



Cohort analysis

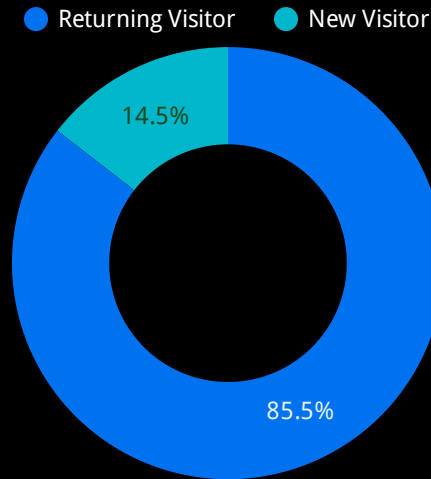
12 Apr 2023 - 11 May 2023

Users
62,378

↓ -63.2%

Sessions to Transaction
24

↓ -98.3%

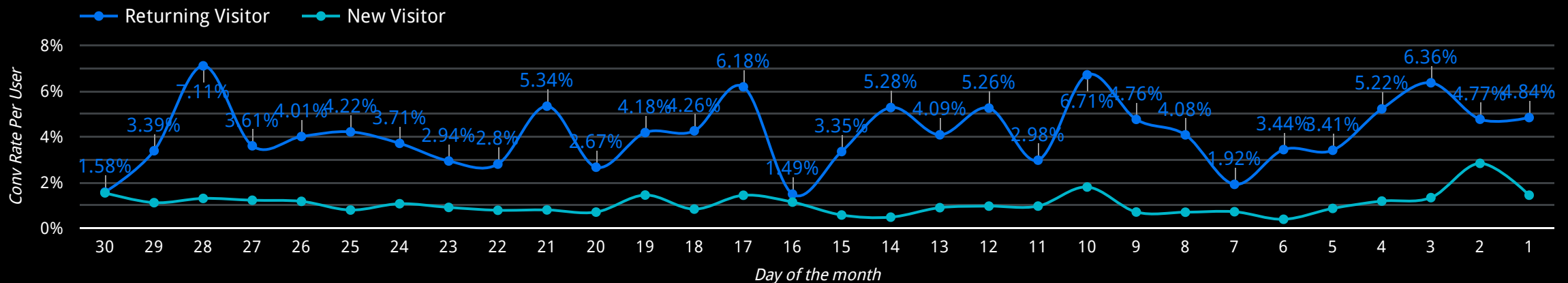
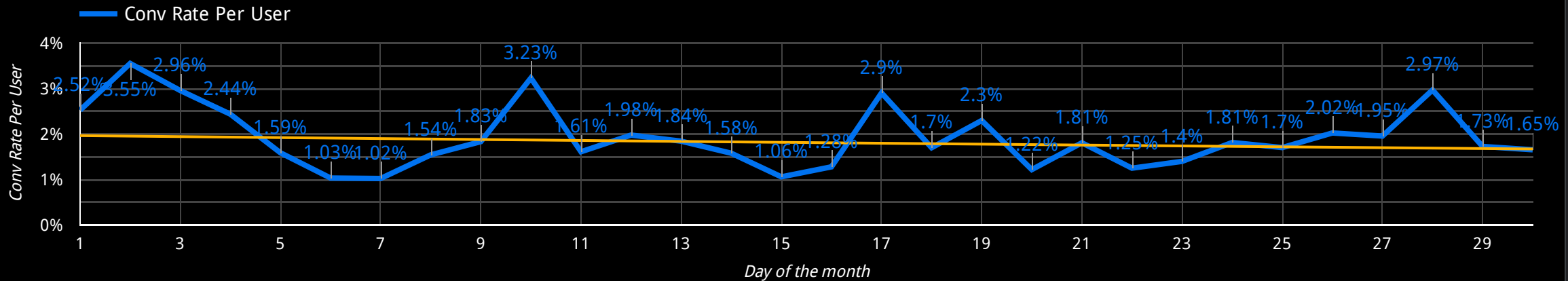


