

Show IAP Daily Result (Last 60 days)

5/18/2023

7/18/2023

subscription\_name

All

version

All

inappstyle\_id

All

position

All

result

All

country

All

248.12K

Tổng số user

1.01M

Tổng số lượng gặp iap

4.07

Avg\_show\_IAP\_Person

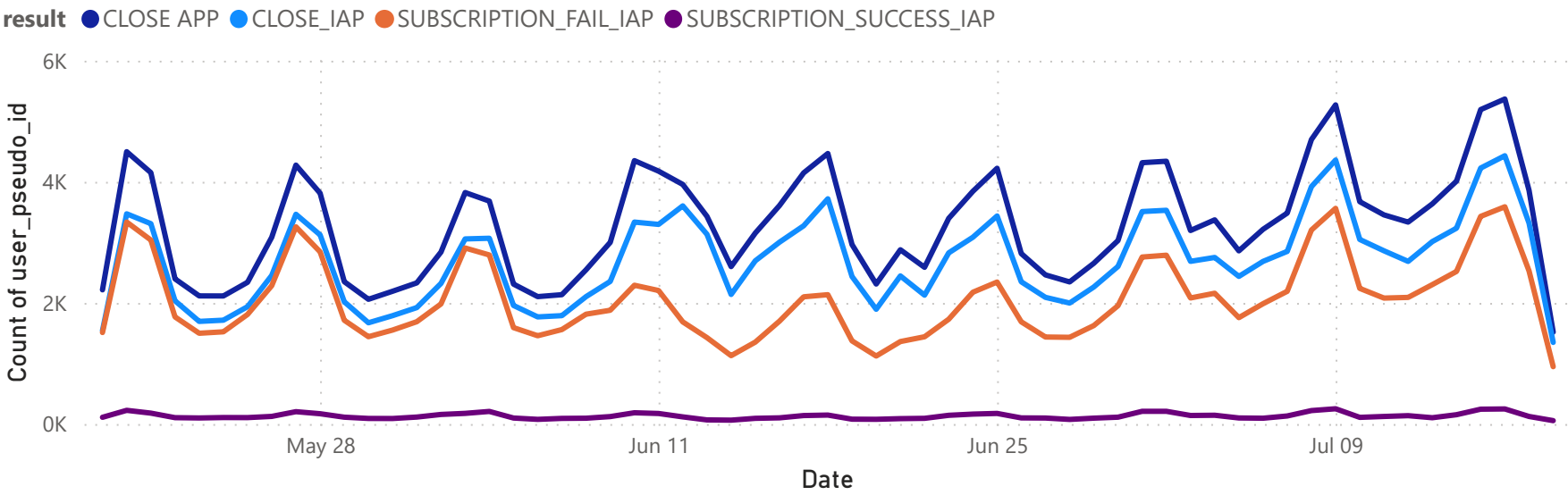
0.80%

Success Rate

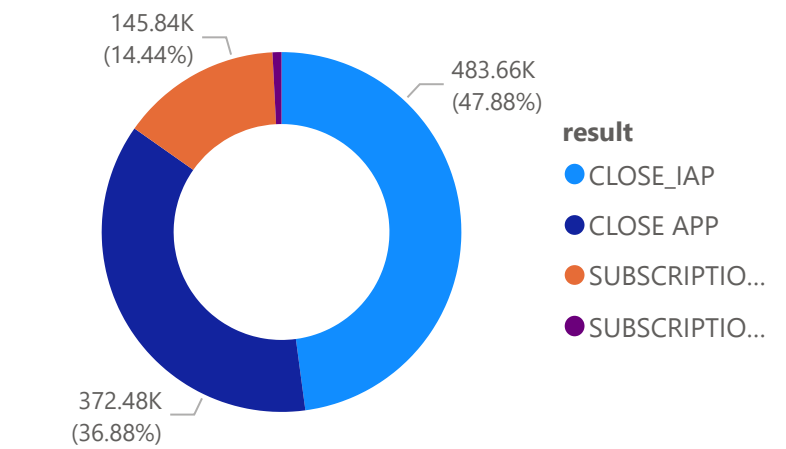
14.44%

Fail Rate

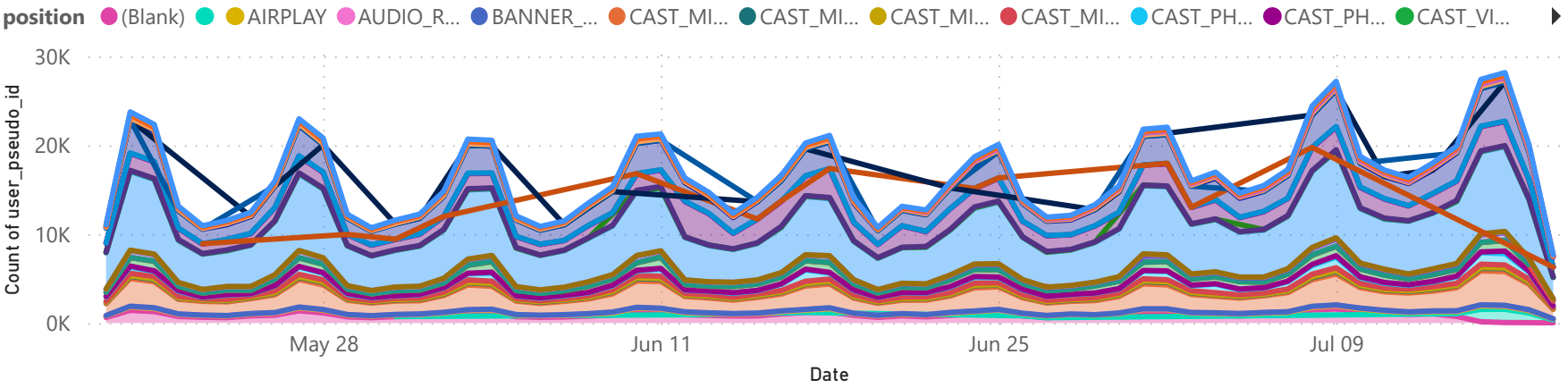
Tổng số lượng result của người dùng theo thời gian



