

Traffic & User Acquisition Analysis

CHANNEL_GROUP

All

Total Engaged Session

36K

Total Session

88K

Engagement Rate

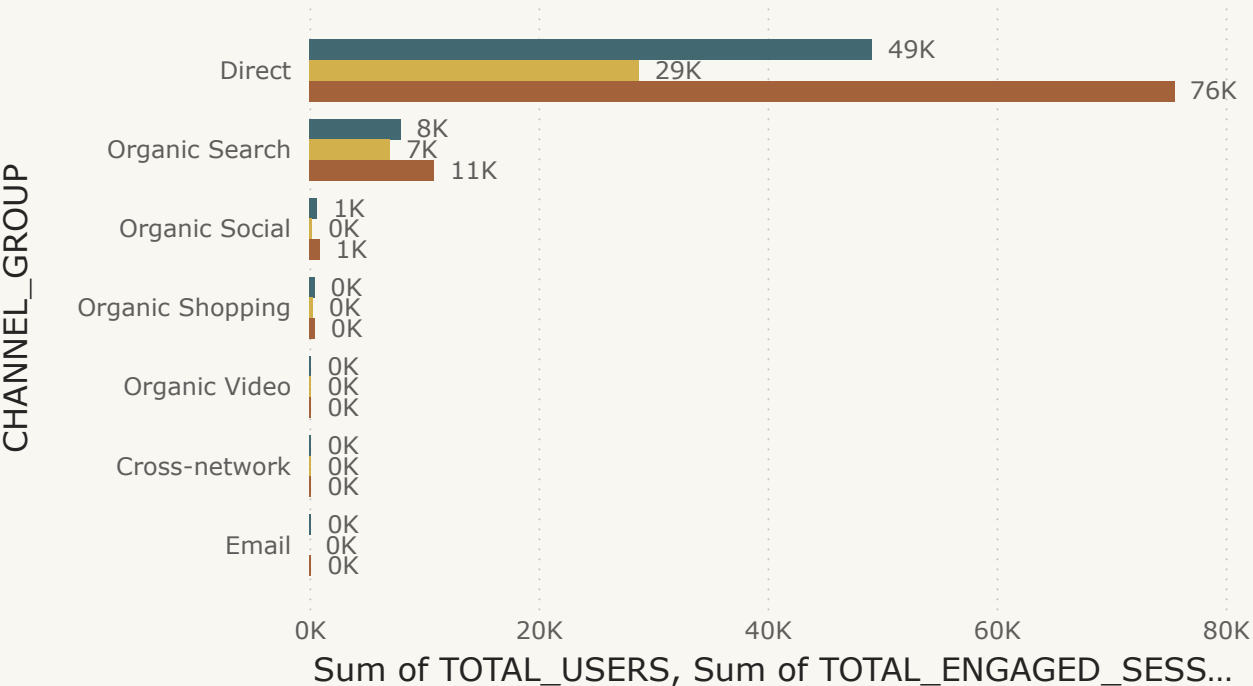
294.2

Total Users

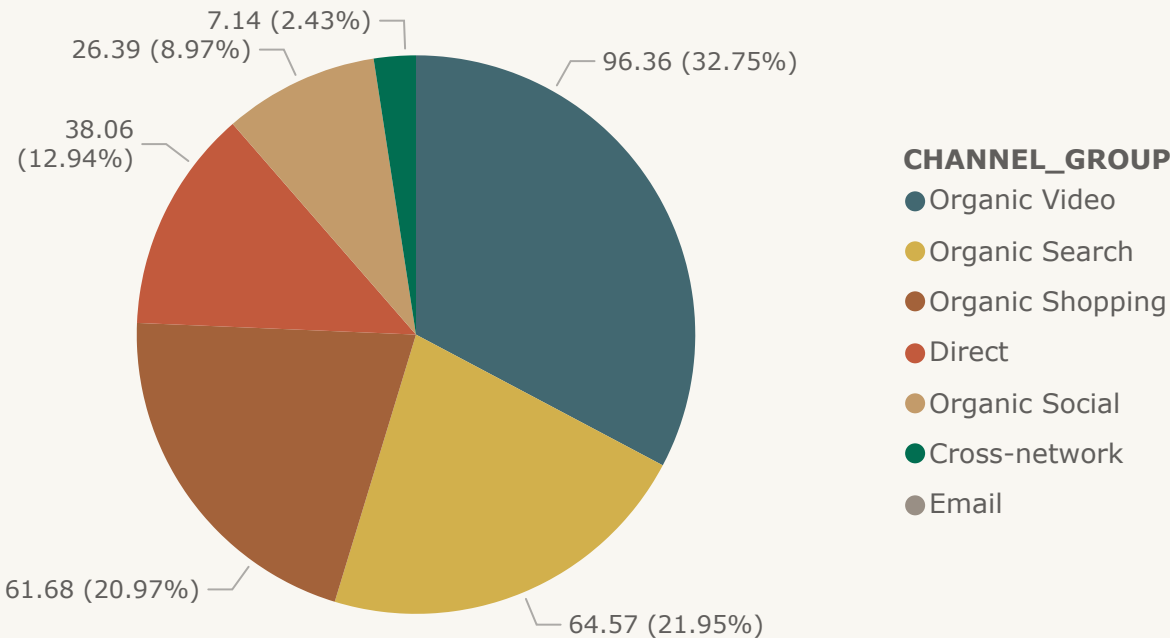
58K

Comparison of traffic sources (Total Users, Sessions, Engaged Sessions)

