

Venngo

Engagement Report

- License Details

>
- Program Engagement

>
- Traffic

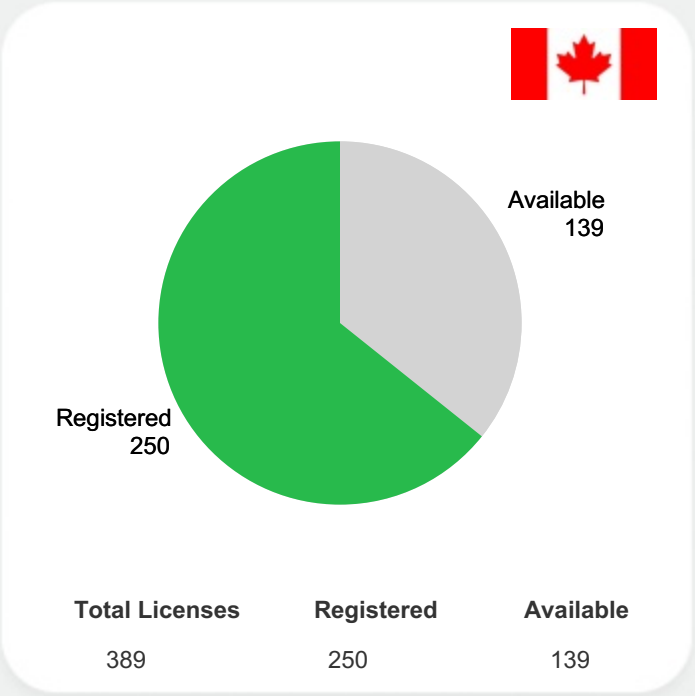
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- Glossary

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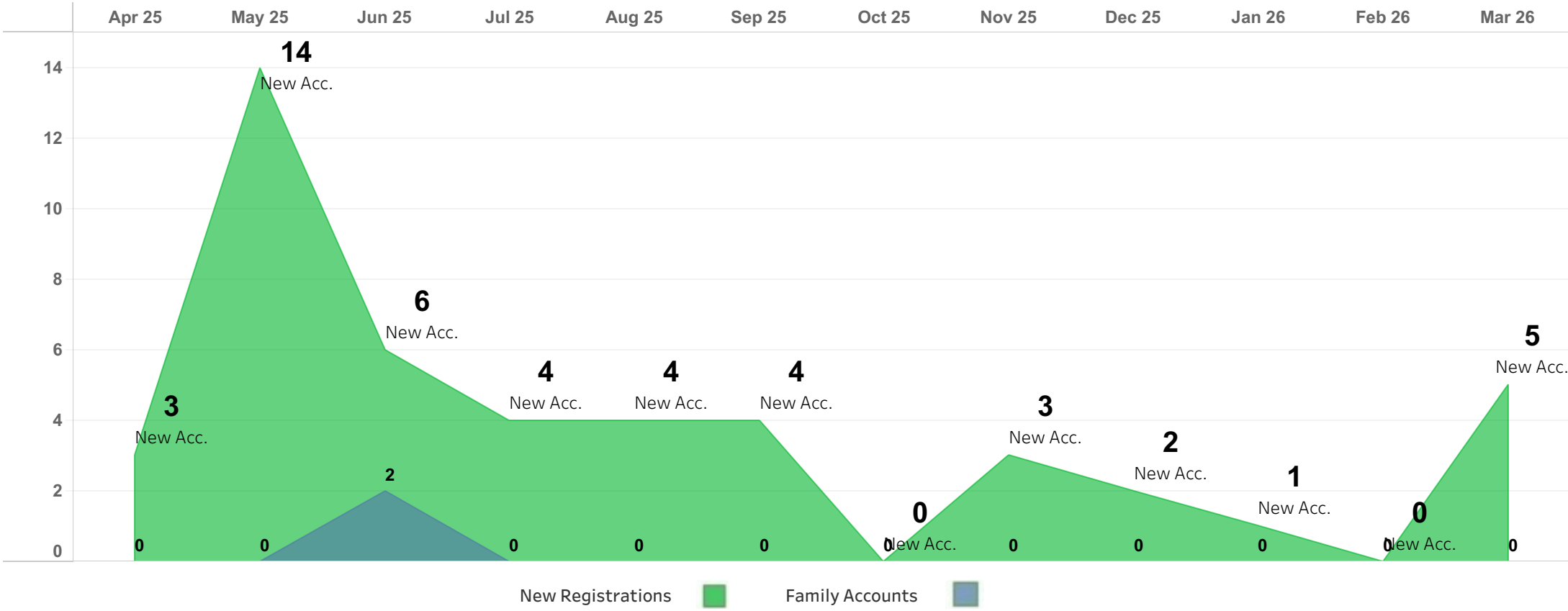
License Details



