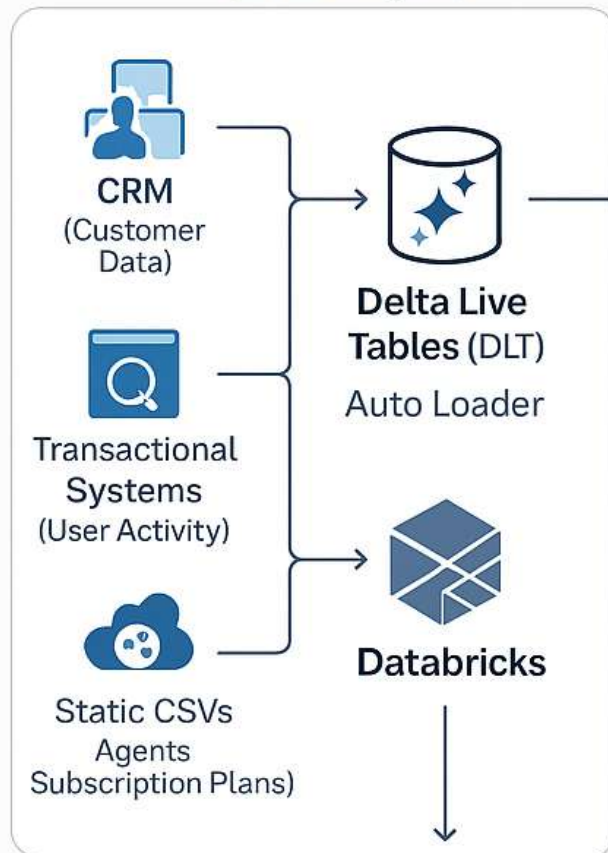
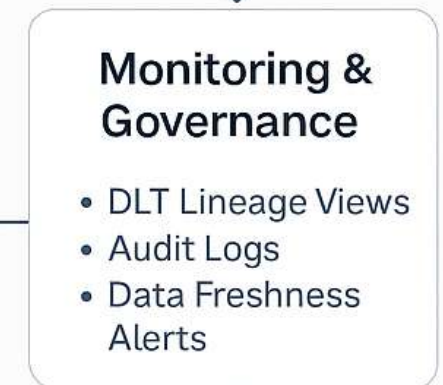
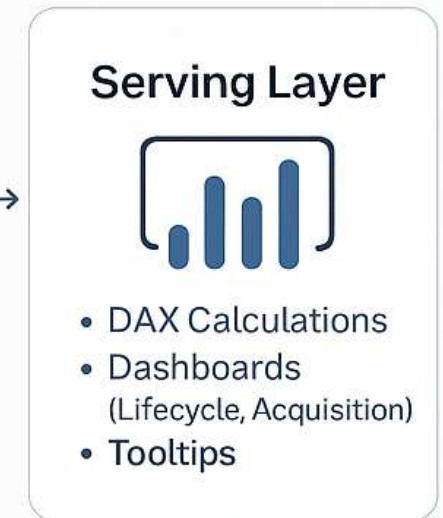
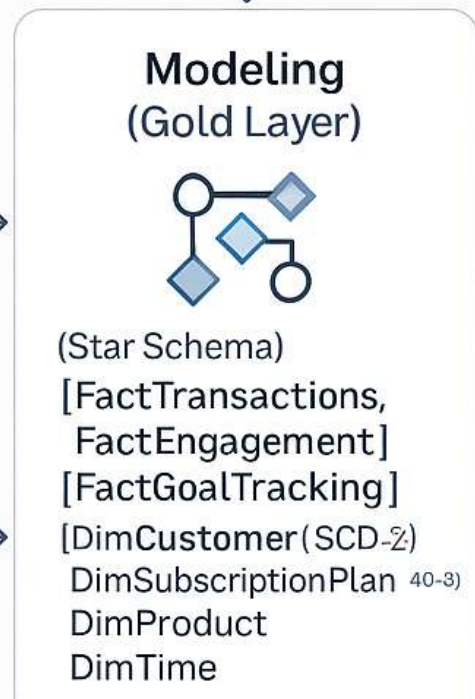


