

Total Number of Customers

1000

Customer Analysis

Average Time (Days) Until Customers Upgraded

104

Amount & % of Customers who Churned

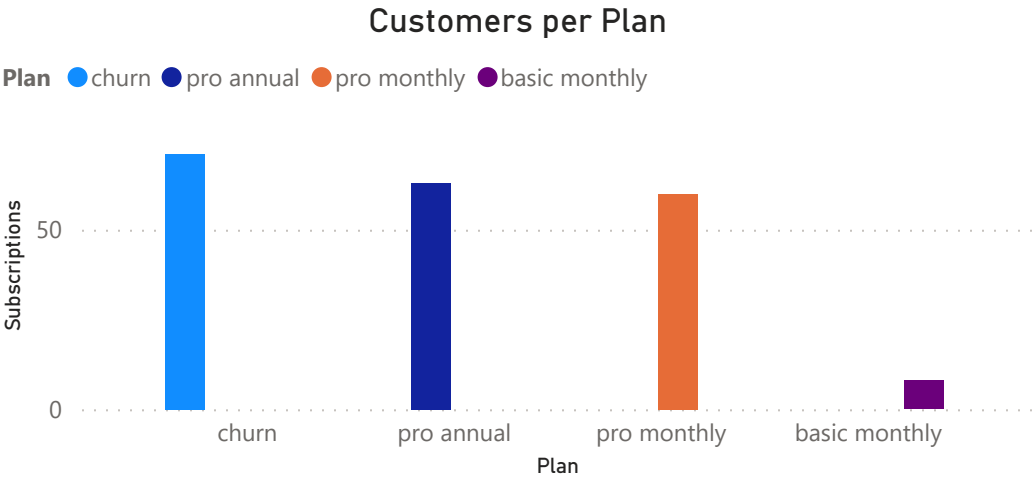
307
Customers

30.70
% of Customers

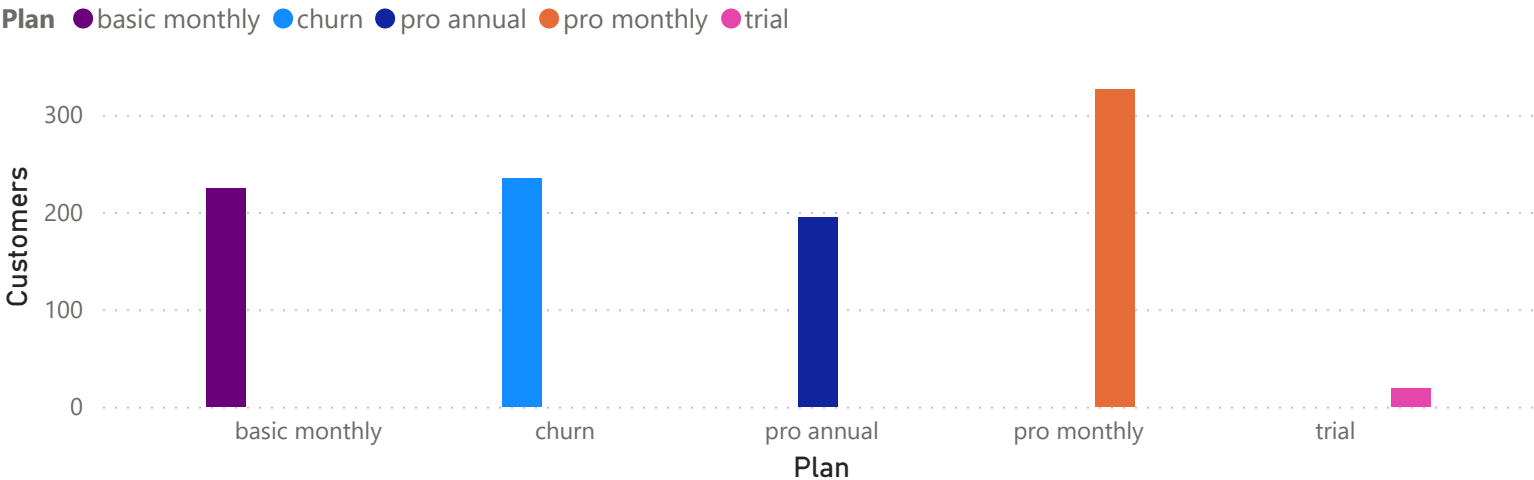
Amount & % of Customers who Churned after their Trials

