



duolingo



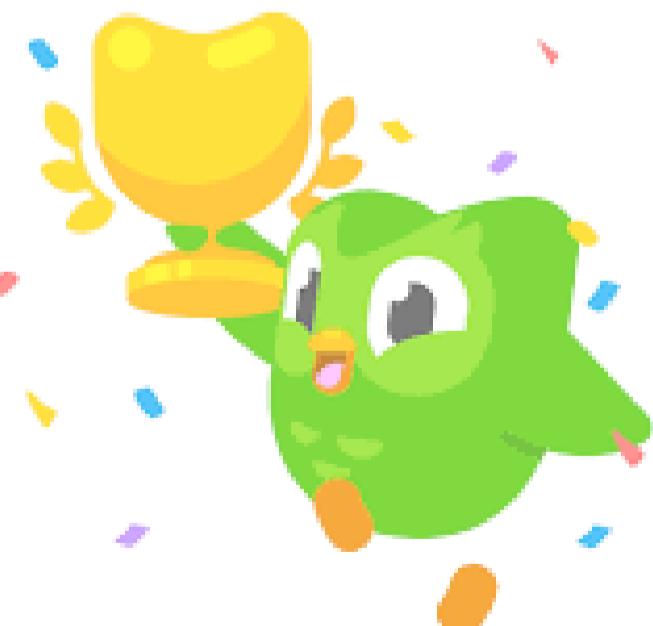
Learning Behavior & Premium Conversion at Duolingo

How learning consistency and engagement drive premium growth



How can Duolingo convert high-intent learners to premium without disrupting learning experience?

