Overview

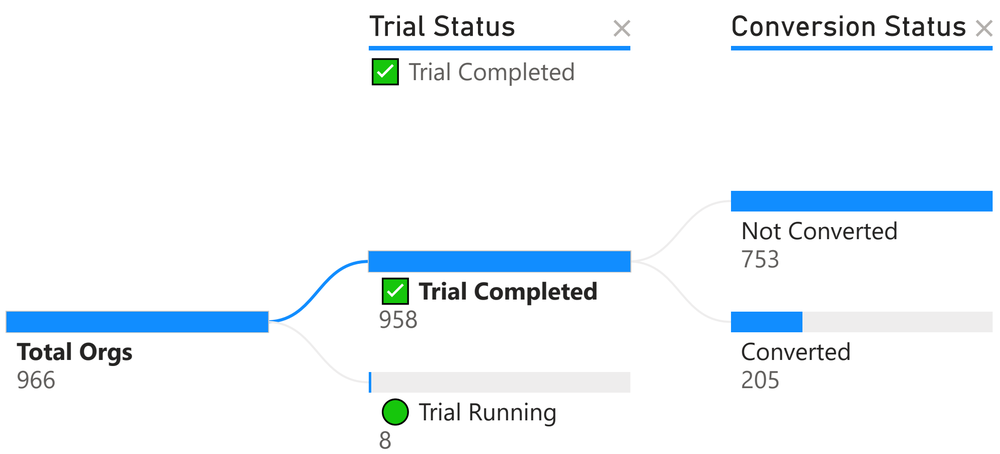
0.21
Conversion Rate

30.27
Avg Time to Convert (Days)

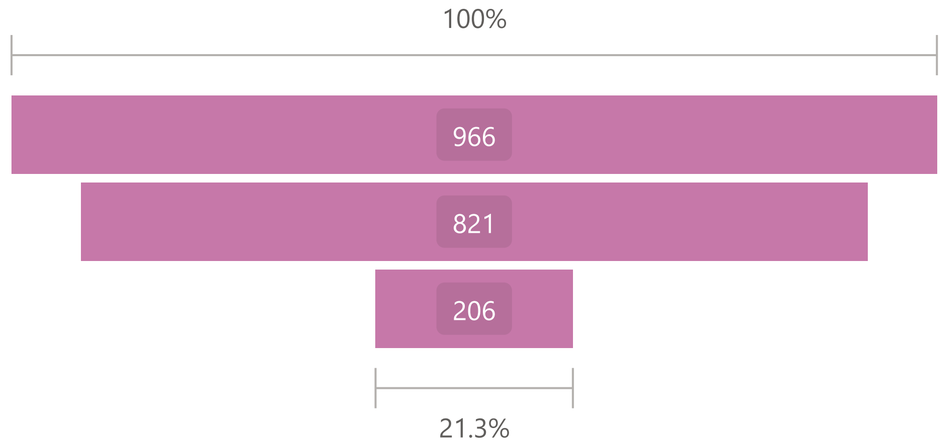
103K
Total EVENTS

106.52
Avg Activities per Org

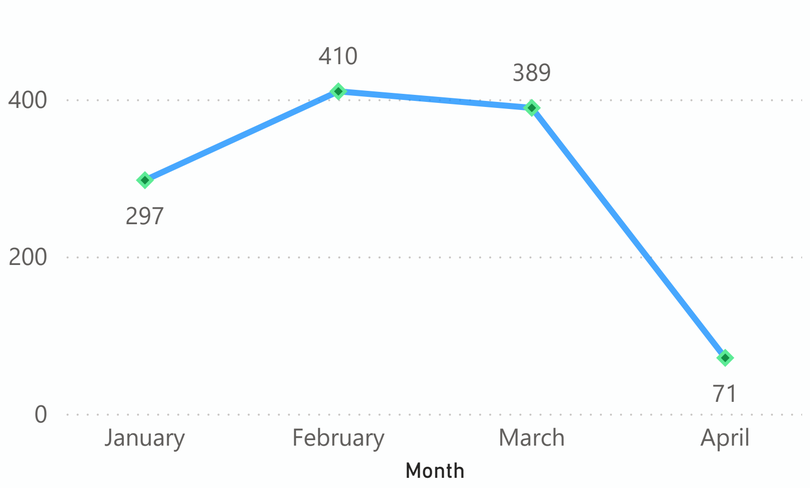
0.16
% New Users (Last 30 Days)



