

Venngo

Engagement Report

- License Details

>
- Program Engagement

>
- Traffic

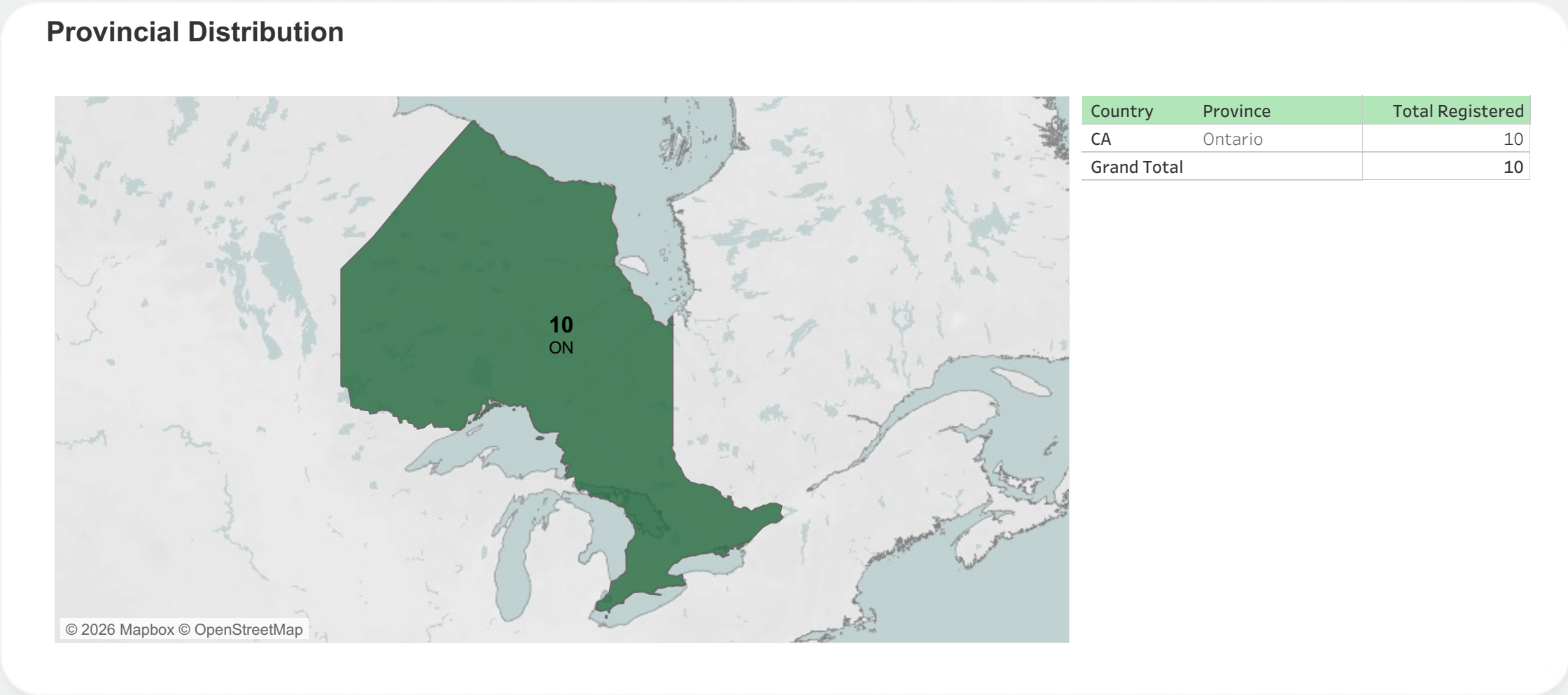
