

Subscription Analysis

Period

01.10.2016 - 31.01.2017

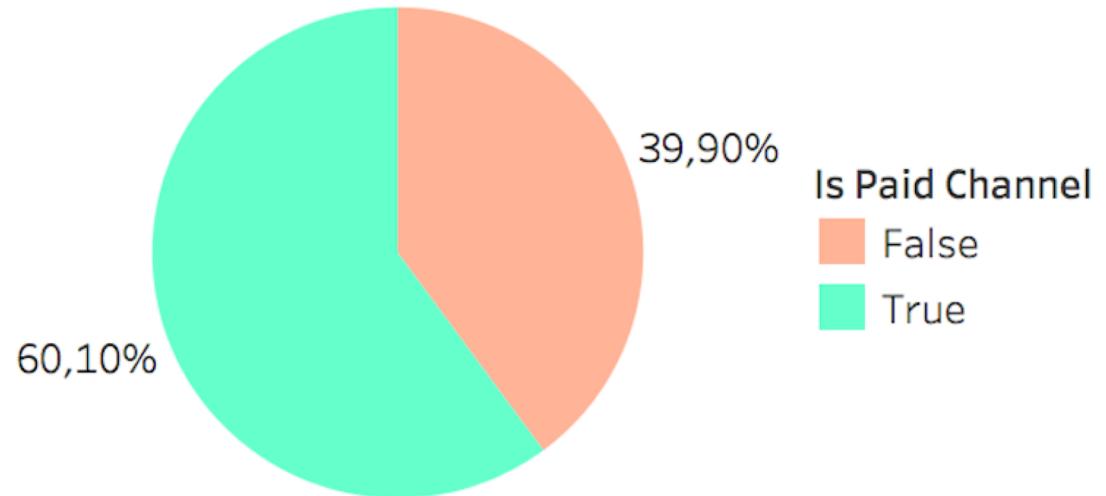
Net Revenue

133,971,270

Spending

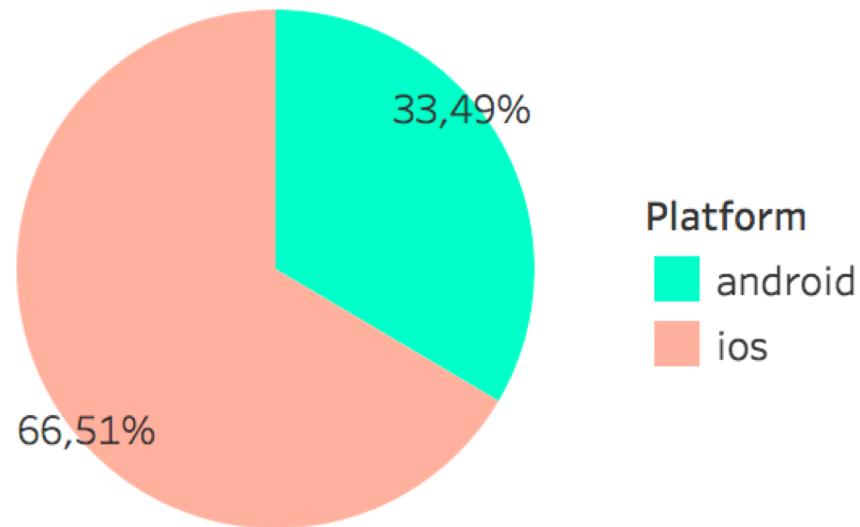
222,925,527

Net Revenue by Channel Type



- 60% of the total revenue comes from paid channels.

