

INTRODUCING

# 100% accurate cohorted data based on AppStore Connect!

AppStore Connect (ASC) doesn't provide cohorted data and this is a drag if you want to discover what your customers are up to. However, it does provide clues that enable cohortization and since we are mad about data we went ahead and did it.

With our **Horizon feature**, you can now select a timeframe to determine the origin dates of a cohort and **analyze this cohort in a timeframe of your choice**. In short, you can determine the actions of a cohort born between selected dates for a time period of your choice (**as in x days after their activations**).

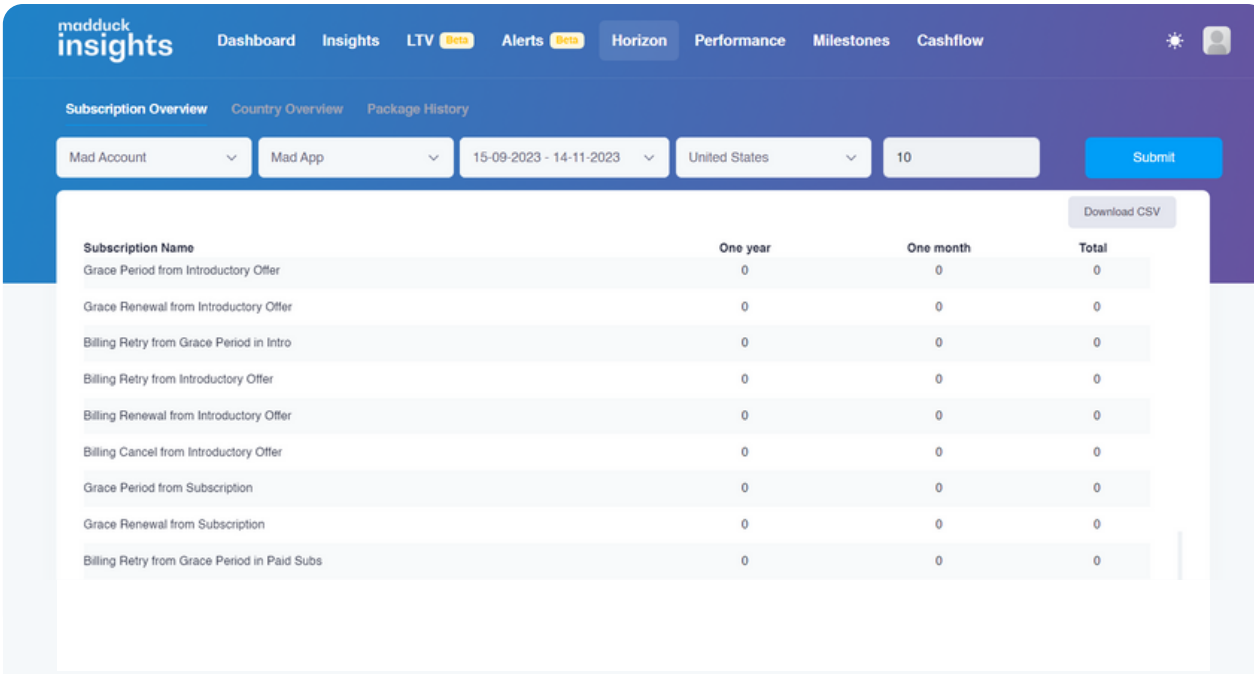
## WHY

Do you need this data?

There are a couple of use cases that leverage the power of Horizon.

### Unparalleled Speed:

Running retention impacting tests (like pricing & package change) and sick of waiting for more than 30 days to see results on ASC? Well wait no more! Our new feature Horizon enables you to get access to user behavior as early as 12 days, allowing for prompt insights into subscription retention and performance. You need to wait around 37-38 days to see the first payment period retention performance of a weekly package since you have to wait for all users activated during the month, the respective base month in the ASC's cohort view, to go through their first subscription period. Horizon enables you to see user behavior as early as 8 days (ideally 12 days to allow for at least 5 days of history to your cohort).



The screenshot displays the Madduck Insights dashboard with the 'Horizon' feature selected. The interface includes a navigation bar with tabs for Dashboard, Insights, LTV (Beta), Alerts (Beta), Horizon, Performance, Milestones, and Cashflow. Below the navigation, there are filters for Subscription Overview, Country Overview, and Package History. The main data area shows a table with the following columns: Subscription Name, One year, One month, and Total. The table lists various subscription states and their counts for the specified period.

Subscription Name	One year	One month	Total
Grace Period from Introductory Offer	0	0	0
Grace Renewal from Introductory Offer	0	0	0
Billing Retry from Grace Period in Intro	0	0	0
Billing Retry from Introductory Offer	0	0	0
Billing Renewal from Introductory Offer	0	0	0
Billing Cancel from Introductory Offer	0	0	0
Grace Period from Subscription	0	0	0
Grace Renewal from Subscription	0	0	0
Billing Retry from Grace Period in Paid Subs	0	0	0

## Precision in Analysis:

Tailor your analysis to specific timeframes, ideal for assessing the impact of marketing campaigns, channels, or pricing tests. Get a detailed view of user actions during critical periods, such as A/B tests, with laser focus for decisive actions. For instance, you can look at all activated users from September 13 to 30 during which you ran an A/B test, and see the percentage of users who became subscribers, went to billing retry, grace period, or any other event reported by Apple. This gives you a laser focus on your tests and enables you to act decisively.

## Compare Apples to Apples:

Compare cohorts effortlessly with Horizon. Whether assessing refund rates or billing retry performance, our feature provides clarity in cohort comparisons, eliminating the confusion faced in the ASC dashboard or other cohorted analytics services.

**Case 1**, you could compare the refund rates of users during the first 5 days of a package launched 3 months ago with another one launched a week ago. In other cohorted analytics services, since the users of the older package spent 3 months as opposed to just 1 week for your newer package, refund figures will be higher and totally useless to compare.

**Case 2**, you can also compare Billing Retry performance of a cohort. Horizon provides the only way to compare a cohort that originated 6 months ago at \$X in their first 40 days and another one that originated 3 months ago with a \$Y price point.

# How

## Do we cohortize ASC data?

We use Apple Sales & Trends reports and leverage Original Start Dates to organize users into cohorts. The origin date is the "activation" event which may be either a direct paid subscription or the start of an introductory period (free or paid).

We organize this cohorted data in a flexible way so that you can select a time period for the origination of your cohorts as well as the lengths (in days) to follow them up. This is a revolutionary feature since you can only find weekly or monthly fixed terms in ASC and all other services.

In short, Horizon enables you to compare apples to apples (pun intended -we could have said pears!)

Expand your horizons with madduck insight's new "**Horizon**" feature

Signup Now



## Any questions?

Get in touch!

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