

02/2022

# 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.

 **Showcase**<sup>™</sup>  
powered by \*Perks



## 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?