



le wagon

HomeExchange reinventing travel

since 1992



Business intelligence tool to better understand your customers and churn



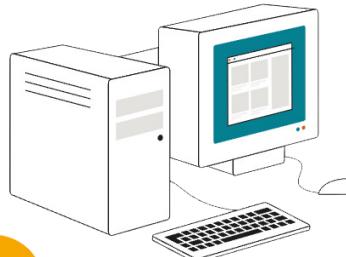
"Home Exchange's first objective: To establish home exchange as a way for everyone to go on vacation in a responsible and human way by enhancing what already exists and by blocking mass tourism."

1.



1950s
The First Paper Catalog

2.



1992
Arrival of the Internet

3.



2018 Merge with
GuesttoGuest Platform

4.



2020
COVID Boom

A community united by the same
values



Main KPIs

Active users
vs last year

117 k

▲ 40.7%

Requests
vs last year

4,2 M

▲ 53.6%

Conversion rate
vs last year

3,2 %

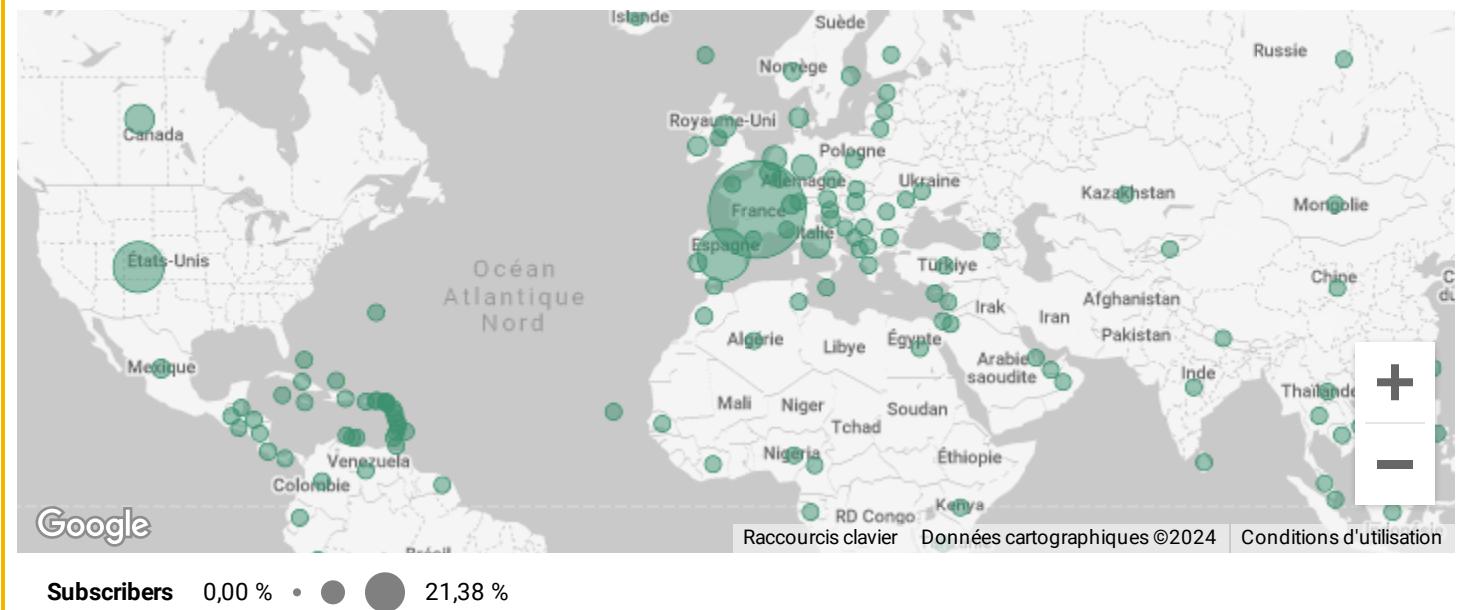
▼ -0,1 %

