

Pocket Geek Auto Report

Installs & First Time User Experience Funnel

Data available since October 22, 2020

Install Source ▾

Platform ▾

Apr 1, 2021 - Apr 30, 2021 ▾

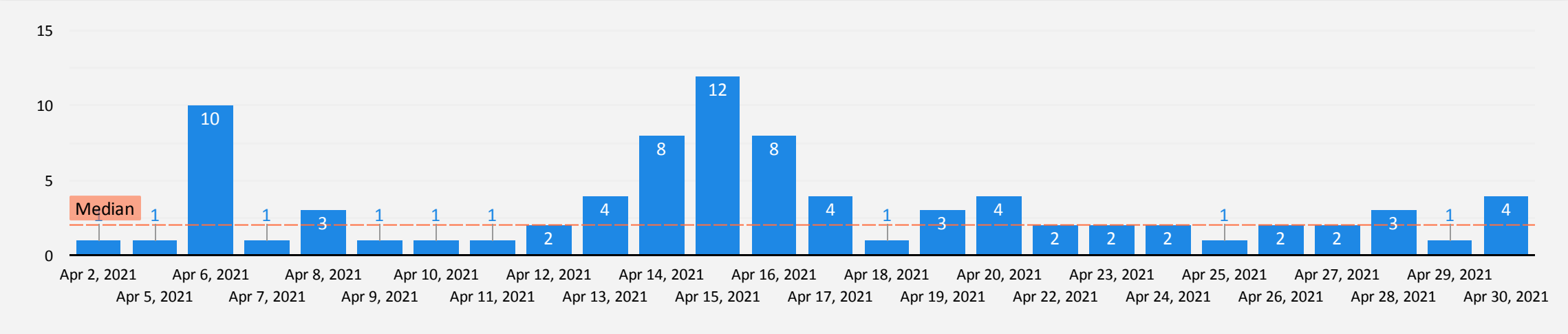
Lifetime Installs ▾

540

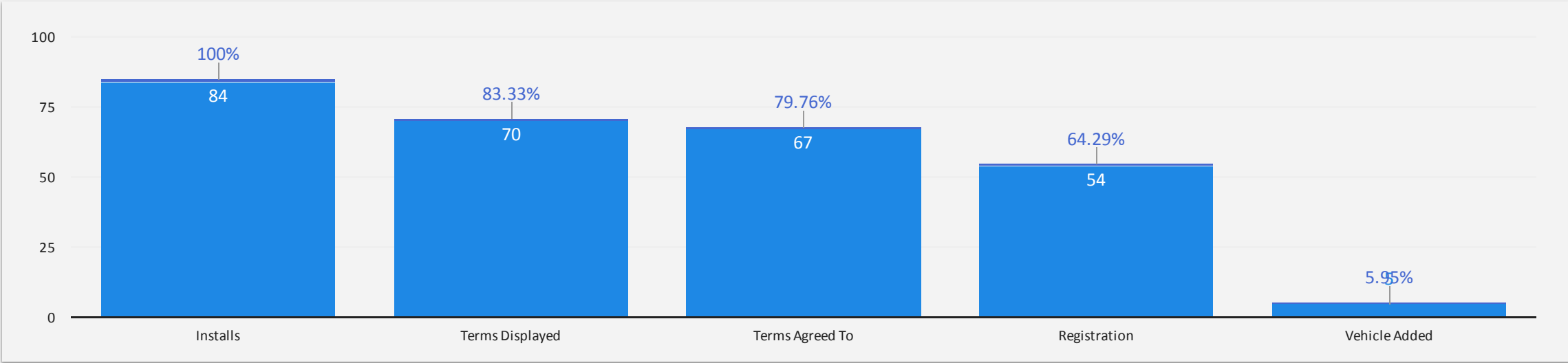
Installs ▾

84

Install Trend



First Time User Experience



Glossary

Lifetime Installs

Summarises all User Installs since the data went live on BQ

Installs

Summarises all User Installs within the timeframe selected on the filter

First Time User Experience

Drop rate of Users who installed the app within the timeframe selected on the filter, from the first process of Installing the app, down to adding a dealer or vehicle for the very first time.

