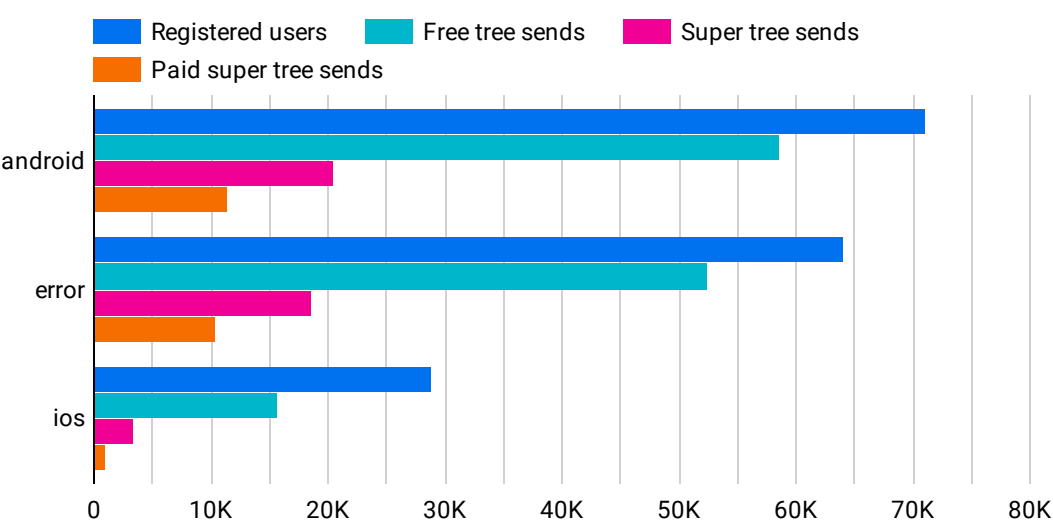
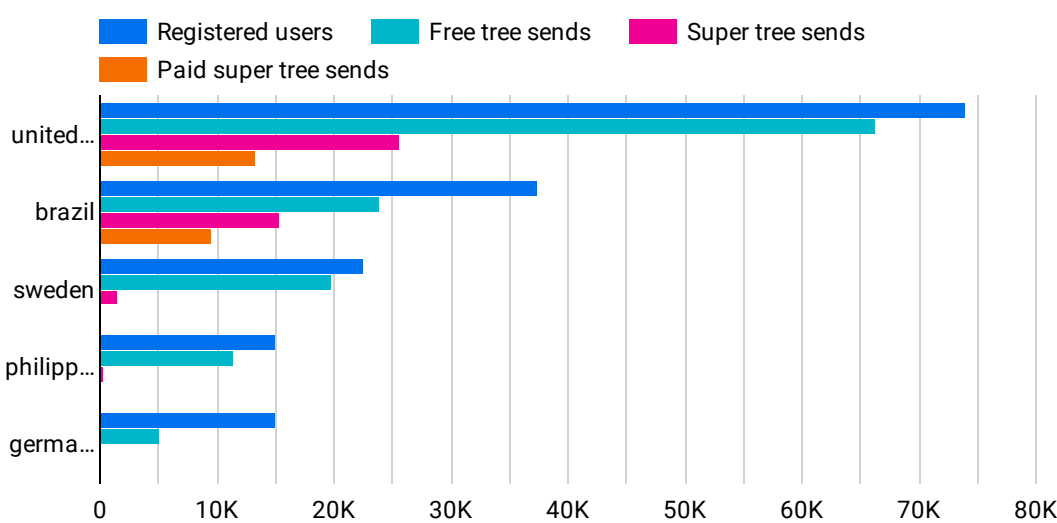


Funnel Analysis

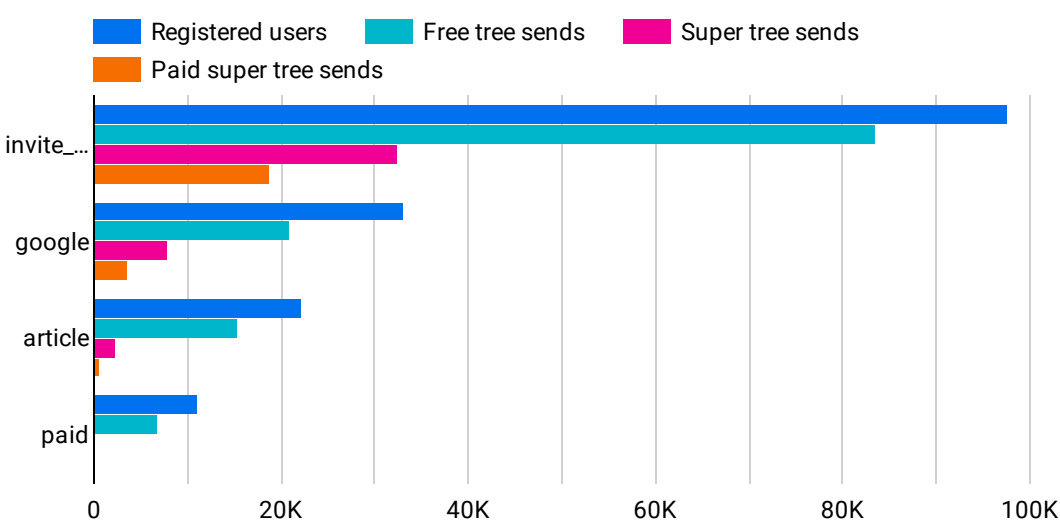
By phone type



By country



By source



Some comments on the funnels:
The biggest churn between the users who send free trees and the users who send super trees. This might be an important point to be addressed.

Sources like articles and paid ads bring the least users who actually pay for super trees, while the invitation program leads by a big margin.

Same applies to countries like Sweden, the Philippines, and Germany - no revenue was received from these countries. There is a big churn on the first super tree send.