

# Cohort analysis

Cohort = players reaching their **5th parcel** that day · Jan 1, 2025 to Oct 5, 2026 · 643 cohorts · 393,097 users (cohorts with 20+ users and at least one elapsed period, daily retention cut) · K is anchored the same in every metric (1 = first day/week after the 5th parcel) · blank cells = period not yet elapsed or cohort under 20 users · all speeds, all countries.

## Retention

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Share of the cohort with balance-ledger activity exactly K days (or weeks) after the 5th parcel. Totals are user-weighted: sum of qualified users / sum of cohort users over rows where the cell has elapsed.

### Retention by day

| Cohort       | Users     | 1D     | 2D     | 3D     | 4D     | 5D     | 6D     | 7D     | 14D    | 30D    |
|--------------|-----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Jan 1, 2025  | 1,080     | 78.33% | 68.33% | 61.67% | 58.33% | 58.33% | 42.50% | 48.33% | 35.00% | 34.17% |
| Jan 2, 2025  | 1,935     | 87.91% | 72.56% | 77.67% | 63.26% | 60.00% | 58.60% | 59.53% | 52.56% | 34.88% |
| Jan 3, 2025  | 2,142     | 86.55% | 81.51% | 73.53% | 67.65% | 65.97% | 63.87% | 60.08% | 56.30% | 42.02% |
| Jan 4, 2025  | 2,700     | 88.33% | 77.33% | 74.00% | 69.33% | 68.33% | 68.67% | 60.67% | 54.33% | 43.33% |
| Jan 5, 2025  | 3,033     | 89.61% | 81.60% | 80.12% | 76.85% | 71.51% | 63.20% | 65.58% | 61.72% | 46.59% |
| Jan 6, 2025  | 3,033     | 87.83% | 81.60% | 75.67% | 73.89% | 68.25% | 72.70% | 64.99% | 58.75% | 48.96% |
| Jan 7, 2025  | 2,826     | 92.68% | 86.31% | 85.99% | 75.48% | 80.89% | 76.11% | 74.84% | 66.24% | 59.24% |
| Jan 8, 2025  | 3,411     | 93.14% | 85.75% | 77.57% | 81.79% | 72.82% | 73.88% | 72.82% | 64.12% | 57.26% |
| Jan 9, 2025  | 3,933     | 91.30% | 82.84% | 83.52% | 79.41% | 76.66% | 73.91% | 77.80% | 65.22% | 54.00% |
| Jan 10, 2025 | 4,149     | 87.64% | 85.90% | 79.61% | 80.48% | 76.14% | 78.31% | 77.22% | 62.04% | 52.71% |
| Jan 11, 2025 | 4,419     | 89.82% | 84.93% | 79.23% | 79.84% | 77.60% | 78.21% | 72.30% | 65.99% | 53.56% |
| Jan 12, 2025 | 4,734     | 89.35% | 84.79% | 80.61% | 81.37% | 80.23% | 74.90% | 76.05% | 66.35% | 54.18% |
| Jan 13, 2025 | 4,185     | 88.39% | 87.10% | 84.09% | 81.29% | 75.27% | 75.05% | 77.63% | 63.66% | 55.27% |
| Jan 14, 2025 | 4,374     | 88.89% | 85.39% | 80.66% | 75.93% | 76.34% | 74.28% | 72.02% | 62.76% | 55.76% |
| Jan 15, 2025 | 4,716     | 90.84% | 86.64% | 79.20% | 79.96% | 76.53% | 73.66% | 72.71% | 66.41% | 57.63% |
| Jan 16, 2025 | 4,833     | 90.32% | 82.31% | 82.12% | 75.98% | 76.35% | 73.74% | 73.18% | 65.92% | 54.38% |
| Jan 17, 2025 | 5,049     | 85.92% | 86.63% | 82.00% | 79.50% | 78.43% | 75.94% | 72.55% | 69.52% | 54.37% |
| Jan 18, 2025 | 5,067     | 90.23% | 81.88% | 78.15% | 74.78% | 76.38% | 73.00% | 69.09% | 63.06% | 55.77% |
| Jan 19, 2025 | 5,751     | 88.42% | 84.51% | 79.50% | 78.56% | 72.61% | 72.14% | 72.30% | 65.26% | 54.62% |
| Jan 20, 2025 | 5,013     | 88.15% | 85.46% | 81.87% | 77.38% | 73.61% | 75.94% | 76.12% | 70.92% | 57.81% |
| Jan 21, 2025 | 4,500     | 90.80% | 85.40% | 80.40% | 76.00% | 76.80% | 76.20% | 71.80% | 67.40% | 56.80% |
| Jan 22, 2025 | 4,788     | 88.16% | 83.46% | 76.50% | 79.51% | 71.99% | 70.11% | 70.86% | 65.23% | 58.08% |
| Jan 23, 2025 | 4,905     | 91.74% | 80.37% | 79.45% | 75.23% | 73.76% | 74.50% | 77.25% | 63.85% | 50.83% |
| Jan 24, 2025 | 5,346     | 89.06% | 85.52% | 83.50% | 81.48% | 78.62% | 79.46% | 78.62% | 67.34% | 53.87% |
| Total        | 3,495,365 | 85.71% | 81.88% | 79.07% | 77.01% | 75.34% | 74.14% | 73.06% | 66.43% | 56.72% |
|              |           |        |        |        |        |        |        |        |        |        |

















































| Cohort       | Users     | 1D     | 2D     | 3D     | 4D     | 5D     | 6D     | 7D     | 14D    | 30D    |
|--------------|-----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Sep 17, 2026 | 5,376     | 76.34% | 71.43% | 66.96% | 68.01% | 64.73% | 60.42% | 66.22% | 54.46% | —      |
| Sep 18, 2026 | 6,032     | 75.20% | 70.69% | 69.50% | 66.84% | 64.72% | 67.51% | 62.86% | 52.39% | —      |
| Sep 19, 2026 | 5,880     | 78.37% | 74.15% | 72.65% | 67.89% | 71.43% | 68.03% | 66.80% | 54.97% | —      |
| Sep 20, 2026 | 5,720     | 77.76% | 74.55% | 68.11% | 70.21% | 69.51% | 66.15% | 63.08% | 56.78% | —      |
| Sep 21, 2026 | 5,952     | 72.85% | 70.30% | 68.95% | 65.59% | 62.90% | 59.81% | 60.75% | 52.02% | —      |
| Sep 22, 2026 | 5,680     | 80.28% | 76.90% | 73.52% | 70.70% | 68.73% | 67.75% | 65.35% | 57.32% | —      |
| Sep 23, 2026 | 5,005     | 81.40% | 77.34% | 72.17% | 67.97% | 66.85% | 63.78% | 63.78% | —      | —      |
| Sep 24, 2026 | 4,970     | 82.82% | 76.90% | 72.11% | 71.97% | 68.31% | 65.35% | 66.90% | —      | —      |
| Sep 25, 2026 | 5,390     | 79.61% | 71.56% | 68.83% | 67.14% | 63.90% | 63.12% | 60.26% | —      | —      |
| Sep 26, 2026 | 4,977     | 78.62% | 77.07% | 72.01% | 69.48% | 68.50% | 68.78% | 63.85% | —      | —      |
| Sep 27, 2026 | 4,928     | 79.83% | 77.27% | 73.01% | 70.88% | 69.18% | 67.19% | 66.62% | —      | —      |
| Sep 28, 2026 | 4,256     | 81.25% | 76.97% | 74.84% | 72.04% | 68.75% | 68.26% | 69.41% | —      | —      |
| Sep 29, 2026 | 4,389     | 81.02% | 77.67% | 72.73% | 71.29% | 70.49% | 67.78% | 67.62% | —      | —      |
| Sep 30, 2026 | 3,552     | 77.70% | 74.66% | 67.23% | 65.54% | 66.55% | 62.16% | —      | —      | —      |
| Oct 1, 2026  | 2,975     | 78.99% | 73.61% | 73.61% | 73.11% | 68.24% | —      | —      | —      | —      |
| Oct 2, 2026  | 2,508     | 80.86% | 77.03% | 74.32% | 74.16% | —      | —      | —      | —      | —      |
| Oct 3, 2026  | 1,863     | 80.68% | 78.42% | 73.11% | —      | —      | —      | —      | —      | —      |
| Oct 4, 2026  | 1,274     | 81.00% | 77.39% | —      | —      | —      | —      | —      | —      | —      |
| Oct 5, 2026  | 631       | 80.03% | —      | —      | —      | —      | —      | —      | —      | —      |
| Total        | 3,495,365 | 85.71% | 81.88% | 79.07% | 77.01% | 75.34% | 74.14% | 73.06% | 66.43% | 56.72% |

