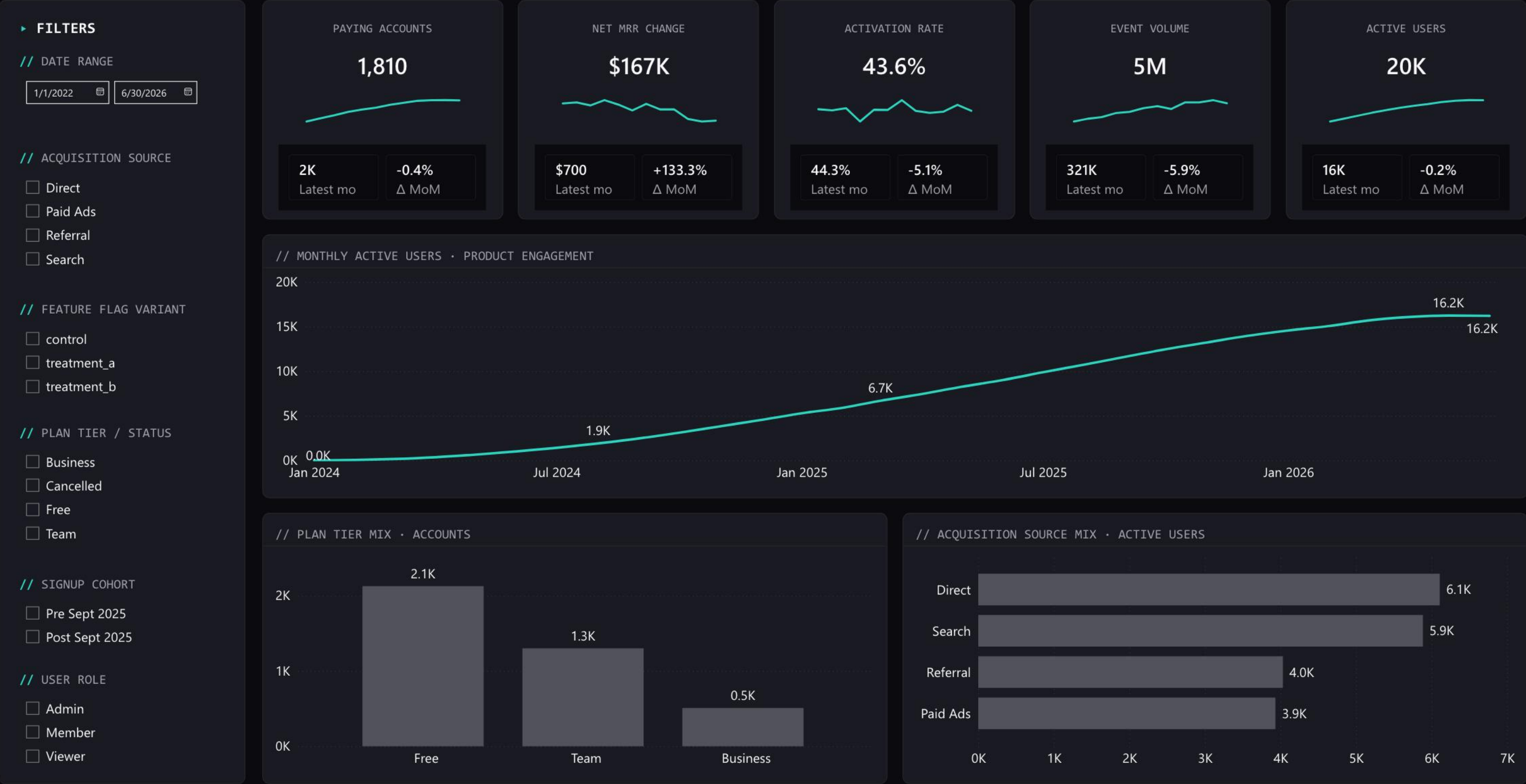




FILTERS

DATE RANGE

1/1/20226/30/2026

ACQUISITION SOURCE

- ☐ Direct
- ☐ Paid Ads
- ☐ Referral
- ☐ Search

FEATURE FLAG VARIANT

- ☐ control
- ☐ treatment_a
- ☐ treatment_b

PLAN TIER / STATUS

- ☐ Business
- ☐ Cancelled
- ☐ Free
- ☐ Team

SIGNUP COHORT

- ☐ Pre Sept 2025
- ☐ Post Sept 2025

USER ROLE

- ☐ Admin
- ☐ Member
- ☐ Viewer

PAYING ACCOUNTS

1,810



2K

Latest mo

-0.4%

Δ MoM

NET MRR CHANGE

\$167K



\$700

Latest mo

+133.3%

Δ MoM

ACTIVATION RATE

43.6%



44.3%

Latest mo

-5.1%

Δ MoM

EVENT VOLUME

5M



321K

Latest mo

-5.9%

Δ MoM

ACTIVE USERS

20K



16K

Latest mo

-0.2%

Δ MoM

ACTIVATION FUNNEL • COMPLETION BY STEP



STEP DRILL • COMPLETION RATE BY VARIANT

Step	Control	Treatment A	Treatment B
Signup	97.4%	97.0%	97.5%
Workspace created	92.3%	93.8%	92.6%
Member invited	66.6%	75.3%	68.2%
First invite sent	38.3%	53.4%	38.8%

