

Venngo

Engagement Report

- License Details

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- Program Engagement

>
- Traffic

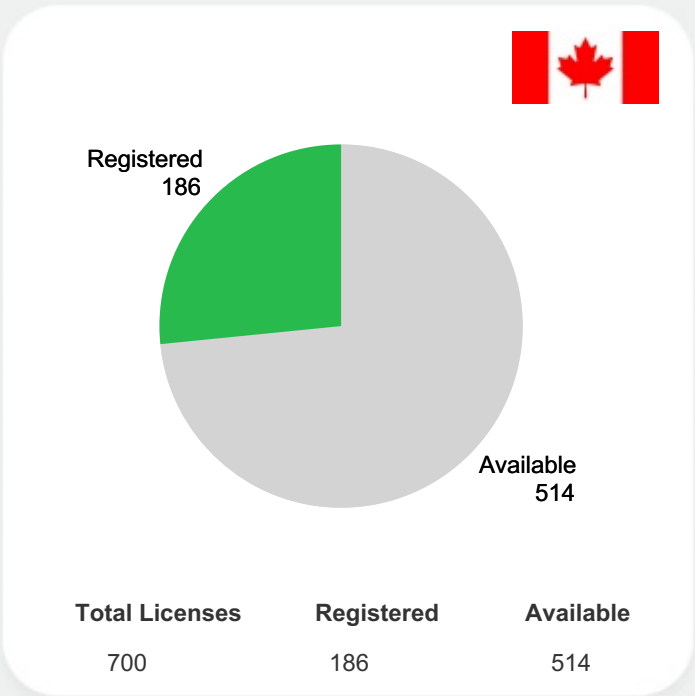
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- Glossary

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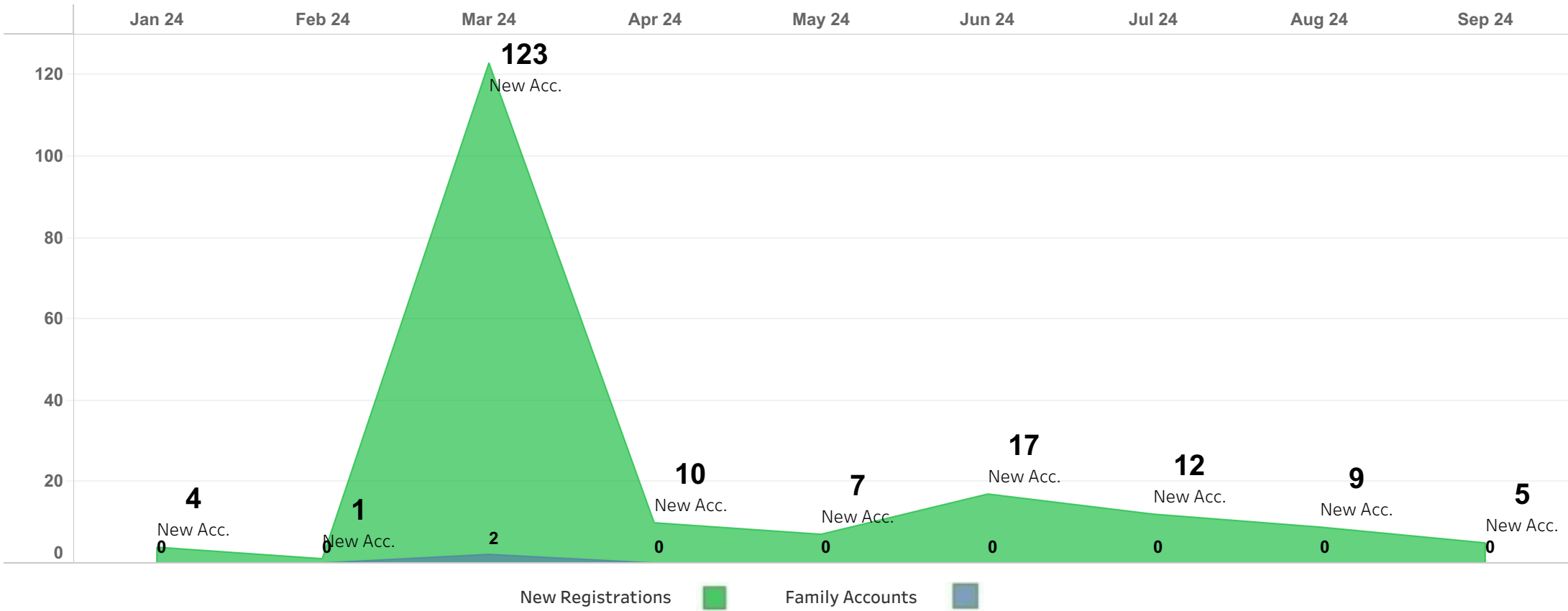
License Details



