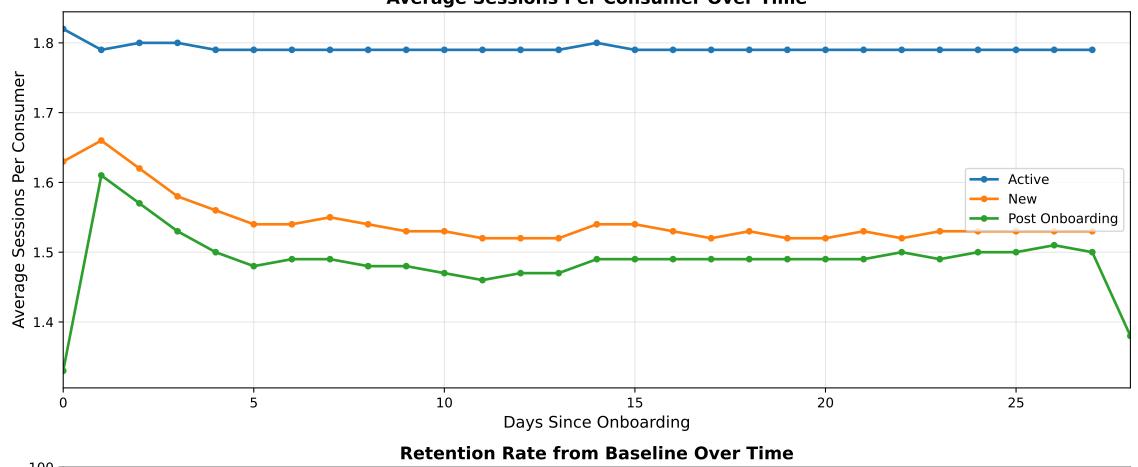
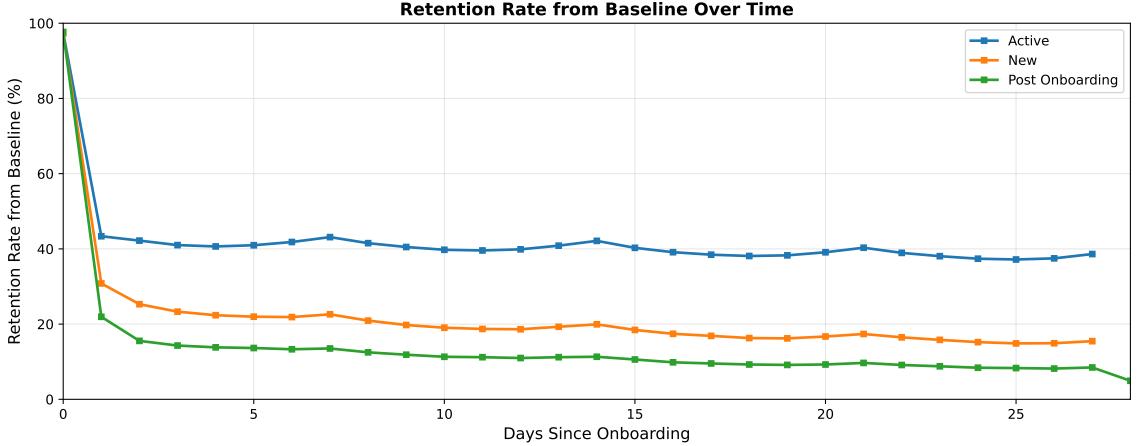
Session and Retention Analysis - Overall (All Days) Average Sessions Per Consumer Over Time