Net Revenue by Platform



ROAS

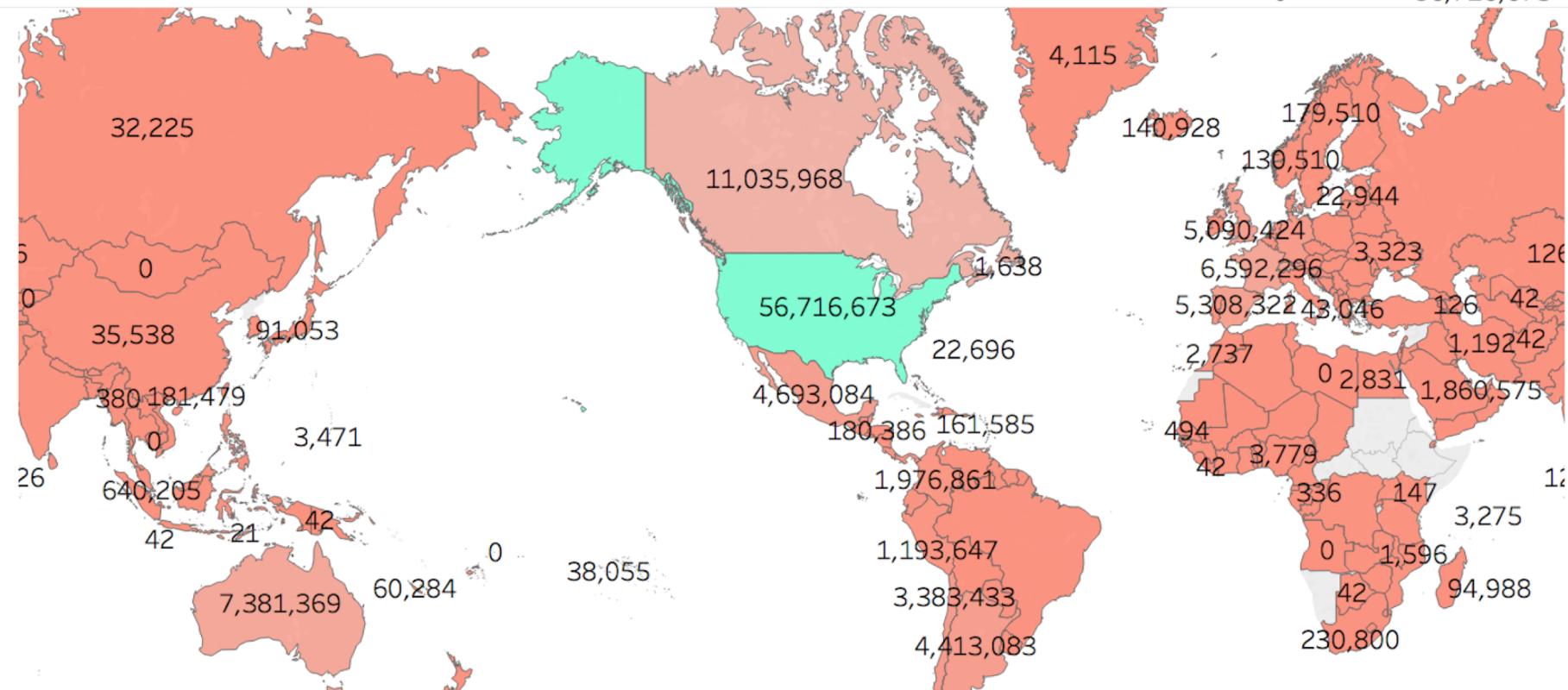
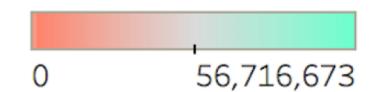
| Platform | ROAS (%) |
|----------|----------|
| android | 37,70% |
| ios | 35,37% |

Investing more money in ios devices is advised:

- The share of **ios** in the **total net revenue** from paid channels is **double** the share of android;
- On average ROAS (net revenue/spendings) **does not vary** significantly between the platforms.

