

Venngo

Engagement Report

- License Details

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- Program Engagement

>
- Traffic

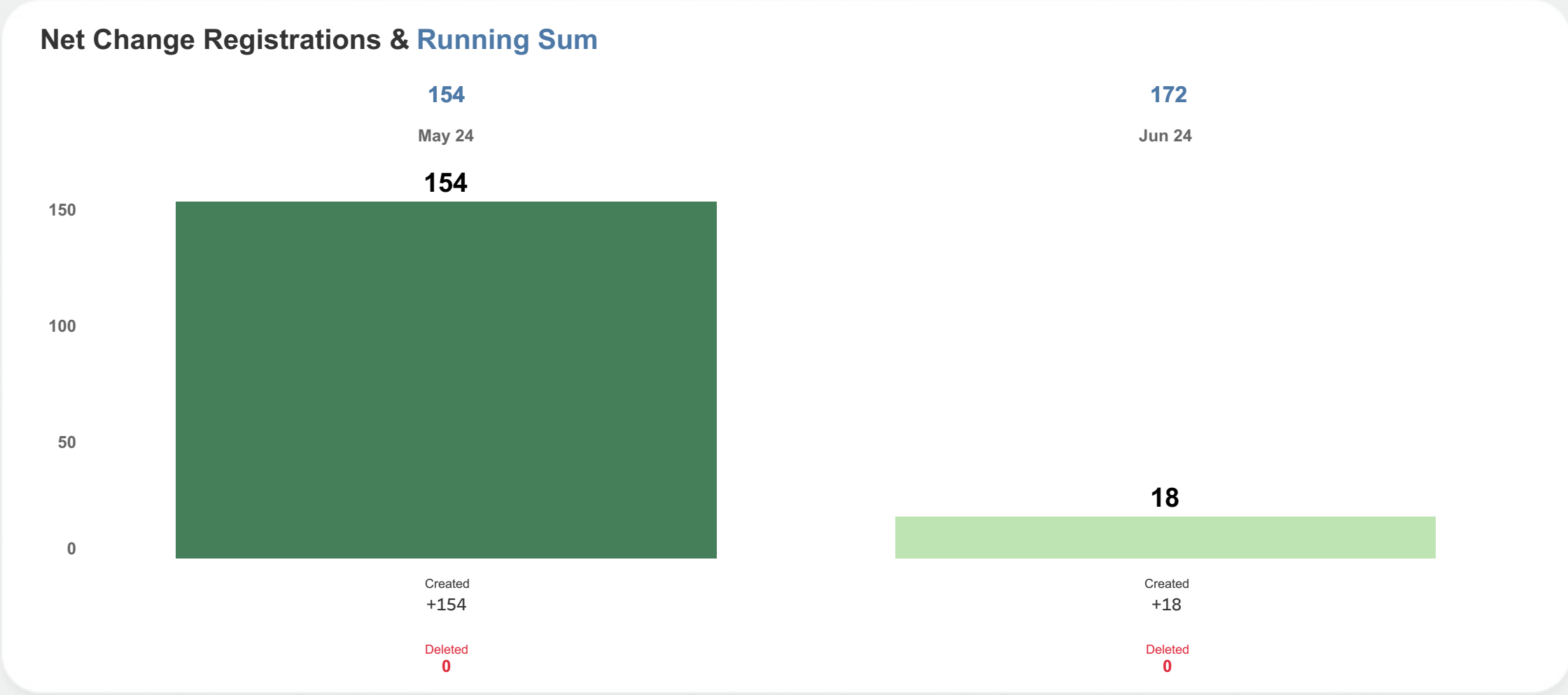
