

# November 2017

## Metrics for November 2017

Monthly Expense	Monthly Income	% of Monthly Income
\$3,429,201	\$4,351,060	78.81%

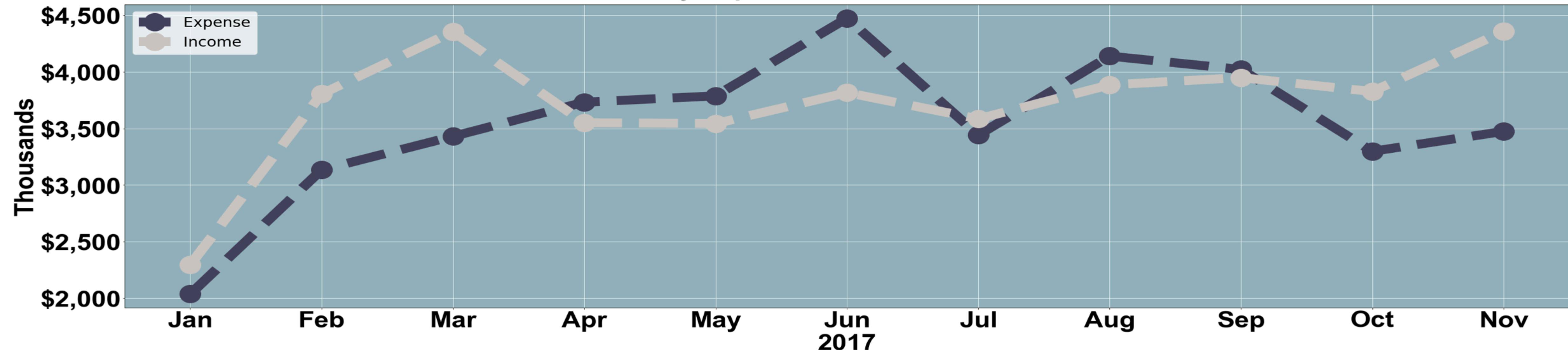
## Metrics for YTD

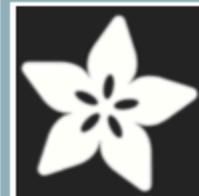
YTD Expense	YTD Income	% of YTD Income
\$38,975,140	\$40,976,767	95.12%

