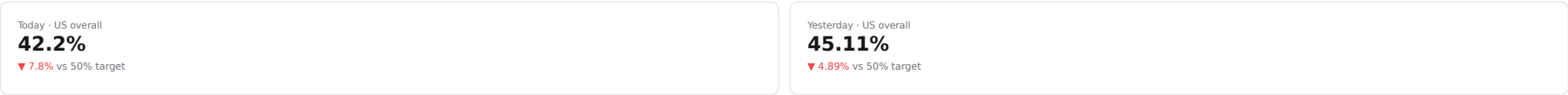


Marketing

Migrated from the Sigma "Marketing Dashboard" workbook; each section notes where its definition differs.

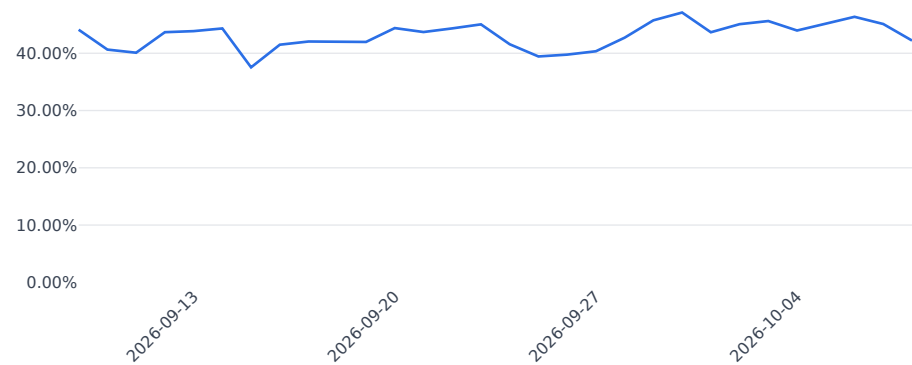
Install → D0 tutorial completion

US overall · share of installs completing the tutorial within 24 hours.



