

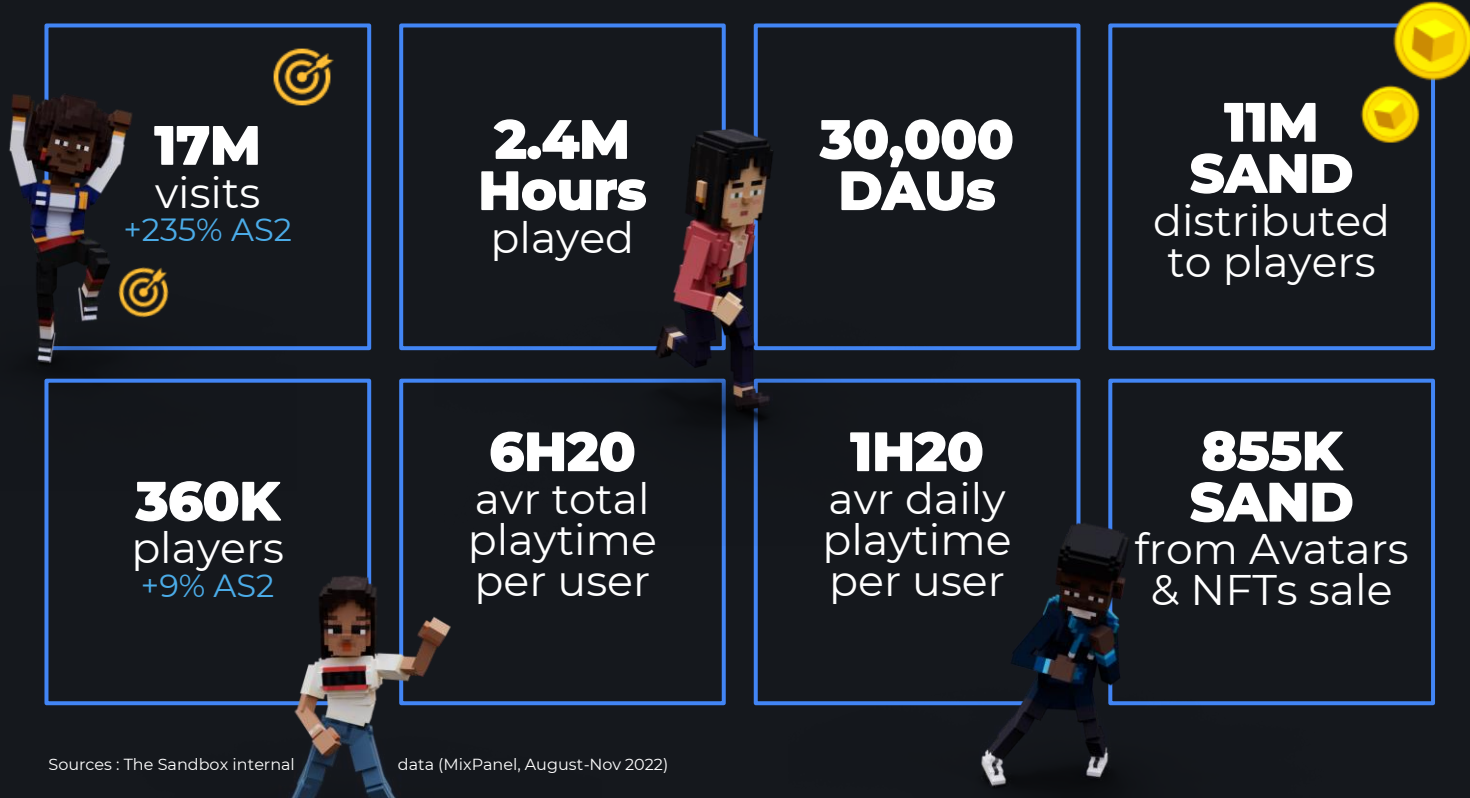
THE SANDBOX

Alpha Season 3 Main Results & Key Numbers

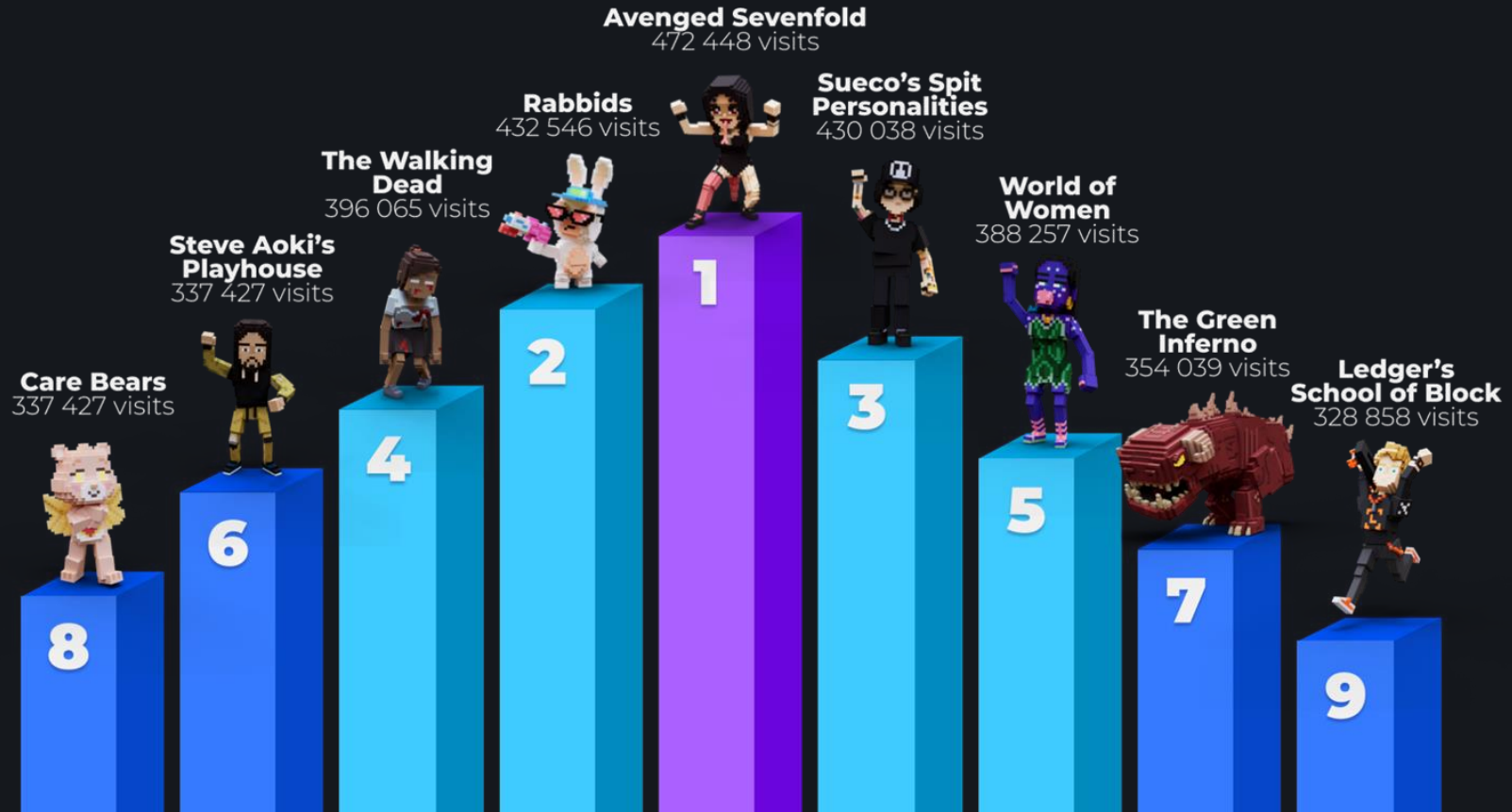
Check out our Medium article
about Alpha Season 3: [The Sandbox Alpha Season 3](#)



ALPHA SEASON 3 IS THE LARGEST SO FAR WITH 17M VISITS, x3 AS2



EXPERIENCES TOP 10



ALPHA SEASON 3 SHOWCASED 22 EXPERIENCES DEVELOPED BY ICONIC ARTISTS AND BRANDS, BUILDING A COMMUNITY OF 30,000 DAILY ACTIVE USERS ON AVERAGE.