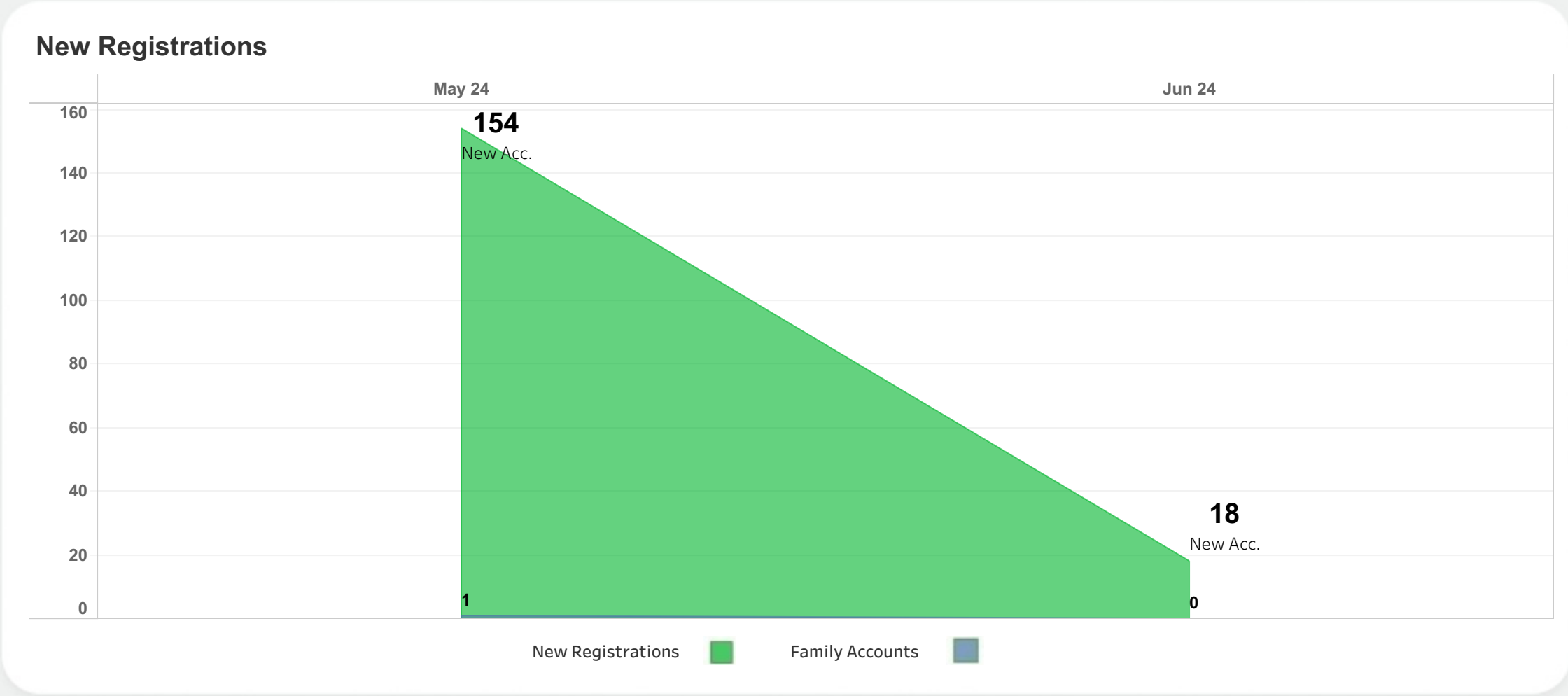
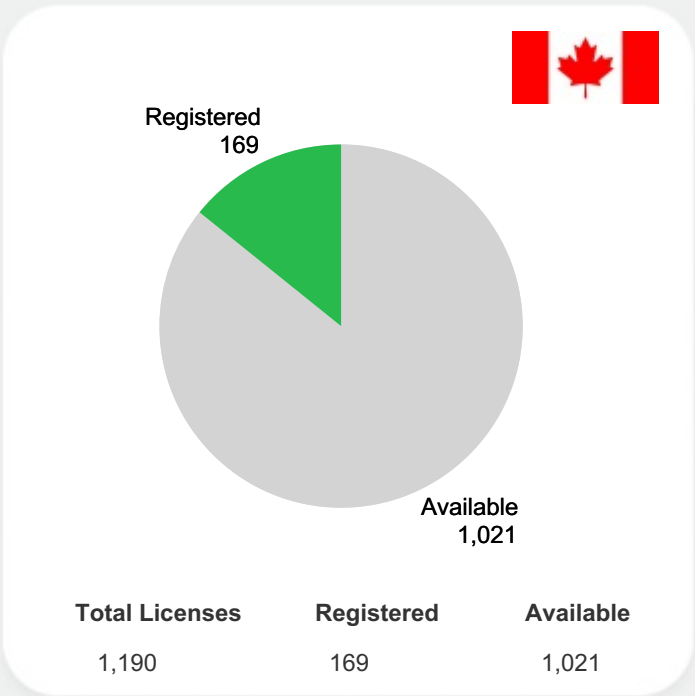
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- Glossary