Data Sources (APAC Region)



- DevOps Automation**
- Azure DevOps Pipelines
 - DLT Triggers
 - Power BI Refresh

Customer Lifecycle Lakehouse



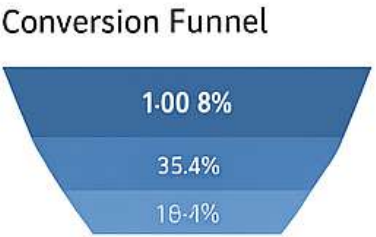
Customer Lifecycle

Date

April, 2023

Region

Subscription Plan



Total Users

346,752

Avg Session

46.2%

Avg Session

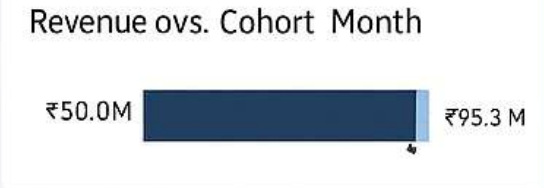
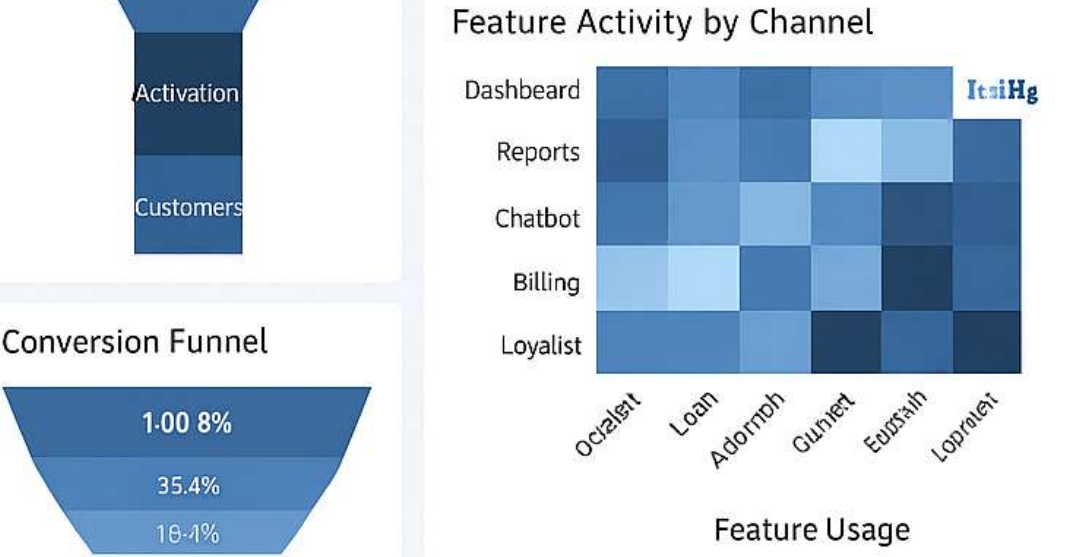
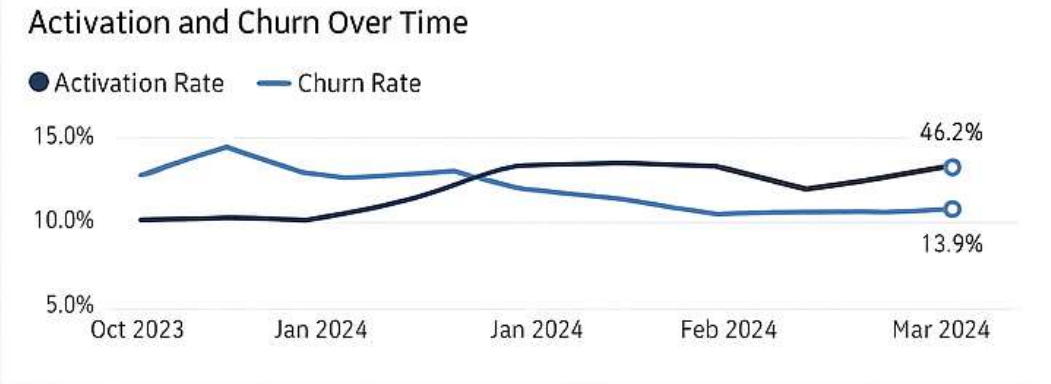
3.4

