V2 to V3

* Measurement Changes
  + Transactional filter expanded to include all transactional emails beyond October Privacy Transcom Emails
  + Email Engagers definition change.
    - Before: Any user with an user email open (excludes machine opens) in their user history before the end of the reporting period, excluding transactional emails
    - After: Any user with email delivered or joined the platform in a 4 month period before the start of the relevant holdout period to the end of the reporting period.
    - For example, a February report contains users who had an email delivery or registration date between September 1st (4 months before Jan 1st, the start of relevant holdout period) to February 28th (end of reporting period).
    - Justification: Email deliveries may leave impression on users, leaving the intended effect of marketing. New users are sent emails, so they are included in measurement. 4 month period chosen to minimize impact of communication blackout due to previous holdout.
  + Viewing winback definition restricted to 30 to 90 day window in both numerator and denominator. Previous version numerator had no restriction
  + Paid churn definition changed from end of previous reporting month's cohort to end of current reporting month's cohort

V3 to V4

* Measurement Changes
  + BUGFIX: Holdout group email received exclusion logic fixed to correctly exclude users from holdout group if email was received
  + Upgrade definition changed to exclude Premium to Premium+ upgrades. Standard upgrade definition restricted from Nonpaying to Paying, not an upgrade in paying status