

Venngo

Engagement Report

- License Details

>
- Program Engagement

>
- Traffic

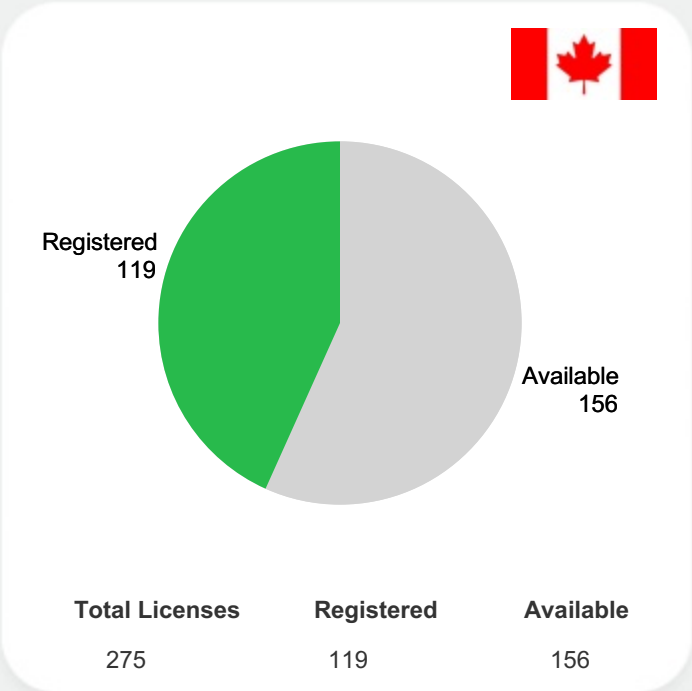
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- Glossary

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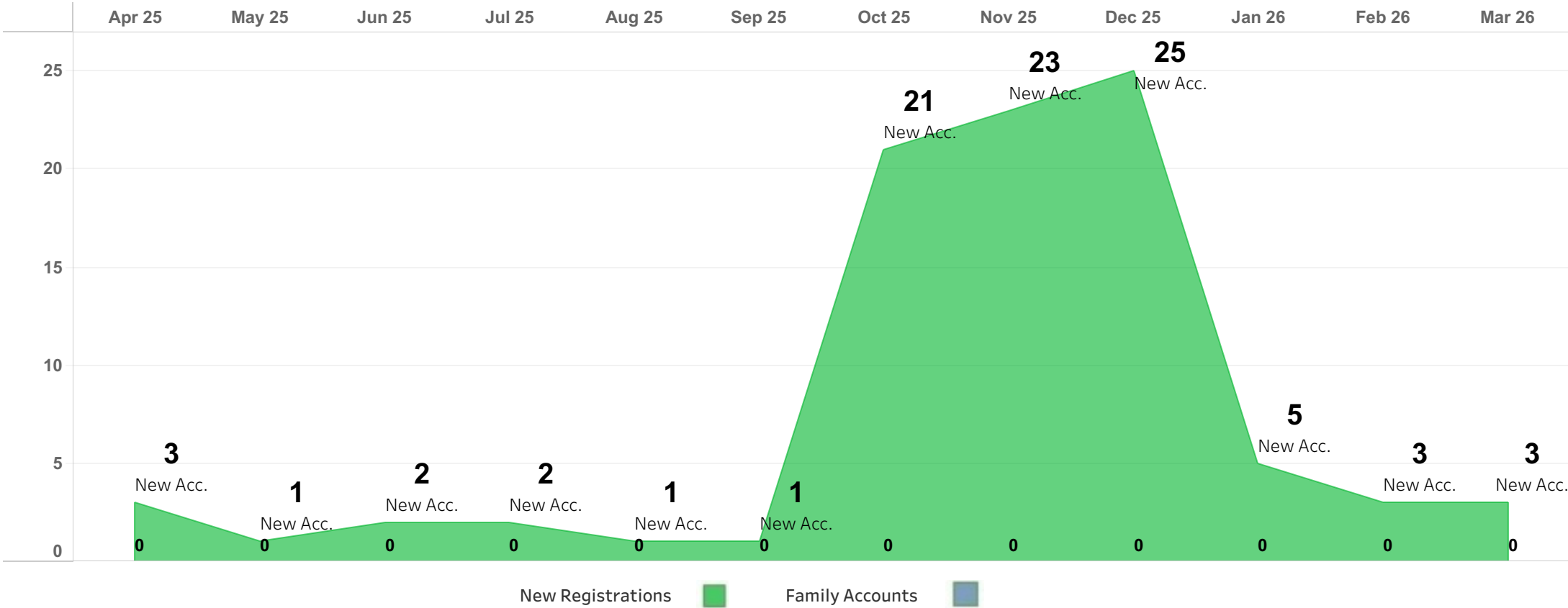
License Details