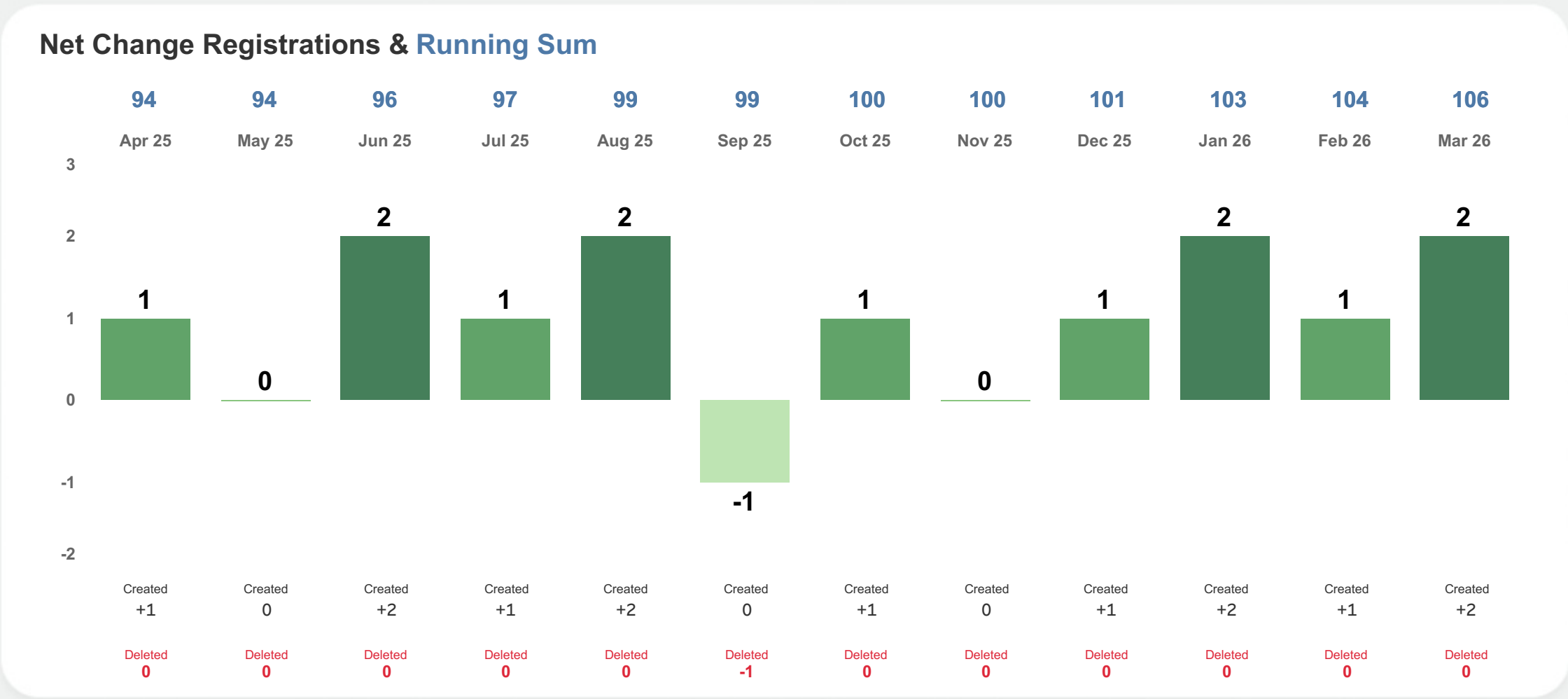
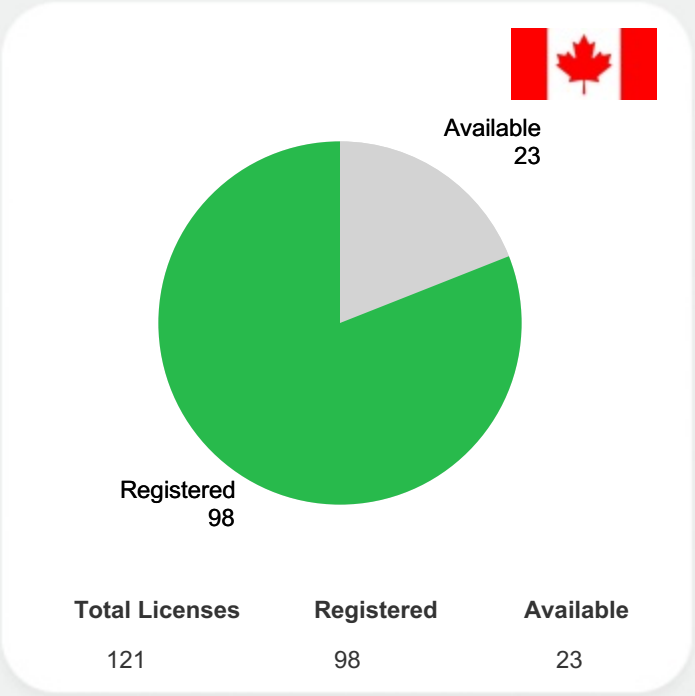
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- Glossary