● Sum of TOTAL_USERS ● Sum of TOTAL_ENGAGED_SESSIONS ● Sum of TOTAL_SESSIONS



Engagement Rate (%) by Channel



Enagagement Analysis

CHANNEL_GROUP

All

Total Engaged Sessions

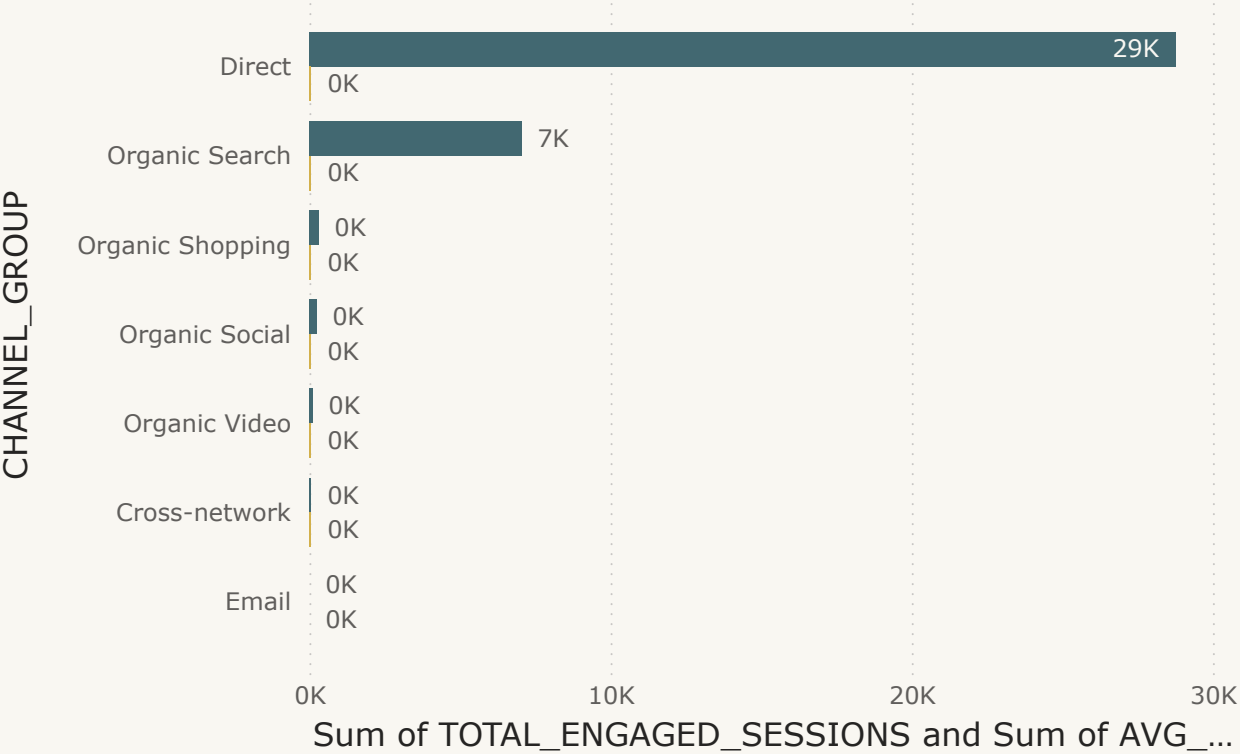
36K

Average Engagement Time

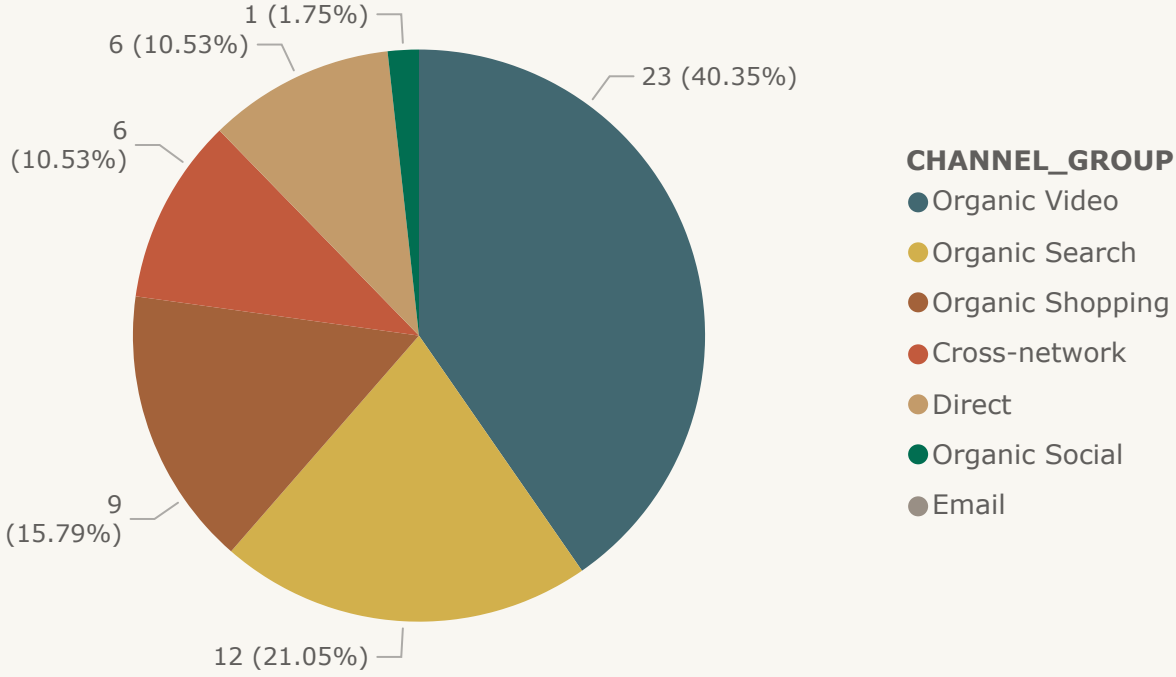