Pocket Geek Auto Report

Daily Active Users & Rolling Retention

Data available since October 22, 2020

Install Source

Platform

Apr 1, 2021 - Apr 30, 2021

D1 Retention

39.3%

↑ 1.79%

D7 Retention

19.0%

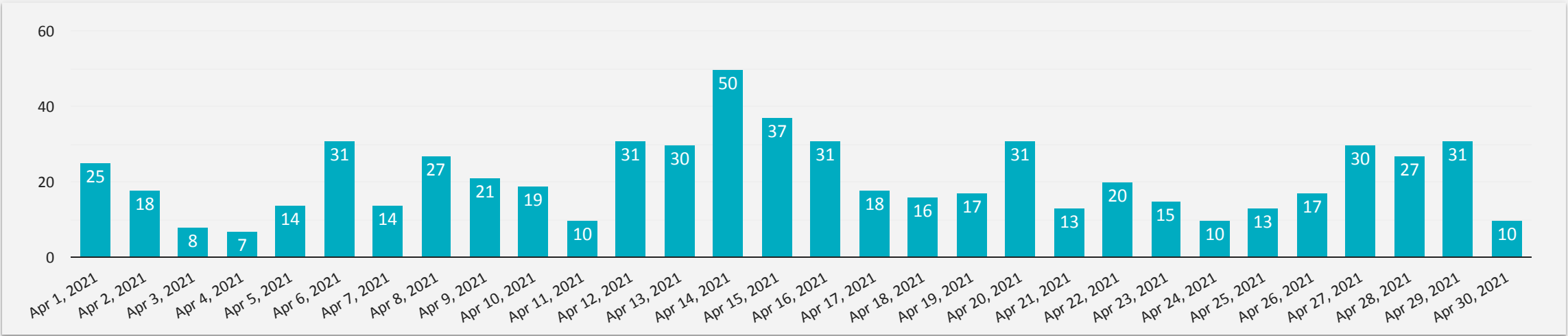
↓ -3.45%

D14 Retention

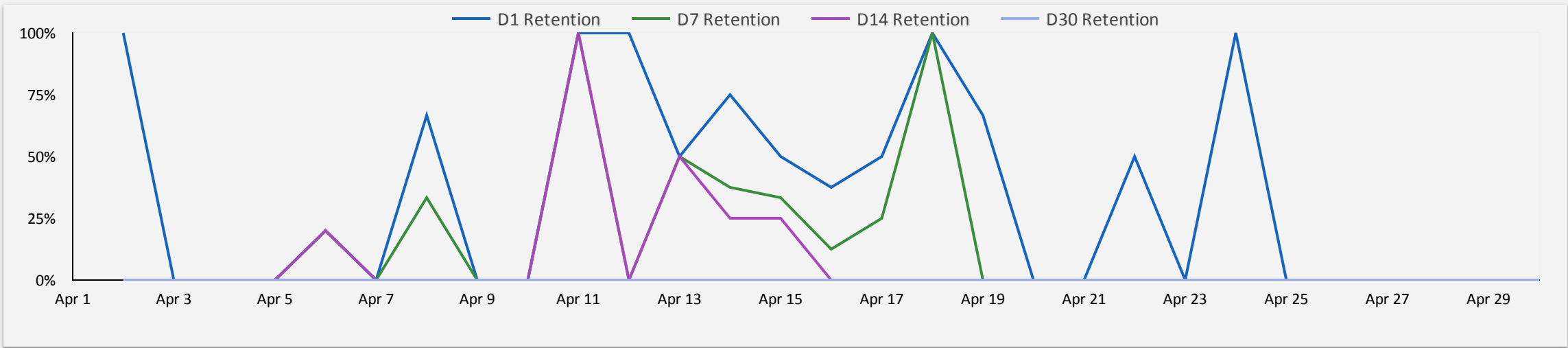
11.9%

↓ -6.85%

Daily Active Users



Rolling Retention



Glossary

D1 Retention

% of users who returned any day after the install date (Number of users that return to the app any day after the day of install/ total number of installs for that day)