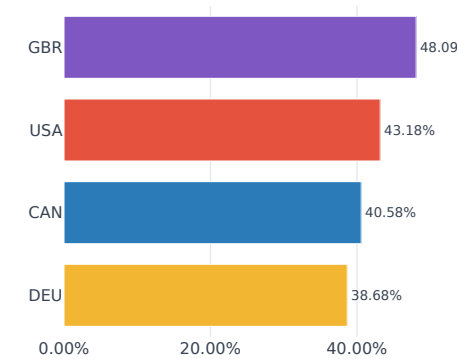
Completion rate over time

Daily US completion rate over the last 30 install days



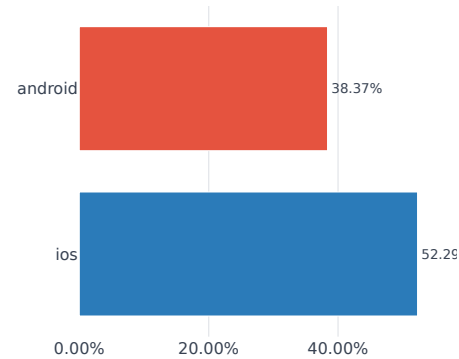
By Country

Completion rate per market, last 30 install days



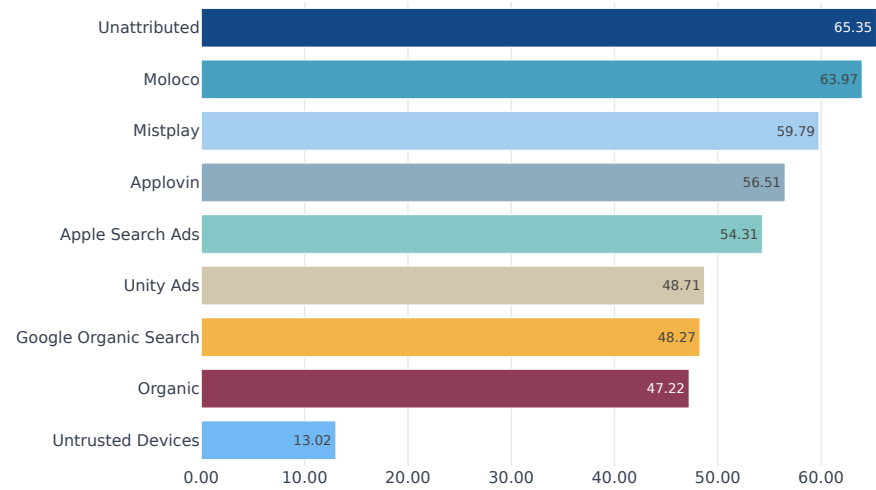
By OS

Completion rate per OS, last 30 install days



New By channel / platform

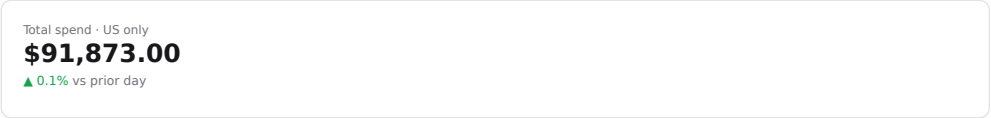
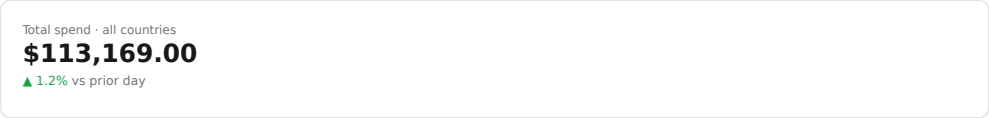
Completion rate (%) per acquisition channel, all installs since August 2023



The Sigma By Country chart was filtered on two-letter codes that never matched the mart, so only USA rendered there; this page uses the three-letter codes so Canada, Great Britain and Germany appear as intended. The channel chart has no date filter in Sigma and is all-time, while the three charts above it cover the last 30 install days.

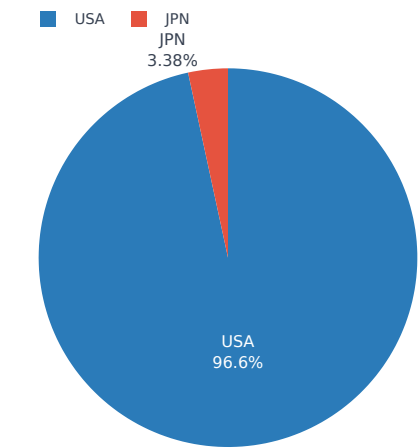
Spend

Day-over-day comparison · USD.



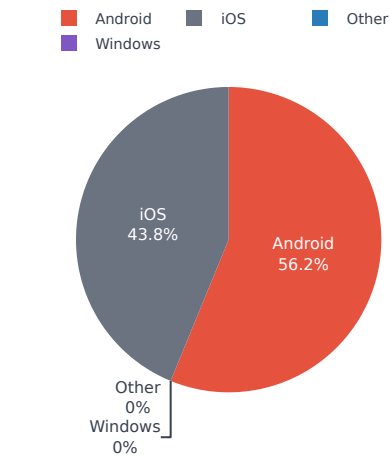
By Country

All-time spend, JPN and USA



By OS

All-time US spend by operating system



The Sigma "US only" tile carried no country filter and repeated the all-countries figure; this page applies the filter, so the two tiles differ.

Milestone progression & cost efficiency

Parcel milestones by install cohort: how acquired users progress through the 3rd, 5th and 10th parcel, and what each milestone achiever costs.

Milestone progression by install cohort
Counts with share of cohort installs (milestone users ÷ cohort installs)

