SaaS dashboard metrics

The 2Checkout SaaS dashboard provides insight into your subscription business, revealing valuable information on how the customer base evolves. This includes new customers, number of total active and past due subscriptions, number of trials, and conversions to paid services. These new metrics will help you make the informed decisions that will drive further growth across your customer base.

Requirements

Your account needs to be equipped to sell subscriptions.

Please contact 2Checkout to access the SaaS dashboard functionality.

Report time span

The report spans either:

- the last week (7 days), counting from the day preceding the day when it's generated. Data in this interval of time is compared to the previous week (7 days). For example, if the report is generated on June 28, 2013, the weekly overview covers Jun 21, 2013 - Jun 27, 2013, and the comparison period is Jun 14, 2013 - Jun 20, 2013.

- the last month, counting from the day preceding the day when it's generated. Data in this interval of time is compared to the previous month. For example, if the report is generated on June 28, 2013, the monthly overview covers May 29, 2013 - Jun 27, 2013, and the comparison period Apr 29, 2013 - May 28, 2013.

The SaaS dashboard time zone is (GMT+02:00) Athens, Bucharest, Istanbul.

Data is updated daily.

SaaS dashboard metrics

<table>
<thead>
<tr>
<th>Customers</th>
<th>The number of new active customers created in the 2Checkout system during the report interval. Active customers have at least one active or a past due subscription. Customers owning only active trials, but no</th>
</tr>
</thead>
<tbody>
<tr>
<td>New paying</td>
<td></td>
</tr>
</tbody>
</table>
### Customers

- active subscriptions, are not taken into account.

The percentage reflects the comparison of the number of new customers in the latest report interval vs. that of the previous interval. If a new customer becomes inactive during the report interval, it will be counted both under *New paying* and *Canceled*.

### Canceled

- The number of customers who have become inactive during the report interval (all their active or past due subscriptions have expired or were cancelled).

- Customers for which all subscriptions have been moved under other customer entities in the 2Checkout system are considered Canceled.

The percentage reflects the comparison of the number of canceled customers in the latest report interval vs. that of the previous interval. If a new customer becomes inactive during the report interval, it will be counted both under *New paying* and *Canceled*.

### Subscriptions

#### Total active

- The total volume of active subscriptions and trials reported for the day preceding the day when the report is generated. The number is a snapshot of all active subscriptions the day prior to the creation of this report.

#### Total past due

- The total number of subscriptions that are in the grace period (Past Due status), namely have passed their renewal deadline but are not expired, for your account the day prior to when the report is generated. The number is a snapshot of all Past due subscriptions the day prior to the creation of this report.
### Subscriptions

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>New trials</td>
<td>The total number of active trial subscriptions started in the 2Checkout system during the report interval. The percentage reflects the comparison of the number of new trials in the latest report interval vs. that of the previous interval. (Available only of your account uses trials). If a new trial is converted during the report interval, it will be counted both under <strong>New trials</strong> and <strong>Converted trials</strong>.</td>
</tr>
<tr>
<td>Converted trials</td>
<td>The total number of subscriptions that were converted from trials to paying products during the report interval. The volume of converted trials reported does not subtract eventual refunds. (Available only of your account uses trials). If a new trial is converted during the report interval, it will be counted both under <strong>New trials</strong> and <strong>Converted trials</strong>.</td>
</tr>
</tbody>
</table>

**Note:** In some scenarios, the same customer and trials can be counted multiple times by the report, which is designed to take into account customer and subscription status. For example:

- **Customer A** owns **Subscription A**. If during Jun 21, 2013 - Jun 27, 2013, **Customer A** which was originally active becomes inactive, **Subscription A** is not renewed and expires, then is manually re-activated by you, action that in turn reactivates, the customer, then **Customer A** will be counted twice for **New paying** and once for **Canceled**.

- **Customer A** owns **Trial A** (the evaluation version of **Subscription A**). If during Jun 21, 2013 - Jun 27, 2013, **Trial A** is converted to the full paid **Subscription A**, then **Trial A** will be counted both as a **New trial** and a **Converted trial**.