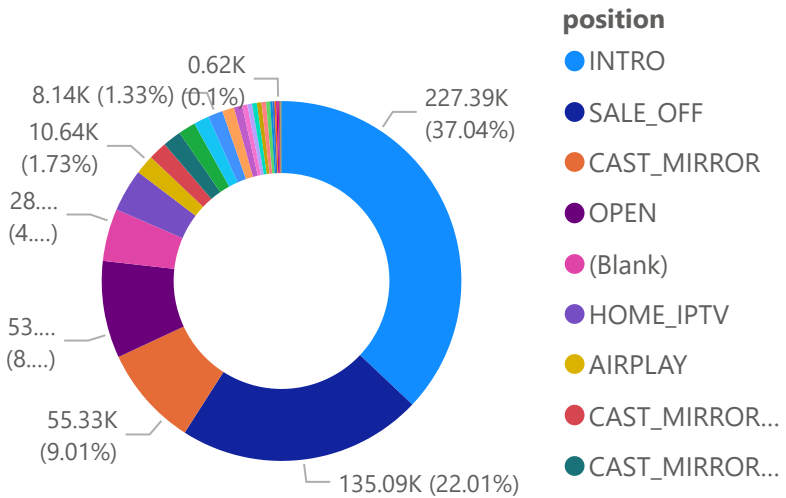
Tỉ lệ phân bổ result theo show iap



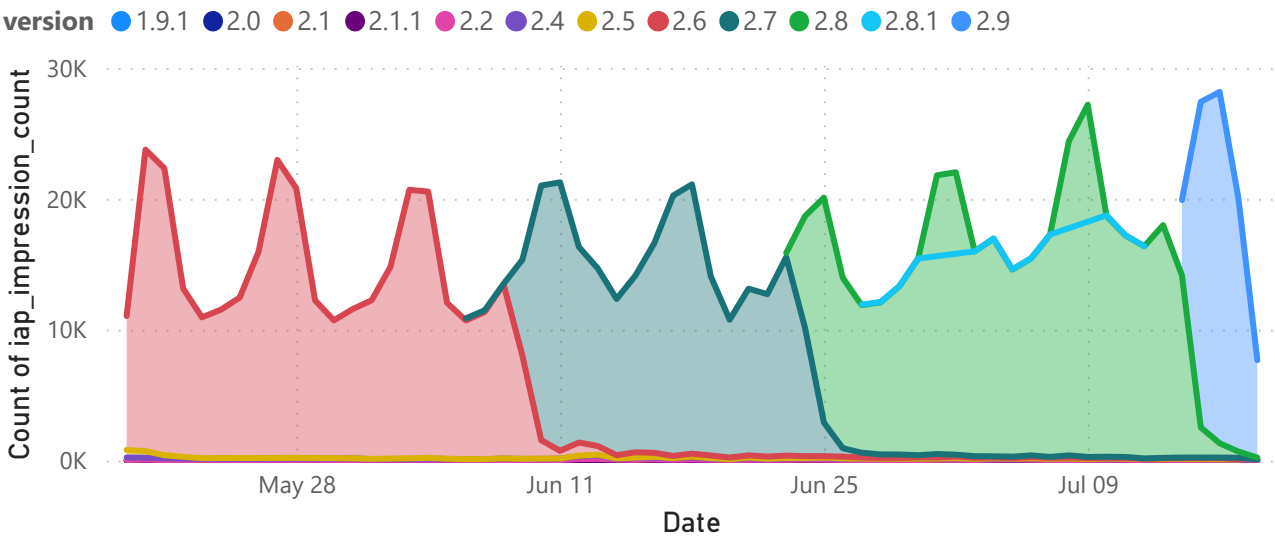
Phân bổ người dùng theo từng vị trí qua thời gian



