

Cohort analysis

Cohort = players reaching their **5th parcel** that day · Jan 1, 2025 to Oct 7, 2026 · 645 cohorts · 394,336 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

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

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	3,507,113	85.69%	81.86%	79.05%	76.98%	75.32%	74.13%	73.04%	66.40%	56.67%

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	5,720	81.40%	77.34%	72.17%	67.97%	66.85%	63.78%	63.78%	55.52%	—
Sep 24, 2026	5,680	82.82%	76.90%	72.11%	71.97%	68.31%	65.35%	66.90%	58.03%	—
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	4,144	77.70%	74.66%	67.23%	65.54%	66.55%	62.16%	61.99%	—	—
Oct 1, 2026	4,165	78.99%	73.61%	73.61%	73.11%	68.24%	68.57%	65.88%	—	—
Oct 2, 2026	3,762	80.86%	77.03%	74.32%	74.16%	69.70%	67.94%	—	—	—
Oct 3, 2026	3,105	80.68%	78.42%	73.11%	68.12%	69.40%	—	—	—	—
Oct 4, 2026	2,548	81.00%	77.39%	69.70%	67.50%	—	—	—	—	—
Oct 5, 2026	1,893	80.03%	73.69%	71.16%	—	—	—	—	—	—
Oct 6, 2026	1,238	80.94%	80.29%	—	—	—	—	—	—	—
Oct 7, 2026	620	80.65%	—	—	—	—	—	—	—	—
Total	3,507,113	85.69%	81.86%	79.05%	76.98%	75.32%	74.13%	73.04%	66.40%	56.67%

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	3,507,113	85.69	76.14	69.01	63.58	59.29	55.80	52.91	40.43	28.48

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	5,720	81.40	72.73	62.80	55.38	50.91	46.43	43.50	30.91	—
Sep 24, 2026	5,680	82.82	72.96	63.38	58.45	52.39	47.61	44.23	29.86	—
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	4,144	77.70	66.89	56.76	50.84	46.79	43.07	40.54	—	—
Oct 1, 2026	4,165	78.99	66.72	59.50	54.96	50.42	47.56	43.70	—	—
Oct 2, 2026	3,762	80.86	69.54	62.52	58.21	54.07	49.44	—	—	—
Oct 3, 2026	3,105	80.68	70.85	61.67	55.23	51.85	—	—	—	—
Oct 4, 2026	2,548	81.00	69.54	60.44	54.00	—	—	—	—	—
Oct 5, 2026	1,893	80.03	67.83	61.49	—	—	—	—	—	—
Oct 6, 2026	1,238	80.94	71.24	—	—	—	—	—	—	—
Oct 7, 2026	620	80.65	—	—	—	—	—	—	—	—
Total	3,507,113	85.69	76.14	69.01	63.58	59.29	55.80	52.91	40.43	28.48

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.

