



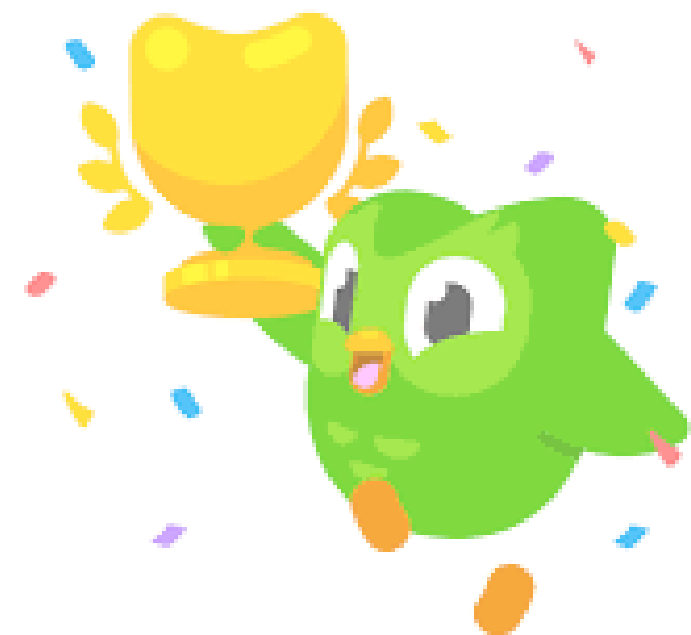
Learning Behavior & Premium Conversion at Duolingo

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



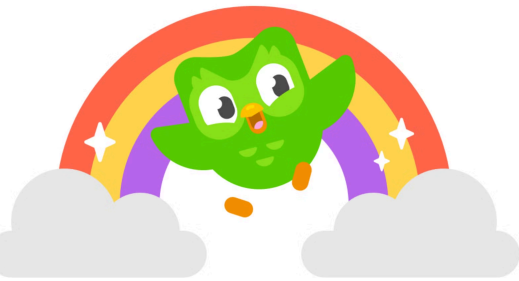
Learning Behavior & Premium Conversion at Duolingo

