

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!

- Undetermined - if we are 100x or 1000x Carbon positive. We are completing our audit at the moment.
- **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