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License Details



Launch Date: 2023-May-01



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Program Engagement

Estimated Spend

\$ 19,352



Estimated Savings

\$ 3,078

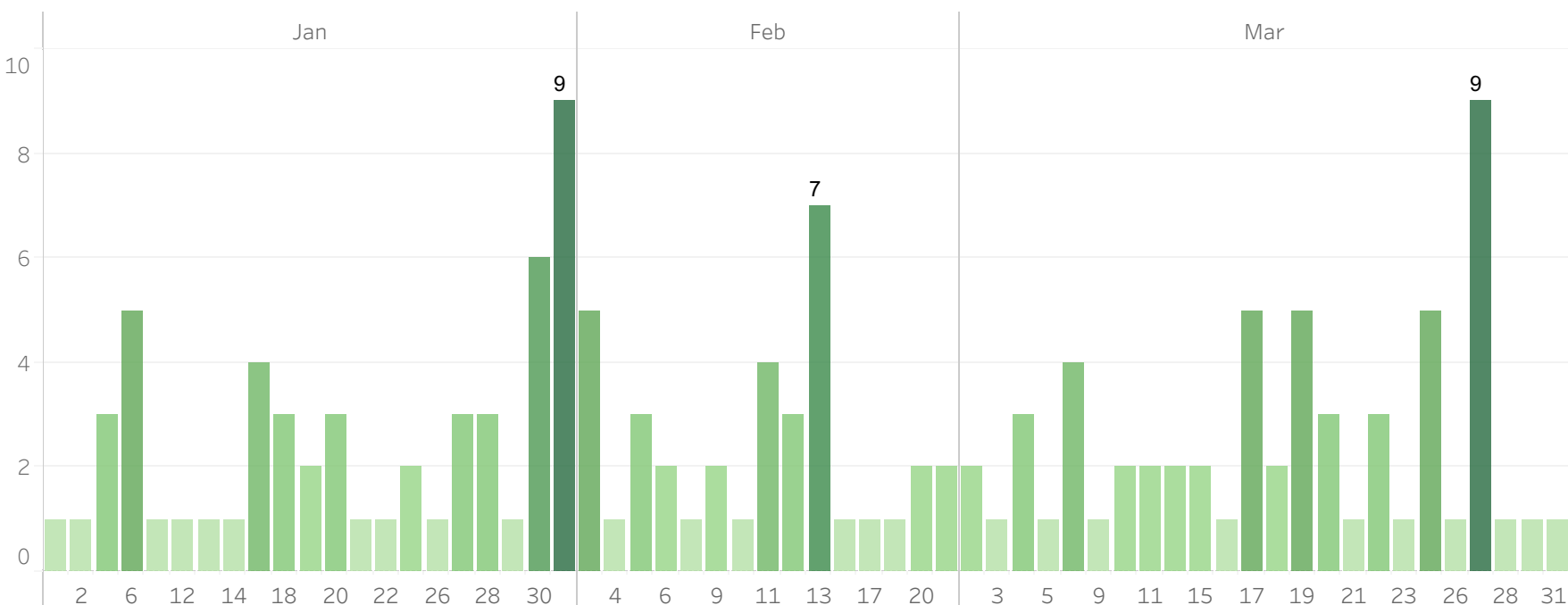


Visits

Visits in Q1 2026

148

 -18.68%
Compared to Q4 2025

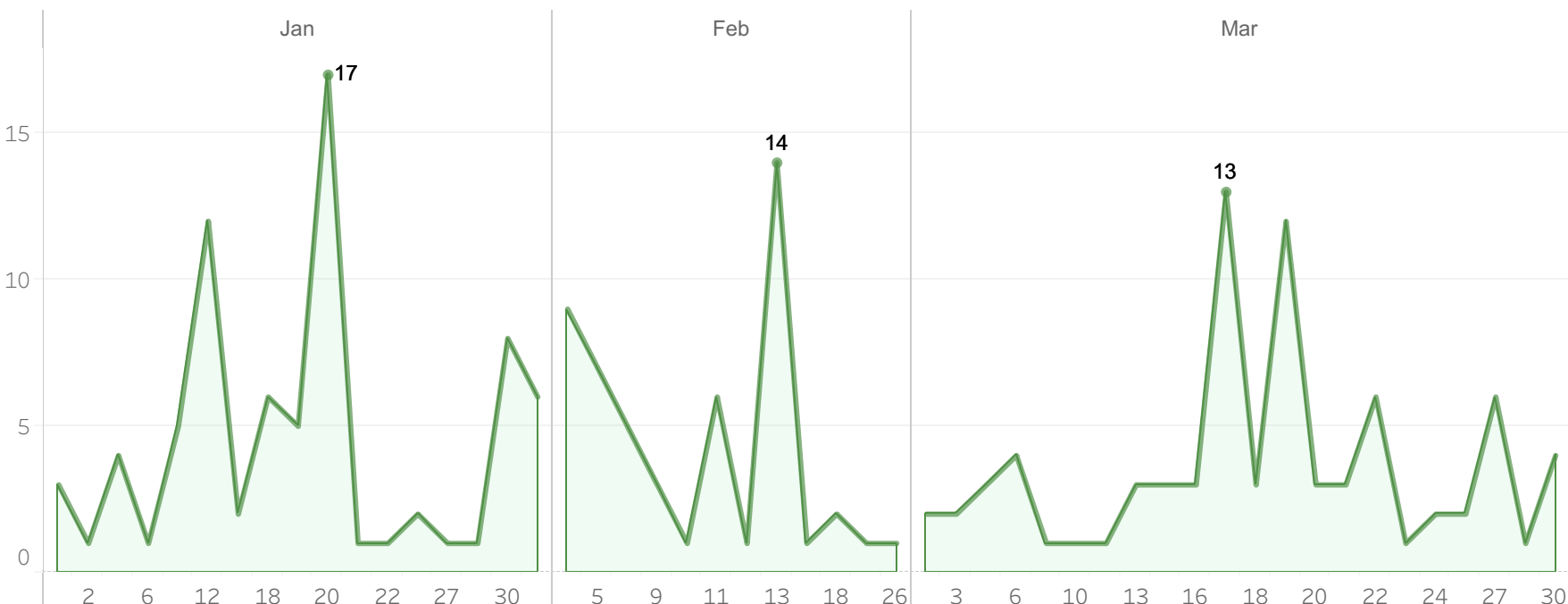


Perk Views

Perk Views in Q1 2026

206

 28.75%
Compared to Q4 2025

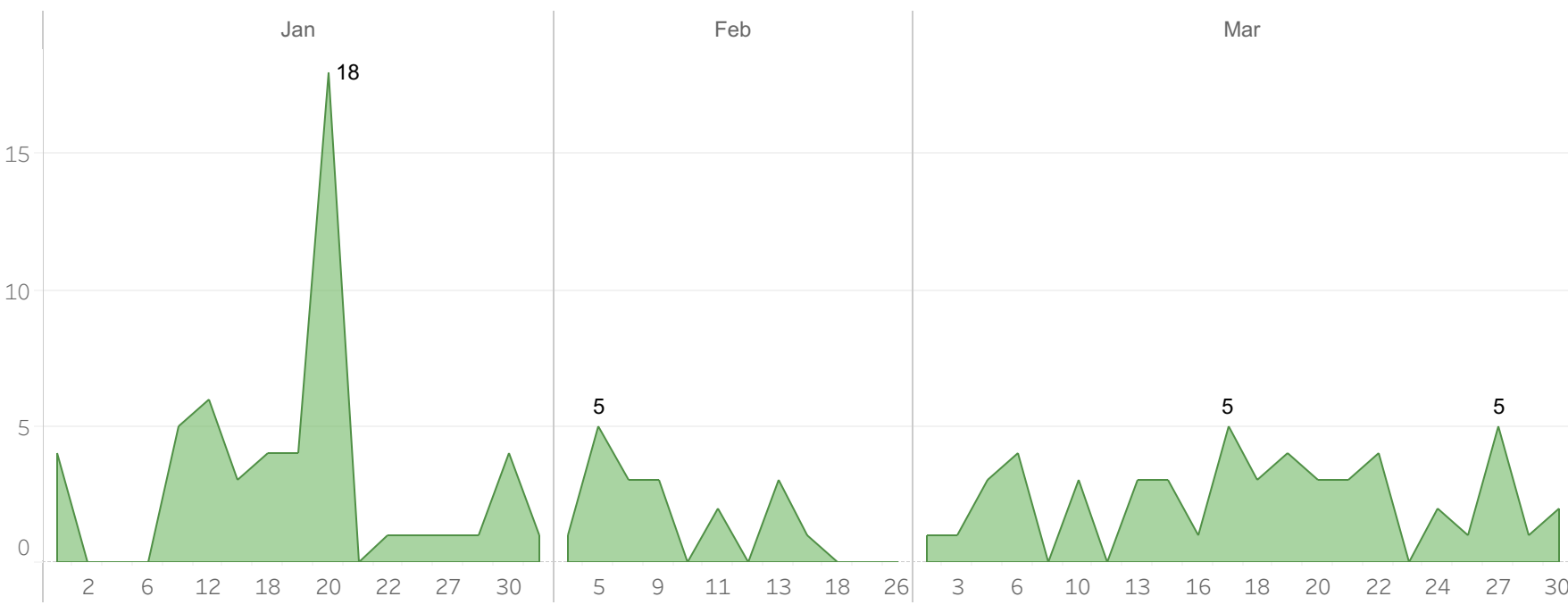


Redemption Clicks

Redemption Clicks in Q1 2026

123

 -18.54%
Compared to Q4 2025



Active Promotions in Q1 2026



02/20/2025 to 02/23/2027 Gear up for Back to School	02/02/2026 to 02/08/2026 Smart Love: Tech & Home Gifts	03/16/2026 to 03/22/2026 Smart Picks for March
12/29/2025 to 01/04/2026 eGift Cards: Ready. Set. Save	02/02/2026 to 02/08/2026 Valentine's Day: Deals You'll Adore	03/16/2026 to 03/22/2026 Sport Chek
