

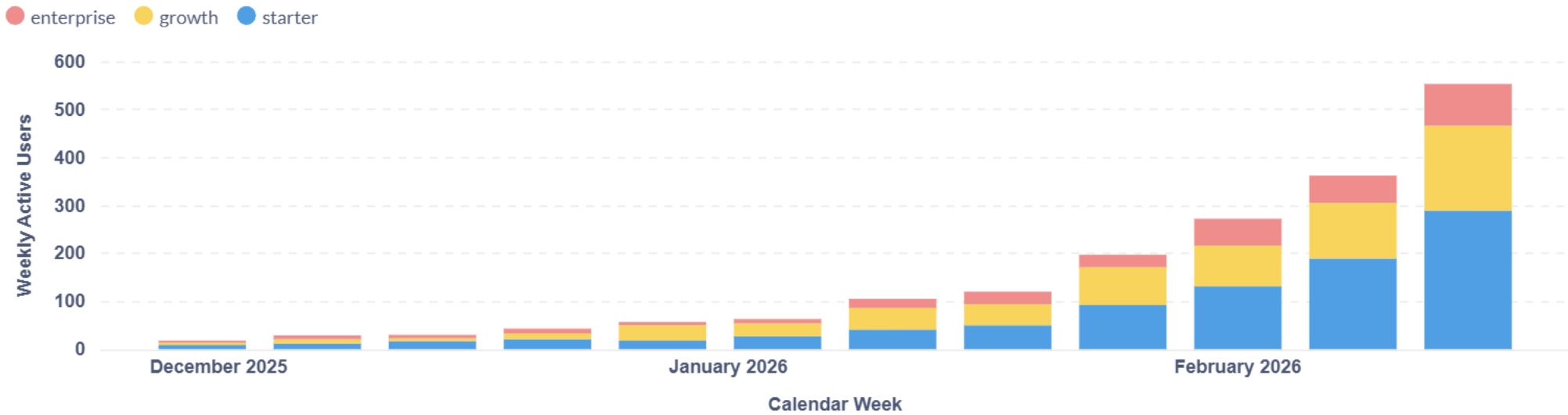
Weekly Pulse

 Date: Previous 12 weeks 

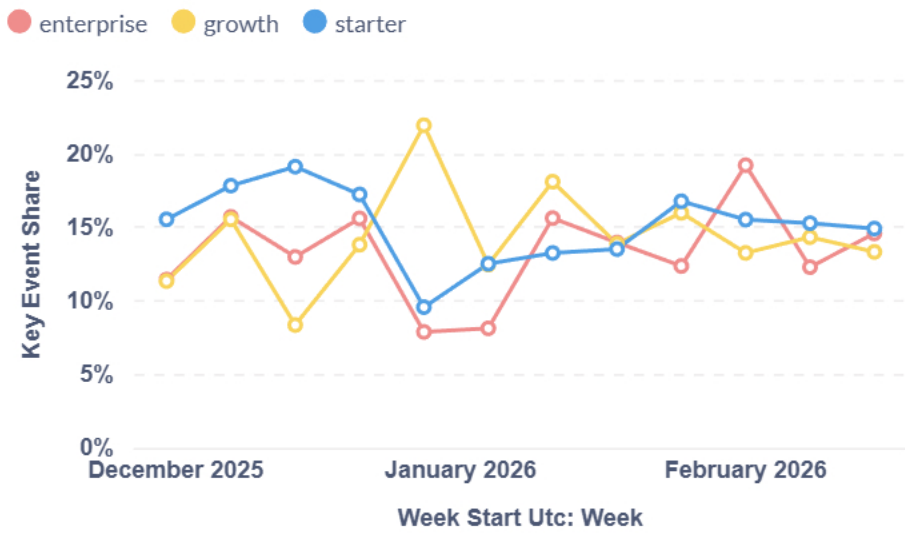
 Plan Tier 

 Region 

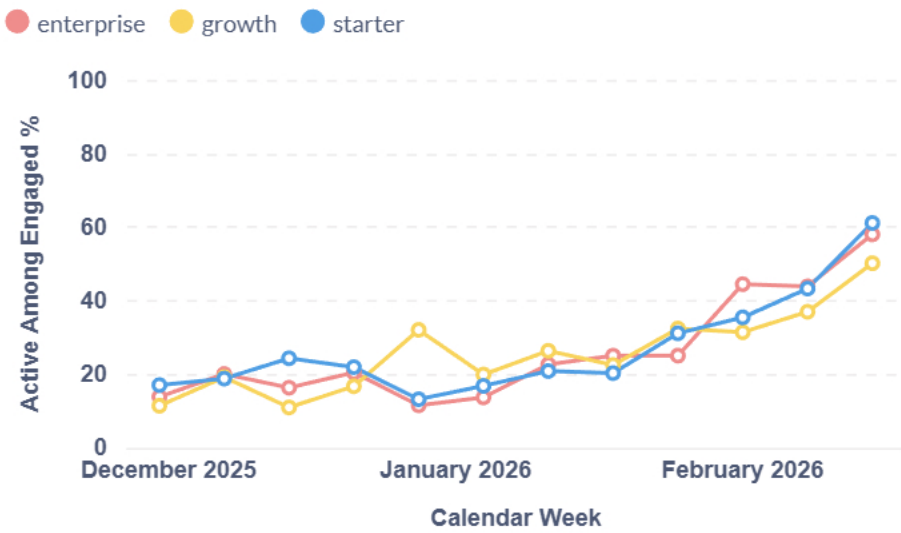
WAU by Plan Tier over Time



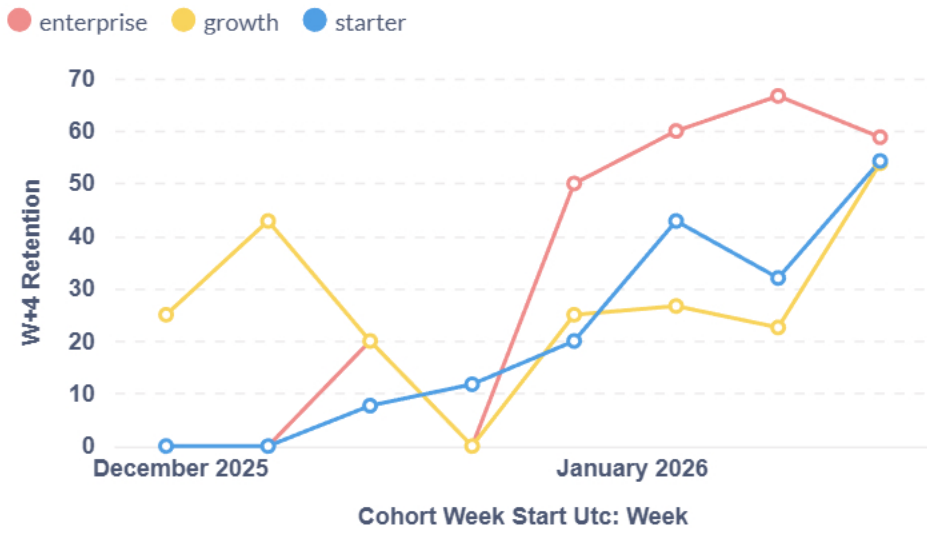
Key Event Share by Plan Tier



Active Among Engaged % Over Time



W+4 Retention Rate by Plan Tier



W+4 Retention Rate by Plan Tier - Heatmap

Cohort Week	starter	growth	enterprise
January 18, 2026	54.29	53.85	58.82
January 11, 2026	32	22.58	66.67
January 4, 2026	42.86	26.67	60
December 28, 2025	20	25	50
December 21, 2025	11.76	0	0
December 14, 2025	7.69	20	20
December 7, 2025	0	42.86	0
November 30, 2025	0	25	0

Engagement by Segment - Latest Week

Plan Tier	Region	Role Type	Weekly Active Users	Active Among Engaged %
enterprise	EMEA	admin	0	0%

growth	LATAM	manager	0	0%
growth	APAC	manager	4	28.57%
growth	NA	manager	12	37.5%
starter	LATAM	manager	2	40%
growth	APAC	member	13	43.33%
enterprise	NA	member	22	44.9%
starter	LATAM	member	20	45.45%
growth	LATAM	member	12	46.15%
growth	NA	member	51	46.79%
enterprise	NA	manager	5	50%
starter	LATAM	admin	2	50%
growth	EMEA	member	40	54.79%
growth	EMEA	manager	21	55.24%
				35 rows

Retention by Segment - Latest Cohort				
Plan Tier	Region	Role Type	Sum of Cohort Size	Retention Rate W+4
enterprise	APAC	manager	1	0%
growth	LATAM	manager	1	0%
growth	NA	manager	1	0%
starter	LATAM	manager	2	0%
starter	LATAM	member	3	0%
growth	APAC	member	4	25%
enterprise	APAC	member	3	33.33%
starter	EMEA	admin	3	33.33%
starter	NA	admin	3	33.33%
growth	NA	member	9	44.44%
growth	LATAM	member	2	50%
enterprise	EMEA	member	5	60%
				22 rows