



YEAR

All

MONTH

All

ACQUISITION CHANNEL

All

VERIFICATION LEVEL

All

USER ACQUISITION & ACTIVATION ANALYSIS

TOTAL NO OF ONBOARDED USERS

10,000

TOTAL NO OF APPROVED USERS

8791

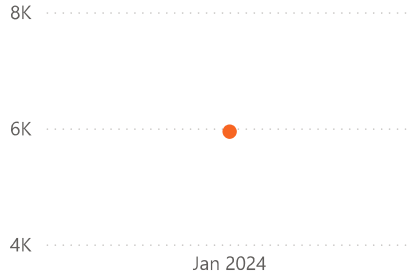
NO. OF ACTIVATED USERS

5943

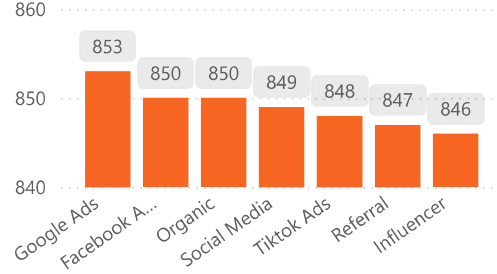
ACTIVATION RATE

67.60%

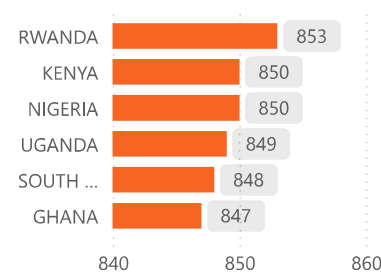
MONTHLY TREND OF ACTIVATED USERS



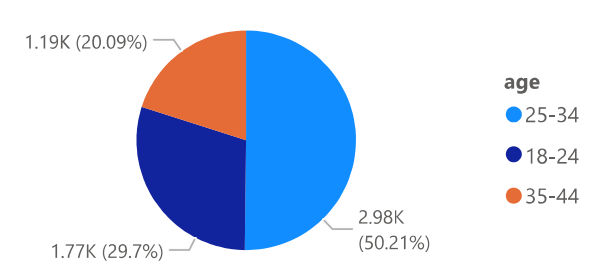
ACQUISITION CHANNEL (ACTIVATED USERS)



NO. OF ACTIVATION BY COUNTRY



AGE DEMOGRAPHIC OF ACTIVATED USERS



COUNTRY	ACQUISITION CHANNEL	APPROVED USERS	NO. OF ACTIVATED USERS	ACTIVATION RATE	VERIFICATION LEVEL	AVG. DAYS TO ACTIVATION	FUNNEL HEALTH
KENYA	Facebook Ads	940	613	65.21%	1	12	Moderate
RWANDA	Google Ads	943	618	65.54%	1	12	Moderate
TANZANIA	Influencer	939	610	64.96%	1	12	Moderate
NIGERIA	Organic	939	614	65.39%	1	12	Moderate
GHANA	Referral	943	612	64.90%	1	12	Moderate
UGANDA	Social Media	950	617	64.95%	1	12	Moderate
SOUTH AFRICA	Tiktok Ads	939	611	65.07%	1	12	Moderate
KENYA	Facebook Ads	56	49	87.50%	3	6	Strong
KENYA	Facebook Ads	260	188	72.31%	2	6	Strong
RWANDA	Google Ads	56	49	87.50%	3	6	Strong
RWANDA	Google Ads	256	186	72.66%	2	6	Strong
Total		8791	5943	67.60%			



YEAR

All

MONTH

All

ACQUISITION CHANNEL

All

VERIFICATION LEVEL

All

TRANSACTION PATTERN & REVENUE ANALYSIS

TRANSACTION VOLUME

39.22K

TRANSACTION VALUE (USD)

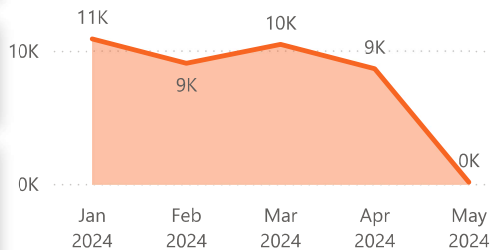
2.52M

FEE REVENUE (USD)

