Latest Full Month Period:	Sep-25

Term	Definition
Client	Firm (like "XYZ LLP")
User	Individual at a Firm (like "John Smith")
User ID	Unique account identifier for Individual (like "john.smith@xyz.com")
Message	Any query / chat block sent by the user or the system. Broken down by module: - Chat / Blueprints – each user message / prompt is 1 msg, each system response is also 1 msg - Q+A: 1 msg for user question, 1 msg for LLM answer (prompt expansion should likely not count as additional msgs) - Search: 1 msg for search query, 1 msg for perplexity response if included in search results - Nexus: Each interior cell = 1 prompt + 1 response (2 msgs); blueprint-linked cells may generate several msgs if they call multistep blueprints; Nexus chat is 1 msg per question, 1 msg per answer - DDQ: Same as Q+A for each Q+A pair
Active Message	Any message sent or received by a user (in a process that the user kicked off)
Passive Message	Any message output scheduled by the user (for example, if a daily news blueprint runs every morning, all messages in that sequence are passive) or any backend job triggered automatically (like document auto-added to Nexus table)
MAU / Monthly Active User	User who sent at least 1 message in a given month
Registered User	User who has sent at least 1 message ever (count of Registered Users will never decrease)
Licensed User	Licensed seat (full or LLM-only) in client contract that has started by the first of the month
MAU % (of Registered Users)	Percentage of Registered Users who sent at least 1 message in a given month. Note that this metric is slightly helped by the denominator not including Licensed Users who have never signed in, but slightly hurt by the denominator including Users whose licensed seats have been cancelled. Should always be 0-100%.
MAU % (of Licensed Users)	Percentage of Licensed Users who sent at least 1 message in a given month. Note that in months where a licensed seat was switched between users or turned on mid-month, or in situations where we are allowing more users than licensed seats, this number may exceed 100% (but it should generally be 0-100%).

Notes
- We are filtering out messages from accounts where the User ID include "blueflame", "admin", "llm-only", "llm.only", or "llm-only"; we are also filtering out messages sent by CS impersonating user accounts (Jan-25 forward, only)
- We cannot currently distinguish between active vs. passive messages or filter out messages from cancelled accounts (including if a seat was re-assigned)