

Venngo

Engagement Report

- License Details

>
- Program Engagement

>
- Traffic

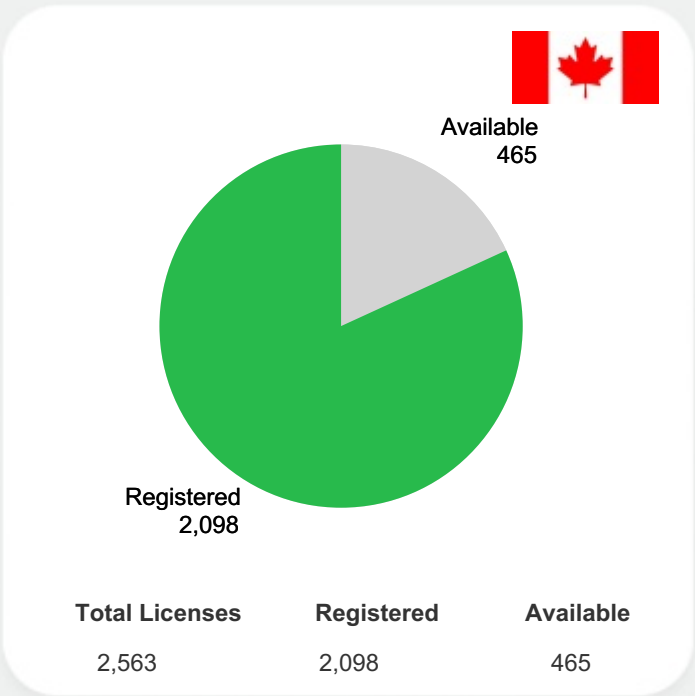
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- Glossary

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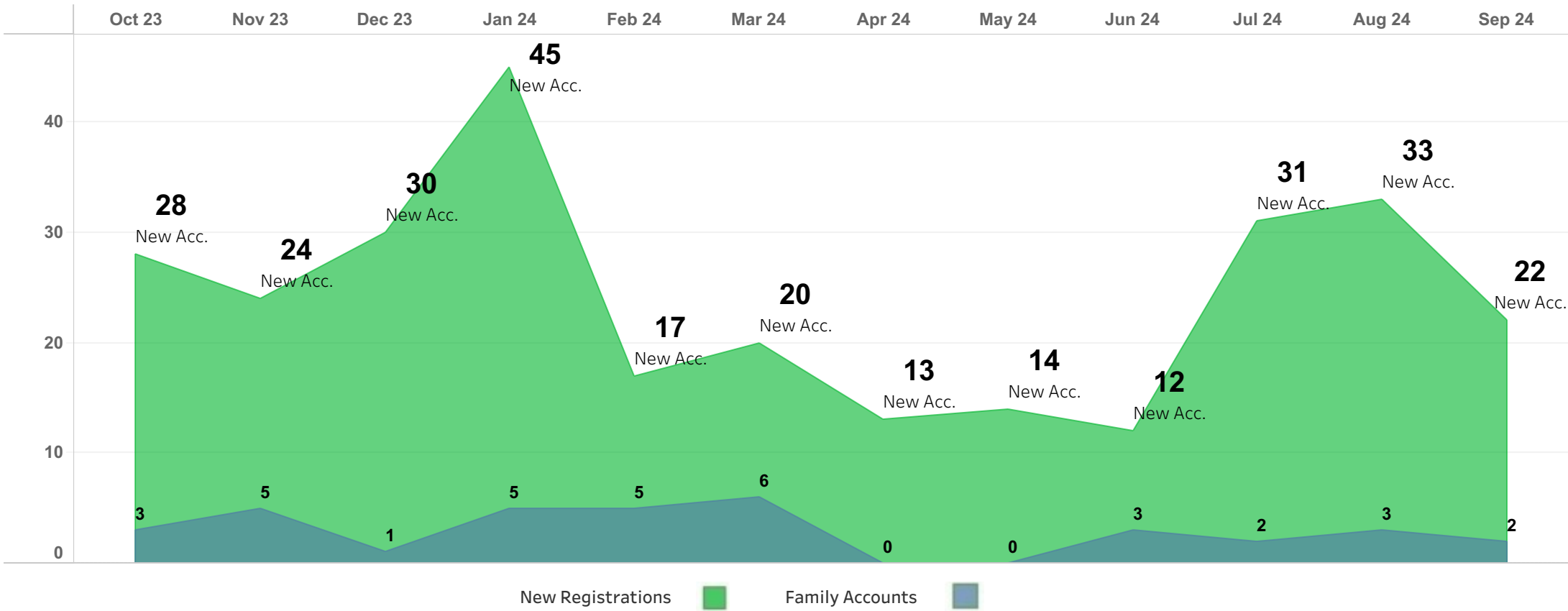
License Details