Unique Purchases
4,499

↓ -92.8%

Bounces
38,775

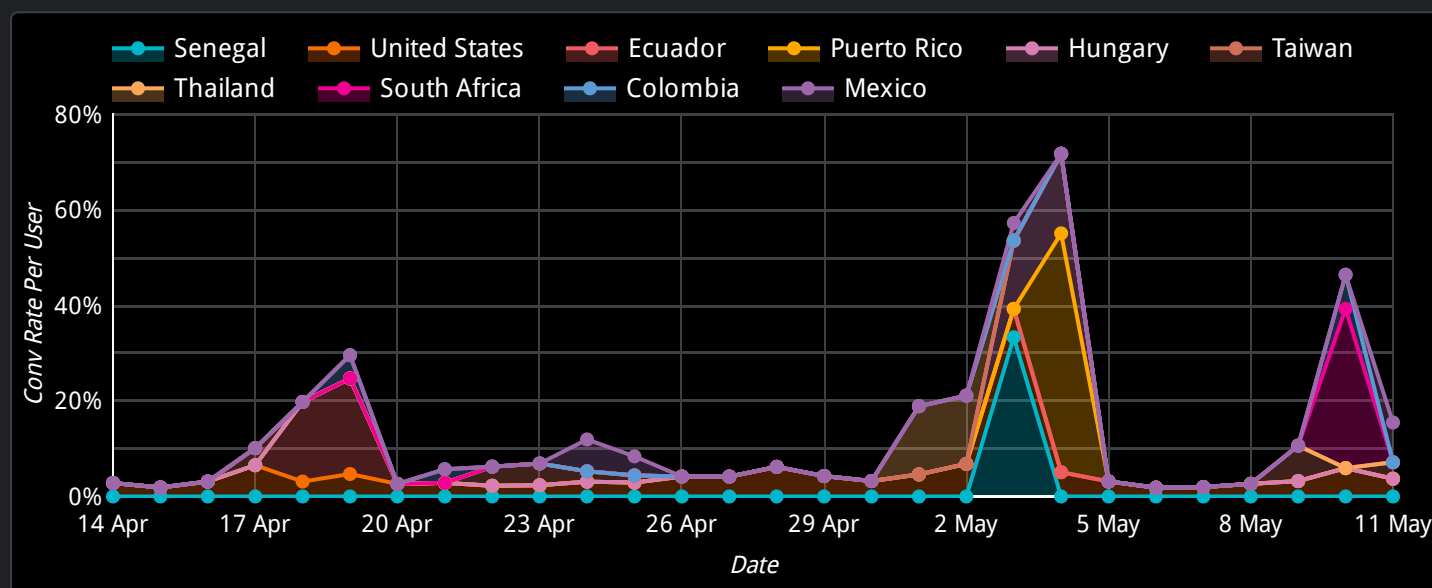
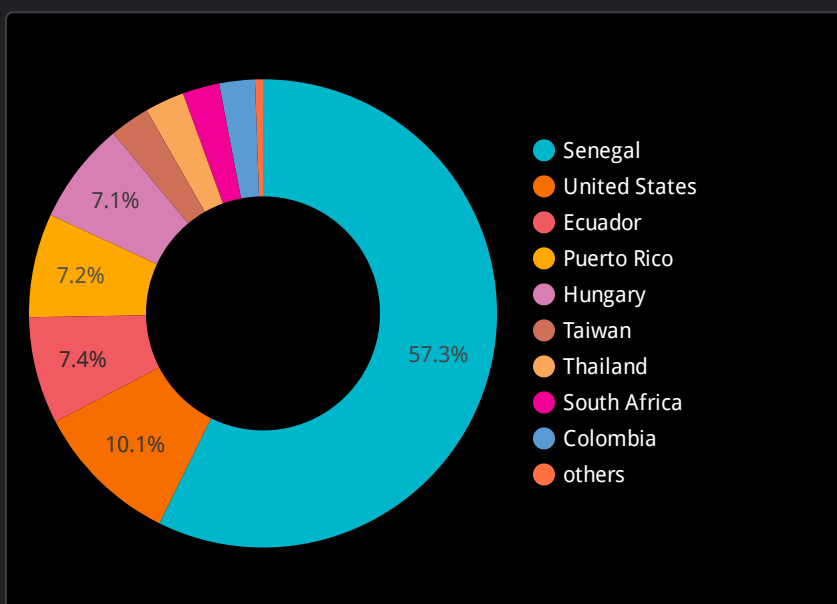
↓ -32.7%



Select date range

Day Index / Conv Rate Per User

| Date | User Type | 0018 | 0026 | 0014 | 0019 | 0003 | 0017 | 0020 | 0005 | 0012 | 0013 | 0025 | 0010 | 0007 | Grand to... |
|-------------|-------------------|-------|-------|-------|-------|------|-------|-------|------|-------|-------|-------|-------|-------|-------------|
| 2 May 2023 | Returning Visi... | 4.77% | - | - | - | - | - | - | - | - | - | - | - | - | 4.77% |
| | New Visitor | 2.84% | - | - | - | - | - | - | - | - | - | - | - | - | 2.84% |
| 10 May 2023 | Returning Visi... | - | 6.71% | - | - | - | - | - | - | - | - | - | - | - | 6.71% |
| | New Visitor | - | 1.8% | - | - | - | - | - | - | - | - | - | - | - | 1.8% |
| 28 Apr 2023 | Returning Visi... | - | - | 7.11% | - | - | - | - | - | - | - | - | - | - | 7.11% |
| | New Visitor | - | - | 1.3% | - | - | - | - | - | - | - | - | - | - | 1.3% |
| 3 May 2023 | Returning Visi... | - | - | - | 6.36% | - | - | - | - | - | - | - | - | - | 6.36% |
| | New Visitor | - | - | - | 1.24% | - | - | - | - | - | - | - | - | - | 1.24% |
| Grand total | | 3.55% | 3.23% | 2.97% | 2.96% | 2.9% | 2.52% | 2.44% | 2.3% | 2.02% | 1.95% | 1.83% | 1.81% | 1.81% | 2.29% |



| Country | Users | New Us... | Bounce ... | AdX V... | Time on ... | Avg. User ... | Avg. Price | Avg. Order Val... | Total Value | Sub Contin... | Conv Rate Per ... |
|--------------------|--------|-----------|------------|----------|-------------|---------------|------------|-------------------|--------------|---------------|-------------------|
| 1.. Senegal | 4 | 3 | 20% | 0% | 00:00:00 | null | \$16.4 | \$32.8 | \$32.8 | 1 | 25% |
| 2.. United Stat... | 28,025 | 24,764 | 43.57% | 0% | 00:00:00 | null | \$11.95 | \$105.03 | \$129,188.98 | 1 | 4.39% |
| 3.. Ecuador | 62 | 56 | 45.1% | 0% | 00:00:00 | null | \$13.5 | \$40.5 | \$81 | 1 | 3.23% |
| 4.. Puerto Rico | 32 | 29 | 30.95% | 0% | 00:00:00 | null | \$33 | \$66 | \$66 | 1 | 3.13% |
| 5.. Hungary | 65 | 62 | 51.39% | 0% | 00:00:00 | null | \$51.47 | \$77.2 | \$154.4 | 1 | 3.08% |