Lifetime Value

₹17,603

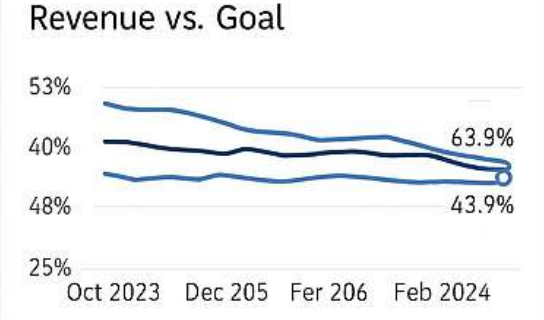
MRR

₹9.53M



Top Regions by User Count

Region	User Count
APAC	
India	186,883
Singapore	82,883
Australla	33,547
Malaysia	23,897
Philipyines	23,663
Vietnam	24,016
Thalland	15,013
Indonesia	12,546
New Zealand	11,842
Myanmar	11,842



Customer Lifecycle

Acquisition

Activation

Engagement

Monetization

Retention

Date

All Time



New Users

125,470

Acquisition Rate

6,8%

CAC

\$ 54,25

Paid Users %

23,5%

Trial Conversion

12,1%

Region

☐ All

☒ Basic

☐ Pro

☐ Enterprise

Subscription Plan

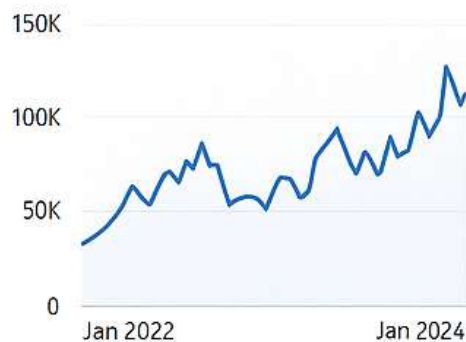
☒ All

☐ Basic

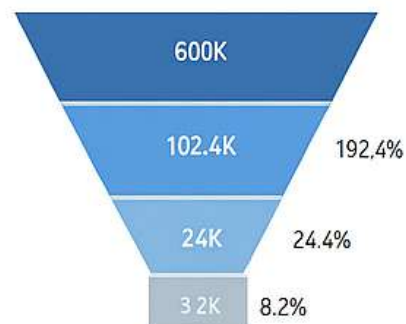
☐ Pro

☐ Enterprise

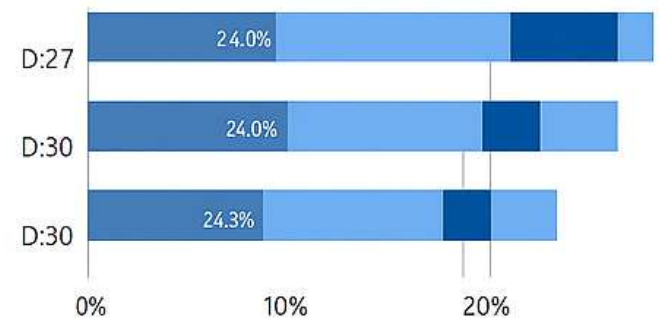
New Users Over Time



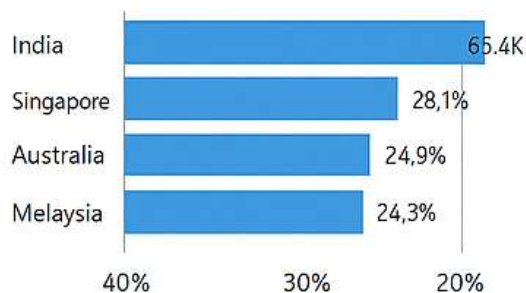
Acquisition Funnel



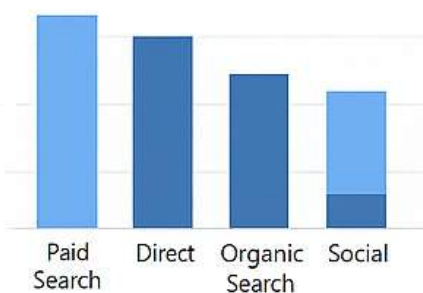
Cohort Analysis By Join Month



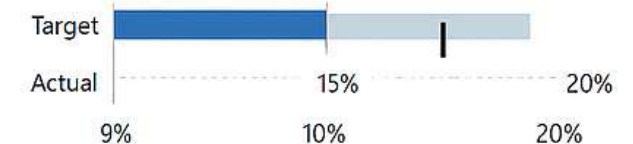
New Users by Region



Acquisition Channels



Paid User Conversions



Top Campaigns

Campaign	Acquisit...	New Users	CAC
Summer Sale	Paid Sea...	12,540	\$46,15
Referral Ronus	Referrals	10,883	\$39,97
Blask Friday	Social	2,802	\$67,84
SED Initiative	Organic S...	5,936	\$33,11
Email Signup	Direct	9,402	\$36.25

Filters

Activation

Date

(All)

Region

(All)

Subscription Plan

(All)

Activation Rate

65.2%

Time to Activate

7.3 Days

% Active Users

78.1%

Activation Churn

5.4%

Avg Events

15,6

%

↑

New Activations Over Time

Funnel Drop-Off

Activation Targets

User Segment	Account
D	22.135
A	23.56
E	21.30
G	23.46
F	20.72
C	21.34
I	17.80
J	17.35
B	16.52
H	17.24

Feature Usage Post-Activation

Cohort Retention (D+7)