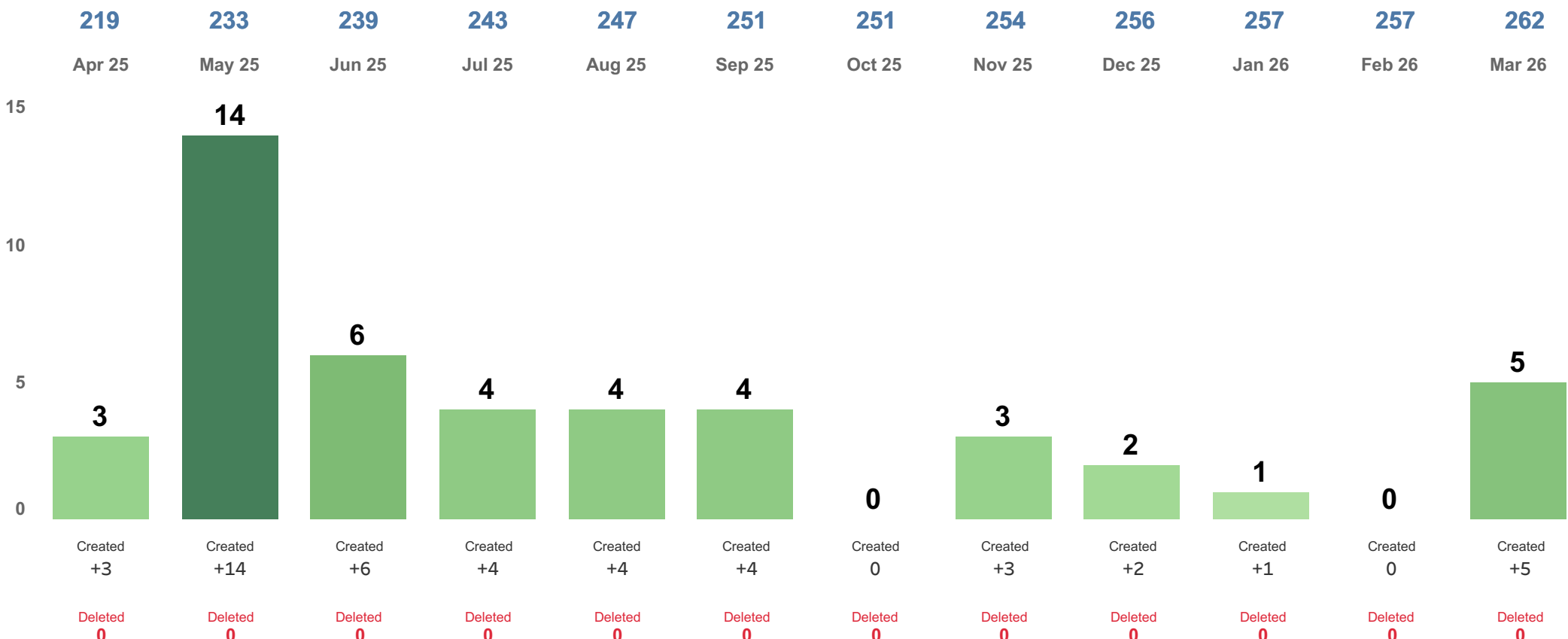
Launch Date: 2022-Sep-01



New Registrations



Net Change Registrations & Running Sum