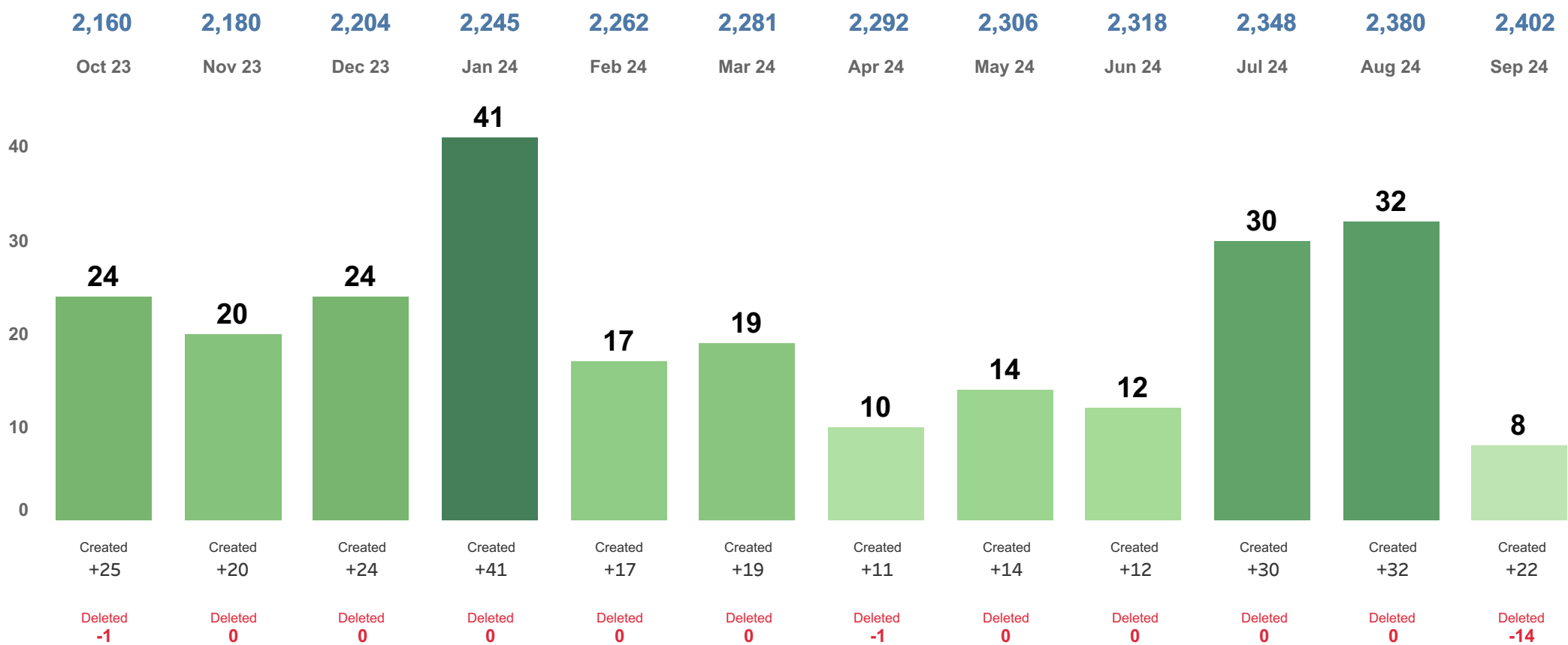
Launch Date: 2011-Aug-24



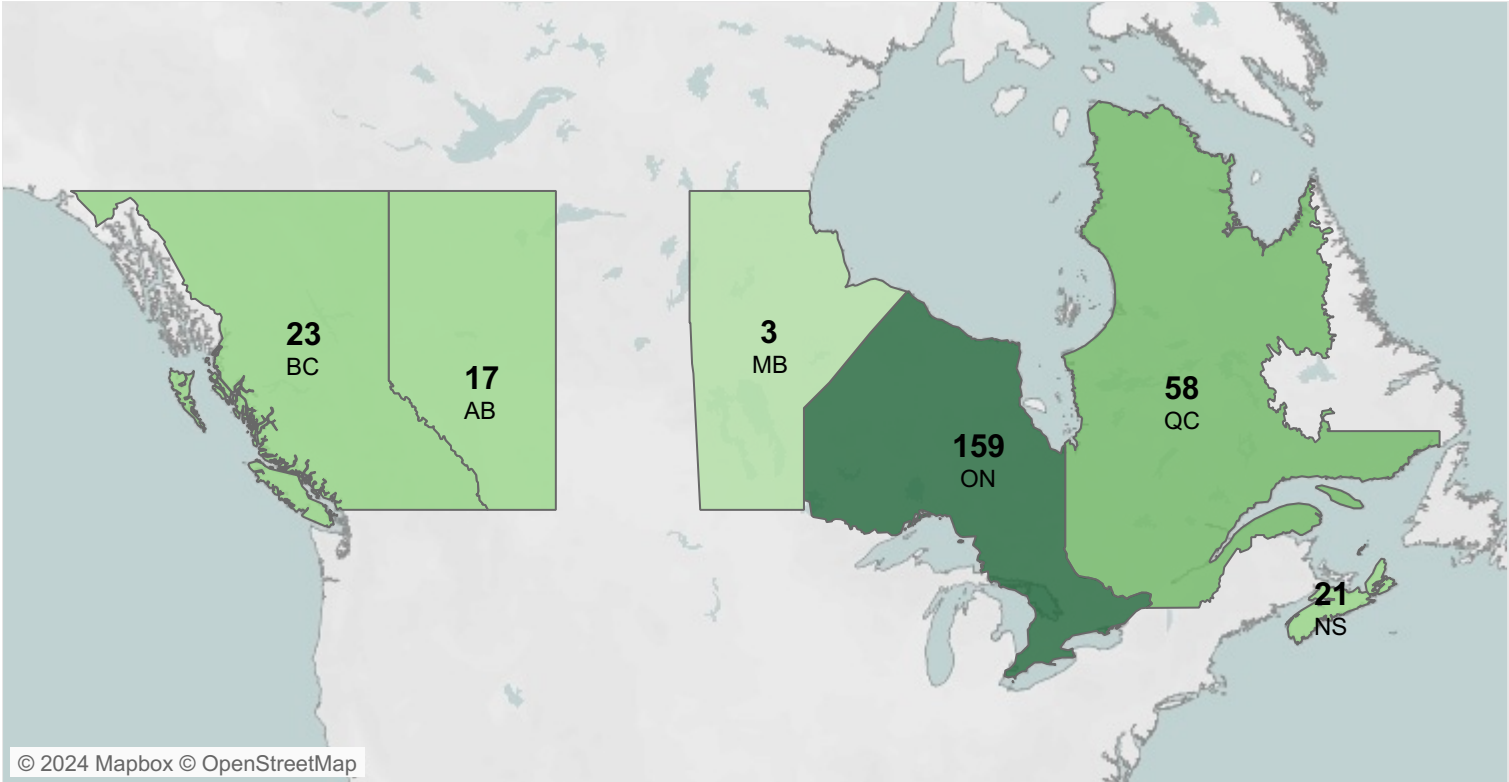
New Registrations



Net Change Registrations & Running Sum



Provincial Distribution



Country	Province	Total Registered
CA	Ontario	159
	Quebec	58
	British Colu..	23
	Nova Scotia	21
	Alberta	17
	Manitoba	3
Grand Total		281