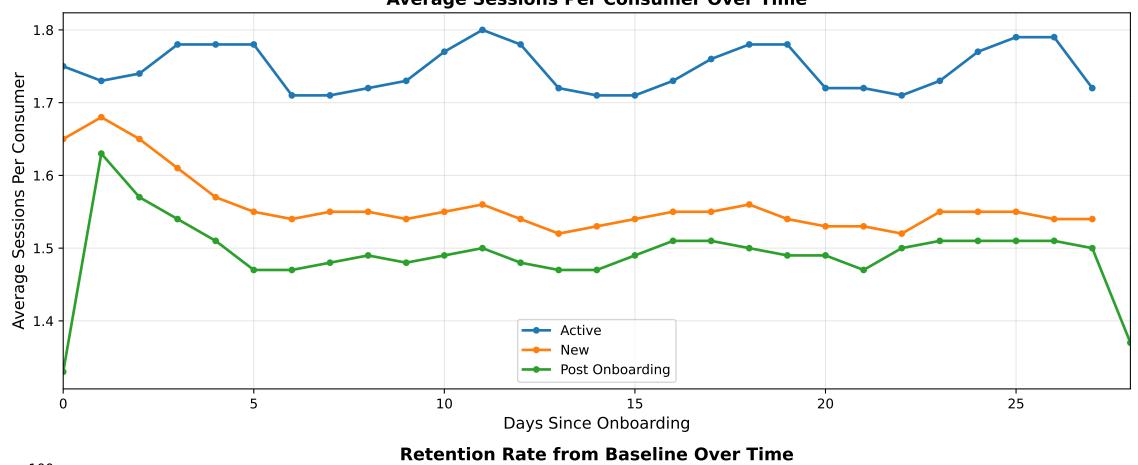


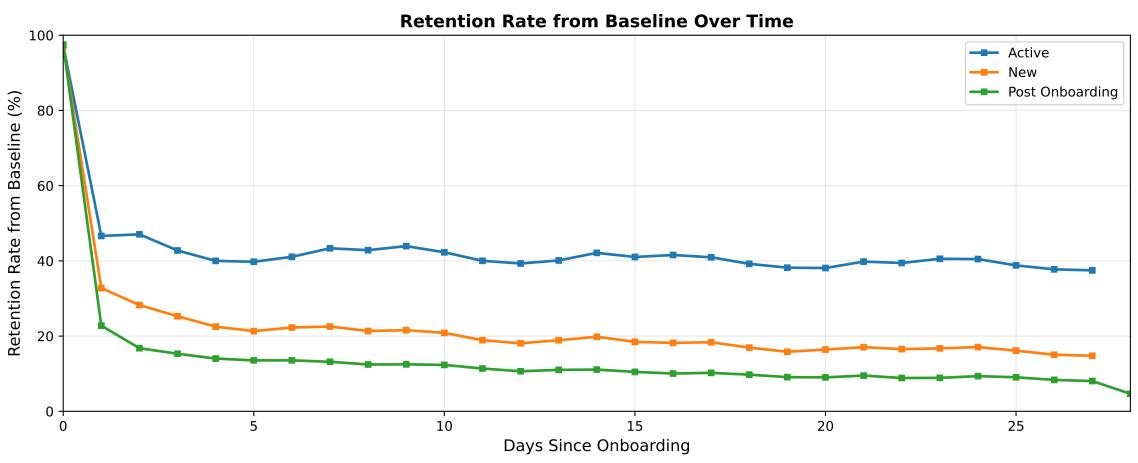


Session and Retention Analysis - Monday Average Sessions Per Consumer Over Time 1.8 Active New Post Onboarding 25 10 15 20 5 Days Since Onboarding **Retention Rate from Baseline Over Time** 100 Active New Post Onboarding Retention Rate from Baseline (%) 80 60 40 20 15 5 10 20 25 **Days Since Onboarding**

