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Engagement Report

- License Details

>
- Program Engagement

>
- Traffic

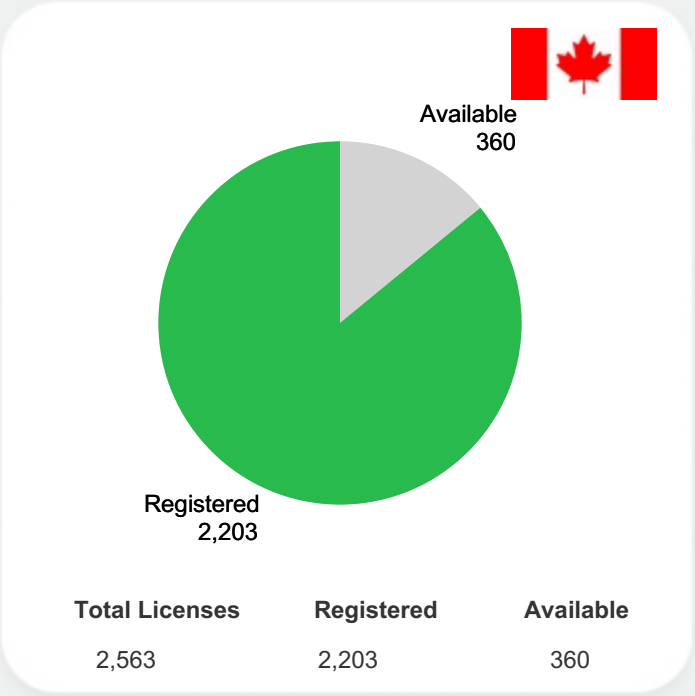
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- Glossary