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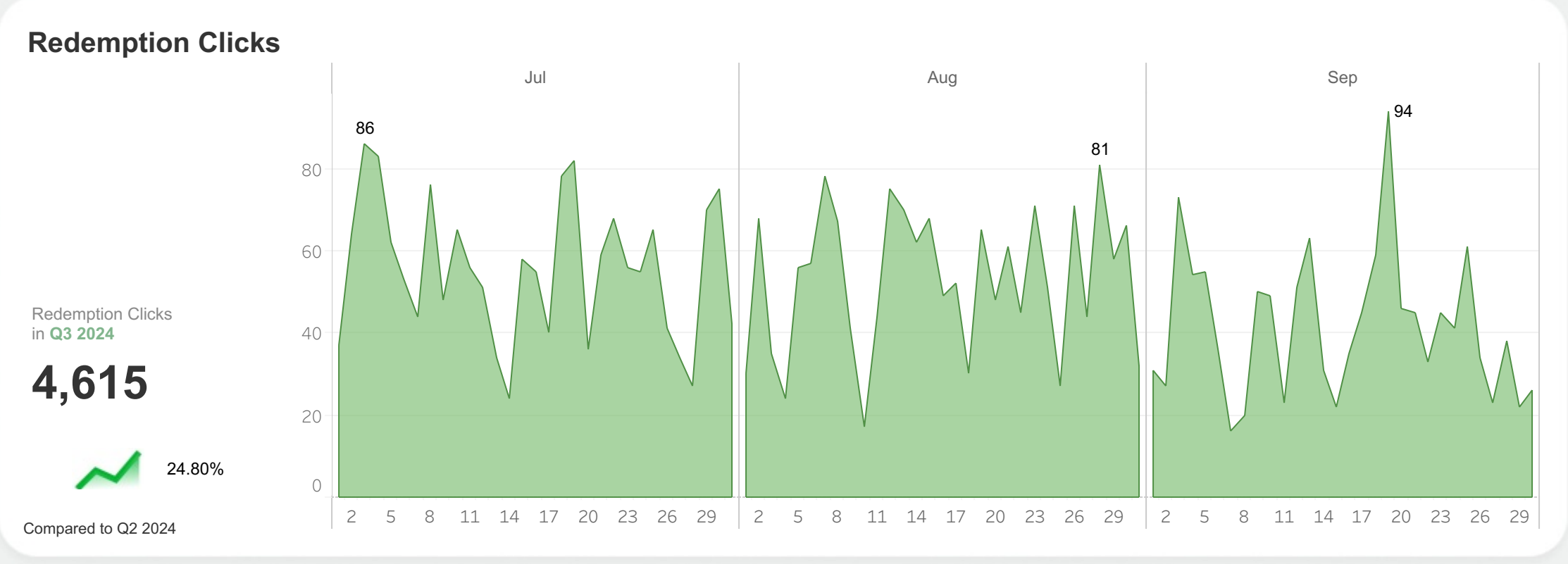
