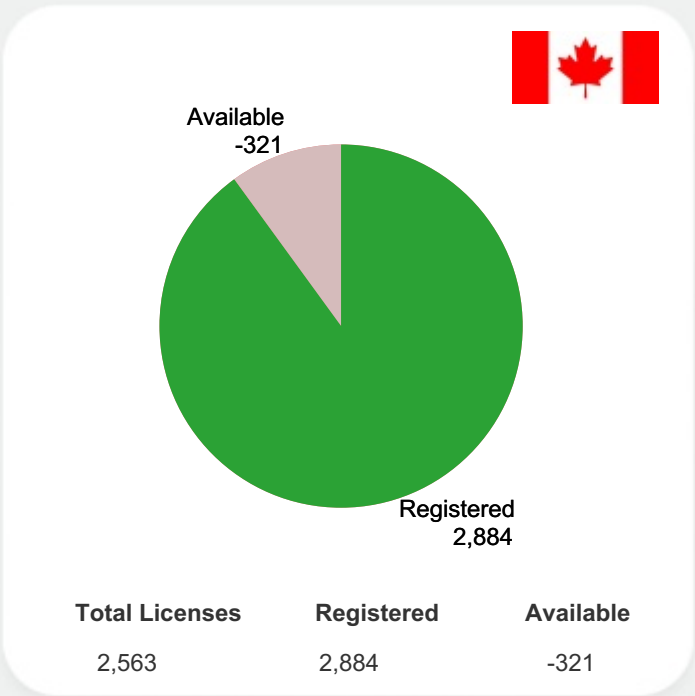
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- Traffic

>
- Glossary

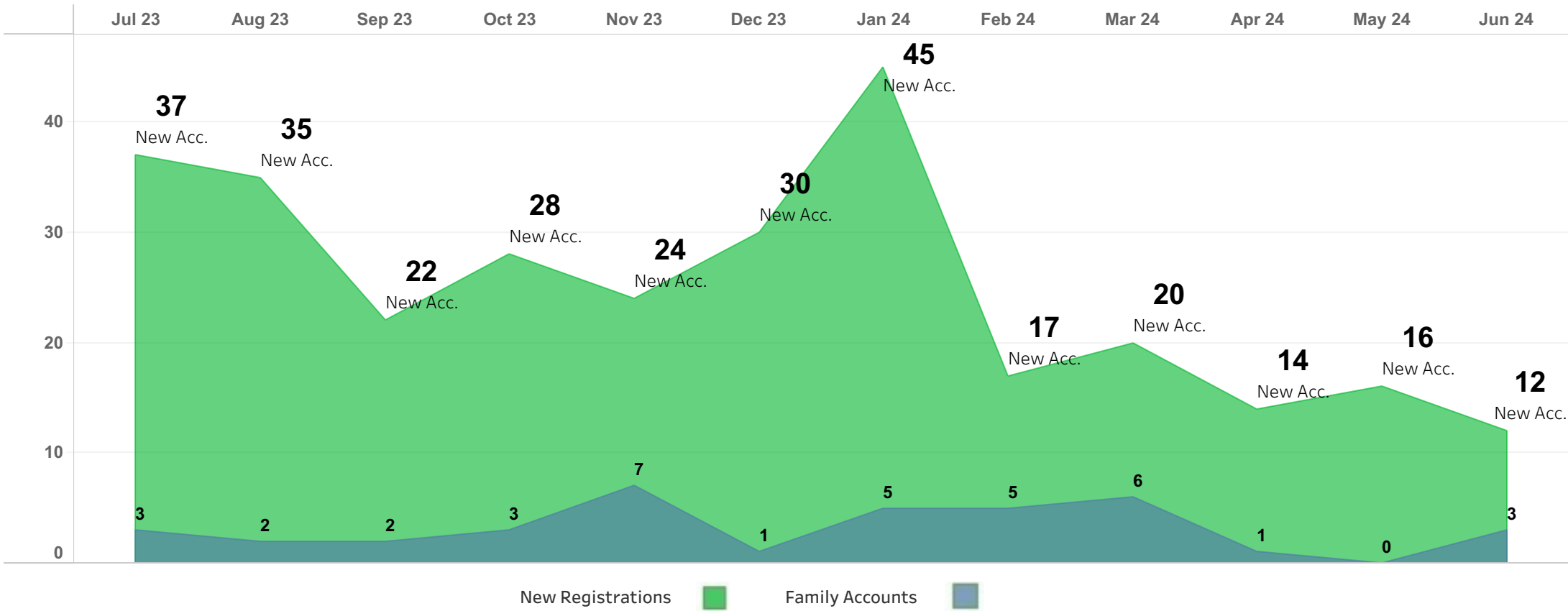
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License Details

