# INDIEPAY: CONVERSION & RETENSION ANALYTICS

*Tracking How Users Engage, Convert And Where They Fall Off*

| Total Users | Monthly Active User | Conversion Rate | % Support Used | % Engaged Users | Connected To Bank |
|---|---|---|---|---|---|
| 260 | 95 | 33.1% | 47.3% | 73.5% | 47.3% |

## Usage Level Split

- 38.08%
- 35.38%
- 26.54%

**Trial_Usage_Level**
- ● Medium
- ● High
- ● Low

## User Types

- Engaged Non-Conve...
- Light User
- Power User
- Support Seeker
- Silent Converter

## Conversion Journey

100%

| | |
|---|---|
| Total users | 260 |
| Used Product | 191 |
| Used support | 123 |
| Connected bank | 123 |
| Converted to p... | 86 |

33.1%

## Non-Paid Usage

- 46.51%
- 53.49%

**Solo_or_Team**
- ● Solo
- ● Team
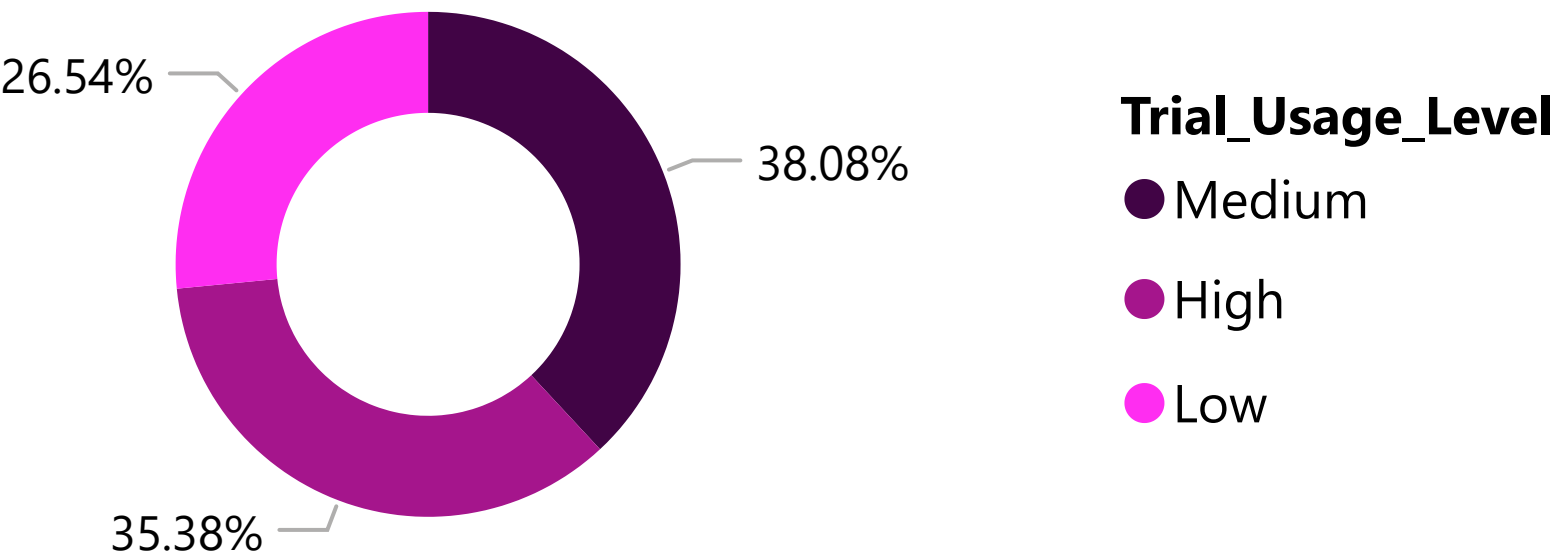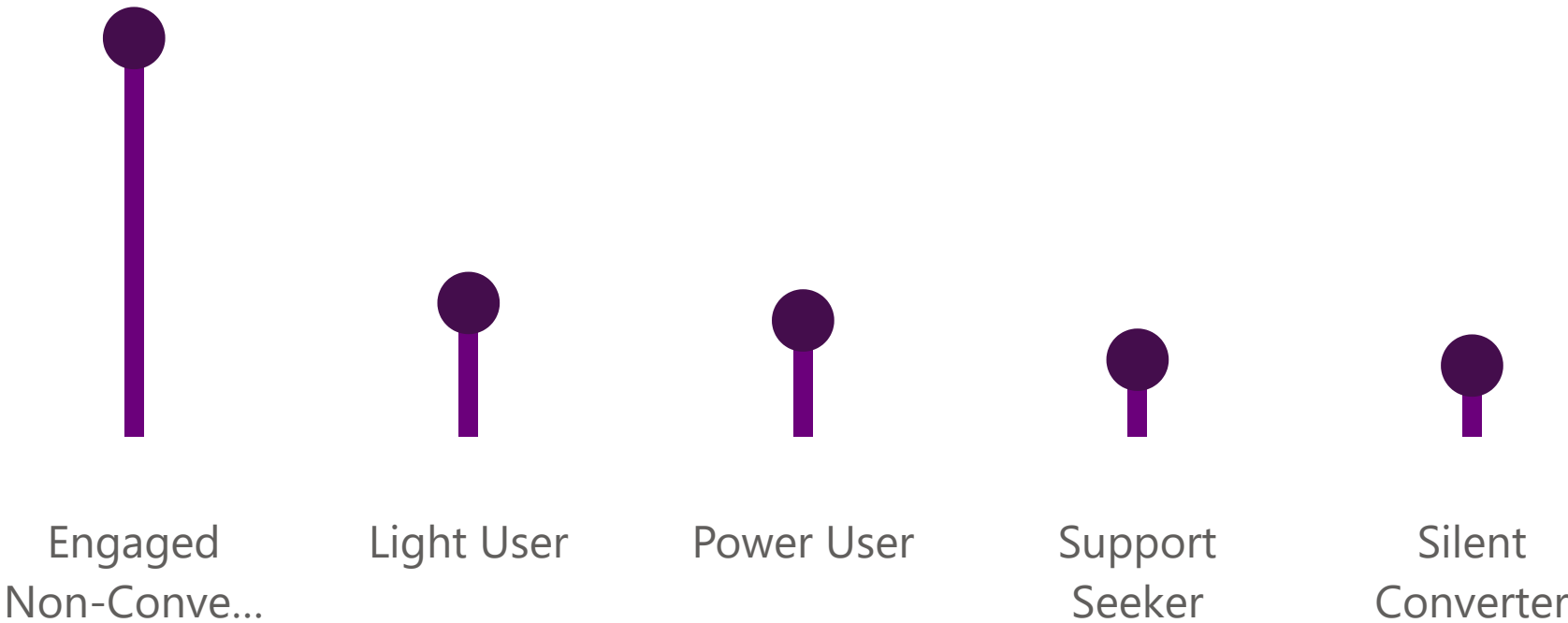
## Drop-off by Country
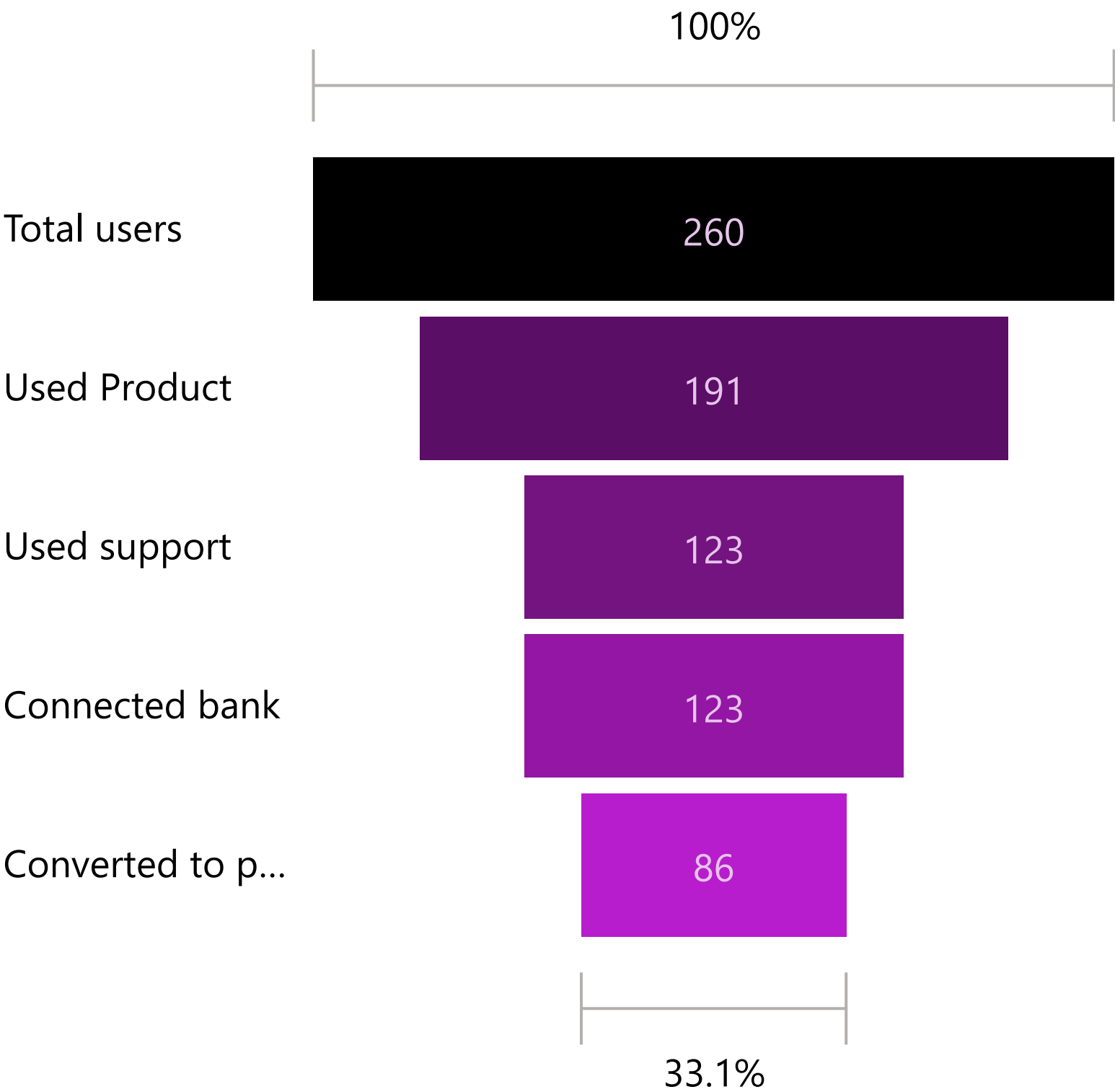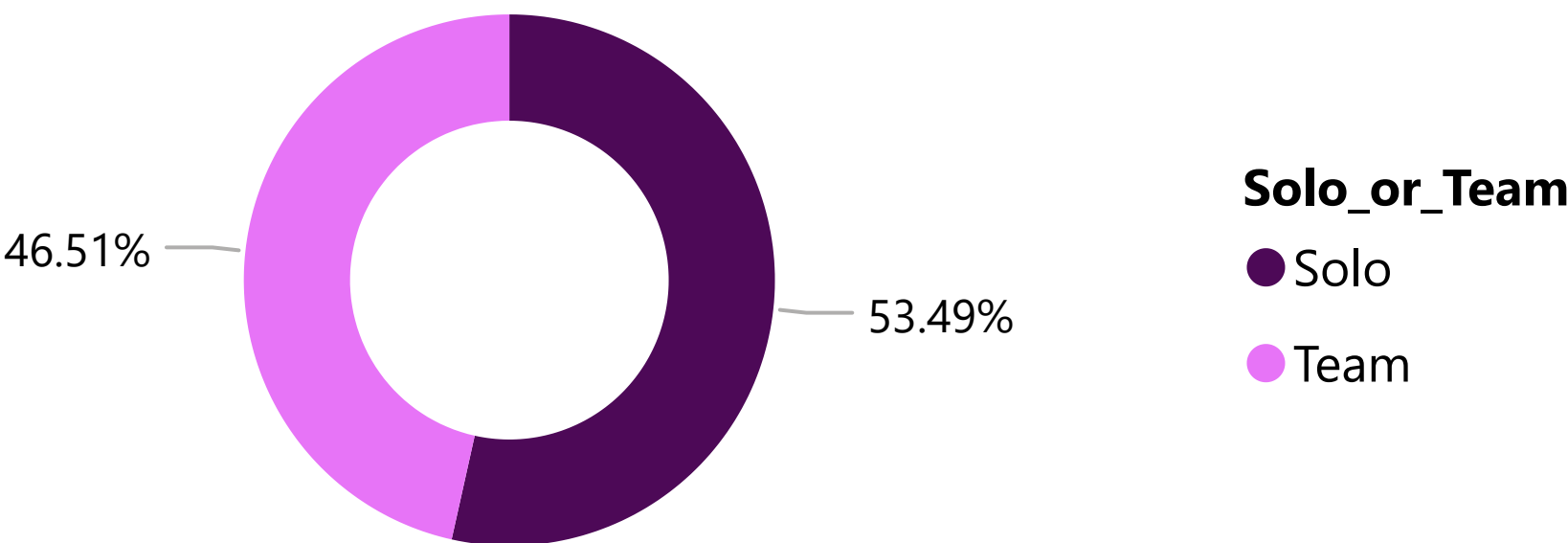
- UK
- Kenya
- Nigeria
- South Africa
- Ghana
- USA
- Germany

