

		3005756.16			
Baseline		10%	12%	9.50%	Overall growth: 32%
Total Customers - pre launch	6,469,000	7,115,900	7,969,808	8,726,940	
	Pre-Launch Mrach	April - Launch	May	June	
Increase Customer retention					
Customer return rate	32%	44%	52%	56%	58
# Customers return	2,070,080	3,130,996	3,984,904	4,887,086	
Members Churn rate	N/A	2%	2.80%	2.50%	Overall: 7%
Increase Product growth					
# Membership Growth	0	2,005,390	2,517,735	2,972,014	48%
Partners and hosts growth rate	5%	15%	4%	1.20%	20%
Increase Net Promoter Score (NPS)					
NPS score	27	N/A	N/A	42	15 Points increase
Customer Feedback and Reviews	3.2/5	3.8/5	4.2/5	4.3/5	