## Monthly % Changes



## Monthly Expense and Income Over Time





# COGS

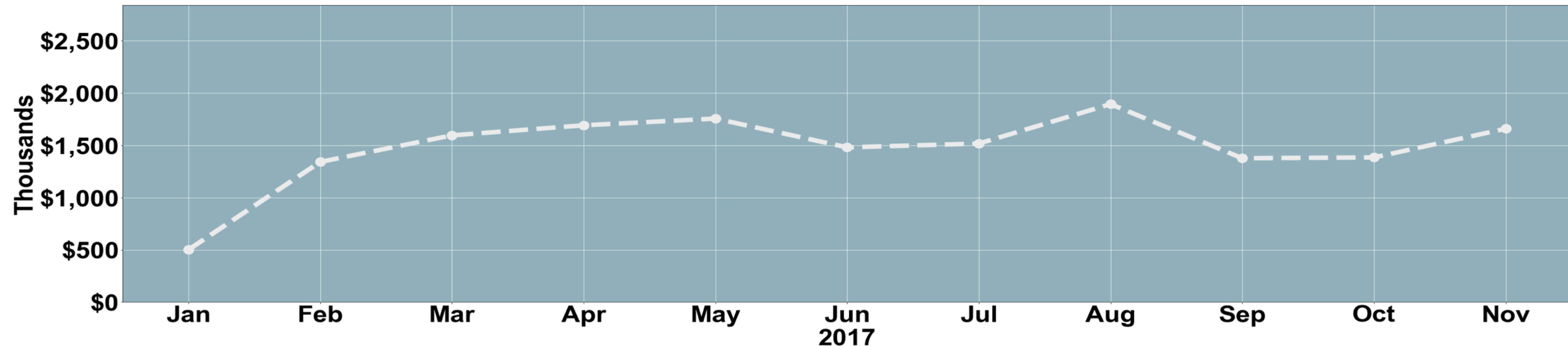
## Metrics for November 2017

Total Expense	% Change	% of All Expenses
\$1,659,180	19.84%	48.38%

## Breakdown of COGS for November 2017 Top Three



COGS over time



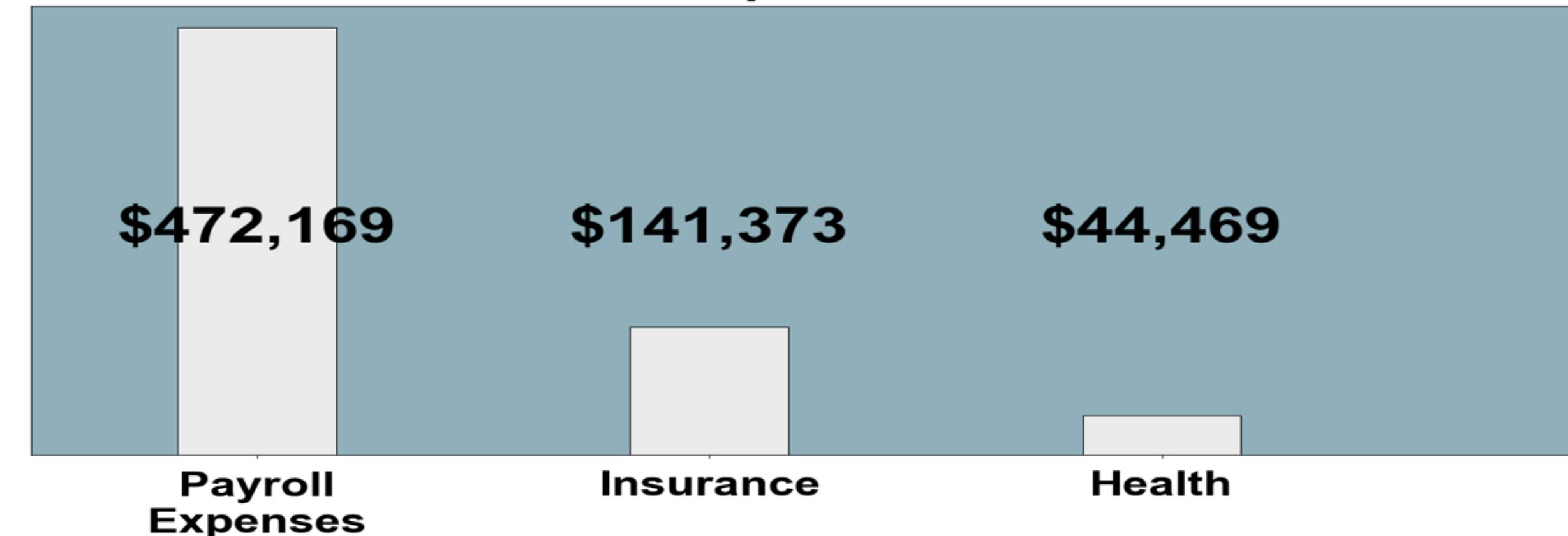


