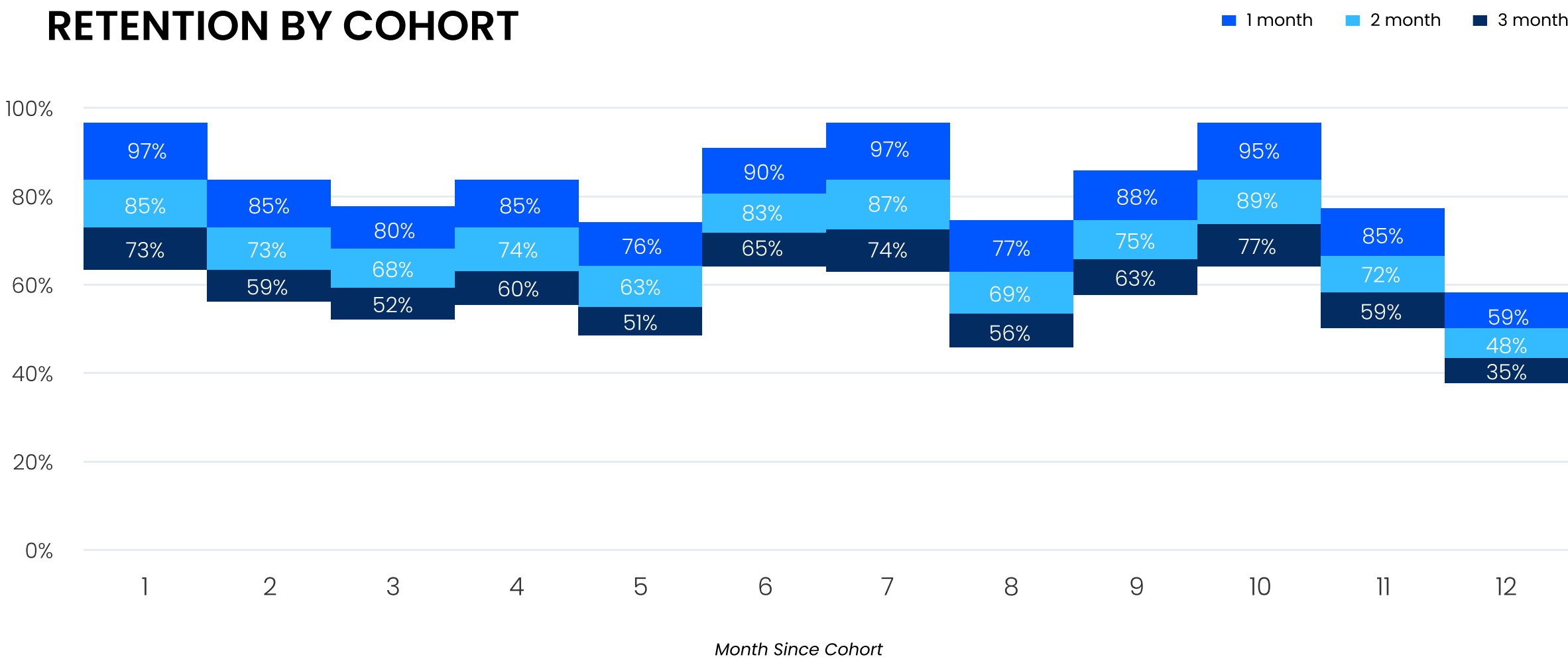


Churn Dashboard

RETENTION BY COHORT



Current Month Churn Rate

8.76%

Last Month Churn Rate