57

Engagement comparison across channels

Sum of TOTAL_ENGAGED_SESSIONS Sum of AVG_ENGAGEMENT_TIME



Engagement time distribution per channel



Conversion & Revenue Analysis

CHANNEL_GROUP

All

Total Conversion

12K

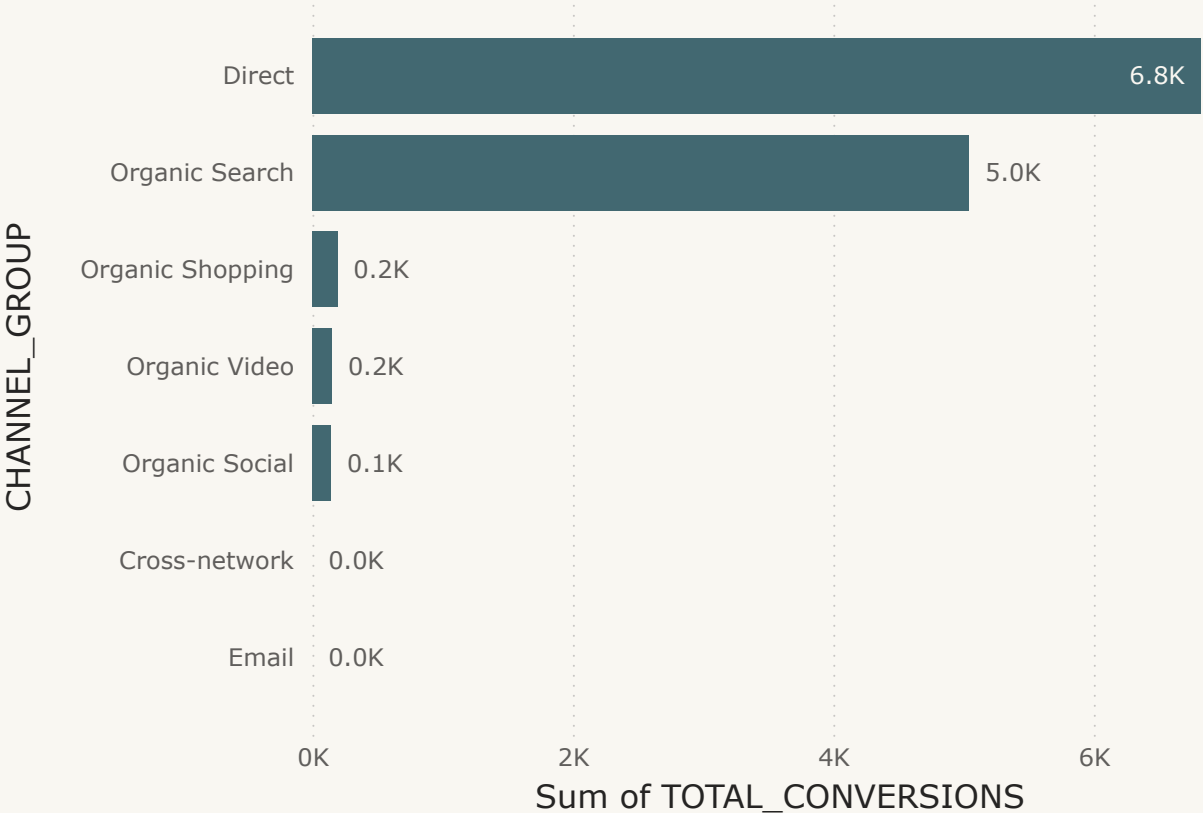
Conversion Rate (%)

