# CustomersV2.tsv

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| Customerid | Unique id for this customer |
| Firstpaiddate | The date for the first payment for the first subscription |
| Channelcat | Did this customer come from a paid marketing channel (“paid”) or an organic (free) one (“viral”). |
| paymentperiodchosenatstart | The payment period for subscription #2 that was chosen by this user (or decided implicitly). There can be a slight uncertainty in which this piece of data is actually correct, since it could have been overwritten at a later time.  A better characterization would be to look at the length of the second subscription that the customer has (if any). |
| Currency | The currency that this customer is paying in |
| Marketname | Country in which thus customer resides |
| Siteverkey | An older way to look at markets. Earlier, markets were separated into separate “sites” (123hjemmeside.dk, 123siteweb.fr, …). Now, most new users enter simplesite.com, but in the proper language. |
| Firstpaidmonth | Just a month truncation of firstpaiddate, since we want to have a montly propagation model. |
| Firstdevice | “mobile” or “desktop” or NA, if we don’t know |
| Segment | User’s answer to a question in the onboarding. “business” or “personal” or NA, if we did not pose the question. |
| isquickpurchase | Did this user make the first purchase within 6 hours of creating the website? 1 = yes, 0 = no. |
| productversion | The users can have seen different versions of the product and they typically keep seeing the version that they started on. “v\_older”, “v\_3” and “v\_4” |
| Isfreemium | Is this a user that has seen our old Premium business model (isfreemium = 0) or the current freemium model (isfreemium = 1) |
| Model31224 | Only relevant for Freemium = true (see above)  Various exposures to the customers to a pitch to get longer subscriptions.  Immediately after the purchase of a $1 domain and a 1 month subscription, we may ask the customer “Do you want to be renewed in the future by a longer period”. If we don’t ask, we just use a standard 3 month period. Customers exposed to no question is in the data as “pre-changes”. Customers exposed to various versions of the question, either in a 3 or 12 months version or in a 3, 12 or 24 version are denoted by other labels. |

# SuscriptionsV2.tsv

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| --- | --- |
| Customerid | Unique id for this customer |
| Subscriptionid | Unique id for this subscription period |
| Periodstart | When does this subscription period start? |
| Periodend | When does this subscription period end? |
| Revenuecurr | What was the billing for this subscription period in the user’s currency? |
| Billingcurrency | The user’s billingcurrency for this subscription |
| Startmonth | Just a month truncation of periodstart, since we want to have a montly propagation model. |
| Endmonth | Just a month truncation of periodend, since we want to have a montly propagation model. |