

Glossary

Bookings

We use bookings to indicate the amount of money we earn from users on subscriptions to Duolingo, in-app purchases, DET purchases, and advertising networks.

DAUs

Daily Active Users. The number of individuals using Duolingo every day across iOS, Android, and the website. DAUs is one of the most important metrics we track, and tells us how well our products are doing.

DET

The Duolingo English Test—our second major product. An adaptive certification test used to demonstrate English proficiency, used primarily to meet international admissions requirements for universities.

Dogfooding

When Duos test features of the product themselves.

Duo

Duo was created in a [REDACTED]

Duoverary

Once a year, we gather the entire company in Pittsburgh to celebrate the anniversary of launching Duolingo to the public: June 15, 2012.

Experiments

Tests to see what works and what doesn't. A/B tests are a specific type of experiment where we simultaneously run two or more options against one another.

Go, Go, Go!

Something Luis yells when you're doing something right.

July

Duolingo's visual design system. Planner, spreadsheet, and journal that is used to be.

Malls

Monthly Active Users. Number of unique users who engage with Duolingo every month.

Nao

Brilliant, bright-eyed owl who asks a ton of questions in their first 90 days of working at Duolingo.

OWIs

Objectives and Key Results. A model for goal-setting originally developed at Intel in the 1970s. Here at Duolingo, we set team OKRs every quarter and company OKRs once a year.

Parliament

A gathering of owls. Also, our weekly all-hands meeting—usually on Mondays.

Pittsburgh

Fabled city at the confluence of three rivers said to be the birthplace of Duo. Also, our HQ.

PR

Product Review—the meeting where we green-light every change to the app. Led by the Product Org, but anyone can listen in (after making a request). Public Relations, and PR Requests.

SAT

The Senior Leadership Team—consisting of all VPs and above at the company. Also a few strong owls.

Subscribers

Users who pay for access to any Duolingo paid subscription offering.