Retention by week

Each row aggregates the cohort days in that week (weeks start Monday); a cell shows only once every day in the week has elapsed for that K

| Cohort       | Users     | 1W     | 2W     | 3W     | 4W     |
|--------------|-----------|--------|--------|--------|--------|
| Dec 30, 2024 | 4,840     | 90.58% | 78.10% | 68.84% | 64.21% |
| Jan 6, 2025  | 11,780    | 93.24% | 85.03% | 78.64% | 71.04% |
| Jan 13, 2025 | 15,100    | 93.30% | 84.72% | 78.17% | 72.00% |
| Jan 20, 2025 | 15,492    | 92.41% | 84.20% | 78.80% | 72.89% |
| Jan 27, 2025 | 16,652    | 93.71% | 86.86% | 80.11% | 75.43% |
| Feb 3, 2025  | 17,448    | 93.76% | 85.60% | 80.24% | 74.00% |
| Feb 10, 2025 | 18,340    | 92.78% | 86.19% | 79.56% | 75.51% |
| Feb 17, 2025 | 18,628    | 93.90% | 86.41% | 81.32% | 76.36% |
| Feb 24, 2025 | 21,468    | 94.69% | 87.65% | 81.91% | 77.92% |
| Mar 3, 2025  | 23,820    | 95.03% | 88.40% | 82.96% | 77.36% |
| Mar 10, 2025 | 23,468    | 94.17% | 88.17% | 81.32% | 77.47% |
| Mar 17, 2025 | 23,524    | 94.88% | 87.98% | 83.10% | 78.27% |
| Mar 24, 2025 | 22,644    | 93.73% | 87.48% | 81.84% | 77.85% |
| Mar 31, 2025 | 22,868    | 94.23% | 87.90% | 83.21% | 76.84% |
| Apr 7, 2025  | 20,528    | 93.69% | 87.94% | 80.63% | 76.03% |
| Apr 14, 2025 | 19,776    | 93.69% | 86.04% | 81.55% | 75.89% |
| Apr 21, 2025 | 20,844    | 93.67% | 86.47% | 81.79% | 76.88% |
| Apr 28, 2025 | 21,596    | 93.70% | 87.78% | 82.27% | 78.33% |
| May 5, 2025  | 20,788    | 94.59% | 88.55% | 84.14% | 76.99% |
| May 12, 2025 | 20,312    | 93.56% | 87.38% | 81.15% | 75.74% |
| May 19, 2025 | 19,748    | 92.83% | 85.58% | 80.01% | 74.26% |
| May 26, 2025 | 21,148    | 91.89% | 85.04% | 77.17% | 72.71% |
| Jun 2, 2025  | 19,232    | 92.66% | 84.82% | 78.81% | 72.73% |
| Jun 9, 2025  | 18,880    | 92.10% | 85.04% | 78.16% | 74.39% |
| Total        | 1,521,528 | 91.77% | 84.91% | 79.43% | 74.73% |
|              |           |        |        |        |        |

| Cohort       | Users     | 1W     | 2W     | 3W     | 4W     |
|--------------|-----------|--------|--------|--------|--------|
| Jun 16, 2025 | 18,724    | 92.52% | 85.11% | 79.36% | 72.93% |
| Jun 23, 2025 | 21,420    | 91.78% | 83.57% | 77.48% | 72.27% |
| Jun 30, 2025 | 22,640    | 93.13% | 85.34% | 80.42% | 73.25% |
| Jul 7, 2025  | 20,888    | 91.77% | 85.79% | 78.59% | 73.34% |
| Jul 14, 2025 | 19,324    | 93.44% | 85.39% | 79.42% | 74.31% |
| Jul 21, 2025 | 19,508    | 91.80% | 84.99% | 79.13% | 74.23% |
| Jul 28, 2025 | 18,708    | 92.84% | 86.04% | 80.09% | 76.27% |
| Aug 4, 2025  | 19,748    | 92.26% | 85.23% | 81.08% | 74.17% |
| Aug 11, 2025 | 19,940    | 92.76% | 86.90% | 79.08% | 75.07% |
| Aug 18, 2025 | 18,776    | 93.80% | 86.39% | 81.27% | 76.20% |
| Aug 25, 2025 | 19,304    | 92.69% | 86.76% | 79.67% | 76.44% |
| Sep 1, 2025  | 18,712    | 93.24% | 86.38% | 81.64% | 75.97% |
| Sep 8, 2025  | 16,972    | 91.70% | 85.43% | 79.07% | 74.78% |
| Sep 15, 2025 | 16,408    | 92.61% | 85.15% | 79.52% | 74.99% |
| Sep 22, 2025 | 16,420    | 90.82% | 84.68% | 79.51% | 75.20% |
| Sep 29, 2025 | 15,908    | 93.09% | 86.75% | 81.87% | 76.46% |
| Oct 6, 2025  | 14,496    | 93.27% | 86.07% | 81.07% | 76.41% |
| Oct 13, 2025 | 13,784    | 91.73% | 85.61% | 80.30% | 75.57% |
| Oct 20, 2025 | 13,456    | 91.83% | 86.56% | 80.29% | 76.13% |
| Oct 27, 2025 | 16,296    | 94.33% | 88.24% | 83.46% | 80.66% |
| Nov 3, 2025  | 14,096    | 92.59% | 86.35% | 81.73% | 75.48% |
| Nov 10, 2025 | 13,512    | 92.30% | 87.66% | 80.08% | 75.84% |
| Nov 17, 2025 | 13,224    | 94.13% | 85.18% | 79.82% | 74.11% |
| Nov 24, 2025 | 22,524    | 84.90% | 77.77% | 70.31% | 66.17% |
| Dec 1, 2025  | 13,764    | 90.82% | 82.21% | 77.01% | 70.33% |
| Total        | 1,521,528 | 91.77% | 84.91% | 79.43% | 74.73% |
|              |           |        |        |        |        |