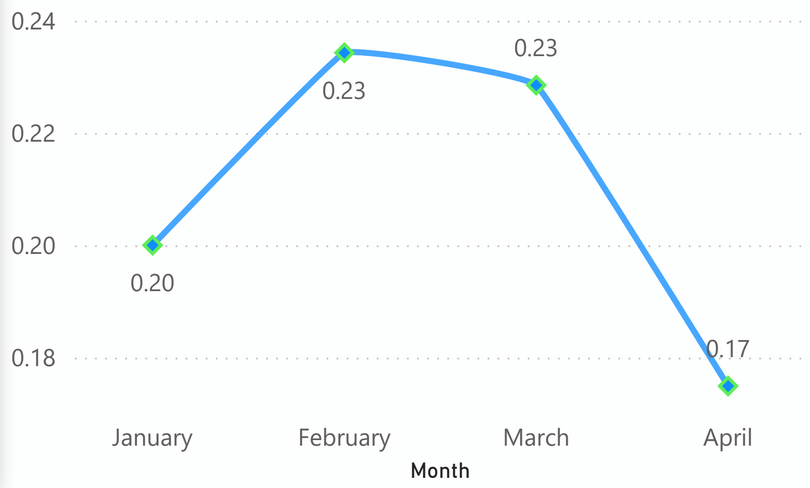
Organizations Journey



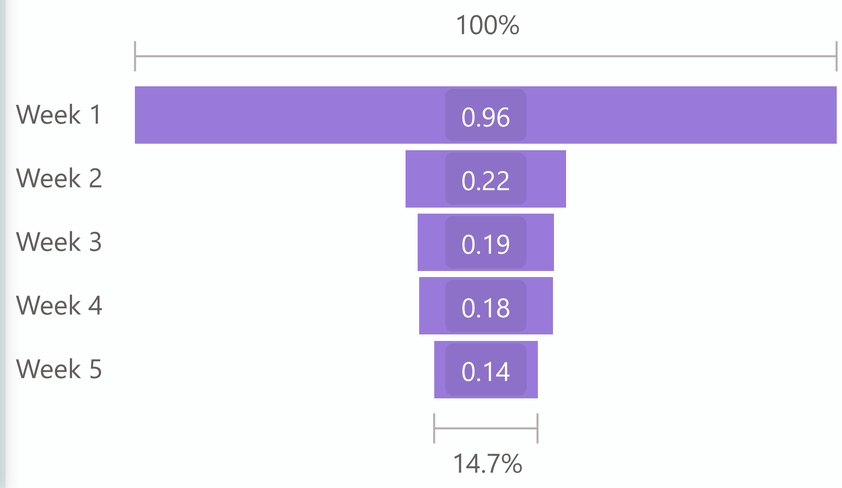
Active Organizations Trend



Conversion Rate Trend



Percentage of Active Organizations during Trial



Overview 2

CONVERTED

All

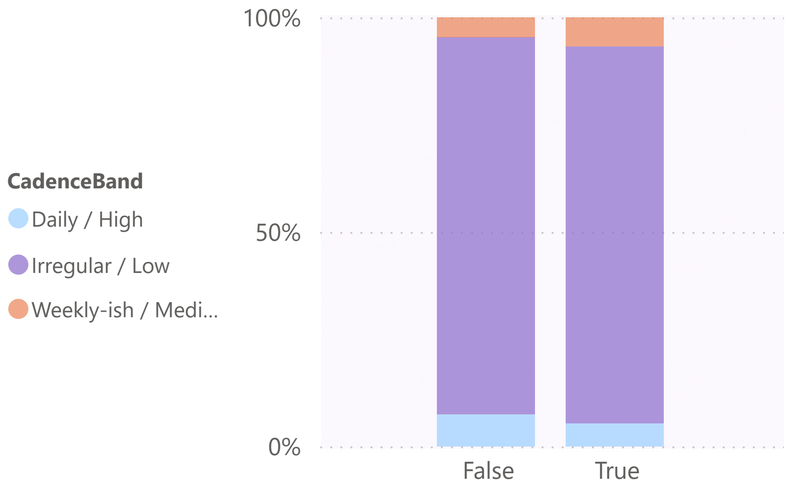
ACTIVITY_CATEGORY

All

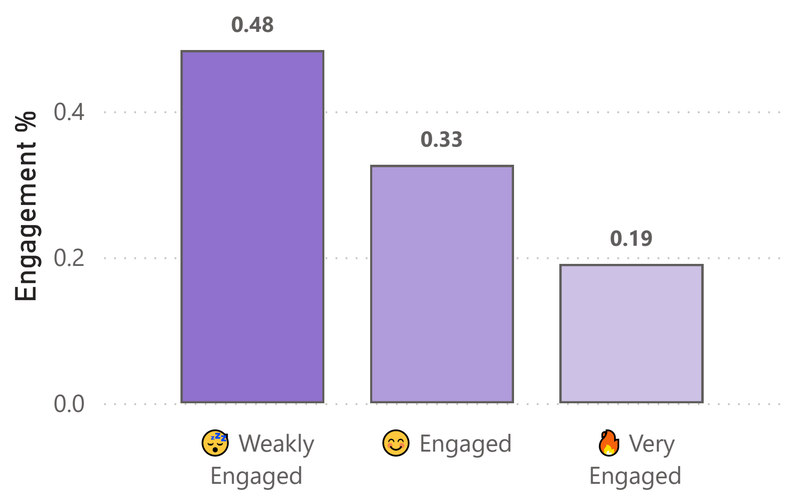
DATE

1/1/2024 — 4/29/2024

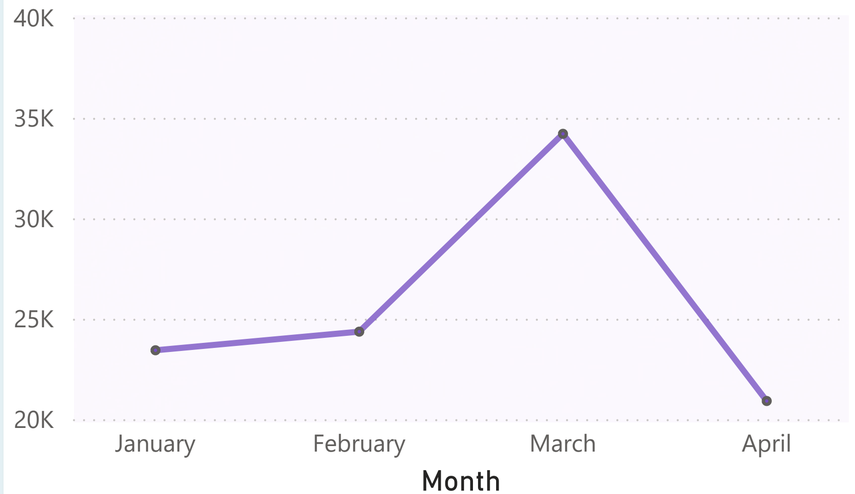
Cadence Mix by Conversion Status (% of Orgs)