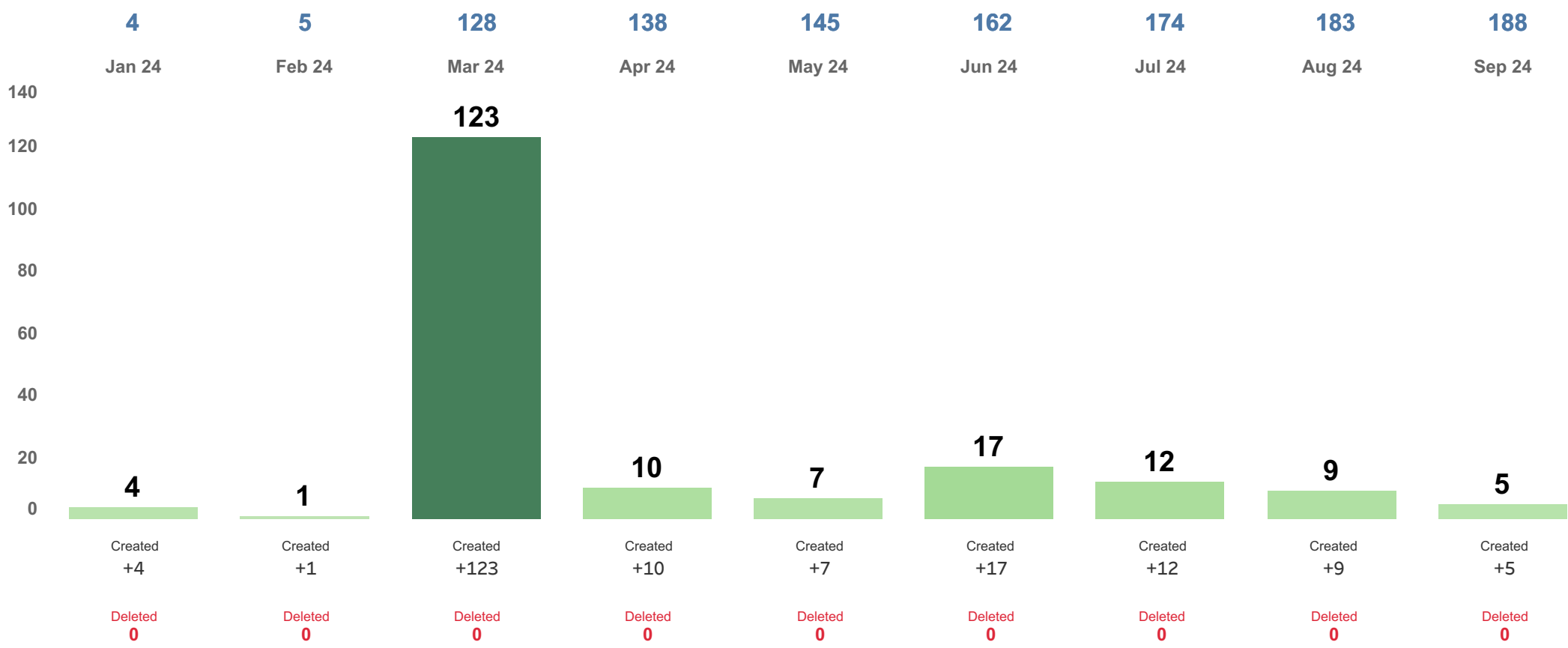
Launch Date: 2024-Jan-01



New Registrations



Net Change Registrations & Running Sum



Provincial Distribution



