umba

Users Engagement

Total of users
1.7K

Avg Weekly Logins
6.07

Share of logins per industry

- Technology — 51%
- Manufacturing — 13.2%
- Hospitality — 9.2%
- Finance — 8.6%
- Legal Services
- Consumer Products
- Other
- Professional Services
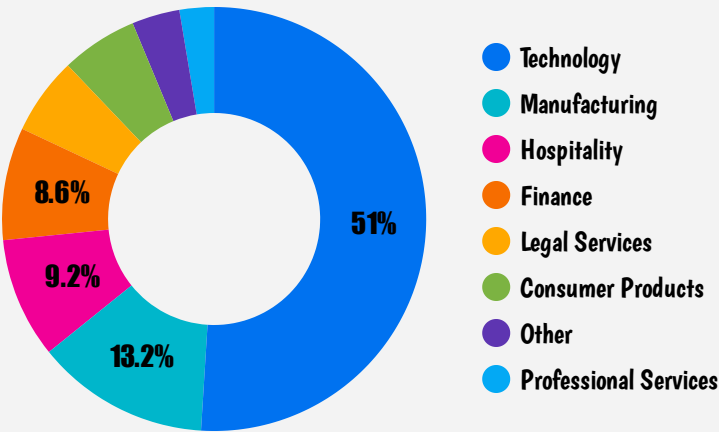
Users that had free trial use it more often

- Records
- Weekly Logins
- Avg Weekly Logins

No
- Records: 1,103
- Weekly Logins: 4,267
- Avg Weekly Logins: 3.87

Yes
- Records: 615
- Weekly Logins: 6,154
- Avg Weekly Logins: 10.01
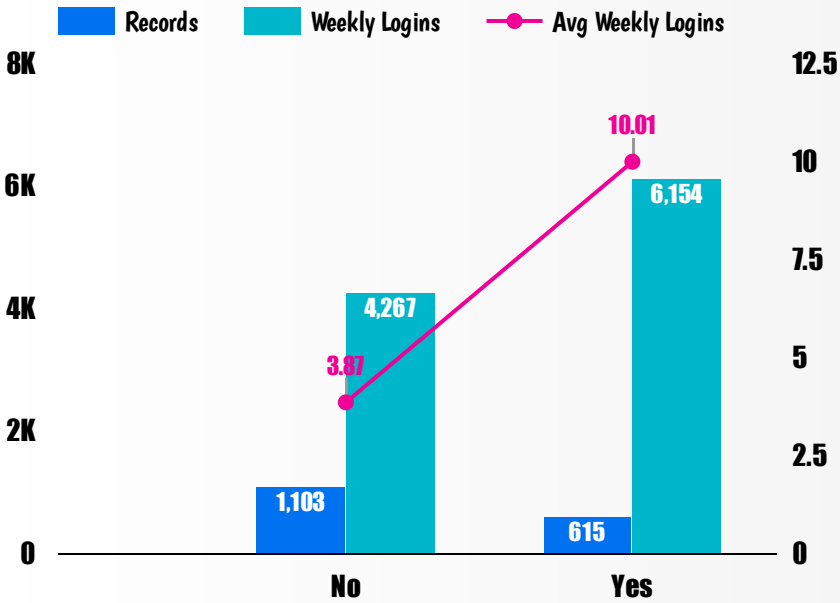
What is the average size of the companies that brings more logins, and in which territory are they?

- West
- Midwest
- East

Size	
$100M - $500M	
<$100M	
>$10B	
$1B - $10B	
$500M - $1B	

Axis: 0, 1K, 2K, 3K, 4K, 5K
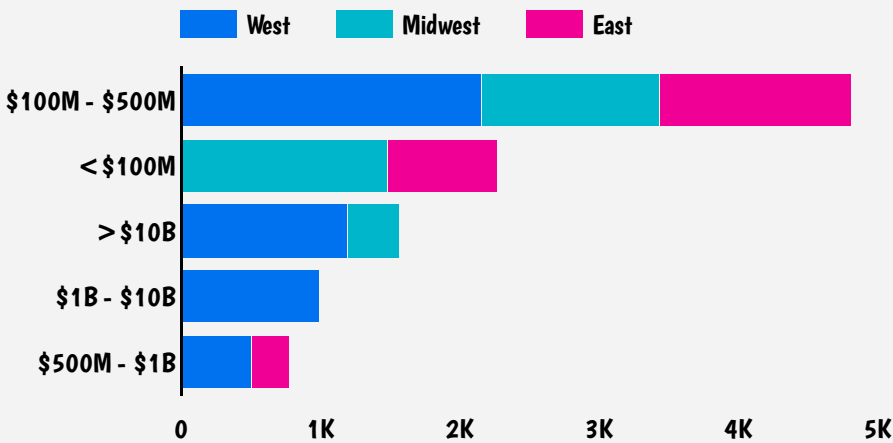
Where the logins usually come from?

