

Transaction Fee analysis

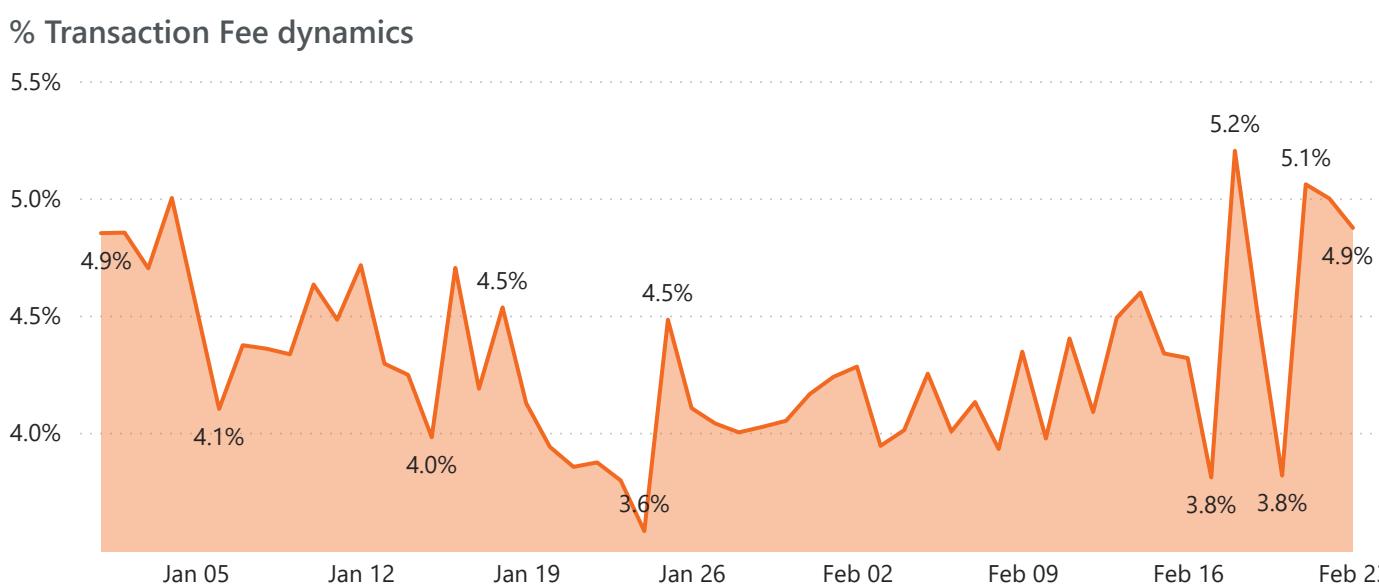
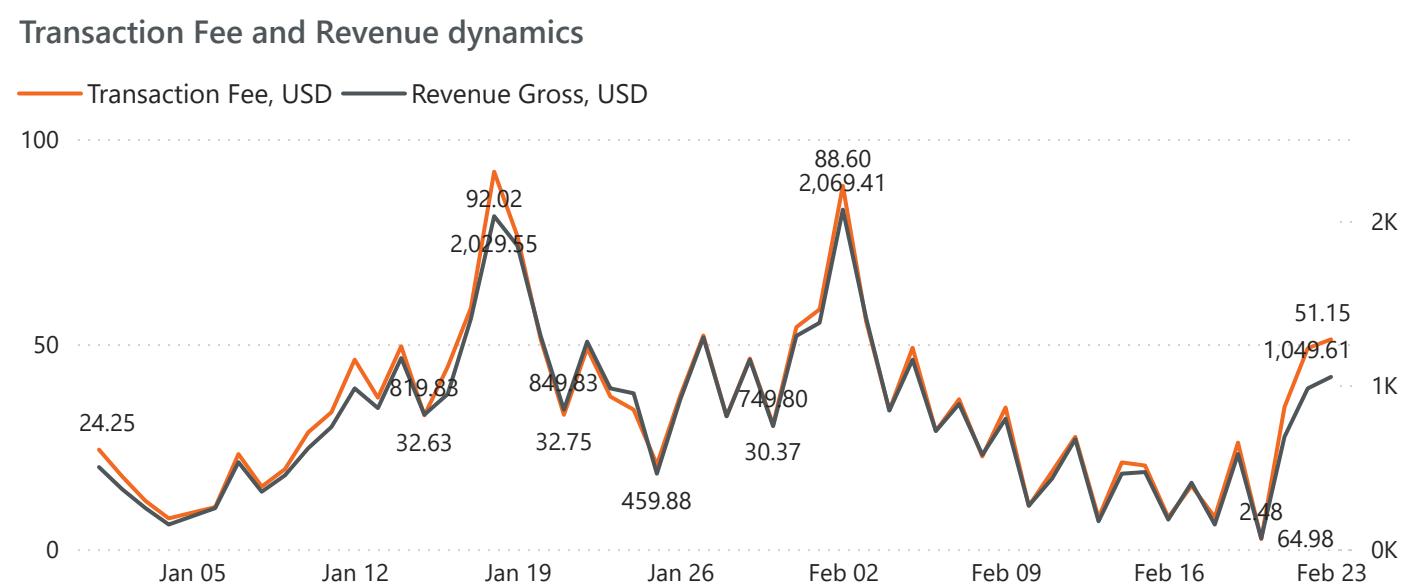
42,664.20	42,664.20	1,813.82	40,850.38	4.3%	1.87	1.75	971
Gross Sales. USD	Revenue Gross. USD	Transaction Fee. USD	Revenue Net. USD	% Transaction Fee	Average Fee. USD	Median Fee. USD	Transactions