Activation Targets

Actual 85.2% 70%

Target

0% 80%

Actuation

Target

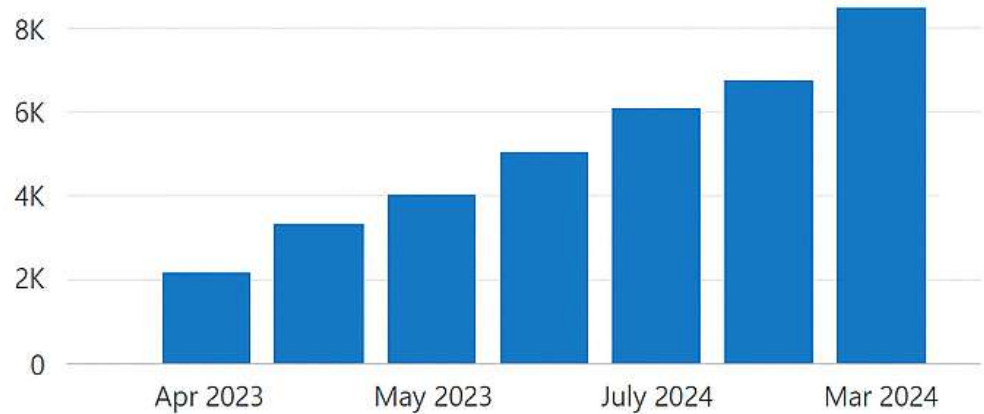
0% 23% 80%

Top 10 User Segments by Activation Count

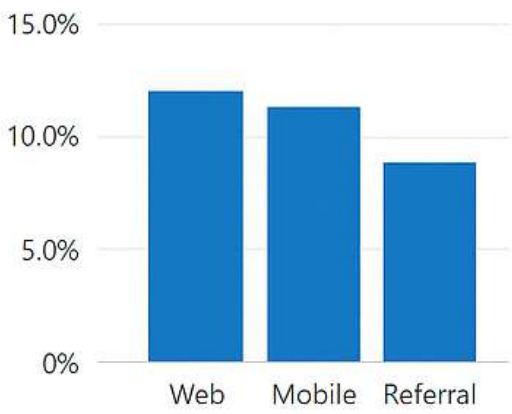
User Segment	Activation Count
D	22.396
A	22.386
E	22.544