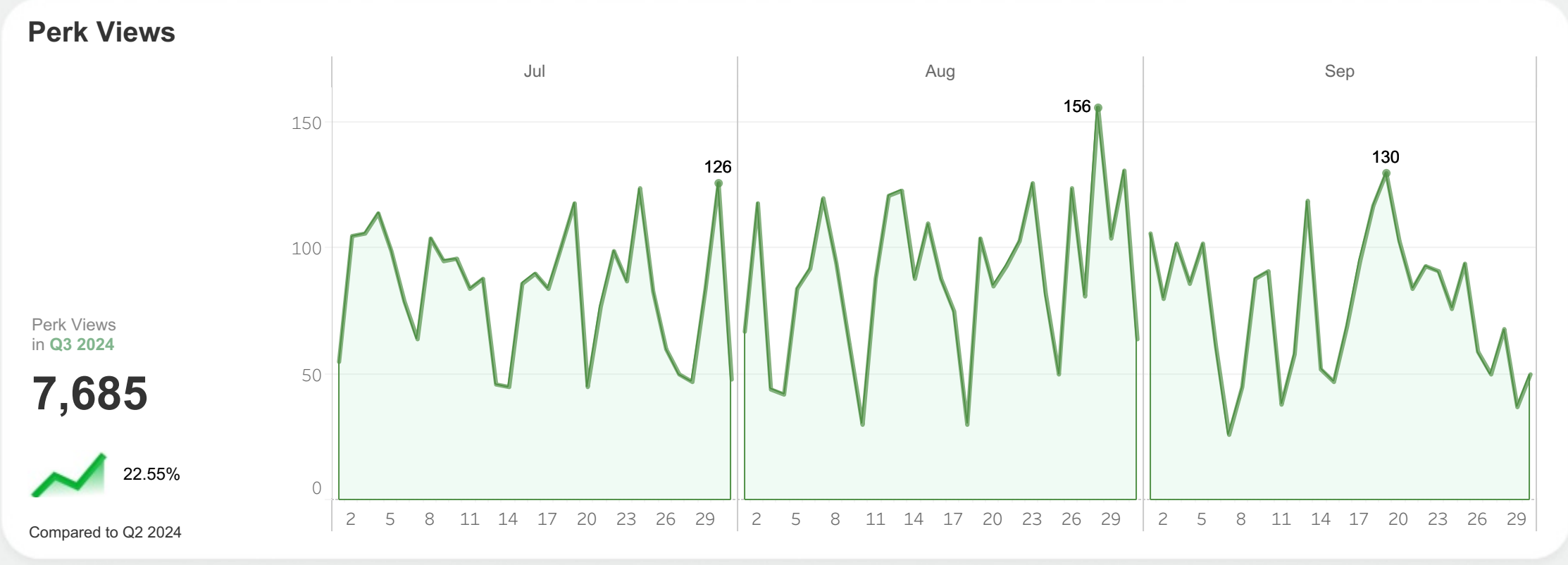
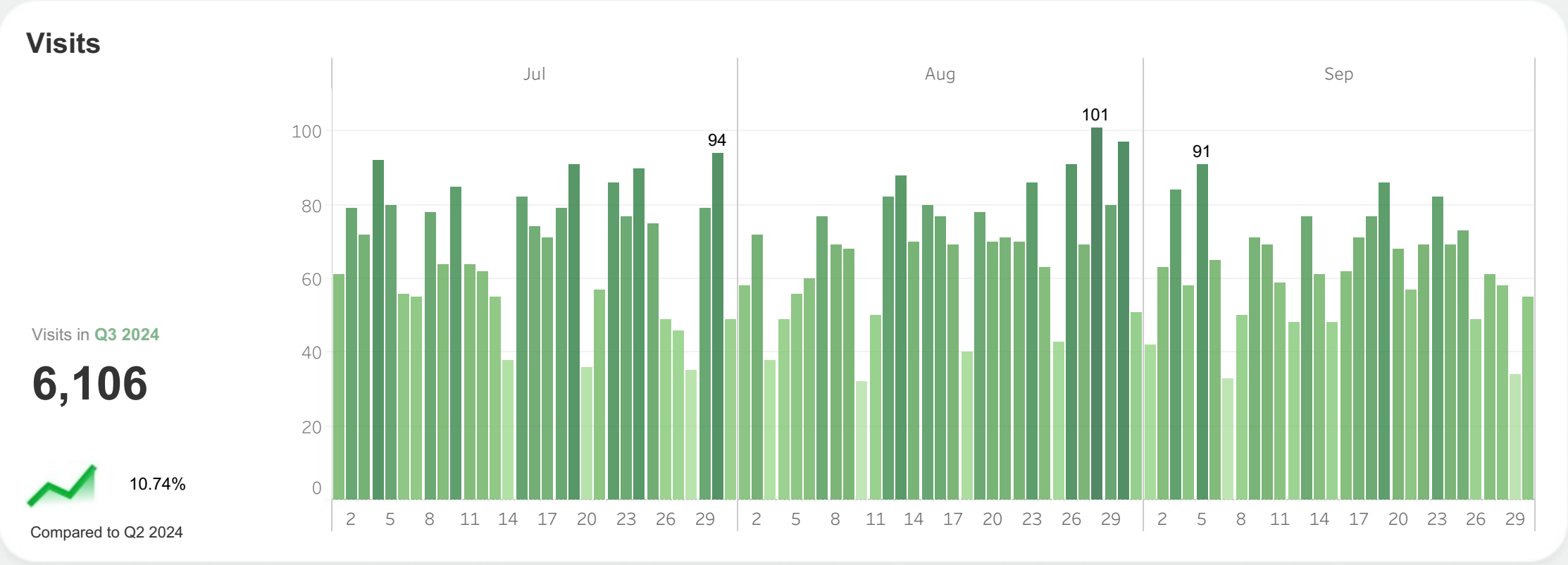
Program Engagement