| Cohort       | Users     | 1W     | 2W     | 3W     | 4W     |
|--------------|-----------|--------|--------|--------|--------|
| Dec 8, 2025  | 14,236    | 89.80% | 84.29% | 76.99% | 72.63% |
| Dec 15, 2025 | 13,580    | 92.55% | 84.27% | 79.32% | 75.88% |
| Dec 22, 2025 | 14,792    | 90.54% | 82.64% | 78.80% | 72.17% |
| Dec 29, 2025 | 15,700    | 90.73% | 84.36% | 78.09% | 73.55% |
| Jan 5, 2026  | 14,632    | 91.88% | 84.58% | 79.88% | 74.14% |
| Jan 12, 2026 | 14,204    | 91.35% | 85.36% | 77.64% | 73.84% |
| Jan 19, 2026 | 14,064    | 91.84% | 84.78% | 80.63% | 75.77% |
| Jan 26, 2026 | 14,304    | 90.66% | 83.59% | 78.36% | 75.36% |
| Feb 2, 2026  | 13,776    | 92.31% | 86.61% | 81.79% | 75.12% |
| Feb 9, 2026  | 12,824    | 91.08% | 85.68% | 78.20% | 76.48% |
| Feb 16, 2026 | 14,100    | 92.06% | 84.11% | 80.14% | 74.47% |
| Feb 23, 2026 | 15,148    | 91.29% | 85.08% | 79.69% | 75.57% |
| Mar 2, 2026  | 15,108    | 92.67% | 85.73% | 81.28% | 75.80% |
| Mar 9, 2026  | 14,520    | 91.24% | 85.45% | 79.67% | 75.79% |
| Mar 16, 2026 | 14,924    | 92.28% | 85.10% | 80.43% | 75.85% |
| Mar 23, 2026 | 15,132    | 91.75% | 85.01% | 81.21% | 78.38% |
| Mar 30, 2026 | 16,808    | 93.57% | 87.62% | 83.48% | 79.11% |
| Apr 6, 2026  | 16,932    | 93.10% | 88.14% | 83.01% | 78.83% |
| Apr 13, 2026 | 18,220    | 93.92% | 87.99% | 82.39% | 78.68% |
| Apr 20, 2026 | 16,380    | 92.99% | 86.62% | 82.78% | 78.41% |
| Apr 27, 2026 | 15,384    | 93.19% | 88.79% | 83.59% | 79.88% |
| May 4, 2026  | 13,972    | 93.30% | 87.15% | 83.45% | 76.93% |
| May 11, 2026 | 14,212    | 92.46% | 86.24% | 80.24% | 76.36% |
| May 18, 2026 | 13,272    | 93.40% | 85.56% | 80.86% | 76.67% |
| May 25, 2026 | 14,056    | 90.95% | 84.60% | 80.14% | 75.78% |
| Total        | 1,521,528 | 91.77% | 84.91% | 79.43% | 74.73% |
|              |           |        |        |        |        |

| Cohort       | Users     | 1W     | 2W     | 3W     | 4W     |
|--------------|-----------|--------|--------|--------|--------|
| Jun 1, 2026  | 11,780    | 92.16% | 84.55% | 80.61% | 74.09% |
| Jun 8, 2026  | 11,776    | 92.02% | 85.60% | 78.94% | 75.54% |
| Jun 15, 2026 | 11,064    | 91.29% | 84.13% | 77.98% | 75.63% |
| Jun 22, 2026 | 12,184    | 91.37% | 85.03% | 79.58% | 73.87% |
| Jun 29, 2026 | 12,200    | 91.93% | 83.77% | 77.80% | 72.82% |
| Jul 6, 2026  | 13,740    | 91.82% | 84.10% | 78.31% | 72.02% |
| Jul 13, 2026 | 14,564    | 91.57% | 83.69% | 76.33% | 72.32% |
| Jul 20, 2026 | 13,996    | 92.23% | 83.37% | 79.57% | 74.22% |
| Jul 27, 2026 | 13,844    | 91.10% | 84.48% | 79.66% | 74.54% |
| Aug 3, 2026  | 14,180    | 92.69% | 86.26% | 81.27% | 74.39% |
| Aug 10, 2026 | 21,804    | 90.50% | 83.97% | 77.09% | 72.72% |
| Aug 17, 2026 | 23,832    | 87.93% | 78.48% | 73.55% | 67.42% |
| Aug 24, 2026 | 23,820    | 82.74% | 75.38% | 69.32% | 65.32% |
| Aug 31, 2026 | 22,480    | 81.85% | 73.43% | 67.85% | 61.90% |
| Sep 7, 2026  | 17,292    | 80.38% | 72.50% | 65.34% | —      |
| Sep 14, 2026 | 10,152    | 83.14% | 73.54% | —      | —      |
| Sep 21, 2026 | 5,064     | 84.68% | —      | —      | —      |
| Total        | 1,521,528 | 91.77% | 84.91% | 79.43% | 74.73% |

### Streak

Share of the cohort (0-100) still on an unbroken activity streak from the 5th parcel through period K. Totals are user-weighted.

### Streak by day

| Cohort       | Users     | 1D    | 2D    | 3D    | 4D    | 5D    | 6D    | 7D    | 14D   | 30D   |
|--------------|-----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Jan 1, 2025  | 1,080     | 77.50 | 61.67 | 51.67 | 42.50 | 35.83 | 27.50 | 22.50 | 17.50 | 13.33 |
| Jan 2, 2025  | 1,935     | 87.91 | 70.23 | 61.40 | 51.16 | 44.19 | 40.00 | 37.21 | 22.79 | 15.35 |
| Jan 3, 2025  | 2,142     | 86.55 | 73.53 | 63.03 | 57.14 | 51.26 | 47.90 | 46.64 | 33.61 | 18.91 |
| Jan 4, 2025  | 2,700     | 88.33 | 73.00 | 68.00 | 60.67 | 56.67 | 53.00 | 49.00 | 32.00 | 23.67 |
| Jan 5, 2025  | 3,033     | 89.61 | 76.56 | 68.84 | 64.09 | 59.05 | 51.34 | 45.40 | 35.31 | 26.71 |
| Jan 6, 2025  | 3,033     | 87.83 | 76.85 | 67.06 | 60.24 | 56.38 | 53.71 | 50.74 | 37.39 | 27.30 |
| Jan 7, 2025  | 2,826     | 92.68 | 83.12 | 78.66 | 69.75 | 68.15 | 62.74 | 59.24 | 47.77 | 36.31 |
| Jan 8, 2025  | 3,411     | 93.14 | 83.11 | 72.82 | 68.07 | 62.01 | 57.26 | 55.67 | 45.91 | 34.30 |
| Jan 9, 2025  | 3,933     | 91.30 | 79.86 | 72.31 | 68.19 | 63.39 | 58.81 | 57.21 | 45.08 | 32.27 |
| Jan 10, 2025 | 4,149     | 87.64 | 80.04 | 70.07 | 66.38 | 61.39 | 59.00 | 57.05 | 40.35 | 31.02 |
| Jan 11, 2025 | 4,419     | 89.82 | 79.63 | 71.28 | 65.78 | 61.51 | 58.66 | 55.40 | 43.99 | 32.38 |
| Jan 12, 2025 | 4,734     | 89.35 | 81.18 | 73.57 | 69.96 | 65.78 | 61.41 | 58.37 | 44.49 | 33.84 |
| Jan 13, 2025 | 4,185     | 88.39 | 82.37 | 75.91 | 69.89 | 61.94 | 58.28 | 56.13 | 41.72 | 30.97 |
| Jan 14, 2025 | 4,374     | 88.89 | 80.86 | 73.87 | 66.87 | 62.55 | 58.44 | 54.73 | 43.83 | 32.72 |
| Jan 15, 2025 | 4,716     | 90.84 | 83.59 | 74.24 | 70.23 | 65.46 | 60.31 | 56.49 | 44.08 | 34.35 |
| Jan 16, 2025 | 4,833     | 90.32 | 78.77 | 73.37 | 64.99 | 61.27 | 57.17 | 54.75 | 43.39 | 32.77 |
| Jan 17, 2025 | 5,049     | 85.92 | 79.86 | 73.26 | 67.91 | 63.28 | 60.07 | 57.22 | 45.99 | 32.62 |
| Jan 18, 2025 | 5,067     | 90.23 | 78.33 | 69.09 | 63.23 | 59.68 | 57.02 | 52.22 | 42.81 | 34.10 |
| Jan 19, 2025 | 5,751     | 88.42 | 79.50 | 71.05 | 65.88 | 60.09 | 56.34 | 54.15 | 43.19 | 32.39 |
| Jan 20, 2025 | 5,013     | 88.15 | 80.43 | 73.07 | 67.50 | 61.04 | 58.89 | 56.91 | 45.96 | 33.21 |
| Jan 21, 2025 | 4,500     | 90.80 | 80.20 | 72.80 | 65.40 | 61.40 | 58.20 | 55.00 | 44.20 | 33.60 |
| Jan 22, 2025 | 4,788     | 88.16 | 78.95 | 68.80 | 64.47 | 59.40 | 53.38 | 50.19 | 38.72 | 29.89 |
| Jan 23, 2025 | 4,905     | 91.74 | 77.61 | 69.54 | 62.20 | 58.53 | 56.70 | 55.78 | 43.12 | 30.83 |
| Jan 24, 2025 | 5,346     | 89.06 | 79.63 | 73.23 | 68.69 | 64.31 | 62.29 | 59.43 | 45.96 | 34.01 |
| Total        | 3,495,365 | 85.71 | 76.16 | 69.04 | 63.61 | 59.31 | 55.82 | 52.94 | 40.47 | 28.51 |









