

Main Overview

Last Update: 18.8.21, 13:07

Brand

Q8

Axia

Financial Allocation

Q8

Axia

Day Of Week

All

Date

6/1/2021

8/18/2021

H

Source

All

Country

All

Praxis Currency

All

Overall Stats (Monthly/Weekly/Daily)

▼ Month	Regs	CR	eCR1d	eCR7d	ARu%	FDP (#)	eFDP1d	Avg	FDP	RDPu	RDP	WD	NDP	TRD%	RDPu%	eRDPu%	TRD	TpT	TRN	Volume	eSpread	RT
⊕ Aug-21	8,519	3.7%	2.1%	2.7%	61%	317	139	\$867	\$274,698	294	\$2,003,075	(\$384,794)	\$1,892,980	93%	22%	29%	1,599	39	61.6K	\$3.8bn	\$2.6	\$202,094
⊕ Jul-21	14,940	3.3%	2.0%	2.7%	60%	496	223	\$607	\$300,913	396	\$2,176,839	(\$288,343)	\$2,189,409	95%	32%	34%	1,599	57	91.8K	\$5.4bn	\$2.6	\$253,460
⊕ Jun-21	14,256	3.6%	1.9%	2.6%	53%	509	214	\$484	\$246,125	417	\$2,213,916	(\$316,578)	\$2,143,462	96%	32%	35%	1,324	77	101.8K	\$8.9bn	\$3.5	\$238,779
Total	37,715	3.5%	2.0%	2.7%	58%	1,322	576	\$622	\$821,736	828	\$6,393,830	(\$989,715)	\$6,225,851	95%	30%	33%	2,812	91	255.1K	\$18.1bn	\$3.0	\$694,333

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Monthly KPIs																					
Month ▼	Regs	aCLSu	aCLSu %	eCR 7d	eCR 30d	ARu%	FDP (#)	Avg	TRD %FDP	TRD	RDPu %TRD	RDP\$ TRD	TpT	Volume	V2E	FpTRD	FpM	C1M	C1M%	Med Dur	
Jan-21	9,885	2,062	45%	2.9%	3.4%	56%	390	\$708	92%	1,086	40%	\$1,894	107	\$6,179M	\$1,195	\$972	\$171	490	43%	132.00	
Dec-20	9,381	288	48%	1.8%	2.3%	38%	256	\$494	89%	1,128	40%	\$1,666	103	\$5,648M	\$1,148	\$916	\$183	530	43%	142.00	
Nov-20	8,143			2.7%	3.2%	12%	343	\$538	88%	1,244	41%	\$1,704	104	\$5,906M	\$1,230	\$695	\$146	442	37%	115.00	
Oct-20	8,487			2.1%	2.6%	44%	312	\$563	87%	1,206	40%	\$1,328	132	\$10,129M	\$2,326	\$504	\$60	588	44%	82.00	
Sep-20	12,629			1.7%	2.1%	48%	321	\$666	87%	1,347	40%	\$1,324	127	\$8,300M	\$1,937	\$314	\$51	560	39%	72.00	
Aug-20	12,422			2.0%	2.4%	55%	358	\$720	87%	1,421	39%	\$1,066	137	\$11,311M	\$1,852	\$448	\$56	687	43%	78.00	
Jul-20	11,398			2.3%	2.7%	62%	420	\$779	79%	1,607	40%	\$1,609	134	\$13,928M	\$1,716	\$511	\$59	945	46%		
Jun-20	11,153			3.2%	3.6%	63%	557	\$625	81%	2,041	38%	\$1,877	102	\$14,486M	\$1,602	\$515	\$73	723	37%		
May-20	13,404			3.0%	3.6%	58%	592	\$980	84%	1,941	41%	\$1,641	102	\$11,906M	\$1,102	\$369	\$60	1144	51%		
Apr-20	16,033			3.7%	4.4%	45%	806	\$1,069	89%	2,243	51%	\$2,296	120	\$9,757M	\$1,230	\$166	\$38	1046	48%		
Mar-20	16,143			2.9%	3.4%		630	\$966	85%	2,186	44%	\$2,741	113	\$9,260M	\$1,431	\$67	\$16	402	30%		
Feb-20	10,043			2.5%	2.8%		370	\$674	72%	1,333	50%	\$2,642	67	\$6,974M	\$1,129	\$68	\$13				
Jan-20	20,975			1.3%	1.6%		406	\$674	54%												
Total	160,096	2,271	47%	2.5%	2.9%	55%	5,761	\$778	83%	7,326	56%	\$5,347	288	\$113,784M	\$22,003	\$1,067	\$69	747	47%	98.00	

