

Carrot Rewards Metrics Report

As of August 22, 2016

(Note: Carrot Rewards was launched March 3, 2016, so no data preceded the launch. Numbers reported are cumulative from the time of launch)

Total Download Conversion Rate

| App Store | Visits | Downloads | Conversion Rate |
|--------------|----------------|----------------|-----------------|
| iOS | 147,413 | 66,571 | 45% |
| Android** | 49,165 | 36,944 | 75% |
| Total | 196,578 | 103,515 | 53% |

BC Provider Counts

| Provider | Cumulative | Conversion Rate |
|--------------------------------|---------------|-----------------|
| Aeroplan | 5,944 | 8.43% |
| More Rewards | 10,979 | 15.57% |
| Petro Points | 3,707 | 5.26% |
| SCENE | 49,883 | 70.74% |
| Total Registered in BC | 70,513 | |
| Total Steps Users in BC | 34,199 | |

*Includes only valid and active users

| BC Referral Breakdown | Number of Users | Percent of User Base |
|------------------------|-----------------|----------------------|
| Referral- Emails | 18,923 | 27% |
| Referral- Promo Code | 4,871 | 7% |
| Total Referrals | 23,794 | 34% |

Total number of in-app link click thrus to partner websites: 47,432

| Intervention Completion Rate | | | | Total Points Earned | | | |
|---|------------------|------------------|-----------------|---------------------|------------------|-------------------|-------------------|
| Offer Name | Offers Sent | Completed | Conversion Rate | Aeroplan | More Rewards | Petro-Points | SCENE |
| Welcome to Carrot Rewards: Your Rewarding Journey is About to Begin | 72,173 | 66,991 | 93% | 625 | 1,730 | 6,300 | 5,710 |
| What Does Eating a Rainbow Taste Like? | 67,341 | 64,479 | 96% | 625 | 1,590 | 5,800 | 5,460 |
| Are You Being a-SALT-ed By Your Food? | 43,917 | 41,585 | 95% | | | | |
| No Gym or Equipment Needed | 66,418 | 57,053 | 86% | 910 | 3,820 | 7,350 | 13,800 |
| It's Still Flu Season- Are You Protected? | 33,710 | 28,967 | 86% | | | | |
| Stand Up For Your Health | 64,563 | 50,682 | 79% | 380 | 1,700 | 4,650 | 9,000 |
| Health Survey 1 | 64,074 | 49,273 | 77% | 190 | 660 | 4,600 | 2,910 |
| Rethink Sugary Drinks | 63,587 | 48,237 | 76% | 200 | 650 | 2,000 | 2,930 |
| Say BOOO to the Flu! | 33,378 | 27,340 | 82% | | | | |
| What's For Dinner? | 43,515 | 34,503 | 79% | | | | |
| The Flu Vaccine: Mythbusters | 33,522 | 26,660 | 80% | | | | |
| The 2 Colours You Shouldn't Eat Without | 63,111 | 45,541 | 72% | 410 | 1,320 | 1,950 | 6,260 |
| Is Exercise Really Like Medicine? | 62,627 | 44,127 | 70% | 275 | 600 | 800 | 3,090 |
| The ABCs of Physical Health | 43,308 | 32,559 | 75% | | | | |
| Health Survey 2 | 62,177 | 43,045 | 69% | 300 | 770 | 1,500 | 3,290 |
| Change Is In The Air | 63,881 | 42,979 | 67% | 580 | 1,035 | 2,250 | 4,725 |
| Think Small | 42,474 | 37,118 | 87% | 165 | 590 | 1,500 | 2,790 |
| Small is the New Big | 42,085 | 36,029 | 86% | 150 | 450 | 1,800 | 2,410 |
| Is Sodium Playing Hide and Seek With You? | 41,678 | 34,672 | 83% | 590 | 990 | 4,950 | 5,175 |
| Can You STAND UP For Yourself? | 58,630 | 36,198 | 62% | 90 | 660 | 2,700 | 3,480 |
| Do You Know Your Limits? | 34,047 | 29,723 | 87% | 80 | 190 | 2,700 | 1,710 |
| Sugar Shockers | 33,823 | 28,506 | 84% | 85 | 310 | 3,300 | 1,870 |
| Physical Literacy: The Big Picture | 34,081 | 27,851 | 82% | 280 | 555 | 7,650 | 3,795 |
| Second-Hand Smoke: Is It Really A Big Deal? | 56,038 | 31,779 | 57% | 400 | 1,160 | 13,650 | 7,120 |
| Meal Planning Made Easy | 31,007 | 25,190 | 81% | 270 | 770 | 16,600 | 4,390 |
| Yesterday You Said Tomorrow | 29,661 | 24,058 | 81% | 215 | 355 | 6,600 | 3,150 |
| Mental Health Matters | 28,680 | 22,468 | 78% | 600 | 1,605 | 4,050 | 19,185 |
| Make Every Step Count | 46,389 | 24,512 | 53% | 860 | 1,605 | 4,950 | 10,635 |
| Rate Your Plate | 23,143 | 19,285 | 83% | 315 | 615 | 1,350 | 4,330 |
| Health Survey No. 1 - Follow Up | 22,652 | 18,654 | 82% | 910 | 3,040 | 5,400 | 20,880 |
| Wine Not Take This Quiz? | 21,087 | 16,625 | 79% | 415 | 1,980 | 4,700 | 13,380 |
| Do You Know How Much Salt You're Eating | 18,723 | 13,883 | 74% | 655 | 2,240 | 4,900 | 18,150 |
| Health Survey No. 2 - Follow Up | 35,548 | 15,218 | 43% | 1,790 | 5,445 | 12,150 | 41,970 |
| Easy Ways to "Move It, Move It" | 31,349 | 11,919 | 38% | 1,050 | 2,350 | 4,500 | 16,785 |
| Blast From The Past- Remember This Stuff? | 23,110 | 6,577 | 28% | 2,850 | 8,175 | 15,000 | 64,620 |
| Change is Good. You Go First. | 18,823 | 7,309 | 39% | 975 | 3,230 | 5,100 | 24,710 |
| Small Steps Today, Big Results Tomorrow | | | | | 90 | 200 | 230 |
| Weekly Total | 1,554,332 | 1,171,597 | 75% | 17,240 | 50,280 | 160,950 | 327,940 |
| Total From Last Week's Report | | | | 1,827,895 | 7,579,915 | 9,980,650 | 40,223,055 |
| Adjustments | | | | | 490 | 100 | 230 |
| Grand Total | | | | 1,845,135 | 7,630,685 | 10,141,700 | 40,551,225 |