

Venngo

Engagement Report

- License Details

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Program Engagement

>

Traffic

>

Glossary

>
- License Details
- 

Launch Date: 2024-Sep-17
- 

Registered

39

Available

127

Total Licenses

166

Registered

39

Available

127
- Total Family Accounts



0
- New Registrations

May 25

Jun 25

Aug 25

Sep 25

Oct 25

Nov 25

Dec 25

Mar 26

25

20

15

10

5

0

1

0

1

23

8

0

1

0

New Acc.

New Acc.

New Acc.

New Acc.

New Acc.

New Acc.

New Acc.

New Acc.

New Registrations

Family Accounts
- Net Change Registrations & Running Sum

6

6

7

30

38

38

39

39

May 25

Jun 25

Aug 25

Sep 25

Oct 25

Nov 25

Dec 25

Mar 26

25

20

15

10

5

0

1

0

1

23

8

0

1

0

Created +1

Created 0

Created +1

Created +23

Created +8

Created 0

Created +1

Created 0

Deleted 0

Deleted 0

Deleted 0

Deleted 0

Deleted 0

Deleted 0

Deleted 0

Deleted 0
- Provincial Distribution



Country	Province	Total Registered
CA	Ontario	34
Grand Total		34

Estimated Spend

Estimated Savings

Month	Date	Rainy Days
Jan	12	2
	19	2
Feb	5	1
	6	1
Mar	8	1
	26	1

10



-84.62%

Compared to Q4 2025

Month	Category	Value
Jan	12	5
	13	3
Feb	6	2
	23	1
Mar	26	1

12



-69.23%

Compared to Q4 2025

Redemption Clicks
in Q1 2026

0

-100.00%

Compared to Q4 2025

01/12/2026 to 01/18/2026 **Cold Days, Hot Deals**

01/12/2026 to 01/18/2026 **New Year. New Tech.**

01/12/2026 to 01/18/2026 **Travel Time**02/02/2026 to 02/08/2026 **Valentine's Day: Deals You'll Adore**

03/01/2026 to 04/30/2026 **Exclusive savings for Amazon employees**

03/23/2026 to 03/29/2026 **Spring into Fashion**

Brand Name	Views	Redemption Clicks
Choice Hotels (AP)	1	0
GTAA	1	0
Kitchen Aid	1	0
PC Express Online Grocery Delivery and Pick Up	4	0
Premium Seats USA	1	0
Qatar Airways	1	0
Specsavers	1	0
VIA Rail	1	0
WeRoad	1	0

Communication Performance in Q1 2026

Number of Editions Sent	Emails Delivered	Opened	Clicked	Open Rate	Click-through Rate
87	1,364	358	10	26%	1%

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

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Traffic

Mobile Sessions

7

Web Sessions

2

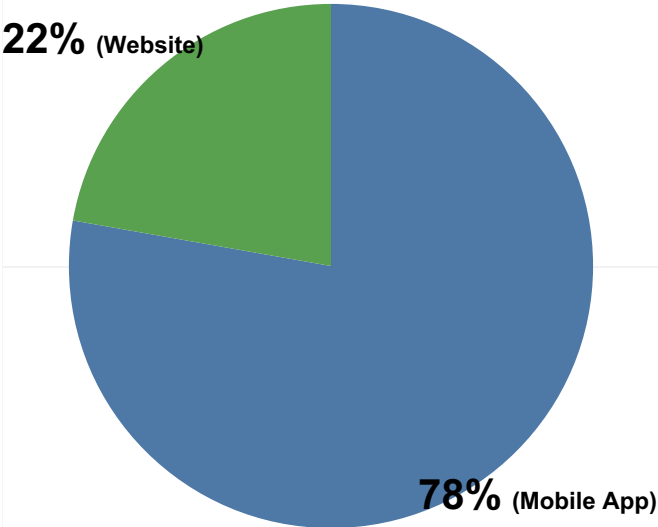
Number of Sessions

9

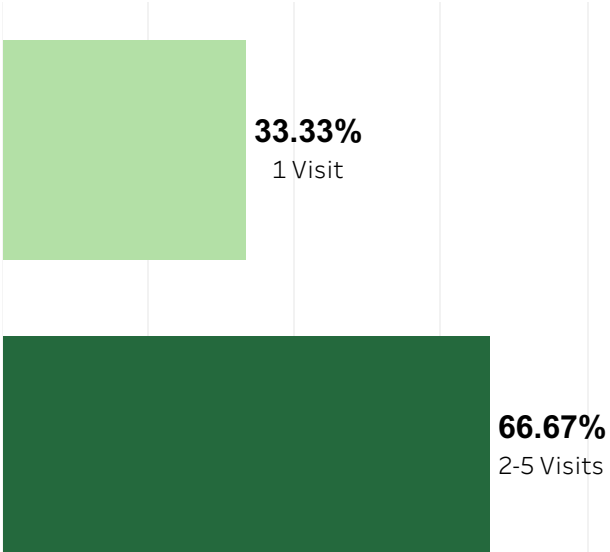
Number of unique Visitors

6

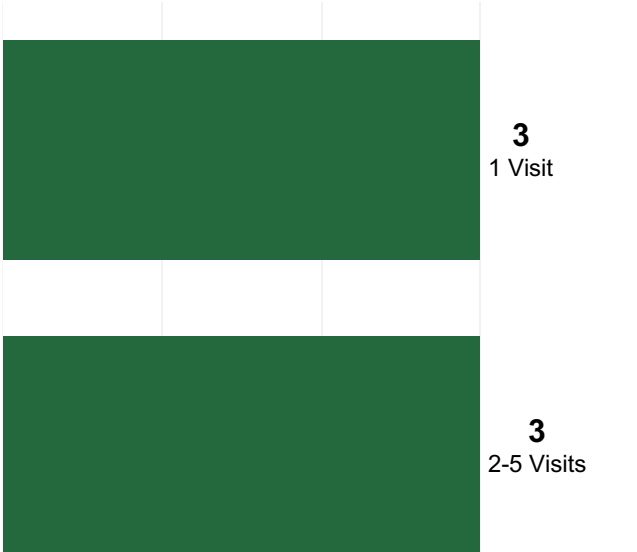
Mobile App vs Web Sessions



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.

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.