Revenue

01.05.24 - 21.05.24

1,061,828₽

▼-47.89% MoM

ARPU

2/1/2024 - 5/21/2024

1,392 ₽ per user

Click CR

push_abandon_cart

29.1%

ARPPU

5/21/2024 - 2/1/2024

2,219 ₽ per paid user

CTR

push_abandon_cart

10.2%

Revenue by days



Retention and cohorts

			Days Since First Visit														
First Visit Date	Cohort Size	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1/28/2024 12:00:00 AM	361	100.0%	72.9%	71.2%	74.8%	75.1%	70.9%	69.3%	71.7%	73.4%	72.0%	67.6%	72.3%	69.5%	68.1%	73.4%	13.6%
2/4/2024 12:00:00 AM	1,942	100.0%	67.2%	69.1%	69.8%	67.9%	68.6%	66.9%	68.5%	69.2%	68.1%	66.7%	69.1%	68.6%	66.3%	45.2%	2.4%
2/11/2024 12:00:00 AM	1,571	100.0%	61.7%	59.4%	62.7%	63.5%	62.2%	62.6%	63.7%	62.4%	61.2%	63.3%	62.0%	60.3%	51.6%	14.9%	
2/18/2024 12:00:00 AM	598	100.0%	56.7%	57.5%	57.4%	55.0%	54.8%	57.4%	58.7%	53.7%	58.2%	56.7%	53.0%	45.5%	12.4%		
2/25/2024 12:00:00 AM	266	100.0%	52.3%	47.0%	45.9%	53.0%	50.8%	55.6%	46.6%	48.1%	46.6%	51.1%	36.8%	10.2%			
3/3/2024 12:00:00 AM	112	100.0%	45.5%	53.6%	45.5%	40.2%	54.5%	48.2%	42.0%	50.0%	38.4%	33.0%	2.7%				
3/10/2024 12:00:00 AM	84	100.0%	40.5%	51.2%	42.9%	56.0%	47.6%	34.5%	39.3%	42.9%	39.3%	4.8%					
3/17/2024 12:00:00 AM	32	100.0%	53.1%	40.6%	53.1%	62.5%	40.6%	31.3%	31.3%	34.4%	9.4%						
3/24/2024 12:00:00 AM	12	100.0%	25.0%	33.3%	41.7%	50.0%	33.3%	58.3%	33.3%	16.7%							
3/31/2024 12:00:00 AM	11	100.0%	45.5%	81.8%	18.2%	45.5%	27.3%	18.2%	18.2%								
4/7/2024 12:00:00 AM	5	100.0%	60.0%	20.0%	20.0%	60.0%	80.0%										
4/14/2024 12:00:00 AM	5	100.0%	40.0%	40.0%	40.0%	60.0%											
4/21/2024 12:00:00 AM	1	100.0%	100.0%	100.0%													