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License Details



Launch Date: 2025-May-01



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Program Engagement

Estimated Spend

\$ 78,071

Estimated Savings

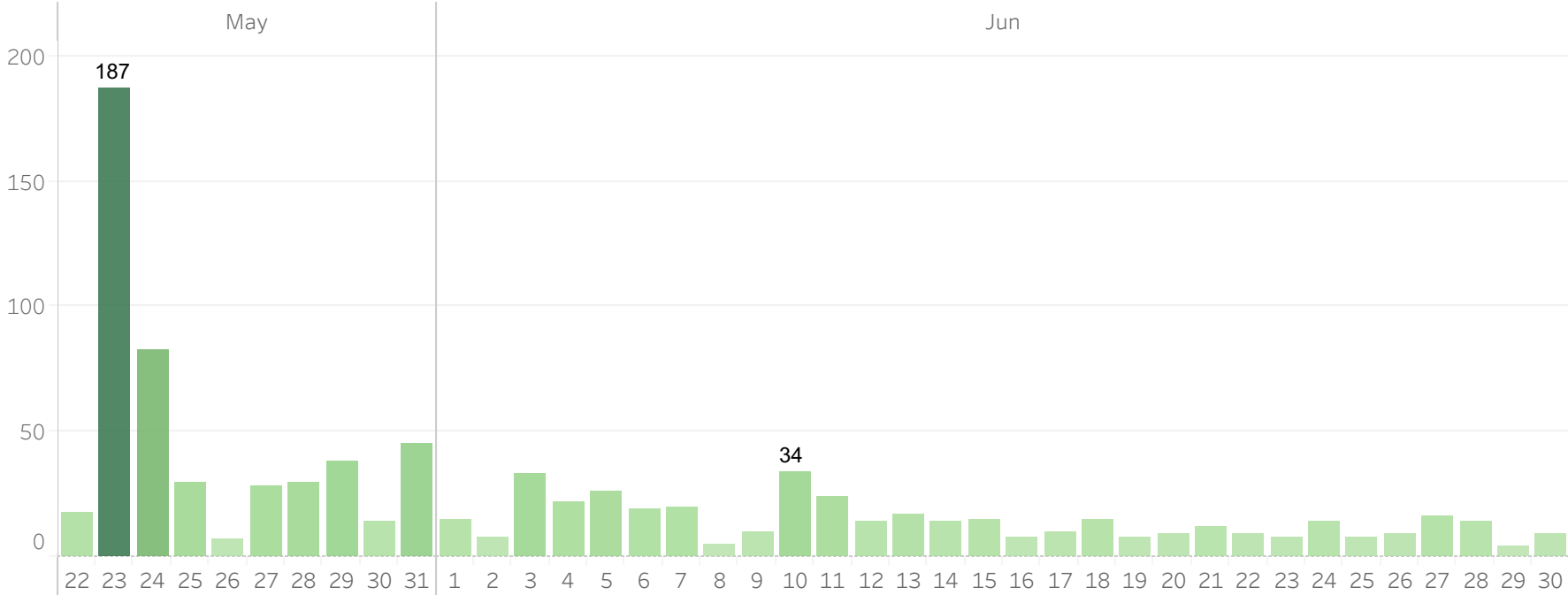
\$ 6,910

Visits

Visits in Q2 2024

909

Compared to Q1 2024

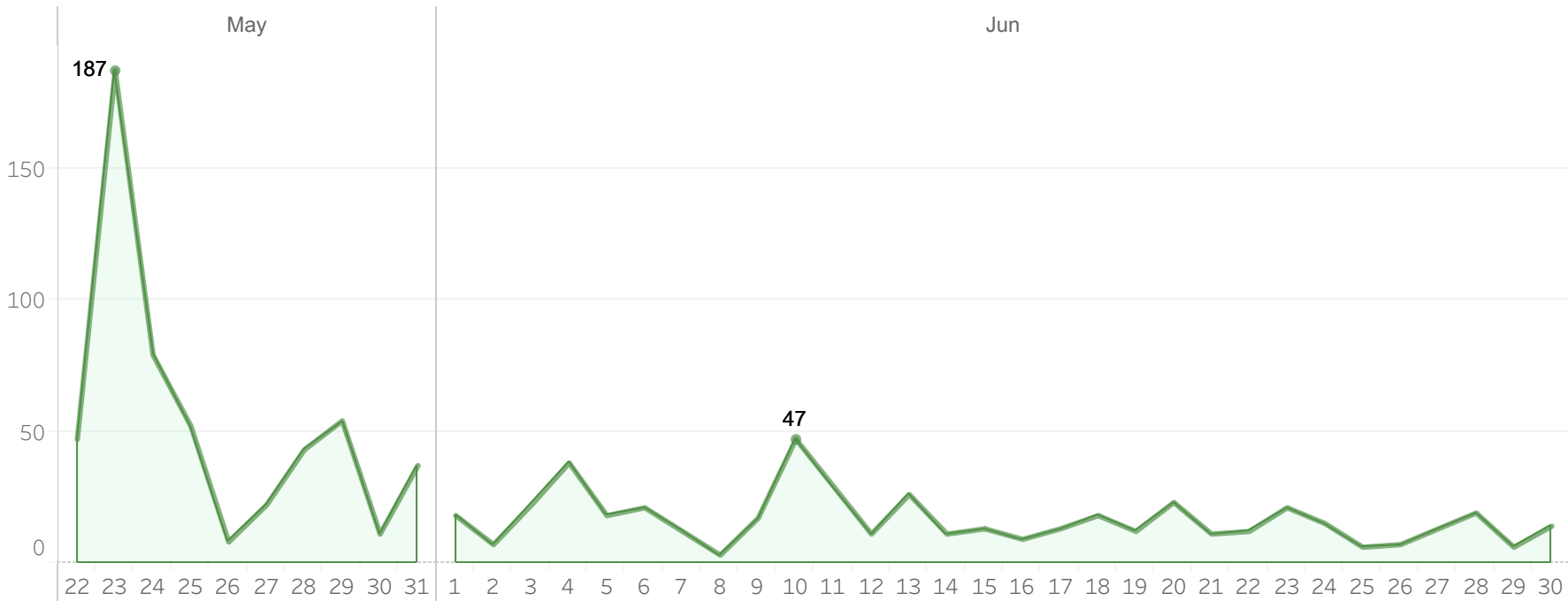


Perk Views

Perk Views in Q2 2024

1,032

Compared to Q1 2024

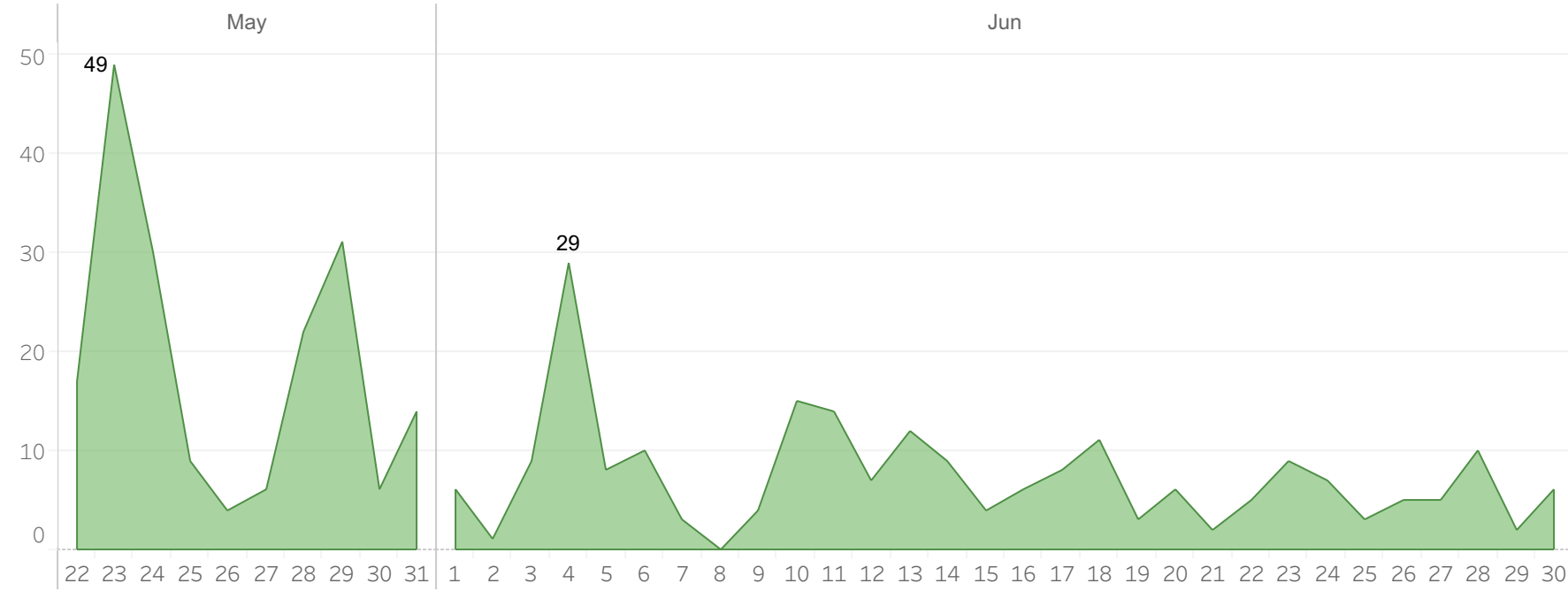


Redemption Clicks

Redemption Clicks in Q2 2024

407

Compared to Q1 2024



Active Promotions in Q2 2024

05/13/2024 to 05/19/2024 Sport & Fitness	06/17/2024 to 06/23/2024 Travel to Unravel
05/13/2024 to 05/19/2024 Things to Do: May 24	06/21/2024 to 06/30/2024 SportChek