Cancellation rate
vs last year

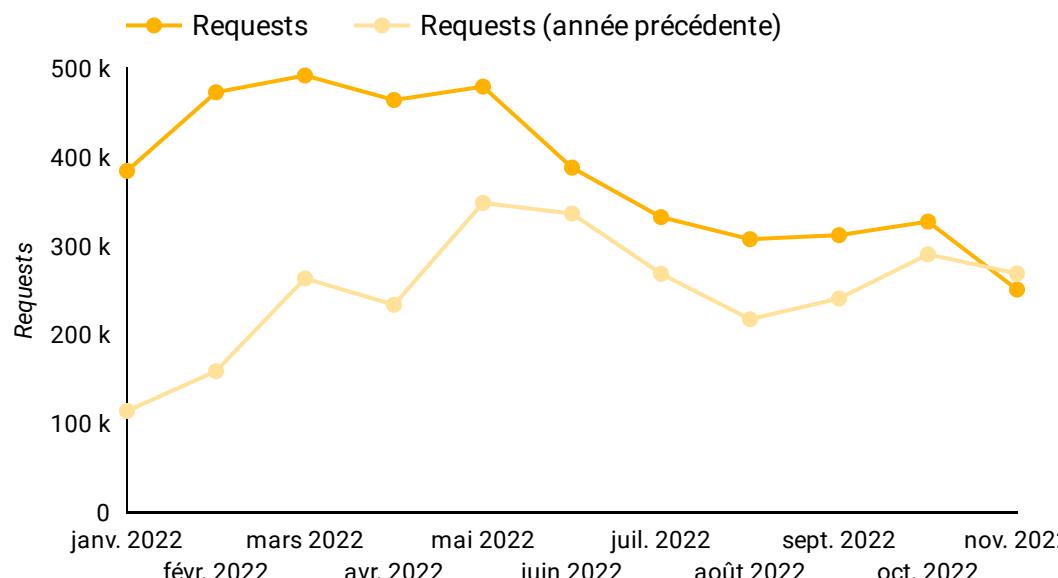
11 %

▼ -40.6%

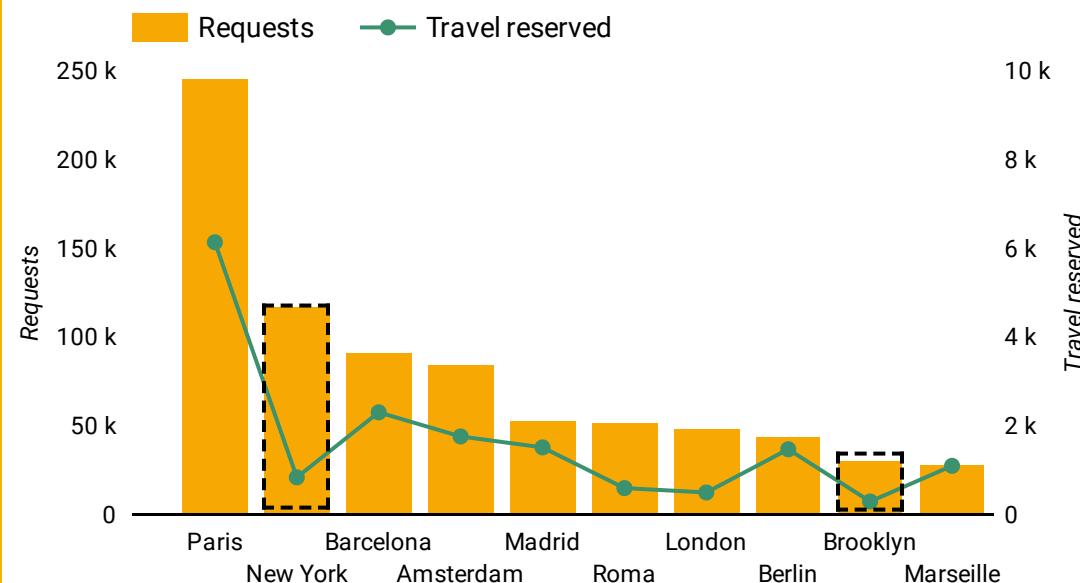
User distribution by country



Requests by month



Most popular destinations



Focus on subscribers

1 janv. 2021 - 31 oct. 2021 ▾

country ▾

h·me
exchange

Main KPIs

Subscribers
vs last year

30 k

↑ 15.7%

Revenues
vs last year

5 M €