Net Revenue by Country

Net Revenue



Top 5 countries

Country Code

| | |
|----|------------|
| US | 56,716,673 |
| CA | 11,035,968 |
| CH | 7,850,548 |
| AU | 7,381,369 |
| FR | 6,592,296 |

Top 15 countries with the highest ROAS that are good for investment.

| Country Code | Net Revenue | Spendings | ROAS = |
|--------------|-------------|-----------|---------|
| SA | 277,798 | 120,112 | 231,28% |
| PA | 383,427 | 166,263 | 230,62% |
| PY | 278,063 | 121,404 | 229,04% |
| KW | 193,605 | 113,412 | 170,71% |
| QA | 141,686 | 106,588 | 132,93% |
| UY | 378,024 | 293,140 | 128,96% |
| IL | 526,338 | 446,862 | 117,79% |
| SG | 508,547 | 437,018 | 116,37% |
| HN | 162,870 | 142,173 | 114,56% |
| EC | 660,792 | 599,354 | 110,25% |
| BE | 417,255 | 389,644 | 107,09% |
| CR | 829,985 | 782,970 | 106,00% |
| GT | 499,321 | 472,404 | 105,70% |
| SE | 156,776 | 150,302 | 104,31% |
| AT | 236,636 | 264,441 | 89,49% |

Only countries with more than 100,000 net revenue and non zero spending were taken into account.