05/20/2024 to 05/26/2024 Kit and Ace	06/24/2024 to 06/30/2024 Healthiness is Happiness!
05/20/2024 to 05/26/2024 Planes, Trains & Automobiles	06/24/2024 to 06/30/2024 HP
05/20/2024 to 05/26/2024 Shoppers Drug Mart	06/24/2024 to 06/30/2024 Lenovo
05/27/2024 to 06/02/2024 Deerhurst	06/24/2024 to 06/30/2024 Royal Canadian International Circus
05/27/2024 to 06/02/2024 Father's Day: Deals for Dad	06/24/2024 to 06/30/2024 Shop Local.
05/27/2024 to 06/02/2024 Hotels & Resorts Deals	06/24/2024 to 06/30/2024 Staycation or Vacation?
05/27/2024 to 06/02/2024 LG	06/24/2024 to 06/30/2024 Summer Sale-a-bration!
05/27/2024 to 06/02/2024 Ryse	
06/03/2024 to 06/09/2024 Dilawri	
06/03/2024 to 06/09/2024 Get Summer Ready	
06/03/2024 to 06/09/2024 Great Gifts for Dad	
06/10/2024 to 06/16/2024 Costway.ca	
06/10/2024 to 06/16/2024 Deals that Delight	
06/10/2024 to 06/16/2024 Sizzlin' Savings: 25-50% OFF	

Top 15 Brands by Savings

Brand Name	Spend	Savings
Re/Max Garden City Realty Inc.	\$ 50,000	\$ 2,000
Nissan Canada AP	\$ 3,840	\$ 480
Entertainment Benefits Group (EBG)	\$ 1,062	\$ 438
Eco Choice Windows & Doors	\$ 750	\$ 300
Economical Insurance	\$ 1,425*	\$ 285*
Lenovo	\$ 1,575	\$ 231
Dilawri	\$ 3,900	\$ 222
Sport Chek	\$ 240	\$ 168
Wyndham Hotels & Resorts (AP)	\$ 840	\$ 168
Choice Hotels Canada Adperks (SSEs)	\$ 840	\$ 168
Ulike	\$ 196	\$ 156
Finecraft Window Fashions	\$ 300	\$ 150
Samsung Electronics (AP)	\$ 1,430	\$ 140
HelloFresh Canada	\$ 270	\$ 135
Priceline.com	\$ 300	\$ 132