364.19

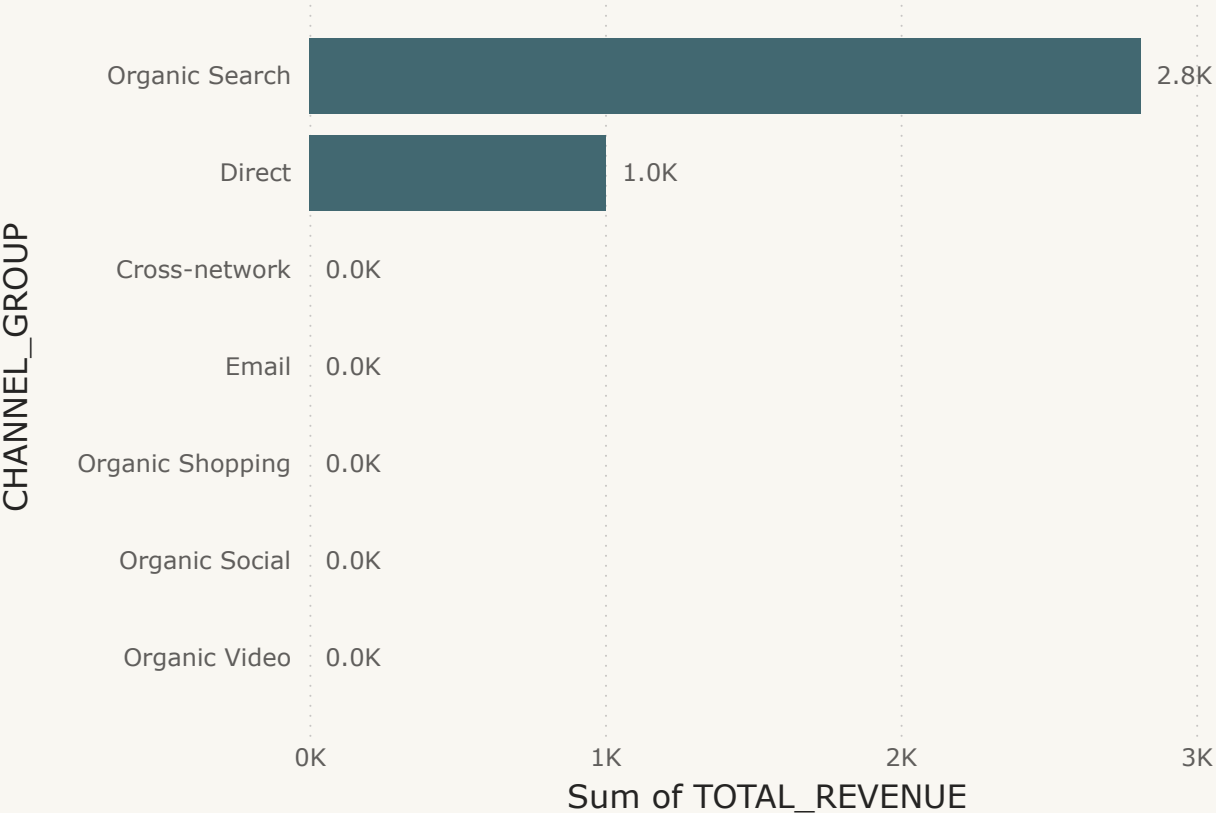
Total Revenue

3.82K

Conversions By Channel



Revenue By Channel



Ad Performance Analysis

CHANNEL_GROUP

All

Impression

46K

CTR

503.18

Ad Cost

646.41

Revenue

5.07K

ROI

24.31K