Estimated Spend

\$ 563,174

Estimated Savings

\$ 105,370



Active Promotions in Q3 2024

12/11/2021 to 12/12/2024	Plan your Getaway	07/29/2024 to 08/04/2024	Deals that Delight	08/26/2024 to 09/01/2024	Hot Summer Savings	09/23/2024 to 09/29/2024	Beauty & Cosmetics
12/16/2021 to 12/31/2024	Popular deals	07/29/2024 to 08/04/2024	Hooray for Summer V..	08/26/2024 to 09/01/2024	Travel Time	09/23/2024 to 09/29/2024	Fall Fashion Finds: M..
07/01/2024 to 07/07/2024	New Perks!	07/29/2024 to 08/04/2024	Tennis Canada	09/02/2024 to 09/08/2024	AnyCard	09/23/2024 to 09/29/2024	Flight Claim
07/01/2024 to 07/07/2024	Oura	08/05/2024 to 08/11/2024	Samsung	09/02/2024 to 09/08/2024	Smart savings for Bac..	09/23/2024 to 09/29/2024	Healthiness is Happin..
07/01/2024 to 07/07/2024	School's Out...Summe..	08/05/2024 to 08/11/2024	Summer Travel Deals	09/02/2024 to 09/08/2024	Spotlight on Savings	09/23/2024 to 09/29/2024	Shop Local.
07/01/2024 to 07/07/2024	Sweet Summer Styles..	08/06/2024 to 08/11/2024	Emma Sleep	09/03/2024 to 09/08/2024	TELUS	09/24/2024 to 09/30/2024	The Brick
07/08/2024 to 07/14/2024	Summer Fashion Finds	08/08/2024 to 08/08/2024	Shoppers Drug Mart	09/09/2024 to 09/15/2024	Economical Insurance	09/30/2024 to 10/06/2024	Bell
07/08/2024 to 07/14/2024	Surfshark	08/12/2024 to 08/18/2024	Back to School in Style	09/09/2024 to 09/15/2024	HP	09/30/2024 to 10/06/2024	Get Ready for Thanks..
07/08/2024 to 07/14/2024	Vitamix	08/12/2024 to 08/18/2024	Policy Me	09/09/2024 to 09/15/2024	Oktoberfest	09/30/2024 to 10/06/2024	New Perks
07/15/2024 to 07/21/2024	OURA	08/12/2024 to 08/18/2024	Tiff	09/09/2024 to 09/15/2024	Perks to Ponder	09/30/2024 to 10/06/2024	Small Business Month
07/15/2024 to 07/21/2024	Ready for Back to Sc..	08/19/2024 to 08/25/2024	Back to School Deals	09/09/2024 to 09/11/2024	Skechers		
07/15/2024 to 07/21/2024	Summer Glow Up	08/19/2024 to 08/25/2024	Cineplex	09/16/2024 to 09/22/2024	Bosch		
07/17/2024 to 07/24/2024	GE Appliances Canad..	08/19/2024 to 08/25/2024	Effydesk	09/16/2024 to 09/22/2024	Fall Fashion Finds: W..		
07/22/2024 to 07/28/2024	BELL	08/19/2024 to 08/25/2024	Summer's not over yet!	09/16/2024 to 09/22/2024	Home & Living		
07/22/2024 to 07/28/2024	Gear up for Back to S..	08/26/2024 to 09/01/2024	Amex	09/16/2024 to 09/22/2024	LG		
07/22/2024 to 07/28/2024	Home & Living Upgra..	08/26/2024 to 09/01/2024	Back to School Basics	09/18/2024 to 09/25/2024	GE Appliances Canad..		

Top 15 Brands by Savings

Brand Name	Spend	Savings
The Co-operators	\$ 65,705*	\$ 16,233*
GE Appliances Canada	\$ 14,400	\$ 8,640
TELUS EPP (Mobility / SHS / FFH)	\$ 25,005*	\$ 6,784*
Rogers Preferred Program	\$ 15,084*	\$ 6,704*
Entertainment Benefits Group (EBG)	\$ 19,705*	\$ 6,380*
Economical Insurance	\$ 28,785*	\$ 5,757*
GoodLife Fitness	\$ 15,574	\$ 5,139
Priceline.com	\$ 10,650	\$ 4,686
Entertainment Benefits Group (EBG)	\$ 11,476	\$ 4,056
Lenovo	\$ 22,950	\$ 3,366
HelloFresh Canada	\$ 9,990*	\$ 2,733*
Samsung Electronics (AP)	\$ 23,309	\$ 2,282
HotelPlanner.com	\$ 8,580	\$ 2,184
Choice Hotels Canada Adperks (SSEs)	\$ 9,360	\$ 1,872
Hertz- Thrifty Car Rental	\$ 10,764	\$ 1,827