# Employees

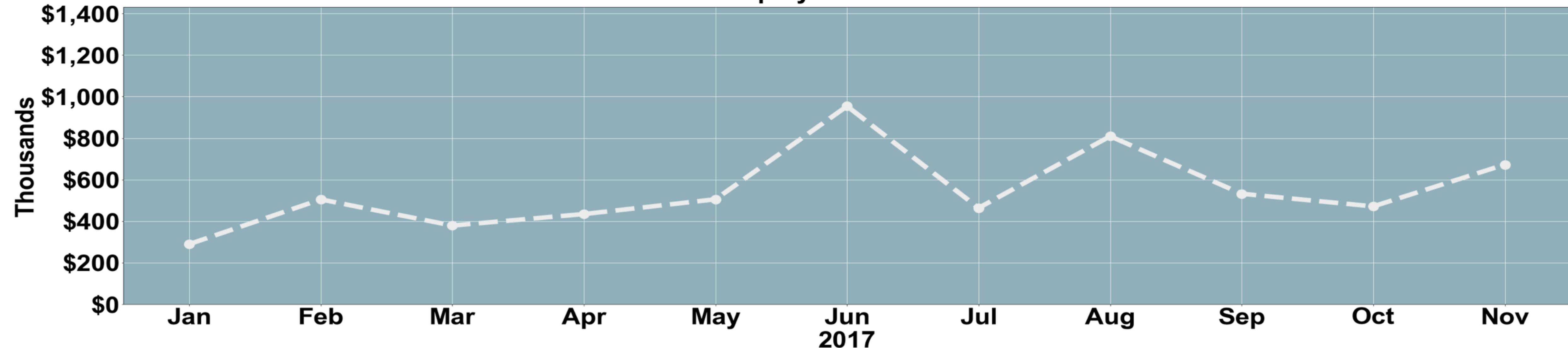
## Metrics for November 2017

Total Expense	% Change	% of All Expenses
\$672,804	42.68%	19.62%

## Breakdown of Employees for November 2017 Top Three



## Employees over time



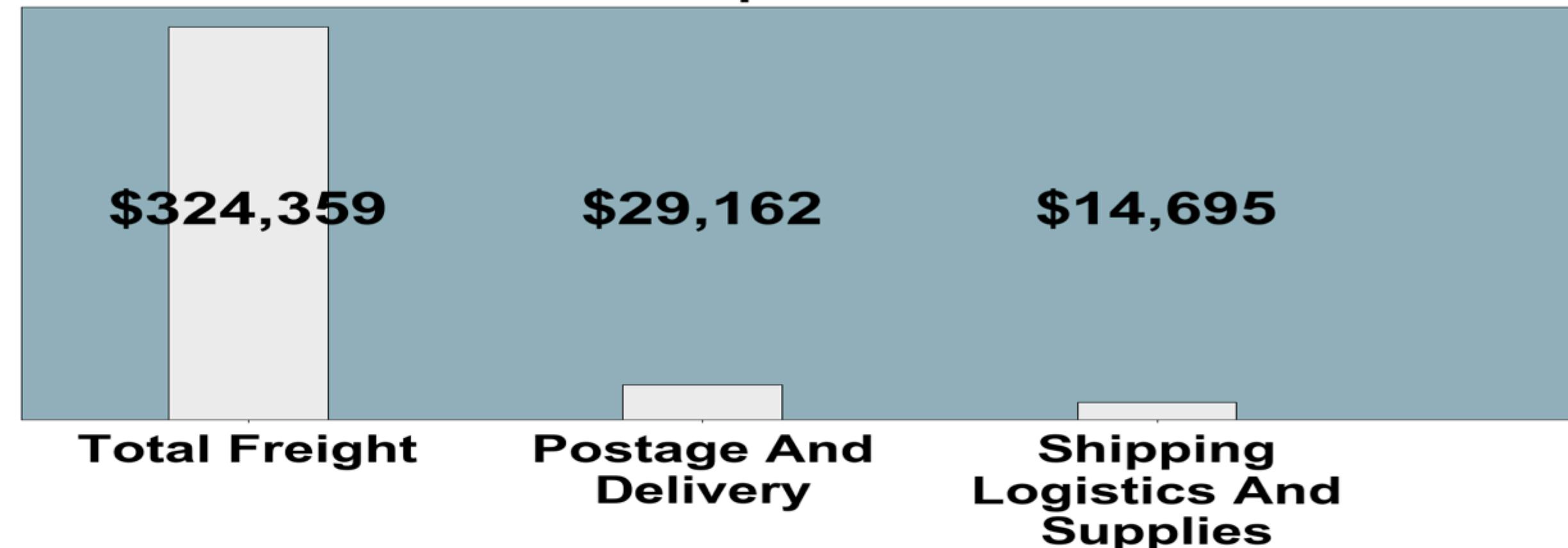


# Shipping

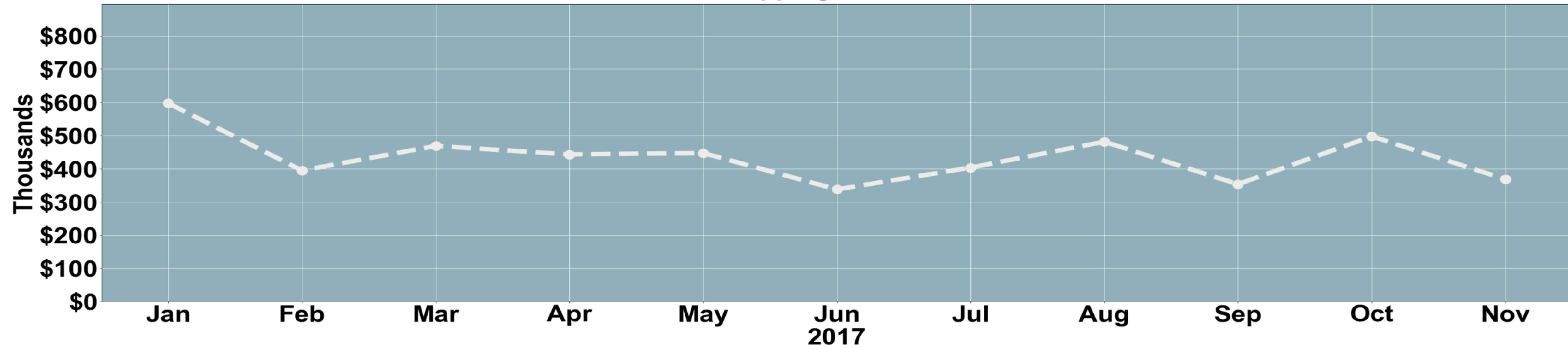