# Drop-off Analysis & User Friction

| Engaged Drop | Support Drop | Used Features | Tried Support |
|:---:|:---:|:---:|:---:|
| **48%** | **32%** | **67%** | **67.4%** |

## Non-Paid Usage



**Trial_Usage_Level**
- Medium — 42.9%
- High — 31.97%
- Low — 25.14%

## Top User Feedback



- Didn't return after first try
- Didn't understand benefit
- Features too complex
- Didn't complete setup
- Didn't trust banking flow

## Helped but Still Lost



- Light User
- Engaged Non-Converter
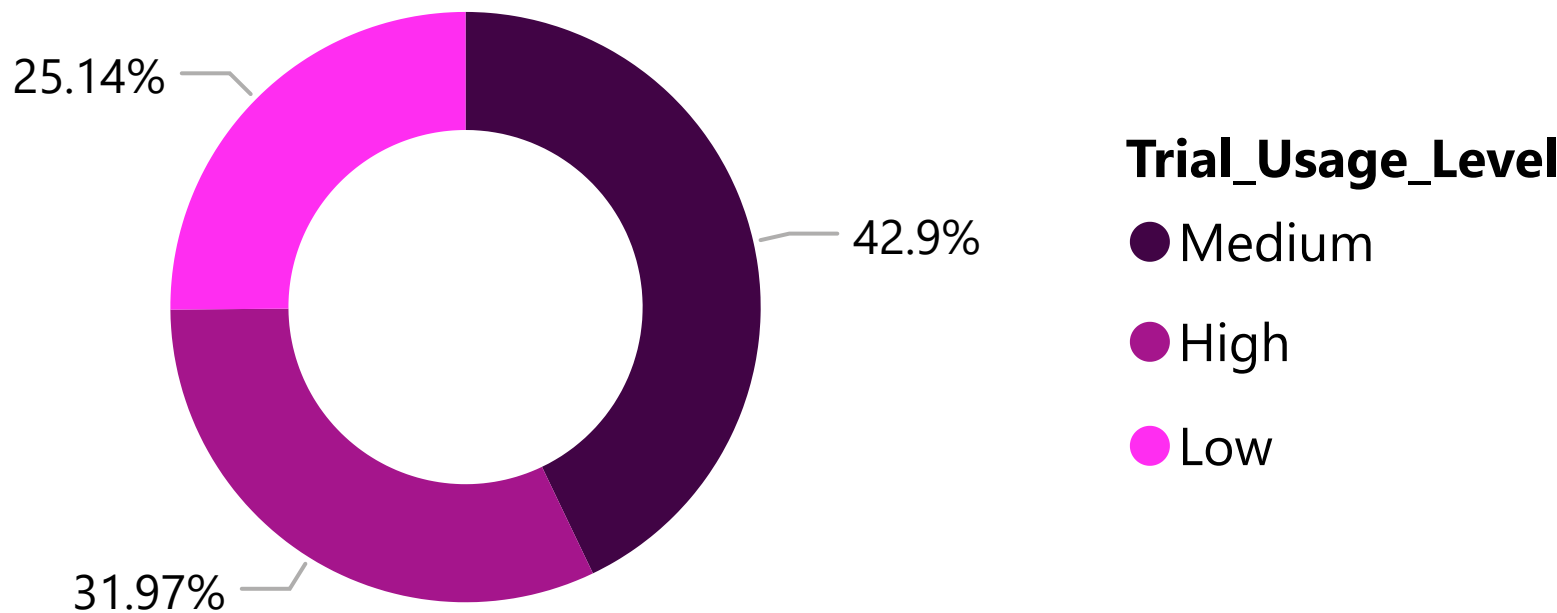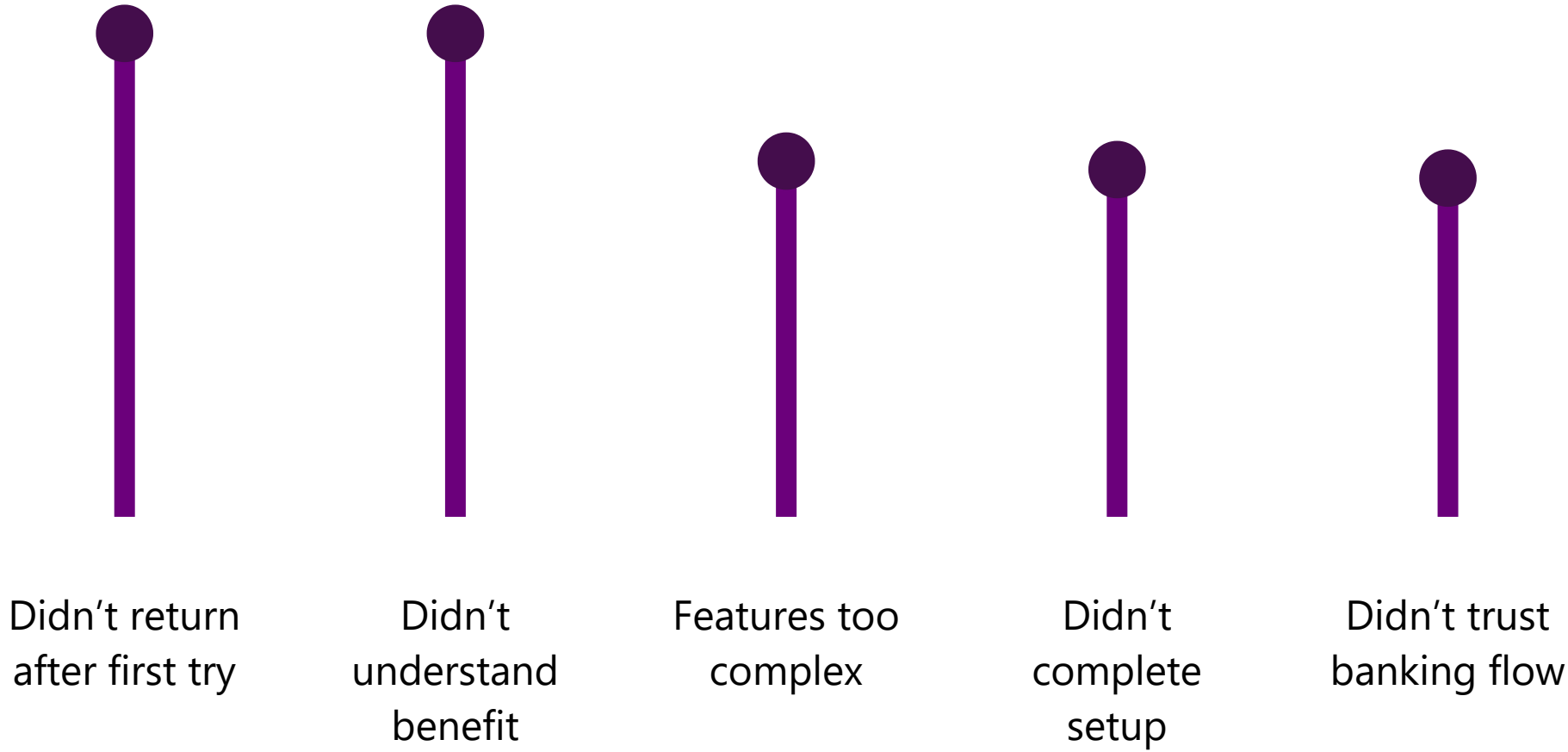