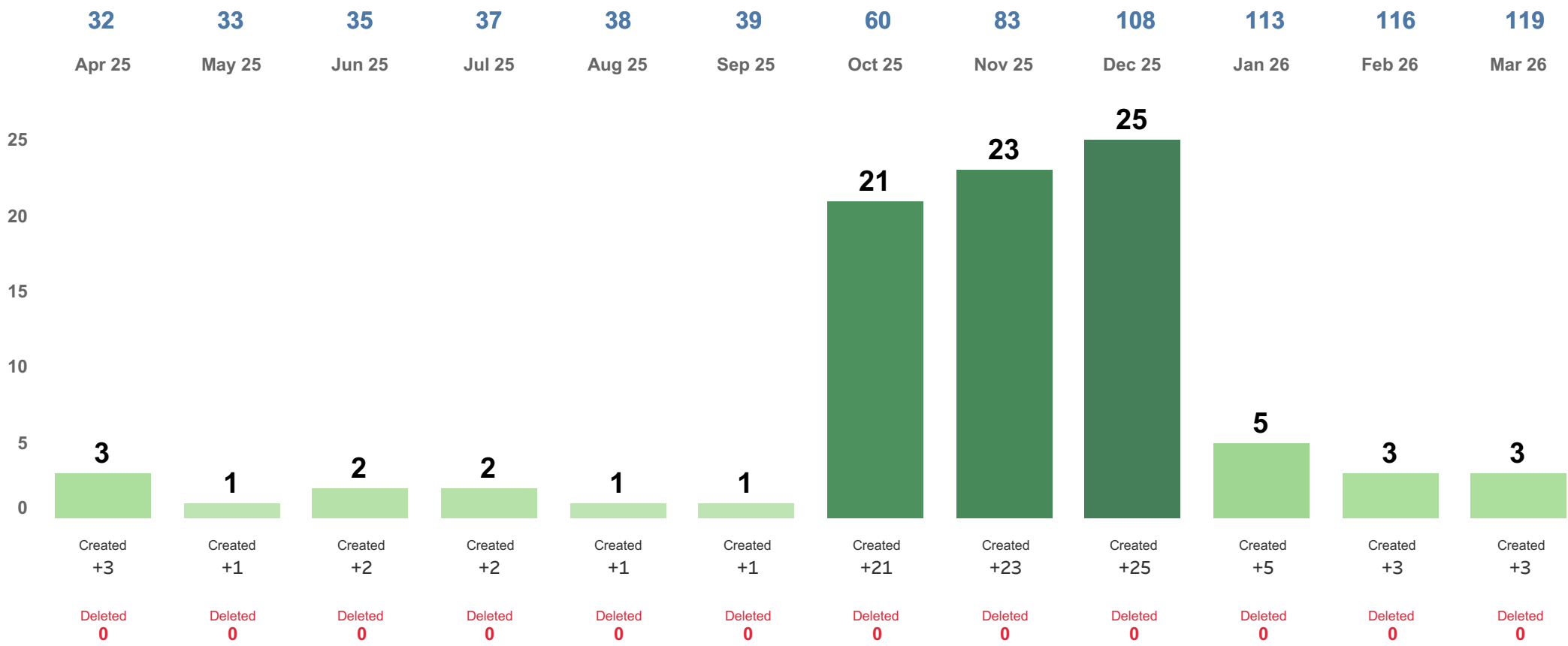
Launch Date: 2024-Jul-01



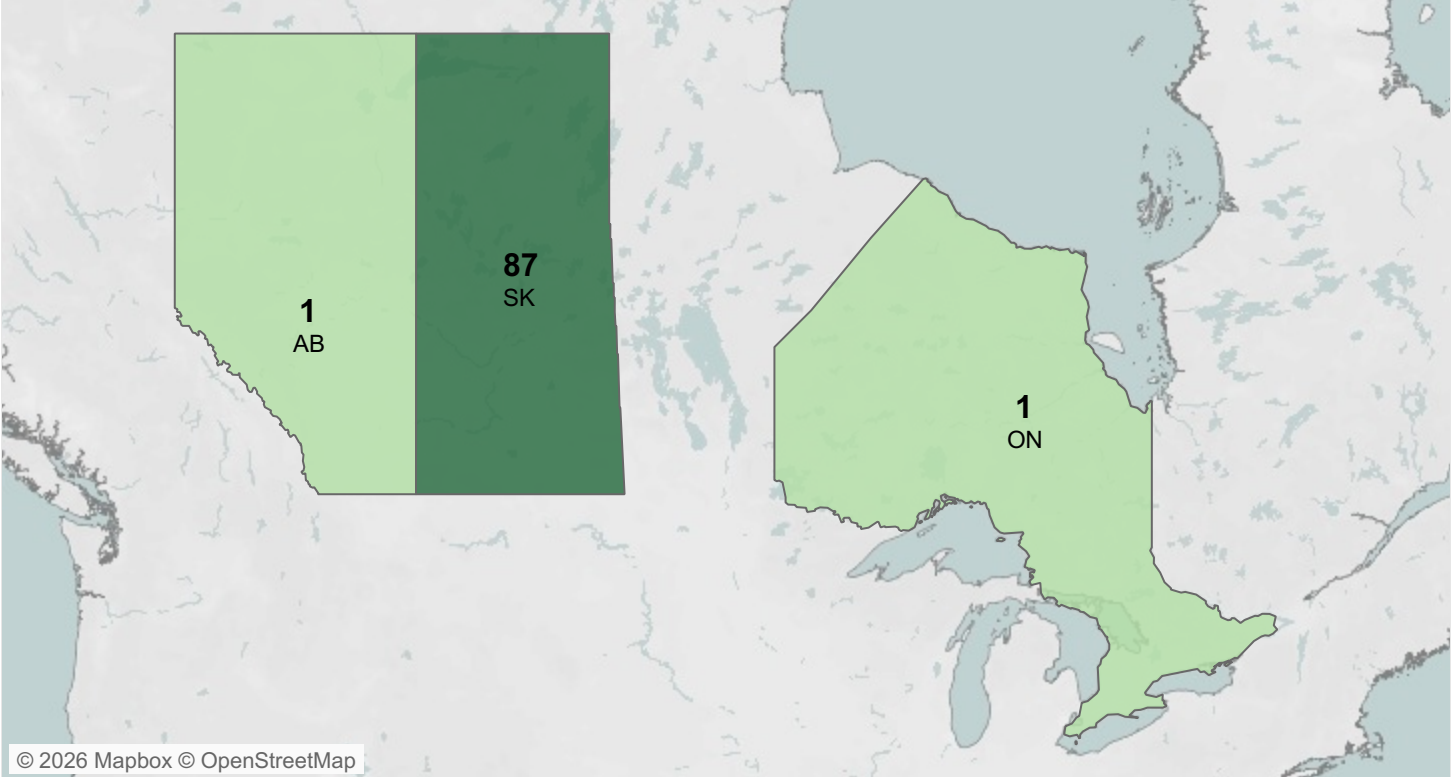
New Registrations



