

AARRR metrics in a nutshell

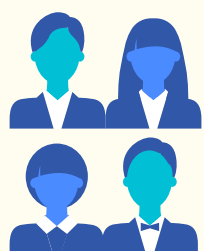


Period: 2017-12-25 — 2017-12-31

Compared to: 2017-12-18 — 2017-12-24

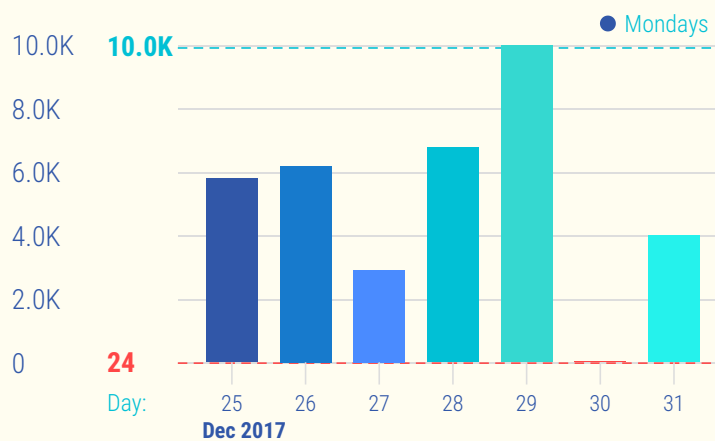
1. Acquisition

Total users



7.8K
Total users

↑96.5%
Previous: 4.0K



Source: whatagraph.com

New vs. returning



3.8K
New sessions

↑69.8%
Previous: 2.3K



11.1K ↓-7.8%
Returning sessions Previous: 12.0K

Source: whatagraph.com

Top Completed Goals

-  **Conversion**

-  **Registration**

-  **Purchase**

-  **Lead**

Completions	Conv. rate	Value
9.9K ↑	5.86% ↓	11.7K ↑
2.4K ↑	0.30% ↓	9.3K ↑
2.3K ↑	1.00% ↑	756 ↑
55 ↑	0.72% ↑	562 ↑

Source: whatagraph.com

2. Activation

User activation

Activity rate

1	Trial	50%
2	Starter	70%
3	PRO	75%
4	Business	80%
5	Agency	85%
6	Custom	90%
7	Enterprise	95%
8	Professional	78%
9	Lite	67%
10	Kickstarter	89%

User retention

Retention rate

1	Trial	85%
2	Starter	80%
3	PRO	85%
4	Business	87%
5	Agency	90%
6	Custom	91%
7	Enterprise	80%
8	Professional	76%
9	Lite	94%
10	Kickstarter	92%