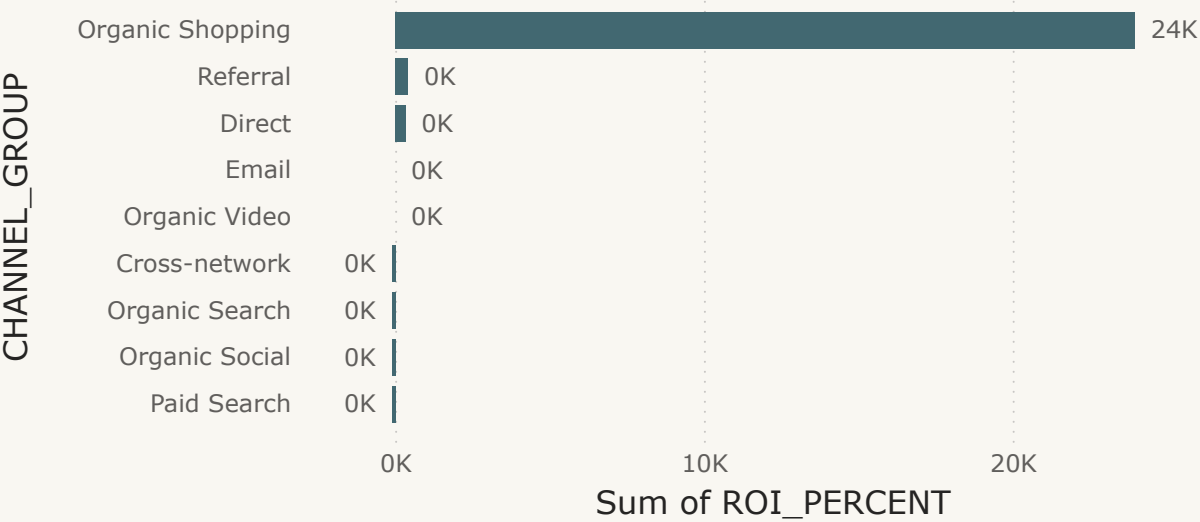
CPC

0.30

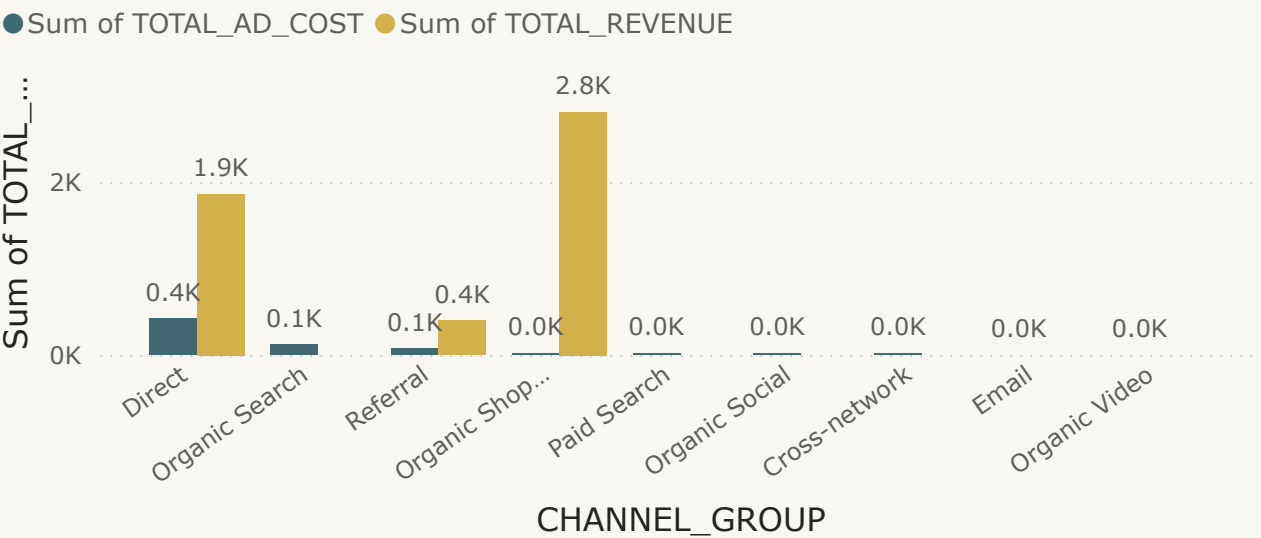
CPA

0.36

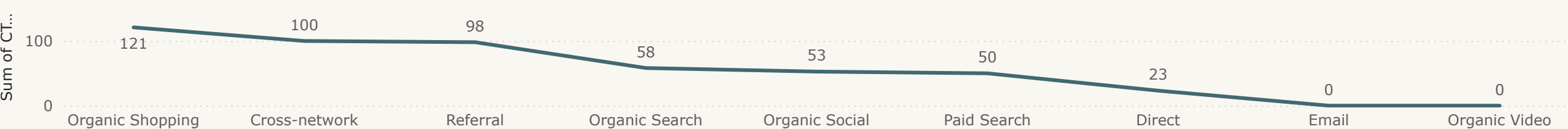
ROI By Channel



Ad Cost Vs Revenue



CTR Trends By Channel



Retention Analysis

