

# Payments reporting

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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.

## 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.
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