Provincial Distribution



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Program Engagement

Estimated Spend

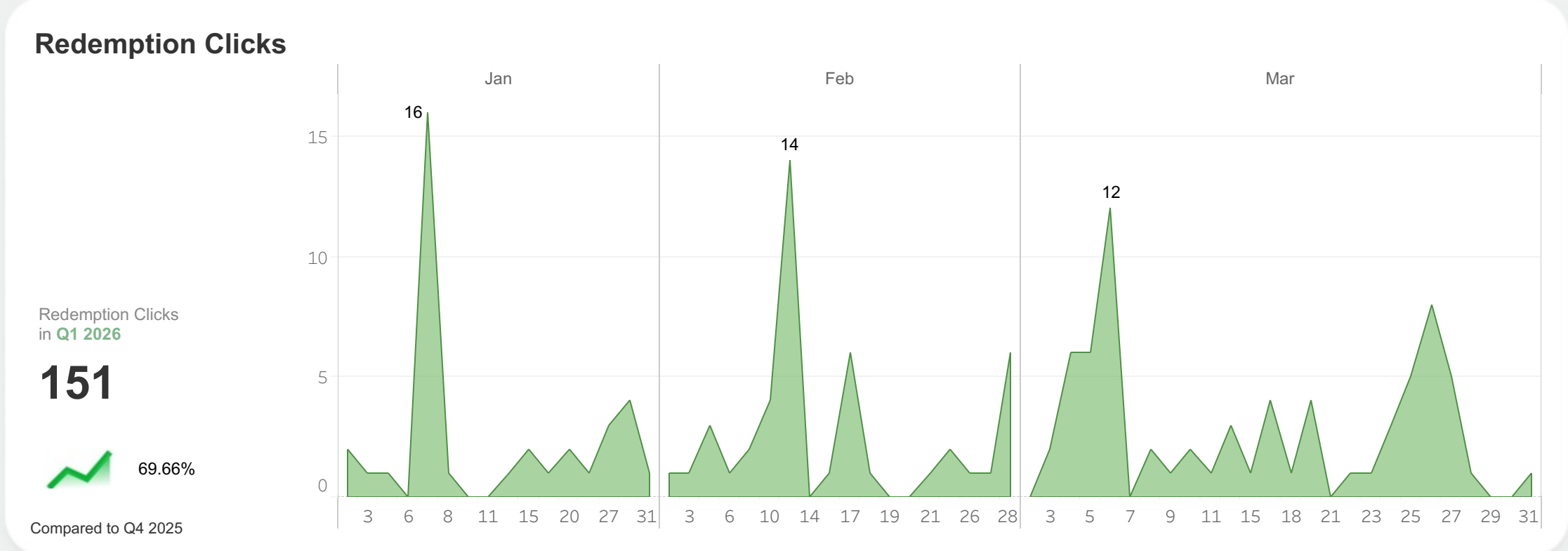
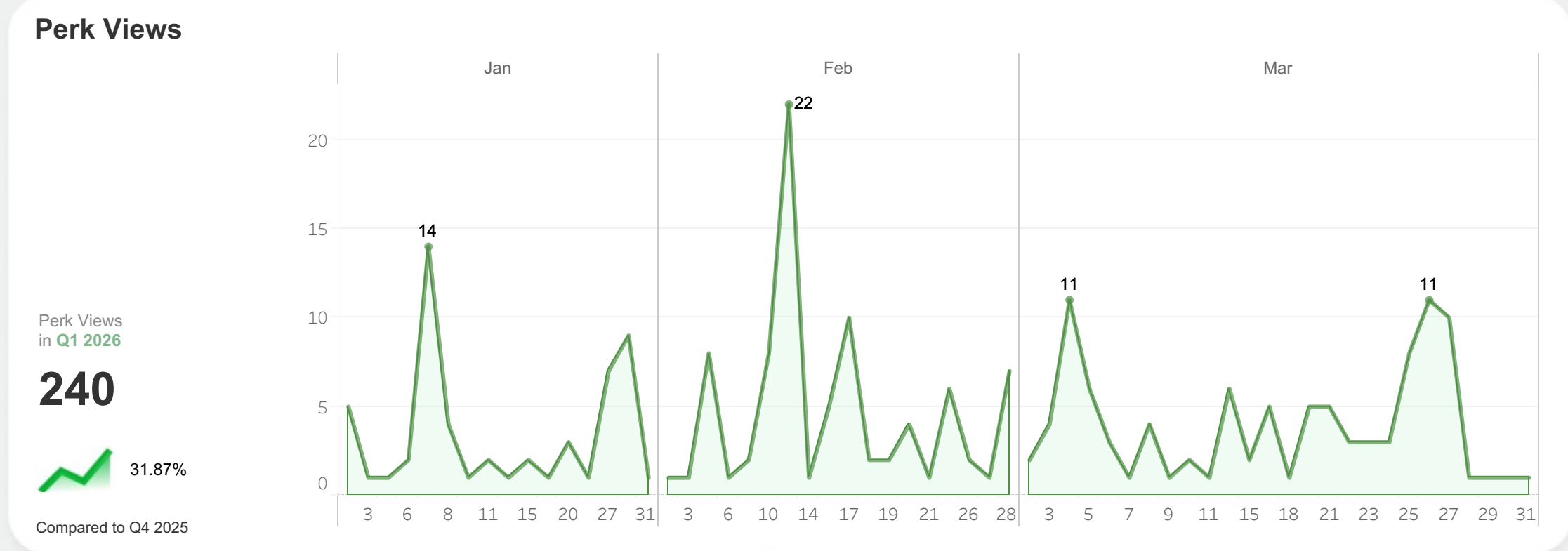
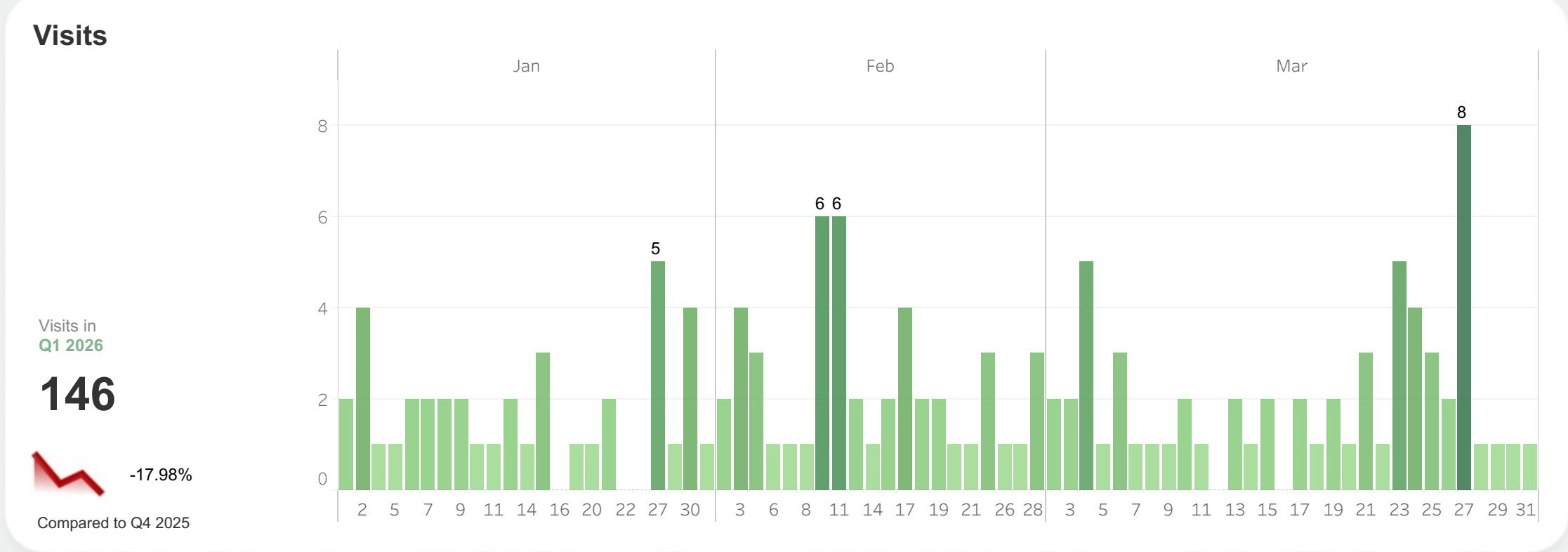
\$ 18,304