## Metrics for November 2017

Total Expense	% Change	% of All Expenses
\$368,217	-25.96%	10.74%

## Breakdown of Shipping for November 2017 Top Three



## Shipping over time





# Building Expenses

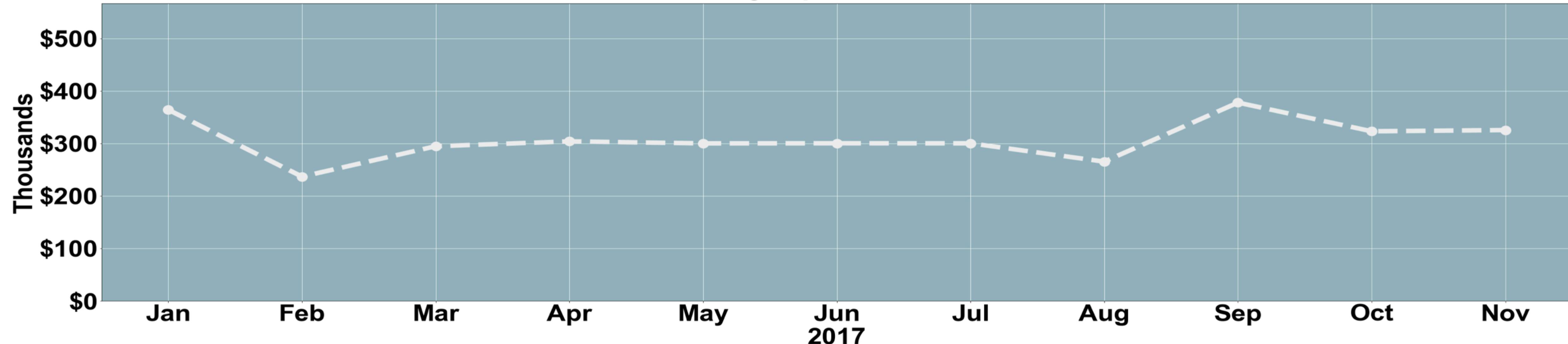
## Metrics for November 2017

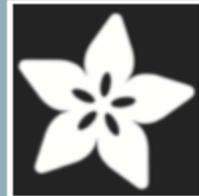
Total Expense	% Change	% of All Expenses
\$325,581	0.72%	9.49%