| Cohort       | Users     | 1D    | 2D    | 3D    | 4D    | 5D    | 6D    | 7D    | 14D   | 30D   |
|--------------|-----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| May 5, 2025  | 7,407     | 90.28 | 82.02 | 75.70 | 69.62 | 63.55 | 60.51 | 58.69 | 47.75 | 32.20 |
| May 6, 2025  | 6,642     | 90.11 | 82.38 | 75.07 | 69.38 | 65.85 | 63.14 | 61.25 | 47.29 | 34.82 |
| May 7, 2025  | 6,930     | 90.39 | 81.82 | 73.90 | 67.66 | 63.90 | 60.13 | 56.62 | 44.68 | 29.74 |
| May 8, 2025  | 6,687     | 88.29 | 77.39 | 69.72 | 64.74 | 60.70 | 56.80 | 54.24 | 42.53 | 27.99 |
| May 9, 2025  | 6,255     | 88.06 | 80.14 | 72.81 | 67.63 | 63.60 | 61.29 | 59.14 | 43.45 | 29.78 |
| May 10, 2025 | 5,940     | 88.79 | 81.67 | 75.61 | 70.45 | 67.27 | 65.00 | 61.36 | 48.03 | 34.09 |
| May 11, 2025 | 6,912     | 87.11 | 80.60 | 74.09 | 69.66 | 67.19 | 63.15 | 59.77 | 45.57 | 31.38 |
| May 12, 2025 | 6,579     | 88.78 | 79.75 | 74.69 | 71.68 | 67.03 | 62.93 | 59.78 | 45.42 | 30.64 |
| May 13, 2025 | 6,507     | 87.97 | 81.05 | 74.69 | 69.57 | 64.73 | 62.10 | 59.47 | 46.89 | 30.29 |
| May 14, 2025 | 5,706     | 90.22 | 83.60 | 75.08 | 70.19 | 67.03 | 63.56 | 60.41 | 46.06 | 31.23 |
| May 15, 2025 | 6,966     | 88.50 | 77.78 | 70.93 | 67.05 | 63.82 | 60.47 | 57.24 | 43.28 | 29.33 |
| May 16, 2025 | 6,372     | 88.98 | 80.65 | 74.58 | 69.21 | 63.84 | 61.44 | 58.62 | 43.64 | 30.79 |
| May 17, 2025 | 6,606     | 88.96 | 80.79 | 74.93 | 70.30 | 66.49 | 61.31 | 58.72 | 46.87 | 29.84 |
| May 18, 2025 | 6,966     | 88.76 | 79.97 | 72.87 | 68.99 | 63.57 | 58.01 | 54.65 | 42.89 | 29.33 |
| May 19, 2025 | 6,165     | 88.18 | 80.44 | 73.43 | 69.20 | 63.65 | 60.29 | 57.52 | 43.50 | 29.78 |
| May 20, 2025 | 6,327     | 90.47 | 83.36 | 75.68 | 69.99 | 65.15 | 62.30 | 60.60 | 48.22 | 33.00 |
| May 21, 2025 | 6,300     | 89.57 | 80.43 | 73.14 | 68.57 | 66.71 | 64.14 | 61.57 | 48.43 | 32.57 |
| May 22, 2025 | 6,489     | 86.96 | 78.64 | 70.87 | 66.71 | 62.69 | 57.14 | 55.20 | 42.30 | 26.07 |
| May 23, 2025 | 6,381     | 88.72 | 79.83 | 74.47 | 70.94 | 67.28 | 64.46 | 62.62 | 45.28 | 27.50 |
| May 24, 2025 | 6,156     | 85.23 | 76.61 | 70.03 | 66.08 | 63.01 | 60.09 | 56.14 | 40.20 | 24.71 |
| May 25, 2025 | 6,615     | 88.44 | 81.36 | 73.61 | 68.57 | 65.17 | 61.36 | 57.69 | 42.45 | 27.35 |
| May 26, 2025 | 6,624     | 88.32 | 79.89 | 74.73 | 71.60 | 67.39 | 62.77 | 59.51 | 44.70 | 27.72 |
| May 27, 2025 | 6,408     | 89.04 | 80.34 | 75.14 | 69.24 | 63.62 | 58.57 | 55.34 | 40.73 | 26.26 |
| May 28, 2025 | 6,201     | 88.53 | 81.57 | 76.20 | 70.25 | 65.02 | 62.26 | 59.51 | 41.65 | 28.74 |
| May 29, 2025 | 7,308     | 88.42 | 78.57 | 70.57 | 65.27 | 60.96 | 57.27 | 52.96 | 40.15 | 27.71 |
| Total        | 3,495,365 | 85.71 | 76.16 | 69.04 | 63.61 | 59.31 | 55.82 | 52.94 | 40.47 | 28.51 |
|              |           |       |       |       |       |       |       |       |       |       |











| Cohort       | Users     | 1D    | 2D    | 3D    | 4D    | 5D    | 6D    | 7D    | 14D   | 30D   |
|--------------|-----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Oct 2, 2025  | 5,418     | 88.04 | 77.74 | 70.76 | 65.95 | 62.62 | 59.30 | 57.64 | 45.85 | 31.23 |
| Oct 3, 2025  | 5,103     | 84.48 | 74.07 | 66.31 | 61.38 | 56.61 | 53.79 | 50.44 | 39.15 | 26.28 |
| Oct 4, 2025  | 5,364     | 85.57 | 77.35 | 70.81 | 64.43 | 59.23 | 56.38 | 53.19 | 41.11 | 26.34 |
| Oct 5, 2025  | 5,598     | 82.64 | 73.47 | 66.08 | 61.41 | 57.23 | 53.86 | 49.84 | 38.26 | 27.33 |
| Oct 6, 2025  | 4,761     | 85.07 | 76.94 | 69.00 | 62.00 | 55.58 | 51.42 | 50.47 | 38.75 | 25.90 |
| Oct 7, 2025  | 4,302     | 85.15 | 75.31 | 68.20 | 61.51 | 57.32 | 52.51 | 50.00 | 38.70 | 24.90 |
| Oct 8, 2025  | 4,662     | 85.52 | 76.64 | 67.57 | 62.16 | 59.85 | 55.98 | 51.16 | 38.61 | 25.87 |
| Oct 9, 2025  | 4,806     | 84.46 | 74.53 | 68.54 | 64.23 | 61.05 | 57.49 | 55.62 | 43.45 | 29.40 |
| Oct 10, 2025 | 4,482     | 85.14 | 76.51 | 70.68 | 65.06 | 59.44 | 57.83 | 54.42 | 41.37 | 25.90 |
| Oct 11, 2025 | 4,491     | 86.17 | 75.55 | 67.74 | 61.32 | 57.72 | 55.71 | 51.70 | 39.08 | 26.25 |
| Oct 12, 2025 | 5,112     | 88.03 | 77.99 | 69.89 | 64.61 | 59.68 | 54.93 | 51.94 | 38.73 | 26.76 |
| Oct 13, 2025 | 4,905     | 85.87 | 77.25 | 71.38 | 66.79 | 60.73 | 55.78 | 52.48 | 37.98 | 24.59 |
| Oct 14, 2025 | 4,761     | 86.39 | 78.83 | 73.72 | 66.54 | 62.19 | 59.55 | 57.09 | 40.64 | 27.98 |
| Oct 15, 2025 | 3,969     | 87.30 | 80.05 | 71.20 | 64.17 | 59.86 | 57.37 | 53.06 | 39.23 | 27.44 |
| Oct 16, 2025 | 4,716     | 86.07 | 73.85 | 68.32 | 62.98 | 60.11 | 55.34 | 52.67 | 41.98 | 29.39 |
| Oct 17, 2025 | 4,383     | 80.49 | 69.20 | 63.04 | 58.73 | 54.41 | 50.31 | 46.20 | 34.29 | 23.00 |
| Oct 18, 2025 | 4,059     | 84.70 | 71.62 | 65.19 | 61.20 | 58.31 | 54.32 | 51.88 | 40.13 | 29.71 |
| Oct 19, 2025 | 4,221     | 84.01 | 73.13 | 67.16 | 62.69 | 58.00 | 53.73 | 49.47 | 37.53 | 25.80 |
| Oct 20, 2025 | 4,104     | 87.28 | 79.82 | 70.61 | 66.01 | 60.31 | 55.26 | 51.97 | 41.01 | 26.54 |
| Oct 21, 2025 | 4,608     | 83.79 | 72.85 | 66.99 | 61.52 | 57.42 | 53.71 | 52.73 | 42.58 | 32.23 |
| Oct 22, 2025 | 3,681     | 82.89 | 72.37 | 66.26 | 60.88 | 57.21 | 53.79 | 48.66 | 37.41 | 28.36 |
| Oct 23, 2025 | 4,401     | 84.46 | 74.64 | 66.46 | 60.74 | 55.01 | 51.53 | 50.10 | 38.24 | 27.20 |
| Oct 24, 2025 | 4,266     | 89.03 | 77.43 | 70.25 | 66.24 | 58.65 | 57.81 | 55.06 | 42.62 | 28.48 |
| Oct 25, 2025 | 4,644     | 83.33 | 73.45 | 66.86 | 58.14 | 55.43 | 52.33 | 50.00 | 36.24 | 25.58 |
| Oct 26, 2025 | 4,572     | 85.04 | 75.59 | 65.35 | 62.60 | 57.09 | 52.17 | 49.21 | 37.40 | 25.98 |
| Total        | 3,495,365 | 85.71 | 76.16 | 69.04 | 63.61 | 59.31 | 55.82 | 52.94 | 40.47 | 28.51 |
|              |           |       |       |       |       |       |       |       |       |       |



