D7 Retention

% of users who returned any day after 7 days from install date (Number of users that return to the app 7 days or more after the day of install/total number of installs for that day)

D14 Retention

% of users who returned any day after 14 days from install date (Number of users that return to the app 14 days or more after the day of install/total number of installs for that day)

Rolling Retention

X axis represents all users who installed on that date. Each line represents % of users who interacted after the specified number of days.

The ScoreCard for each retention metric refers to the percentage of user who returned to the app any day after the specific retention days (e.g D7 - anytime after 7 days)

Pocket Geek Auto Report

Notifications Overview

Data available since October 22, 2020

Install Source

Platform

Apr 1, 2021 - Apr 30, 2021

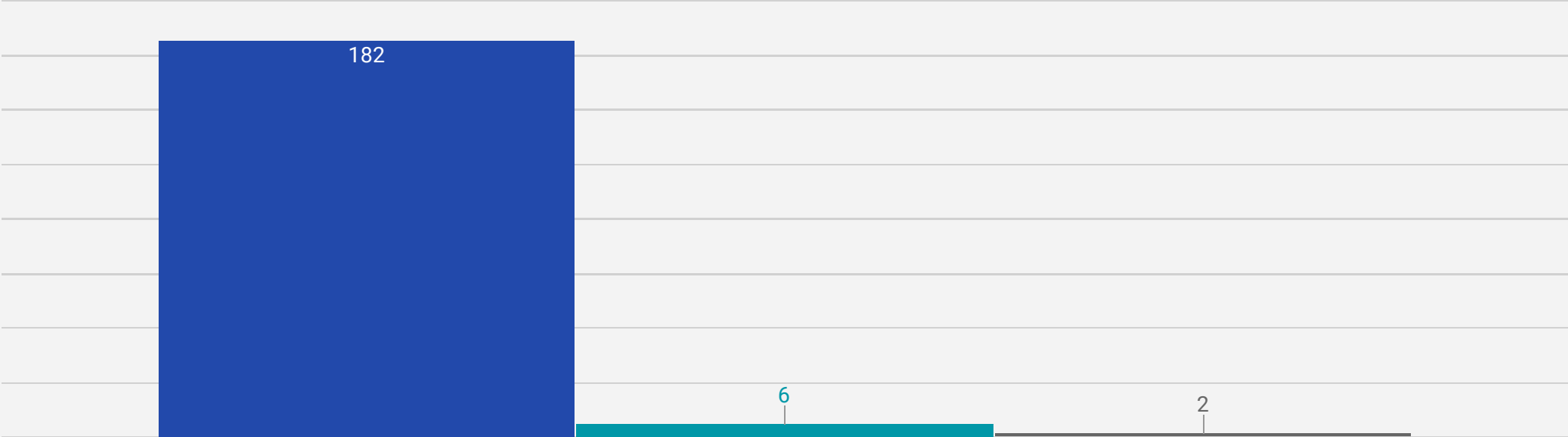
Notification type

Notifications Received

182

Notification Funnel

Notifications Received Notifications Opened Notifications Dismissed



Notifications by Dealer

| | DealerId | DealerName | Users | Notifications Received | Notifications Opened | Notifications Dismissed |
|-----|----------------------------|--|-------|------------------------|----------------------|-------------------------|
| 1. | 000TX002 | FRANK KENT CADILLAC | 12 | 26 | 2 | 0 |
| 2. | 0RVA0269 | BERGLUND LUXURY AUTO | 8 | 12 | 0 | 0 |
| 3. | 000TX002 | none | 7 | 11 | 0 | 0 |
| 4. | 0RVA0271 | BERGLUND LUXURY ROANOKE | 5 | 9 | 1 | 0 |
| 5. | 000VA039 | BERGLUND TOYOTA | 5 | 8 | 0 | 0 |
| 6. | HA004950 | RICK HENDRICK TOYOTA SANDY SPRINGS | 3 | 9 | 2 | 0 |
| 7. | 0RVA0271 | none | 3 | 3 | 0 | 0 |
| 8. | 00003436 | none | 2 | 1 | 0 | 0 |
| 9. | 000TX001 | BMW OF AUSTIN | 2 | 5 | 0 | 2 |
| 10. | 000TX001 | none | 2 | 1 | 0 | 0 |
| 11. | PAC30909 | VIDA MOTORS | 1 | 2 | 0 | 0 |
| 12. | ChIJ9Q9eyPiZcjRk1WYq4S4Eok | Tata Motors Cars Showroom - Classic Motor... | 1 | 1 | 0 | 0 |
| 13. | PAC30433 | AUTO PLAZA MOTORS | 1 | 28 | 0 | 0 |