SEASON PARTNERS



Main metrics:

- Total Visits
- Unique Daily Active Users
- DAU
- GEOLOC
- Total playtime / player / exp
- Daily playtime / player exp
- Av. Quest completion rate
- Vol of NFT sold / distributed
- Revenue Generated



YOUR RESULTS SUMMARY

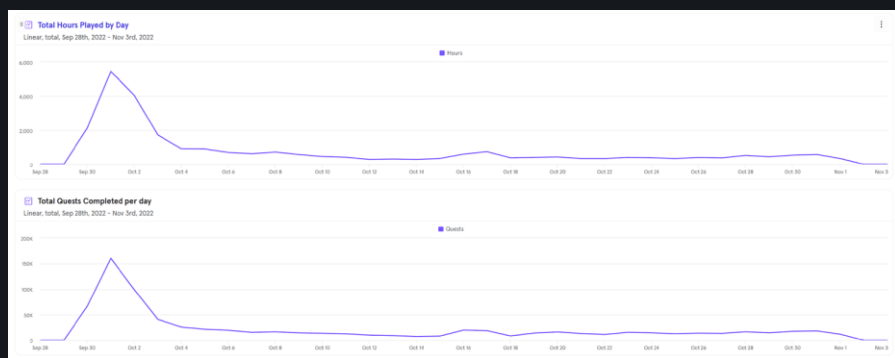
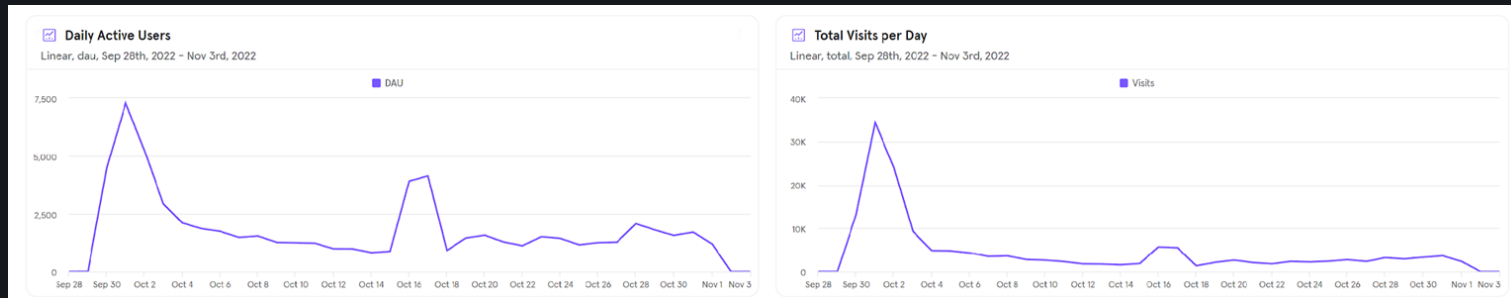
	Your Results	Benchmark (27 Brands & IPs XPs average)	
REACH	Total visits	165.1 K	240 K (average)
	Unique players	45.3 K	80.6 K (average)
	DAUs	934	2.7 K (average)
	Geoloc	EMEA: 37%, NA: 15%, APAC: 43%, LATAM: 3%	APAC: 39%, EMEA: 35%, NA: 22%, LATAM: 4%
ENGAGEMENT	Total playtime / player / exp	13.1Min	27.5 Min
	Daily playtime / player exp	14.6 Min	17 Min
	Av. quests completion rate (percentage of total quests completed by player)	71%	85 %
ACTION	Vol of NFTs sold/distributed (if applicable)	N/A	31 K (out the Brands & IPs selling/distributing NFTs)
	Revenue generated (\$SAND) (if applicable)	N/A	107.5 K (out the Brands & IPs selling NFTs)



MORE INSIGHTS

DAILY ACTIVE PLAYED PER DAY

TOTAL VISITS PER DAY



Sources : The Sandbox internal data (MixPanel, August-Nov 2022)