Tỉ lệ người dùng theo các vị trí



Phân bổ số lượng show iap theo version qua thời gian



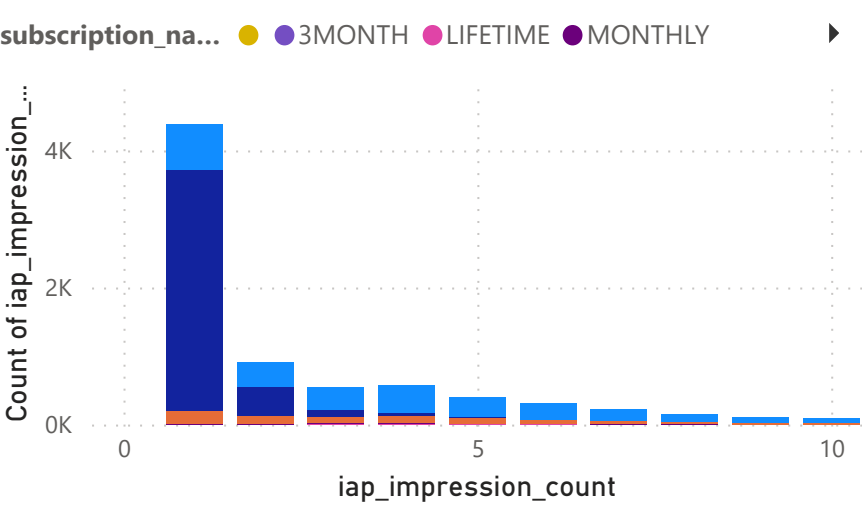
Tỉ lệ hành vi purchase của người dùng theo version

version	Success Rate	Fail Rate	Close App Rate	Close IAP Rate	Rev
2.8.1	2.99%	1.00%	57.21%	38.81%	
2.6	0.88%	16.13%	35.78%	47.22%	\$67,407.01
2.9	0.85%	15.39%	35.21%	48.55%	\$14,029.59
2.8	0.81%	14.62%	36.09%	48.48%	\$64,707.73
2.7	0.72%	12.26%	36.94%	50.08%	\$40,460.09
1.9.1			100.00%		
2.0			100.00%		
2.1			100.00%		
2.1.1			100.00%		
Total	0.80%	14.44%	36.88%	47.88%	\$186,604.42

Tỉ lệ hành vi purchase của người dùng

position	Success Rate	Fail Rate	Close App Rate	Close IAP Rate	User Count	Event Count	Paying Use
RESUME			100.00%		28942	53773	
			100.00%		18	19	
	0.09%	1.12%	98.79%		2610	4646	
INTRO	1.46%	32.12%	66.40%	0.02%	227387	346970	
HOME_SCREEN	1.54%	10.57%	49.12%	38.77%	394	454	
OPEN	0.33%	7.11%	27.14%	65.42%	53571	116005	
BANNER_SETTING	4.42%	8.52%	21.01%	66.05%	1136	1561	
ONLINE_VIDEO		7.09%	20.15%	72.76%	173	268	
WEB_BROWSER_CAST_VID			19.55%	80.45%	4537	11293	
ONLINE_VIDEO_CAST	0.18%	1.68%	14.62%	80.52%	166	222	
Total	0.80%	14.44%	36.88%	47.88%	248121	1010102	

Số lần show iap mua thành công



IAP A/B Testing Result (Last 60 days)

country

All

position

All

firebase\_exp

All

result

All

5/19/2023

7/18/2023

248.12K

User Count

1.01M

Event Count

72.14

AVG Timespend

\$186.6K

All Payment Success Revenue

Kết quả tỉ lệ show iap theo các gói

36K (10.26%)

4K (1.11%)

110K (31.34%)

196K (55.89%)

subscription\_name

YEARLY SALE

YEARLY

WEEKLY

MONTHLY

LIFETIME

3MONTH

Tổng iap\_impression\_count theo result

0M (4.55%)

2M (26.53%)

5M (68.56%)

result

CLOSE\_IAP

CLOSE APP

SUBSCRIPTION\_FAIL\_I...

SUBSCRIPTION\_SUCC...

Kết quả purchase theo các case test

variant	Baseline						Variant A						Variant B	
firebase_exp	Success Rate	Fail Rate	Close App Rate	Close IAP Rate	Paying User Count	REV	Success Rate	Fail Rate	Close App Rate	Close IAP Rate	Paying User Count	REV	Success Rate	Fail Rate
firebase_exp_29										100.00%				
firebase_exp_32	33.33%			33.33%										
firebase_exp_33				100.00%										
firebase_exp_34	50.00%				50.00%									
firebase_exp_37					100.00%					100.00%				
firebase_exp_38	50.00%			50.00%						20.00%	80.00%			
firebase_exp_42	4.76%			30.95%	64.29%					37.50%	62.50%			
firebase_exp_46				42.86%	57.14%		27.27%			27.27%	45.45%			
firebase_exp_47				100.00%										
firebase_exp_48							11.11%			33.33%	55.56%			
firebase_exp_50					100.00%									
Total	0.74%	11.83%	33.03%	54.39%	122	\$2,545.28	0.70%	12.14%	32.23%	54.93%	117	\$2,052.51	2.26%	10.65%

