



Free Signups

193



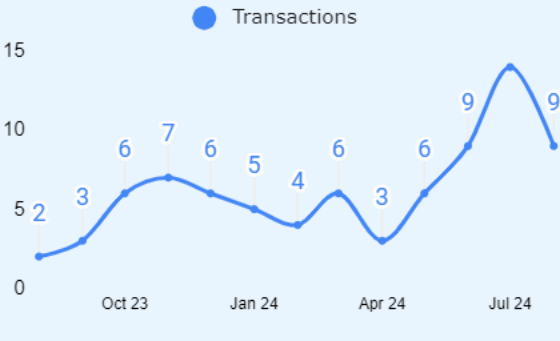
Paid Customers

23



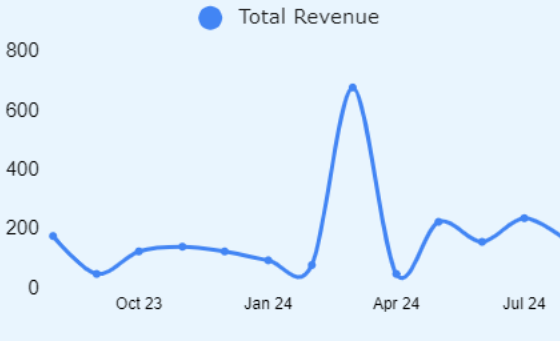
Total Transactions

80



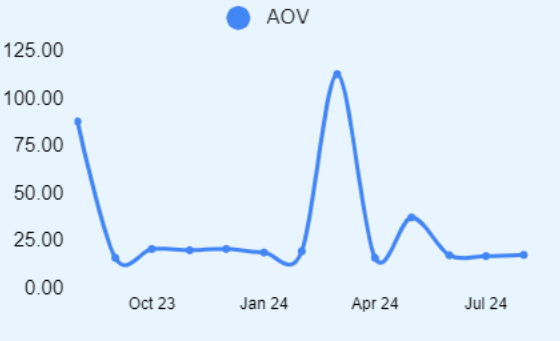
Total Revenue

\$2,284



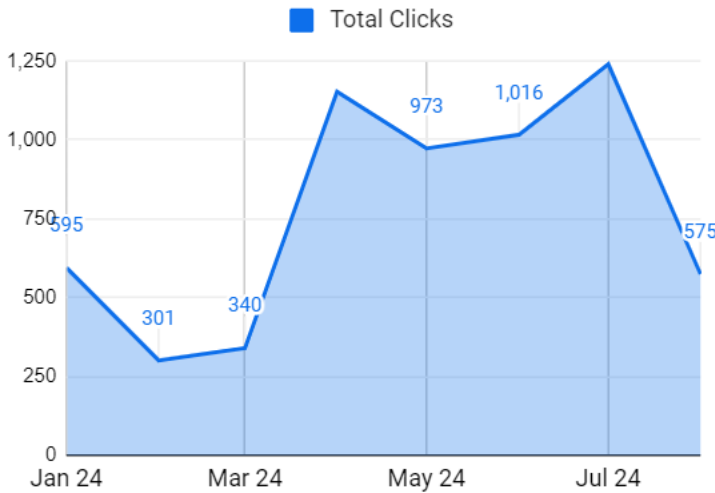
Average Order Value

\$32.43



Select Metric: Total Clicks

Select Period: Current Year

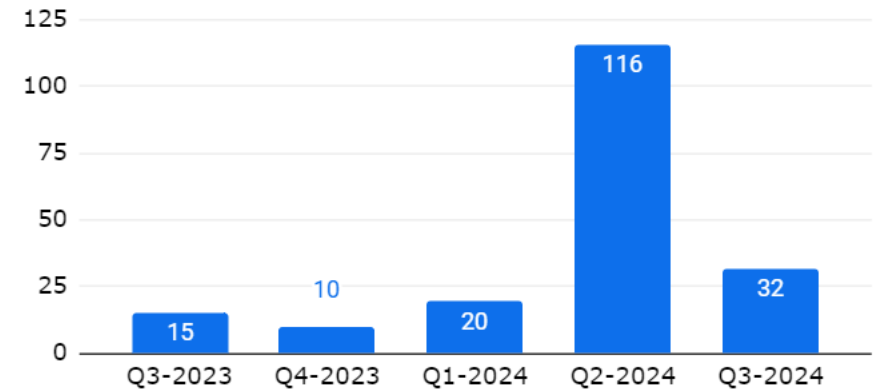


|        | Total Clicks | Signup Conv Rate | Paid Signup Conv Rate | Paid Customers | Free Signups | Transactions | AOV   | Total Revenue | Commissions | CAC |
|--------|--------------|------------------|-----------------------|----------------|--------------|--------------|-------|---------------|-------------|-----|
| Jan 24 | 595          | 0.67%            | 0.00%                 | 0              | 4            | 5            | 18.8  | 94            | 0.0         | 0.0 |
| Feb 24 | 301          | 3.65%            | 0.00%                 | 0              | 11           | 4            | 19.5  | 78            | 0.0         | 0.0 |
| Mar 24 | 340          | 1.47%            | 0.00%                 | 0              | 5            | 6            | 113.0 | 678           | 0.0         | 0.0 |
| Apr 24 | 1153         | 2.08%            | 0.00%                 | 0              | 24           | 3            | 16.0  | 48            | 50.4        | 0.0 |
| May 24 | 973          | 5.76%            | 0.31%                 | 3              | 53           | 6            | 37.3  | 224           | 28.8        | 9.6 |
| Jun 24 | 1016         | 4.33%            | 0.49%                 | 5              | 39           | 9            | 17.4  | 156           | 18.9        | 3.8 |
| Jul 24 | 1240         | 2.26%            | 0.48%                 | 6              | 22           | 14           | 16.9  | 236           | 18.9        | 3.1 |
| Aug 24 | 575          | 1.74%            | 0.00%                 | 0              | 10           | 9            | 17.5  | 158           | 22.4        | 0.0 |

