

Ø=ÜÈ SPIRAL Investor Digest – 8/27/2025

### Executive Summary

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### Platform Growth

- Total Active Entities: 4
- Verified Shoppers: 1
- Onboarded Retailers: 1
- Partner Malls: 1
- Launched Cities: 1

### Financial Performance

- Total SPIRAL Sales: \$510,000
- SPIRALs Earned: 32,200
- Avg Revenue per Retailer: \$510,000
- Avg SPIRALs per Shopper: 32,200

### Key Performance Indicators

- Invite Conversion Rate: 48.0%
- Platform Engagement Score: 6.3/10
- Market Penetration: 1.0% of target

### Strategic Highlights

- Top Performing Retailer:  
launch\_retailer\_demo
- Leading Market City: N/A
- Growth Trajectory: Accelerating
- Operational Status: Production Ready

### SOAP-G Intelligence Summary

This automated digest is generated daily at 9:00 AM Central Time. Comprehensive CSV data and branded PDF charts are attached for detailed analysis. All metrics reflect verified production

data from the SPIRAL Commerce  
Platform.

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Generated by SPIRAL Launch  
Snapshot Export System

Top 5 Retailers by SPIRAL Sales

Retailer ID	SPIRAL Sales	Transactions	Conversion Rate
launch_retailer_demo	\$75,000	320	48.0%

Top 5 Cities  
by SPIRAL  
Sales

City	SPIRAL Sales	Active Shoppers	Retailers	SPIRALs Earned
Unknown	\$295,000	6800	89	185,000

