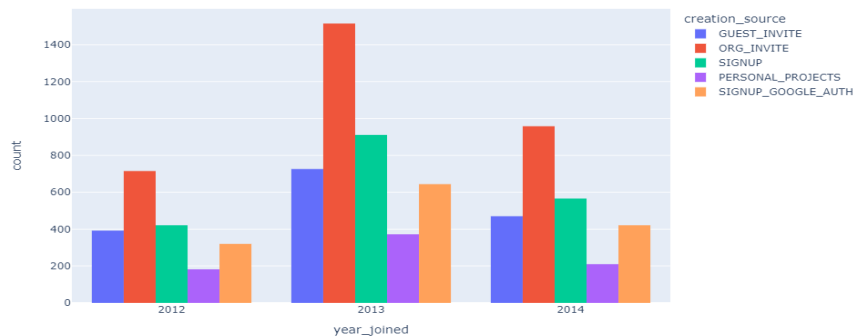
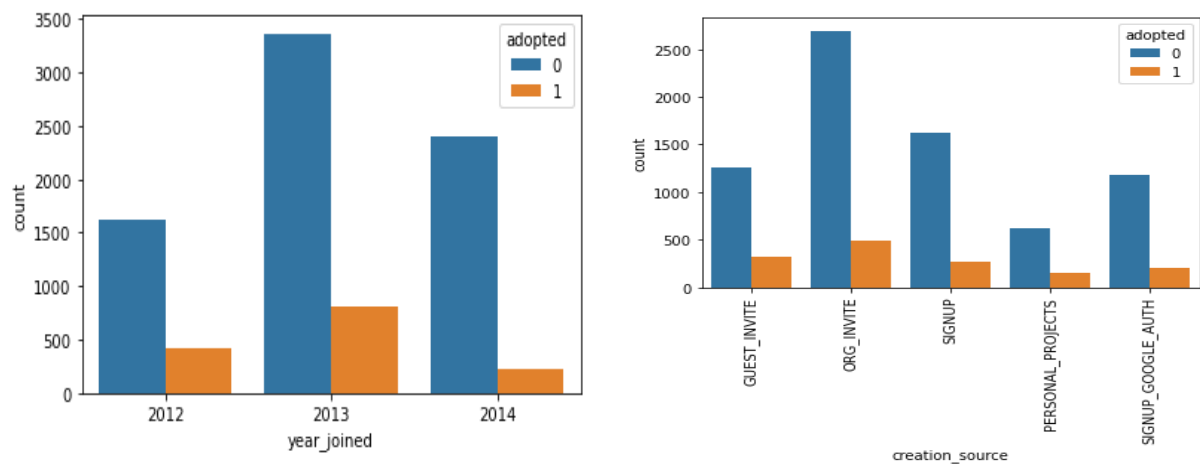


The number of people who signed up was highest in 2013 and **organisational invite** was the mode through which maximum people joined in all years. Approaching the organisations with specified features of the product that is beneficial to them will increase user adoption.



Among the 1445 'adopted users', which is 19.5% of total active users(8823), more number of adopted users joined in 2013, out of which maximum were invited through their organisation.



The figure shows the active days of the adopted and non-adopted users.



Opted to mailing list and enabled for marketing drip doesn't make difference in user adoption.