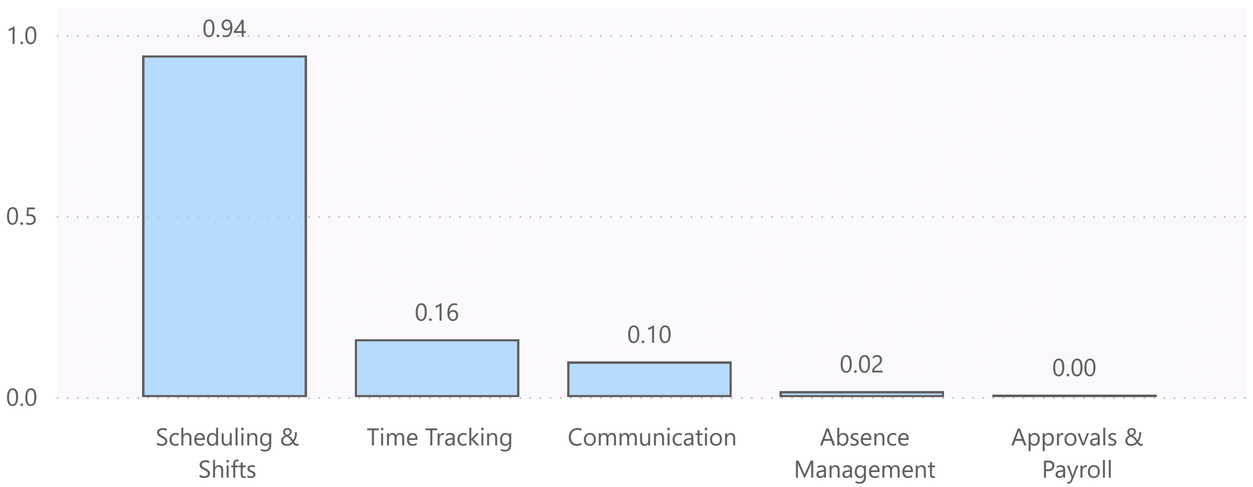
% of Engagement level



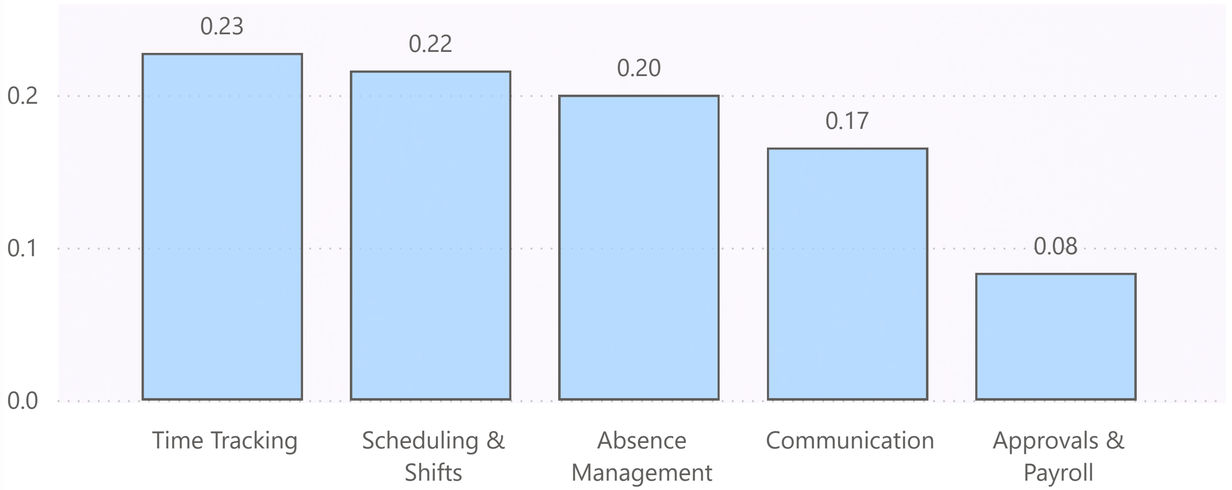
Events Trend



First Week Category Usage



Conversion Rate by Activity



Event Date (User Activity)