Marketing Channel Id

- 0
- 1
- 2
- 3
- 4
- 6
- 7
- 9
- 10
- 11
- 12
- 13
- 14
- 16
- 18

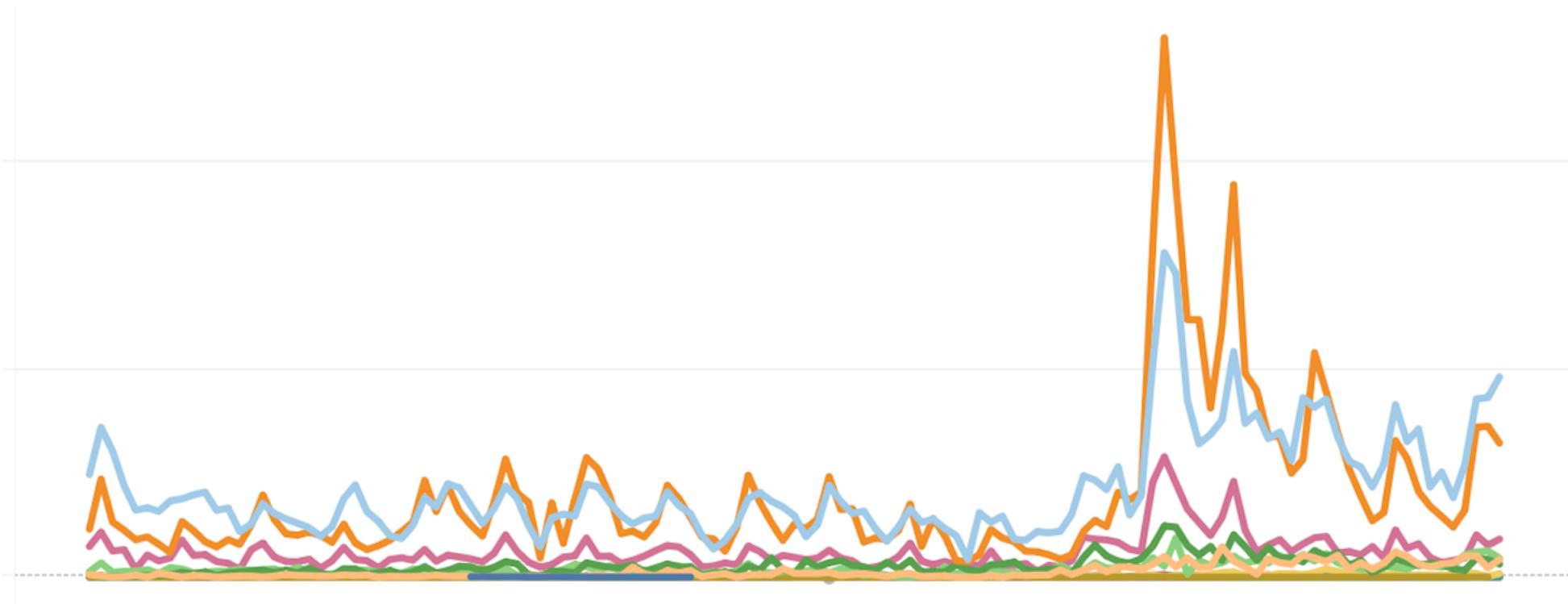
Net Revenue by Channel

Net Revenue

2M
1M
0M

Oct 1, 16 Nov 1, 16 Dec 1, 16 Jan 1, 17 Feb 1, 17

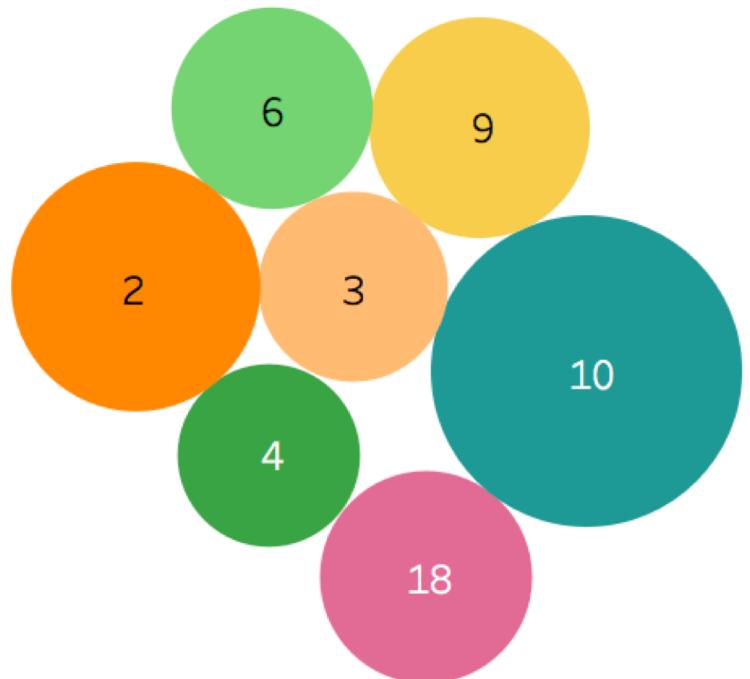
Subscriprion Date



Net Revenue by Channel:

- Channels that bring **the most revenue** are channels with ids **2, 1 and 18**.
- There is a significant **spike** in the net revenue from channels 2,1 and 18 in **the beginning of January**, that steadily declines later.
- One of the reasons for the spike might be the high motivation of people to start a healthy life style in the new year.