Kết quả purchase theo các màn theo show iap

variant	Baseline						Variant A						Variant B			
position	Success Rate	Fail Rate	Event Count	Paying User Count	Rev		Success Rate	Fail Rate	Event Count	Paying User Count	Rev		Success Rate	Fail Rate	Event Count	Paying User Count
			3316						2971						78	
	0.18%	0.90%	4116	1	\$29.99			1.41%	3350						31	
AIRPLAY	1.34%	5.80%	2178	3	\$29.96		1.83%	5.13%	3363	5	\$52.75				22	
AUDIO_RECORD		1.16%	1527				1.56%	1.56%	948	1	\$22.96				72	
BANNER_SETTING		10.00%	508				10.34%	10.34%	329	1					14	
CAST_MIRROR	1.31%	5.91%	12925	22	\$340.19		0.64%	6.37%	11580	10	\$74.61	3.57%	7.14%		221	
CAST_MIRROR_AUTO_ROT			1160						1094						26	
CAST_MIRROR_QUALITY_			440						349						4	
CAST_MIRROR_SOUND	0.59%	1.18%	1253	1	\$18.81		0.64%		1165	1	\$18.81				26	
CAST_PHOTO	0.14%	1.93%	21866	1	\$4.99			0.74%	45193						54	
CAST_PHOTO_AUTOPLAY		1.16%	21135					5.68%	2351						113	
Total	0.74%	11.83%	214435	122	\$2,545.28		0.70%	12.14%	234147	117	\$2,052.51	2.26%	10.65%		2334	

Kết quả purchase theo các case test theo user count

variant	Baseline						Variant A						Variant B					
firebase_exp	Success Rate	Fail Rate	User Count	Paying User Count	Rev		Success Rate	Fail Rate	User Count	Paying User Count	Rev		Success Rate	Fail Rate	User Count	Paying User Count		
firebase_exp_29									1									
firebase_exp_32	33.33%		3															
firebase_exp_33			1															
firebase_exp_34	50.00%		4															
firebase_exp_37			1						1									
firebase_exp_38	50.00%		2						10									
firebase_exp_42	4.76%		42						24									
firebase_exp_46			7				27.27%		11									
firebase_exp_47			1															
firebase_exp_48							11.11%		9				33.33%		3			
firebase_exp_50			1															
firebase_exp_51			1															
firebase_exp_53	9.68%		31				10.00%		30									
firebase_exp_56	9.68%		31				13.85%		65									
Total	0.74%	11.83%	16853	122	\$2,545.28		0.70%	12.14%	17379	117	\$2,052.51	2.26%	10.65%		310			7

# ARPU & ARPPU by TV and Country (Last 60 days)

country

All

TV Brand

All

Tên gói

All

version

All

5/18/2023

7/17/2023

\$186....

Total revenue

8003

Paying User Count

7266

Paying User (1st day)

117K

New Active User

246K

All Active Unpaid User

\$172....

1st Day Active Revenue

\$23.32

ARPPU (Paying User)

\$25.68

ARPPU (1st day Paying Us...

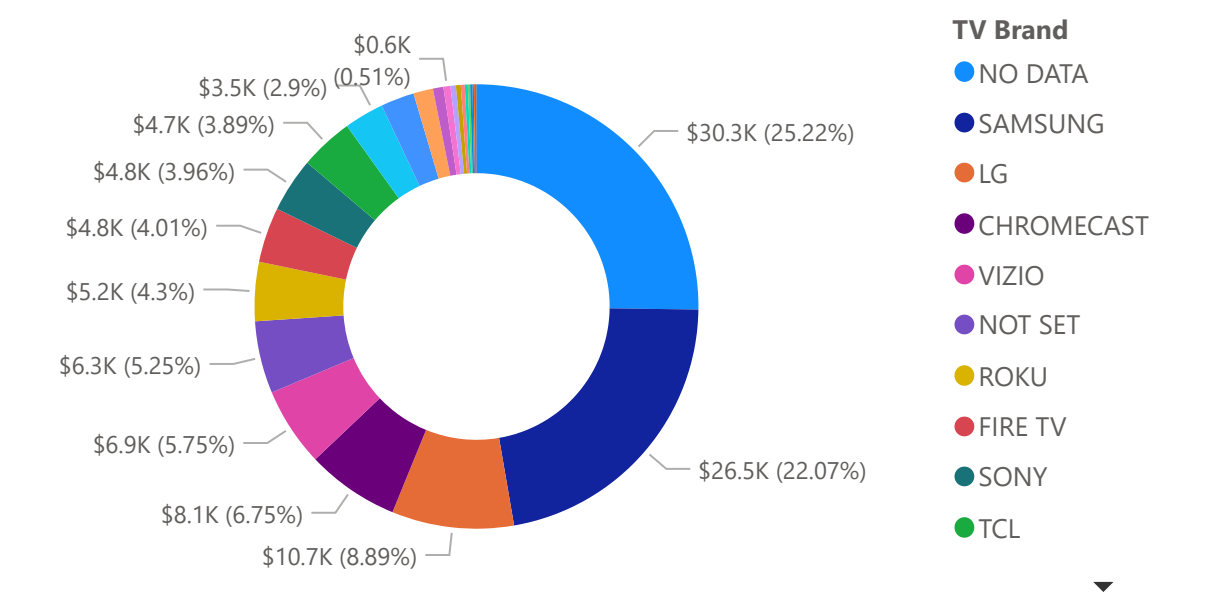
\$1.47

ARPU (New User)