Duo is curious about what makes learners go premium



See the Story



Learning Behavior & Premium Conversion at Duolingo

User Type
All

device_type
All

country
All

Understanding how consistency drives monetization

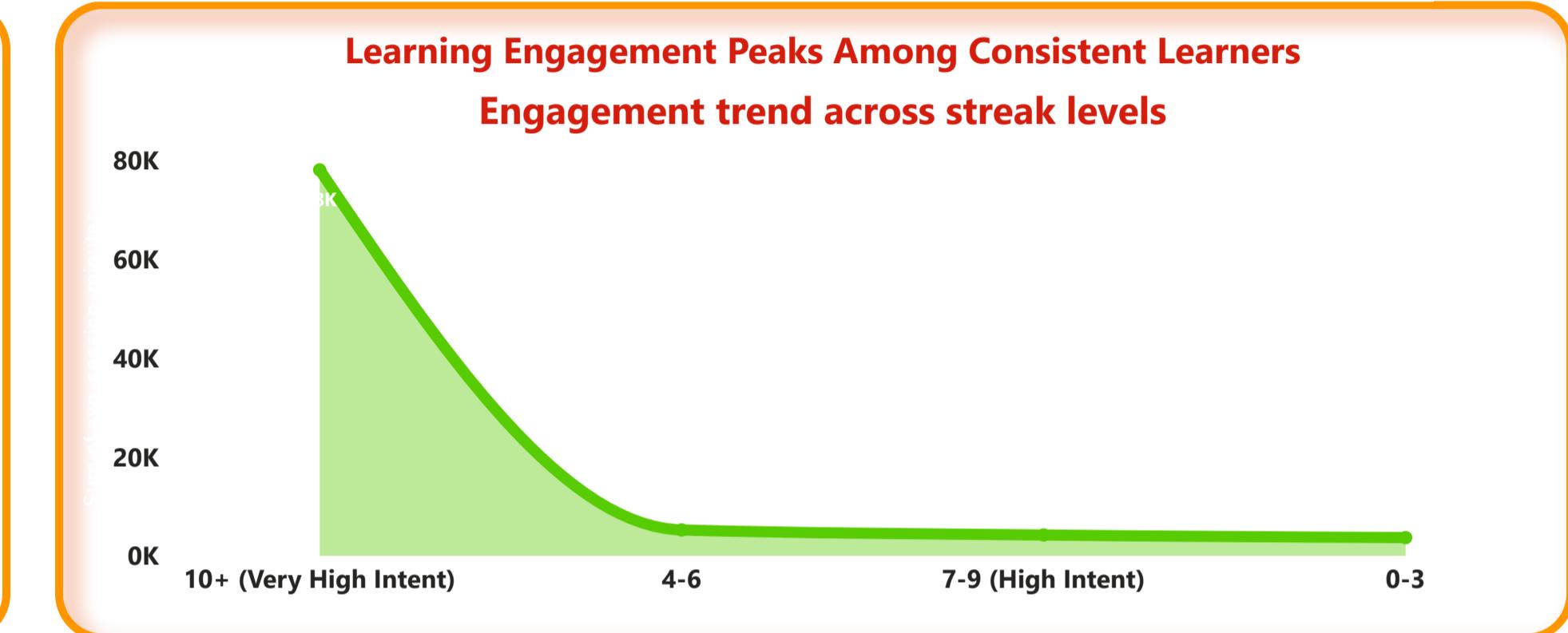
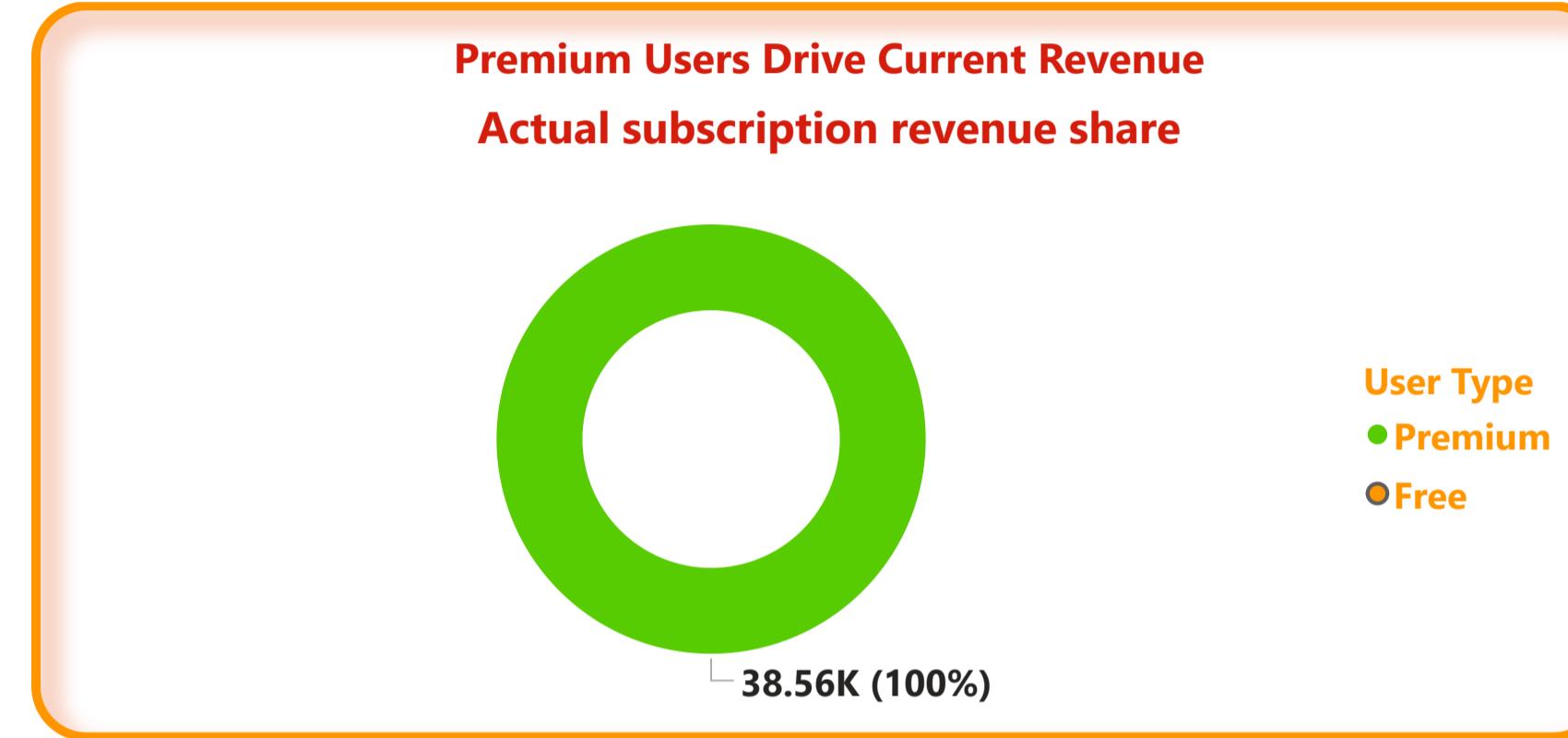
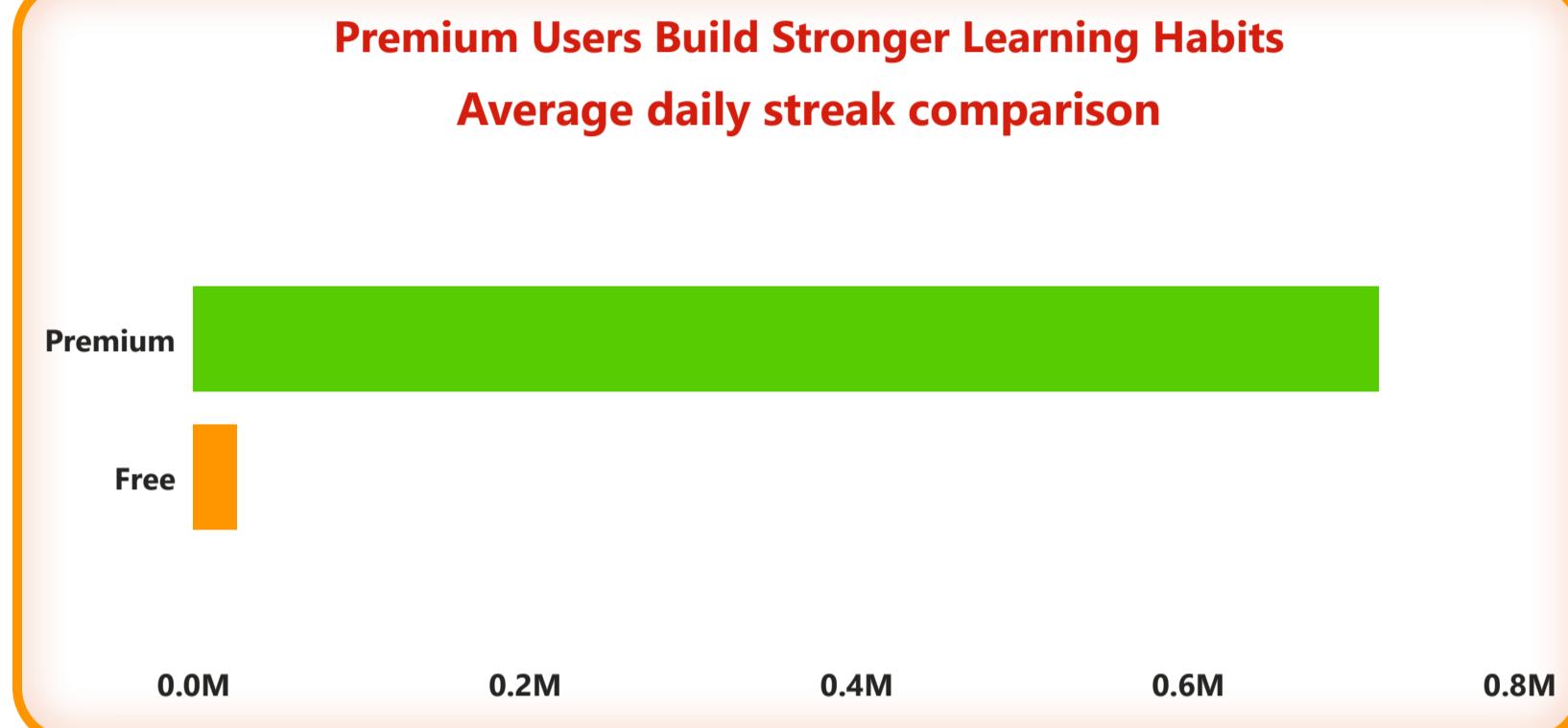


How can Duolingo identify high-intent free learners and convert them to premium by understanding learning consistency, engagement, and behavior patterns?

Total Users
4675

Premium Users
3856

Free Users
819



Premium Conversion %
82.48%

High-Intent Free Users %
43.10%

High-Intent Free Users
353

Potential Revenue
₹335K



What Duo Taught Us?

Consistent free learners already behave like premium users, indicating strong conversion potential- **Consistency drives conversion**

Rewarding these **high-intent learners** at the right moment creates a clear opportunity to grow **premium revenue** without broad discounting.

Targeting **high-streak free users** at habit moments presents the **strongest premium conversion opportunity**."

