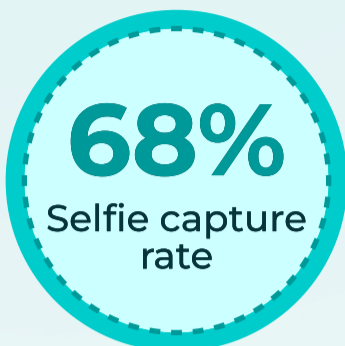


May 2026 Performance Index



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 May, with noticeable peaks linked to repeat visits and returning user activity.

Skin Insights



Top Skin Concerns Include

- **17%** Visible pores
- **11%** Redness
- **10%** Dull / tired skin
- **10%** Dark circles
- **09%** Wrinkles & Fine Lines



- **35%** Combination
- **20%** Oily
- **17%** Dry
- **15%** Sensitive
- **14%** Normal

Skin Type Distribution

24%
of users

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

May Takeaway

May'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.