Country	Province	Total Registered
CA	Ontario	185
Grand Total		185

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Glossary

Program Engagement

Estimated Spend

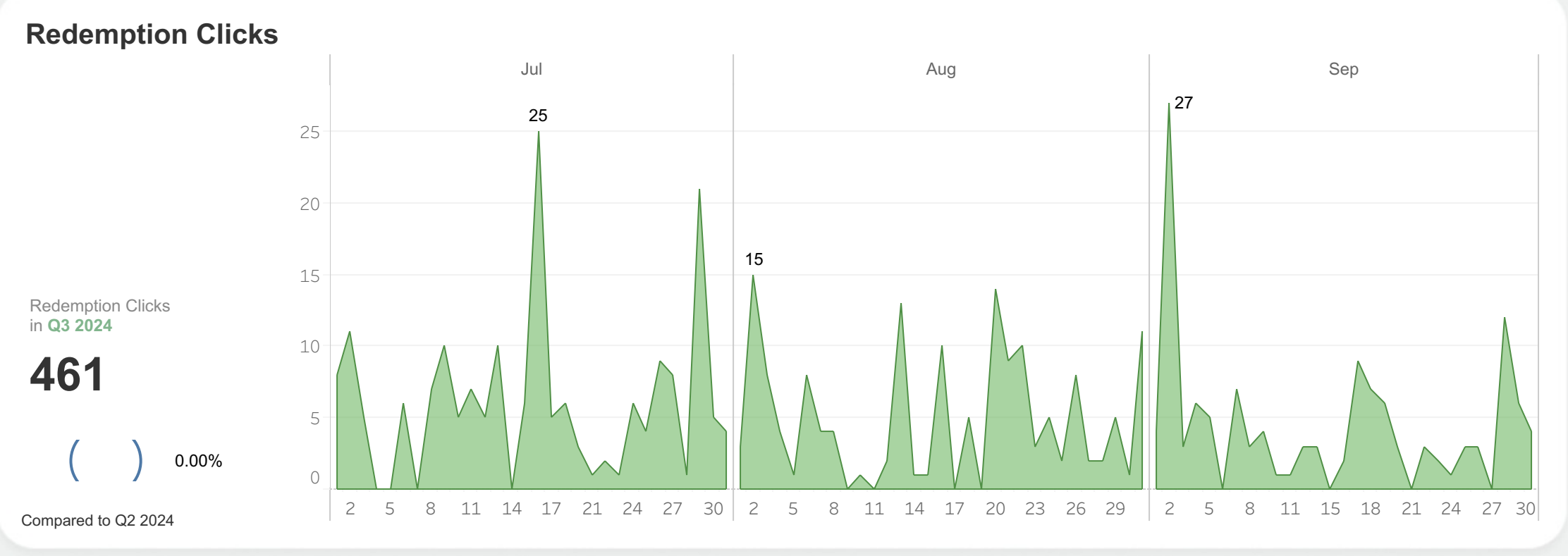
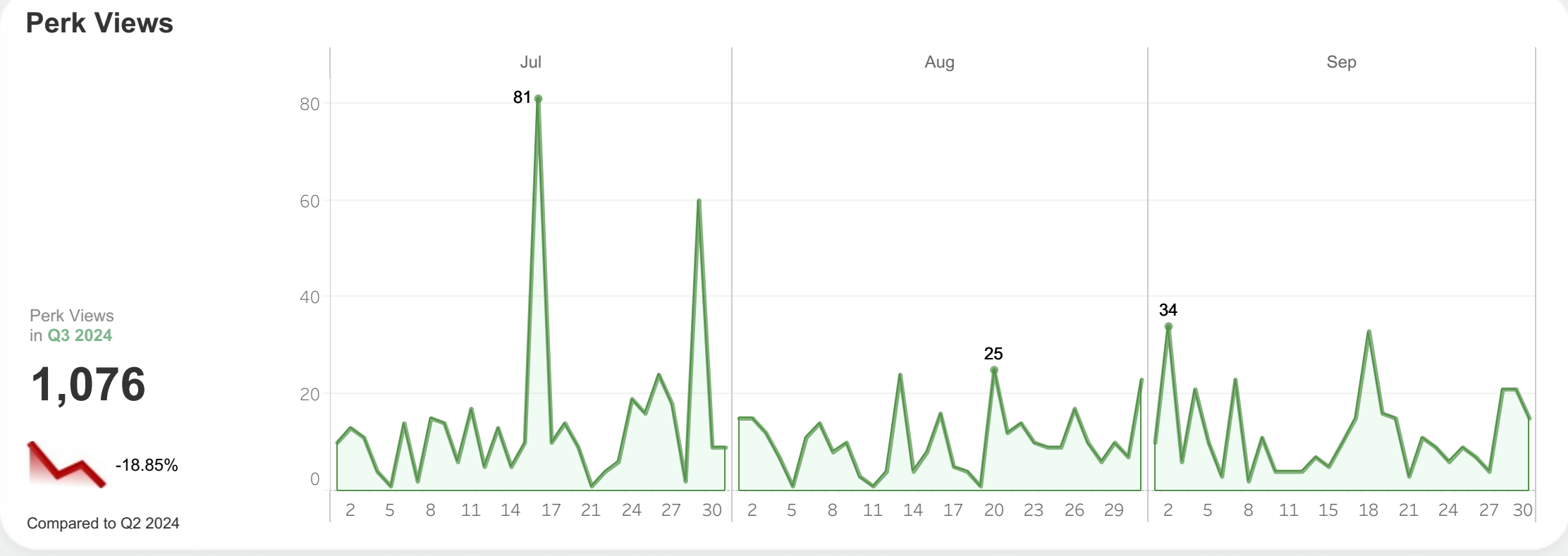
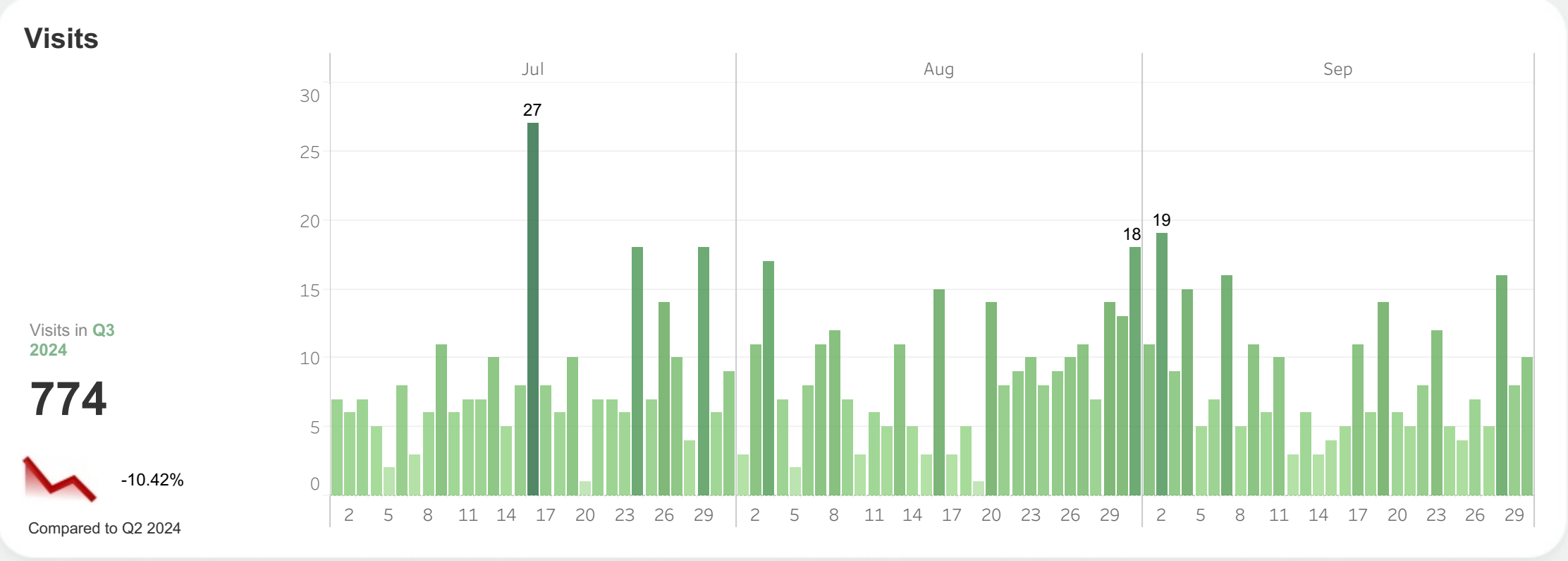
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\$ 35,719