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License Details



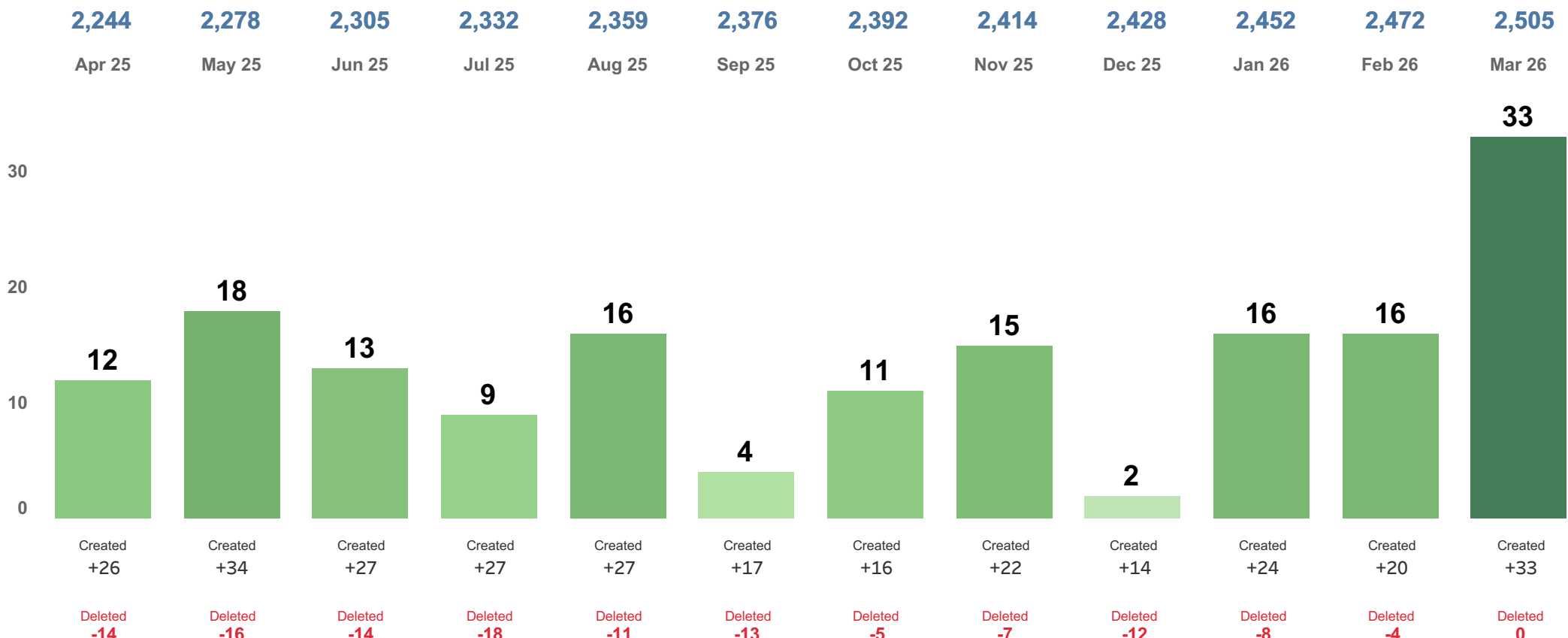
Launch Date: 2011-Aug-24



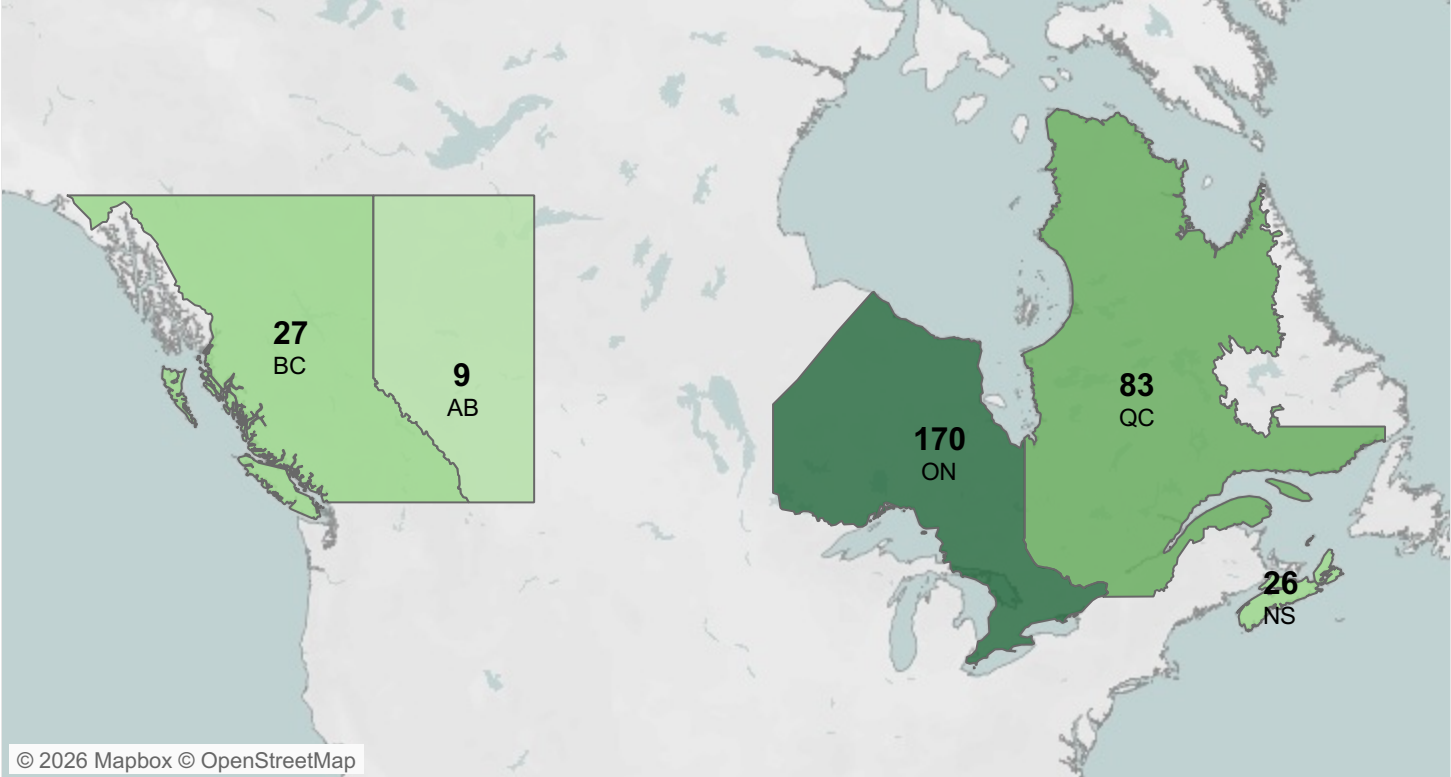
New Registrations



Net Change Registrations & Running Sum



Provincial Distribution



Country	Province	Total Registered
CA	Ontario	170
	Quebec	83
	British Columbia	27
	Nova Scotia	26
	Alberta	9
Grand Total		315