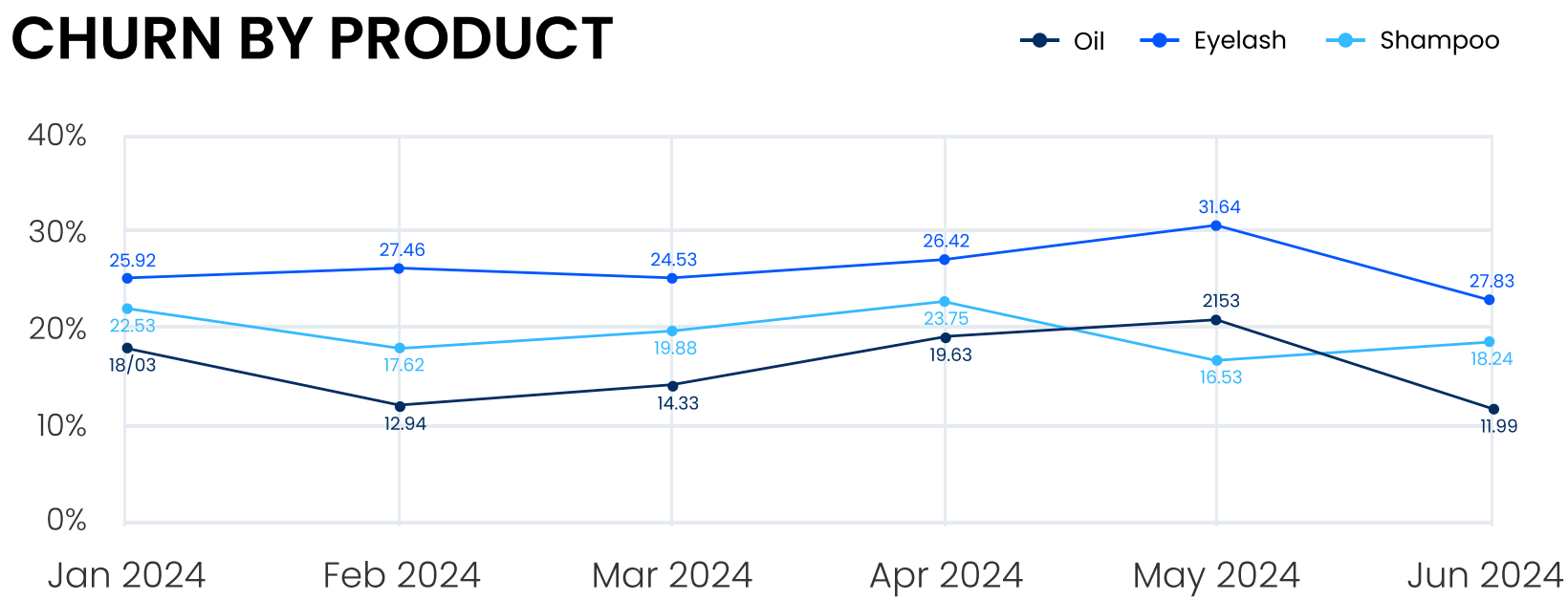
16.52%

Current Year Churn Rate

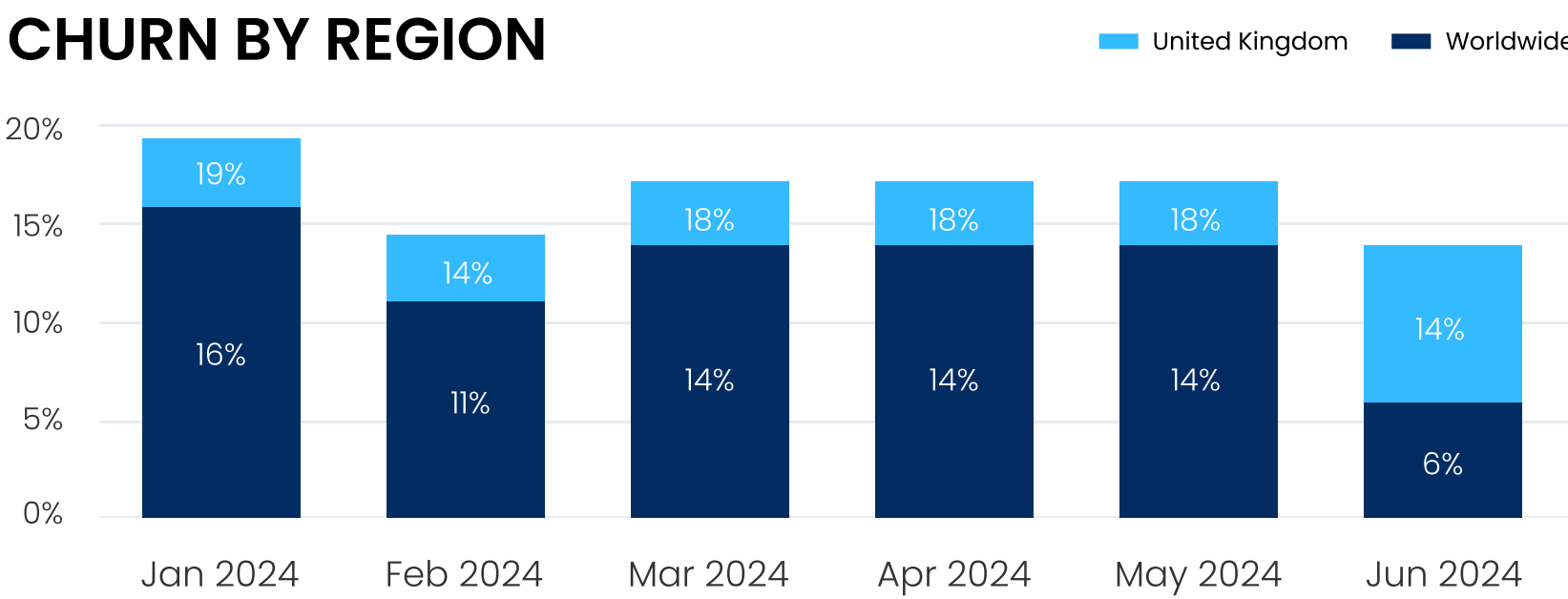
13.72%

↑ 53.6%

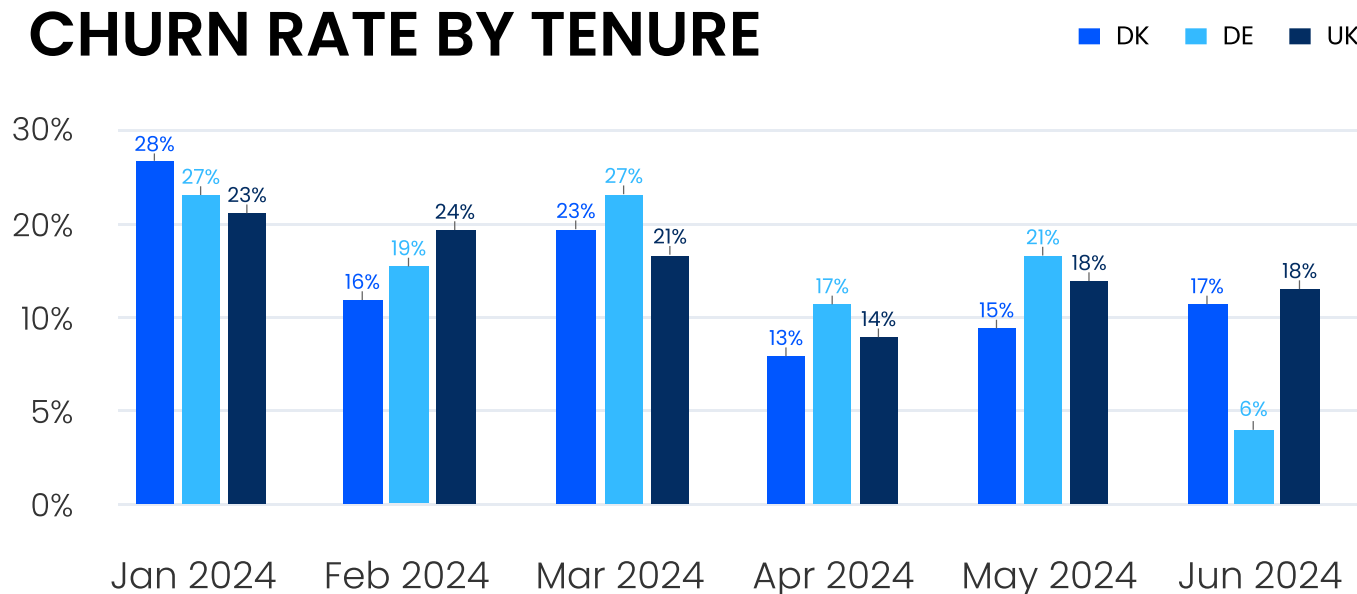