Net Change Registrations & Running Sum



Provincial Distribution



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Program Engagement

Estimated Spend

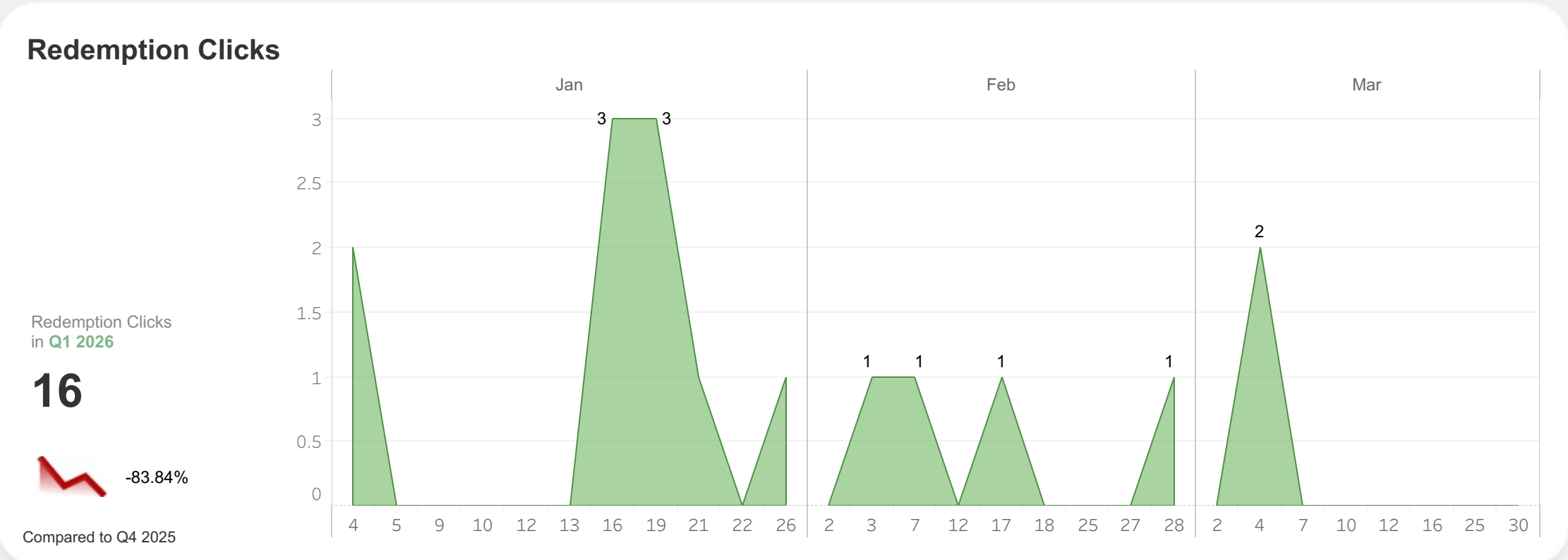
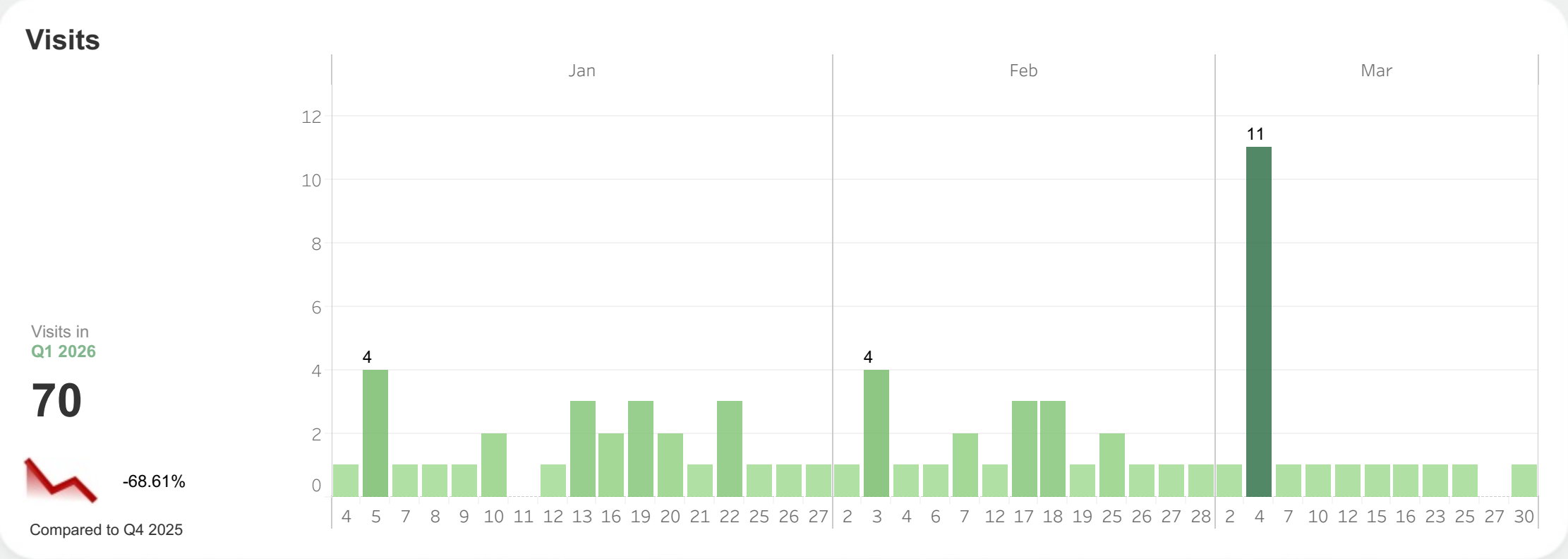
\$ 1,580