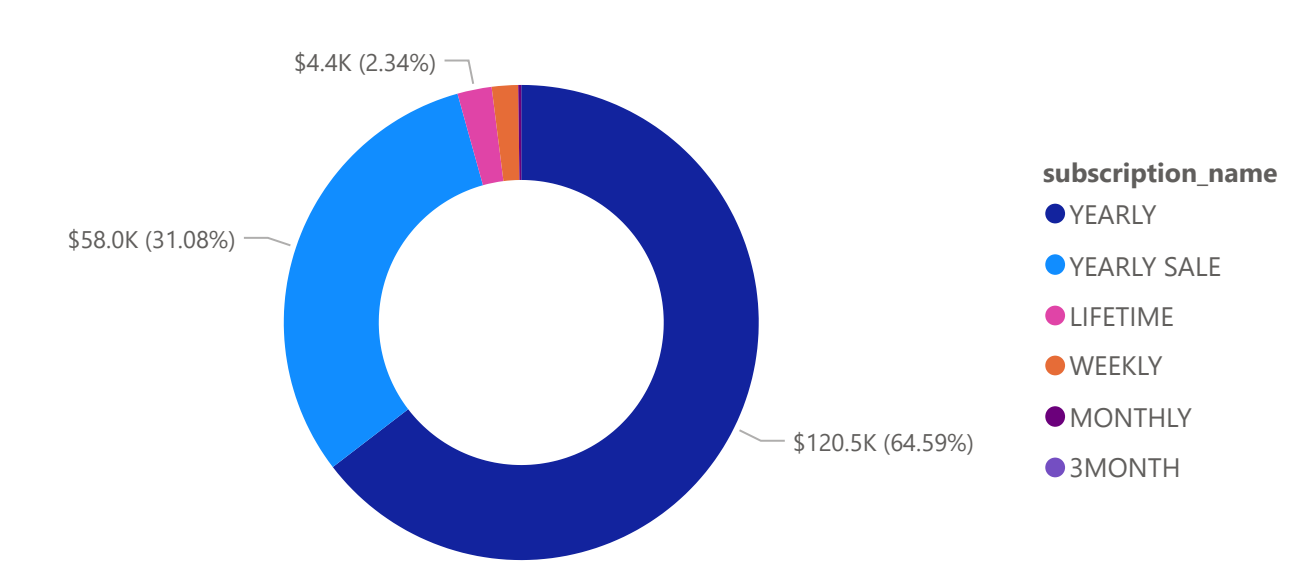
\$0.76

ARPU (All Active Unpaid User)

All Payment Success Revenue, Paying User (1st day) and Paying User Count by TV Brand

