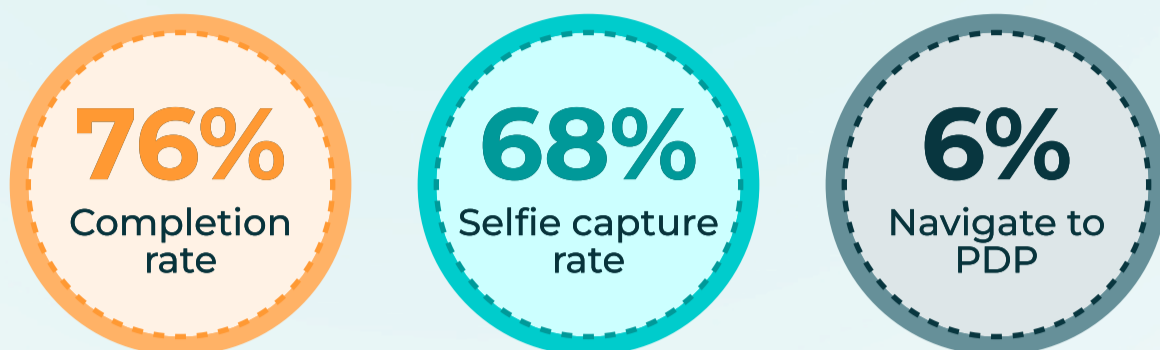


# April 2026 Performance Index



## User Journey Performance



These results suggest strong user confidence in the experience and a clear readiness to continue further along the product exploration path.

## Commerce Impact



Performance across key conversion metrics remained strong, reinforcing Revieve's value as a meaningful contributor to revenue generation.

## Engagement & Traffic

User engagement stayed steady across April, with noticeable peaks linked to repeat visits and returning user activity.

## Skin Insights



### Top Skin Concerns Include

- 17% Visible pores
- 12% Redness
- 10% Dull / tired skin
- 10% Dark circles
- 08% Acne



- 35% Combination
- 19% Oily
- 17% Dry
- 16% Sensitive
- 13% Normal

### Skin Type Distribution

**25%**  
of users

were unsure of their skin type, underscoring Revieve's role in helping consumers better understand their skin through education and guided discovery.

## April Takeaway

April's results show consistent engagement, solid funnel progression, and meaningful commercial impact, while continuing to uncover valuable skin-related consumer insights. Revieve remains both a strong conversion driver and a strategic data partner for brands.