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

Top 15 Brands by Activity

Brand Name	Views	Redemption Clicks
Apple General/Education AP	40	32
Reitmans Group	37	24
Enterprise / Alamo / National (For Procter and Gamble)	25	17
Entertainment Benefits Group (EBG)	50	16
Choice Hotels Canada Adperks (SSEs)	24	14
Wyndham Hotels & Resorts (AP)	18	14
Avis Budget Group (AP - CAN)	27	11
Samsung Electronics (AP)	21	10
HelloFresh Canada	27	9
Luxottica	17	9
MANSCAPED	18	9
Park 'n Fly	11	9
Sport Chek	25	8
Under Armour	10	8
Canadian Niagara Hotels Inc.	12	7

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Program Engagement

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Traffic

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Glossary

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Traffic

Mobile Sessions

270

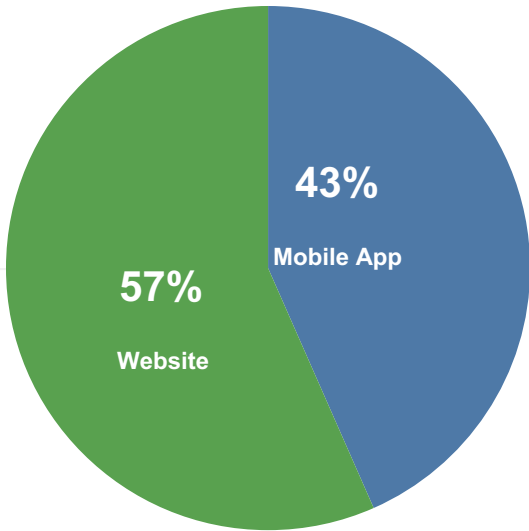
Web Sessions

352

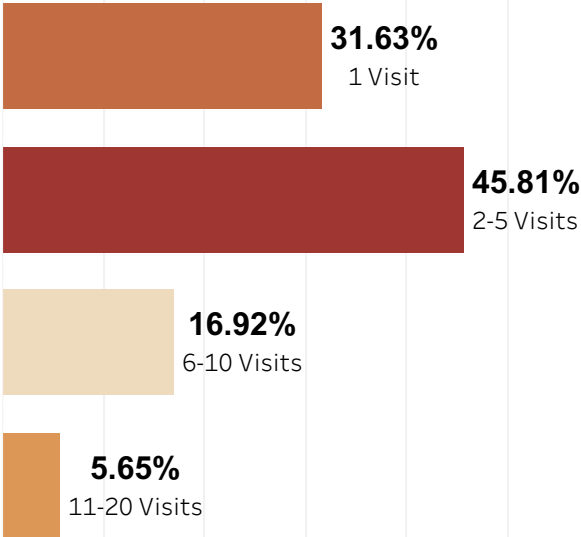
Number of Sessions 622

Number of unique Visitors 322

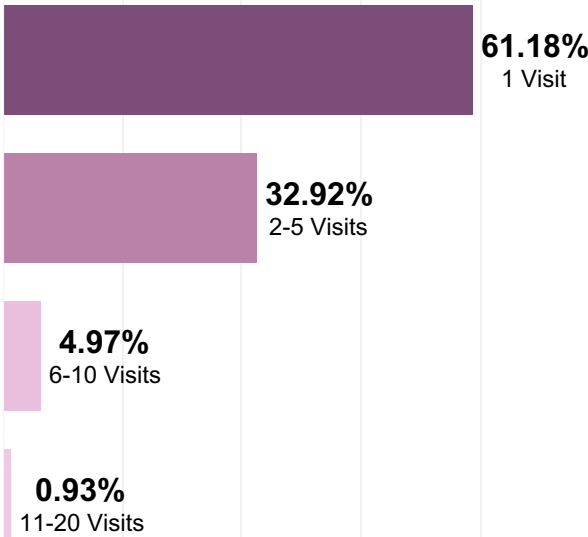
Mobile App vs Web Sessions



Cohorts of Visits, % of Sessions



Cohorts of Visits, % of Visitors



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Program Engagement

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Traffic

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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.