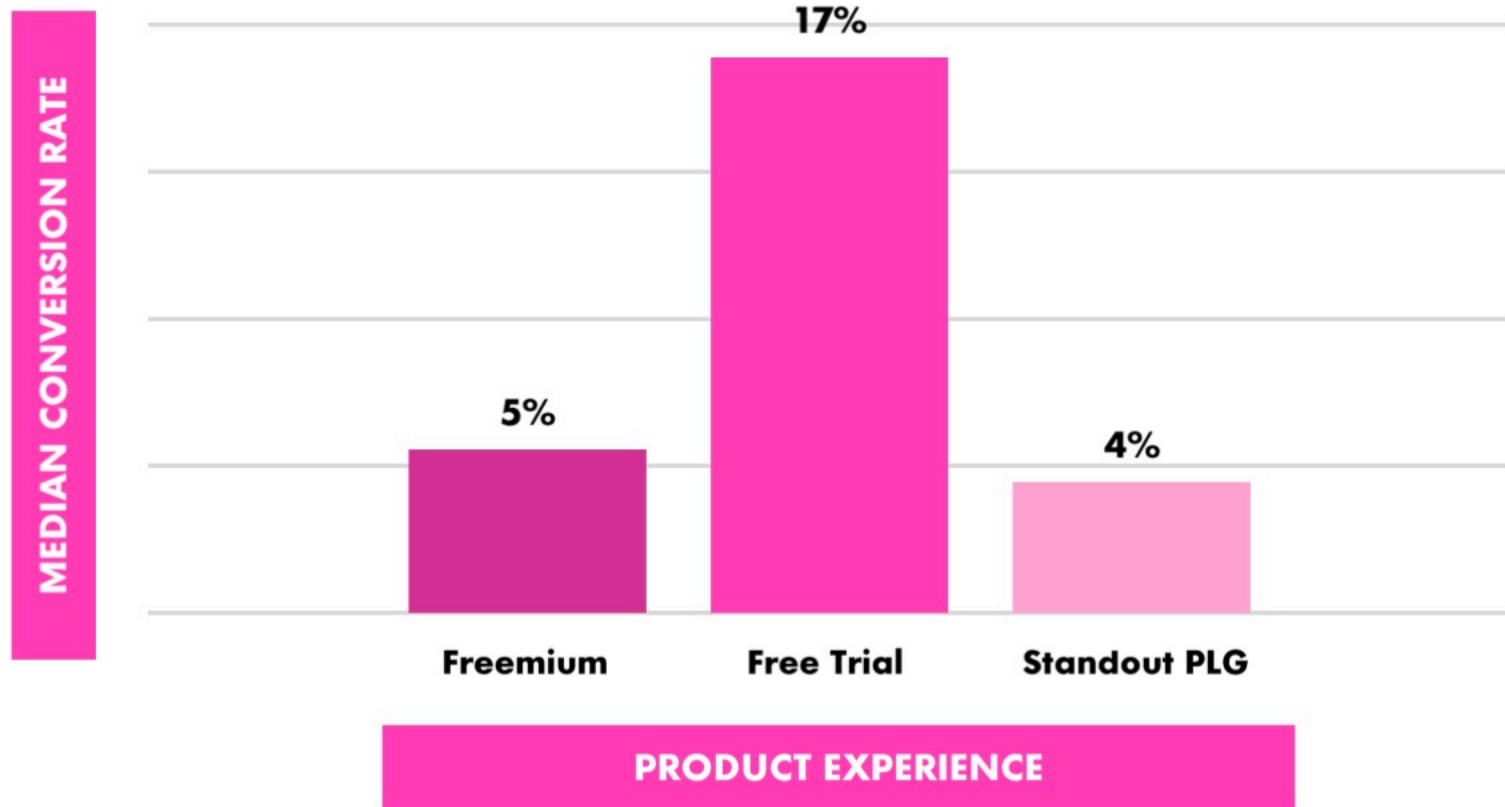


# MEDIAN FREE-TO-PAID CONVERSION RATE BY PRODUCT EXPERIENCE



Source: OpenView 2022 Product Benchmarks Survey