## Breakdown of Building Expenses for November 2017 Top Three



## Building Expenses over time





# Contractors

## Metrics for November 2017

Total Expense

% Change

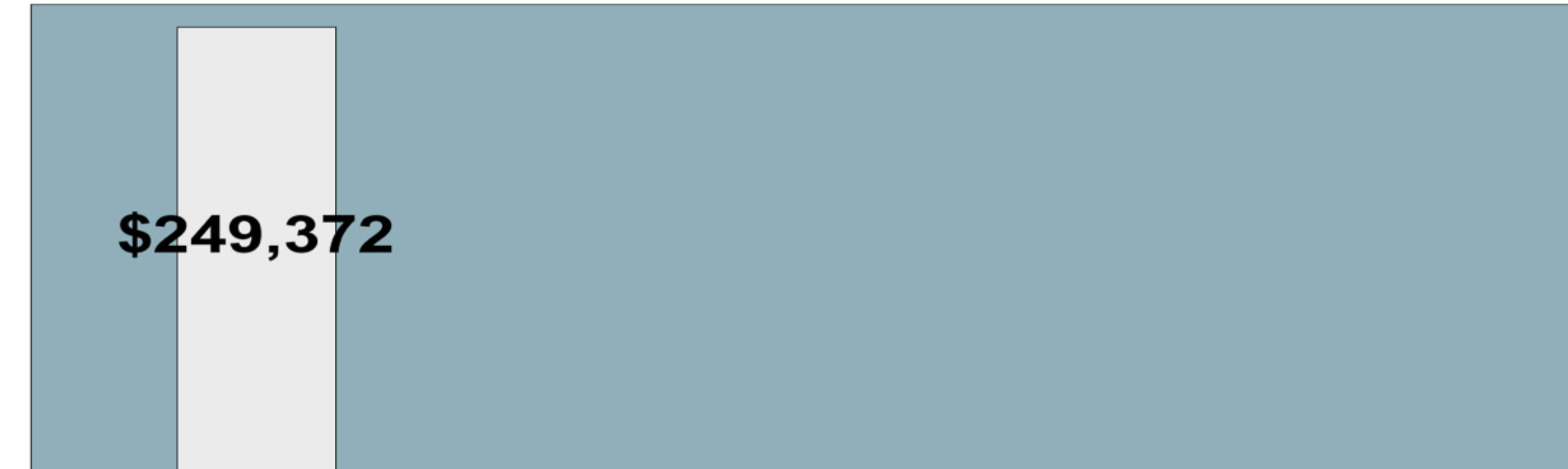
% of All Expenses

**\$249,372**

**0.37%**

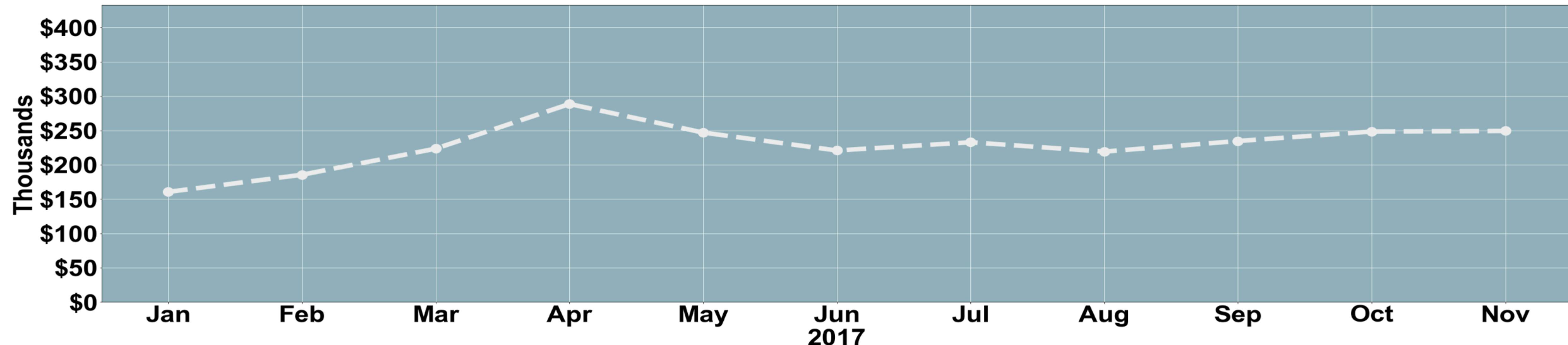