Overview Acquisition Activation

New Accounts by Month



Signup Conversion Rate by Channel



Filters

Region

India ▼

Singapore

Australia

Malaysia

Gender

Male ▼

Female

Subscription Plan

Basic ▼

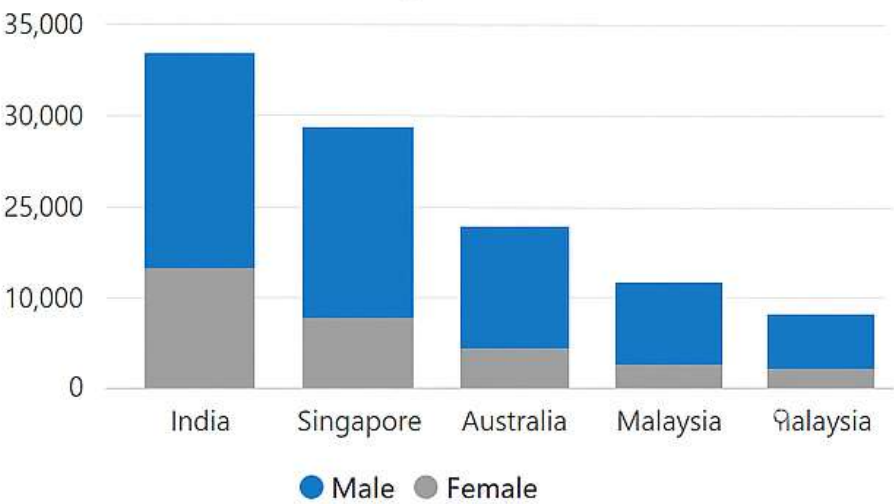
Pro

Enterprise

Average Time to Activate



Activated Accounts by Gender and Region



Filter

All time

Region

All

Engagement

Total Logins

3,127,489

Active Users

63,085

Avg Sessions

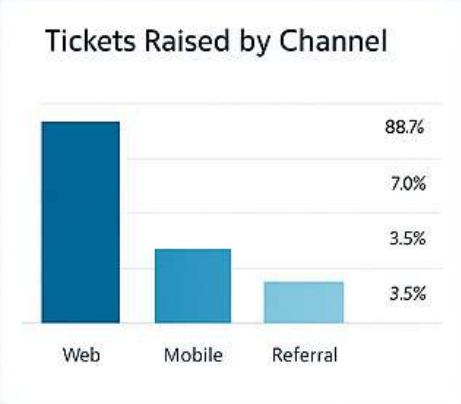
