

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