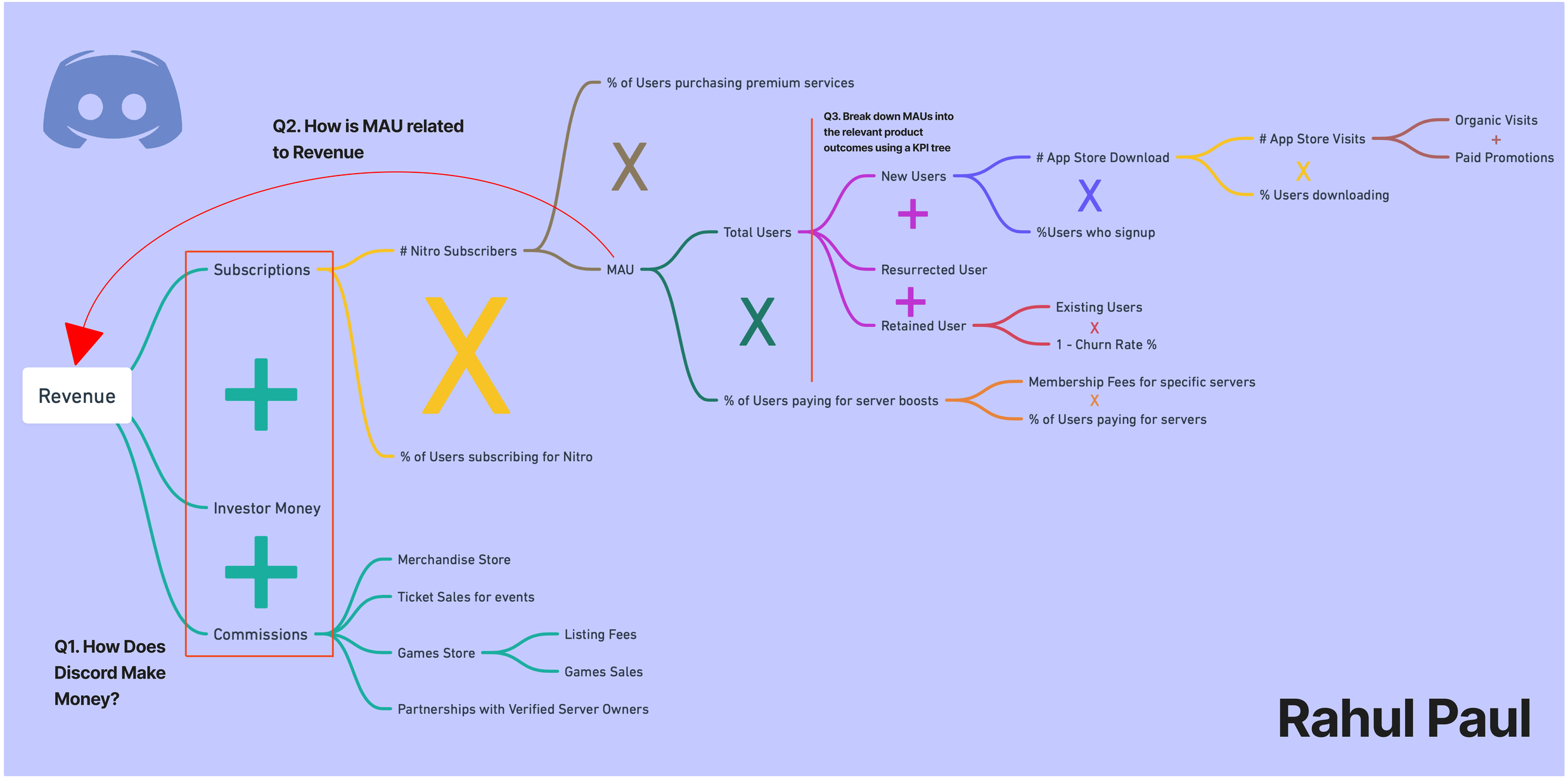
Q2. How is MAU related to Revenue
Revenue
Subscriptions
Investor Money
Commissions
Q1. How Does Discord Make Money?
Nitro Subscribers
% of Users subscribing for Nitro
% of Users purchasing premium services
MAU
Total Users
% of Users paying for server boosts
Q3. Break down MAUs into the relevant product outcomes using a KPI tree
New Users
Resurrected User
Retained User
App Store Download
%Users who signup
App Store Visits
% Users downloading
Organic Visits
Paid Promotions
Existing Users
1 - Churn Rate %
Membership Fees for specific servers
% of Users paying for servers
Merchandise Store
Ticket Sales for events
Games Store
Listing Fees
Games Sales
Partnerships with Verified Server Owners
Rahul Paul