* - 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)	471	345
Enterprise / Alamo / National (For Procter and Gamble)	273	247
Hertz- Thrifty Car Rental	223	201
Samsung Electronics (AP)	212	159
HotelPlanner.com	154	157
Choice Hotels Canada Adperks (SSEs)	200	156
Apple General/Education AP	194	147
Priceline.com	157	143
Avis Budget Group (AP - CAN)	154	141
The Canadian National Exhibition (CNE)	150	131
SellOffVacations AP	123	126
Wyndham Hotels & Resorts (AP)	133	113
Bell Mobility	195	104
Lenovo	138	100
Rogers Preferred Program	154	100

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Traffic

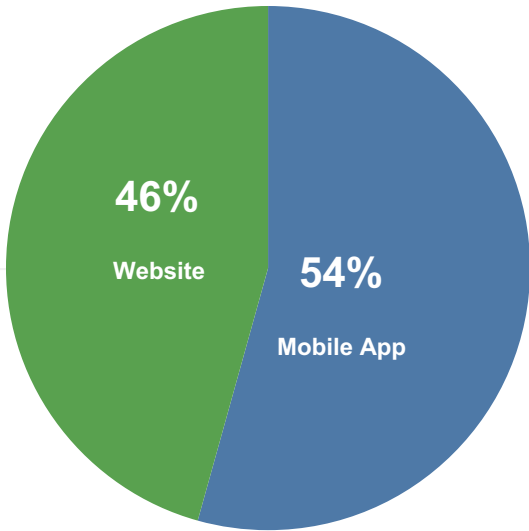
Mobile Sessions2,549

Web Sessions2,143

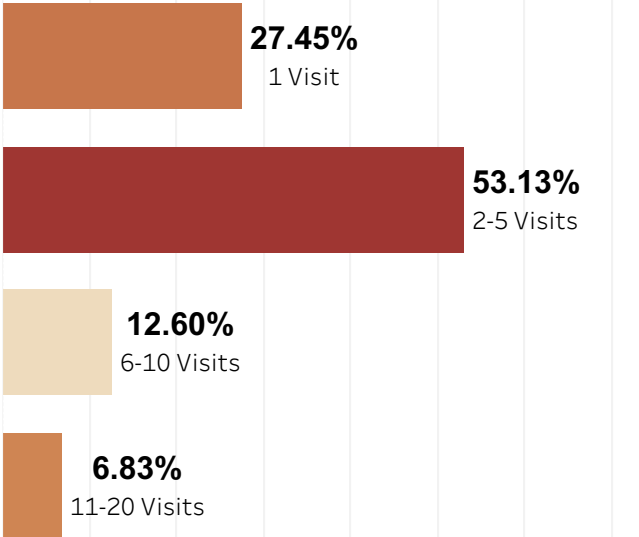
Number of Sessions4,692

Number of unique Visitors2,286

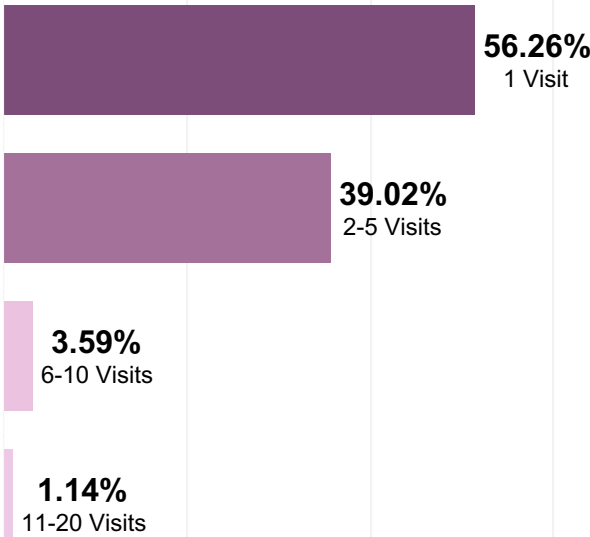
Mobile App vs Web Sessions



Cohorts of Visits, % of Sessions



Cohorts of Visits, % of Visitors



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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.