Estimated Savings

\$ 3,381





Active Promotions in Q1 2026

01/05/2026 to 01/11/2026	New Year. New You.	02/23/2026 to 03/01/2026	March Makeover	03/30/2026 to 04/05/2026	Fresh Perks for a New Season
01/05/2026 to 01/11/2026	Next-Level Living: New Year Edition	02/23/2026 to 03/01/2026	Power Up Your Home & Office	03/30/2026 to 04/05/2026	Tech Refresh for April
01/05/2026 to 01/11/2026	Winter Wellness	03/01/2026 to 04/30/2026	Exclusive Discounts for Walmart Ass..		
01/12/2026 to 01/18/2026	Winter Fashion Essentials	03/01/2026 to 04/30/2026	Exclusive savings for Amazon emplo..		
01/19/2026 to 01/25/2026	Cozy Up Your Home	03/02/2026 to 03/08/2026	eGift Cards		
01/26/2026 to 02/01/2026	Pack Up for Family Day	03/02/2026 to 03/08/2026	GoodLife Fitness		
01/26/2026 to 02/01/2026	Unbeatable January Savings	03/02/2026 to 03/08/2026	Shop Local		
01/27/2026 to 01/27/2026	TURKISH AIRLINES HOLIDAYS	03/02/2026 to 03/08/2026	Things To Do: March Break		
02/02/2026 to 02/08/2026	Family Day Travel & Fun	03/02/2026 to 03/08/2026	Upgrade Your Everyday: Home & Tec..		
02/02/2026 to 02/08/2026	Smart Love: Tech & Home Gifts	03/09/2026 to 03/15/2026	Last Minute March Break Picks		
02/09/2026 to 02/15/2026	Deals You'll Adore	03/09/2026 to 03/15/2026	Savings in Full Bloom		
02/09/2026 to 02/15/2026	Final Hours: Valentine's Savings	03/16/2026 to 03/22/2026	Smart Picks for March		
02/16/2026 to 02/22/2026	Everyday health	03/23/2026 to 03/29/2026	March Tech Must-Haves		
02/17/2026 to 02/17/2026	HelloFresh Canada	03/23/2026 to 03/29/2026	Spring into Fashion		
02/23/2026 to 03/01/2026	Fresh Picks for March	03/23/2026 to 03/29/2026	Spring-Ready Finds		
02/23/2026 to 03/01/2026	Get Set for March Break	03/23/2026 to 03/29/2026	Travel Time		

Top 15 Brands by Savings

Brand Name	Spend	Savings
Economical Insurance	\$ 4,845*	\$ 969*
EFFYDESK	\$ 3,000*	\$ 600*
Canada MedLaser Clinics	\$ 1,683*	\$ 504*
Entertainment Benefits Group (EBG)	\$ 703*	\$ 252*
Neo Kitchen Inc.	\$ 2,250	\$ 225
MLSE - Maple Leaf Sports & Entertainment	\$ 244	\$ 64
Samsung Electronics	\$ 300	\$ 60
Bath Centre	\$ 240	\$ 60
Telomere Fitness	\$ 450	\$ 45
Hello Fresh	\$ 90	\$ 45
GTAA	\$ 210	\$ 42
Haus of Brilliance	\$ 180	\$ 36
Bestfantickets.com	\$ 98	\$ 34
WeRoad	\$ 225	\$ 30
Hotel Planner	\$ 110	\$ 28

Top 15 Brands by Activity

Brand Name	Views	Redemption Clicks
Disney+	4	13
Enterprise / Alamo / National	13	9
Apple Canada	7	8
GTAA	7	8
MLSE - Maple Leaf Sports & Entertainment	6	7
Bestfantickets.com	9	6
Tickets For Less	7	5
Entertainment Benefits Group (EBG)	4	4
Intuit	4	4
Avis Budget Group (AP)	4	3
Bath Centre	6	3
Bath Depot	7	3
Hello Fresh	3	3
The Brick	1	3
Adidas AP	1	2

Communication Performance in Q1 2026

Number of Editions Sent	Emails Delivered	Opened	Clicked	Open Rate	Click-through Rate
93	5,190	1,375	27	26%	1%