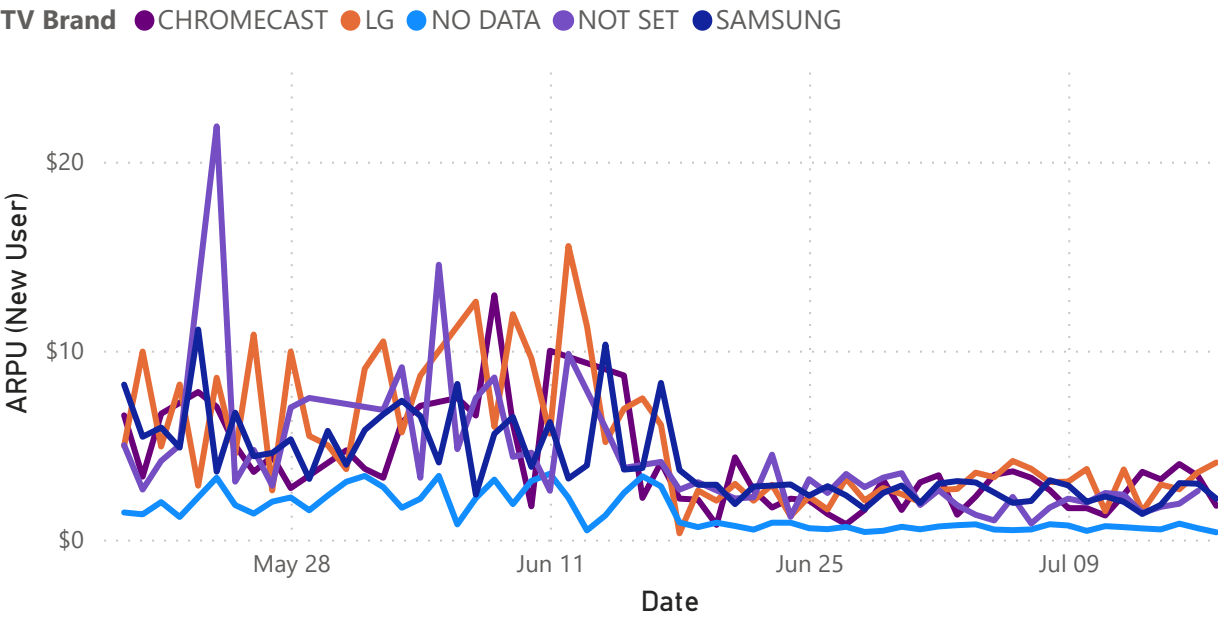


All Payment Success Revenue by subscription\_name

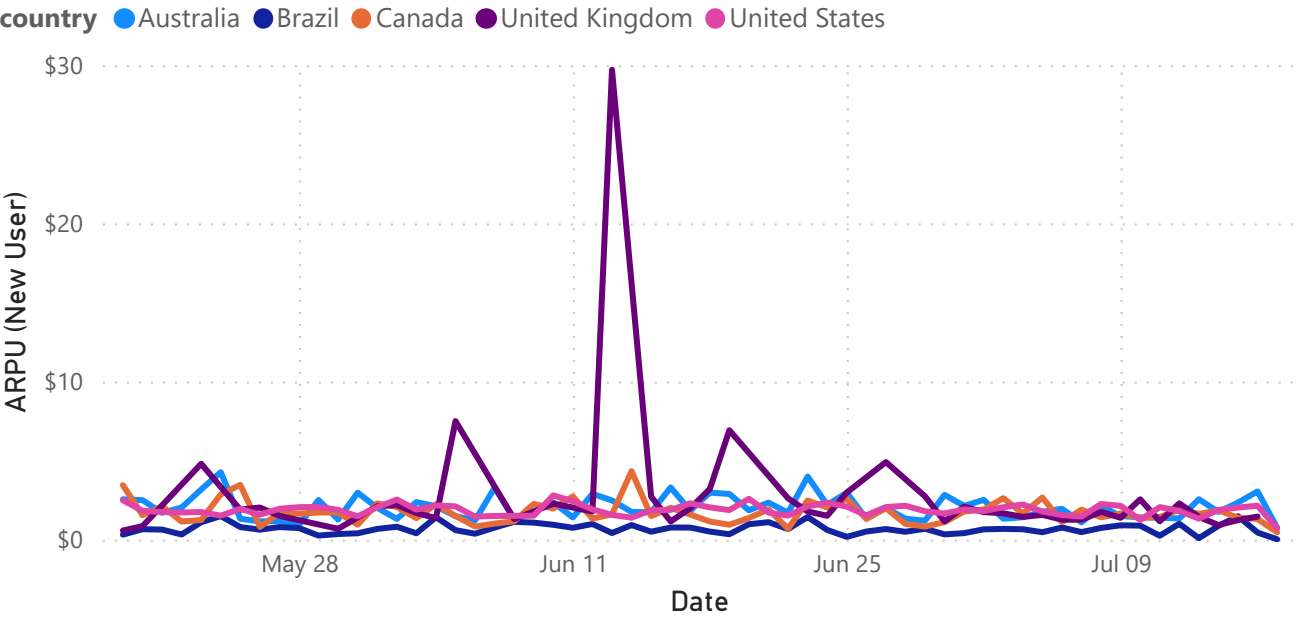


## ARPU

ARPU (New User) by Date and TV Brand