COHORT_PERIOD

All

New Users

62K

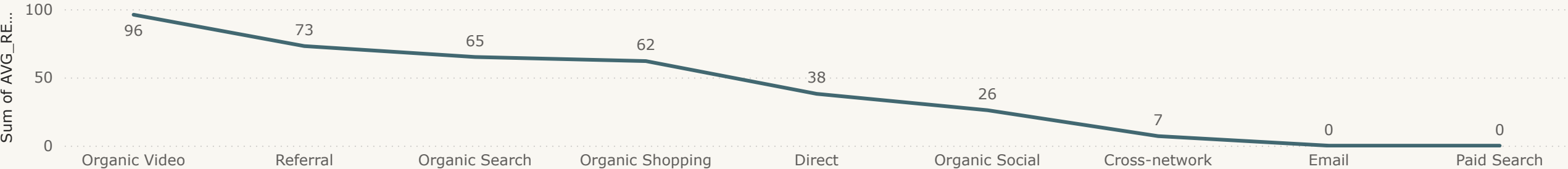
Retained Users

26K

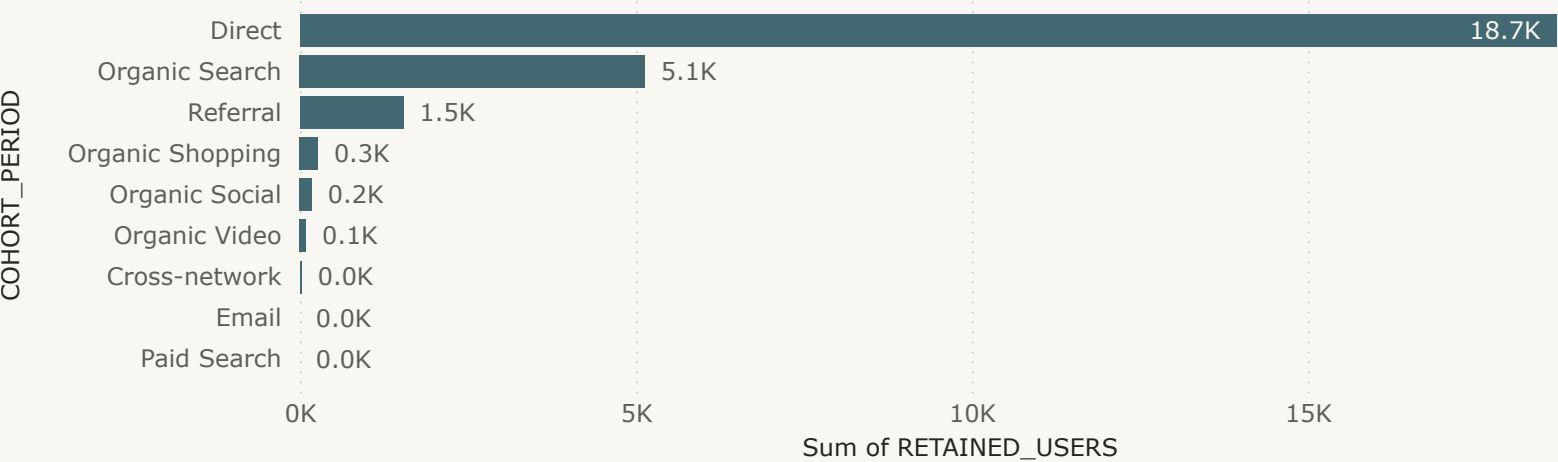
Avg Retention Rate

367

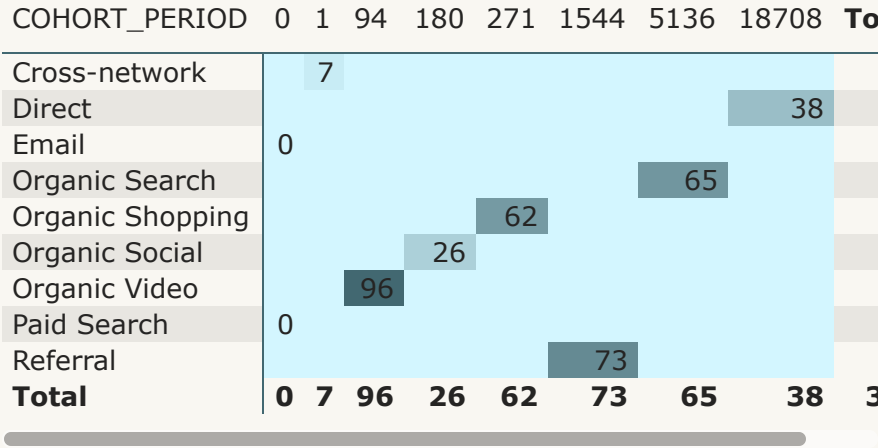
Retention Trends Over Time