| Cohort       | Users     | 1D    | 2D    | 3D    | 4D    | 5D    | 6D    | 7D    | 14D   | 30D   |
|--------------|-----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Sep 17, 2026 | 5,376     | 76.34 | 63.84 | 55.51 | 49.85 | 44.94 | 41.37 | 39.73 | 29.61 | —     |
| Sep 18, 2026 | 6,032     | 75.20 | 63.13 | 56.76 | 51.06 | 47.75 | 45.76 | 42.57 | 29.18 | —     |
| Sep 19, 2026 | 5,880     | 78.37 | 65.71 | 59.05 | 53.61 | 50.20 | 46.39 | 43.40 | 28.30 | —     |
| Sep 20, 2026 | 5,720     | 77.76 | 67.97 | 59.02 | 53.99 | 51.19 | 47.27 | 42.80 | 31.47 | —     |
| Sep 21, 2026 | 5,952     | 72.85 | 62.90 | 56.59 | 52.28 | 46.91 | 43.41 | 40.19 | 26.48 | —     |
| Sep 22, 2026 | 5,680     | 80.28 | 70.99 | 64.79 | 58.45 | 53.10 | 49.58 | 46.06 | 32.82 | —     |
| Sep 23, 2026 | 5,005     | 81.40 | 72.73 | 62.80 | 55.38 | 50.91 | 46.43 | 43.50 | —     | —     |
| Sep 24, 2026 | 4,970     | 82.82 | 72.96 | 63.38 | 58.45 | 52.39 | 47.61 | 44.23 | —     | —     |
| Sep 25, 2026 | 5,390     | 79.61 | 65.45 | 57.14 | 52.21 | 47.27 | 43.51 | 39.87 | —     | —     |
| Sep 26, 2026 | 4,977     | 78.62 | 66.67 | 58.65 | 53.16 | 48.52 | 45.99 | 42.62 | —     | —     |
| Sep 27, 2026 | 4,928     | 79.83 | 70.74 | 62.22 | 56.11 | 49.86 | 46.02 | 42.61 | —     | —     |
| Sep 28, 2026 | 4,256     | 81.25 | 69.90 | 62.50 | 55.92 | 51.48 | 46.05 | 43.75 | —     | —     |
| Sep 29, 2026 | 4,389     | 81.02 | 69.86 | 62.20 | 55.02 | 51.67 | 47.85 | 44.34 | —     | —     |
| Sep 30, 2026 | 3,552     | 77.70 | 66.89 | 56.76 | 50.84 | 46.79 | 43.07 | —     | —     | —     |
| Oct 1, 2026  | 2,975     | 78.99 | 66.72 | 59.50 | 54.96 | 50.42 | —     | —     | —     | —     |
| Oct 2, 2026  | 2,508     | 80.86 | 69.54 | 62.52 | 58.21 | —     | —     | —     | —     | —     |
| Oct 3, 2026  | 1,863     | 80.68 | 70.85 | 61.67 | —     | —     | —     | —     | —     | —     |
| Oct 4, 2026  | 1,274     | 81.00 | 69.54 | —     | —     | —     | —     | —     | —     | —     |
| Oct 5, 2026  | 631       | 80.03 | —     | —     | —     | —     | —     | —     | —     | —     |
| Total        | 3,495,365 | 85.71 | 76.16 | 69.04 | 63.61 | 59.31 | 55.82 | 52.94 | 40.47 | 28.51 |

Streak by week

| Cohort       | Users     | 1W    | 2W    | 3W    | 4W    |
|--------------|-----------|-------|-------|-------|-------|
| Dec 30, 2024 | 4,840     | 90.41 | 75.87 | 63.14 | 55.95 |
| Jan 6, 2025  | 11,780    | 93.24 | 83.29 | 74.30 | 66.21 |
| Jan 13, 2025 | 15,100    | 93.30 | 83.44 | 74.38 | 66.49 |
| Jan 20, 2025 | 15,492    | 92.41 | 82.49 | 74.52 | 67.31 |
| Jan 27, 2025 | 16,652    | 93.71 | 84.79 | 76.00 | 68.99 |
| Feb 3, 2025  | 17,448    | 93.76 | 83.95 | 76.02 | 68.80 |
| Feb 10, 2025 | 18,340    | 92.78 | 84.30 | 75.68 | 69.66 |
| Feb 17, 2025 | 18,628    | 93.90 | 84.90 | 77.60 | 71.23 |
| Feb 24, 2025 | 21,468    | 94.69 | 86.34 | 78.63 | 72.18 |
| Mar 3, 2025  | 23,820    | 95.03 | 86.78 | 79.33 | 72.49 |
| Mar 10, 2025 | 23,468    | 94.17 | 86.40 | 78.30 | 72.13 |
| Mar 17, 2025 | 23,524    | 94.88 | 86.86 | 79.71 | 73.05 |
| Mar 24, 2025 | 22,644    | 93.73 | 85.71 | 78.24 | 71.97 |
| Mar 31, 2025 | 22,868    | 94.23 | 86.16 | 79.13 | 71.98 |
| Apr 7, 2025  | 20,528    | 93.69 | 86.18 | 77.49 | 70.67 |
| Apr 14, 2025 | 19,776    | 93.69 | 84.57 | 77.51 | 70.51 |
| Apr 21, 2025 | 20,844    | 93.67 | 84.92 | 77.97 | 71.56 |
| Apr 28, 2025 | 21,596    | 93.70 | 85.98 | 78.74 | 72.70 |
| May 5, 2025  | 20,788    | 94.59 | 86.88 | 80.07 | 72.56 |
| May 12, 2025 | 20,312    | 93.56 | 85.84 | 78.50 | 71.17 |
| May 19, 2025 | 19,748    | 92.83 | 84.38 | 76.63 | 69.27 |
| May 26, 2025 | 21,148    | 91.89 | 83.37 | 73.92 | 67.13 |
| Jun 2, 2025  | 19,232    | 92.66 | 82.86 | 74.36 | 67.03 |
| Jun 9, 2025  | 18,880    | 92.10 | 83.11 | 74.51 | 68.26 |
| Total        | 1,521,528 | 91.77 | 82.98 | 75.43 | 69.13 |
|              |           |       |       |       |       |

