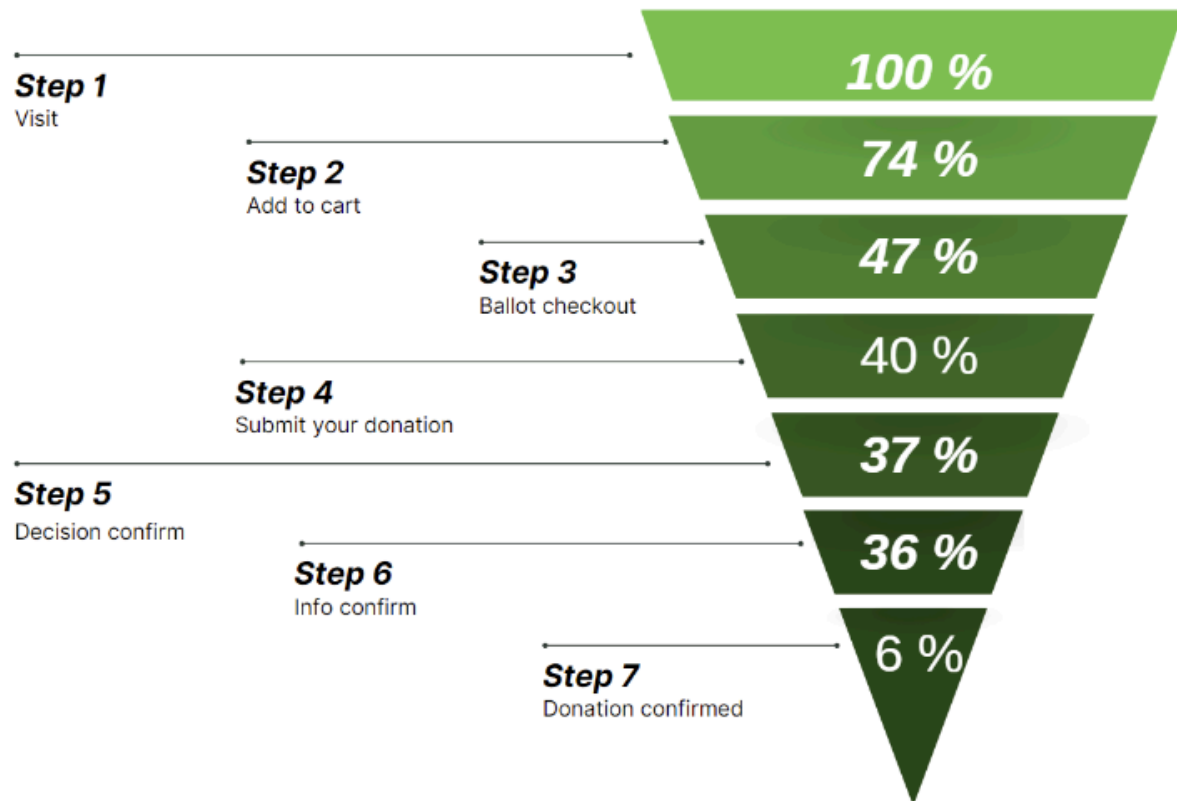


Pre Alpha Rounds, MMM created custom events to help us understand more about user interactions with our new front end. For the Alpha Rounds we created events for the Grants Explorer. This data is to inform MMM on the effectiveness of our marketing, and to support the teams designing the front ends.



*The above funnel shows the percentage of users that move to the next step in the funnel. (From everyone that visited us (100%), 74 % of these users added a grant to their cart).*

The results show that there is a significant dropoff at interesting points in the funnel. We lost 27 % of all our users between a user adding to cart and a user adding their grants to their final ballot.

The other significant dropoff occurs at the bottom of the funnel. Where only 6 % actually completes the donation process even though a massive 36 % were one click away. The huge dropoff is happening when the user confirms the transaction in Metamask, this can be due to high gas fees, or confusing information in the Metamask message.

Both these findings have been communicated to the relevant product teams, and MMM are working more integrated with the team from now on to explore the data together, and see how the numbers change when changes are implemented for the upcoming rounds.