198.63K

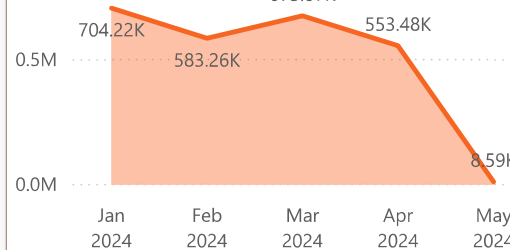
TRANSACTION VOLUME BY MONTH

drill down to view weekly volume

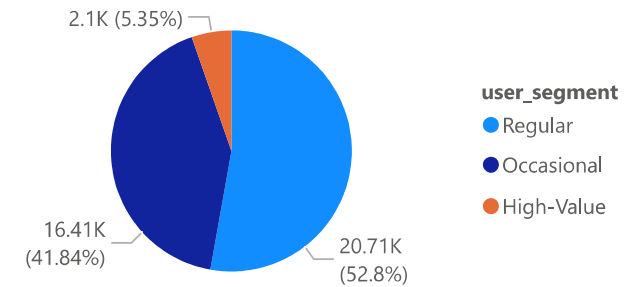


TRANSACTION VALUE(USD) BY MONTH OR WEEK

drill down to view weekly value

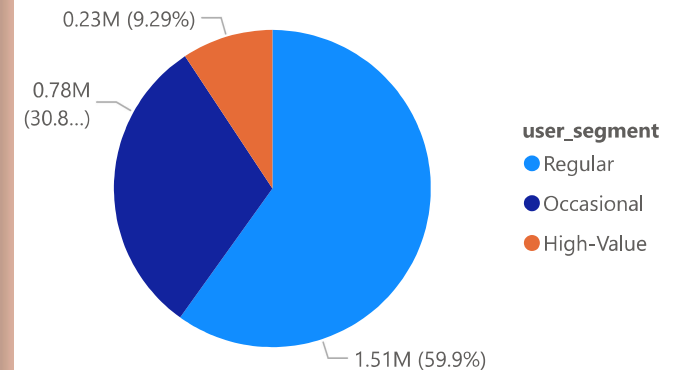


TRANSACTION VOLUME BY USER_SEGMENT



MONTH	YEAR	CORRIDOR	TRANSACTION VOLUME (USD)	TRANSACTION AMOUNT (USD)	REVENUE(USD)
Jan 2024		EUR/GHS	402	84,385.98	2,010.35
Jan 2024		EUR/KES	407	13,426.21	2,072.87
Jan 2024		EUR/NGN	409	1,688.77	2,151.55
Jan 2024		EUR/RWF	407	877.12	2,012.69
Jan 2024		EUR/TZS	411	15,308.13	2,077.56
Jan 2024		EUR/UGX	406	928.98	2,158.69
Jan 2024		EUR/ZAR	410	62,258.70	1,983.19
Jan 2024		GBP/GHS	492	111,667.01	2,472.33
Jan 2024		GBP/KES	487	16,180.07	2,418.07
Jan 2024		GBP/NGN	492	2,031.48	2,553.09
Jan 2024		GBP/RWF	486	1,167.98	2,331.73
Jan 2024		GBP/TZS	483	19,846.55	2,361.16
Jan 2024		GBP/UGX	485	1,195.13	2,469.62
Jan 2024		GBP/ZAR	485	79,599.01	2,354.52
Total			39224	2,522,617.41	198,625.48

TRANSACTION VALUE BY USER_SEGMENT





YEAR

All

MONTH

All

COUNTRY

All

GEOGRAPHIC MARKET PERFORMANCE

TRANSACTION VOLUME

39.22K

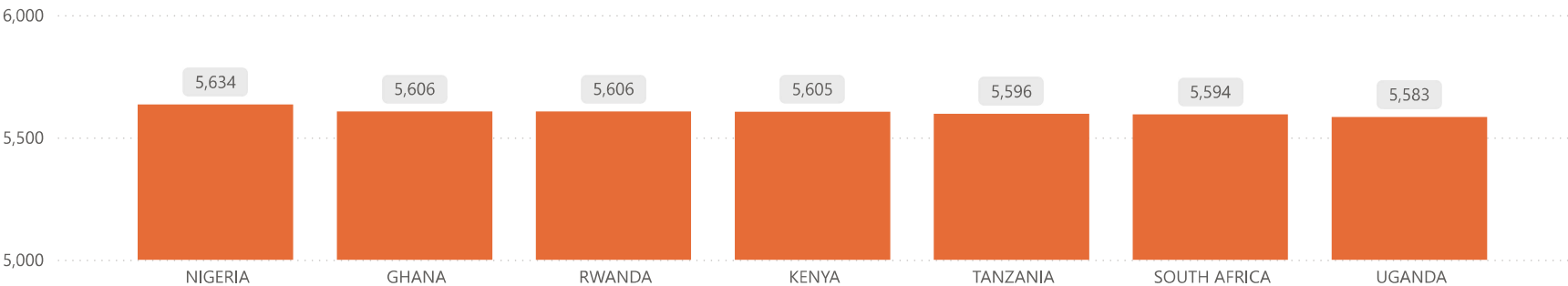
TRANSACTION VALUE (USD)

2.52M

FEE REVENUE (USD)

198.63K

TRANSACTION VOLUME BY COUNTRY



COUNTRY	NO. OF ACTIVATED USERS	TRANSACTION VOLUME	RANK (TRANSACTION VOLUME)	RANK(ACTIVATED USERS)
NIGERIA	850	5,615	1	2
KENYA	850	5,585	2	2
GHANA	847	5,584	3	6
RWANDA	853	5,583	4	1
TANZANIA	846	5,579	5	7
SOUTH AFRICA	848	5,574	6	5
UGANDA	849	5,567	7	4
Total	5,943	39,087	1	1

MONTH-ON-MONTH (MOM) GROWTH