**7.27%**

## Breakdown of Contractors for November 2017 Top Three



**Contractors**

**Contractors over time**





# Services And Finance

## Metrics for November 2017

Total Expense

% Change

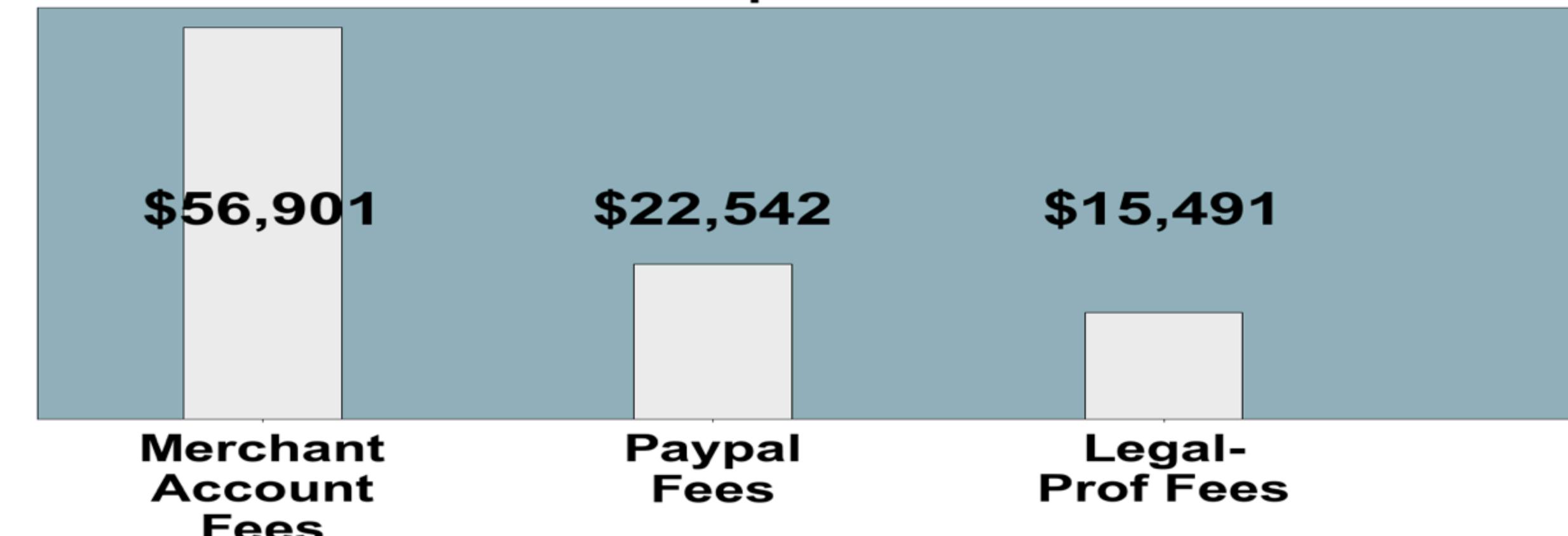
% of All Expenses

**\$104,732**

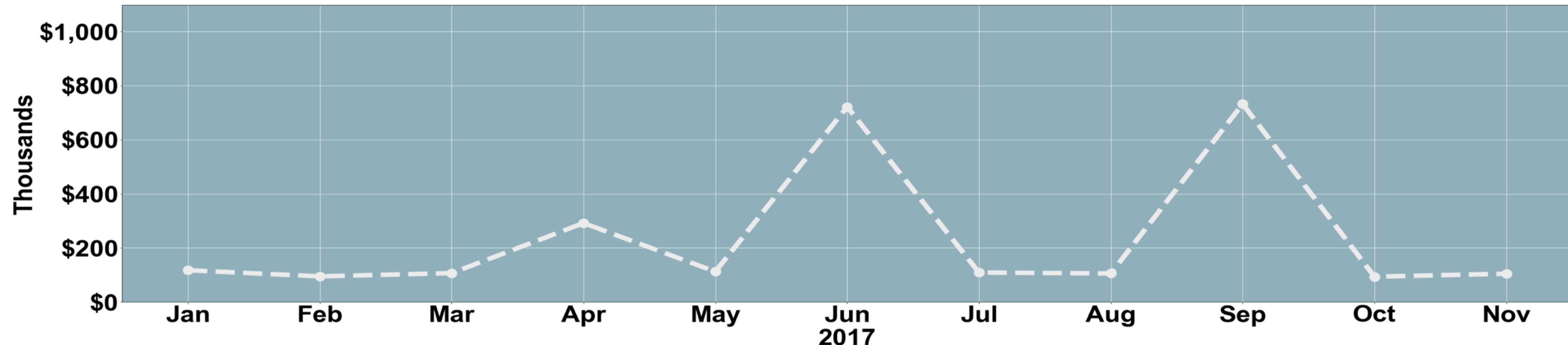