CHURN BY PRODUCT



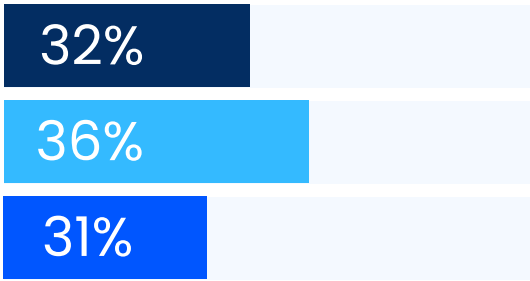
CHURN BY REGION



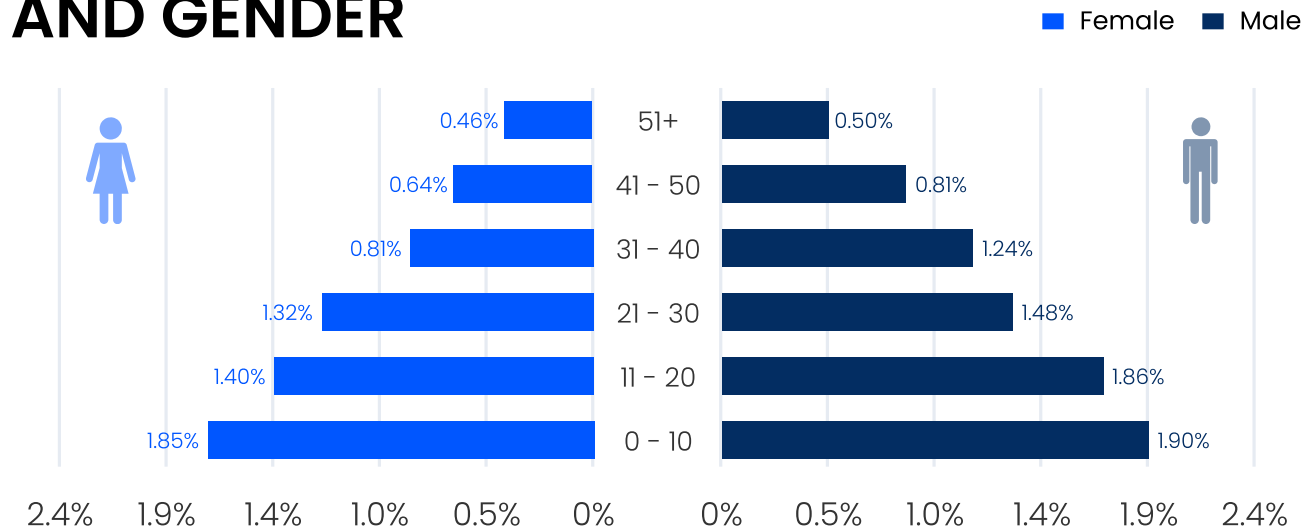
CHURN RATE BY TENURE