Retained Users By Channel



Retention By Cohort Period



Landing Page Analysis

Performance_Category

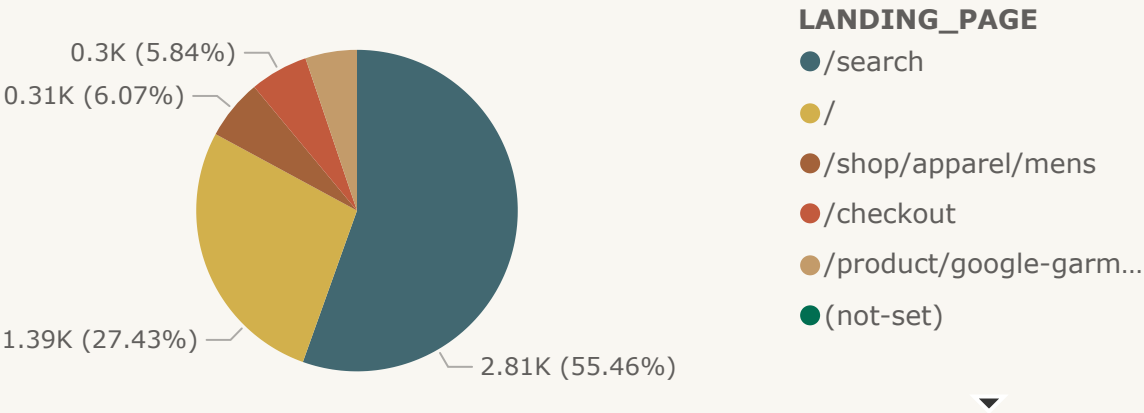
All

TOTAL SESSIONS	Total Users	New Users	Average Engagement Time	Total Revenue
112K	84K	57K	7K	15K