22.95
Avg Quiet Gap (Converters)

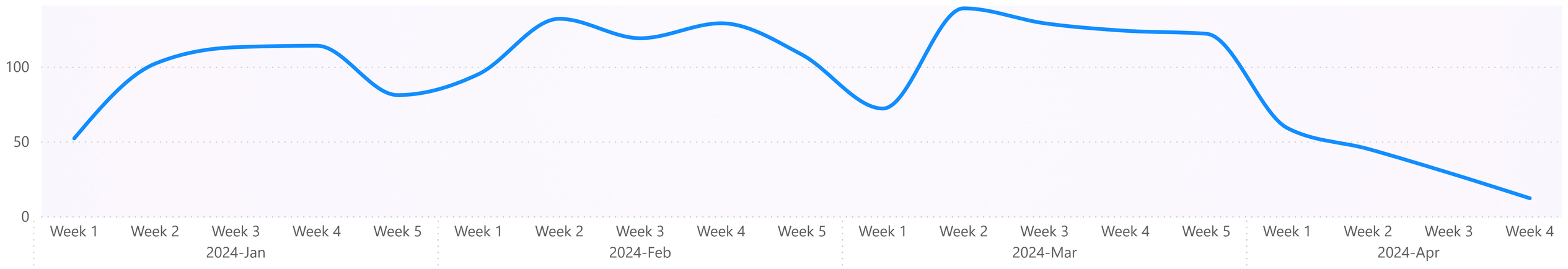
CONVERTED
All

ACTIVITY_CATEGORY
All

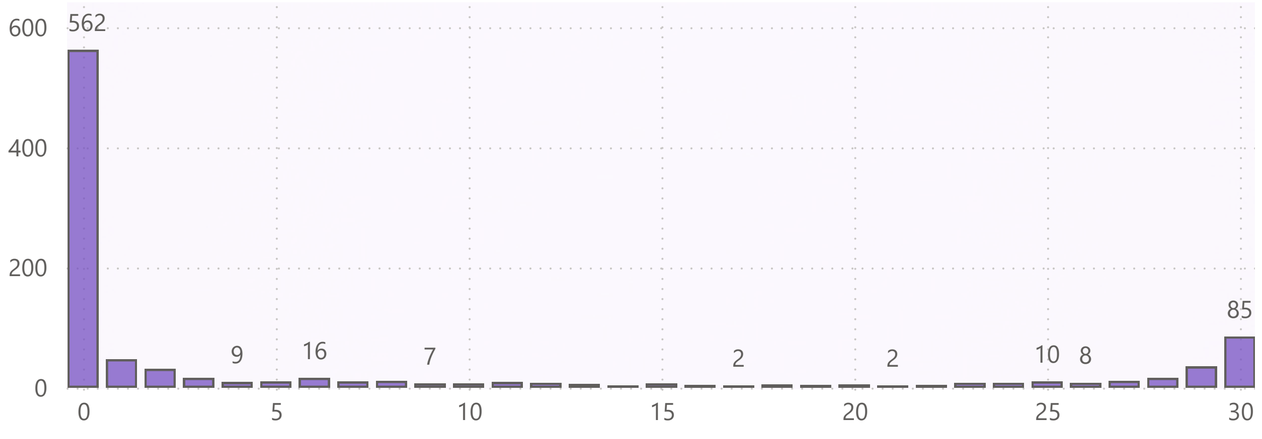
DATE
1/1/2024
4/29/2024

23.08
Avg Quiet Gap (Not Converters)

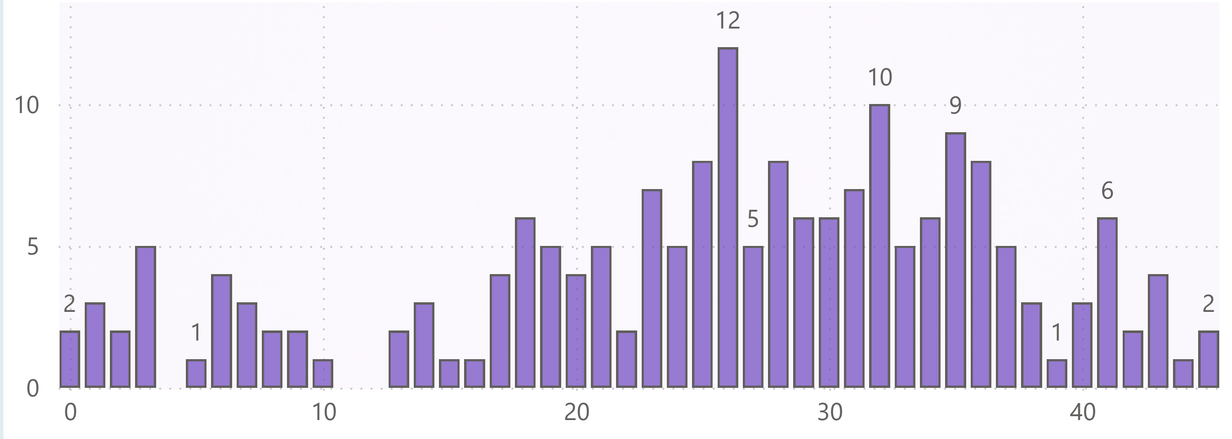
Active Orgs by Date



Quiet Gap Before Trial End (Non-Converters)



Quiet Gap Before Purchase (Days)



Trial Window

CONVERTED: All

ACTIVITY_CATEGORY: All