ANNUAL AVERAGE CHURN RATE

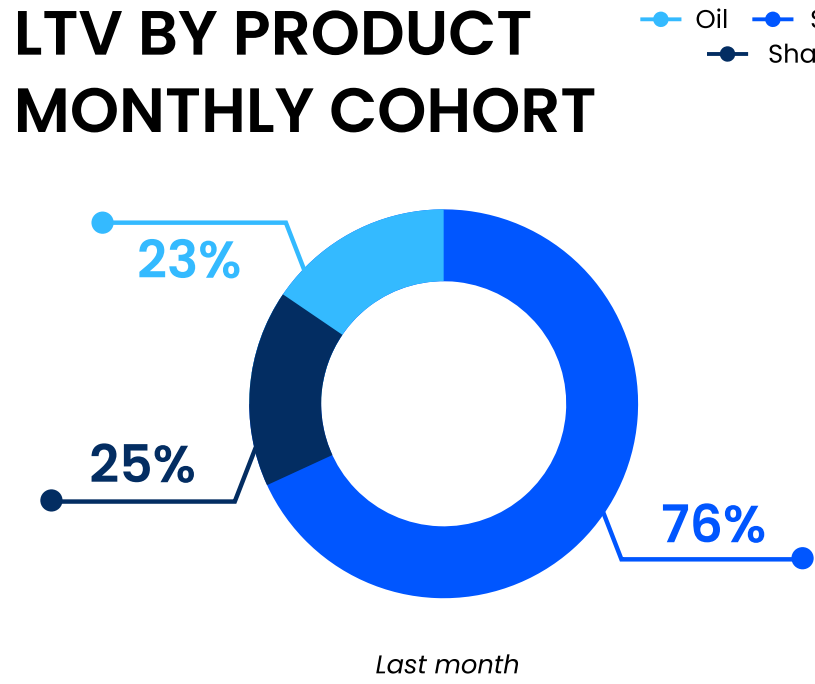


CUSTOMER CHURN STRUCTURE BY AGE AND GENDER

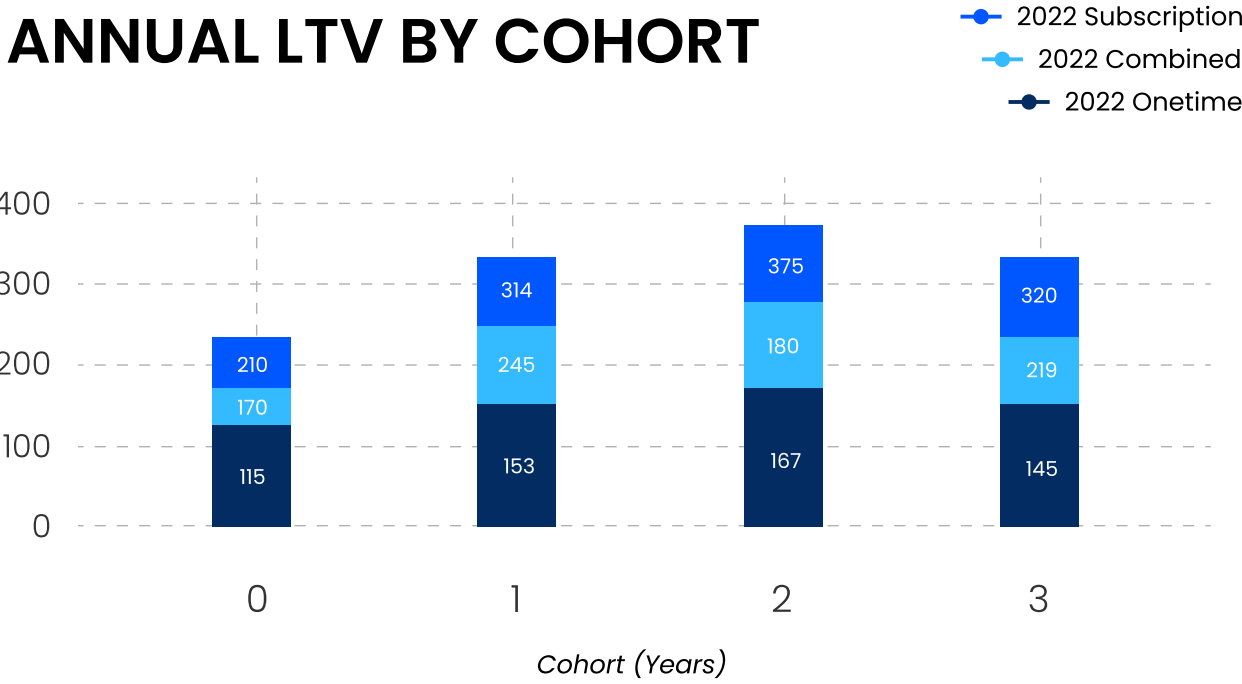