01/05/2026 to 01/11/2026 New Year. New You.	02/09/2026 to 02/15/2026 Deals You'll Adore	03/16/2026 to 03/22/2026 Spring Savings: Home
01/05/2026 to 01/11/2026 Winter Wellness	02/09/2026 to 02/15/2026 February Favourites	03/16/2026 to 03/22/2026 Winter-to-Spring Refresh
01/19/2026 to 01/25/2026 Cozy Up Your Home	02/09/2026 to 02/15/2026 Final Hours: Valentine's Savings	03/23/2026 to 03/29/2026 American Express Cobalt® Card
01/19/2026 to 01/25/2026 Fresh Start Savings	03/02/2026 to 03/08/2026 GoodLife Fitness	03/23/2026 to 03/29/2026 Spring-Ready Finds
01/19/2026 to 01/25/2026 TURKISH AIRLINES HOLIDAYS	03/02/2026 to 03/08/2026 Savor the Savings	03/30/2026 to 04/05/2026 Travel Time
01/20/2026 to 01/20/2026 Factor	03/02/2026 to 03/08/2026 Things To Do: March Break	
01/26/2026 to 02/01/2026 Cool Picks for Winter	03/02/2026 to 03/08/2026 UFile ONLINE	
01/26/2026 to 02/01/2026 Pack Up for Family Day	03/02/2026 to 03/08/2026 Upgrade Your Everyday: Home & Tec..	
01/26/2026 to 02/01/2026 Smart Starts: Home & Tech Deals	03/02/2026 to 03/08/2026 Welcome March Savings	
01/26/2026 to 02/01/2026 Unbeatable January Savings	03/09/2026 to 03/15/2026 Flavour of the Month	
02/02/2026 to 02/08/2026 Cozy Up with Savings	03/09/2026 to 03/15/2026 Health and vitality	
02/02/2026 to 02/08/2026 eGift Cards: For Any Occasion	03/09/2026 to 03/15/2026 Last Minute March Break Picks	
02/02/2026 to 02/08/2026 Family Day Travel & Fun	03/16/2026 to 03/22/2026 eGift Cards	
02/02/2026 to 02/08/2026 Samsung TVs	03/16/2026 to 03/22/2026 Shop Local	

Top 15 Brands by Savings



Brand Name	Spend	Savings
Economical Insurance	\$ 6,840*	\$ 1,368*
GoodLife Fitness AP	\$ 960	\$ 192