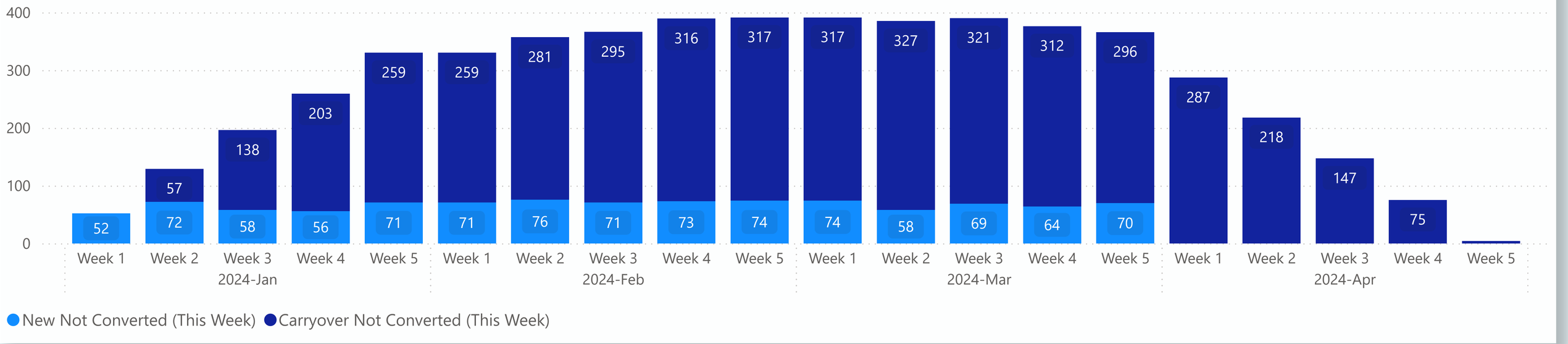
DATE: 1/1/2024 – 4/29/2024

Activity Intensity by Trial Day

Organization Retention Over Time

Year	0	1	2	3	4
2024	**0.96**	**0.22**	**0.19**	**0.18**	**0.14**
January	0.96	0.25	0.19	0.18	0.14
February	0.95	0.21	0.20	0.20	0.14
March	0.95	0.19	0.17	0.17	0.14
Total	**0.96**	**0.22**	**0.19**	**0.18**	**0.14**

Weekly Journey of Trial Orgs (New vs. Carryover)