Country Comparison

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3/1/2021

5/31/2021

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Source

All

Overall Stats (Monthly/Weekly/Daily)

ISO	Mar-21	Apr-21	May-21	Total
SAU				
Regs	4,388	6,252	7,148	17,788
Regs%	43%	42%	47%	44%
CR	5.0%	4.0%	3.4%	4.0%
ARu%FDP	58%	53%	50%	54%
FDP	219	250	240	709
Avg FDP	\$408	\$588	\$542	\$517
RDPu%	34%	34%	30%	33%
KWT				
Regs	1,534	2,111	2,144	5,789
Regs%	15%	14%	14%	14%
CR	4.5%	3.7%	4.0%	4.0%
ARu%FDP	71%	59%	75%	68%
FDP	69	79	85	233
Avg FDP	\$573	\$1,196	\$587	\$789
RDPu%	39%	47%	44%	43%
UAE				
Regs	1,833	2,993	2,685	7,511
Regs%	18%	20%	18%	19%
CR	4.0%	3.0%	3.7%	3.5%
ARu%FDP	68%	71%	66%	69%
FDP	73	90	100	263
Avg FDP	\$776	\$826	\$895	\$838
RDPu%	36%	47%	40%	41%
QAT				
Regs	875	1,167	1,202	3,244
Regs%	9%	8%	8%	8%
CR	3.0%	4.5%	4.3%	4.0%
ARu%FDP	63%	73%	73%	71%
FDP	26	52	52	130
Avg FDP	\$337	\$775	\$605	\$619
FDP %	166%	500%	110%	178%
Regs	10,161	14,866	15,202	40,229
Regs%	100%	100%	100%	100%
CR	4.2%	3.5%	3.5%	3.7%
ARu%FDP	62%	58%	58%	60%
FDP	431	520	536	1,487
Avg FDP	\$495	\$725	\$599	\$613
RDPu%	37%	41%	37%	38%

NDPxd (NDP as a function of days from FDP date)

Last Update: 18.8.21, 13:07

FDP Date

1/1/2020

12/31/2021

Day Of Week

All

FDPd

Multiple selections

Country

All

FDPs

Source	FDP
	6,632
Adroll	2
Affiliation	628
CalendarIn...	1
DailyVesting	3
DV360	1
Engageya	3
EvestsignG...	1
Facebook	80
GeckoAR_TA	4
Google	700
IB	5
NabdApp	9
Organic	171
Q8Migration	613
Retention ...	22
Total	8,938
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NDPxd by FDP Tier

Name	1	10	20	30	40	50	60	90
5,000\$	\$11,027	\$19,535	\$23,827	\$25,867	\$28,831	\$31,590	\$40,973	\$40,695
2,500\$	\$3,741	\$8,597	\$9,773	\$10,792	\$13,392	\$13,748	\$16,144	\$18,167
1,000\$	\$1,666	\$3,482	\$4,546	\$5,509	\$6,336	\$6,731	\$6,853	\$7,159
500\$	\$746	\$1,266	\$1,639	\$1,886	\$2,003	\$2,144	\$2,197	\$2,532
270\$	\$486	\$814	\$1,005	\$1,206	\$1,336	\$1,423	\$1,499	\$1,628
0	\$361	\$628	\$772	\$912	\$988	\$1,045	\$1,091	\$1,219
Total	\$915	\$1,703	\$2,115	\$2,436	\$2,733	\$2,918	\$3,261	\$3,467

