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# Showcase™ Utilization Report



**PREPARED FOR:**  
**Sample Client**

# Top Level Stats



**512**  
Users

## TOTAL ACTIVE USERS

This is the number of users with an active Showcase™ account



**840**  
Favorites

## MOST POPULAR PROFILES

The most popular profiles include:  
Benefits, Allegiance, Wellness, and  
EyeMed



**73**  
Monthly  
Searches

## TOP SEARCH TERMS

Top search terms include maternity,  
leave, and policy



**2,279**  
Total  
Views

## ENGAGEMENT

On the Showcase™ platform you can track  
how many times a profile is viewed and  
which employees look at which profiles

# ADDITIONAL INSIGHTS

**25%**

listed **Your Employee Experience** as a favorite benefit category. The second most popular benefit category is **Retirement and Financial Wellness**.

**12%**

Of users listed **retirement** as a life event that affects them.



## Summary & Recommendations:

[Sample Client] employees are focused on retirement and financial wellness – centering communications around cost savings could help drive engagement. Employer profiles are the most popular – are there other employer-centered benefits that could be entered into Showcase?