ACTIVATION RATE • BY SIGNUP-COHORT MONTH



FILTERS

DATE RANGE

1/1/2022

6/30/2026

ACQUISITION SOURCE

- ☐ Direct
- ☐ Paid Ads
- ☐ Referral
- ☐ Search

FEATURE FLAG VARIANT

- ☐ control
- ☐ treatment_a
- ☐ treatment_b

PLAN TIER / STATUS

- ☐ Business
- ☐ Cancelled
- ☐ Free
- ☐ Team

SIGNUP COHORT

- ☐ Pre Sept 2025
- ☐ Post Sept 2025

USER ROLE

- ☐ Admin
- ☐ Member
- ☐ Viewer

PAYING ACCOUNTS

1,810



2K
Latest mo

-0.4%
Δ MoM

NET MRR CHANGE

\$167K



\$700
Latest mo

+133.3%
Δ MoM

ACTIVATION RATE

43.6%



44.3%
Latest mo

-5.1%
Δ MoM

EVENT VOLUME

5M



321K
Latest mo

-5.9%
Δ MoM

ACTIVE USERS

20K



16K
Latest mo

-0.2%
Δ MoM

EXPERIMENT READOUT • ACTIVATION RATE ± 95% CI BY VARIANT



VARIANT × STEP HEATMAP • WHERE THE LIFT LANDED

Variant	Signup	Workspace created	Member invited	First invite sent
control	97.4%	92.3%	66.6%	38.3%
treatment_a	97.0%	93.8%	75.3%	53.4%
treatment_b	97.5%	92.6%	68.2%	38.8%