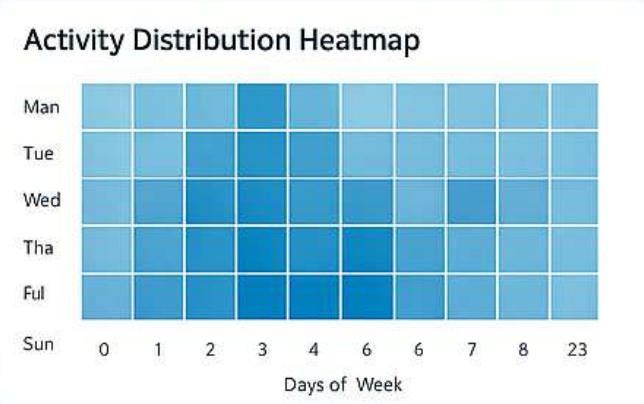
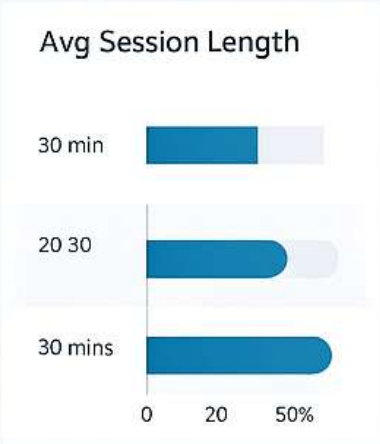
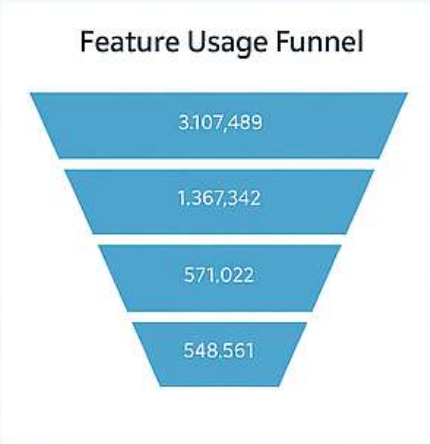
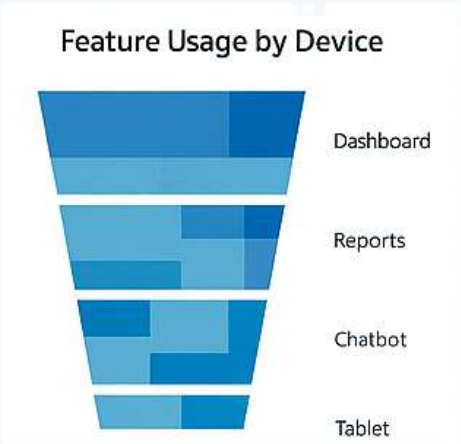
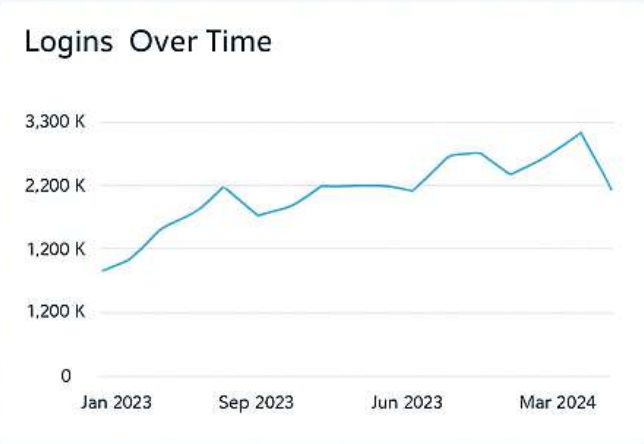
4,9

Bounce Rate

23.5%

Avg Session Length

32 mins



Avg Session Length vs. Target

Feature Usage	Total Logins	Feature Usage Rate	Avg Session Length
India	3,124,786	70.7%	31 mins
Australia	156,342	81.3%	35 mins
Singapore	162,702	80.1%	34 mins
Malaysia	102,512	63.9%	36 mins

