Monthly Perfomance Overview

Monthly Key Results

Total Revenue
May 2023
$136,945
-$14,135(-9.36%)
vs Previous Month
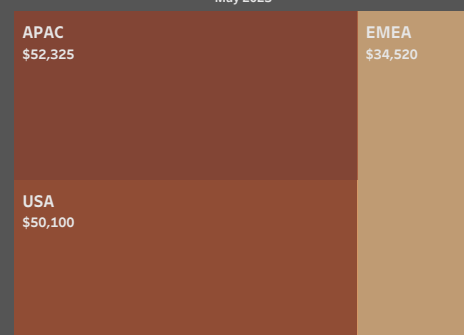
Paid Users
May 2023
3,623
-276(-7.1%)
vs Previous Month

ARPPU
May 2023
$37.8
-$0.9(-2.45%)
vs Previous Month

Total Revenue by Location

May 2023

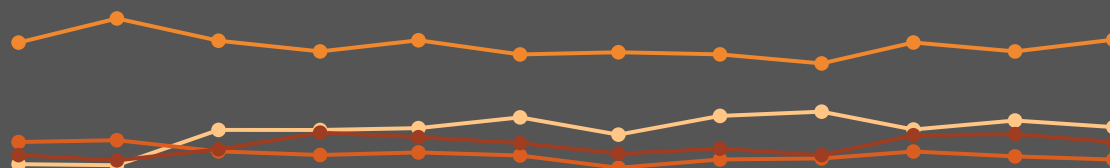| APAC	EMEA
$52,325	$34,520

USA	
$50,100	

Product Performance & Retention Insights

ARPPU by Products by Months

Choose Metric
ARPPU

Legend: Customer Success · Marketing Automation · Main App · Publishing

June 2022   August 2022   October 2022   December 2022   February 2023   April 2023

Retention by Cohort

	0	1	2	3	4	5	6	7	8	9	10	11
June 2022	100.0%	87.5%	79.4%	69.7%	66.5%	61.2%	52.6%	47.4%	44.9%	44.0%	36.7%	30.3%
July 2022	100.0%	80.0%	68.5%	59.7%	54.0%	41.9%	43.6%	38.4%	37.0%	32.6%	26.0%	0.0%
August 2022	100.0%	75.4%	68.7%	58.5%	44.4%	39.7%	36.8%	36.9%	32.7%	27.1%	0.0%	0.0%
September 2022	100.0%	76.8%	70.2%	53.0%	39.9%	36.6%	36.3%	29.3%	20.9%	0.0%	0.0%	0.0%
October 2022	100.0%	77.5%	61.7%	50.5%	39.5%	37.2%	31.5%	21.7%	0.0%	0.0%	0.0%	0.0%
November 2022	100.0%	71.5%	64.1%	56.3%	48.9%	39.9%	30.9%	0.0%	0.0%	0.0%	0.0%	0.0%
December 2022	100.0%	75.0%	65.2%	57.6%	41.2%	32.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
January 2023	100.0%	77.1%	69.1%	55.1%	37.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
February 2023	100.0%	78.2%	64.0%	53.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
March 2023	100.0%	75.1%	59.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
April 2023	100.0%	69.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
May 2023	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%