Estimated Savings

\$ 123





Active Promotions in Q1 2026

12/29/2025 to 01/04/2026	Reset & Refresh	03/09/2026 to 03/15/2026	Flavour of the Month
01/05/2026 to 01/11/2026	New Year. New You.	03/09/2026 to 03/15/2026	Last Minute March Break Picks
01/05/2026 to 01/11/2026	Warm Up with Savings	03/16/2026 to 03/22/2026	Spring Savings: Home
01/12/2026 to 01/18/2026	Travel Time		
01/12/2026 to 01/18/2026	Winter Fashion Essentials		
01/19/2026 to 01/25/2026	eGift Cards: Cozy Up Your Home		
01/19/2026 to 01/25/2026	Fresh Start Savings		
02/02/2026 to 02/08/2026	Smart Love: Tech & Home Gifts		
02/02/2026 to 02/08/2026	Valentine's Day: Deals You'll Adore		
02/09/2026 to 02/15/2026	Final Hours: Valentine's Savings		
02/16/2026 to 02/22/2026	Everyday health		
02/17/2026 to 02/17/2026	HelloFresh Canada		
02/23/2026 to 03/01/2026	Power Up Your Home & Office		
03/02/2026 to 03/08/2026	eGift Cards		
03/02/2026 to 03/08/2026	Welcome March Savings		
03/09/2026 to 03/15/2026	Essentials for Work & Home		

Top 15 Brands by Savings

Brand Name	Spend	Savings
Dilawri	\$ 1,300	\$ 74
Hello Fresh	\$ 30	\$ 15
Clearly	\$ 24	\$ 8
Walmart Canada (AP)	\$ 30	\$ 6
Frank And Oak	\$ 30*	\$ 6*
Canadian Down and Feather Company	\$ 45	\$ 4
Wick of Hope	\$ 13	\$ 3
Rover	\$ 11	\$ 3
QE Home	\$ 15	\$ 2
Apple Canada	\$ 60	\$ 1
Gemstones & Co	\$ 5	\$ 1
Winners (GC)	\$ 0	\$ 0
A&W Sheppard Centre	\$ 3	\$ 0
Evry Jewels	\$ 5	\$ 0
Fetch Pet Insurance	\$ 9*	\$ 0*