PIVOT ROWS BY

All

FILTERS

DATE RANGE

1/1/20226/30/2026

ACQUISITION SOURCE

- ☐ Direct
- ☐ Paid Ads
- ☐ Referral
- ☐ Search

FEATURE FLAG VARIANT

- ☐ control
- ☐ treatment_a
- ☐ treatment_b

PLAN TIER / STATUS

- ☐ Business
- ☐ Cancelled
- ☐ Free
- ☐ Team

SIGNUP COHORT

- ☐ Pre Sept 2025
- ☐ Post Sept 2025

USER ROLE

- ☐ Admin
- ☐ Member
- ☐ Viewer

PAYING ACCOUNTS

1,810



2K

Latest mo

-0.4%

Δ MoM

NET MRR CHANGE

\$167K



\$700

Latest mo

+133.3%

Δ MoM

ACTIVATION RATE

43.6%



44.3%

Latest mo

-5.1%

Δ MoM

EVENT VOLUME

5M



321K

Latest mo

-5.9%

Δ MoM

ACTIVE USERS

20K



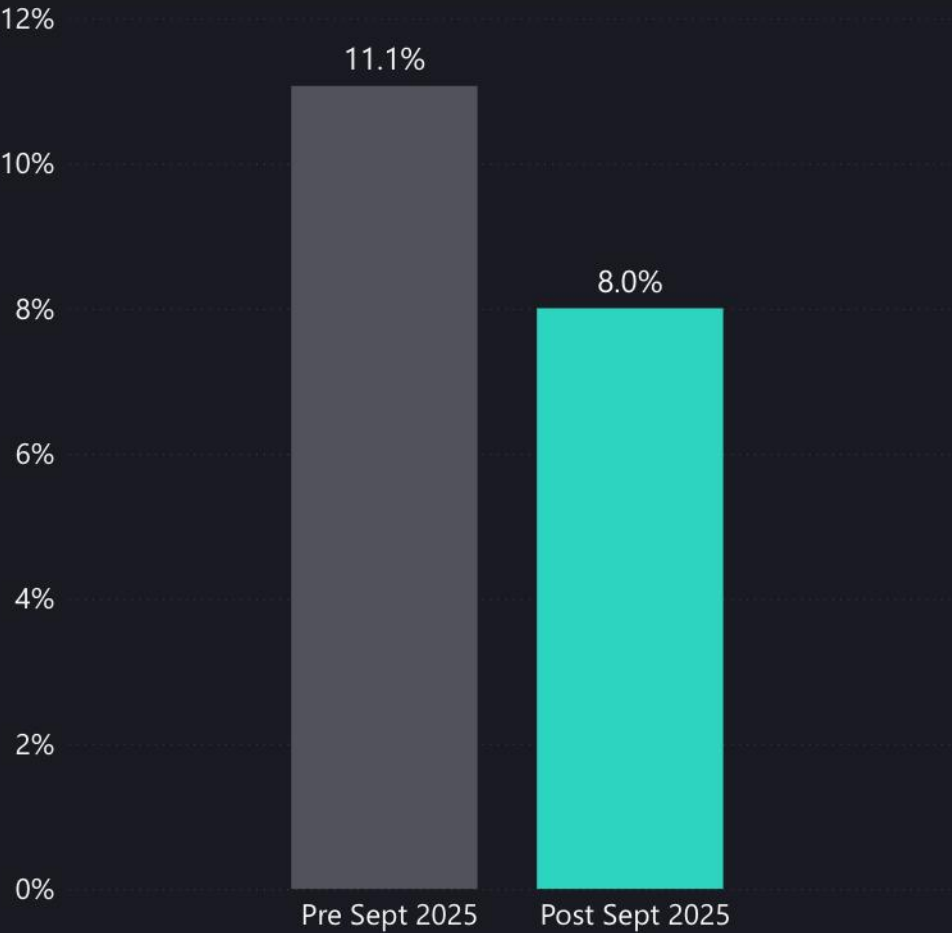
16K

Latest mo

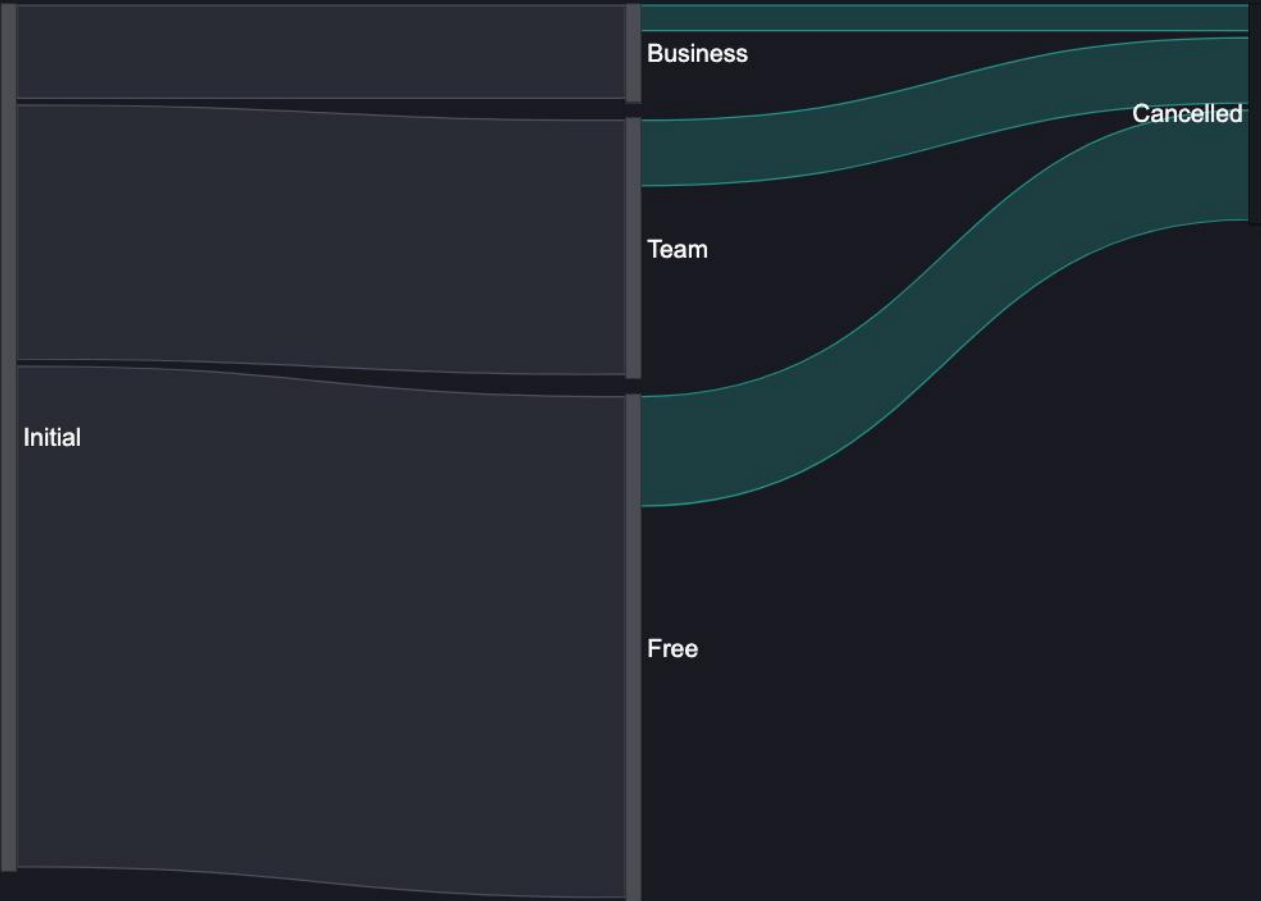
-0.2%

Δ MoM

THE RETENTION SIGNAL • POST-SEPT COHORTS CANCEL LESS



PLAN-TIER FLOW • SIGNUP TIER → CHURN ▶



FILTERS

DATE RANGE

1/1/20226/30/2026

ACQUISITION SOURCE

- ☐ Direct
- ☐ Paid Ads
- ☐ Referral
- ☐ Search

FEATURE FLAG VARIANT

- ☐ control
- ☐ treatment_a
- ☐ treatment_b

PLAN TIER / STATUS

- ☐ Business
- ☐ Cancelled
- ☐ Free
- ☐ Team

SIGNUP COHORT

- ☐ Pre Sept 2025
- ☐ Post Sept 2025

USER ROLE

- ☐ Admin
- ☐ Member
- ☐ Viewer