Lifetime Value (LTV) Dashboard

LTV BY PRODUCT MONTHLY COHORT



ANNUAL LTV BY COHORT



Average Tenure Months

2.6

↓ -65.2%

Average Order Value Subscriptions

83.62

↓ -6.6%

Average Lifetime Value Subscriptions

168.40

↓ -26.5%

Average Order Value Combined

86.74

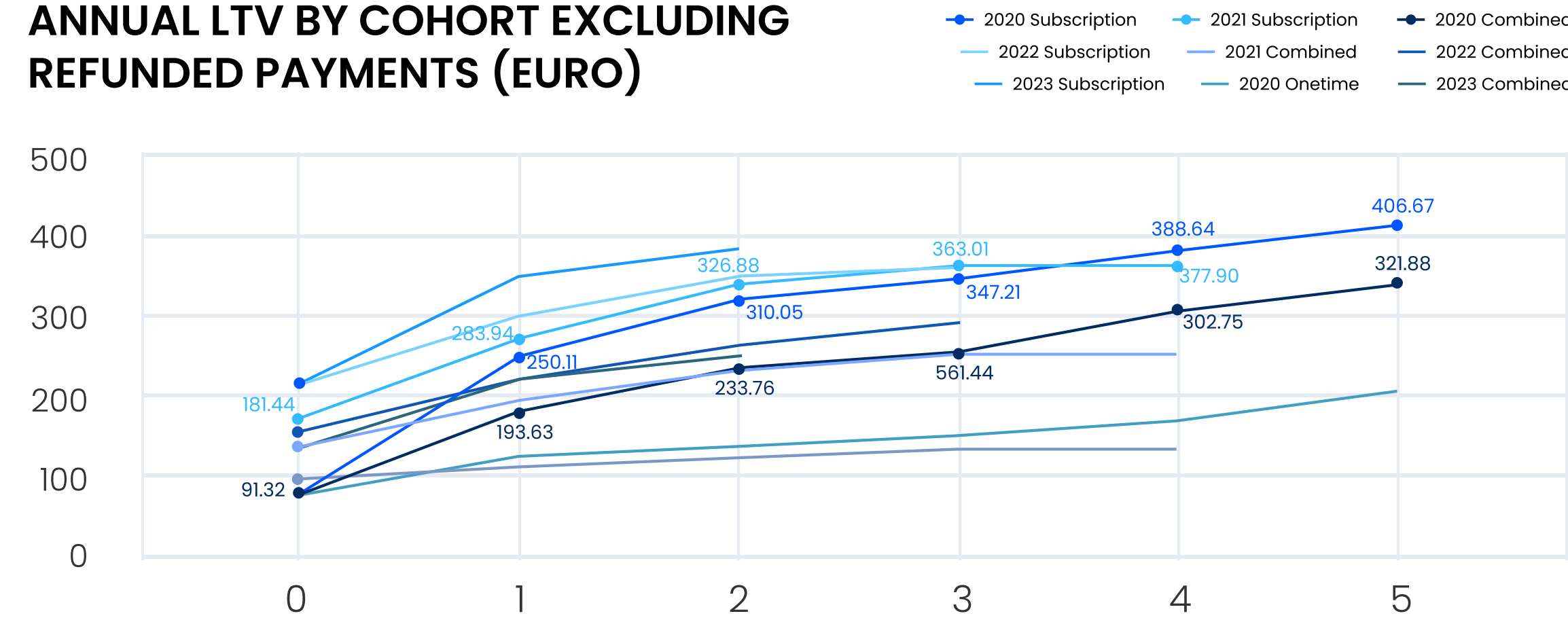
↓ -5.4%