NDPxd by Source

Source	1	10	20	30	40	50	60	90
	\$909	\$1,660	\$2,081	\$2,434	\$2,749	\$2,932	\$3,240	\$3,483
Adroll	\$525	\$525	\$525	\$525	\$525	\$525	\$525	\$525
Affiliation	\$793	\$1,382	\$1,701	\$1,943	\$2,135	\$2,227	\$2,309	\$2,459
CalendarIn...	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
DailyVesting	\$2,250	\$2,850	\$4,183	\$4,183	\$4,183	\$4,183	\$4,183	\$4,517
DV360	\$250	\$2,250	\$2,250	\$2,250	\$2,250	\$2,250	\$2,250	\$2,250
Engageya	\$339	\$339	\$339	\$339	\$339	\$339	\$339	\$339
EvestsignG...	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Facebook	\$610	\$1,390	\$1,647	\$1,805	\$1,953	\$1,956	\$1,962	\$1,965
GeckoAR_TA	\$675	\$1,300	\$2,438	\$5,388	\$6,638	\$6,638	\$6,638	\$6,638
Google	\$1,072	\$1,761	\$2,143	\$2,277	\$2,352	\$2,431	\$2,484	\$2,563
IB	\$1,510	\$2,130	\$2,690	\$2,825	\$2,825	\$2,825	\$2,825	\$3,225
NabdApp	\$898	\$1,609	\$2,520	\$3,631	\$3,598	\$3,598	\$3,598	\$3,820
Organic	\$1,288	\$2,942	\$3,328	\$3,300	\$4,924	\$6,167	\$6,084	\$5,879
Q8Migration	\$777	\$1,938	\$2,367	\$2,745	\$2,908	\$3,091	\$4,630	\$4,794
Retention ...	\$2,879	\$5,379	\$6,656	\$6,878	\$6,909	\$6,909	\$6,941	\$6,941
Total	\$915	\$1,703	\$2,115	\$2,436	\$2,733	\$2,918	\$3,261	\$3,467

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Please note that the RDPu are for the SAME customers that made a FDP in the given time and Country.
Therefore, do not compare this # to other RDPu reports

Overall Stats (Monthly/Weekly/Daily)

ISO	Regs	CR	eCR7d	ARu%	FDP (#)	Avg	FDP	RDPu	RDP	Avg RDPu	WD	NDP	TRD%	RDPu%	TRD	TpT	TRN	Volume	Fees	Revenue	Net PL	
BHR	287	2.4%	1.7%	50%	7	\$538	\$3,766	4	\$57,450	3.5	(\$5,424)	\$56K	86%	57%	23	69	1,598	\$96,733,479	\$22,198	\$108,738	\$68,902	
OOO	372	4.8%	2.7%	60%	18	\$498	\$8,962	9	\$200,481	4.8	(\$3,530)	\$206K	100%	50%	52	51	2,648	\$133,942,166	\$15,140	\$86,053	\$83,443	\$
QAT	875	3.0%	2.3%	63%	26	\$337	\$8,760	12	\$346,848	8.3	(\$38,462)	\$317K	92%	46%	108	98	10,554	\$577,432,154	\$158,144	\$412,734	\$322,529	\$
KWT	1,534	4.5%	3.5%	71%	69	\$573	\$39,566	27	\$573,292	5.2	(\$38,227)	\$575K	97%	39%	195	68	13,308	\$1,139,339,336	\$374,544	\$374,760	\$433,797	
UAE	1,833	4.0%	3.2%	68%	73	\$776	\$56,658	26	\$327,552	5.0	(\$43,975)	\$340K	100%	36%	180	70	12,545	\$1,175,330,237	\$189,154	\$8,506	\$534,382	
SAU	4,388	5.0%	3.6%	58%	219	\$408	\$89,429	74	\$691,181	3.2	(\$65,215)	\$715K	94%	34%	566	105	59,183	\$2,898,797,277	\$457,793	\$1,397,616	\$766,552	
OMN	872	2.2%	1.5%	56%	19	\$338	\$6,419	6	\$76,400	6.8	(\$7,303)	\$76K	100%	32%	59	91	5,359	\$186,977,330	\$31,656	\$113,877	\$73,704	
Total	10,161	4.2%	3.1%	62%	431	\$495	\$213,560	158	\$2,273,205	4.5	(\$202,136)	\$2,285K	96%	37%	1,183	89	105,195	\$6,208,551,980	\$1,248,629	\$2,502,285	\$2,283,310	