ROAS by Channel

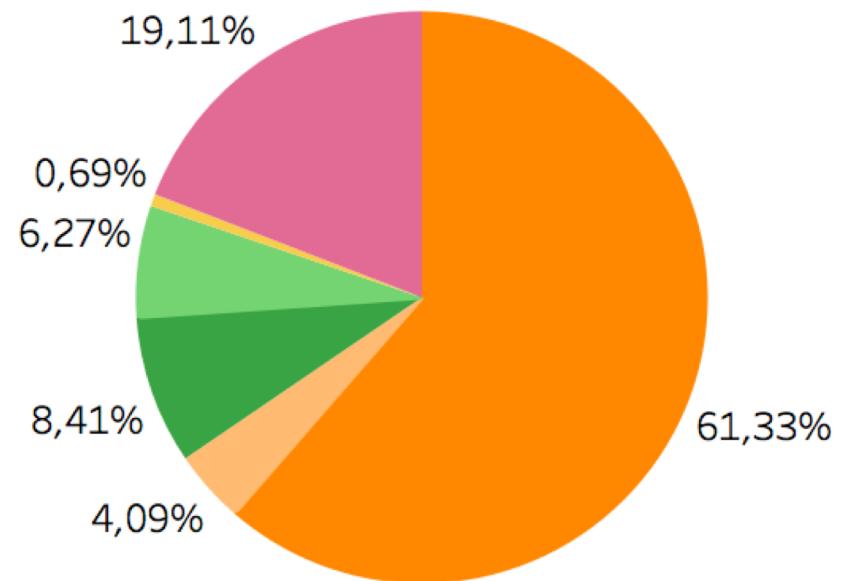


Marketing Channel Id

- 2
- 3
- 4
- 6
- 9
- 10
- 18

- Paid channels with the highest ROAS are channels with ids 10, 2 and 9.

Net Revenue Share for Paid Channels

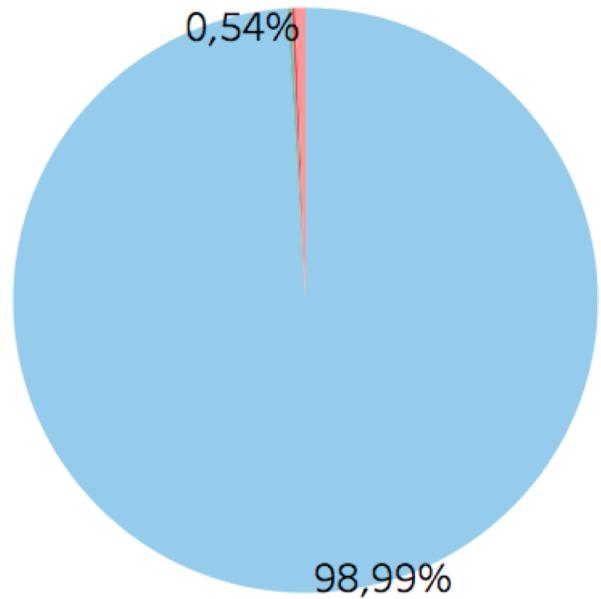


Marketing Channel Id

- 2
- 3
- 4
- 6
- 9
- 18

- Channels with the highest share in total net revenue have ids 2 and 18.

Net Revenue Share for Unpaid Channels

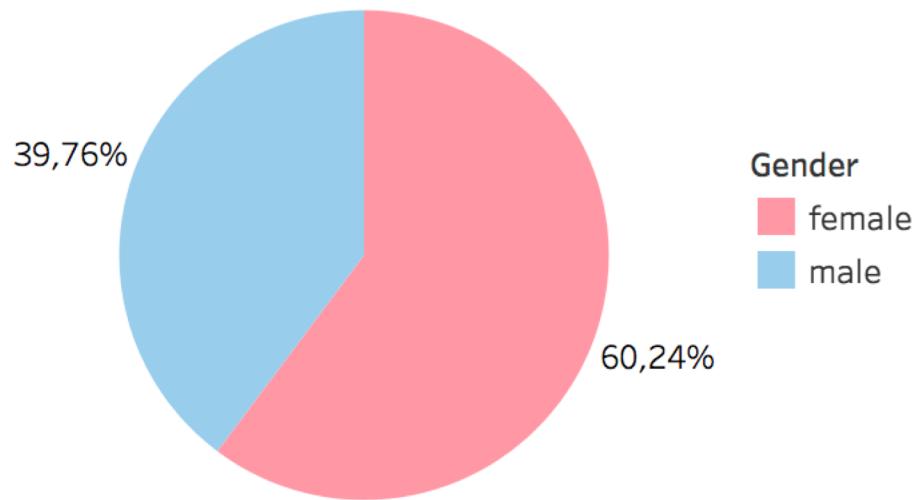


Marketing Channel Id

- 1
- 11
- 12
- 13

- Almost all revenue from unpaid channels comes from the channel with id 1.

Net Revenue Share by Gender



- 60% of all the subscriptions come from female users. It makes sense to target female audience more.

Net Revenue by Gender