Average Lifetime Value Combined

143.73

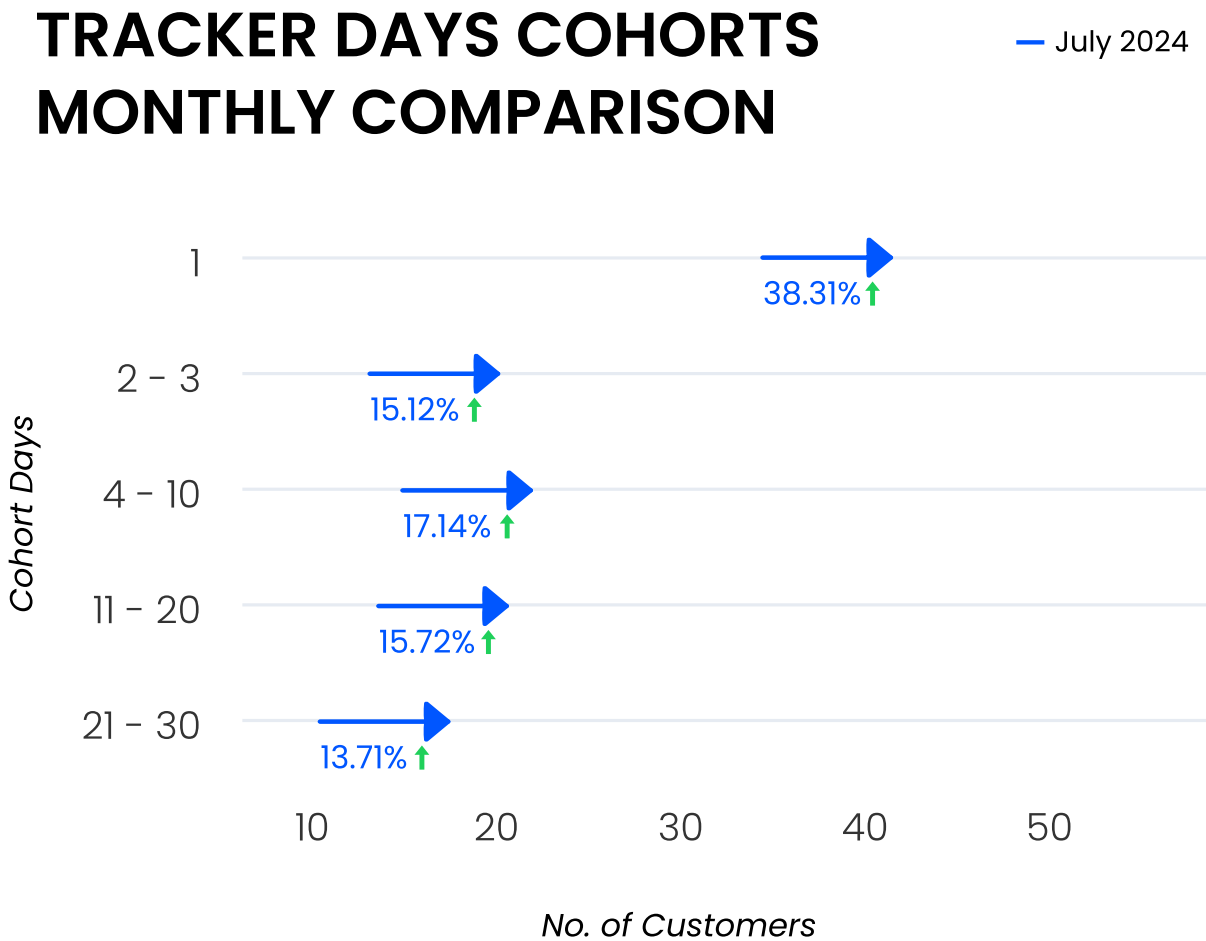
↓ -17.5%

ANNUAL LTV BY COHORT EXCLUDING REFUNDED PAYMENTS (EURO)



