What Is This?

The **Paid memberships** report in the Analytic panel tracks your membership sales, payments, renewals and members who need a follow-up. This page explains each part of the report, so you know which number answers which question.

Reference

Open the panel switcher at the top of the Admin Panel, choose **Analytic**, then open **Business performance → Paid memberships**. Use **Date Range** and **Outlets** at the top.

Two kinds of numbers

- **Today's state. Active memberships now**, the **Active** columns, **Membership follow-up** and **Active Members** always show today. Changing the dates does not change them.
- **Events in your dates.** Sign-ups, payments, renewals and expirations follow the **Date Range**.
- The **Outlets** filter uses the outlet each customer registered at, not where the membership was sold.

The cards at the top

Card	What it shows
Active memberships now	Memberships active today, split into priced and zero-price.
New Sign-ups	Memberships that started in your dates, with how many paid, how many are incomplete and how many have no recorded payment.
Issued membership value	The plan price recorded on each sign-up that was paid or assigned by staff. Free memberships count at full price, so this is not cash.
Membership payments	Successful payments completed in your dates, renewals included, before refunds. Use this for money in.
Membership expirations	Memberships whose expiry date falls in your dates. This is not the same as customers leaving.

Membership value and channels

Pick **Group by**: **Registration outlet** or **Original channel**. Each row shows **Sign-ups**, **Priced**, **Zero-price**, **Active now**, **Active priced**, **Active zero-price** and renewals. A second table shows **Issued membership value** next to **Recorded collections**, and how many were **Issued without payment evidence**. Each table ends with a **Total** row.

Priced and zero-price describe the plan's price when the membership started. They are not billing cycles, and a paid plan you gave for free still counts as priced.

The rest of the report

- **Membership follow-up**: members expiring in the next 30 days, expired in the last 30 days, or with a recent payment problem.
- **Renewals and membership cohorts**: paid activations, paid renewal payments, and how many memberships renewed in each cycle after their first paid activation.
- **Plan payment performance**: paying members, payments collected and free recipients for each plan.
- **New Member Sign-ups** chart: memberships starting each day. You can show all, priced or zero-price.
- **Membership Expirations** chart: expiry dates each day.
- **Incomplete Payments**: sign-ups in your dates with a payment attempt but no successful payment.
- **Active Members**: everyone active today, soonest expiry first.

Good to Know

- **Figures can be up to 10 minutes old.** Reload the page to update them. Reports for past dates can be kept for up to a day.
- **Staff limited to some outlets** see only those outlets' members.
- **A missing payment record doesn't prove a member didn't pay.** They may have paid you outside Pixalink.

Need Help?

If **Paid memberships** isn't in the Analytic menu, paid memberships aren't turned on for your business yet. Message us in your support group to turn them on.