

	KPI's	Dec	Jan	% of Growth	Feb	% of Growth
List	# of Assessments/Quiz Taken	6484	7845	21.0%	8264	5.3%
	# downloads for Pro Handouts		12564		13879	10.5%
	# People on the PNC waitlist		1256		1364	8.6%
	# People on Book Funnel (Form)		62		432	596.8%
Community	# applications for PPU	0	156		342	119.2%
	# total Pro members for PPU	0	147		321	118.4%
	# total E. members for PPU	0	56		136	142.9%
	# total members cancelled	0	1		0	-100.0%
	# of Total Transactions	14	246	1657.1%	489	98.8%
Operational	Time Spent in Customer Service (Hours)	3	4	33.3%	5	25.0%
	Time Spent in Tech (Hours)	6	6	0.0%	15	150.0%
	Time Spent in Billing (Hours)	0	2		4	100.0%
Marketing/ Social	# of Website Visitors	13000	1,800	-86.2%	14,000	677.8%
	# of PR/Media/Collabs	7	4	-42.9%	4	0.0%
	# Total Facebook Members	34	39	14.7%	41	5.1%
	# of Podcast Downloads	12880	16,450	27.7%	24,160	46.9%
	# Pinterest Clicks	666	879	32.0%	658	-25.1%
	# Pinterest Impressions	22,930	29,900	30.4%	32,310	8.1%
	# Google Search Clicks	203	347	70.9%	407	17.3%
	# IG Clicks	94	107	13.8%	143	33.6%
Emails	# IG Followers	2,822	2,885	2.2%	3,140	8.8%
	New Email Leads	1250	1465	17.2%	2395	63.5%
	Emails Clicked	2222	3096	39.3%	1780	-42.5%
	Unsubscribes	107	81	-24.3%	66	-18.5%
	Total Contacts	48164	49765	3.3%	51997	4.5%