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

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Engagement Report

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License Details

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Program Engagement

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Traffic

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Glossary

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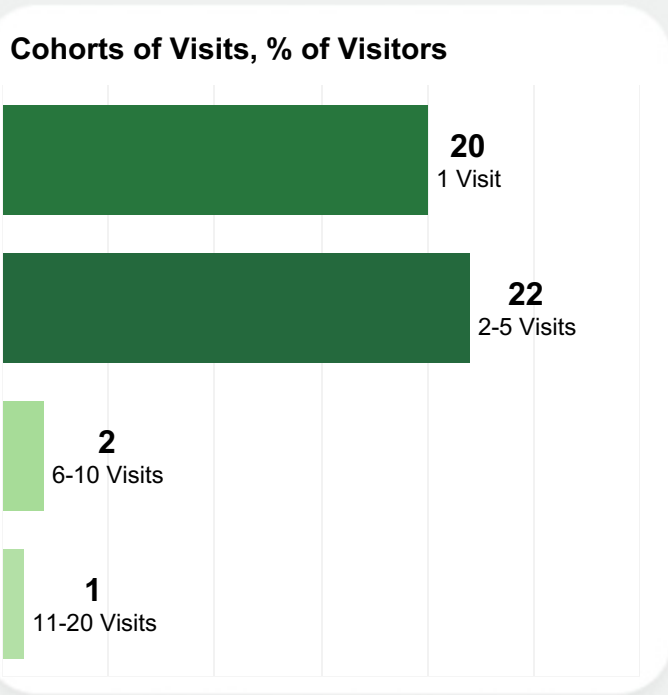
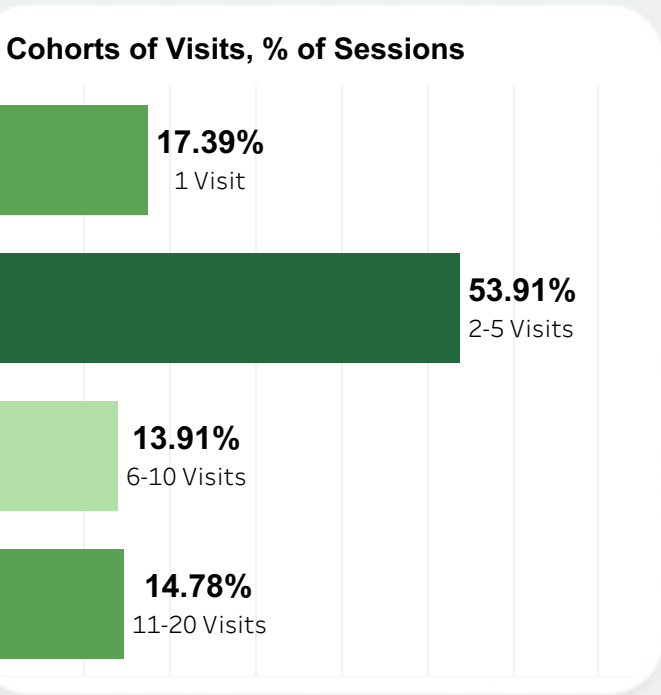
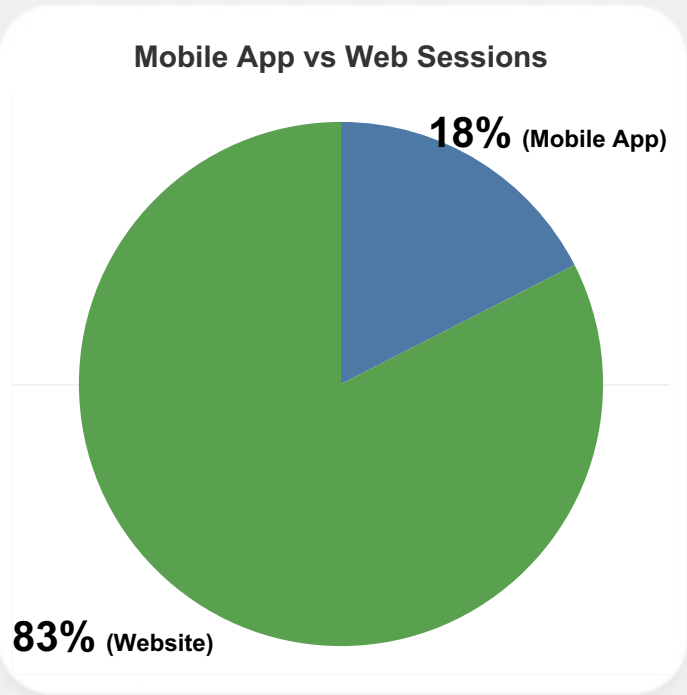
Traffic

Mobile Sessions21

Web Sessions99

Number of Sessions115

Number of unique Visitors45



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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.