Samsung Electronics	\$ 1,308	\$ 174
Sport Chek	\$ 240	\$ 168
Entertainment Benefits Group (EBG)	\$ 681	\$ 168
FlightHub	\$ 390	\$ 78
Newmarket Orthodontics	\$ 1,050	\$ 75
Aurora Borealis Orthodontics	\$ 150	\$ 60
Premium Seats USA	\$ 3,000*	\$ 60*
Ticketnetwork.com	\$ 180	\$ 45
travcoding	\$ 64	\$ 45
Canadian Ski Council	\$ 112	\$ 45
MLSE - Maple Leaf Sports & Entertainment	\$ 148	\$ 44
VIA Rail	\$ 388	\$ 36
Deerhurst Resort	\$ 186	\$ 36

Top 15 Brands by Activity



Brand Name	Views	Redemption Clicks
Samsung Electronics	9	10
Sport Chek	20	8
Factor Meals	7	6
Entertainment Benefits Group (EBG)	9	5
MLSE - Maple Leaf Sports & Entertainment	4	4
VIA Rail	4	4
Canadian Niagara Hotels Inc. AP	3	3
Deerhurst Resort	3	3
Horseshoe Valley Resort	3	3
Lyft (GC)	2	3
Ticketnetwork.com	2	3
Alternative Airlines	2	2
Apple Canada	1	2
Bestfantickets.com	4	2
Choice Hotels (AP)	4	2