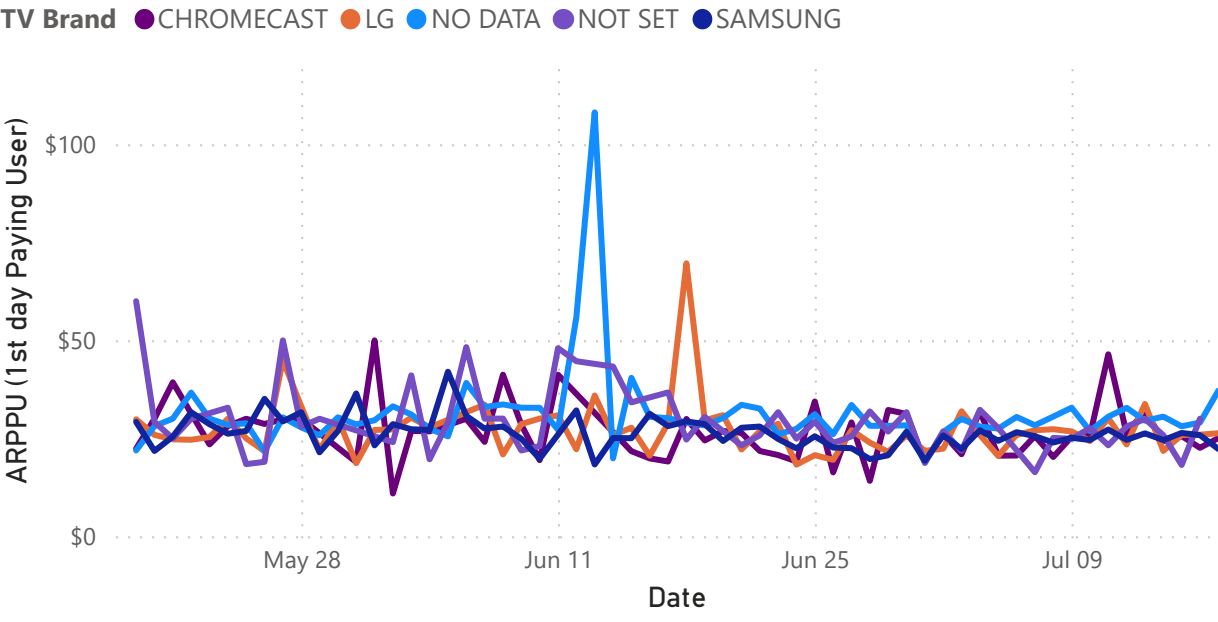


ARPU (New User) by Date and country

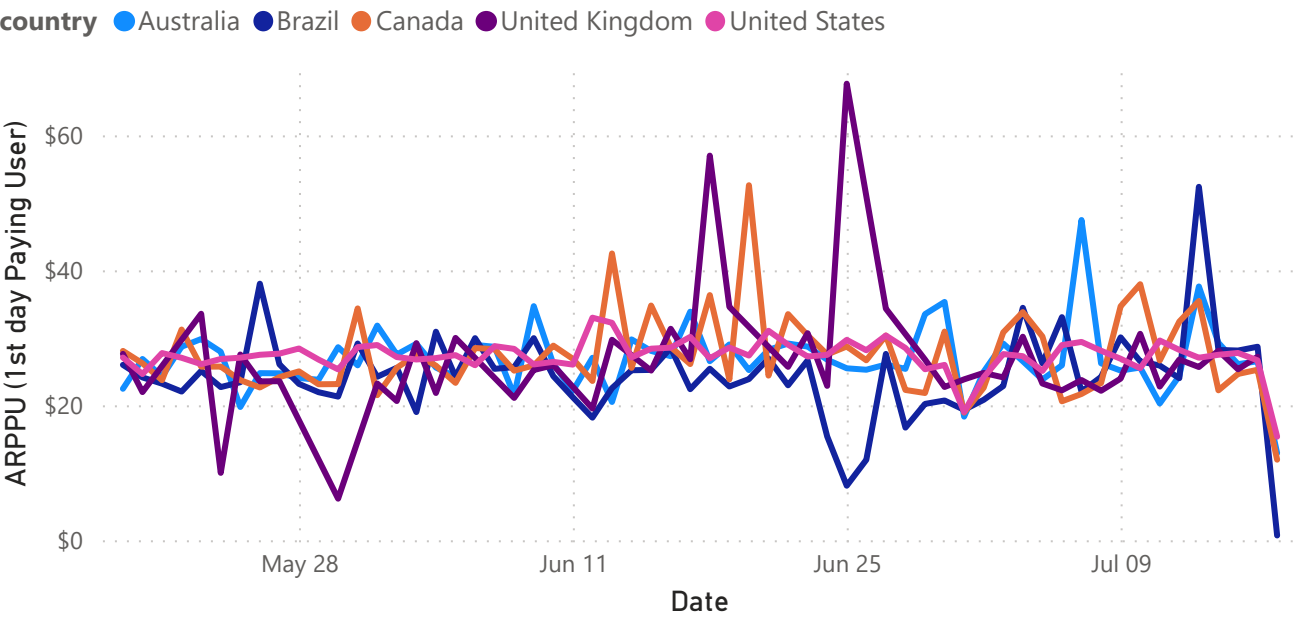


## ARPPU

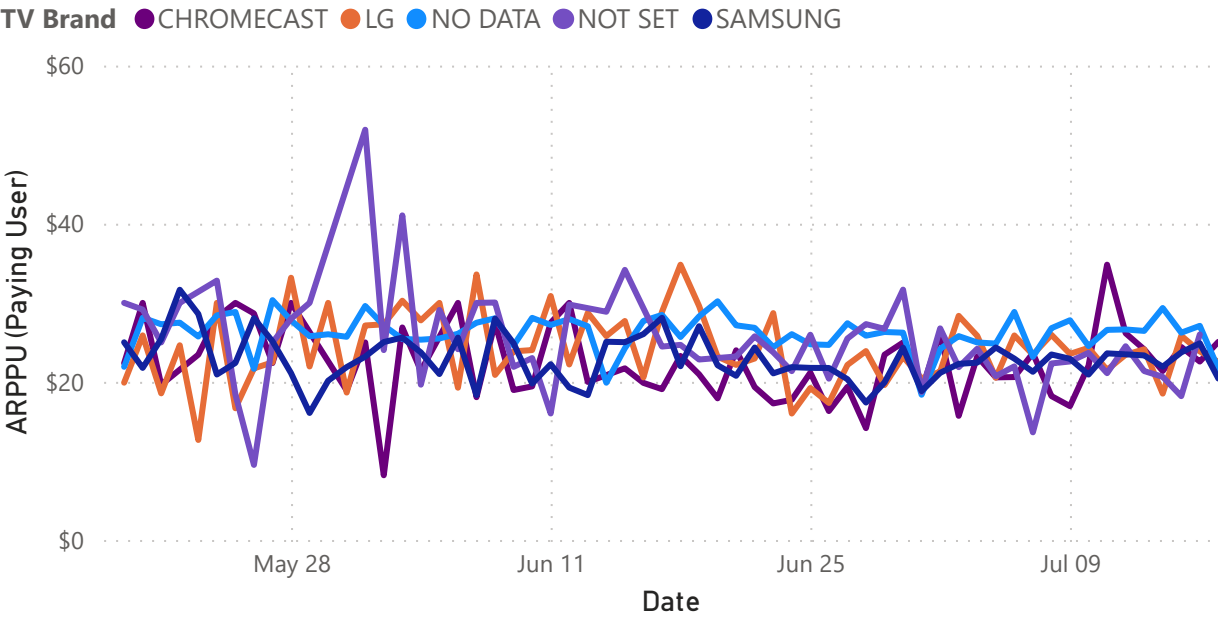
ARPPU (1st day Paying User) by Date and TV Brand