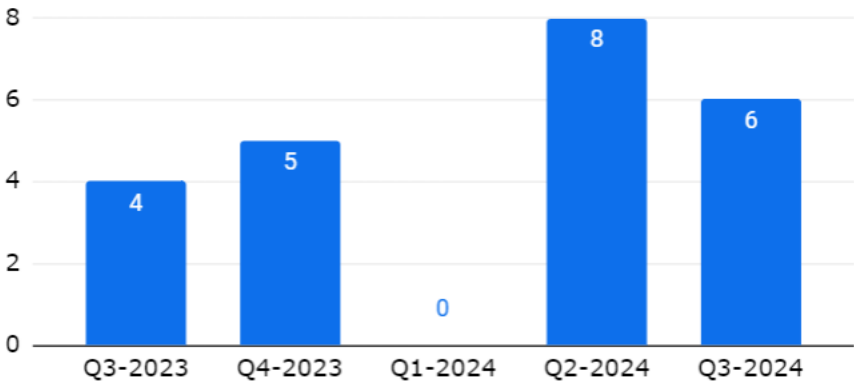


Quarterly performance

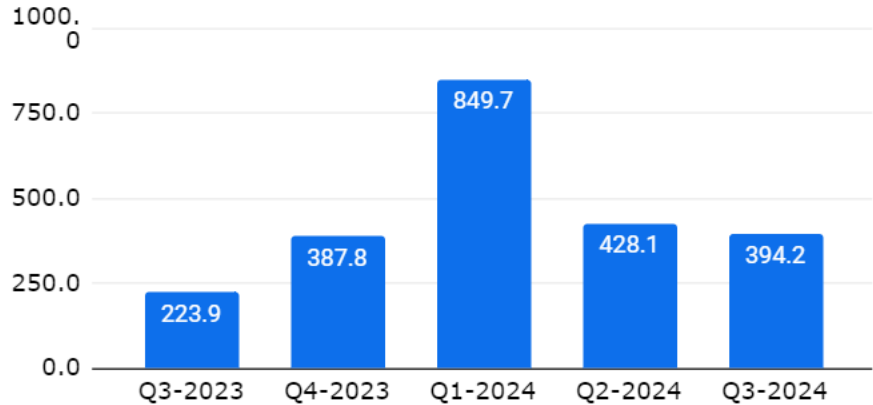
Free Signups



Paid Signups

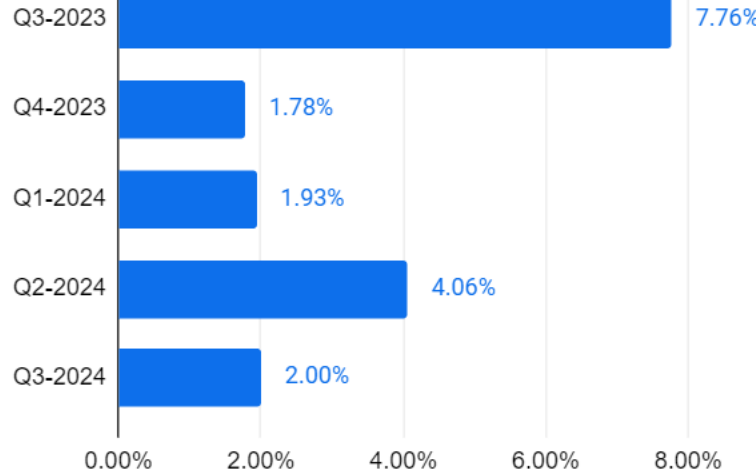


Total Revenue



Select Metric:

Signup Conv Rate



|         | Total Clicks | Signup Conv Rate | Paid Signup Conv Rate | Paid Customers | Free Signups | AOV     | Total Revenue | Commissions | CAC     |
|---------|--------------|------------------|-----------------------|----------------|--------------|---------|---------------|-------------|---------|
| Q3-2023 | 2,456        | 7.76%            | 1.56%                 | 4              | 15           | \$51.97 | \$223.86      | \$64.00     | \$16.00 |
| Q4-2023 | 937          | 1.78%            | 0.61%                 | 5              | 10           | \$20.43 | \$387.81      | \$71.20     | \$15.30 |
| Q1-2024 | 1,236        | 1.93%            | 0.00%                 | 0              | 20           | \$50.41 | \$849.66      | \$0.00      | -       |
| Q2-2024 | 3,142        | 4.06%            | 0.27%                 | 8              | 116          | \$23.56 | \$428.14      | \$98.06     | \$6.68  |
| Q3-2024 | 1,815        | 2.00%            | 0.24%                 | 6              | 32           | \$17.21 | \$394.17      | \$41.28     | \$3.15  |



Select Group:

Marketplace

## Partners

110

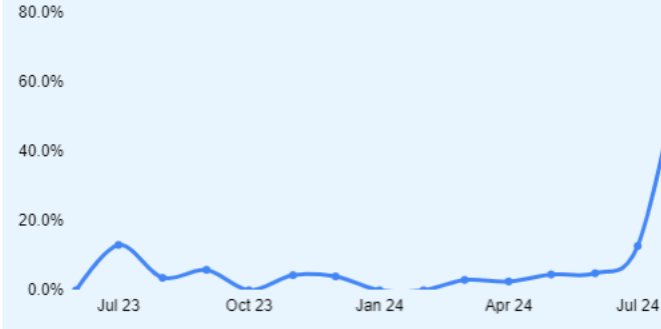
Partners Added



## Partners Logged In

12.23%

Partners Logged In (%)



## Partners with Signups

4.26%

Partners with Signups (%)



## Partners with Paid Customers

1.35%

Partners with Paid Customers (%)



Select Metric:

Transactions

Transactions



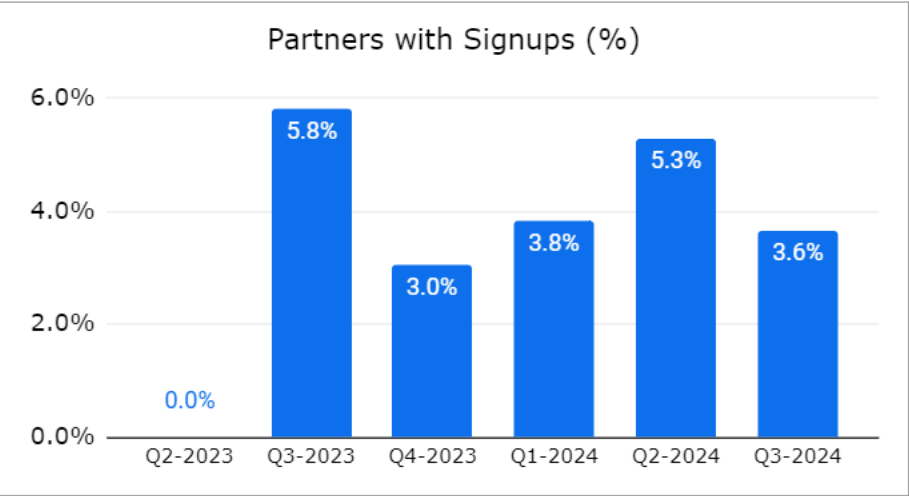
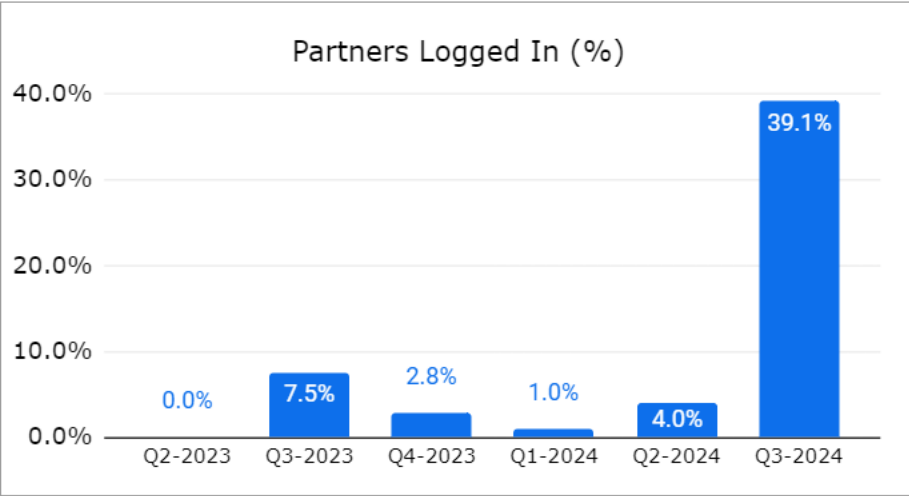
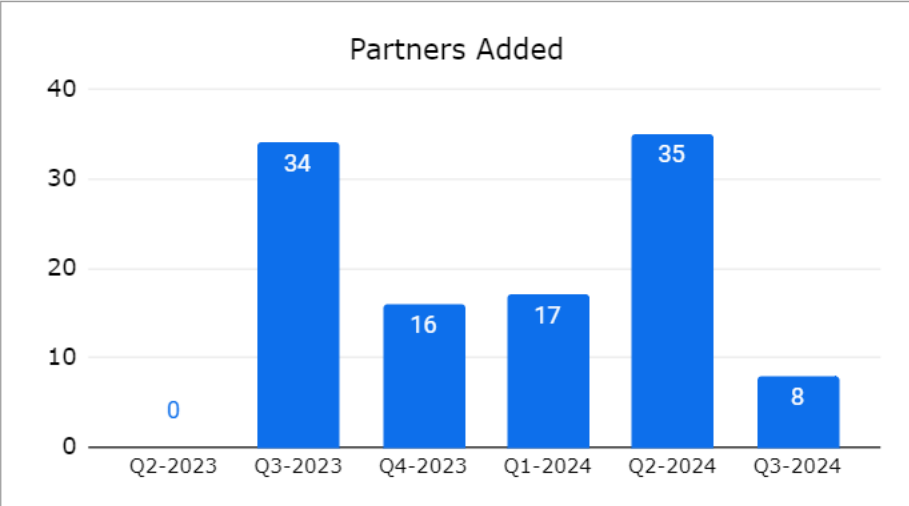
Select Period:

Current Year

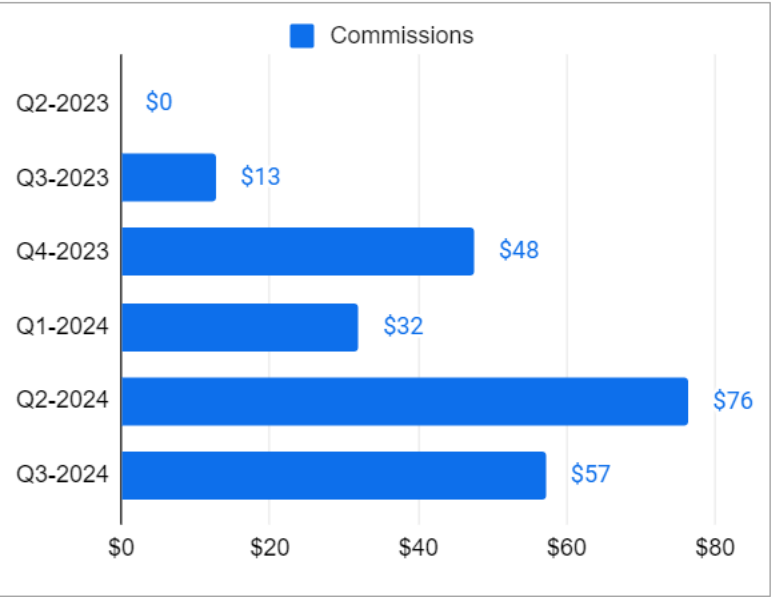
|        | Partners Added | Partners Logged In (%) | Partners with Signups (%) | Partners with Paid Customers (%) | Paid Customers | Unpaid Customers | Transactions | Total Revenue |
|--------|----------------|------------------------|---------------------------|----------------------------------|----------------|------------------|--------------|---------------|
| Jan 24 | 3              | 0.00%                  | 1.89%                     | 0.00%                            | 0              | 1                | 4            | 64            |
| Feb 24 | 6              | 0.00%                  | 5.08%                     | 0.00%                            | 0              | 4                | 3            | 48            |
| Mar 24 | 8              | 2.99%                  | 4.48%                     | 0.00%                            | 0              | 3                | 3            | 48            |
| Apr 24 | 12             | 2.53%                  | 6.33%                     | 0.00%                            | 0              | 19               | 3            | 48            |
| May 24 | 9              | 4.55%                  | 4.55%                     | 2.27%                            | 3              | 50               | 6            | 224           |
| Jun 24 | 14             | 4.90%                  | 4.90%                     | 1.96%                            | 5              | 34               | 9            | 156           |
| Jul 24 | 8              | 12.73%                 | 4.55%                     | 2.73%                            | 5              | 13               | 13           | 220           |
| Aug 24 | 0              | 65.45%                 | 2.73%                     | 0.00%                            | 0              | 5                | 9.0          | 158           |



Quarterly performance



Select Metric: Commissions



|         | Partners Added | Partners Logged In (%) | Partners with Signups (%) | Partners with Paid Customers (%) | Paid Customers | Unpaid Customers | Transactions | Total Revenue |
|---------|----------------|------------------------|---------------------------|----------------------------------|----------------|------------------|--------------|---------------|
| Q2-2023 | 0              | 0.00%                  | 0.00%                     | 0.00%                            | 0              | \$0.00           | \$0.00       | \$0.00        |
| Q3-2023 | 34             | 7.50%                  | 5.79%                     | 2.17%                            | 3              | \$3.00           | \$4.00       | \$63.96       |
| Q4-2023 | 16             | 2.78%                  | 3.04%                     | 2.24%                            | 4              | \$4.00           | \$14.00      | \$237.80      |
| Q1-2024 | 17             | 1.00%                  | 3.82%                     | 0.00%                            | 0              | \$0.00           | \$10.00      | \$159.90      |
| Q2-2024 | 35             | 3.99%                  | 5.26%                     | 1.41%                            | 8              | \$8.00           | \$18.00      | \$428.10      |
| Q3-2024 | 8              | 39.09%                 | 3.64%                     | 1.36%                            | 5              | \$5.00           | \$22.00      | \$378.10      |