Communication Performance in Q1 2026

Number of Editions Sent

94

Emails Delivered

2,047

Opened

500

Clicked

12

Open Rate

24%

Click-through Rate

1%

* - 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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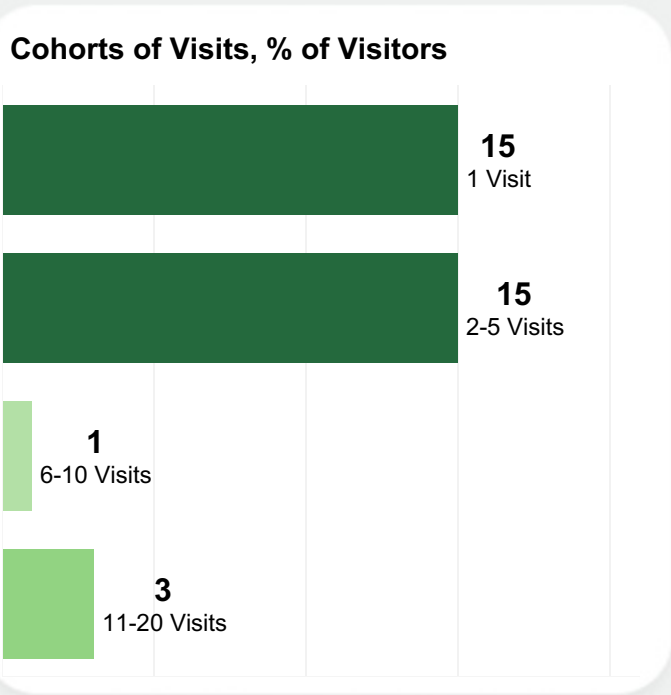
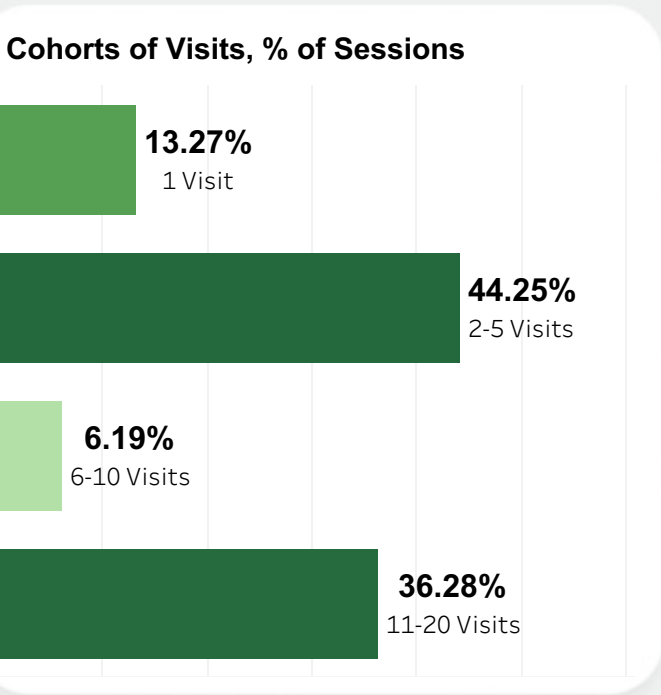
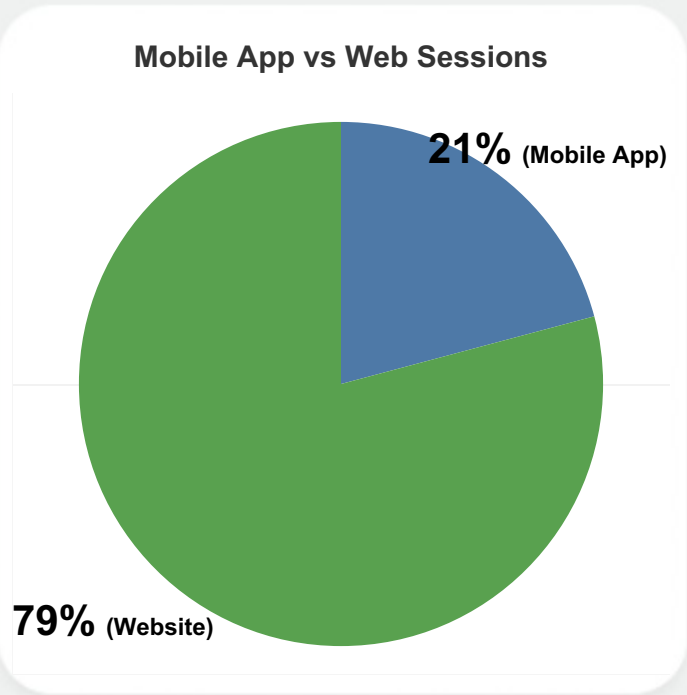
Traffic

Mobile Sessions25

Web Sessions95

Number of Sessions113

Number of unique Visitors34



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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.