Monetization

Date

January

Region

August

Subscription Plan

All

\$1.47M

MRR | ARPU

\$58.21

ARPU | L.M VVF

395

LTV | BIV VNT

28.6%

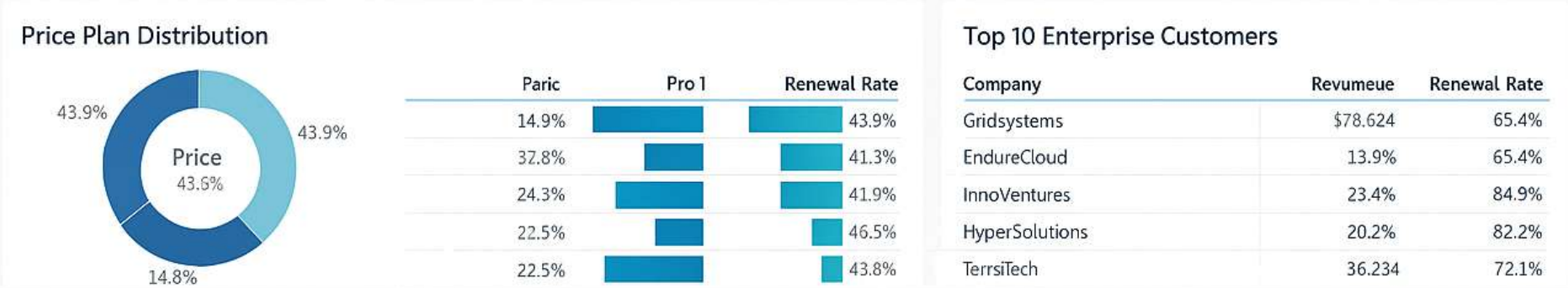
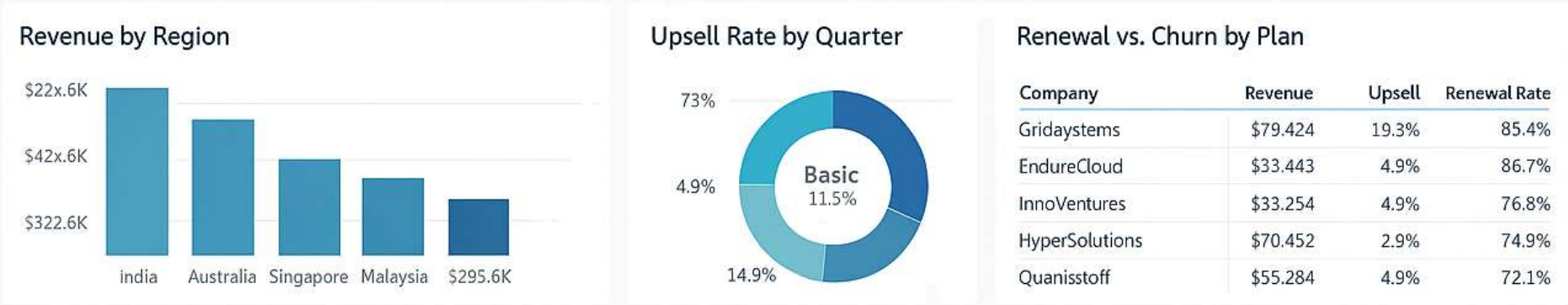
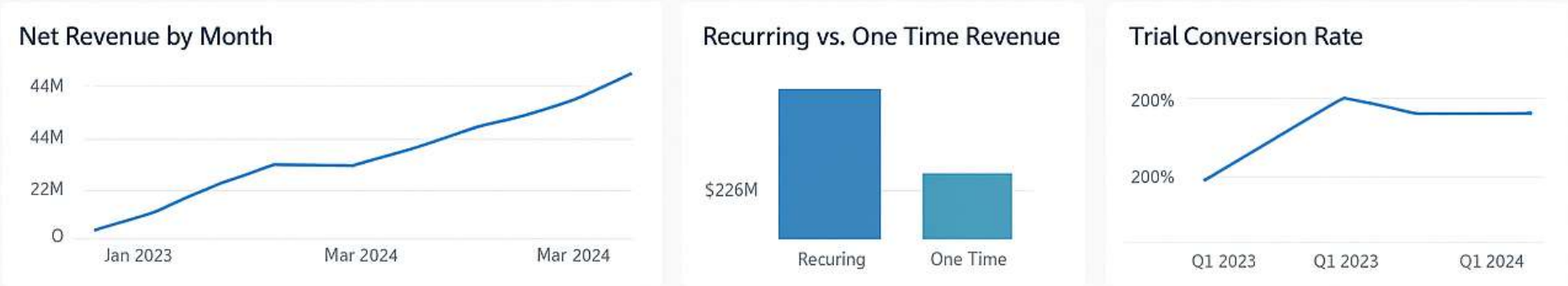
Trial Conversion Rafe