↑ 15.7%

Renews
vs last year

23 k

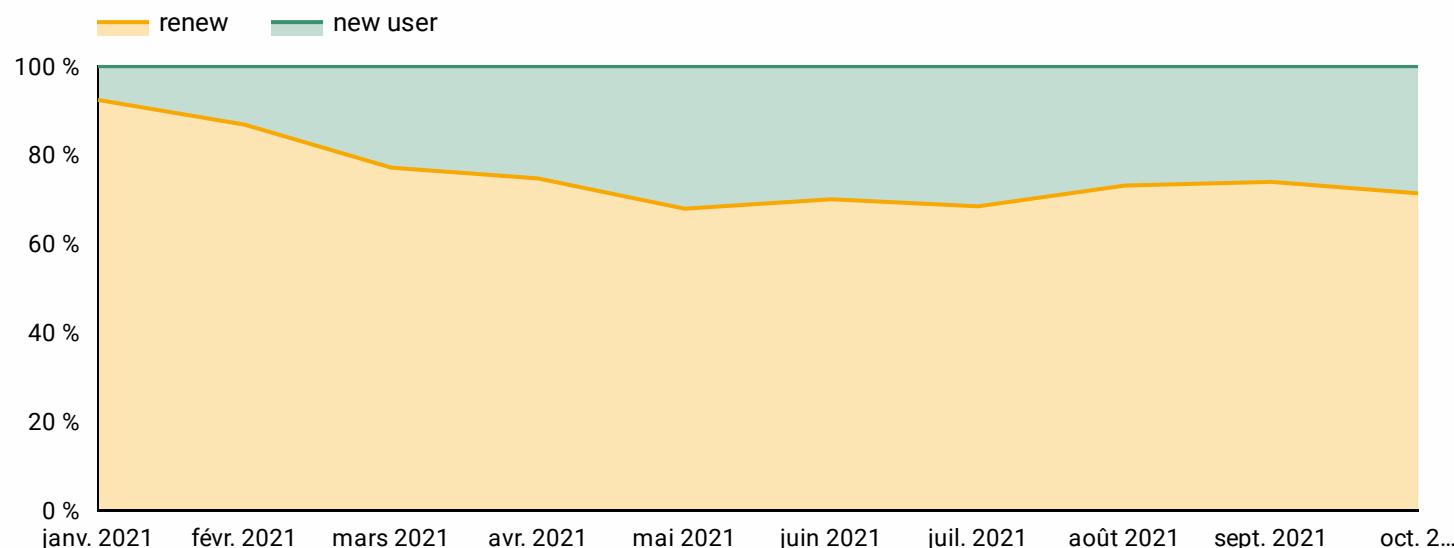
↑ 20.3%

New users
vs last year

7 k

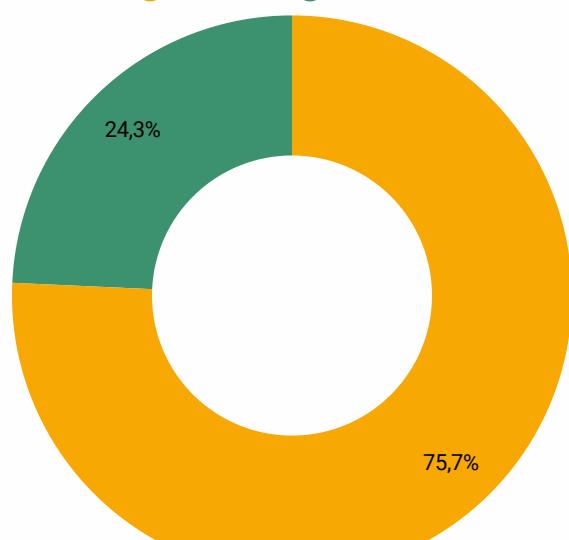
↑ 3.1%

Distribution of subscribers by month

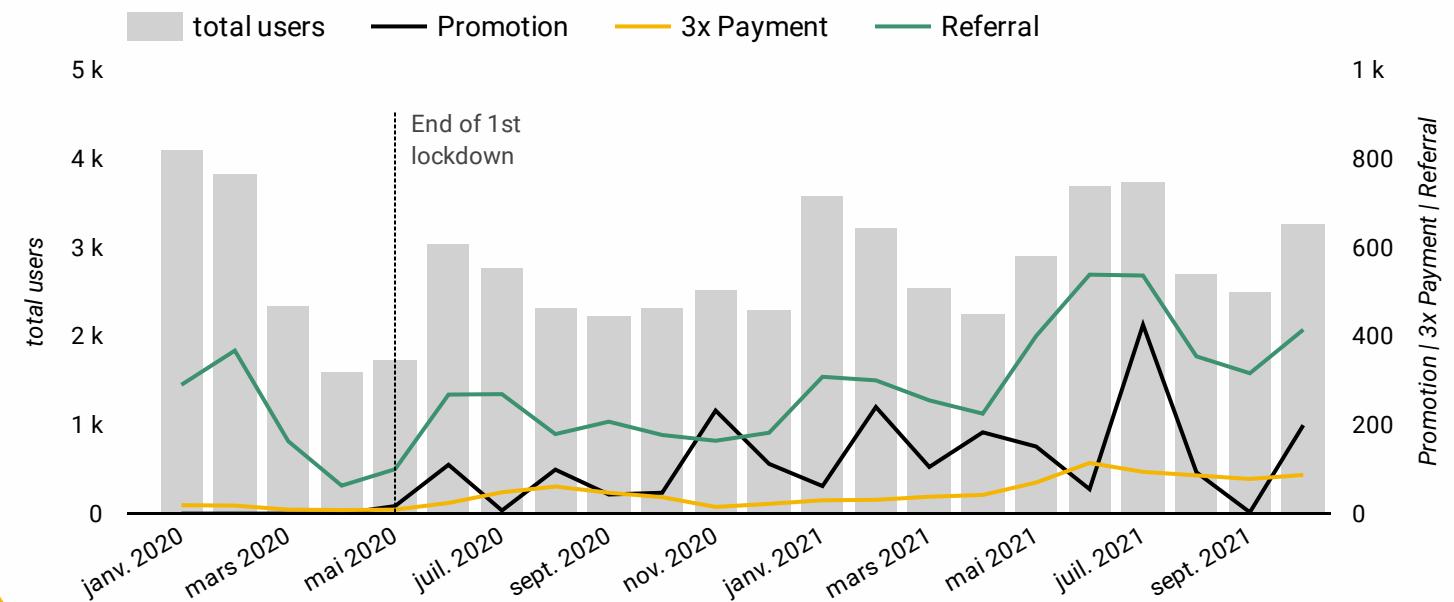


User distribution

● renew ● new user



Impact of promotion on subscribers



Customer segmentation

1 janv. 2022 - 30 nov. 2022