All revenue total per user, by day

Cohort	Users	1D	2D	3D	4D	5D	6D	7D	14D	30D
Jan 1, 2025	1,080	\$70.83	\$76.94	\$79.00	\$80.79	\$83.77	\$87.76	\$89.47	\$108.21	\$131.27
Jan 2, 2025	1,935	\$46.60	\$49.86	\$51.33	\$53.38	\$55.31	\$57.75	\$60.45	\$69.88	\$83.99
Jan 3, 2025	2,142	\$42.15	\$44.80	\$47.32	\$49.30	\$52.61	\$56.31	\$57.84	\$70.31	\$90.51
Jan 4, 2025	2,700	\$36.48	\$39.63	\$41.92	\$43.80	\$46.57	\$48.98	\$51.23	\$59.77	\$72.78
Jan 5, 2025	3,033	\$29.01	\$32.11	\$34.89	\$37.68	\$39.90	\$41.33	\$42.97	\$51.44	\$65.53
Jan 6, 2025	3,033	\$28.43	\$32.06	\$35.99	\$38.21	\$41.60	\$43.88	\$45.18	\$55.18	\$73.27
Jan 7, 2025	2,826	\$31.44	\$37.05	\$40.34	\$43.95	\$46.32	\$48.08	\$50.34	\$61.28	\$78.22
Jan 8, 2025	3,411	\$20.06	\$24.35	\$27.44	\$29.39	\$31.10	\$33.51	\$35.04	\$46.00	\$63.50
Jan 9, 2025	3,933	\$20.86	\$23.67	\$25.53	\$27.68	\$29.57	\$31.15	\$32.47	\$43.11	\$60.86
Jan 10, 2025	4,149	\$26.02	\$28.75	\$30.84	\$32.18	\$34.51	\$35.66	\$37.93	\$45.89	\$62.92
Jan 11, 2025	4,419	\$25.83	\$29.96	\$32.85	\$37.66	\$40.64	\$42.74	\$45.90	\$56.32	\$72.74
Jan 12, 2025	4,734	\$22.18	\$24.46	\$26.58	\$28.82	\$30.84	\$34.28	\$37.49	\$46.27	\$60.27
Jan 13, 2025	4,185	\$20.89	\$24.05	\$26.01	\$27.81	\$30.82	\$33.39	\$35.57	\$43.91	\$59.42
Jan 14, 2025	4,374	\$19.89	\$22.19	\$24.88	\$26.45	\$28.15	\$29.39	\$30.39	\$40.26	\$55.33
Jan 15, 2025	4,716	\$16.74	\$19.00	\$20.83	\$22.16	\$23.44	\$24.33	\$25.18	\$32.89	\$43.10
Jan 16, 2025	4,833	\$23.70	\$26.89	\$30.06	\$32.82	\$34.46	\$36.22	\$38.16	\$46.72	\$62.14
Jan 17, 2025	5,049	\$16.70	\$18.88	\$20.65	\$21.76	\$23.49	\$25.07	\$26.46	\$33.10	\$44.03
Jan 18, 2025	5,067	\$19.70	\$22.49	\$24.92	\$27.17	\$29.10	\$31.38	\$32.53	\$41.70	\$54.82
Jan 19, 2025	5,751	\$25.83	\$27.99	\$30.16	\$33.57	\$35.13	\$36.30	\$37.84	\$47.81	\$64.90
Jan 20, 2025	5,013	\$18.65	\$21.43	\$24.01	\$25.89	\$27.92	\$30.56	\$31.78	\$39.16	\$55.42
Jan 21, 2025	4,500	\$17.73	\$20.43	\$23.04	\$25.35	\$26.69	\$28.31	\$29.38	\$39.83	\$51.18
Jan 22, 2025	4,788	\$17.09	\$20.12	\$21.47	\$23.20	\$24.26	\$25.27	\$26.23	\$35.17	\$47.90
Jan 23, 2025	4,905	\$21.45	\$24.49	\$26.85	\$27.85	\$28.72	\$29.79	\$31.62	\$39.62	\$53.12
Jan 24, 2025	5,346	\$16.44	\$18.07	\$20.12	\$21.00	\$22.42	\$23.49	\$25.16	\$30.82	\$42.39
Total	3,507,113	\$14.10	\$16.35	\$18.18	\$19.87	\$21.45	\$22.90	\$24.27	\$32.02	\$44.93

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	\$27.68	—
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	5,720	\$9.71	\$12.27	\$13.96	\$15.41	\$16.45	\$17.46	\$18.31	\$25.89	—
Sep 24, 2026	5,680	\$12.28	\$14.32	\$15.75	\$16.87	\$17.71	\$19.14	\$20.45	\$25.76	—
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	4,144	\$11.85	\$14.02	\$15.13	\$16.18	\$17.34	\$18.63	\$19.39	—	—
Oct 1, 2026	4,165	\$9.84	\$11.49	\$13.03	\$14.38	\$16.00	\$17.66	\$19.03	—	—
Oct 2, 2026	3,762	\$11.56	\$13.13	\$14.46	\$15.85	\$17.28	\$18.66	—	—	—
Oct 3, 2026	3,105	\$14.18	\$15.79	\$17.69	\$19.14	\$21.01	—	—	—	—
Oct 4, 2026	2,548	\$10.41	\$12.21	\$13.59	\$15.21	—	—	—	—	—
Oct 5, 2026	1,893	\$12.59	\$14.81	\$17.67	—	—	—	—	—	—
Oct 6, 2026	1,238	\$11.85	\$14.74	—	—	—	—	—	—	—
Oct 7, 2026	620	\$11.74	—	—	—	—	—	—	—	—
Total	3,507,113	\$14.10	\$16.35	\$18.18	\$19.87	\$21.45	\$22.90	\$24.27	\$32.02	\$44.93

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 2026-10-09T1549Z, generated 2026-10-09T15:49:26Z from commit af0c0668. The numbers were read from Snowflake once, when this page was generated, and never refresh.