| Cohort       | Users     | 1W    | 2W    | 3W    | 4W    |
|--------------|-----------|-------|-------|-------|-------|
| Jun 16, 2025 | 18,724    | 92.52 | 83.02 | 75.07 | 66.93 |
| Jun 23, 2025 | 21,420    | 91.78 | 81.66 | 72.98 | 65.85 |
| Jun 30, 2025 | 22,640    | 93.13 | 83.62 | 76.18 | 68.22 |
| Jul 7, 2025  | 20,888    | 91.77 | 83.76 | 74.78 | 68.12 |
| Jul 14, 2025 | 19,324    | 93.44 | 83.48 | 74.71 | 67.89 |
| Jul 21, 2025 | 19,508    | 91.80 | 82.57 | 74.04 | 67.64 |
| Jul 28, 2025 | 18,708    | 92.84 | 84.24 | 76.35 | 69.96 |
| Aug 4, 2025  | 19,748    | 92.26 | 83.59 | 76.81 | 69.05 |
| Aug 11, 2025 | 19,940    | 92.76 | 84.69 | 75.75 | 69.51 |
| Aug 18, 2025 | 18,776    | 93.80 | 84.68 | 77.57 | 71.05 |
| Aug 25, 2025 | 19,304    | 92.69 | 85.00 | 76.38 | 70.49 |
| Sep 1, 2025  | 18,712    | 93.24 | 84.78 | 77.79 | 71.12 |
| Sep 8, 2025  | 16,972    | 91.70 | 83.24 | 75.16 | 68.89 |
| Sep 15, 2025 | 16,408    | 92.61 | 83.13 | 75.16 | 68.77 |
| Sep 22, 2025 | 16,420    | 90.82 | 82.39 | 75.18 | 69.31 |
| Sep 29, 2025 | 15,908    | 93.09 | 84.86 | 77.82 | 70.88 |
| Oct 6, 2025  | 14,496    | 93.27 | 84.27 | 77.12 | 70.34 |
| Oct 13, 2025 | 13,784    | 91.73 | 83.20 | 75.65 | 69.41 |
| Oct 20, 2025 | 13,456    | 91.83 | 83.77 | 76.40 | 70.33 |
| Oct 27, 2025 | 16,296    | 94.33 | 86.94 | 79.97 | 75.21 |
| Nov 3, 2025  | 14,096    | 92.59 | 84.05 | 77.50 | 70.60 |
| Nov 10, 2025 | 13,512    | 92.30 | 85.64 | 76.82 | 70.13 |
| Nov 17, 2025 | 13,224    | 94.13 | 83.70 | 75.83 | 68.18 |
| Nov 24, 2025 | 22,524    | 84.90 | 73.61 | 64.13 | 57.25 |
| Dec 1, 2025  | 13,764    | 90.82 | 80.27 | 72.22 | 64.52 |
| Total        | 1,521,528 | 91.77 | 82.98 | 75.43 | 69.13 |
|              |           |       |       |       |       |

| Cohort       | Users     | 1W    | 2W    | 3W    | 4W    |
|--------------|-----------|-------|-------|-------|-------|
| Dec 8, 2025  | 14,236    | 89.80 | 81.37 | 72.72 | 65.81 |
| Dec 15, 2025 | 13,580    | 92.55 | 82.47 | 74.82 | 68.78 |
| Dec 22, 2025 | 14,792    | 90.54 | 80.48 | 73.77 | 66.60 |
| Dec 29, 2025 | 15,700    | 90.73 | 82.11 | 74.09 | 67.77 |
| Jan 5, 2026  | 14,632    | 91.88 | 82.67 | 75.48 | 69.14 |
| Jan 12, 2026 | 14,204    | 91.35 | 83.27 | 73.70 | 67.90 |
| Jan 19, 2026 | 14,064    | 91.84 | 82.82 | 76.17 | 70.56 |
| Jan 26, 2026 | 14,304    | 90.66 | 81.40 | 74.11 | 69.30 |
| Feb 2, 2026  | 13,776    | 92.31 | 84.55 | 78.22 | 70.82 |
| Feb 9, 2026  | 12,824    | 91.08 | 83.06 | 75.27 | 70.27 |
| Feb 16, 2026 | 14,100    | 92.06 | 82.61 | 75.94 | 69.33 |
| Feb 23, 2026 | 15,148    | 91.29 | 82.41 | 75.60 | 69.71 |
| Mar 2, 2026  | 15,108    | 92.67 | 83.90 | 77.36 | 71.19 |
| Mar 9, 2026  | 14,520    | 91.24 | 83.09 | 75.65 | 70.66 |
| Mar 16, 2026 | 14,924    | 92.28 | 83.03 | 76.28 | 70.49 |
| Mar 23, 2026 | 15,132    | 91.75 | 82.87 | 76.47 | 71.32 |
| Mar 30, 2026 | 16,808    | 93.57 | 85.67 | 79.84 | 73.89 |
| Apr 6, 2026  | 16,932    | 93.10 | 86.11 | 79.31 | 73.80 |
| Apr 13, 2026 | 18,220    | 93.92 | 86.23 | 78.73 | 73.46 |
| Apr 20, 2026 | 16,380    | 92.99 | 84.69 | 78.49 | 72.82 |
| Apr 27, 2026 | 15,384    | 93.19 | 86.51 | 80.14 | 74.52 |
| May 4, 2026  | 13,972    | 93.30 | 85.49 | 78.93 | 72.26 |
| May 11, 2026 | 14,212    | 92.46 | 84.07 | 76.05 | 70.73 |
| May 18, 2026 | 13,272    | 93.40 | 83.51 | 76.19 | 70.43 |
| May 25, 2026 | 14,056    | 90.95 | 81.96 | 74.73 | 68.81 |
| Total        | 1,521,528 | 91.77 | 82.98 | 75.43 | 69.13 |
|              |           |       |       |       |       |

| Cohort       |  | Users     | 1W    | 2W    | 3W    | 4W    |
|--------------|--|-----------|-------|-------|-------|-------|
| Jun 1, 2026  |  | 11,780    | 92.16 | 82.75 | 75.82 | 69.17 |
| Jun 8, 2026  |  | 11,776    | 92.02 | 83.80 | 75.68 | 69.84 |
| Jun 15, 2026 |  | 11,064    | 91.29 | 81.27 | 73.90 | 68.55 |
| Jun 22, 2026 |  | 12,184    | 91.37 | 82.60 | 75.38 | 68.32 |
| Jun 29, 2026 |  | 12,200    | 91.93 | 81.90 | 73.97 | 67.57 |
| Jul 6, 2026  |  | 13,740    | 91.82 | 82.45 | 74.24 | 66.75 |
| Jul 13, 2026 |  | 14,564    | 91.57 | 81.49 | 71.99 | 65.89 |
| Jul 20, 2026 |  | 13,996    | 92.23 | 81.79 | 75.14 | 68.48 |
| Jul 27, 2026 |  | 13,844    | 91.10 | 82.09 | 75.15 | 69.00 |
| Aug 3, 2026  |  | 14,180    | 92.69 | 84.37 | 77.01 | 69.42 |
| Aug 10, 2026 |  | 21,804    | 90.50 | 82.43 | 74.17 | 68.28 |
| Aug 17, 2026 |  | 23,832    | 87.93 | 76.77 | 69.02 | 62.05 |
| Aug 24, 2026 |  | 23,820    | 82.74 | 73.40 | 65.47 | 59.98 |
| Aug 31, 2026 |  | 22,480    | 81.85 | 71.41 | 63.74 | 57.01 |
| Sep 7, 2026  |  | 17,292    | 80.38 | 70.26 | 61.75 | —     |
| Sep 14, 2026 |  | 10,152    | 83.14 | 71.89 | —     | —     |
| Sep 21, 2026 |  | 5,064     | 84.68 | —     | —     | —     |
| Total        |  | 1,521,528 | 91.77 | 82.98 | 75.43 | 69.13 |

### Revenue per user

Cumulative revenue per user since becoming a 5th-parcel player, divided by the full cohort size (including non-spenders), accumulating over the period. Totals are user-weighted: total cohort revenue / total cohort users.

























