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WITH trial_users AS (
  SELECT
    user_id,
    MIN(DATE(FROM_UNIXTIME(original_purchase_date_ms / 1000))) AS trial_start_date,
    purchase_name,
    DATE_TRUNC('month', FROM_UNIXTIME(original_purchase_date_ms / 1000)) AS month
  FROM
    user_payments1
  WHERE
    is_trial = 1
  GROUP BY
    user_id,
    purchase_name
),

```

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first_payment AS (
  SELECT
    user_id,
    MIN(DATE(FROM_UNIXTIME(purchase_date_ms / 1000))) AS first_payment_date
  FROM
    user_payments1
  WHERE
    is_trial = 0
  AND
    renewal_number = 1
  GROUP BY user_id
),

```

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trial_users_with_user_data AS (
  SELECT
    t.user_id,
    t.purchase_name,
    t.month,
    t.trial_start_date,
    u.country,
    CASE
      WHEN gclid IS NOT NULL THEN gclid
      WHEN wbraid IS NOT NULL THEN wbraid
      WHEN gbraid IS NOT NULL THEN gbraid

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        WHEN ttclid IS NOT NULL THEN ttclid
        WHEN fbp IS NOT NULL THEN fbp
        WHEN fbc IS NOT NULL THEN fbc
        ELSE NULL
    END AS media_source
FROM
    trial_users t
LEFT JOIN users u ON t.user_id = u.id
),

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payments_after_trial AS (
    SELECT
        t.user_id,
        t.purchase_name,
        t.month,
        t.country,
        t.media_source,
        fp.first_payment_date,
        DATEDIFF(fp.first_payment_date, t.trial_start_date) AS days_after_trial
    FROM
        trial_users_with_user_data t
    LEFT JOIN first_payment fp ON t.user_id = fp.user_id
    WHERE
        fp.first_payment_date IS NULL
    OR
        (DATEDIFF(fp.first_payment_date, t.trial_start_date) BETWEEN 0 AND 30)
),

```

```

agg AS (
    SELECT
        month,
        media_source,
        country,
        purchase_name,
        COUNT(DISTINCT user_id) AS trial_starts,
        COUNT(DISTINCT CASE WHEN days_after_trial = 3 THEN user_id END) AS conv_0_day,
        COUNT(DISTINCT CASE WHEN days_after_trial BETWEEN 0 AND 30 THEN user_id END) AS
conv_30_day
    FROM

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```
    payments_after_trial
GROUP BY
    month,
    media_source,
    country,
    purchase_name
)

SELECT
    month,
    media_source,
    country,
    purchase_name,
    ROUND(conv_0_day * 100.0 / trial_starts, 2) AS CR_0_day,
    ROUND(conv_30_day * 100.0 / trial_starts, 2) AS CR
FROM agg
ORDER BY
    month,
    media_source,
    country,
    purchase_name
```