PAYING ACCOUNTS

1,810



2K

Latest mo

-0.4%

Δ MoM

NET MRR CHANGE

\$167K



\$700

Latest mo

+133.3%

Δ MoM

ACTIVATION RATE

43.6%



44.3%

Latest mo

-5.1%

Δ MoM

EVENT VOLUME

5M



321K

Latest mo

-5.9%

Δ MoM

ACTIVE USERS

20K



16K

Latest mo

-0.2%

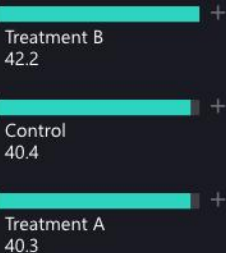
Δ MoM

DECOMPOSE 90-DAY ACTIVITY · SOURCE SETS THE LEVEL, DRILL ANY PATH

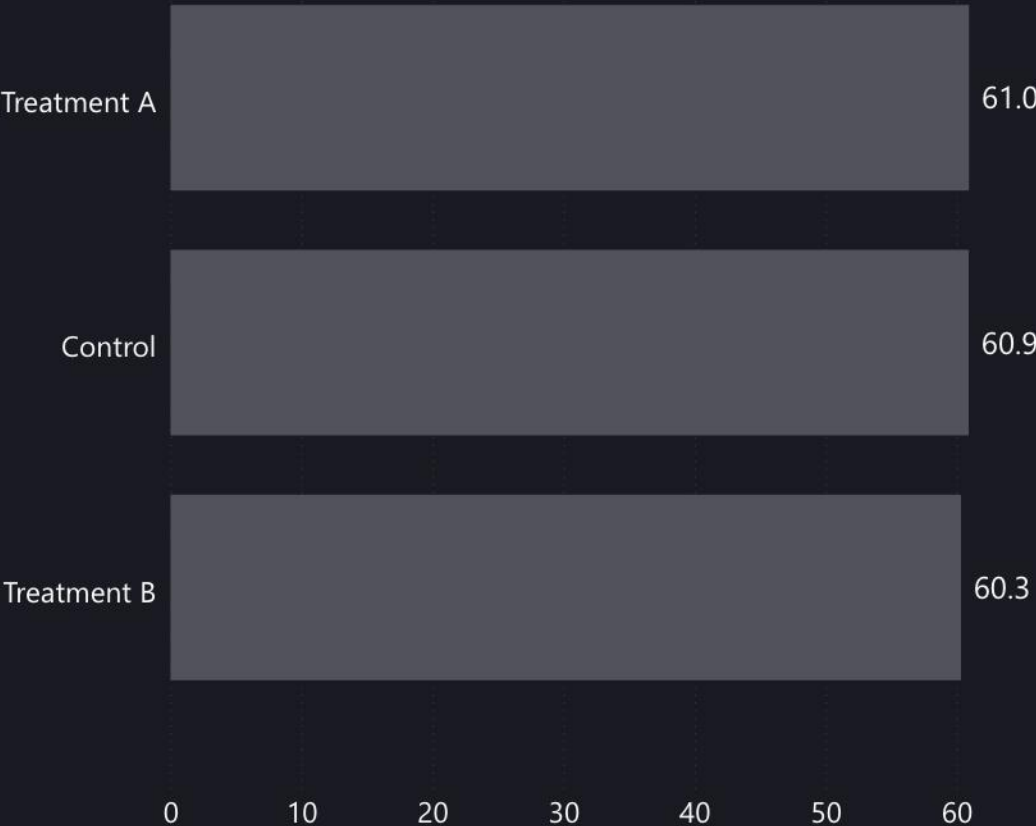
Source

Paid Ads

Variant



BY VARIANT · FLAT — AN INDEPENDENT CUT, NOT A FUNNEL STEP





// ACCOUNT

// PLAN TIER

All

All

29

Tenure (mo)