92
Customers

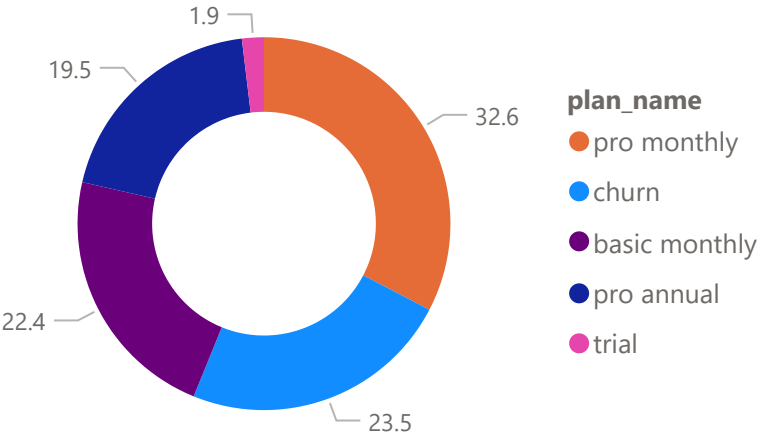
9
% of Customers



Customers per Plan at 12-31-2020



% Customers per Plan at 12-31-2020



Annual Plan Upgrades 2020

195

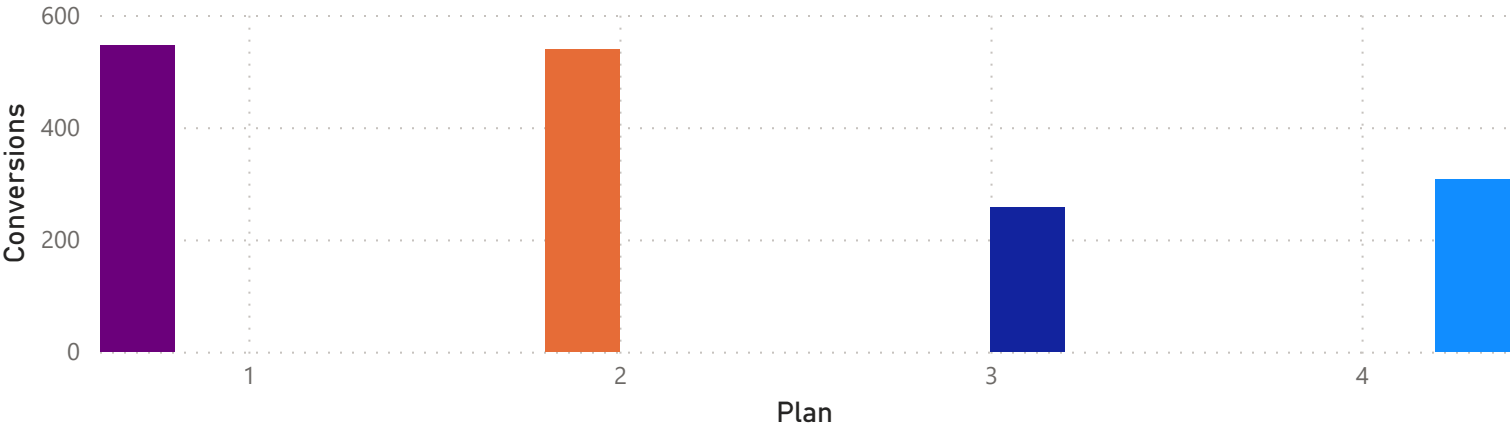
Subscription Analysis

Downgrades from Pro-Monthly to Basic-Monthly

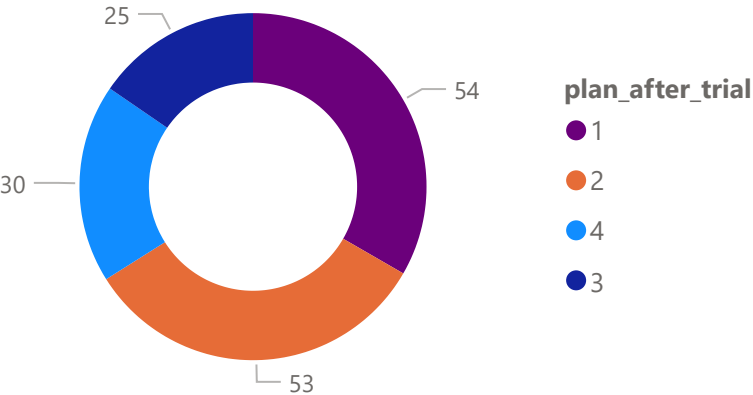
0

Conversions per Plan

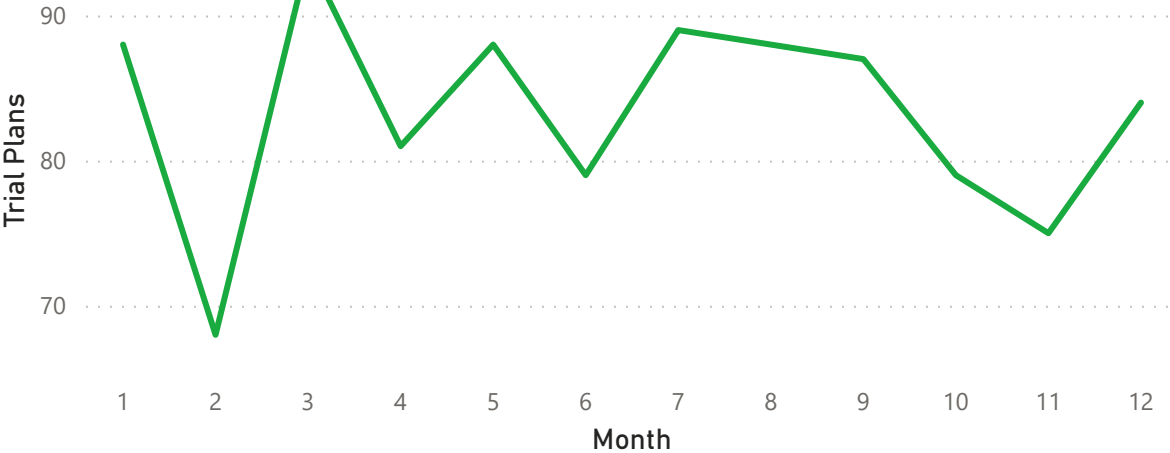
Plan 1 2 3 4



Conversions per Plan %



Trial Plans per Month



Average Number of Customers who Upgraded to an Annual Plan within 30 Days