Install Cohort	Installs	3rd Parcel D0	3rd Parcel D7	3rd Parcel D15	3rd Parcel D30	5th Parcel D0	5th Parcel D7	5th Parcel D15	5th Parcel D30	10th Parcel D0	10th Parcel D7	10th Parcel D15	10th Parcel D30
2026-10-09	3,610	114 (3%)	114 (3%)	114 (3%)	114 (3%)	15 (0%)	15 (0%)	15 (0%)	15 (0%)	3 (0%)	3 (0%)	3 (0%)	3 (0%)
2026-10-08	9,652	464 (5%)	483 (5%)	483 (5%)	483 (5%)	95 (1%)	110 (1%)	110 (1%)	110 (1%)	12 (0%)	13 (0%)	13 (0%)	13 (0%)
2026-10-07	8,844	500 (6%)	610 (7%)	610 (7%)	610 (7%)	122 (1%)	181 (2%)	181 (2%)	181 (2%)	38 (0%)	49 (1%)	49 (1%)	49 (1%)
2026-10-06	8,478	559 (7%)	737 (9%)	737 (9%)	737 (9%)	124 (1%)	262 (3%)	262 (3%)	262 (3%)	36 (0%)	58 (1%)	58 (1%)	58 (1%)
2026-10-05	7,565	414 (5%)	641 (8%)	641 (8%)	641 (8%)	90 (1%)	225 (3%)	225 (3%)	225 (3%)	19 (0%)	43 (1%)	43 (1%)	43 (1%)
2026-10-04	9,545	565 (6%)	820 (9%)	820 (9%)	820 (9%)	122 (1%)	309 (3%)	309 (3%)	309 (3%)	22 (0%)	72 (1%)	72 (1%)	72 (1%)
2026-10-03	9,225	536 (6%)	837 (9%)	837 (9%)	837 (9%)	133 (1%)	380 (4%)	380 (4%)	380 (4%)	25 (0%)	85 (1%)	85 (1%)	85 (1%)
2026-10-02	8,528	465 (5%)	769 (9%)	770 (9%)	770 (9%)	120 (1%)	374 (4%)	376 (4%)	376 (4%)	24 (0%)	95 (1%)	95 (1%)	95 (1%)
2026-10-01	9,438	505 (5%)	815 (9%)	829 (9%)	829 (9%)	98 (1%)	341 (4%)	361 (4%)	361 (4%)	20 (0%)	98 (1%)	116 (1%)	116 (1%)
2026-09-30	8,683	485 (6%)	783 (9%)	812 (9%)	812 (9%)	107 (1%)	333 (4%)	382 (4%)	382 (4%)	24 (0%)	81 (1%)	98 (1%)	98 (1%)
2026-09-29	8,353	481 (6%)	750 (9%)	784 (9%)	784 (9%)	91 (1%)	291 (3%)	341 (4%)	341 (4%)	31 (0%)	83 (1%)	108 (1%)	108 (1%)
2026-09-28	7,925	454 (6%)	726 (9%)	777 (10%)	777 (10%)	96 (1%)	310 (4%)	372 (5%)	372 (5%)	21 (0%)	81 (1%)	113 (1%)	113 (1%)
2026-09-27	10,150	643 (6%)	958 (9%)	1022 (10%)	1022 (10%)	134 (1%)	377 (4%)	446 (4%)	446 (4%)	37 (0%)	100 (1%)	166 (2%)	166 (2%)
2026-09-26	8,662	511 (6%)	811 (9%)	895 (10%)	895 (10%)	110 (1%)	360 (4%)	443 (5%)	443 (5%)	36 (0%)	93 (1%)	154 (2%)	154 (2%)
2026-09-25	8,898	535 (6%)	845 (9%)	903 (10%)	903 (10%)	147 (2%)	395 (4%)	473 (5%)	473 (5%)	46 (1%)	124 (1%)	179 (2%)	179 (2%)
2026-09-24	7,608	525 (7%)	820 (11%)	886 (12%)	887 (12%)	140 (2%)	378 (5%)	473 (6%)	474 (6%)	52 (1%)	134 (2%)	205 (3%)	205 (3%)
2026-09-23	7,237	530 (7%)	821 (11%)	902 (12%)	906 (13%)	145 (2%)	410 (6%)	515 (7%)	521 (7%)	56 (1%)	126 (2%)	202 (3%)	208 (3%)
2026-09-22	7,697	546 (7%)	856 (11%)	950 (12%)	957 (12%)	134 (2%)	402 (5%)	490 (6%)	506 (7%)	41 (1%)	119 (2%)	187 (2%)	201 (3%)
2026-09-21	8,202	607 (7%)	923 (11%)	1006 (12%)	1019 (12%)	200 (2%)	462 (6%)	548 (7%)	566 (7%)	102 (1%)	181 (2%)	274 (3%)	292 (4%)
2026-09-20	9,014	633 (7%)	980 (11%)	1077 (12%)	1104 (12%)	168 (2%)	469 (5%)	590 (7%)	615 (7%)	62 (1%)	151 (2%)	246 (3%)	284 (3%)
2026-09-19	7,859	663 (8%)	987 (13%)	1058 (13%)	1085 (14%)	156 (2%)	466 (6%)	582 (7%)	617 (8%)	51 (1%)	128 (2%)	216 (3%)	254 (3%)
2026-09-18	8,470	606 (7%)	1011 (12%)	1104 (13%)	1123 (13%)	180 (2%)	496 (6%)	626 (7%)	671 (8%)	60 (1%)	164 (2%)	275 (3%)	307 (4%)
2026-09-17	7,645	564 (7%)	827 (11%)	914 (12%)	950 (12%)	162 (2%)	410 (5%)	516 (7%)	557 (7%)	51 (1%)	124 (2%)	210 (3%)	258 (3%)
2026-09-16	7,908	577 (7%)	943 (12%)	1037 (13%)	1068 (14%)	162 (2%)	424 (5%)	534 (7%)	589 (7%)	52 (1%)	143 (2%)	224 (3%)	286 (4%)
2026-09-15	7,886	562 (7%)	876 (11%)	977 (12%)	1011 (13%)	194 (2%)	455 (6%)	555 (7%)	609 (8%)	97 (1%)	179 (2%)	261 (3%)	314 (4%)
2026-09-14	7,210	547 (8%)	850 (12%)	927 (13%)	960 (13%)	159 (2%)	409 (6%)	515 (7%)	574 (8%)	58 (1%)	140 (2%)	220 (3%)	272 (4%)
2026-09-13	8,873	751 (8%)	1130 (13%)	1236 (14%)	1285 (14%)	204 (2%)	545 (6%)	696 (8%)	771 (9%)	65 (1%)	153 (2%)	243 (3%)	325 (4%)
2026-09-12	7,544	605 (8%)	877 (12%)	954 (13%)	986 (13%)	199 (3%)	482 (6%)	585 (8%)	624 (8%)	81 (1%)	177 (2%)	258 (3%)	329 (4%)
2026-09-11	6,580	514 (8%)	781 (12%)	857 (13%)	885 (13%)	232 (4%)	449 (7%)	545 (8%)	592 (9%)	120 (2%)	207 (3%)	277 (4%)	339 (5%)
2026-09-10	6,881	508 (7%)	737 (11%)	804 (12%)	846 (12%)	152 (2%)	376 (5%)	472 (7%)	536 (8%)	61 (1%)	135 (2%)	196 (3%)	257 (4%)
2026-09-09	6,803	723 (11%)	1027 (15%)	1100 (16%)	1151 (17%)	311 (5%)	627 (9%)	707 (10%)	795 (12%)	204 (3%)	332 (5%)	407 (6%)	497 (7%)
2026-09-08	6,810	567 (8%)	860 (13%)	923 (14%)	972 (14%)	164 (2%)	426 (6%)	535 (8%)	592 (9%)	76 (1%)	166 (2%)	237 (3%)	310 (5%)
2026-09-07	7,672	638 (8%)	972 (13%)	1049 (14%)	1103 (14%)	201 (3%)	499 (7%)	623 (8%)	689 (9%)	68 (1%)	170 (2%)	255 (3%)	338 (4%)
2026-09-06	8,059	683 (8%)	1046 (13%)	1134 (14%)	1209 (15%)	201 (2%)	525 (7%)	648 (8%)	742 (9%)	82 (1%)	173 (2%)	289 (4%)	378 (5%)
2026-09-05	7,345	635 (9%)	943 (13%)	1022 (14%)	1076 (15%)	213 (3%)	523 (7%)	629 (9%)	693 (9%)	88 (1%)	191 (3%)	283 (4%)	371 (5%)
2026-09-04	6,484	481 (7%)	783 (12%)	864 (13%)	905 (14%)	183 (3%)	447 (7%)	535 (8%)	600 (9%)	84 (1%)	151 (2%)	257 (4%)	330 (5%)
2026-09-03	6,782	537 (8%)	811 (12%)	892 (13%)	936 (14%)	191 (3%)	447 (7%)	534 (8%)	606 (9%)	113 (2%)	199 (3%)	281 (4%)	360 (5%)
2026-09-02	7,620	555 (7%)	853 (11%)	928 (12%)	985 (13%)	185 (2%)	445 (6%)	558 (7%)	633 (8%)	92 (1%)	178 (2%)	250 (3%)	330 (4%)
2026-09-01	7,118	518 (7%)	810 (11%)	889 (12%)	935 (13%)	171 (2%)	423 (6%)	533 (7%)	601 (8%)	74 (1%)	161 (2%)	225 (3%)	297 (4%)