[illegible]



[illegible]





















| Cohort       | Users     | 1D      | 2D      | 3D      | 4D      | 5D      | 6D      | 7D      | 14D     | 30D     |
|--------------|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Sep 17, 2026 | 5,376     | \$12.09 | \$13.66 | \$15.57 | \$17.15 | \$18.24 | \$19.27 | \$20.22 | \$27.66 | —       |
| Sep 18, 2026 | 6,032     | \$13.02 | \$14.64 | \$16.03 | \$17.25 | \$17.97 | \$18.91 | \$19.99 | \$25.72 | —       |
| Sep 19, 2026 | 5,880     | \$11.45 | \$13.33 | \$14.70 | \$16.07 | \$18.06 | \$20.19 | \$21.59 | \$29.69 | —       |
| Sep 20, 2026 | 5,720     | \$12.35 | \$14.25 | \$15.32 | \$16.86 | \$18.49 | \$19.83 | \$21.21 | \$27.80 | —       |
| Sep 21, 2026 | 5,952     | \$12.52 | \$13.91 | \$15.07 | \$16.84 | \$18.41 | \$19.72 | \$20.49 | \$26.25 | —       |
| Sep 22, 2026 | 5,680     | \$9.76  | \$11.38 | \$13.56 | \$15.10 | \$16.15 | \$17.69 | \$18.54 | \$24.99 | —       |
| Sep 23, 2026 | 5,005     | \$9.71  | \$12.27 | \$13.96 | \$15.41 | \$16.45 | \$17.46 | \$18.31 | —       | —       |
| Sep 24, 2026 | 4,970     | \$12.28 | \$14.32 | \$15.75 | \$16.87 | \$17.71 | \$19.14 | \$20.45 | —       | —       |
| Sep 25, 2026 | 5,390     | \$12.88 | \$15.08 | \$16.39 | \$17.47 | \$18.57 | \$20.49 | \$21.64 | —       | —       |
| Sep 26, 2026 | 4,977     | \$9.53  | \$10.81 | \$11.79 | \$12.96 | \$14.14 | \$15.50 | \$16.50 | —       | —       |
| Sep 27, 2026 | 4,928     | \$10.05 | \$12.21 | \$13.14 | \$15.23 | \$16.68 | \$18.36 | \$19.35 | —       | —       |
| Sep 28, 2026 | 4,256     | \$9.25  | \$10.93 | \$13.30 | \$14.81 | \$16.04 | \$17.39 | \$18.37 | —       | —       |
| Sep 29, 2026 | 4,389     | \$8.94  | \$10.65 | \$13.48 | \$15.75 | \$16.84 | \$17.71 | \$18.70 | —       | —       |
| Sep 30, 2026 | 3,552     | \$11.85 | \$14.02 | \$15.13 | \$16.18 | \$17.34 | \$18.63 | —       | —       | —       |
| Oct 1, 2026  | 2,975     | \$9.84  | \$11.49 | \$13.03 | \$14.38 | \$16.00 | —       | —       | —       | —       |
| Oct 2, 2026  | 2,508     | \$11.56 | \$13.13 | \$14.46 | \$15.85 | —       | —       | —       | —       | —       |
| Oct 3, 2026  | 1,863     | \$14.18 | \$15.79 | \$17.69 | —       | —       | —       | —       | —       | —       |
| Oct 4, 2026  | 1,274     | \$10.41 | \$12.21 | —       | —       | —       | —       | —       | —       | —       |
| Oct 5, 2026  | 631       | \$12.59 | —       | —       | —       | —       | —       | —       | —       | —       |
| Total        | 3,495,365 | \$14.11 | \$16.36 | \$18.19 | \$19.88 | \$21.46 | \$22.92 | \$24.29 | \$32.04 | \$44.96 |

All revenue total per user, by week

| Cohort       | Users     | 1W      | 2W      | 3W      | 4W      |
|--------------|-----------|---------|---------|---------|---------|
| Dec 30, 2024 | 4,840     | \$58.89 | \$68.35 | \$75.65 | \$81.85 |
| Jan 6, 2025  | 11,780    | \$44.64 | \$53.31 | \$60.83 | \$67.64 |
| Jan 13, 2025 | 15,100    | \$36.21 | \$44.08 | \$50.00 | \$55.66 |
| Jan 20, 2025 | 15,492    | \$34.52 | \$41.65 | \$47.35 | \$52.44 |
| Jan 27, 2025 | 16,652    | \$34.65 | \$40.60 | \$45.08 | \$50.90 |
| Feb 3, 2025  | 17,448    | \$37.05 | \$43.80 | \$51.69 | \$58.14 |
| Feb 10, 2025 | 18,340    | \$39.25 | \$48.18 | \$54.49 | \$59.83 |
| Feb 17, 2025 | 18,628    | \$32.77 | \$39.89 | \$45.47 | \$50.43 |
| Feb 24, 2025 | 21,468    | \$35.57 | \$42.71 | \$48.22 | \$52.05 |
| Mar 3, 2025  | 23,820    | \$28.16 | \$33.36 | \$37.00 | \$41.45 |
| Mar 10, 2025 | 23,468    | \$25.74 | \$30.83 | \$35.68 | \$39.57 |
| Mar 17, 2025 | 23,524    | \$24.07 | \$31.07 | \$39.12 | \$43.56 |
| Mar 24, 2025 | 22,644    | \$24.34 | \$30.15 | \$34.79 | \$38.16 |
| Mar 31, 2025 | 22,868    | \$28.18 | \$33.97 | \$39.07 | \$44.55 |
| Apr 7, 2025  | 20,528    | \$27.82 | \$33.74 | \$38.95 | \$42.83 |
| Apr 14, 2025 | 19,776    | \$29.06 | \$35.71 | \$39.76 | \$44.09 |
| Apr 21, 2025 | 20,844    | \$28.35 | \$34.87 | \$39.84 | \$43.76 |
| Apr 28, 2025 | 21,596    | \$25.06 | \$30.24 | \$35.03 | \$40.36 |
| May 5, 2025  | 20,788    | \$24.76 | \$30.20 | \$34.73 | \$39.12 |
| May 12, 2025 | 20,312    | \$23.90 | \$29.65 | \$34.40 | \$38.32 |
| May 19, 2025 | 19,748    | \$26.55 | \$32.45 | \$36.99 | \$40.42 |
| May 26, 2025 | 21,148    | \$25.09 | \$31.48 | \$35.54 | \$39.47 |
| Jun 2, 2025  | 19,232    | \$27.56 | \$33.48 | \$38.10 | \$44.11 |
| Jun 9, 2025  | 18,880    | \$28.19 | \$34.64 | \$42.74 | \$47.95 |
| Total        | 1,521,528 | \$27.91 | \$34.79 | \$40.52 | \$45.67 |
|              |           |         |         |         |         |