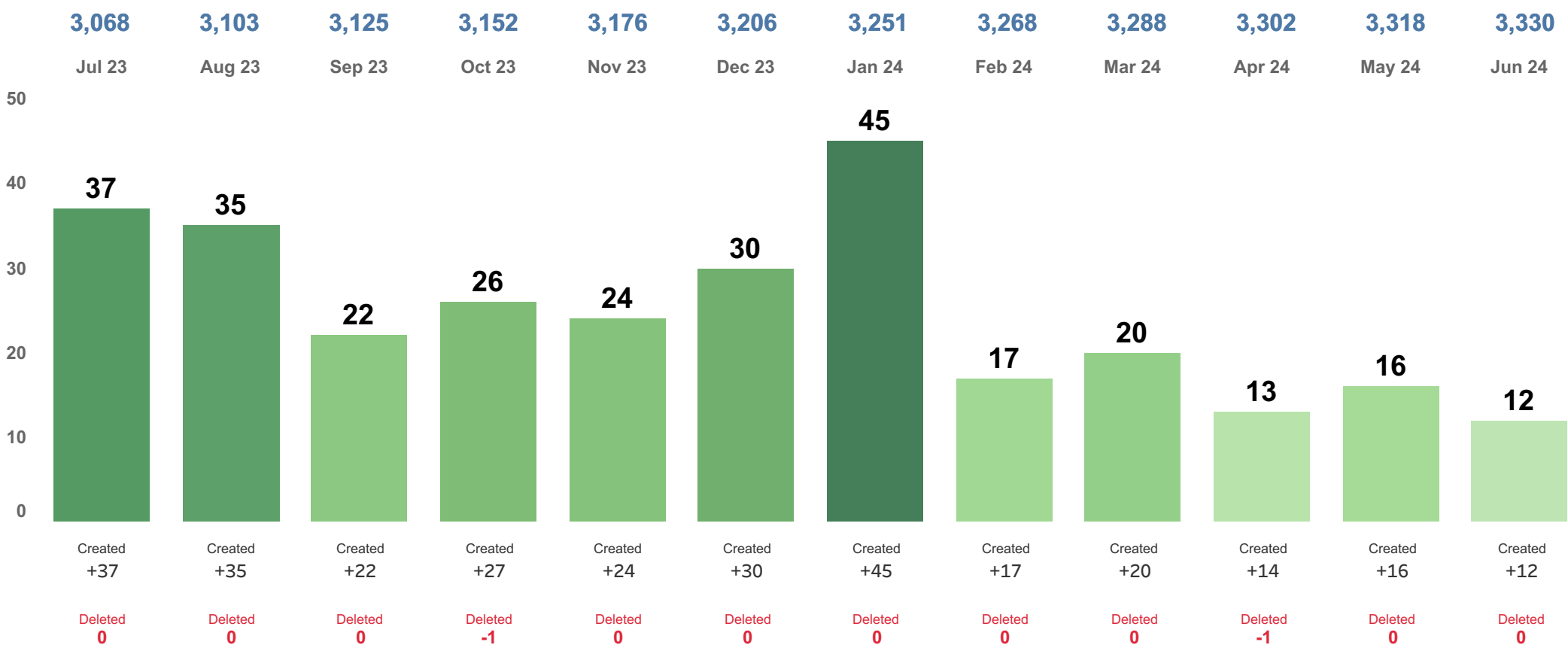
Launch Date: 2011-Aug-24



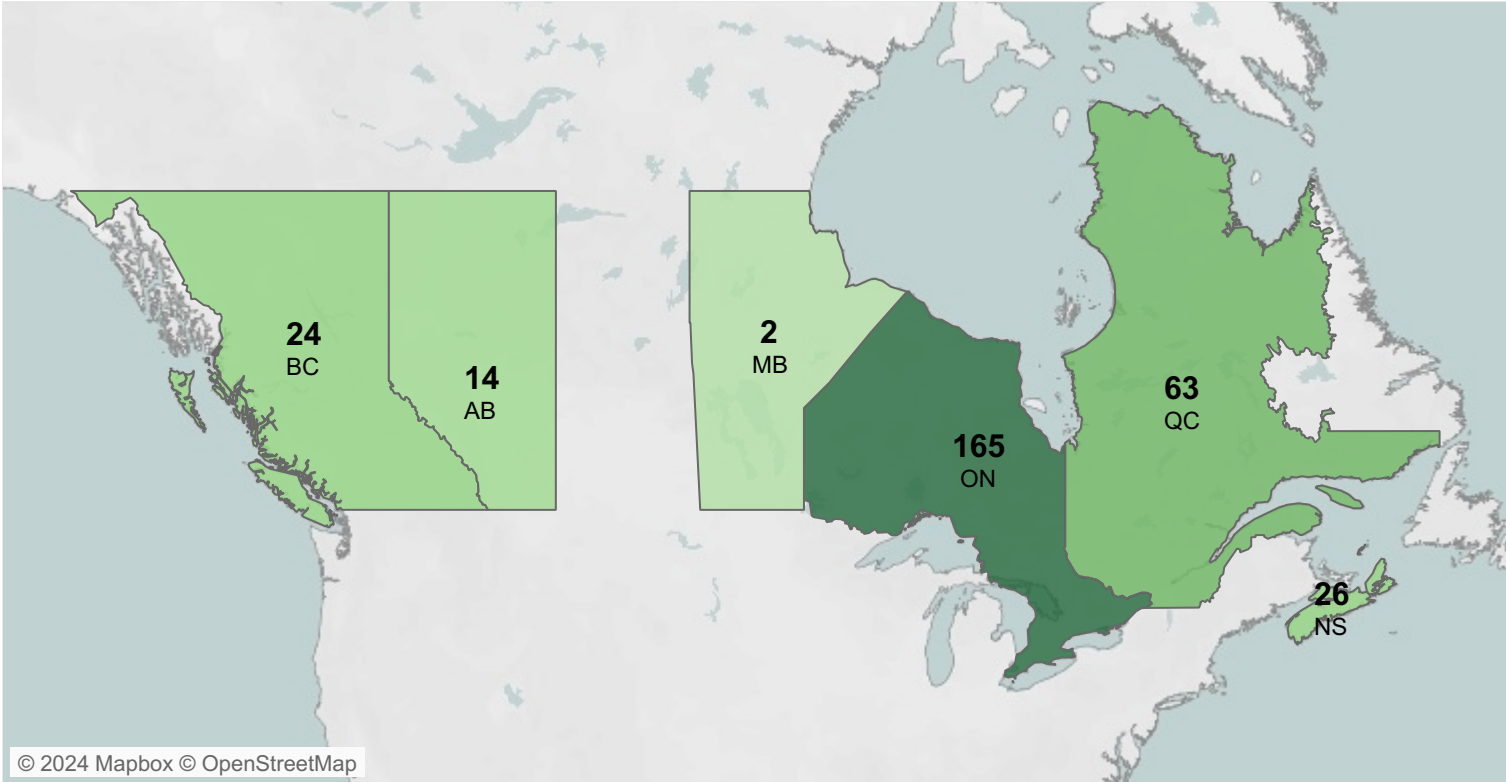
New Registrations



Net Change Registrations & Running Sum



Provincial Distribution



Country	Province	Total Registered
CA	Ontario	165
	Quebec	63
	Nova Scotia	26
	British Colu...	24
	Alberta	14
	Manitoba	2
Grand Total		294