Install Cohort	Installs	3rd Parcel D0	3rd Parcel D7	3rd Parcel D15	3rd Parcel D30	5th Parcel D0	5th Parcel D7	5th Parcel D15	5th Parcel D30	10th Parcel D0	10th Parcel D7	10th Parcel D15	10th Parcel D30
2026-08-31	8,072	587 (7%)	900 (11%)	990 (12%)	1052 (13%)	197 (2%)	476 (6%)	587 (7%)	646 (8%)	102 (1%)	188 (2%)	271 (3%)	354 (4%)
2026-08-30	9,166	658 (7%)	1007 (11%)	1128 (12%)	1190 (13%)	183 (2%)	479 (5%)	619 (7%)	704 (8%)	51 (1%)	142 (2%)	246 (3%)	341 (4%)
2026-08-29	8,392	527 (6%)	840 (10%)	913 (11%)	981 (12%)	148 (2%)	424 (5%)	510 (6%)	578 (7%)	45 (1%)	121 (1%)	219 (3%)	299 (4%)
2026-08-28	8,325	541 (6%)	859 (10%)	934 (11%)	1006 (12%)	204 (2%)	476 (6%)	578 (7%)	647 (8%)	80 (1%)	181 (2%)	247 (3%)	335 (4%)
2026-08-27	8,472	501 (6%)	791 (9%)	874 (10%)	923 (11%)	128 (2%)	372 (4%)	480 (6%)	560 (7%)	56 (1%)	133 (2%)	198 (2%)	270 (3%)
2026-08-26	8,307	482 (6%)	776 (9%)	854 (10%)	910 (11%)	154 (2%)	392 (5%)	499 (6%)	570 (7%)	80 (1%)	157 (2%)	239 (3%)	309 (4%)
2026-08-25	7,686	554 (7%)	901 (12%)	981 (13%)	1043 (14%)	194 (3%)	487 (6%)	593 (8%)	676 (9%)	114 (1%)	209 (3%)	286 (4%)	368 (5%)
2026-08-24	9,335	673 (7%)	1048 (11%)	1162 (12%)	1220 (13%)	197 (2%)	522 (6%)	666 (7%)	755 (8%)	95 (1%)	199 (2%)	291 (3%)	393 (4%)
2026-08-23	11,351	793 (7%)	1254 (11%)	1378 (12%)	1478 (13%)	209 (2%)	585 (5%)	749 (7%)	861 (8%)	82 (1%)	190 (2%)	310 (3%)	437 (4%)
2026-08-22	10,281	692 (7%)	1145 (11%)	1276 (12%)	1364 (13%)	211 (2%)	559 (5%)	710 (7%)	831 (8%)	64 (1%)	177 (2%)	285 (3%)	398 (4%)
2026-08-21	9,128	625 (7%)	1025 (11%)	1142 (13%)	1212 (13%)	199 (2%)	526 (6%)	677 (7%)	769 (8%)	95 (1%)	202 (2%)	308 (3%)	408 (4%)