Date: 1/1/2025 - 2/23/2025

Country: All

Subscription type: All

Plan type: All



Transaction Fee distribution by country

Country	Gross Sales, USD	Transaction Fee, USD	% Transaction Fee	AOV, USD	Average Fee, USD	Median Fee, USD
US	23,964.17	862.25	3.6%	45.05	1.62	1.75
AU	2,579.32	133.02	5.2%	39.68	2.05	2.50
GB	1,934.47	98.94	5.1%	42.05	2.15	2.50
CA	1,479.58	75.92	5.1%	41.10	2.11	2.50
IE	1,129.75	56.92	5.0%	47.07	2.37	2.50
IT	944.75	47.88	5.1%	44.99	2.28	2.50
SE	834.78	42.74	5.1%	43.94	2.14	2.50
CH	589.87	29.56	5.0%	49.16	2.46	2.50
CZ	574.87	28.90	5.0%	52.26	2.41	2.50
IL	544.86	27.58	5.1%	45.41	2.30	2.50
DE	519.86	26.48	5.1%	43.32	2.21	2.50
NO	499.85	25.90	5.2%	38.45	1.99	2.50
BR	474.85	23.45	4.9%	43.17	2.13	2.06
HU	449.89	23.10	5.1%	40.90	2.10	2.50
Total	42,664.20	1,813.82	4.3%	44.07	1.87	1.75

Transaction Fee distribution by subscription type

Price	Subs type	Gross Sales, USD	Transaction Fee, USD	% Transaction Fee	AOV, USD	Average Fee, USD	Median Fee, USD
9.98	upsell_guide_1time	588.82	38.56	6.5%	9.98	0.65	0.59
14.99	6month_subscription	749.50	44.55	5.9%	14.99	0.89	0.96
14.99	upsell_premium_support_1month	314.79	17.63	5.6%	14.99	0.84	0.73
19.98	upsell_bundle_1month	19.98	1.18	5.9%	19.98	1.18	1.18
19.99	upsell_bundle_1month	379.81	19.72	5.2%	19.99	1.04	1.18
39.98	upsell_bundle_3month	1,959.02	91.34	4.7%	39.98	1.86	2.06
49.99	1month_subscription	38,442.31	1,591.75	4.1%	49.99	2.07	1.75
69.99	6month_subscription	209.97	9.09	4.3%	69.99	3.03	3.38
Total		42,664.20	1,813.82	4.3%	44.07	1.87	1.75

Transaction Fee distribution by Card parameters

Card brand	Gross Sales, USD	Transaction Fee, USD	% Transaction Fee	AOV, USD	Average Fee, USD	Median Fee, USD	Card params
Amex	2,859.37	107.68	3.8%	48.46	1.79	1.75	Card brand
Discover	484.86	17.66	3.6%	40.41	1.47	1.75	Card method
MasterCard	16,135.92	711.71	4.4%	43.97	1.93	1.75	Card type
Visa	23,184.05	976.77	4.2%	43.74	1.84	1.75	
Total	42,664.20	1,813.82	4.3%	44.07	1.87	1.75	

* analysis of shipped orders excluding refunds and chargebacks