\$167K

Lifetime MRR

5M

Events

20K

Active Users

// PLAN TIER JOURNEY · SCD2 HISTORY

Plan Tier	From	To	Days	Change Reason
Business	2024-01-30	9999-12-31	882	initial
Business	2024-02-01	9999-12-31	880	initial
Business	2024-02-03	9999-12-31	878	initial
Business	2024-02-09	9999-12-31	872	initial
Business	2024-02-19	2026-01-02	683	initial
Business	2024-02-22	9999-12-31	859	initial
Business	2024-02-24	9999-12-31	857	initial
Business	2024-02-26	2025-05-14	443	initial
Business	2024-03-08	9999-12-31	844	initial
Business	2024-03-10	9999-12-31	842	initial

// SUBSCRIPTION / MRR LEDGER

Date	From	To	MRR Δ	Running MRR
2024-01-05	Initial	Free	\$0.00	\$0
2024-01-06	Initial	Free	\$0.00	\$0
2024-01-07	Initial	Free	\$0.00	\$0
2024-01-08	Initial	Free	\$0.00	\$0
2024-01-09	Initial	Free	\$0.00	\$0
2024-01-09	Initial	Team	\$50.00	\$50
2024-01-10	Initial	Free	\$0.00	\$0
2024-01-10	Initial	Team	\$50.00	\$50
2024-01-11	Initial	Free	\$0.00	\$0
2024-01-11	Initial	Team	\$50.00	\$50
2024-01-12	Initial	Free	\$0.00	\$0
2024-01-12	Initial	Team	\$50.00	\$100
Total				\$166,850

// EVENT ACTIVITY · MONTH × TYPE

Month	Signup	Workspace created	Member invited	First invite sent	Report run	Report shared	Comment added	Integrat
Jan 2024	9	7	5	3	14	6	6	
Feb 2024	43	37	28	16	145	39	72	
Mar 2024	118	111	70	35	570	158	230	
Apr 2024	192	181	146	88	1,377	405	610	
May 2024	304	283	199	125	2,996	830	1,126	
Jun 2024	359	342	258	154	4,920	1,256	1,960	
Jul 2024	428	408	305	199	7,411	2,096	2,994	
Aug 2024	520	489	369	205	10,385	2,784	4,116	
Sep 2024	605	581	430	245	13,220	3,425	5,354	
Oct 2024	666	635	492	287	17,402	4,733	7,040	
Nov 2024	758	737	543	342	21,267	5,665	8,436	
Dec 2024	748	717	540	328	26,399	7,015	10,643	
Jan 2025	827	790	609	362	30,841	8,389	12,383	
Feb 2025	733	716	523	333	31,775	8,448	12,815	
Mar 2025	861	816	589	362	39,865	10,456	15,979	
Apr 2025	904	859	639	413	42,810	11,356	17,524	
May 2025	996	936	712	418	49,410	13,343	19,575	
Jun 2025	920	883	657	419	53,258	14,124	21,225	
Jul 2025	1,007	956	747	446	59,661	15,875	23,897	
Aug 2025	1,031	983	726	462	64,914	17,344	26,086	
Sep 2025	1,065	1,029	792	495	67,993	18,130	27,438	
Oct 2025	1,056	1,008	746	446	75,706	20,457	30,267	
Nov 2025	1,004	967	753	471	78,201	20,981	31,181	
Dec 2025	944	898	687	429	85,662	22,753	34,186	
Jan 2026	881	847	649	437	89,686	23,923	36,103	
Feb 2026	775	742	559	341	84,230	22,547	33,897	
Mar 2026	822	784	600	384	96,980	26,126	38,747	
Apr 2026	638	618	462	325	97,489	26,024	38,806	
May 2026	427	417	310	223	101,833	27,090	40,710	
Total	19,875	18,970	14,313	8,900	1,352,461	361,193	541,871	