Conversion

Top N Selector

8

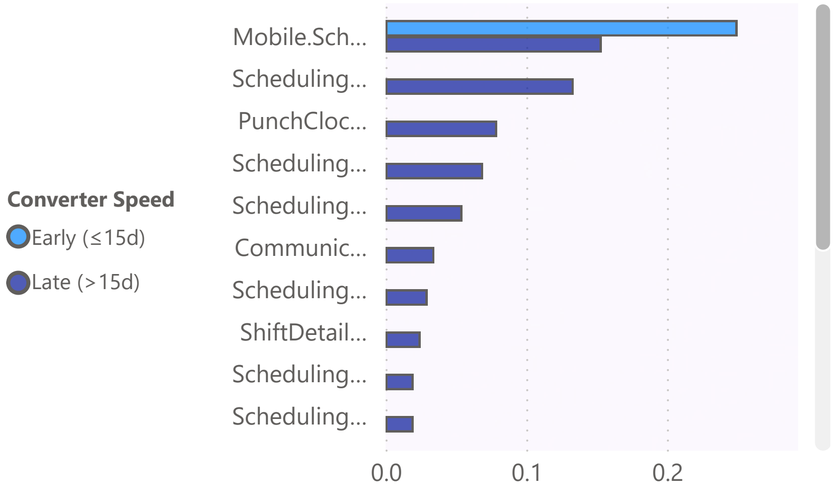
ACTIVITY_CATEGORY

All

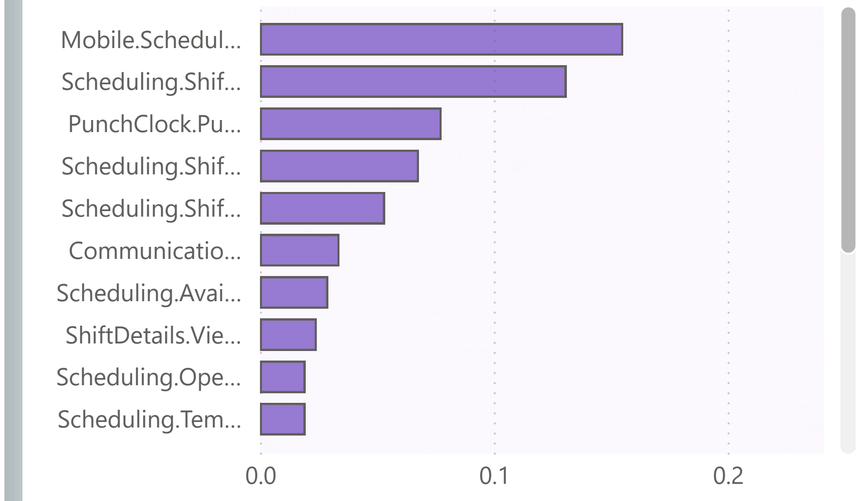
DATE

1/1/2024 — 4/29/2024

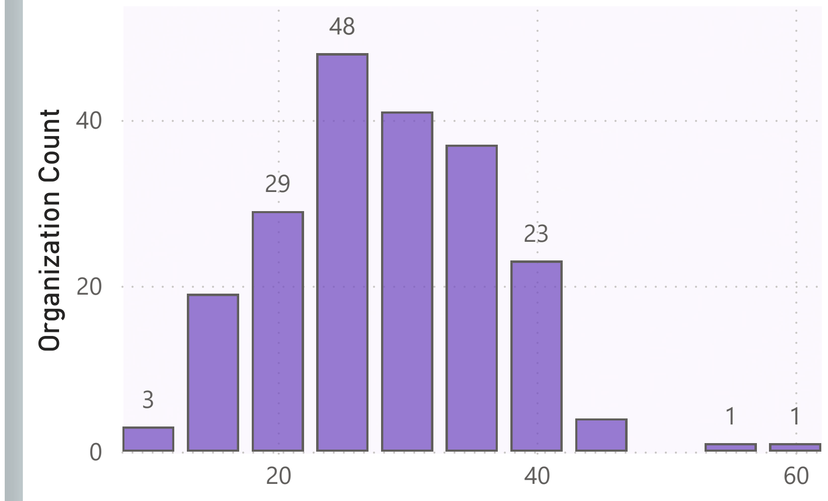
Distribution of Engagement Frequency During Trial