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Engagement Report

-  License Details >
-  Program Engagement >
-  Traffic >
-  Glossary >

Program Engagement

Estimated Spend

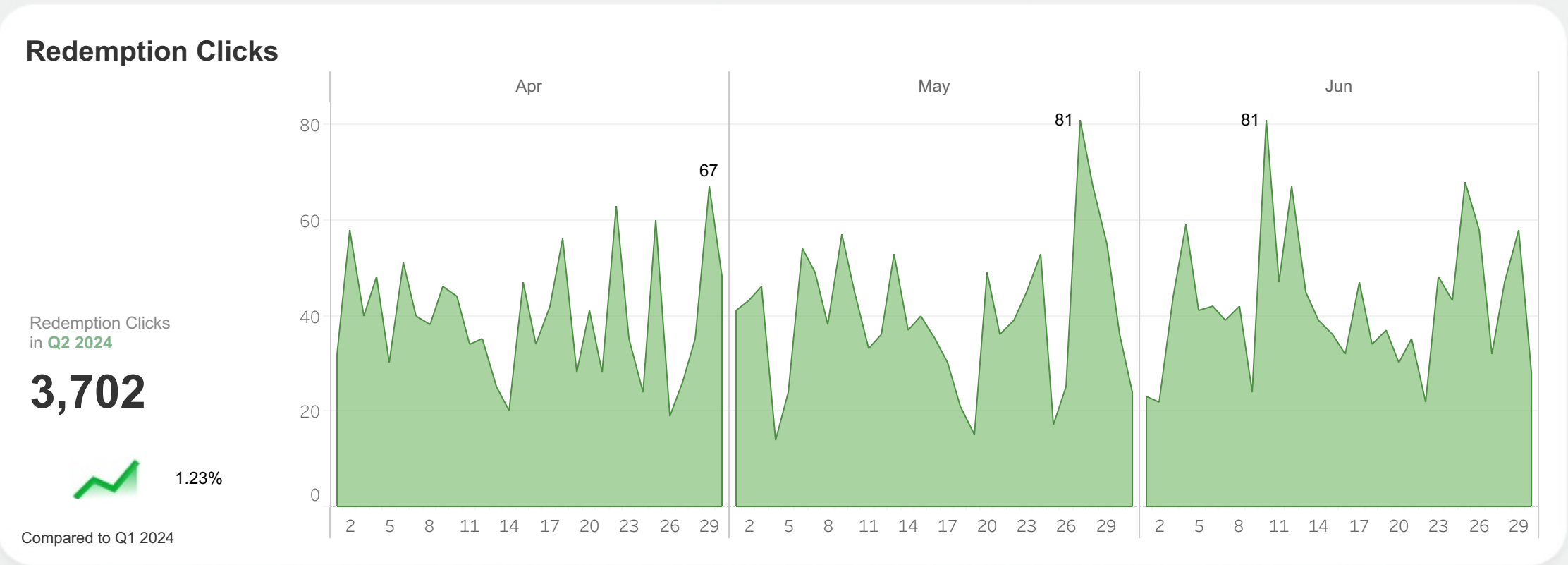
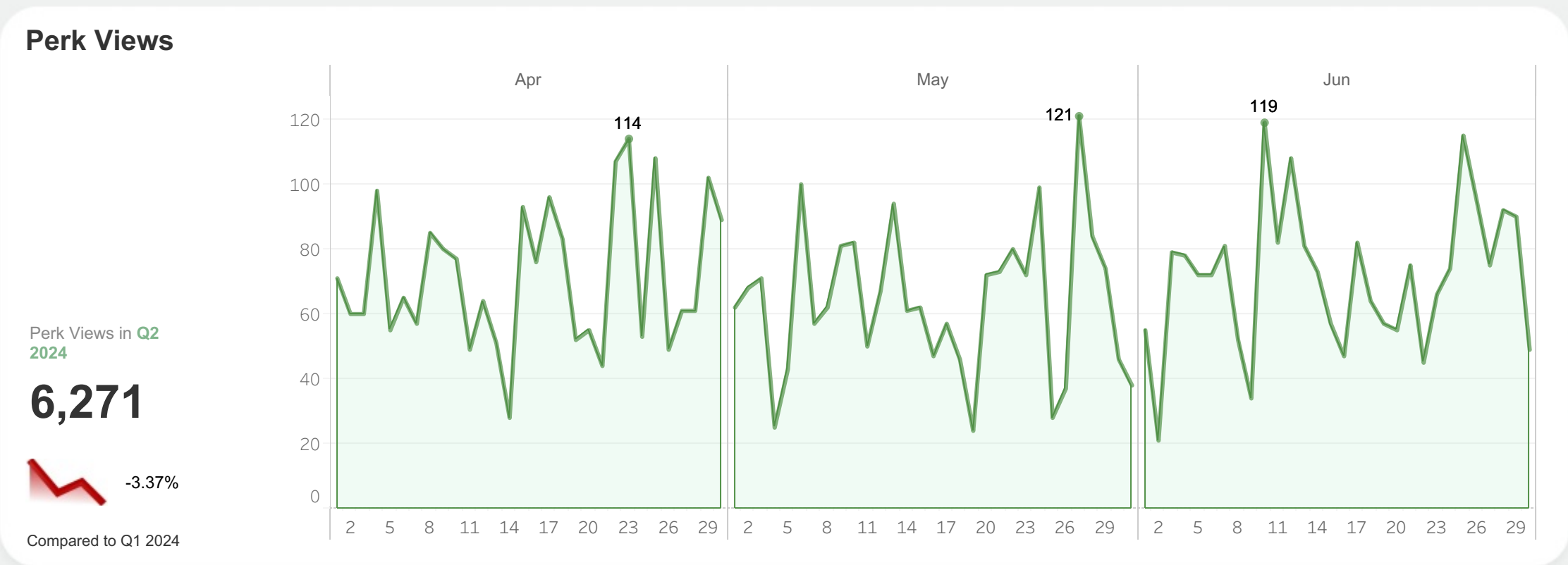
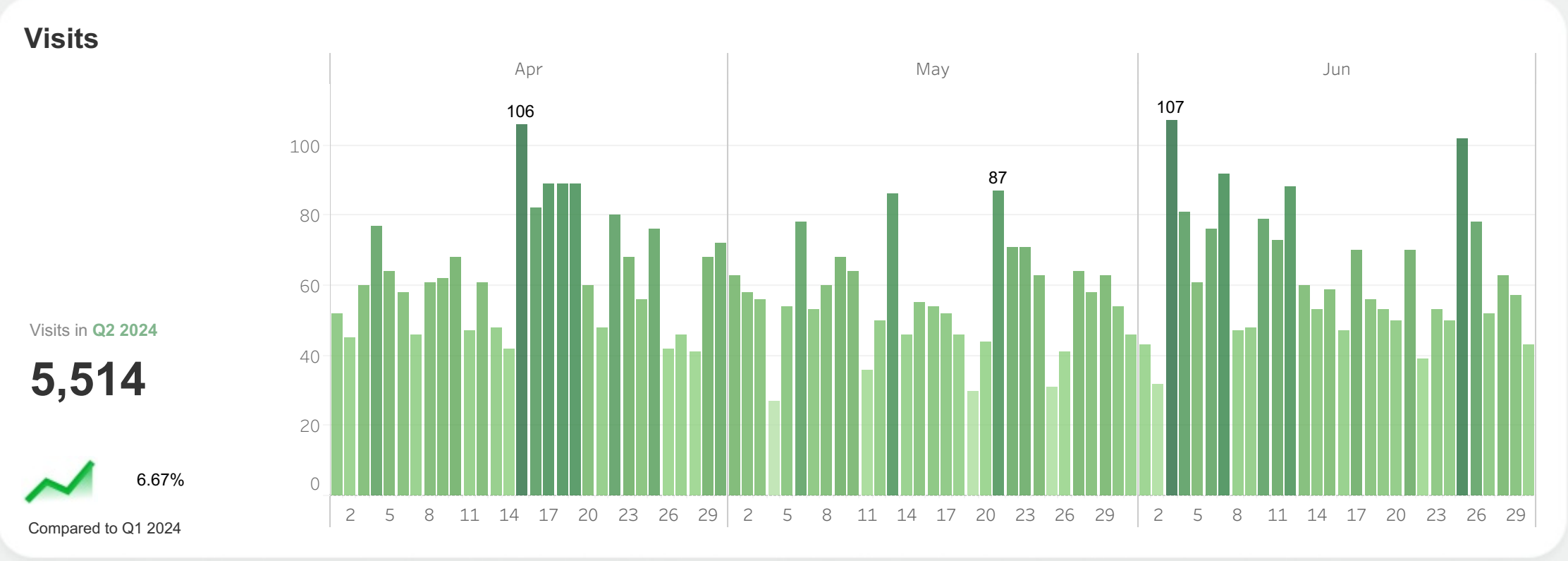
\$ 622,103