Showing the first 50 of 1,143 rows.

Cost per milestone differs from the Sigma table

The Sigma table was serving a stale July month-to-date snapshot and its D15 column repeated the D7 value, so its printed numbers cannot be reproduced from live data. This table applies the lineage formulas (spend + milestone achievers) to install cohorts from the last 30 complete days across Sigma’s nine channels. Cohorts younger than 15 or 30 days have not had time to reach the D15 and D30 milestones, so those columns read high until the cohorts mature.

Cost per milestone by channel

Cohort spend + users reaching milestone · install cohorts from the last 30 days · D15 and D30 are immature for cohorts younger than 15 / 30 days

Channel	Spend	Installs	CPI	Cost per 3rd Parcel D0	Cost per 3rd Parcel D7	Cost per 3rd Parcel D15	Cost per 3rd Parcel D30	Cost per 5th Parcel D0	Cost per 5th Parcel D7	Cost per 5th Parcel D15	Cost per 5th Parcel D30	Cost
Applovin	\$1,152,846	60,034	\$19.20	\$233.46	\$147.07	\$136.33	\$133.90	\$1,094.82	\$321.57	\$261.77	\$245.76	
Google Ads ACI	\$606,568	18,978	\$31.96	\$302.23	\$193.67	\$181.61	\$178.40	\$1,535.62	\$471.30	\$383.42	\$364.09	
Unity Ads	\$461,288	25,343	\$18.20	\$354.84	\$236.92	\$221.88	\$219.24	\$1,532.52	\$595.98	\$511.97	\$496.54	
Moloco	\$299,426	11,003	\$27.21	\$339.49	\$222.46	\$205.65	\$200.96	\$1,285.09	\$484.51	\$422.92	\$392.43	
Mistplay	\$47,401	7,600	\$6.24	\$155.92	\$77.96	\$68.90	\$67.72	\$831.60	\$192.69	\$142.77	\$133.15	
Apple Search Ads	\$6,785	2,851	\$2.38	\$23.00	\$13.68	\$12.85	\$12.59	\$62.25	\$23.72	\$20.50	\$19.84	
Google Organic Search	\$0	163	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Organic	\$0	58,023	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	

Subscription revenue — Season Pass & Atlas Explore Club

Atlas Explore Club · % change compares the last 30 days against the 30 days before that (days 31–60 ago).