country

h·me
exchange

Main KPIs

Average nights
vs last year

9

⬇ -1

Average delay
vs last year

89

⬆ 11

Average guests
vs last year

3

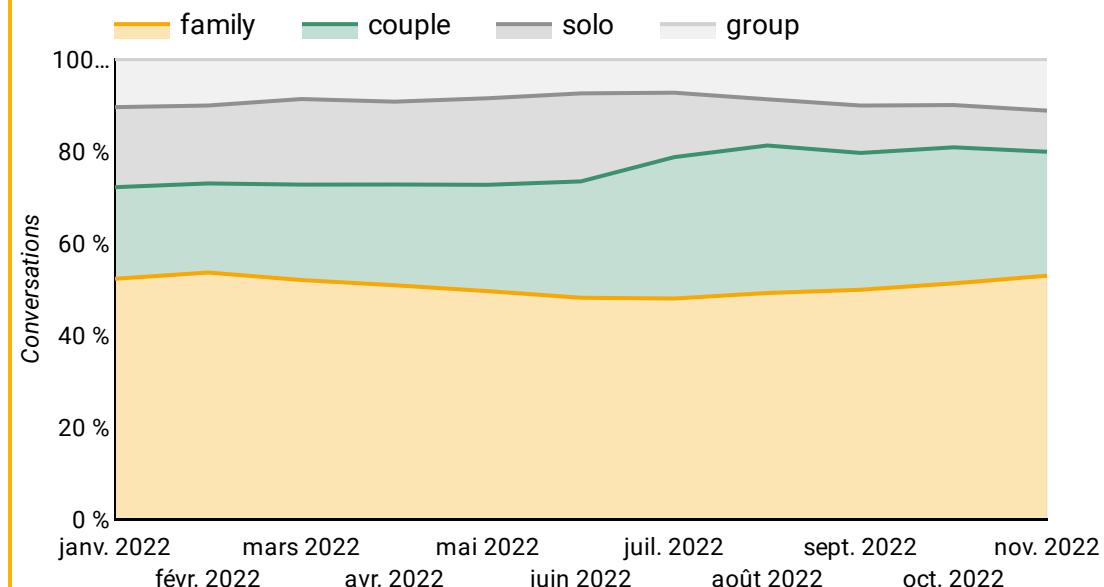
⬆ 0

Average capacity
vs last year

7

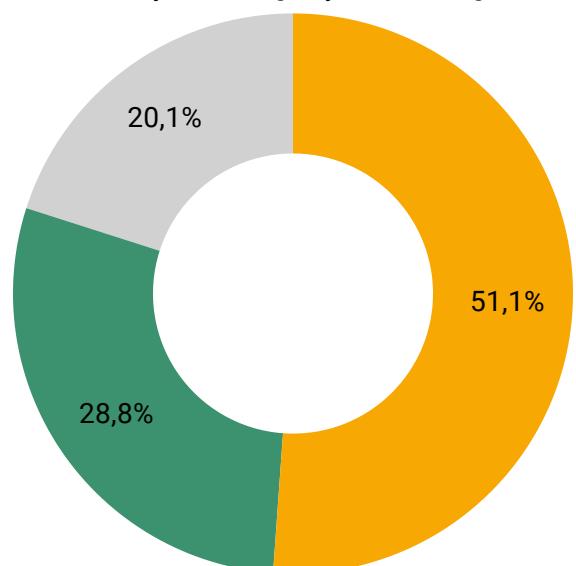
⬇ -0

Type of travellers

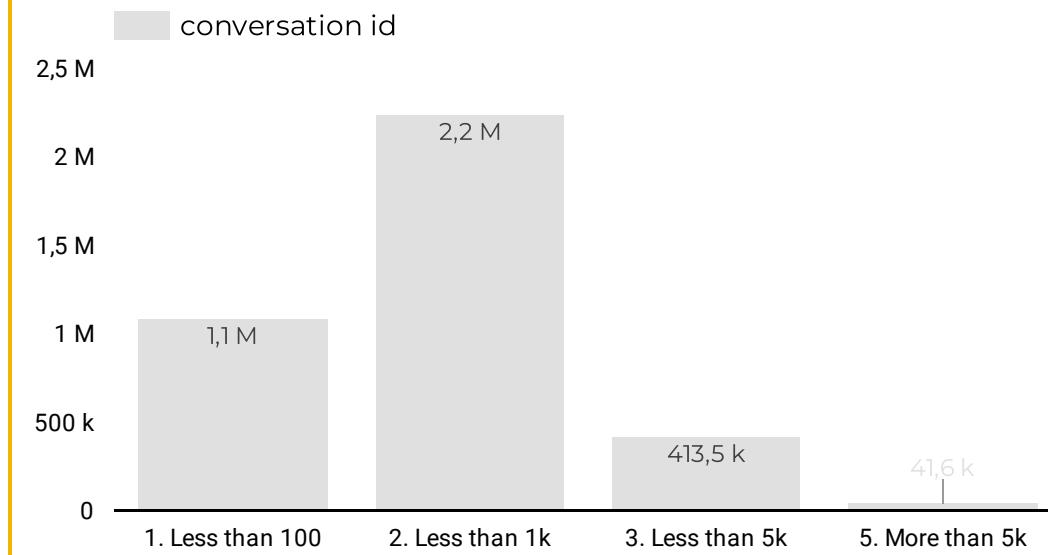


Where do our users come from ?

