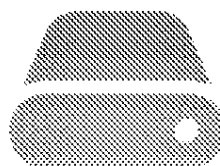


23:34

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More Storage and Powerful Features

All iCloud+ plans include Apple Invites, Hide My Email, Private Relay, Custom Email Domains, and HomeKit Secure Video.

[① Learn More About iCloud+](#)

50 GB**US\$0,99 a month**

Storage for your photos, files, and backups.

**200 GB****US\$3,49 a month**

More space for lots of photos and videos.



All plans can be shared with up to five family members. Plan auto-renews for US\$0,99 / month until canceled.

Upgrade to iCloud+

Not Now

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.

Daily Active Users The number of individuals using Duolingo every day across iOS, Android, and the website. DAU 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 in demonstrating English proficiency. Used primarily to meet international students' requirements for universities.

Engagement
When Duolingo tests features of the product themselves.

Free
Duolingo was created in a ~~non-profit~~ environment.

Freemium
Once a year, we gather the entire company in Pittsburgh to celebrate the anniversary of launching Duolingo to the public. June 19, 2012.

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

CO, CO, CO!
Remember, take notes when you're doing something right.

Index
Duolingo's visual design system. Principles, foundations, and further than it used to be.

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

Free
Millions, rights, and who takes a ton of questions in their first 90 days of working at Duolingo.

CEO
Experiment and say hello! A model for good-looking, originally designed as part of the 1970s. There at Duolingo, we are aware with every quarter and company with more a year.

Partners
A gathering of our, also, our weekly at Duolingo meeting—usually in London.

Pittsburgh
Pittsburgh City at the conference of these things used to be the heritage of Duolingo.

2017
The Duolingo Leadership Team—consisting of all 17th and above at the moment. And a few more with.

Subscription
Users who pay for access to any Duolingo paid membership offering.