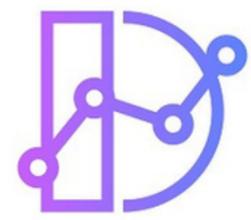


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METRIC FACTS

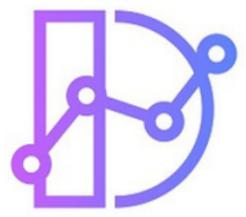
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AVERAGE REVENUE PER USER (ARPU)

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ARPU

Average Revenue Per User is the revenue generated by an individual user of a product or service over a period of time.



ARPU FACTS

- ARPU is a key metric for measuring the profitability and growth of a business.
- A high ARPU can be a sign of customer loyalty or successful pricing strategy
- A lower ARPU may indicate a need for improvement in pricing or user engagement strategies.
- Monitoring ARPU helps to identify changes in customer behavior



ARPU CALCULATION

$$\text{ARPU} = \frac{\text{Total Revenue}}{\text{Number of users}}$$



Benefits of tracking ARPU

● TRACK REVENUE GROWTH

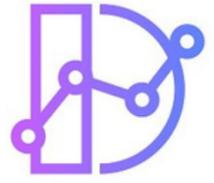
ARPU can be used to track revenue growth and identify changes in customer behaviour and effect of marketing and sales on revenue.

● OPTIMIZE PRICING

By understanding ARPU you can optimize the pricing strategies and ensure they are maximizing revenue.

● IDENTIFY STAR PRODUCTS

ARPU can be used to identify which products are getting the highest revenue and promote them more



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