Estimated Savings

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\$ 7,423



Active Promotions in Q3 2024

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07/01/2024 to 07/07/2024	New Perks!	08/08/2024 to 08/08/2024	Shoppers Drug Mart	09/09/2024 to 09/15/2024	Perks to Ponder
07/01/2024 to 07/07/2024	School's Out...Summer's In!	08/12/2024 to 08/18/2024	Back to School in Style	09/09/2024 to 09/11/2024	Skechers
07/01/2024 to 07/07/2024	Sweet Summer Styles.	08/12/2024 to 08/18/2024	Tiff	09/16/2024 to 09/22/2024	ChefPlate
07/08/2024 to 07/14/2024	Summer Fashion Finds	08/19/2024 to 08/25/2024	Back to School Deals	09/16/2024 to 09/22/2024	Fall Fashion Finds: Women/Girls
07/15/2024 to 07/21/2024	Opencare	08/19/2024 to 08/25/2024	Cineplex	09/16/2024 to 09/22/2024	Home & Living
07/15/2024 to 07/21/2024	OURA	08/19/2024 to 08/25/2024	Summer's not over yet!	09/16/2024 to 09/22/2024	LG
07/15/2024 to 07/21/2024	Ready for Back to School?	08/26/2024 to 09/01/2024	Amex	09/23/2024 to 09/29/2024	Beauty & Cosmetics
07/15/2024 to 07/21/2024	Samsung	08/26/2024 to 09/01/2024	Back to School Basics	09/23/2024 to 09/29/2024	Fall Fashion Finds: Men/Boys
07/15/2024 to 07/21/2024	Summer Glow Up	08/26/2024 to 09/01/2024	Hot Summer Savings	09/23/2024 to 09/29/2024	Flight Claim
07/22/2024 to 07/28/2024	Gear up for Back to School	08/26/2024 to 09/01/2024	Travel Time	09/23/2024 to 09/29/2024	Healthiness is Happiness!
07/22/2024 to 07/28/2024	Home & Living Upgrades	09/02/2024 to 09/08/2024	AnyCard	09/23/2024 to 09/29/2024	Shop Local.
07/29/2024 to 08/04/2024	Deals that Delight	09/02/2024 to 09/08/2024	Smart savings for Back to School	09/24/2024 to 09/30/2024	The Brick
07/29/2024 to 08/04/2024	Hooray for Summer Vacay!	09/02/2024 to 09/08/2024	Spotlight on Savings	09/30/2024 to 10/06/2024	Small Business Month
07/29/2024 to 08/04/2024	Tennis Canada	09/09/2024 to 09/15/2024	Economical Insurance		
08/05/2024 to 08/11/2024	Summer Travel Deals	09/09/2024 to 09/15/2024	HP		
08/06/2024 to 08/11/2024	Emma Sleep	09/09/2024 to 09/15/2024	Oktoberfest		

Top 15 Brands by Savings

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Brand Name	Spend	Savings
Entertainment Benefits Group (EBG)	\$ 4,451	\$ 1,265
Economical Insurance	\$ 4,275*	\$ 855*
GoodLife Fitness	\$ 2,880	\$ 720
Canada's Wonderland	\$ 2,268	\$ 594
The Brick	\$ 3,000	\$ 448
The Canadian National Exhibition (CNE)	\$ 1,200	\$ 432
Lenovo	\$ 2,250	\$ 330
Samsung Electronics (AP)	\$ 2,717	\$ 266
Sport Chek	\$ 270	\$ 189
Canada MedLaser Clinics	\$ 561*	\$ 168*
Choice Hotels Canada Adperks (SSEs)	\$ 780	\$ 156
Ulike	\$ 147	\$ 117
EFFYDESK	\$ 575	\$ 115
Hertz- Thrifty Car Rental	\$ 456	\$ 80
HelloFresh Canada	\$ 150	\$ 75