**11.58%**

**3.05%**

## Breakdown of Services And Finance for November 2017 Top Three



## Services And Finance over time





# Marketing And Biz Dev

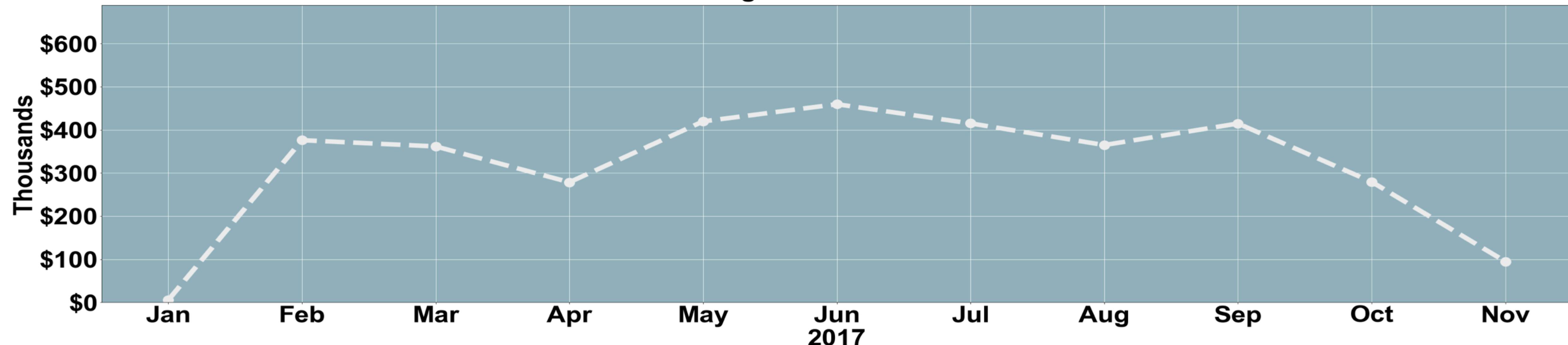
## Metrics for November 2017

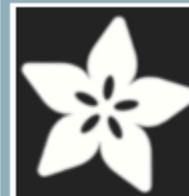
Total Expense	% Change	% of All Expenses
\$94,782	-66.07%	2.76%