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Program Engagement

Estimated Spend

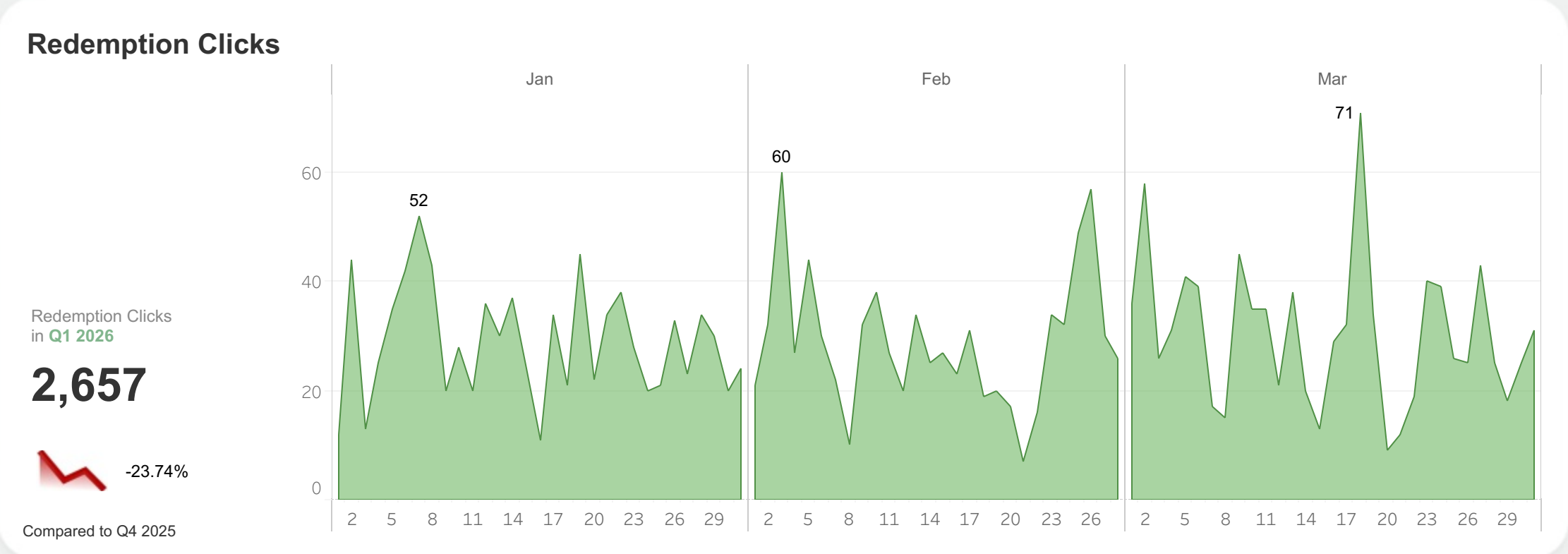
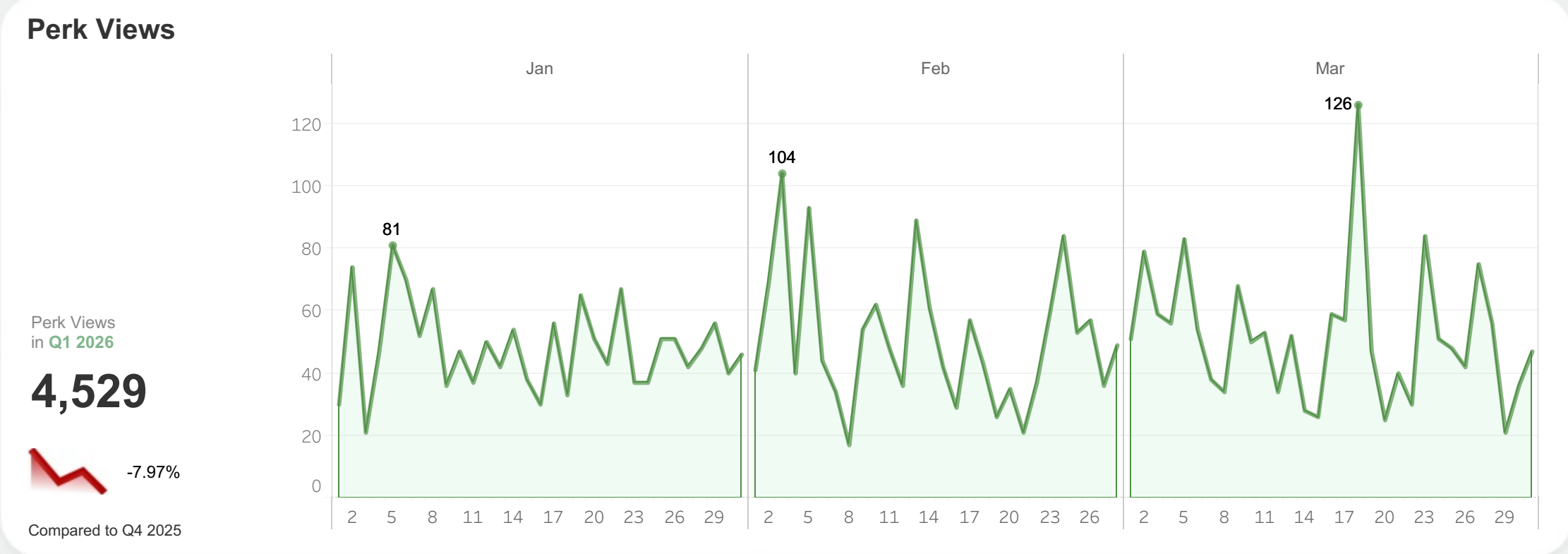
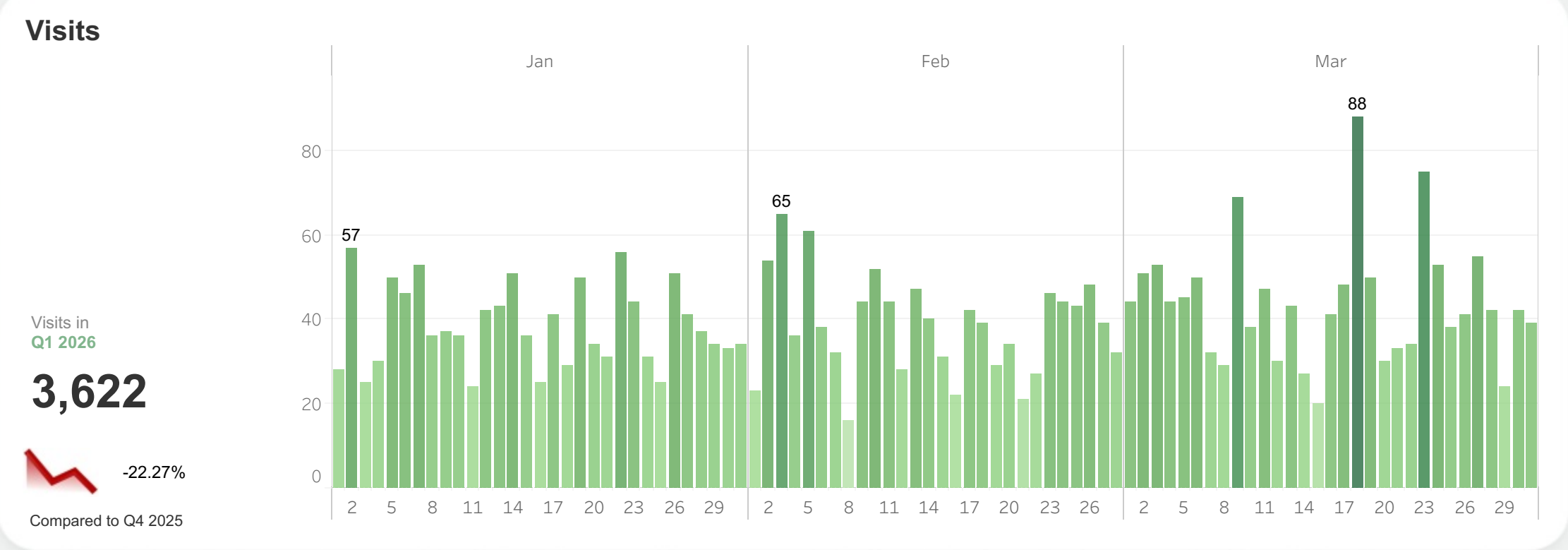