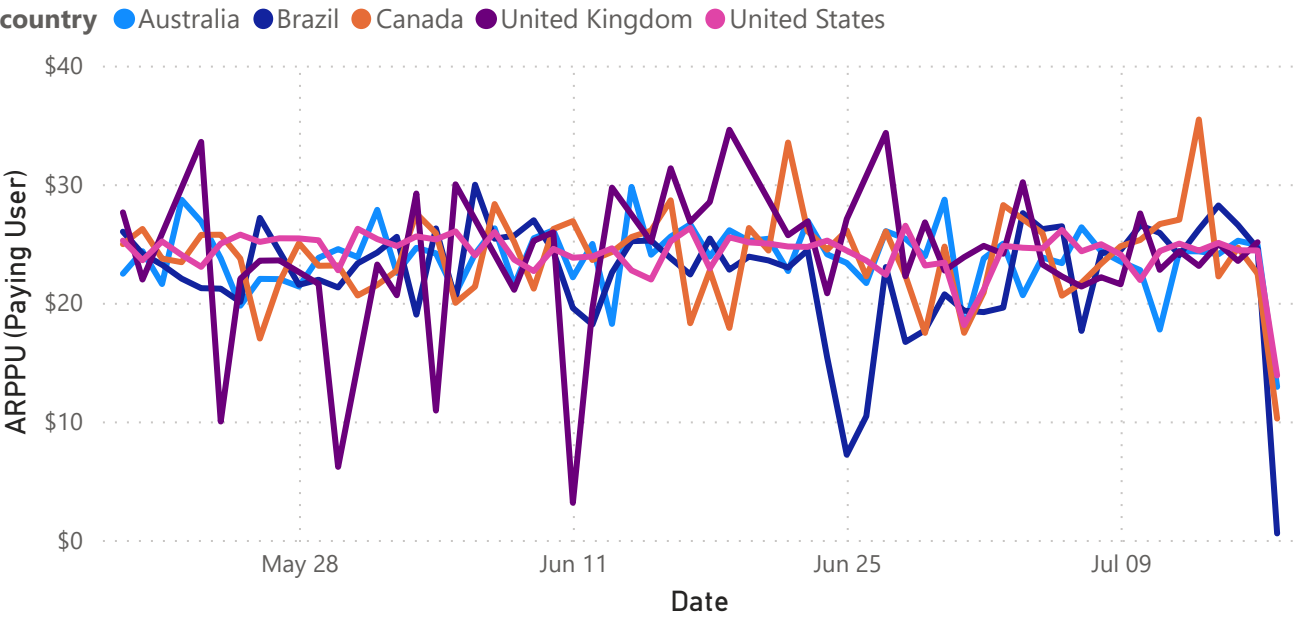
ARPPU (1st day Paying User) by Date and country



ARPPU (Paying User) by Date and TV Brand



ARPPU (Paying User) by Date and country



TV Brand	Conversion Rate	ARPPU (1st day Paying User)	ARPPU (Paying User)	ARPU (All Active Unpaid User)	ARPU (New User)	Paying User (1st day)	Paying User Count	All Active Unpaid User	All P
NO DATA	2.95%	\$29.24	\$26.05	\$0.40	\$0.79	1037	1164	76084	
SAMSUNG	12.29%	\$25.22	\$22.74	\$1.44	\$2.85	1052	1167	18397	
LG	12.93%	\$25.58	\$23.55	\$1.60	\$3.10	418	454	6677	
CHROMECAST	12.44%	\$24.91	\$21.77	\$1.41	\$2.73	326	373	5750	
VIZIO	14.04%	\$27.66	\$24.26	\$1.97	\$3.52	250	285	3510	
NOT SET	10.03%	\$27.00	\$23.66	\$1.26	\$2.41	234	267	5032	
FIRE TV	16.29%	\$25.66	\$23.42	\$1.93	\$3.92	188	206	2506	
ROKU	11.06%	\$26.49	\$22.46	\$1.38	\$2.54	195	230	3730	
SONY	14.93%	\$24.77	\$23.09	\$1.72	\$3.47	192	206	2770	
TCL	11.99%	\$27.64	\$23.48	\$1.54	\$2.96	169	199	3036	
GOOGLE	8.98%	\$24.36	\$21.78	\$1.00	\$1.99	143	160	3496	
HISENSE	12.65%	\$25.28	\$22.73	\$1.51	\$2.95	116	129	1938	
PHILIPS	11.02%	\$24.21	\$22.04	\$1.31	\$2.45	71	78	1315	
ANDROID TV	8.22%	\$25.41	\$21.78	\$0.95	\$1.87	36	42	959	
Total	6.21%	\$25.68	\$23.32	\$0.76	\$1.47	7266	8003	246464	



Preparing Q&A