Conscious Business at Convert.com

A look back at 2018

Our Conscious Business Values







Product Mission

Privacy by design

No poached customers from agencies

Transparency in pricing

Respect grandfathered pricing

Economic Mission

Provide discounts to NGO's Not work with Non Aligned Areas

Social Mission

Carbon Positive

Volunteer in local communities

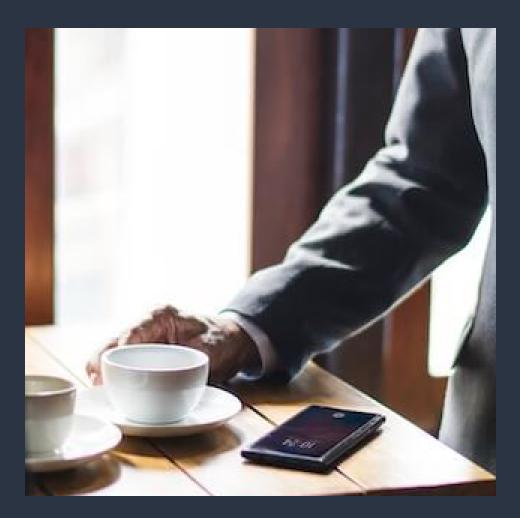
Support women and young people in tech

Carbon neutral hosting environment

Support more energy transparent AWS



What we accomplished...and what we didn't



Product Mission 100% Accomplished!

- Our product continues to be "Privacy by Design"
- We didn't poach any customers from our Agency partners
- We have kept our pricing transparent
- We have continued to keep our grandfathered pricing



What we accomplished...and what we didn't

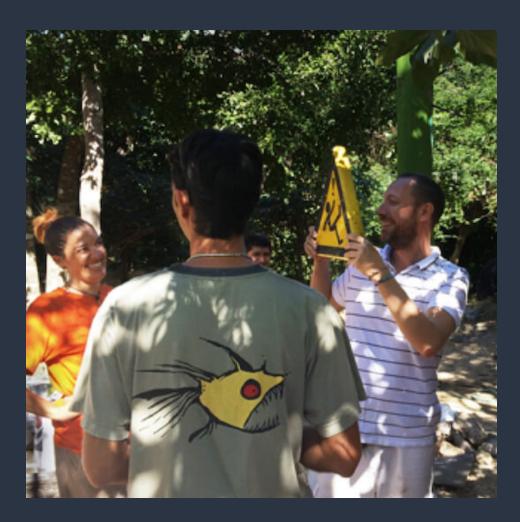


Economic Mission 100% Accomplished!

- We didn't provide any discounts to NGO's as we didn't add any in 2018
- Robust discussions on cannabis, fake news and porn
- We refused to work with 3 customers who were not aligned with our values



What we accomplished...and what we didn't



Social Mission 75% Accomplished!

- We are 15x Carbon Positive! This means we offset our carbon footprint by 15 times.
- 1 team member volunteered locally 3 times this year.
- We supported 2 events for young people in tech: StartUp Weekend Cancun & StartUp Weekend Playa del Carmen as a sponsor.
- We still are hosted in Germany using carbon neutral hosting



Donations in 2018