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Source

All

Country

All

Overall Stats (Monthly/Weekly/Daily)

Quarter Offset	Regs	CR	eCR7d	ARu%	FDP (#)	Avg	FDP	RDPu	RDP	WD	NDP	TRD%	RDPu%	TRD	TpT	TRN	Volume	Fees	Revenue	Net PL	Equity
0	23,459	3.5%	2.7%	61%	813	\$708	\$576K	571	\$4,180K	(\$673K)	\$4,082K	94%	28%	2,346	65	153.4K	\$9.2bn	\$2,412K	\$2,414K	\$3,383K	\$5.9M
-1	44,324	3.5%	2.8%	57%	1,565	\$603	\$944K	864	\$6,877K	(\$800K)	\$7,022K	96%	37%	2,360	123	291.4K	\$23.2bn	\$3,835K	\$7,204K	\$6,835K	\$3.6M
-2	29,782	4.0%	3.1%	63%	1,189	\$609	\$724K	947	\$6,361K	(\$692K)	\$6,393K	95%	40%	2,132	157	335.6K	\$20.3bn	\$3,738K	\$7,028K	\$7,338K	\$3.6M
-3	26,011	3.5%	2.2%	35%	911	\$534	\$487K	998	\$5,601K	(\$857K)	\$5,230K	88%	39%	2,059	197	404.9K	\$21.7bn	\$2,506K	\$5,243K	\$5,362K	\$4.9M
-4	36,449	3.0%	2.0%	58%	1,099	\$727	\$799K	1,182	\$5,882K	(\$1,825K)	\$4,855K	84%	42%	2,523	230	580.9K	\$33.5bn	\$1,881K	\$11,672K	\$9,603K	\$4.3M
-5	40,590	4.8%	3.3%	66%	1,955	\$915	\$1,789K	1,922	\$12,165K	(\$4,320K)	\$9,634K	85%	46%	3,707	182	676.0K	\$36.1bn	\$2,140K	\$7,175K	\$7,077K	\$9.0M
-6	47,161	3.0%	2.1%		1,406	\$805	\$1,132K	1,596	\$13,468K	(\$2,010K)	\$12,590K	73%	47%	2,588	130	335.4K	\$16.2bn	\$237K	\$16,592K	\$13,357K	\$6.5M
Total	247,776	3.6%	2.6%	59%	8,938	\$722	\$6,451K	5,389	\$54,534K	(\$11,177K)	\$49,807K	88%	41%	10,519	264	2,777.5K	\$160.4bn	\$16,749K	\$57,328K	\$52,956K	\$5.9M

Country FDP Tiers

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Countries Slit Into FDP Tiers Over Time