Top 15 Brands by Activity

Brand Name	Views	Redemption Clicks
Walmart Canada (AP)	4	3
Winners (GC)	4	2
A&W Sheppard Centre	2	1
Apple Canada	2	1
Canadian Down and Feather Company	1	1
Clearly	1	1
Dilawri	1	1
Evry Jewels	1	1
Gemstones & Co	2	1
Hello Fresh	2	1
QE Home	2	1
Rover	1	1
Wick of Hope	1	1
Book Outlet	1	0
BougeRV	1	0

Communication Performance in Q1 2026

Number of Editions Sent

84

Emails Delivered

2,573

Opened

581

Clicked

1,045

Open Rate

23%

Click-through Rate

41%

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

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Traffic

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Glossary

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Traffic

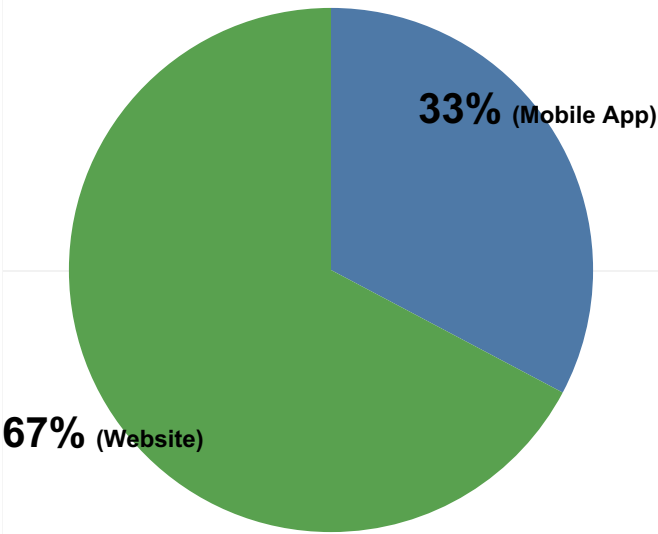
Mobile Sessions19

Web Sessions39

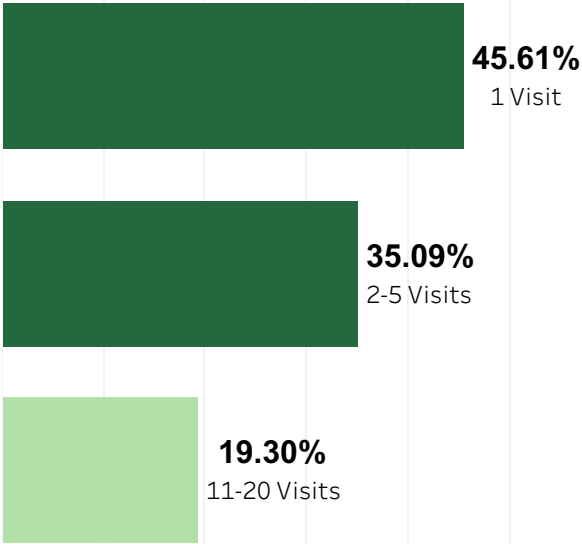
Number of Sessions57

Number of unique Visitors35

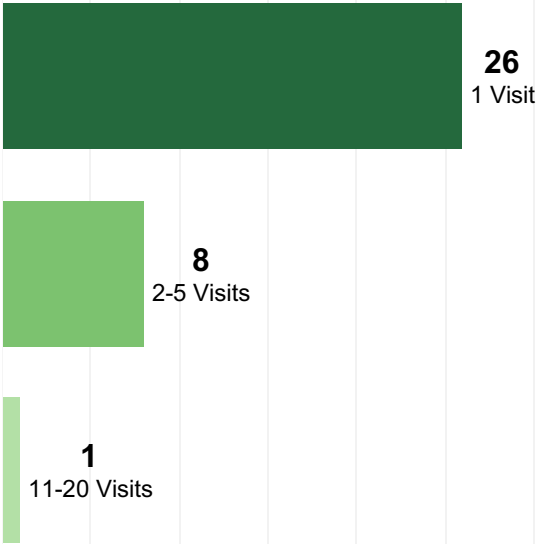
Mobile App vs Web Sessions



Cohorts of Visits, % of Sessions



Cohorts of Visits, % of Visitors



Venngo

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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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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.