Payments reporting

Heylo makes it easy to track the success of your group's paid membership program with clear, real-time reporting. Here's how to understand the data shown on your **Group > Settings > Payments** tab.

Members

At the top of the payments reporting section, you'll see key metrics that break down your total paying members:

- **Total Paying**: The number of current active paying members in your group.

- **Retained**: Members who renewed or continued their paid membership from the previous period.

- **Returned**: Members who previously canceled but rejoined with a paid membership.

- **New**: First-time paying members during this period.

- **Lost**: Members whose paid memberships ended during this period and have not renewed.

These numbers are updated in real-time and reflect changes in membership status as they happen.

Filter by date and type

View payments by time or by type to drill down for more detailed analysis. For example, see all paid events from this year compared to last year.

Payments history

Payments can also be viewed in reverse chronological order with the most recent payments at the top. All payments including event donations, event registration tickets, and memberships are included.

Exports

You can export your payment history in your group settings under Payments Exports.

Use Cases

- **Gauge growth**: The "New" metric helps you understand how effective your recent outreach or campaigns have been.

- **Track churn**: Monitor the "Lost" number and recent cancellations to detect patterns or identify drop-off risks.

- **Member retention**: A strong "Retained" number signals that members are finding ongoing value in the group.