ISO	SAU			KWT			
Month	> 500\$	0\$ - 500\$	Total	> 500\$	0\$ - 500\$	Total	> 500\$
Aug-21							
FDP (#)	28	124	152	10	39	49	7
FDP (\$)	\$65,983	\$32,979	\$98,961	\$13,649	\$10,913	\$24,562	\$18,503
RDPu	9	19	28	4	8	12	2
RDPu%	32%	15%	18%	40%	21%	24%	29%
Avg RDPu	5.4	1.3	2.6	3.5	1.8	2.3	1.0
PV	\$7,136	\$510	\$1,731	\$2,420	\$835	\$1,158	\$3,486
NDP (\$)	\$199,806	\$63,264	\$263,069	\$24,199	\$32,561	\$56,760	\$24,403
Jul-21							
FDP (#)	25	197	222	18	76	94	8
FDP (\$)	\$31,277	\$53,388	\$84,665	\$35,912	\$20,109	\$56,021	\$27,550
RDPu	13	52	65	13	29	42	2
RDPu%	52%	26%	29%	72%	38%	45%	25%
Avg RDPu	2.9	2.9	2.9	3.2	2.6	2.8	2.0
PV	\$2,933	\$1,554	\$1,709	\$9,869	\$1,674	\$3,243	\$3,858
NDP (\$)	\$73,326	\$306,117	\$379,444	\$177,645	\$127,220	\$304,865	\$30,860
Jun-21							
FDP (#)	29	223	252	14	53	67	22
FDP (\$)	\$58,538	\$59,518	\$118,056	\$20,849	\$14,888	\$35,737	\$40,949
RDPu	10	59	69	7	17	24	14
RDPu%	34%	26%	27%	50%	32%	36%	64%
Avg RDPu	5.6	2.7	3.1	4.6	2.5	3.1	4.4
PV	\$10,385	\$842	\$1,940	\$9,195	\$1,361	\$2,998	\$12,147
NDP (\$)	\$301,179	\$187,670	\$488,849	\$128,733	\$72,109	\$200,842	\$267,235
May-21							
FDP (#)	39	201	240	17	68	85	26
FDP (\$)	\$75,660	\$54,342	\$130,002	\$29,594	\$20,313	\$49,907	\$68,737
RDPu	21	50	71	11	26	37	17
RDPu%	54%	25%	30%	65%	38%	44%	65%
Avg RDPu	6.7	5.2	5.6	4.3	2.9	3.3	7.1
PV	\$4,755	\$1,791	\$3,004	\$6,339	\$1,287	\$2,797	\$22,111
FDP (#)	254	1,465	1,719	114	443	557	111
FDP (\$)	\$539,136	\$395,673	\$934,809	\$259,092	\$123,532	\$382,624	\$314,152
RDPu	124	419	543	71	154	225	64
RDPu%	49%	29%	32%	62%	35%	40%	58%
Avg RDPu	6.0	3.2	3.8	4.5	3.4	3.7	6.1
PV	\$8,385	\$1,108	\$2,183	\$7,717	\$1,914	\$3,102	\$22,377
NDP (\$)	\$2,129,707	\$1,623,465	\$3,753,171	\$879,773	\$847,771	\$1,727,543	\$2,483,851

