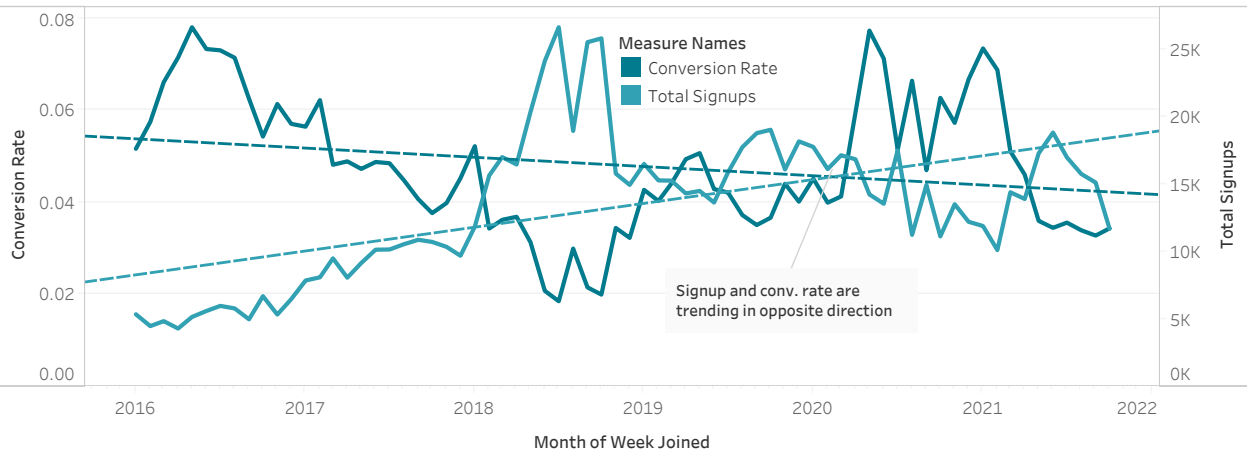


Signup and Conversion by Channel and Persona

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Conversion Rate by Month

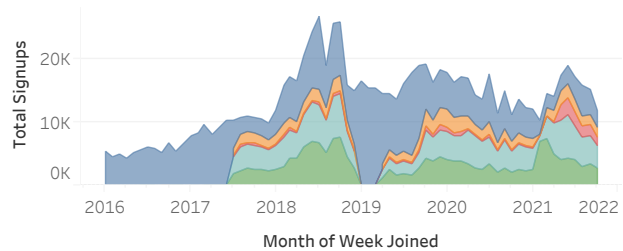


Signup & Subscriptions by Channel and Persona

Channel	Persona	Total Sign..	Total Subs..	Conversio..
brand	Null	7,340	624	8.5%
	career_buil..	2,954	433	14.7%
	career_expl..	986	81	8.2%
	jobseeker	7,485	1,049	14.0%
	other	4,057	412	10.2%
	Total	22,822	2,599	11.4%
organic	Null	109,404	4,000	3.7%
	career_buil..	35,815	2,467	6.9%
	career_expl..	13,673	625	4.6%
	jobseeker	80,916	5,752	7.1%
	other	69,039	3,050	4.4%
	Total	308,847	15,894	5.1%
paid	Null	24,712	464	1.9%
	career_buil..	7,728	385	5.0%
	career_expl..	4,971	112	2.3%
	jobseeker	19,589	914	4.7%
	other	19,580	552	2.8%
	Total	76,580	2,427	3.2%
referral	Null	10,723	259	2.4%
	career_buil..	3,619	112	3.1%
	career_expl..	1,739	36	2.1%
	jobseeker	8,014	337	4.2%
	other	7,021	182	2.6%
	Total	31,116	926	3.0%
unknown	Null	345,467	13,773	4.0%
	career_buil..	32,011	1,150	3.6%
	career_expl..	5,412	153	2.8%
	jobseeker	83,006	3,409	4.1%
	other	76,790	1,724	2.2%

Country
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<input checked="" type="checkbox"/> AG
<input checked="" type="checkbox"/> AI
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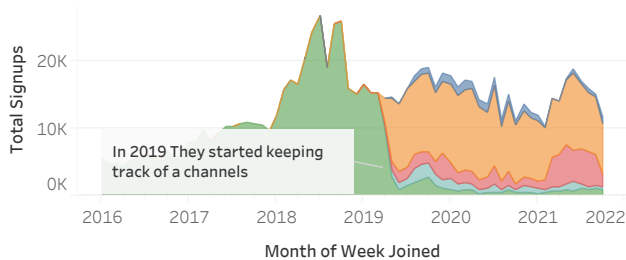
Signups by Persona and Months



Persona

- Null
- career_builder
- career_explorer
- jobseeker
- other

Signups by Channels and Months



Channel

- brand
- organic
- paid
- referral
- unknown