## Breakdown of Marketing And Biz Dev for November 2017 Top Three



## Marketing And Biz Dev over time





# AdaBox

## Metrics for 2017 Q4

Revenue	Churn Rate	Retention Rate
\$411,300	13.26%	86.74%

## Metrics for YTD

Revenue	Churn Rate	Retention Rate
\$1,662,960	33.14%	66.86%

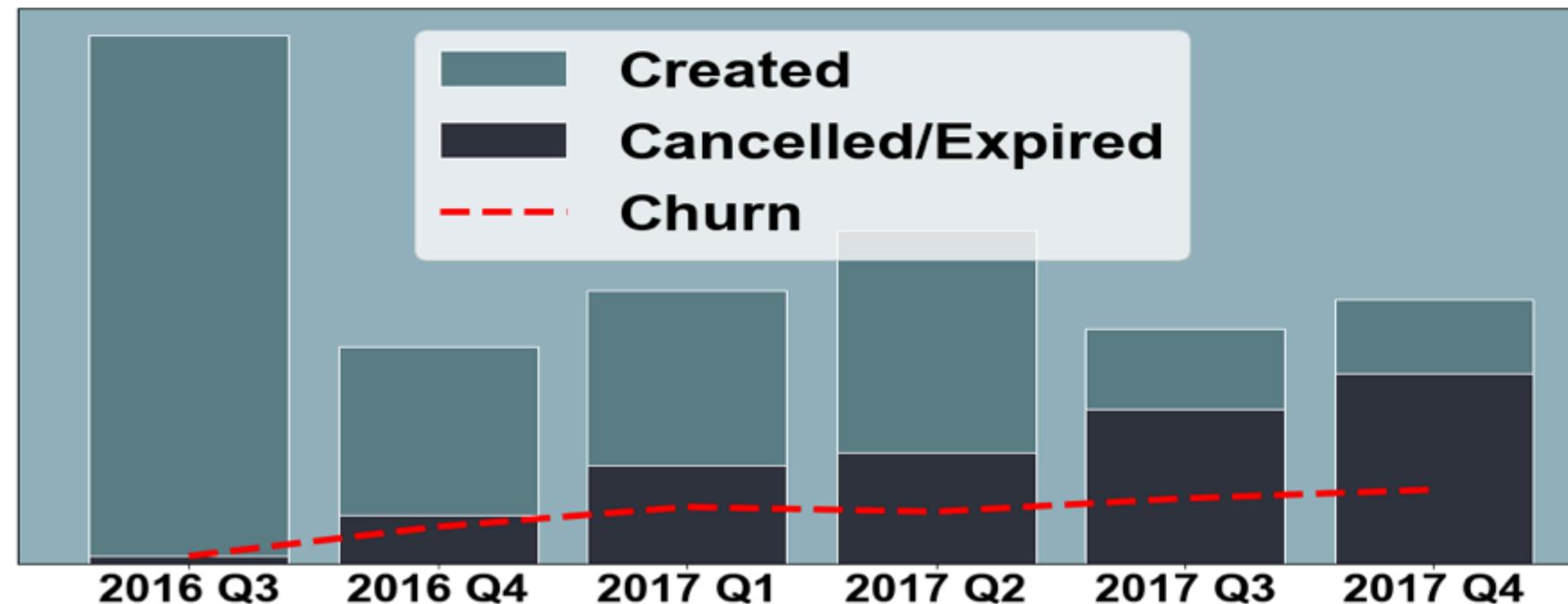
Total Subscribers

3,450

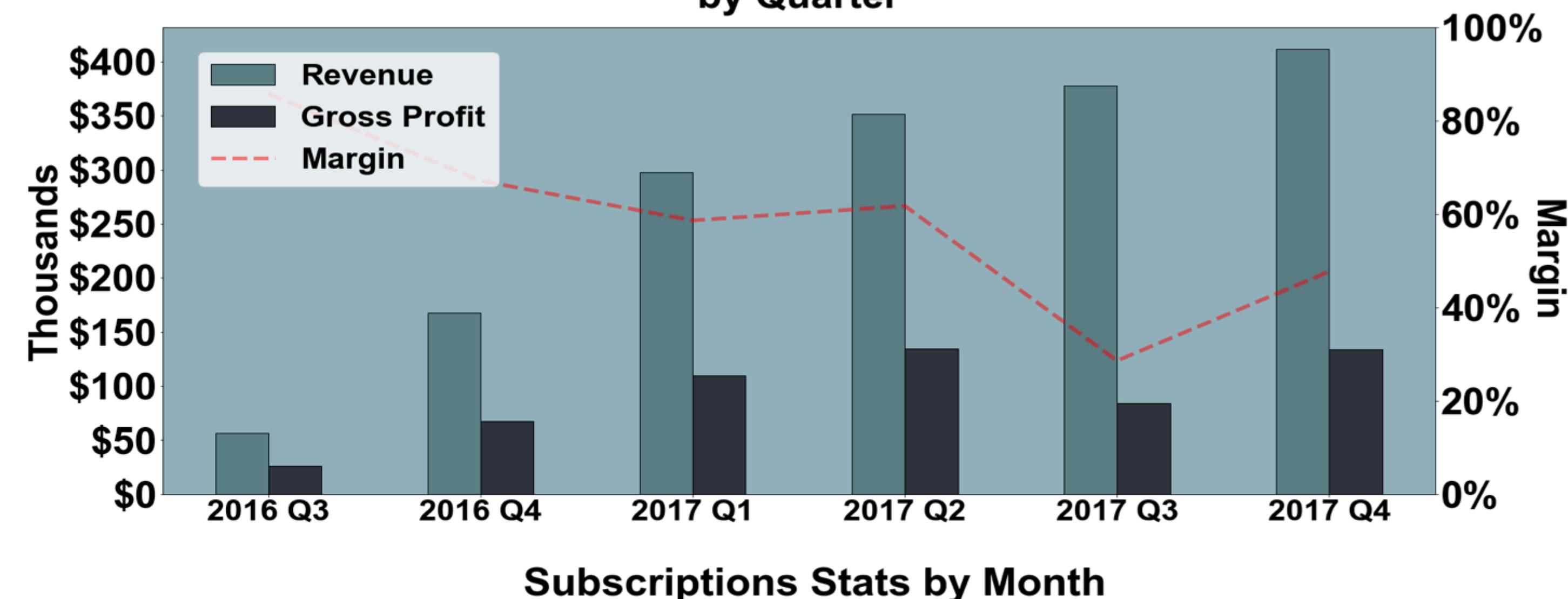
Total  
Cancelled/Expired

1,710

## Subscription Stats by Quarter



## Revenue, Gross Profit, and Margin by Quarter



## Subscriptions Stats by Month