AVG_RDPu

NDP

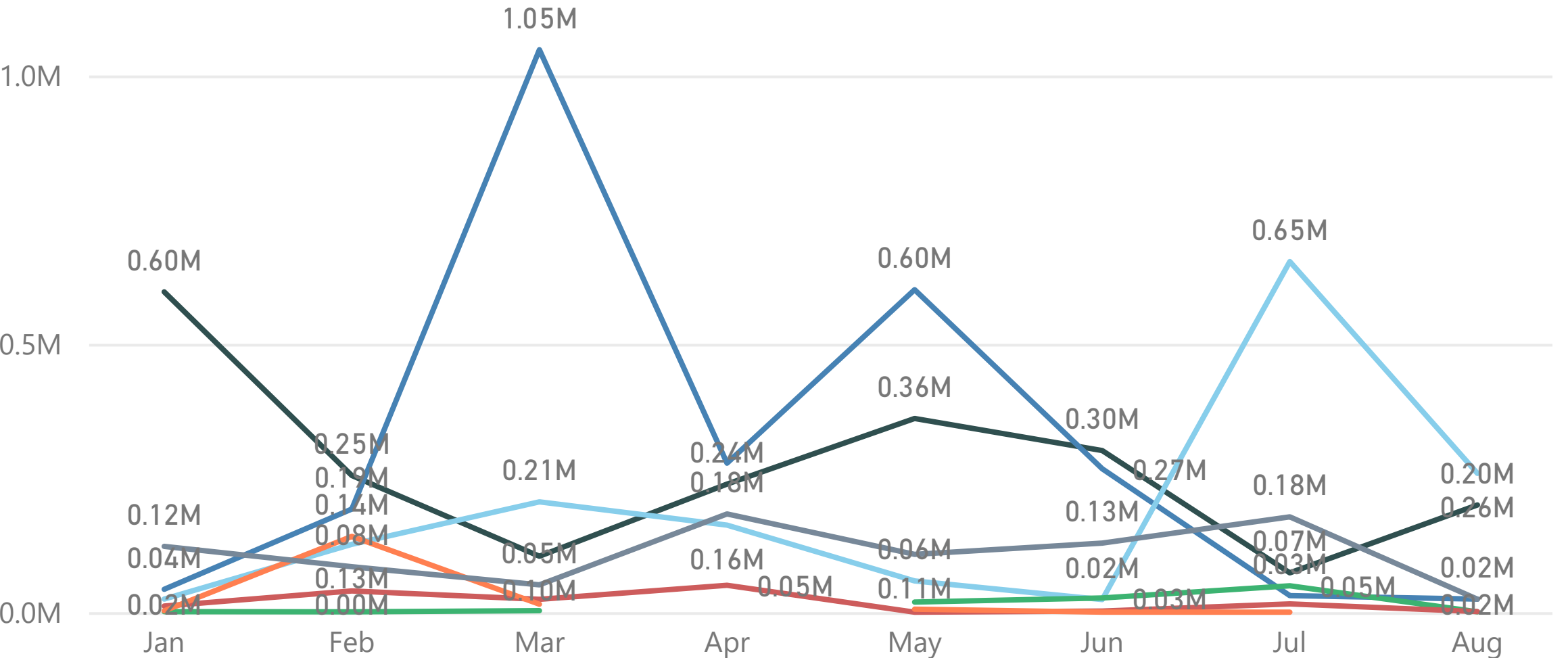
PV

RDPu

RDPu%

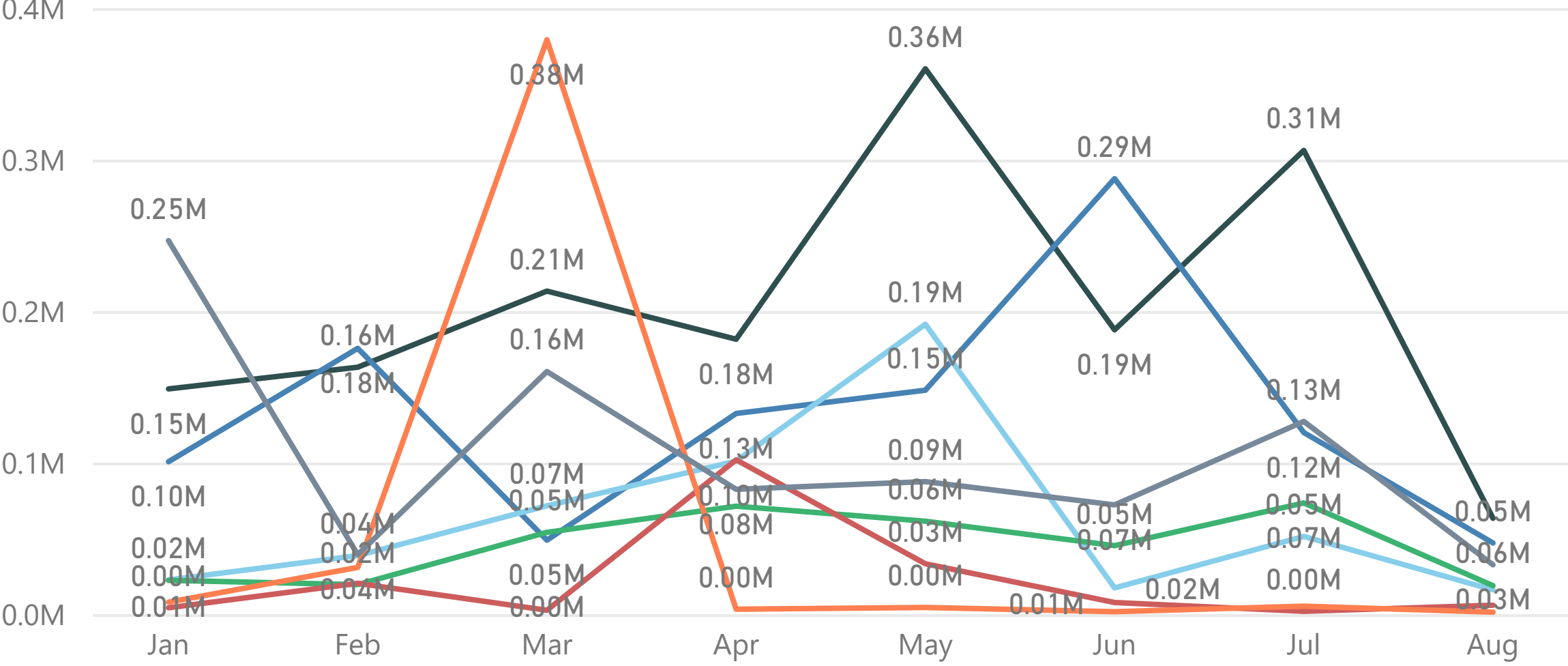
Seelcted Measure For FDPs Above500\$

ISO ●SAU ●KWT ●UAE ●QAT ●OMN ●BHR ●OOO