Estimated Savings

\$ 92,014





Active Promotions in Q2 2024

12/11/2021 to 12/12/2024	Plan your Getaway	04/29/2024 to 05/05/2024	Food & Drink	05/27/2024 to 06/02/2024	Ryse	06/24/2024 to 06/30/2024	Royal Canadian Intern..
12/16/2021 to 12/31/2024	Save In Style	04/29/2024 to 05/05/2024	Mother's Day: Last Mi..	06/03/2024 to 06/09/2024	Dilawri	06/24/2024 to 06/30/2024	Shop Local.
04/01/2024 to 04/05/2024	Canada Wonderland	05/06/2024 to 05/12/2024	Samsung	06/03/2024 to 06/09/2024	Economical	06/24/2024 to 06/30/2024	Staycation or Vacatio..
04/01/2024 to 04/07/2024	Spring into Women's ..	05/06/2024 to 05/12/2024	TECH-tacular Deals!	06/03/2024 to 06/09/2024	Get Summer Ready	06/24/2024 to 06/30/2024	Summer Sale-a-bratio..
04/08/2024 to 04/14/2024	Royal Canadian Circus	05/06/2024 to 05/12/2024	Voila	06/03/2024 to 06/09/2024	Great Gifts for Dad		
04/08/2024 to 04/14/2024	Shop for Shoes!	05/13/2024 to 05/19/2024	Bosch	06/10/2024 to 06/16/2024	Costway.ca		
04/08/2024 to 04/14/2024	Spring Savings	05/13/2024 to 05/19/2024	PKG Carry Goods	06/10/2024 to 06/16/2024	Deals that Delight		
04/15/2024 to 04/21/2024	Spring Fever Sale	05/13/2024 to 05/19/2024	Sport & Fitness	06/10/2024 to 06/16/2024	Sizzlin' Savings: 25-5..		
04/15/2024 to 04/21/2024	Your Spring Escape A..	05/13/2024 to 05/19/2024	Things to Do: May 24	06/17/2024 to 06/23/2024	Bell		
04/22/2024 to 04/28/2024	Fresh Beauty	05/20/2024 to 05/26/2024	Kit and Ace	06/17/2024 to 06/23/2024	Chewy		
04/22/2024 to 04/28/2024	GoodLife	05/20/2024 to 05/26/2024	Planes, Trains & Auto..	06/17/2024 to 06/23/2024	SurfShark		
04/22/2024 to 04/28/2024	Mother's Day Gifts	05/20/2024 to 05/26/2024	Shoppers Drug Mart	06/17/2024 to 06/23/2024	Travel to Unravel		
04/22/2024 to 04/28/2024	New Perks	05/27/2024 to 06/02/2024	Deerhurst	06/21/2024 to 06/30/2024	SportChek		
04/22/2024 to 04/28/2024	Spring into Adventure!	05/27/2024 to 06/02/2024	Father's Day: Deals fo..	06/24/2024 to 06/30/2024	Healthiness is Happin..		
04/22/2024 to 04/28/2024	TELUS	05/27/2024 to 06/02/2024	Hotels & Resorts Deals	06/24/2024 to 06/30/2024	HP		
04/22/2024 to 04/28/2024	Vitamix	05/27/2024 to 06/02/2024	LG	06/24/2024 to 06/30/2024	Lenovo		

Top 15 Brands by Savings

Brand Name	Spend	Savings
The Co-operators	\$ 61,073*	\$ 15,089*
Entertainment Benefits Group (EBG)	\$ 34,987	\$ 11,207
Rogers Preferred Program	\$ 13,311*	\$ 5,916*
GoodLife Fitness	\$ 14,975	\$ 4,942
TELUS EPP (Mobility / SHS / FFH) (SSEs)	\$ 16,970*	\$ 4,600*
GE Appliances Canada	\$ 6,000	\$ 3,600
Priceline.com	\$ 7,275	\$ 3,201
HelloFresh Canada	\$ 11,740*	\$ 3,036*
Economical Insurance	\$ 12,540*	\$ 2,508*
TELUS EPP (Mobility / SHS / FFH)	\$ 8,405*	\$ 2,280*
HotelPlanner.com	\$ 8,140	\$ 2,072
Dilawri	\$ 33,800	\$ 1,924
Bell Mobility (SSEs)	\$ 11,441*	\$ 1,918*
Bosch Home Appliances	\$ 8,800	\$ 1,760
Lenovo	\$ 11,250	\$ 1,650