Total AEC Revenue

\$742,866.60

▼ 1.0% vs prior 30 days

Active AEC Subscribers

13,339

▲ 0.5% vs prior 30 days

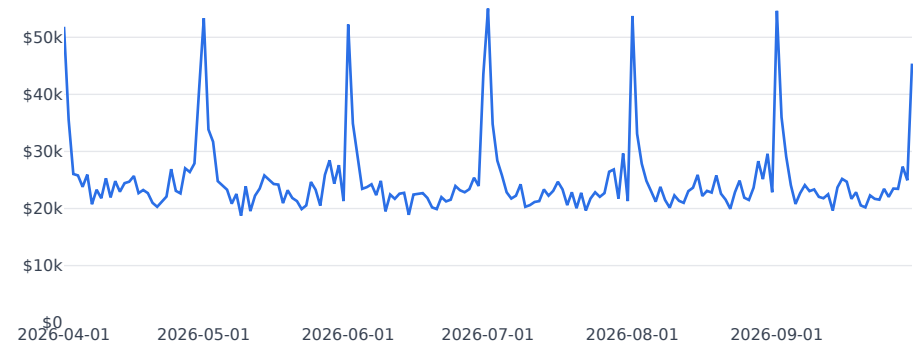
Total AEC Purchases

13,340

▲ 0.5% vs prior 30 days

AEC revenue over time

Daily AEC subscription revenue, the six complete months before this one



Season Pass · % change compares the last 30 days against the 30 days before that (days 31-60 ago).

Total SP Revenue
\$314,719.87
▼ 1.2% vs prior 30 days

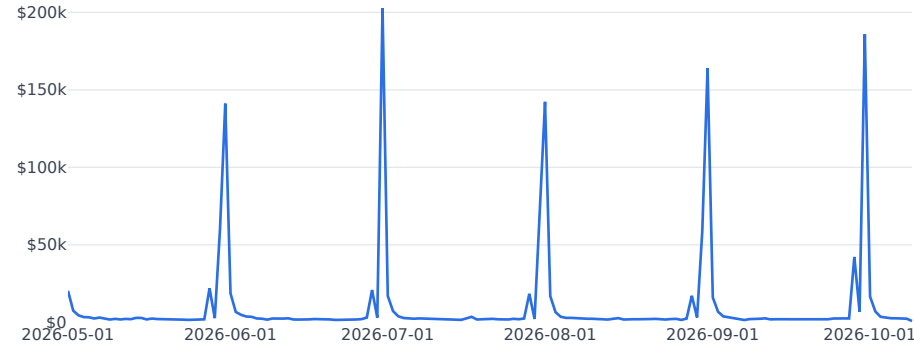
Total SP Purchases
25,013
▲ 0.7% vs prior 30 days

Recurring SP Subscribers
19,225
▲ 1.3% vs prior 30 days

One-Time SP Purchases
5,788
▼ 1.1% vs prior 30 days

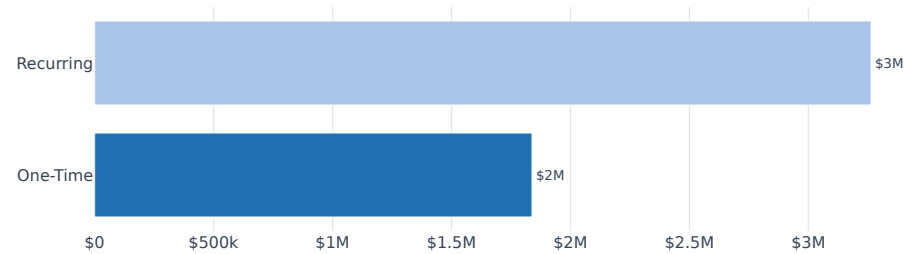
SP revenue over time

Daily Season Pass revenue, last six months including today



SP revenue mix

Recurring vs one-time · all time



Active AEC Subscribers counts distinct players with an AEC purchase in the window; Recurring SP Subscribers counts Season Pass subscription billings, and One-Time SP Purchases counts individual pass purchases.

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.