\$ 749,018

Estimated Savings



\$ 113,922



Active Promotions in Q1 2026

02/20/2025 to 02/23/2027	Gear ..	01/19/2026 to 01/25/2026	Cozy ..	02/03/2026 to 02/03/2026	Bell M..	02/23/2026 to 03/01/2026	Fresh ..	03/09/2026 to 03/15/2026	Fiavo..	03/23/2026 to 03/29/2026	March..
12/29/2025 to 01/04/2026	Deals ..	01/19/2026 to 01/25/2026	eGift ..	02/03/2026 to 02/03/2026	Toron..	02/23/2026 to 03/01/2026	Get S..	03/09/2026 to 03/15/2026	Health..	03/23/2026 to 03/29/2026	Sams..
12/29/2025 to 01/04/2026	eGift ..	01/19/2026 to 01/25/2026	Every..	02/05/2026 to 02/05/2026	Banff ..	02/23/2026 to 03/01/2026	March..	03/09/2026 to 03/15/2026	Last ..	03/23/2026 to 03/29/2026	Sprin..
12/29/2025 to 01/04/2026	New Y..	01/19/2026 to 01/25/2026	Fresh ..	02/09/2026 to 02/15/2026	Chefs ..	02/23/2026 to 03/01/2026	Power..	03/09/2026 to 03/15/2026	LG El..	03/23/2026 to 03/29/2026	Sprin..
12/29/2025 to 01/04/2026	Reset ..	01/19/2026 to 01/25/2026	Plaza ..	02/09/2026 to 02/15/2026	Deals ..	02/25/2026 to 03/01/2026	Sams..	03/09/2026 to 03/15/2026	Savin..	03/24/2026 to 03/24/2026	Factor
01/05/2026 to 01/11/2026	Disne..	01/22/2026 to 01/22/2026	Turkis..	02/09/2026 to 02/15/2026	Febru..	02/27/2026 to 02/27/2026	Turbo..	03/09/2026 to 03/15/2026	Skech..	03/24/2026 to 03/24/2026	Jamie..
01/05/2026 to 01/11/2026	New Y..	01/26/2026 to 02/01/2026	Cool ..	02/09/2026 to 02/15/2026	Final ..	03/01/2026 to 04/30/2026	Exclu..	03/10/2026 to 03/10/2026	Kitch..	03/25/2026 to 03/25/2026	TELUS
01/05/2026 to 01/11/2026	Next..	01/26/2026 to 02/01/2026	Pack ..	02/09/2026 to 02/15/2026	Heartf..	03/02/2026 to 03/08/2026	Co-op..	03/16/2026 to 03/22/2026	eGift ..	03/28/2026 to 03/28/2026	Good..
01/05/2026 to 01/11/2026	Warm ..	01/26/2026 to 02/01/2026	Smart..	02/10/2026 to 02/10/2026	Meyer..	03/02/2026 to 03/08/2026	Sams..	03/16/2026 to 03/22/2026	Sams..	03/30/2026 to 04/05/2026	eGift ..
01/05/2026 to 01/11/2026	Winte..	01/26/2026 to 02/01/2026	TURKI..	02/16/2026 to 02/22/2026	Deals ..	03/02/2026 to 03/08/2026	Savor ..	03/16/2026 to 03/22/2026	Smart..	03/30/2026 to 04/05/2026	Fresh ..
01/12/2026 to 01/18/2026	Cold ..	01/26/2026 to 02/01/2026	Unbea..	02/16/2026 to 02/22/2026	Every..	03/02/2026 to 03/08/2026	Thing..	03/16/2026 to 03/22/2026	Sport ..	03/30/2026 to 04/05/2026	PC Ex..
01/12/2026 to 01/18/2026	Better..	01/28/2026 to 01/28/2026	Better..	02/16/2026 to 02/22/2026	Tech f..	03/02/2026 to 03/08/2026	Upgra..	03/16/2026 to 03/22/2026	Sprin..	03/30/2026 to 04/05/2026	Shop ..
01/12/2026 to 01/18/2026	New Y..	02/02/2026 to 02/08/2026	Cozy ..	02/16/2026 to 02/22/2026	Under..	03/02/2026 to 03/08/2026	Welco..	03/16/2026 to 03/22/2026	Winte..	03/30/2026 to 04/05/2026	Tech ..
01/12/2026 to 01/18/2026	Winte..	02/02/2026 to 02/08/2026	Famil..	02/16/2026 to 02/22/2026	Winte..	03/05/2026 to 03/08/2026	UFile ..	03/18/2026 to 03/18/2026	GM Pr..	03/30/2026 to 04/05/2026	Travel..
01/13/2026 to 01/13/2026	truLO..	02/02/2026 to 02/08/2026	Smart..	02/17/2026 to 02/17/2026	HelloF..	03/09/2026 to 03/15/2026	adida..	03/19/2026 to 03/22/2026	Bosch	03/30/2026 to 04/05/2026	Upgra..
01/14/2026 to 01/14/2026	GE Ap..	02/02/2026 to 02/08/2026	Valent..	02/17/2026 to 02/17/2026	Lenovo	03/09/2026 to 03/15/2026	Essen..	03/23/2026 to 03/29/2026	Ameri..		