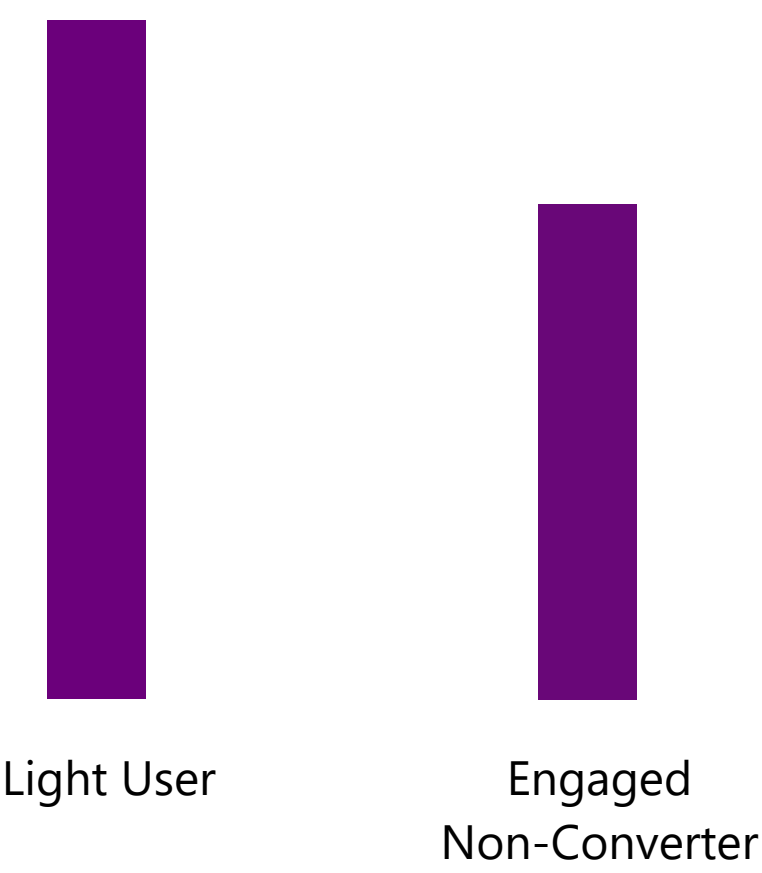
## Conversion by Trial Usage



- High
- Medium
- Low

## Drop-off Trend



Jan 2024 — Apr 2024 — Jul 2024 — Oct 2024 — Jan 2025 — Apr 2025 — Jul 2025

## Users Who Converts



- Power User
- Silent Converter
- Support Seeker