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

Top 15 Brands by Activity

Brand Name	Views	Redemption Clicks
Entertainment Benefits Group (EBG)	404	305
Enterprise / Alamo / National (For Procter and Gamble)	280	243
Apple General/Education AP	184	161
Hertz- Thrifty Car Rental	164	151
HotelPlanner.com	138	143
Wyndham Hotels & Resorts (AP)	135	117
Choice Hotels Canada Adperks (SSEs)	119	105
Avis Budget Group (AP - CAN)	132	103
Samsung Electronics (AP)	148	103
Priceline.com	106	97
Lenovo	116	75
Canada's Wonderland	87	57
Intuit (TurboTax)	60	55
SoftMoc	92	55
TELUS EPP (Mobility / SHS / FFH)	95	53

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Engagement Report

-  License Details >
-  Program Engagement >
-  Traffic >
-  Glossary >

Traffic

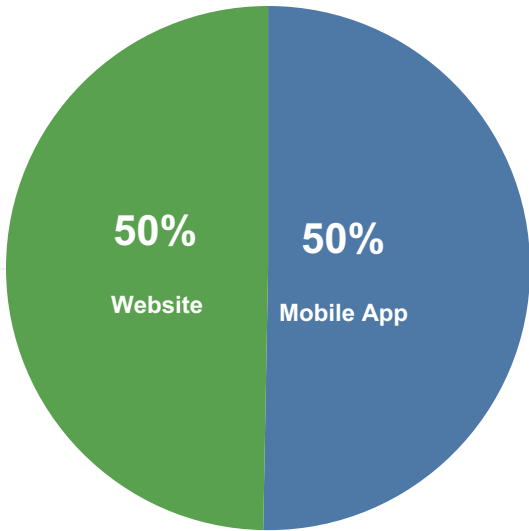
Mobile Sessions2,199

Web Sessions2,173

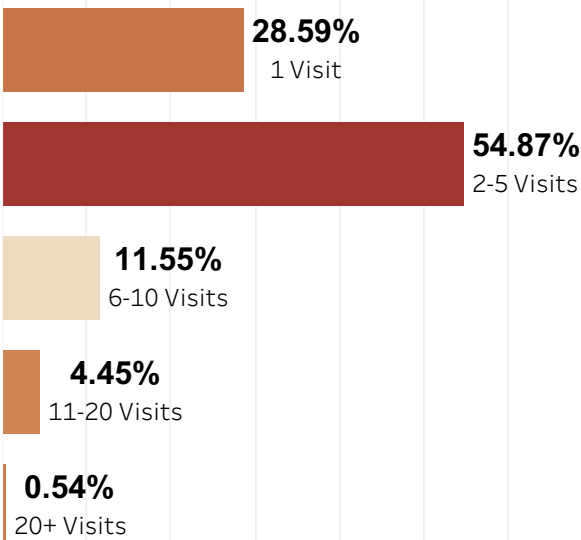
Number of Sessions4,372

Number of unique Visitors2,182

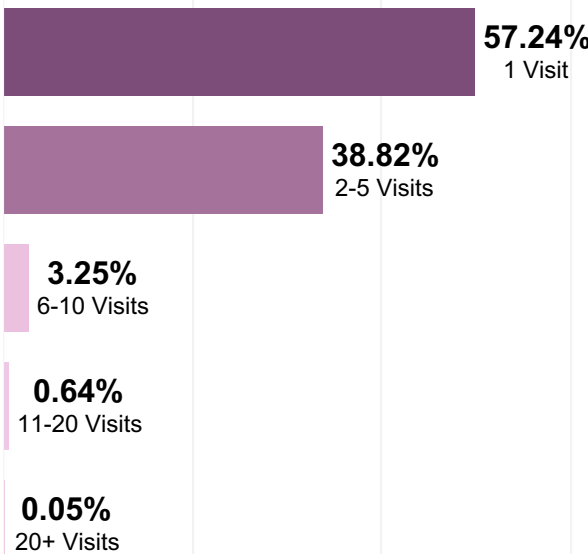
Mobile App vs Web Sessions



Cohorts of Visits, % of Sessions



Cohorts of Visits, % of Visitors



Venngo

Engagement Report

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License Details

>
- 

Program Engagement

>
- 

Traffic

>
- 

Glossary

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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.