Top 15 Brands by Savings

Brand Name	Spend	Savings
EFFYDESK	\$ 134,150*	\$ 26,830*
Co-Operators (AP)	\$ 78,625*	\$ 19,425*
Rogers Communications	\$ 24,111*	\$ 10,716*
Economical Insurance	\$ 34,770*	\$ 6,954*
TELUS EPP (Mobility / SHS / FFH)	\$ 24,360*	\$ 6,624*
Entertainment Benefits Group (EBG)	\$ 18,426*	\$ 5,927*
GoodLife Fitness AP	\$ 17,371	\$ 5,732
GE Appliances Canada	\$ 8,700	\$ 5,220
Samsung Electronics	\$ 25,258	\$ 3,019
FlightHub	\$ 12,870	\$ 2,574
Canada MedLaser Clinics	\$ 5,049*	\$ 1,512*
Lenovo	\$ 7,650	\$ 1,122
Hotel Planner	\$ 3,905	\$ 994
Bell Mobility	\$ 10,700	\$ 900
travcoding	\$ 1,216	\$ 855

Top 15 Brands by Activity

Brand Name	Views	Redemption Clicks
Samsung Electronics	240	194
Enterprise / Alamo / National	114	103
Hotel Planner	77	92
Entertainment Benefits Group (EBG)	106	82
Apple Canada	97	80
Hertz	87	78
FlightHub	80	75
Avis Budget Group (AP)	85	70
Rogers Communications	92	69
Bell Mobility	96	53
Choice Hotels (AP)	81	53
TELUS EPP (Mobility / SHS / FFH)	120	52
Turkish Airlines	32	45
CheapOair	48	44
Wyndham Hotels	50	43

Communication Performance in Q1 2026

Number of Editions Sent	Emails Delivered	Opened	Clicked	Open Rate	Click-through Rate
106	86,899	14,857	2,031	17%	2%