Understanding how consistency drives monetization

User Type
All

device_type
All

country
All



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

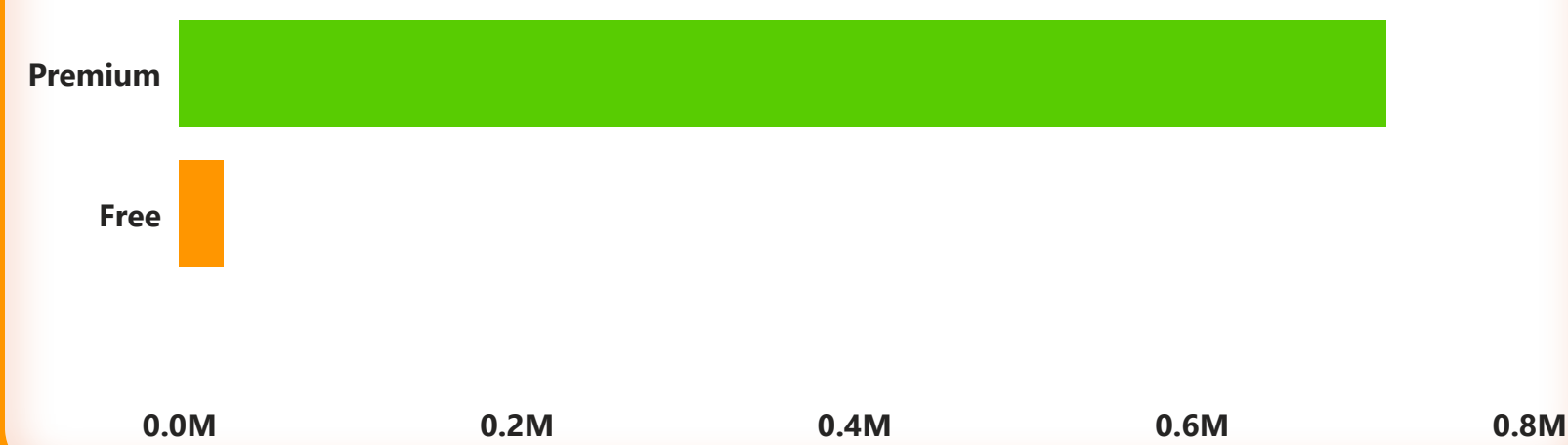
353

Potential Revenue

₹335K

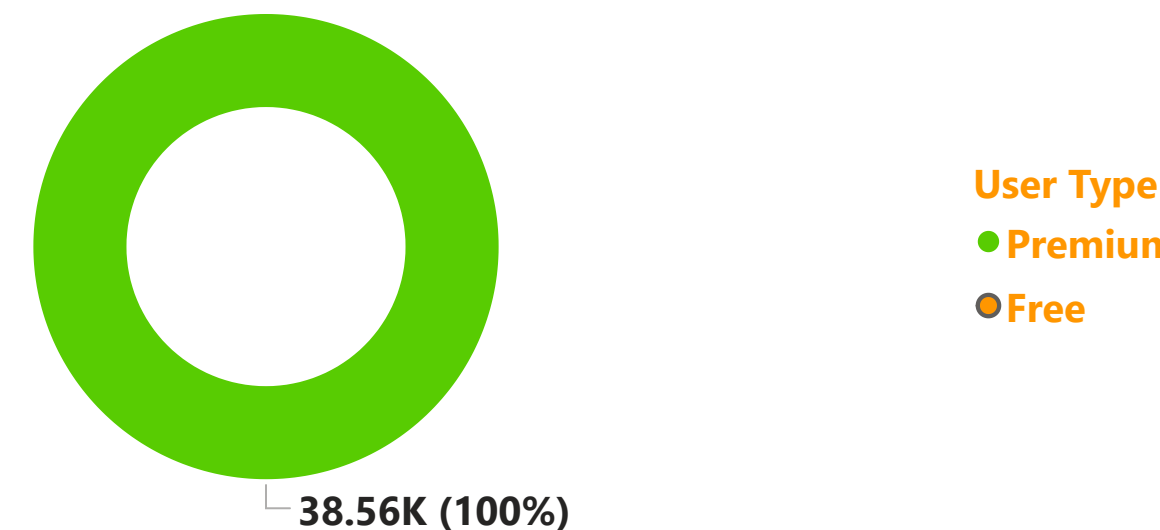
Premium Users Build Stronger Learning Habits

Average daily streak comparison



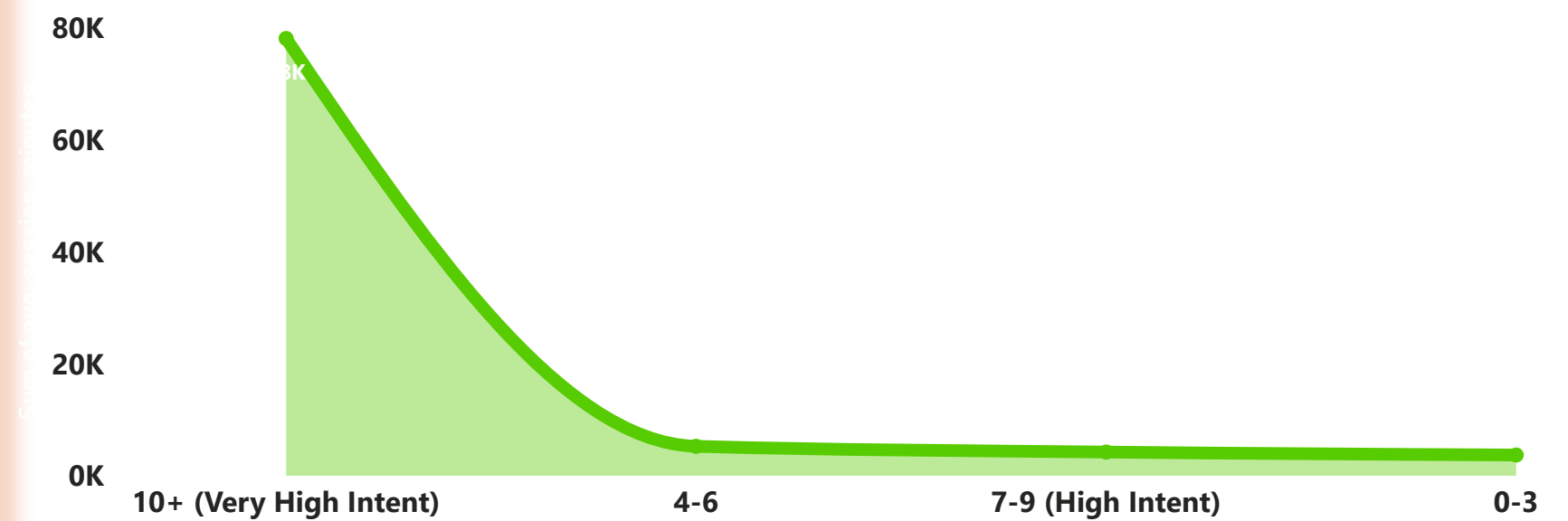
Premium Users Drive Current Revenue

Actual subscription revenue share



Learning Engagement Peaks Among Consistent Learners

Engagement trend across streak levels



What Duo Taught Us?