Seelcted Measure For FDPs Under 500\$

ISO ●SAU ●KWT ●UAE ●QAT ●OMN ●BHR ●OOO



Hourly Overview

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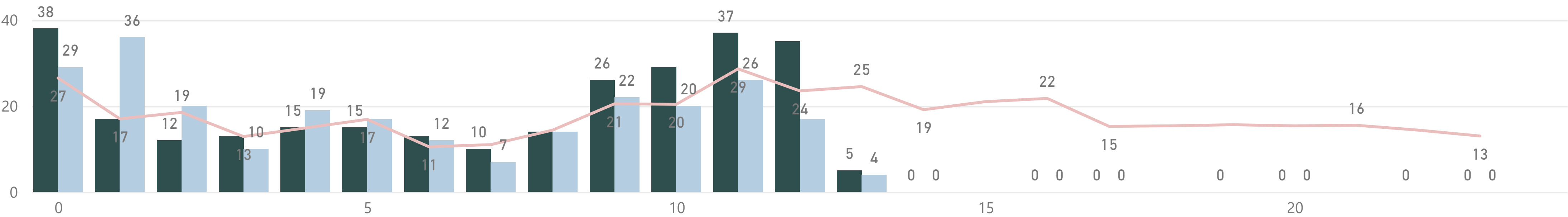
Hour Of Day