28.1%

Renewal Rate

6.3%

Cusfomer Churn



Retention

Date

All

Region

All

Subscription Plan

All

74.2%

Retention Rate

5.6%

Churn Rate

15.6K

Lifetime Value

83,587

Customer Count

44.5

Engagement Score

12.150

Cohort Size

Retention Cohort (D+7, D:30, D:900)

	0-9	10-19	20+
0-9	7.45%	5.6%	7.5%
10-19	7.8%	8.0%	7.8%
20-30	3.9%	7.4%	5.4%

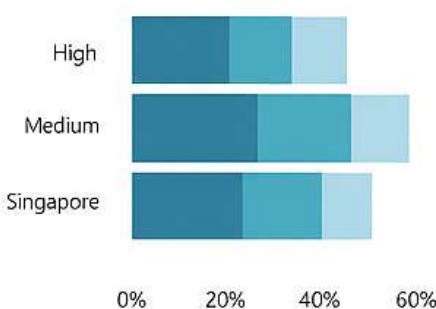
Lifetime Value

815,617 Reprereanere ppe donue a customer generants during their engagement period

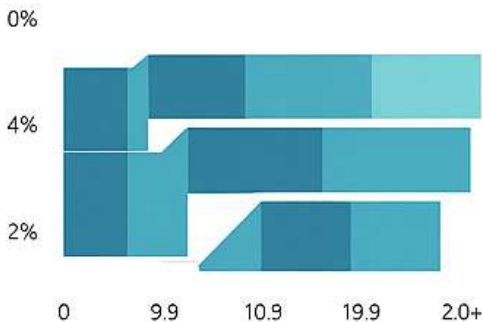
Retention Trend



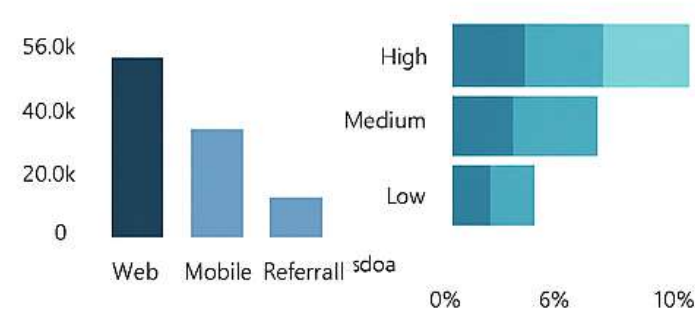
Customer Engagement Retention



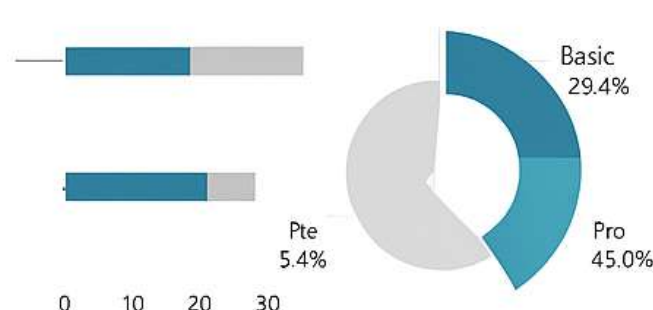
Retention Target vs Actual



Chumed Custors by Segment



Retention Target vs Actual



Retention by Segment

Web	70.3%	70.5%
Mobile	77.4%	77.4%

Retention hay av Segment

Web	70.3%	76.3%
Mobile	77.4%	77.4%
Referral		

Customer Lifecycle

Acquisition

Activation

Engagement

Monetization

Retention