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

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Program Engagement

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Traffic

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Glossary

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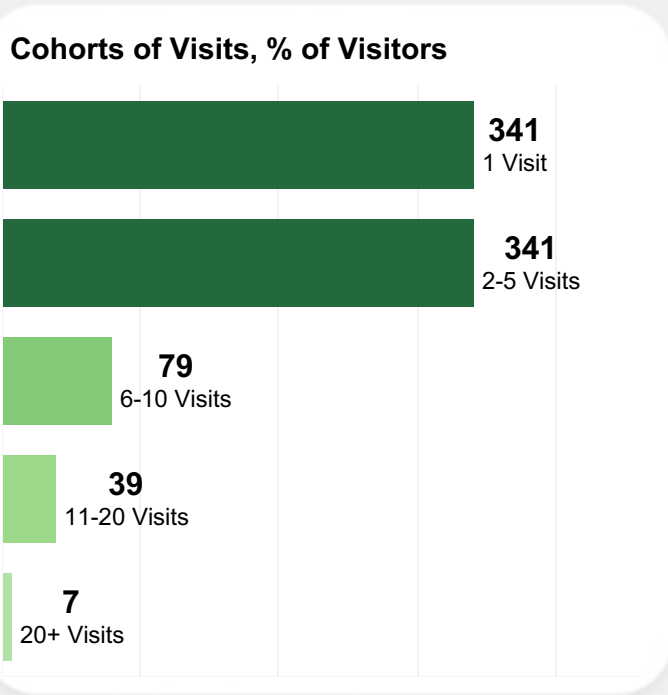
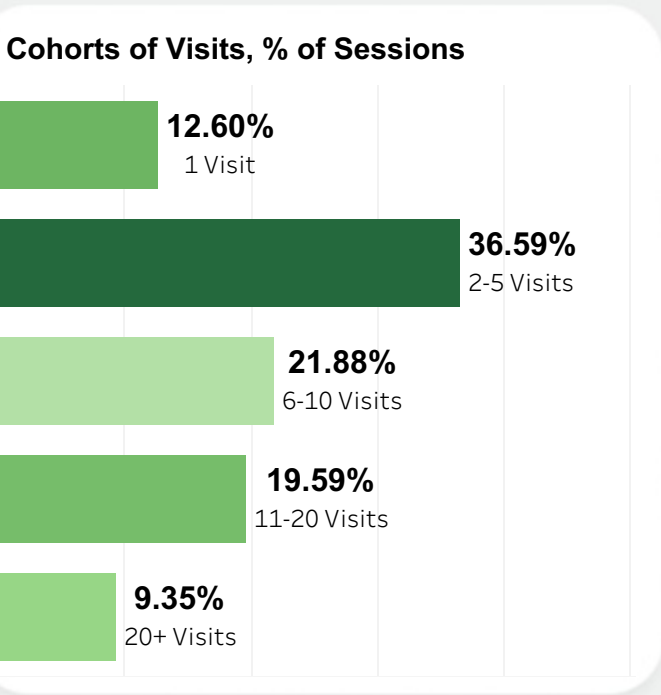
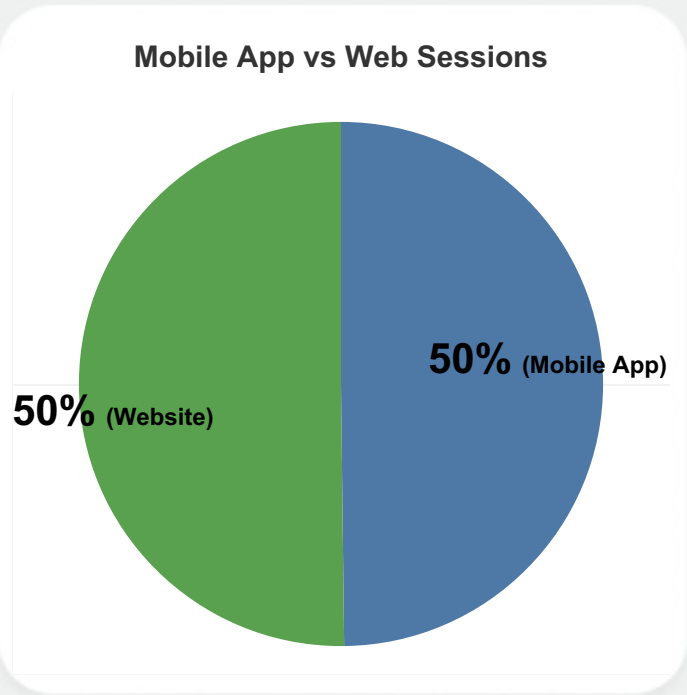
Traffic

Mobile Sessions1,429

Web Sessions1,439

Number of Sessions2,706

Number of unique Visitors807



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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.

Communication Performance

Number of Editions Sent:
The cumulative number of Editions delivered to subscribers.

Emails Delivered:
The total number of emails that were successfully accepted by recipients’ mail servers, indicating successful delivery without bounces.

Opened:
The number of times an email was opened by recipients.

Clicked:
The number of times recipients clicked on one or more links within an email, indicating direct engagement with its content.

Open Rate:
The percentage of successfully delivered emails that were opened by recipients.

Click-through Rate:
The percentage of delivered emails in which recipients clicked on one or more links.

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.