- /mail.google.com
- hotels.com
- /tripadvisor.com
- /google.com
- /quora
- /facebook.com
- zoom.com
- /slack.com
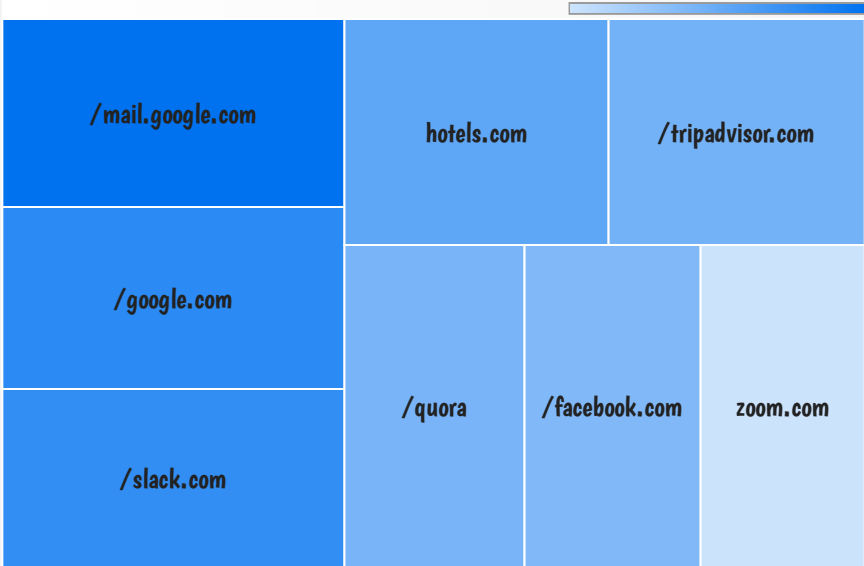
Users that:

Have Salesforce Integration
- No: 58.5%
- Yes: 41.5%
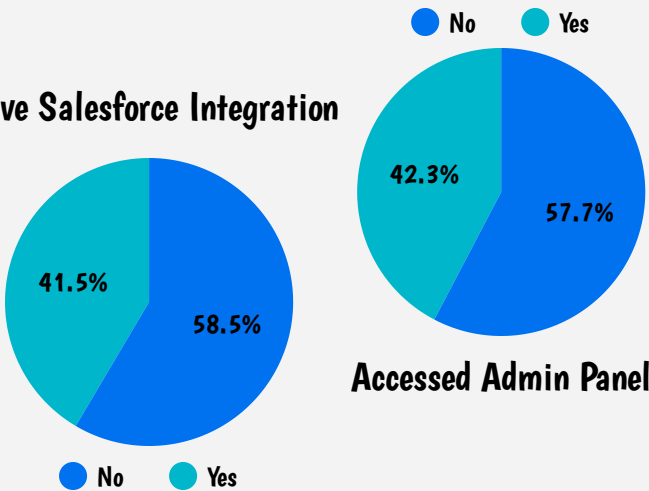
Accessed Admin Panel
- No: 57.7%
- Yes: 42.3%
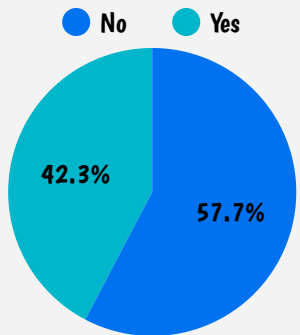
Have Google Integration
- No: 45.2%
- Yes: 54.8%
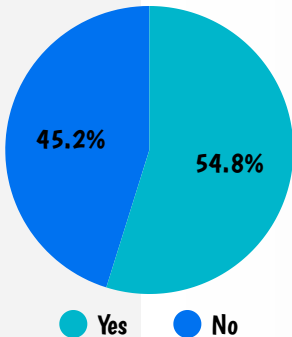
Requested Support
- No: 45.8%
- Yes: 54.2%

Have Slack Integration
- No: 73.9%
- Yes: 26.1%