Klaviyo Dashboard

TRACKER DAYS COHORTS MONTHLY COMPARISON



Overall Permission %

44.82%

Total Unsubscribed This Month

462

↓ -81.7%

Never Subscribed This Month

2659

↓ -53.6%

Current Year Permission %

54.73%

↑ 35.5%

Current Month Permission %

43.42%

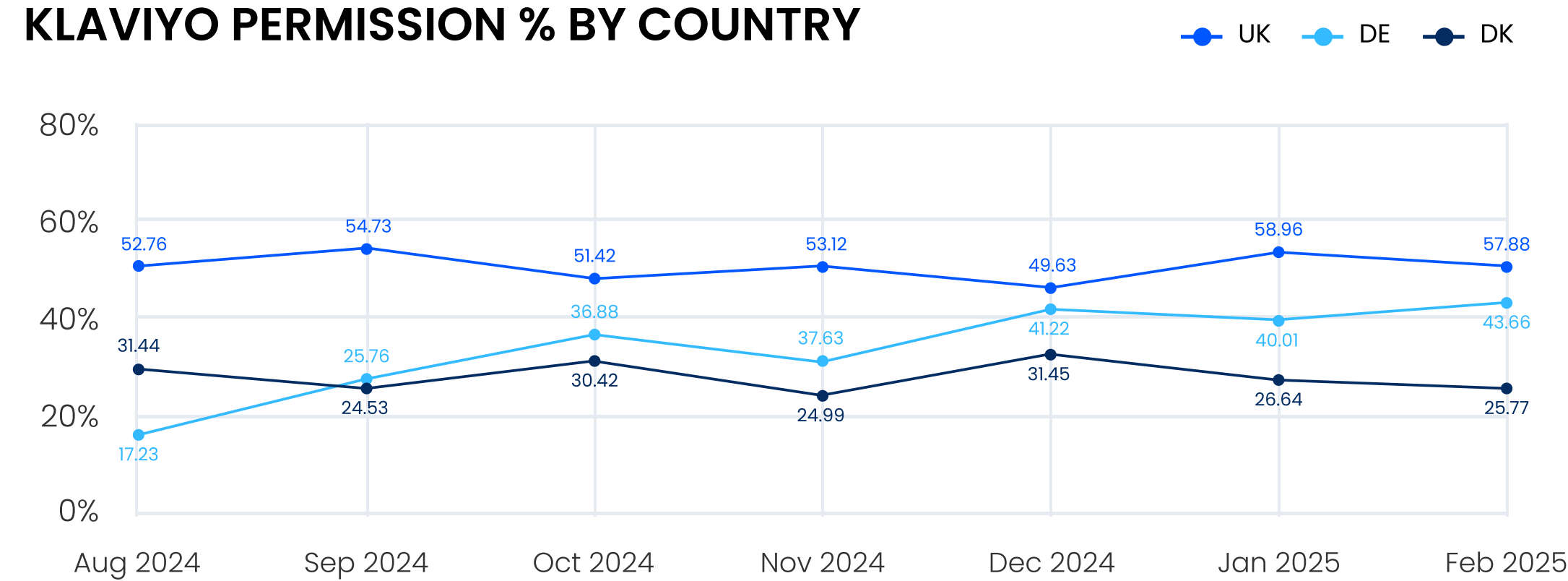
↑ 9.4%

Total Subscribed This Month

5372

↓ -55.3%

KLAVIYO PERMISSION % BY COUNTRY



HEAD SPACE ACTIVATIONS