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23

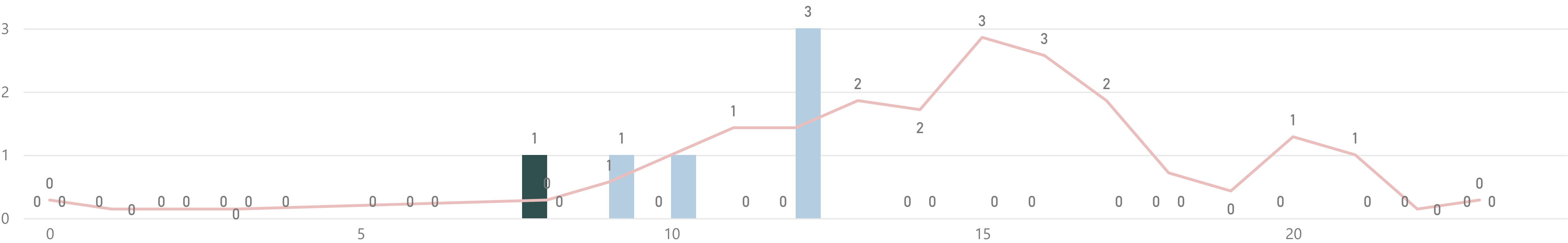
Hourly Regs

Regs Regs YST Avg 7d



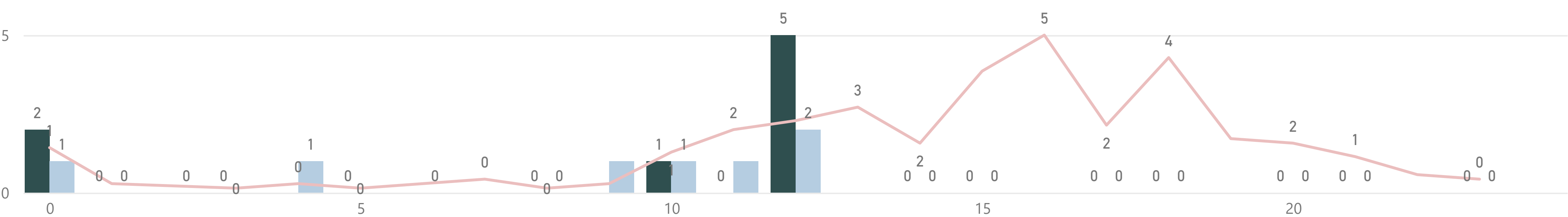
Hourly FDP

FDP Today FDP Yesterday Avg 7d



Hourly RDP

RDP RDP YST Avg 7d



Hourly Calls Overview

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Hour Of Day

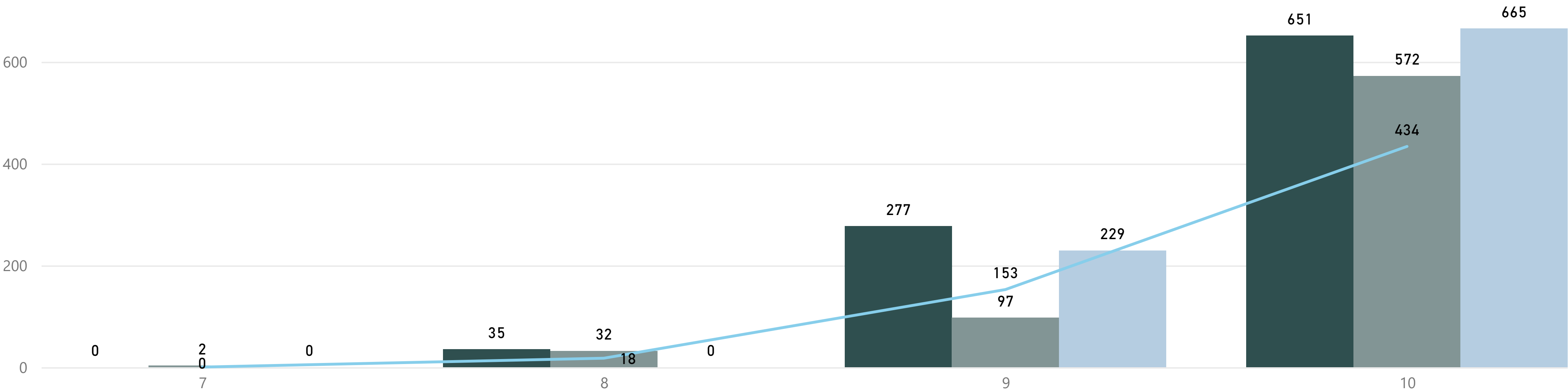
7

10



Hourly Sales Unique Calls

Uq Calls Uq Calls YST Uq Calls 3d ago Avg 7d



Hourly Retention Unique Calls

Uq Calls Uq Calls YST Uq Calls 3d ago Avg 7d