| Cohort       | Users     | 1W      | 2W      | 3W      | 4W      |
|--------------|-----------|---------|---------|---------|---------|
| Jun 16, 2025 | 18,724    | \$29.47 | \$36.99 | \$42.17 | \$46.07 |
| Jun 23, 2025 | 21,420    | \$32.15 | \$38.92 | \$43.80 | \$48.13 |
| Jun 30, 2025 | 22,640    | \$29.12 | \$34.84 | \$39.60 | \$44.20 |
| Jul 7, 2025  | 20,888    | \$26.14 | \$31.83 | \$37.01 | \$41.63 |
| Jul 14, 2025 | 19,324    | \$26.79 | \$33.23 | \$43.28 | \$48.00 |
| Jul 21, 2025 | 19,508    | \$26.51 | \$32.82 | \$38.01 | \$42.51 |
| Jul 28, 2025 | 18,708    | \$28.42 | \$35.43 | \$40.70 | \$45.76 |
| Aug 4, 2025  | 19,748    | \$29.07 | \$35.19 | \$41.08 | \$46.40 |
| Aug 11, 2025 | 19,940    | \$30.70 | \$38.63 | \$44.17 | \$48.37 |
| Aug 18, 2025 | 18,776    | \$27.99 | \$35.32 | \$40.12 | \$44.50 |
| Aug 25, 2025 | 19,304    | \$27.88 | \$33.96 | \$38.82 | \$43.49 |
| Sep 1, 2025  | 18,712    | \$29.65 | \$35.87 | \$41.44 | \$46.73 |
| Sep 8, 2025  | 16,972    | \$27.92 | \$33.50 | \$39.12 | \$43.59 |
| Sep 15, 2025 | 16,408    | \$29.73 | \$37.24 | \$42.96 | \$48.09 |
| Sep 22, 2025 | 16,420    | \$25.70 | \$31.89 | \$36.41 | \$40.47 |
| Sep 29, 2025 | 15,908    | \$28.56 | \$34.90 | \$39.89 | \$44.90 |
| Oct 6, 2025  | 14,496    | \$30.29 | \$36.75 | \$42.47 | \$48.55 |
| Oct 13, 2025 | 13,784    | \$27.61 | \$34.72 | \$40.09 | \$44.08 |
| Oct 20, 2025 | 13,456    | \$25.74 | \$33.24 | \$39.07 | \$42.85 |
| Oct 27, 2025 | 16,296    | \$24.90 | \$31.20 | \$38.04 | \$44.76 |
| Nov 3, 2025  | 14,096    | \$29.99 | \$37.44 | \$45.17 | \$51.22 |
| Nov 10, 2025 | 13,512    | \$28.43 | \$35.74 | \$41.99 | \$46.39 |
| Nov 17, 2025 | 13,224    | \$30.35 | \$37.78 | \$43.23 | \$48.33 |
| Nov 24, 2025 | 22,524    | \$23.08 | \$28.61 | \$32.59 | \$36.77 |
| Dec 1, 2025  | 13,764    | \$28.97 | \$35.31 | \$42.08 | \$47.50 |
| Total        | 1,521,528 | \$27.91 | \$34.79 | \$40.52 | \$45.67 |
|              |           |         |         |         |         |

| Cohort       | Users     | 1W      | 2W      | 3W      | 4W      |
|--------------|-----------|---------|---------|---------|---------|
| Dec 8, 2025  | 14,236    | \$30.27 | \$38.21 | \$46.11 | \$52.72 |
| Dec 15, 2025 | 13,580    | \$33.84 | \$43.25 | \$49.74 | \$55.65 |
| Dec 22, 2025 | 14,792    | \$33.64 | \$42.07 | \$47.45 | \$52.39 |
| Dec 29, 2025 | 15,700    | \$31.34 | \$38.54 | \$43.53 | \$48.67 |
| Jan 5, 2026  | 14,632    | \$30.39 | \$37.76 | \$43.97 | \$50.13 |
| Jan 12, 2026 | 14,204    | \$28.51 | \$36.30 | \$42.54 | \$47.35 |
| Jan 19, 2026 | 14,064    | \$28.51 | \$36.88 | \$43.33 | \$49.29 |
| Jan 26, 2026 | 14,304    | \$27.68 | \$34.91 | \$41.19 | \$47.37 |
| Feb 2, 2026  | 13,776    | \$27.42 | \$34.77 | \$41.64 | \$47.26 |
| Feb 9, 2026  | 12,824    | \$30.16 | \$39.81 | \$47.07 | \$52.89 |
| Feb 16, 2026 | 14,100    | \$33.18 | \$42.41 | \$48.92 | \$55.53 |
| Feb 23, 2026 | 15,148    | \$28.57 | \$35.49 | \$42.41 | \$48.36 |
| Mar 2, 2026  | 15,108    | \$33.36 | \$45.36 | \$55.29 | \$69.06 |
| Mar 9, 2026  | 14,520    | \$27.68 | \$34.80 | \$43.58 | \$49.03 |
| Mar 16, 2026 | 14,924    | \$26.60 | \$35.41 | \$41.48 | \$47.30 |
| Mar 23, 2026 | 15,132    | \$28.15 | \$36.49 | \$43.75 | \$50.18 |
| Mar 30, 2026 | 16,808    | \$25.01 | \$33.29 | \$39.32 | \$46.79 |
| Apr 6, 2026  | 16,932    | \$25.01 | \$31.84 | \$39.18 | \$44.57 |
| Apr 13, 2026 | 18,220    | \$23.25 | \$32.35 | \$37.90 | \$43.02 |
| Apr 20, 2026 | 16,380    | \$21.55 | \$28.24 | \$33.86 | \$38.35 |
| Apr 27, 2026 | 15,384    | \$22.98 | \$29.74 | \$34.88 | \$40.03 |
| May 4, 2026  | 13,972    | \$21.91 | \$28.09 | \$34.27 | \$40.34 |
| May 11, 2026 | 14,212    | \$22.97 | \$30.52 | \$36.31 | \$40.88 |
| May 18, 2026 | 13,272    | \$24.71 | \$31.15 | \$36.79 | \$41.54 |
| May 25, 2026 | 14,056    | \$22.56 | \$28.97 | \$33.52 | \$37.66 |
| Total        | 1,521,528 | \$27.91 | \$34.79 | \$40.52 | \$45.67 |
|              |           |         |         |         |         |

| Cohort       | Users     | 1W      | 2W      | 3W      | 4W      |
|--------------|-----------|---------|---------|---------|---------|
| Jun 1, 2026  | 11,780    | \$25.04 | \$31.44 | \$37.06 | \$42.55 |
| Jun 8, 2026  | 11,776    | \$21.18 | \$27.09 | \$33.09 | \$37.84 |
| Jun 15, 2026 | 11,064    | \$22.64 | \$29.57 | \$34.47 | \$38.77 |
| Jun 22, 2026 | 12,184    | \$26.88 | \$33.78 | \$39.82 | \$44.75 |
| Jun 29, 2026 | 12,200    | \$28.41 | \$35.79 | \$41.04 | \$46.55 |
| Jul 6, 2026  | 13,740    | \$30.00 | \$36.57 | \$42.70 | \$48.20 |
| Jul 13, 2026 | 14,564    | \$26.88 | \$34.32 | \$39.75 | \$44.43 |
| Jul 20, 2026 | 13,996    | \$28.64 | \$36.63 | \$46.86 | \$52.90 |
| Jul 27, 2026 | 13,844    | \$30.64 | \$38.35 | \$44.47 | \$49.82 |
| Aug 3, 2026  | 14,180    | \$27.68 | \$34.88 | \$42.35 | \$49.21 |
| Aug 10, 2026 | 21,804    | \$23.83 | \$30.82 | \$37.05 | \$42.56 |
| Aug 17, 2026 | 23,832    | \$22.40 | \$28.07 | \$32.60 | \$36.20 |
| Aug 24, 2026 | 23,820    | \$20.68 | \$26.18 | \$29.95 | \$33.45 |
| Aug 31, 2026 | 22,480    | \$22.67 | \$27.19 | \$31.66 | \$35.91 |
| Sep 7, 2026  | 17,292    | \$24.90 | \$29.94 | \$34.61 | —       |
| Sep 14, 2026 | 10,152    | \$29.76 | \$35.49 | —       | —       |
| Sep 21, 2026 | 5,064     | \$22.19 | —       | —       | —       |
| Total        | 1,521,528 | \$27.91 | \$34.79 | \$40.52 | \$45.67 |

**Legend:** darker purple = higher · lighter = lower · blank = not yet elapsed or fewer than 20 users · amber cohort date = cohort after the Treasure Ladder launch (Aug 15, 2026). The launch week (Aug 10, 2026) contains both pre- and post-launch days and is marked as post-launch.

Snapshot from run 2026-10-07T2027Z, generated 2026-10-07T20:27:04Z from commit 9cb43e26. The numbers were read from Snowflake once, when this page was generated, and never refresh.