city big city village



Conversations by users



Type of reservations

1 janv. 2022 - 31 déc. 2022 ▾

Only available for France

Group: family (1) ▾

Country: FRA (1) ▾

City size: city (1) ▾

Average nights
vs last year

8

⬇ -1

Average delay
vs last year

93

⬆ 12

Average guests
vs last year

3

⬆ 0

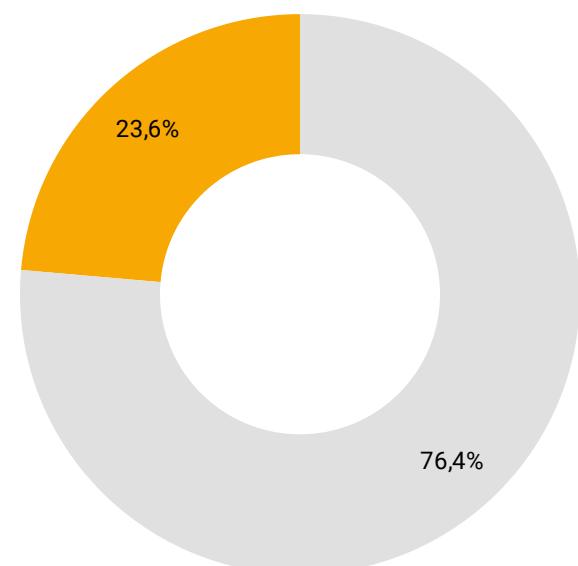
Average capacity
vs last year

8

⬇ -0

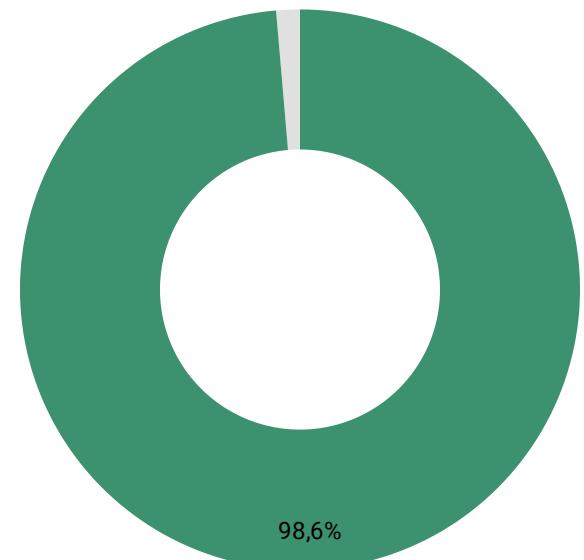
Most common exchange type

Non reciprocal Reciprocal



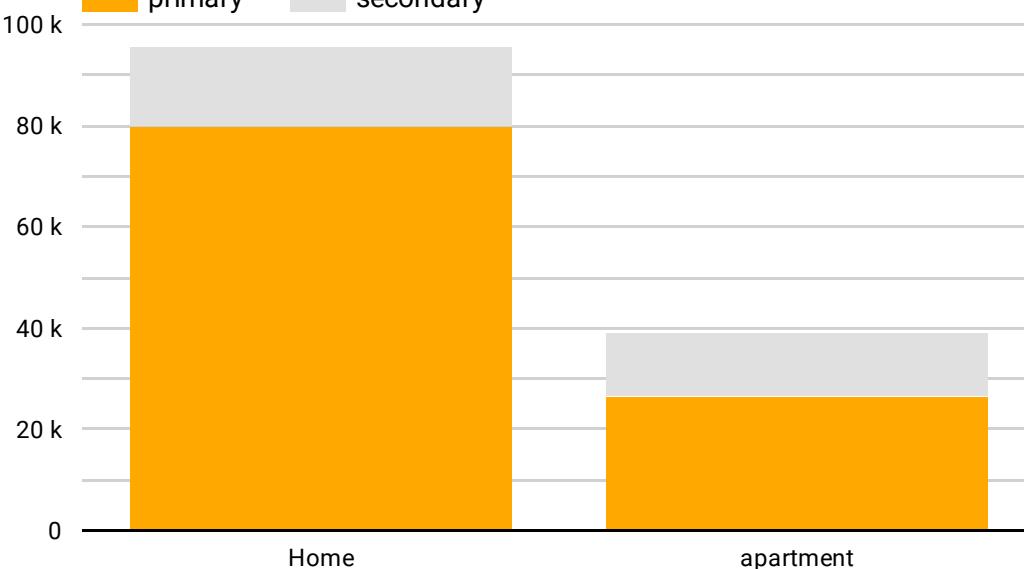
Type of travel

internal travel foreign travel



What type of residence and home are exchanged