| 14. | HA004950 | none | 1 | 1 | 0 | 0 |
| 15. | PAC30546 | none | 1 | 9 | 0 | 0 |
| 16. | SEN00049 | CHAMPION AUTO LLC | 1 | 2 | 1 | 0 |
| 17. | DIG02655 | none | 1 | 6 | 0 | 0 |
| 18. | IFS05226 | NORTH COUNTRY AUTO | 1 | 1 | 0 | 0 |
| 19. | IFS25793 | RON CARTER TOYOTA | 1 | 1 | 0 | 0 |
| 20. | ARC09207 | WYLPAT LIMITED | 1 | 1 | 0 | 0 |
| 21. | 00008011 | SUTTON ACURA | 1 | 7 | 0 | 0 |
| 22. | SC015170 | ELLIFF MOTORS | 1 | 1 | 0 | 0 |
| 23. | CT084182 | EVEREST AUTOMOTIVE GROUP | 1 | 1 | 1 | 0 |

Glossary

Notifications by Dealers

These are the number of Notifications sent out by every Dealer in the timeframe selected on the filter.

N.B.
Due to the way and manner the dataset is structured on BigQuery, There are certain Dealer IDs without a recognised Dealer Name and Vice versa.
Hence, the data in the report is in no way duplicated.

Pocket Geek Auto Report

Dealer Details Overview Data available since October 22, 2020

Install Source

Platform

Apr 1, 2021 - Apr 30, 2021

| | | | | |
|------------------|--------------------|----------------------|---------------------|----------------------|
| Lifetime Dealers | Users Added Dealer | Users Added Dealer % | Lifetime Uninstalls | Lifetime Uninstall % |
| 310 | 400 | 74.07% | 42 | 7.78% |

| | | | | |
|----------|---------------|-----------------|------------|-------------|
| Installs | Dealers Added | Dealers Added % | Uninstalls | Uninstall % |
| 84 | 0 | 0.00% | 1 | 1.19% |

| Dealer Promotion Details | | | | |
|--------------------------|----------------------|-------|--------------|----------------|
| Dealer | Deals | Users | Deals Tapped | Deals Tapped % |
| ORVA0269 | 4-Wheel Alignment | 4 | 2 | 50% |
| ORVA0269 | Front/Rear Brake Job | 4 | 2 | 50% |
| ORVA0269 | Synthetic Oil Change | 4 | 2 | 50% |
| ORVA0269 | Brake Fluid | 4 | 2 | 50% |
| ORVA0269 | Free VA Inspection | 4 | 2 | 50% |
| ORVA0271 | Front/Rear Brake Job | 2 | 1 | 50% |
| ORVA0271 | Brake Fluid | 2 | 1 | 50% |
| ORVA0271 | Free VA Inspection | 2 | 1 | 50% |