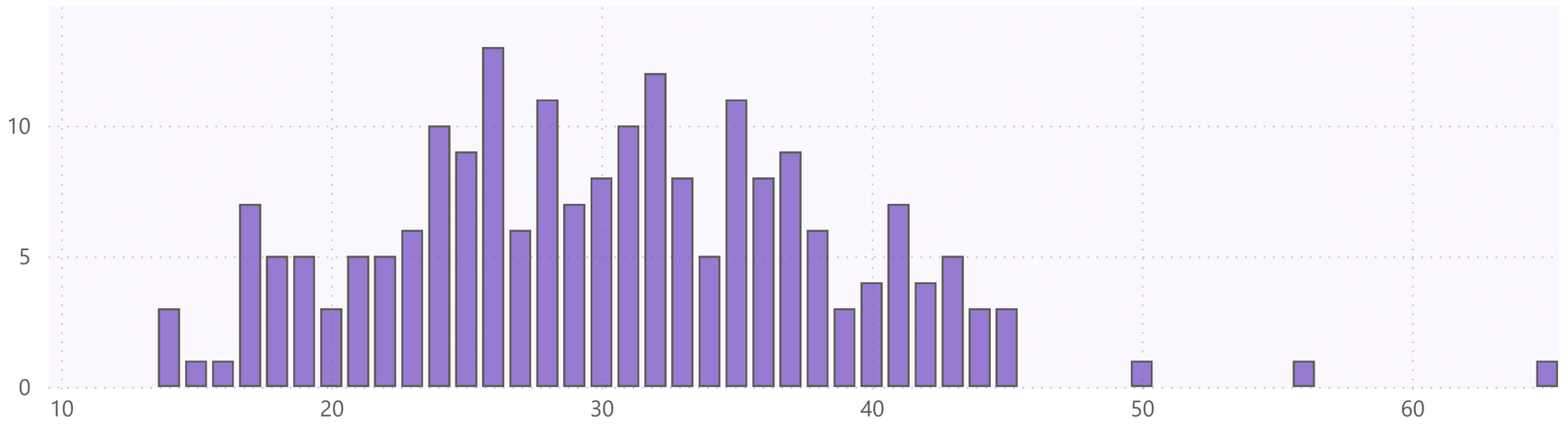
Features Used in Last N Days Before Purchase



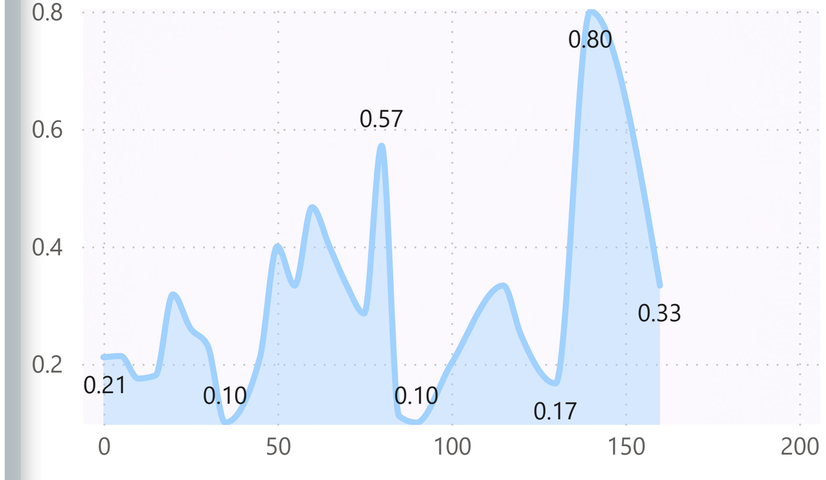
Conversions by Time to Buy



Conversions by (Days Since Trial Start)



Conversion Rate by Return Behavior



Pre-Purchase Behavior (Activities)