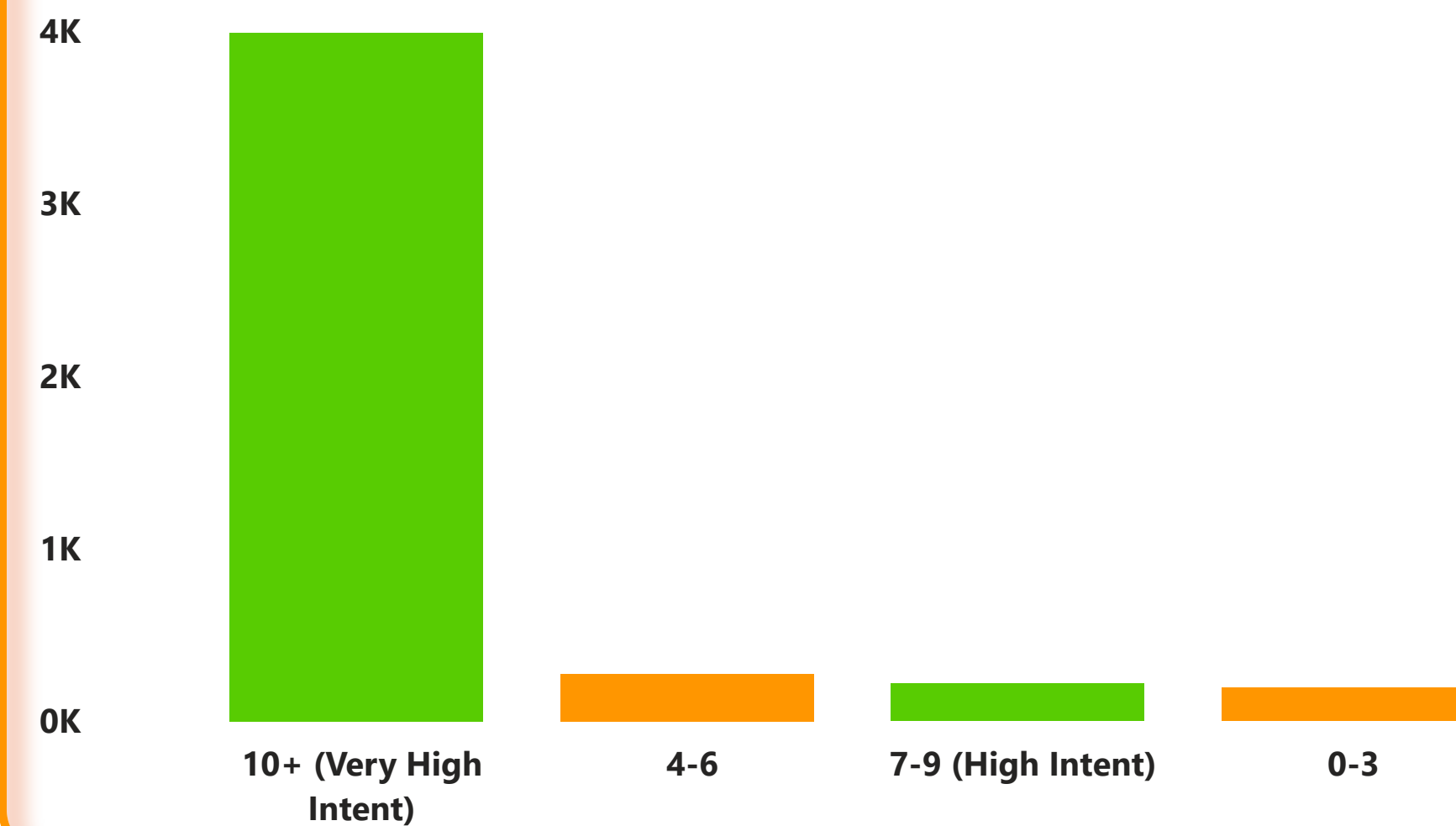
Consistent free learners already behave like premium users, indicating strong conversion potential- **Consistency drives conversion**

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.**

Not All Free Users Are Equal

Free users segmented by learning consistency



Premium Users Learn More Consistently

Average daily streak