| Dealer Details | | | | | | | | | | | | | | | |
|----------------|-------|---------------|--------|-------------|-------|--------------|--------|---------------|--------|-------------------------|--------|--------------------|--------|-----------------------|--------|
| Dealer | Users | Service Deals | % | Sales Deals | % | Deals Tapped | % | Dealer Called | % | Personal TechPro Called | % | Repair Shop Called | % | Maintenance Completed | % |
| 000TX002 | 27 | 4 | 14.81% | 1 | 3.7% | 4 | 14.81% | 1 | 3.7% | 1 | 3.7% | 1 | 3.7% | 2 | 7.41% |
| ORVA0269 | 15 | 6 | 40% | 0 | 0% | 2 | 13.33% | 0 | 0% | 0 | 0% | 0 | 0% | 1 | 6.67% |
| 000VA039 | 12 | 1 | 8.33% | 1 | 8.33% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 2 | 16.67% |
| ORVA0271 | 11 | 3 | 27.27% | 0 | 0% | 2 | 18.18% | 1 | 9.09% | 1 | 9.09% | 0 | 0% | 1 | 9.09% |
| 000TX001 | 5 | 1 | 20% | 0 | 0% | 1 | 20% | 1 | 20% | 0 | 0% | 1 | 20% | 1 | 20% |
| 00003436 | 3 | 1 | 33.33% | 0 | 0% | 1 | 33.33% | 1 | 33.33% | 0 | 0% | 1 | 33.33% | 1 | 33.33% |
| HA004950 | 3 | 2 | 66.67% | 0 | 0% | 2 | 66.67% | 0 | 0% | 1 | 33.33% | 1 | 33.33% | 0 | 0% |
| IFS07601 | 2 | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| TT215847 | 2 | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| 000VA044 | 2 | 1 | 50% | 1 | 50% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| ChIJx8uH... | 2 | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 1 | 50% |
| 00010879 | 2 | 1 | 50% | 0 | 0% | 1 | 50% | 0 | 0% | 1 | 50% | 1 | 50% | 0 | 0% |

| Lifetime Users Per Dealer | | | |
|---------------------------|-------|-------------------|--------|
| Dealer | Users | Uninstalled users | % |
| 000TX002 | 174 | 5 | 2.87% |
| 000VA039 | 33 | 1 | 3.03% |
| N0101656 | 29 | 7 | 24.14% |
| PSL00011 | 19 | 1 | 5.26% |
| ORVA0269 | 16 | 0 | 0% |
| ORVA0271 | 13 | 0 | 0% |
| PSL00080 | 11 | 1 | 9.09% |
| 00003436 | 10 | 0 | 0% |
| MI000172 | 9 | 3 | 33.33% |

Glossary

Lifetime Dealers

All distinct Dealers with at least one User since the data went live on BQ

Lifetime Users Added Dealer

Number of users who added a dealer at anytime at all since the data went live on BQ

Lifetime Users Added Dealer%

Number of users who added a dealer at anytime at all, divided by the total number of User Installs (x 100) - since the data went live on BQ

Lifetime Uninstalls

Summarises all Users who Uninstalled the app since the data went live on BQ

Lifetime Uninstalls %

Number of users who uninstalled the app, divided by the total number of User Installs (x 100) - since the data went live on BQ

Dealer Added

Number of Users who Added a Dealer immediately after the Install Process within the timeframe selected on the filter

Dealer Added %

Number of Users who Added a Dealer immediately after the Install Process, divided by the number of User Installs (x 100) - within the timeframe selected on the filter

Uninstalls

Summarises all Users who Uninstalled the app within the timeframe selected on the filter

Uninstalls %

Number of users who uninstalled the app, divided by the total number of User Installs (x 100) - within the timeframe selected on the filter