3. Revenue

Revenue

Purchase value generated through your website

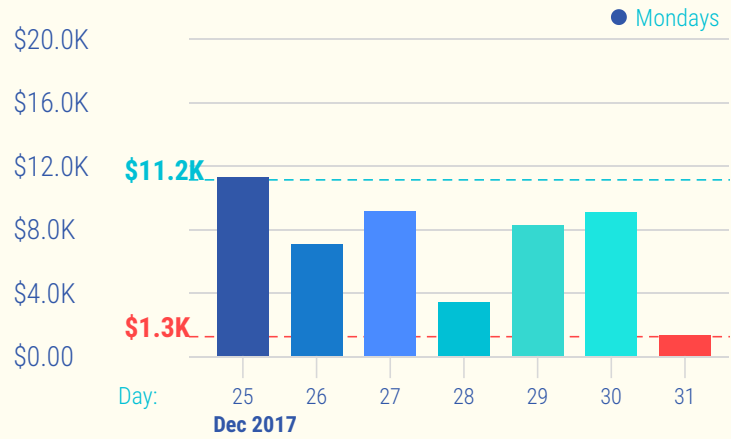
\$9.1K



↓ -2.8%

Previous: \$9.4K

Source: whatagraph.com



Transactions

Amount of orders completed through your website



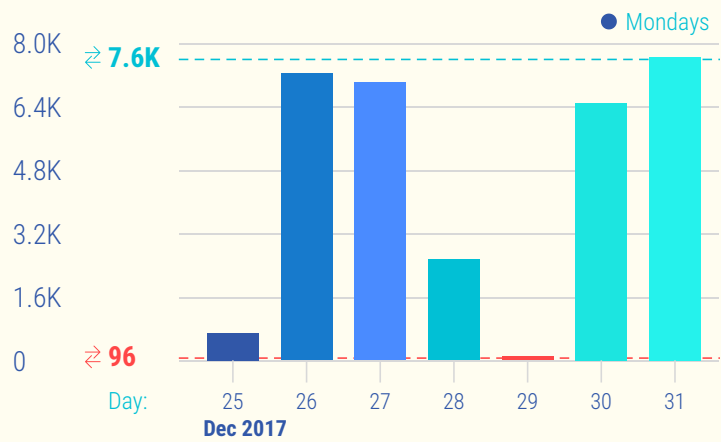
12.3K

Transactions

↑ 359.5%

Previous: 2.7K

Source: whatagraph.com



Trending products

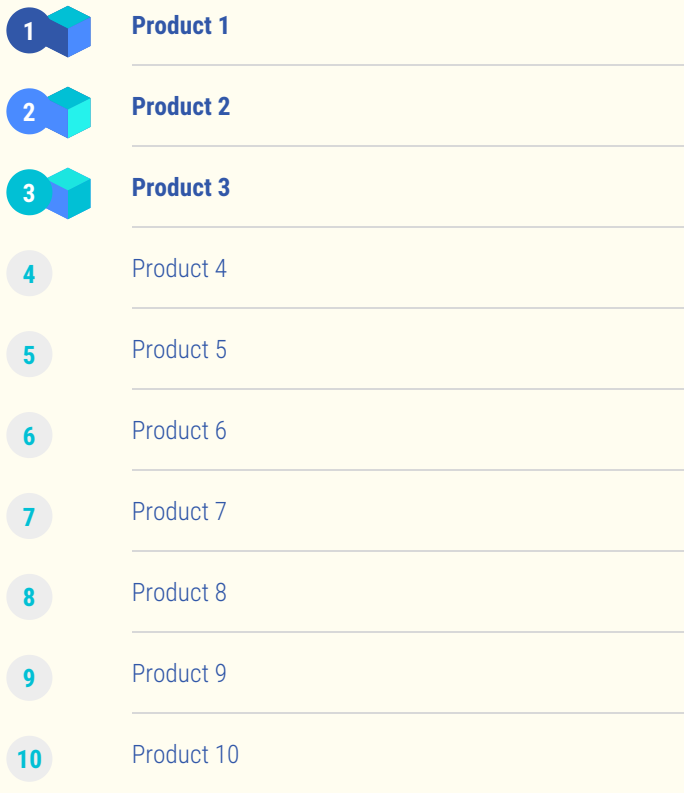
Products with biggest increase in revenue

1	Product 10
2	Product 8
3	Product 7

Source: whatagraph.com

	Growth	Revenue	Quantity
1	↑ 3800%	\$0.78	5
2	↑ 246%	\$0.97	5
3	↑ 105%	\$0.43	10

Products by revenue



	Revenue	Quantity	Change
1	\$1.2K	4.8K	↑ 144%
2	\$107.65	3.6K	↓ -65%
3	\$16.52	1.0K	↓ -93%
4	\$15.29	455	↓ -91%
5	\$14.36	60	↓ -86%
6	\$8.45	59	↓ -65%
7	\$7.03	43	↓ -55%
8	\$6.11	28	↓ -40%
9	\$6.03	7	↓ -19%
10	\$5.99	7	↓ -5%

Source: whatagraph.com

Revenue sources

= Sessions



	Revenue	Transactions	Conversion
1	\$419.21	6.0K	60.2% ↓ -35.2%
2	\$210.76	5.4K	0.8% ↓ -42.6%
3	\$196.52	2.1K	0.9% ↑ 105.4%
4	\$79.17	2.0K	0.9% ↑ 167.6%
5	\$64.36	2.0K	0.1% ↑ 353.2%
6	\$27.46	1.7K	0.5% ↑ 162.3%
7	\$12.61	801	0.1% ↑ 48.5%
8	\$9.34	772	0.9% ↑ 12.1%
9	\$9.32	295	0.1% ↑ 14.4%
10	\$7.48	129	0.8% ↑ 2.5%

Source: whatagraph.com

5. Retention

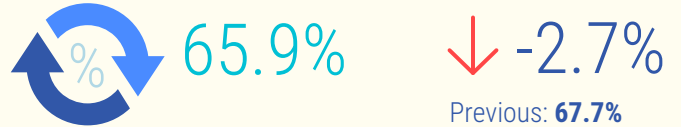
Monthly churn

Churn rate

1	Kickstarter	4%
2	Starter	3%
3	PRO	2.7%
4	Business	2.8%
5	Agency	2.5%
6	Custom	2.0%
7	Enterprise	1.8%
8	Professional	3.1%
9	Lite	4%
10	Trial	n/a

Conversion rate

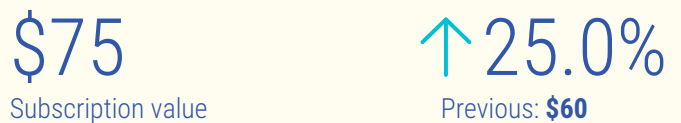
The percentage of visits that resulted in a transaction



Source: whatagraph.com

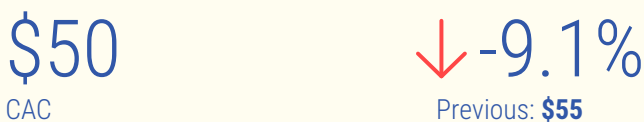
Monthly subscription

Average monthly subscription value



CAC

Customer acquisition cost



LTV

Customer lifetime value