Session and Retention Analysis - Tuesday

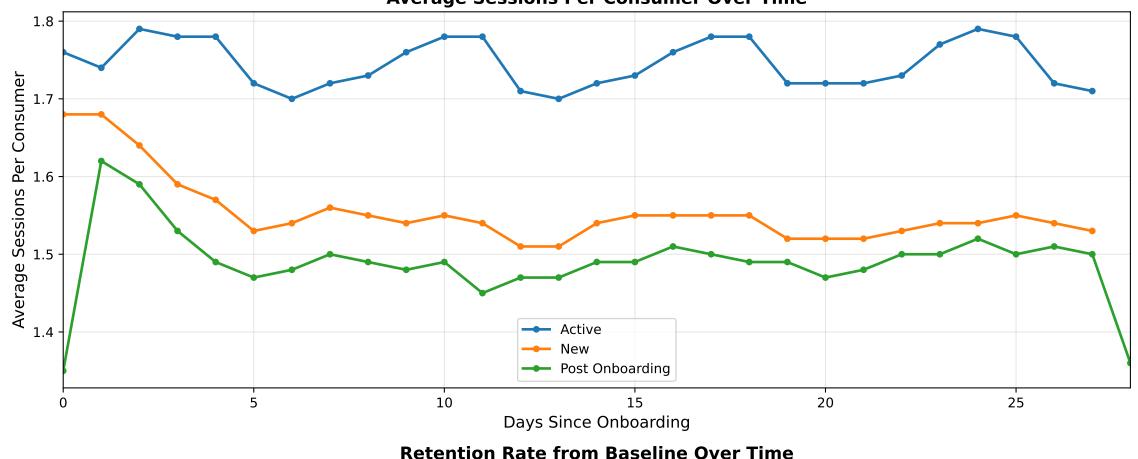
Average Sessions Per Consumer Over Time

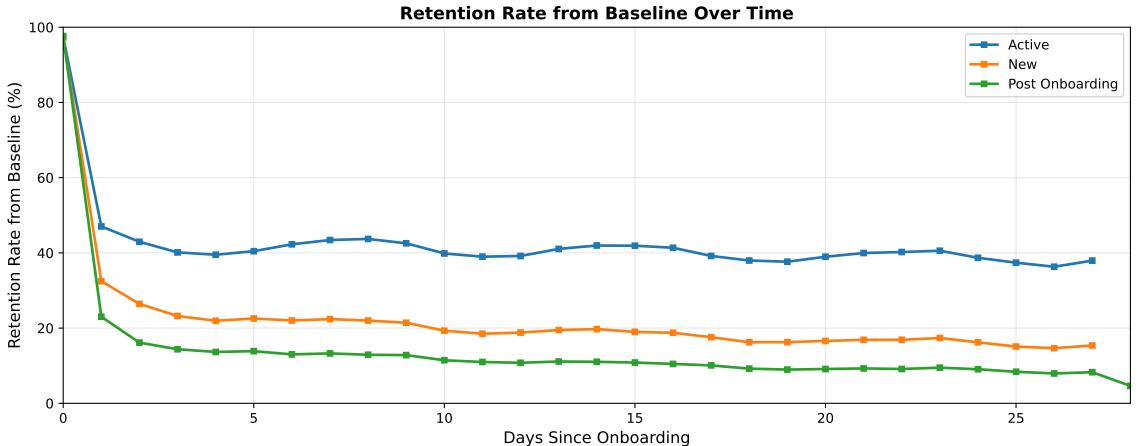




Session and Retention Analysis - Wednesday

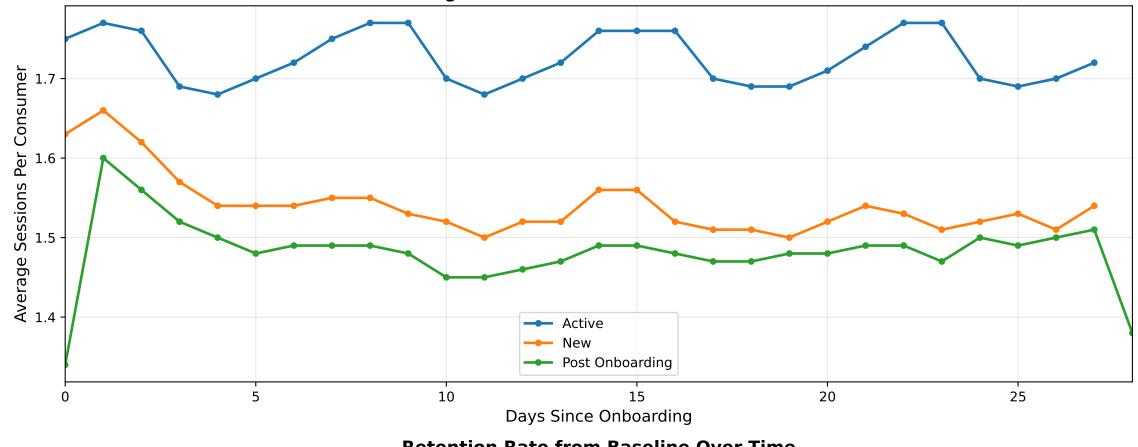


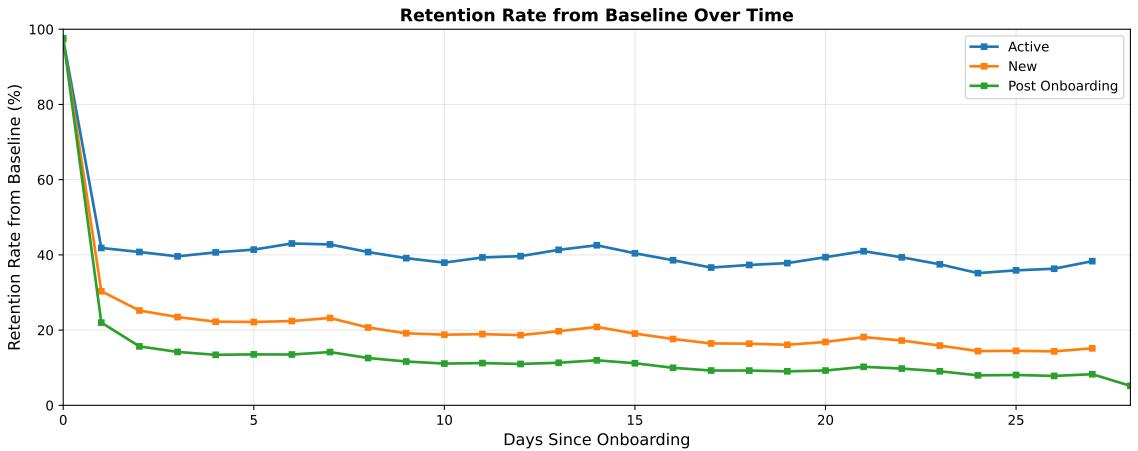




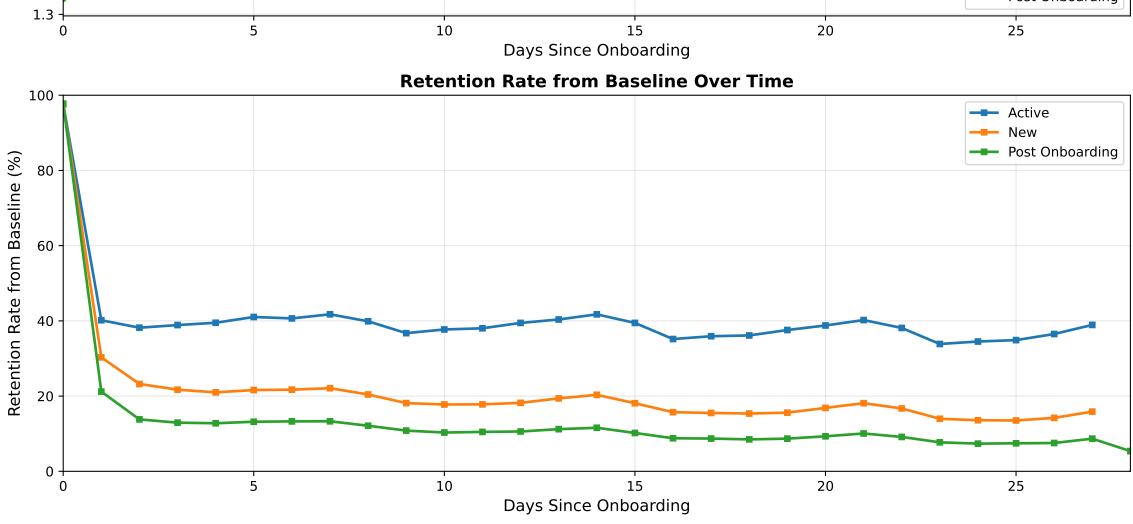
Session and Retention Analysis - Thursday Average Sessions Per Consumer Over Time 1.8 Average Sessions Per Consumer 2.1 9.1 9.1 9.1 Active New Post Onboarding 25 10 15 20 5 Days Since Onboarding **Retention Rate from Baseline Over Time** 100 Active New Post Onboarding Retention Rate from Baseline (%) 80 60 40 20 0 + 0 15 5 10 20 25 **Days Since Onboarding**

Session and Retention Analysis - Friday Average Sessions Per Consumer Over Time





Session and Retention Analysis - Saturday Average Sessions Per Consumer Over Time Active New Post Onboarding 1.3 25 10 15 20 5 Days Since Onboarding **Retention Rate from Baseline Over Time** 100 Active New Post Onboarding 80 60 40



Session and Retention Analysis - Sunday Average Sessions Per Consumer Over Time 1.0 0.0 Days Since Onboarding **Retention Rate from Baseline Over Time** Retention Rate from Baseline (%)

Days Since Onboarding

Session and Retention Analysis

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Analysis includes:

- Overall (all days combined)
- Each day of week (Monday Sunday)

Metrics:

- Average Sessions Per Consumer
 Retention Rate from Baseline (%)

Days Since Onboarding: 0-28 days Cohorts: Active, New, Post Onboarding