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

Top 15 Brands by Activity

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Brand Name	Views	Redemption Clicks
The Canadian National Exhibition (CNE)	53	48
Entertainment Benefits Group (EBG)	68	43
Canada's Wonderland	33	27
Apple General/Education AP	23	22
Samsung Electronics (AP)	34	19
Adidas	28	18
Cineplex	30	18
Choice Hotels Canada Adperks (SSEs)	19	13
CheapOair	12	11
Enterprise / Alamo / National (For Procter and Gamble)	22	10
Lenovo	19	10
Ripley's Aquarium Canada	18	9
Hertz- Thrifty Car Rental	15	8
Sport Chek	18	8
Canadian Niagara Hotels Inc.	10	7

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Traffic

Mobile Sessions

414

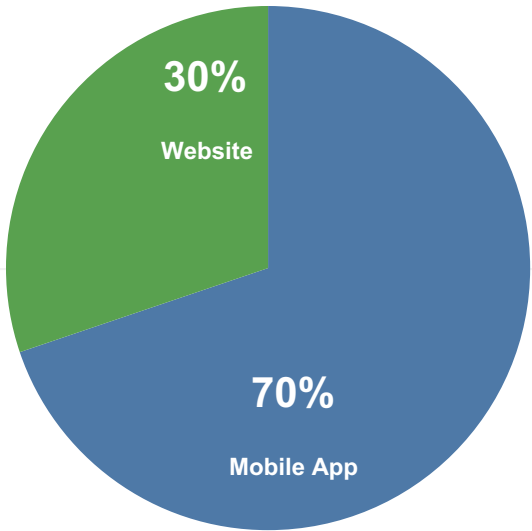
Web Sessions

179

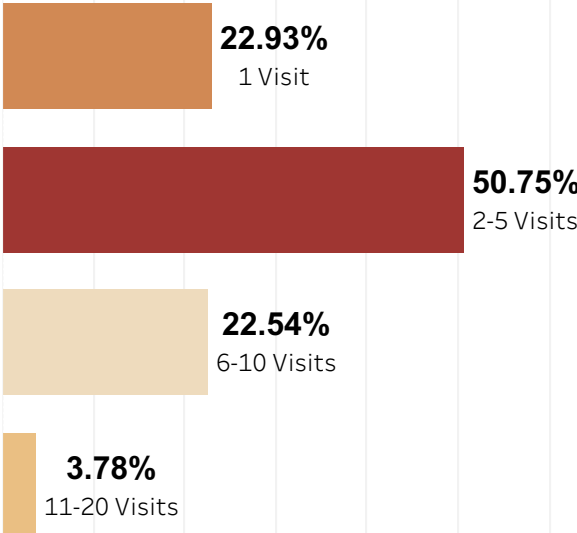
Number of Sessions 593

Number of unique Visitors 267

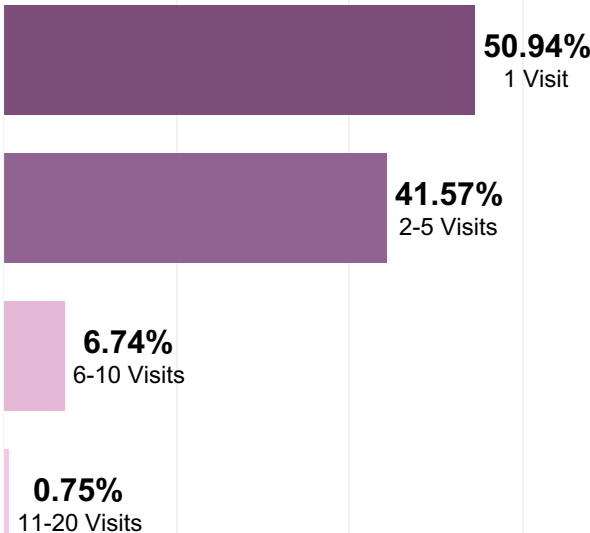
Mobile App vs Web Sessions



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.