

# MARKETING KPI READOUT

## 1. APP TRAFFIC – DAILY

App traffic sections give the traffic information i.e., users who visited the app on a given date/month. This also contains the sessions count of the users. Both will help understand the average sessions created by users of the app.

Now, a session is valid for 30 minutes. And the user may come from a paid source or organically during that 30-minute session. The segregation is as follows:

### A. Organic Traffic

- i. Organic traffic means the users that visited the app without any source.
- ii. This user/session count can help us in understanding the effect of marketing campaigns.

### B. Non-Organic Traffic

- i. Non-organic traffic refers to the app traffic that comes to the app via any paid source.

**Note:** Once a user opens the apps through one of the two sources, the system registers that user for the subsequent visits in that particular category for the next 30 minutes.

## 2. APP TRAFFIC – MONTHLY

The idea of monthly traffic remains the same as the daily one, per the above description. However, a point to note, that the monthly numbers of organic and non-organic would be greater than the DAU-App Traffic. This could be because of the overlap between organic and non-organic users.

## 3. NEW/REPEAT/REACTIVATED

### A. New

Users are called 'new' users when they are new in that calendar month. So, if any user shows up on the app on any day of the month is treated as a new user for that month

### B. Repeat

Users that visited/transacted the app last month, did a visit/transaction this month, will be repeat users for us.

### C. Reactivated

Users that visited/transacted the app with a gap of one/three month, is reactivated user. To elaborate, let's say a user visited the app in the month of January, skips to visit in February, and visits in March – will be counted as a reactivated user for the month of March

## 4. DAU

DAU metric refers to the daily active users of any particular category. This is different from app traffic as this number shows the users performing an activity in that vertical/category - not just limited to visiting the app.

### A. App Visitor

App Visitors represents the number of total app visitors on the app. This number is the sum of all the users- irrespective of organic or non-organic sources.

### B. Paytm DAU

Any valid transaction is done by a Paytm customer. This transaction can be done in any vertical of the app.

### C. UPI P2P DAU

The daily users who successfully send money via UPI in a peer-to-peer scenario. It is a subset of UPI DAU.

### D. UPI DAU

The Paytm user that does UPI transaction/s is included in this KPI. This is a count of Paytm issuing customers in the UPI category.

### E. Recharges DAU

The user count that did recharges on that day

### F. Utility DAU

The users who transacted in the utility section of the app

### G. Online DAU

This count is of the users that fulfil the below-given conditions:

1. A Paytm customer
2. The transaction is done via a Payment gateway integration
3. Paid to a merchant that is not an offline merchant
4. Paid to a merchant that is not a part of Paytm on-us

### H. Offline DAU

A Paytm customer who paid to a registered merchant. FASTag is also included. Offline merchant id may or may not be of Paytm, but the issuer, in this case, is a Paytm customer.

## 5. MAU

MAU stands for Monthly Active Users. Refer to the DAU metric clarification. The calculation of the users is done at a monthly level, instead of on a daily basis.

## **6. UPI TRANSACTIONS**

UPI transactions cut can be found based on the new users and reactivated users. App - not just limited to visiting the app.

## **7. OFFLINE TRANSACTIONS**

This section contains the transactions count where either the payer or the payee, is from the Paytm side. To elaborate, all transactions that are either paid by a Paytm customer or received by a Paytm customer – to any competition payment cohort or from any such cohort.

## **8. GOOGLE SEARCH TREND**

It means the keyword people used to search on Google. This trend is captured at a monthly level and will compare Paytm, its sub-queries and our competitors.