primary secondary



Focus on churners

1 janv. 2021 - 31 oct. 2021

country

h·me
exchange

Main KPIs

Avg. Customers
vs last year

37 k

0.0%

Avg. Churners
vs last year

2 k

↑ 0.5%

Churn rate
vs last year

5 %

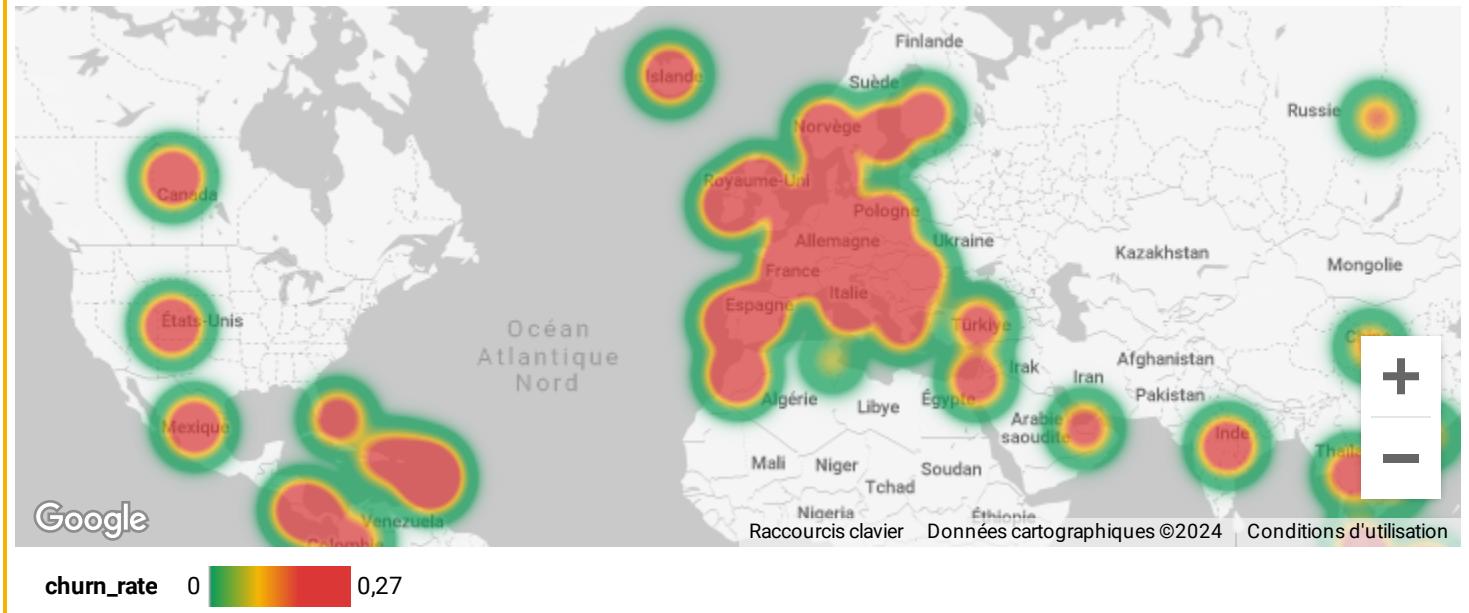
↑ 0,01 %

Loss of revenues
vs last year

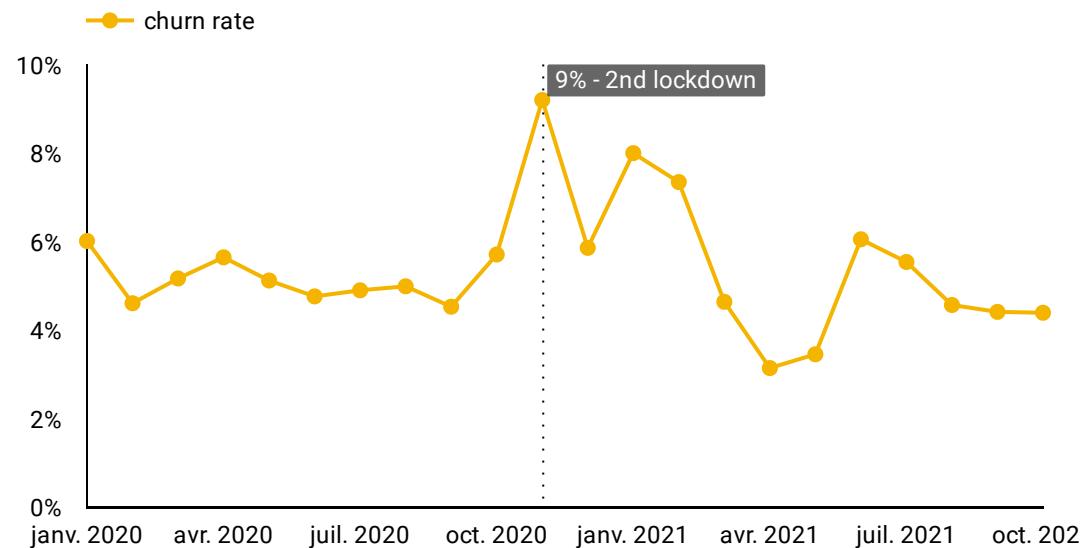
303 k €

↑ 0.5%

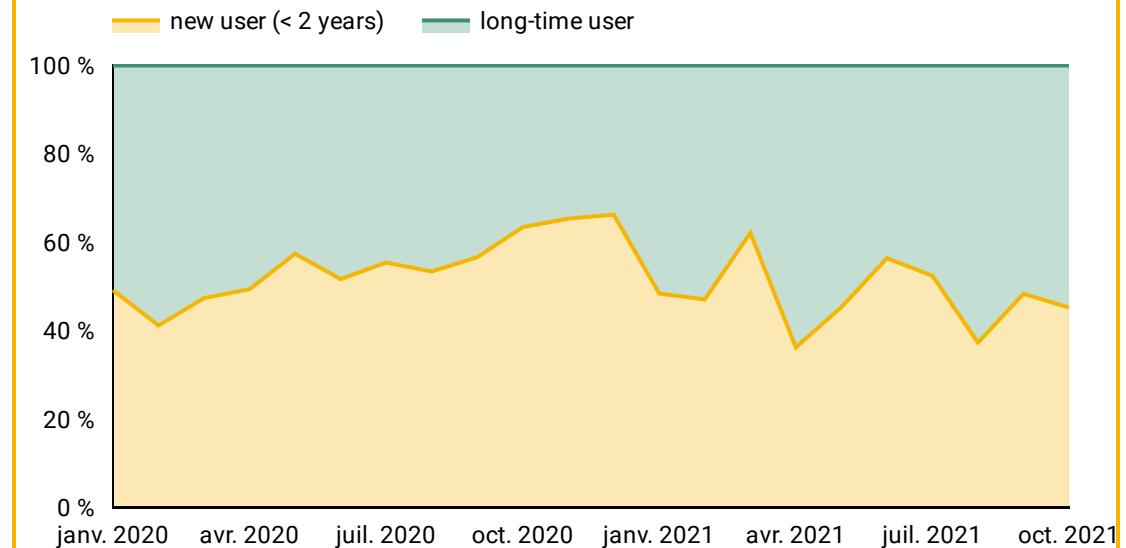
Churn rate by country



Churn rate by month, 2020-2021



Distribution of churn by type of subscribers, 2020 - 2021



Recommendations

Improving the user experience to **reduce churn** and **win new customers**



Limit the number of conversations per day to fight spam



Buy extra points to make trading easier



Bonus points for hosts in cities with low completions

New churn rate

3,75 %

New users

947

Revenues / month

190 k €

10% discount for recent users who have churned

New churn rate

4,19 %

Revenues / month

11 k €

15% discount for long-time users who have churned

New churn rate

3,97 %

Revenues / month

22 k €

Go on vacation anytime for the price of a Spotify **subscription**

New users

952

Revenues / month

152 k €



le wagon

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exchange

Thank you for your attention