Top N Selector

10

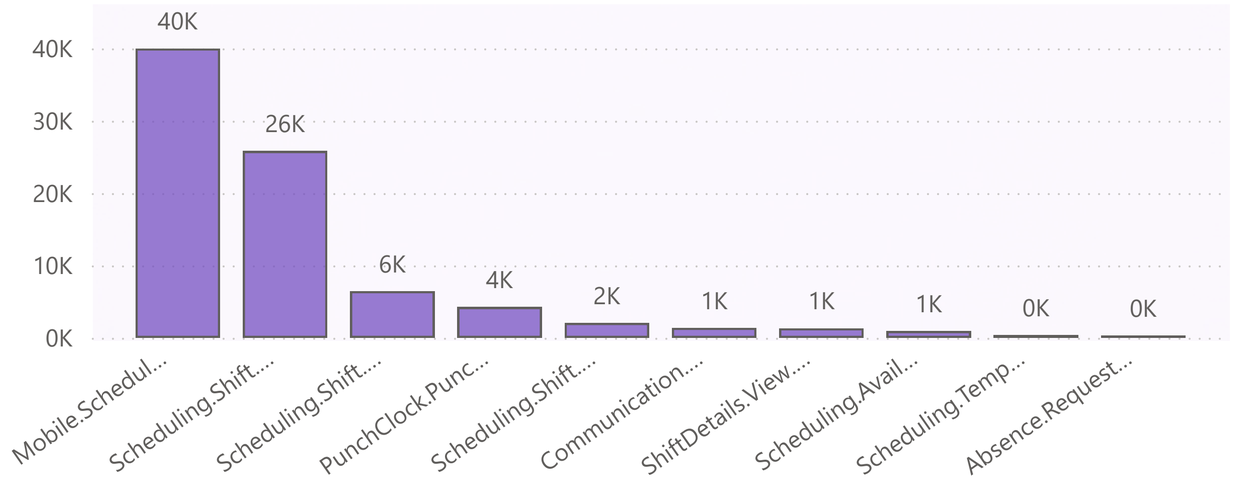
ACTIVITY_CATEGORY

All

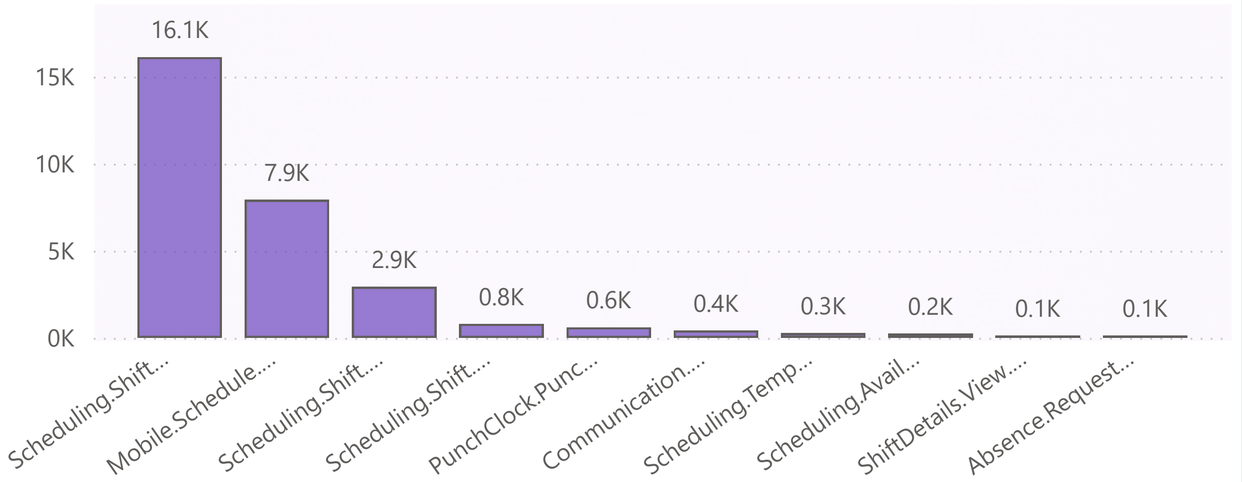
DATE

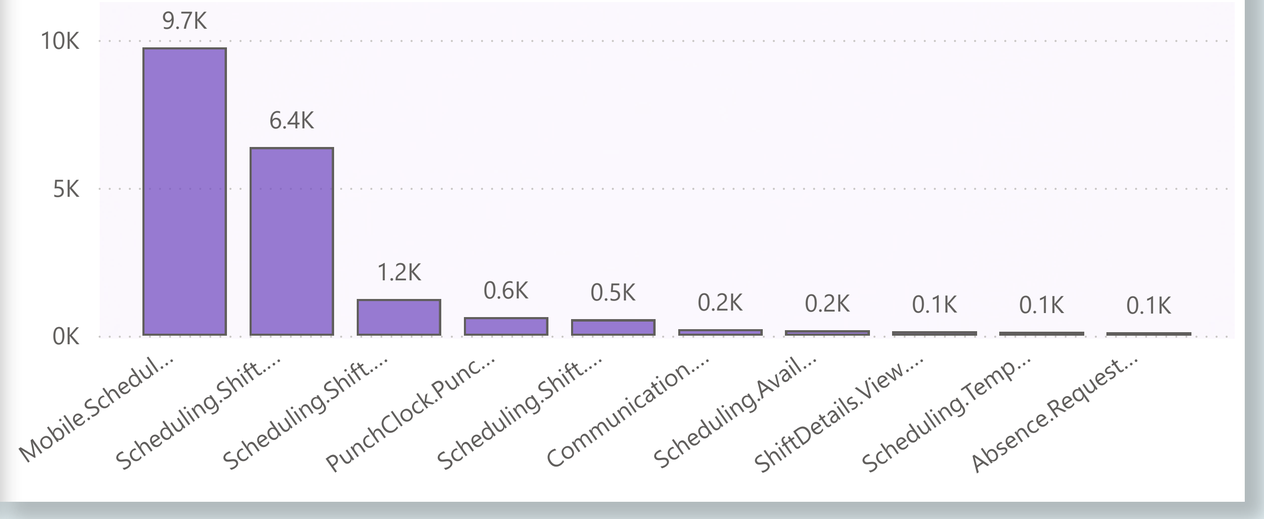
1/1/2024 — 4/29/2024

Top N Recent Popular Activities Before Purchase



Top N Activities After Each Return



Feature Adoption Timeline (Average Day in Trial)

Top N Activities Before Purchase