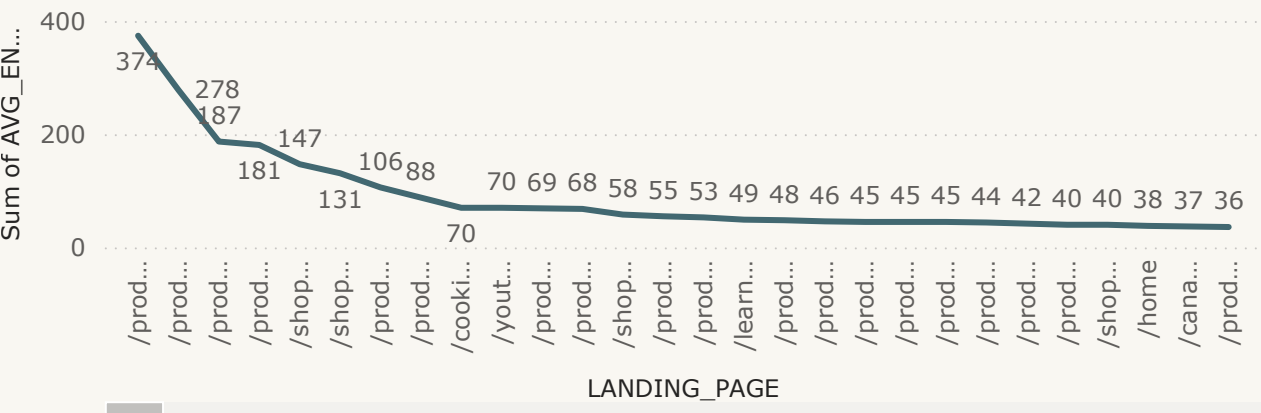
Landing Pge Performance Matrix

LANDING_PAGE	Sum of TOTAL_SESSIONS	Sum of TOTAL_USERS	Sum of NEW_USERS	Sum of TOTAL_REVENUE
/	67099	47549	45029	1,390.45
(not-set)	26253	20762	3	0.00
/product/chrome-dino-googler-accessory-pack-ggoegfda213799	1925	1769	1216	0.00
/canada	1582	1385	1225	0.00
/product/google-ripl-forest-green-bottle-ggoegdhh220199	1064	985	797	0.00
/shop/apparel	769	652	504	0.00
/shop/lifestyle/eco-friendly	735	700	398	0.00
/shop/apparel/mens	578	452	224	307.83
Total	112114	84255	56665	5,069.81

Revenue Contribution Analysis



Engagement Insights



Demographic Analysis

Country

All

gender

Select all

(Blank)

female

Age

Select all

Interests

Select all

Total Users

51.04K

Total New Users

47.07K

Total Engaged Session

33.70K

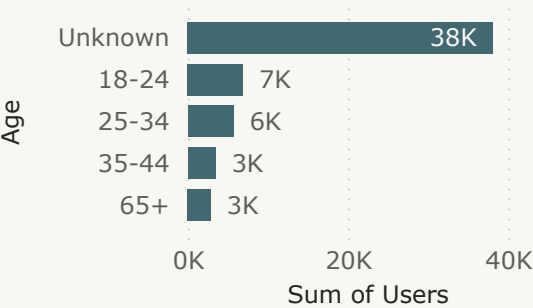
Avg Engagement Rate

0.46

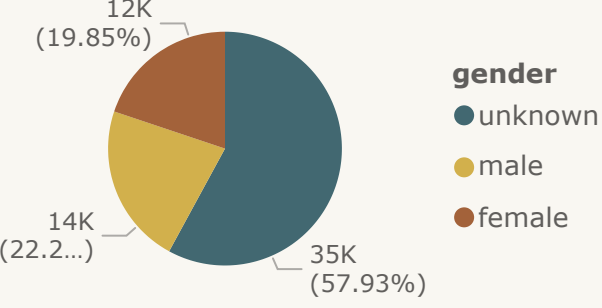
Total Revenue

6.17K

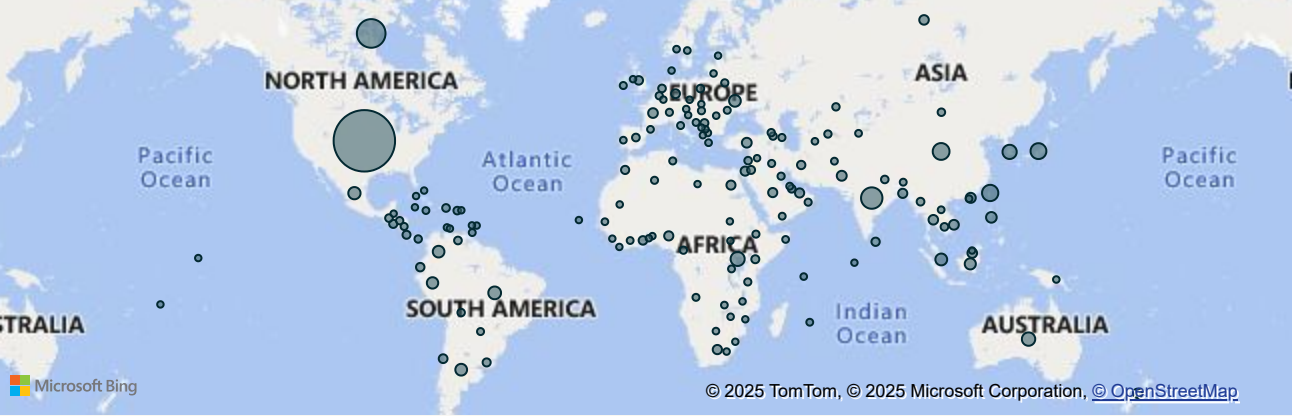
Users By Age Group



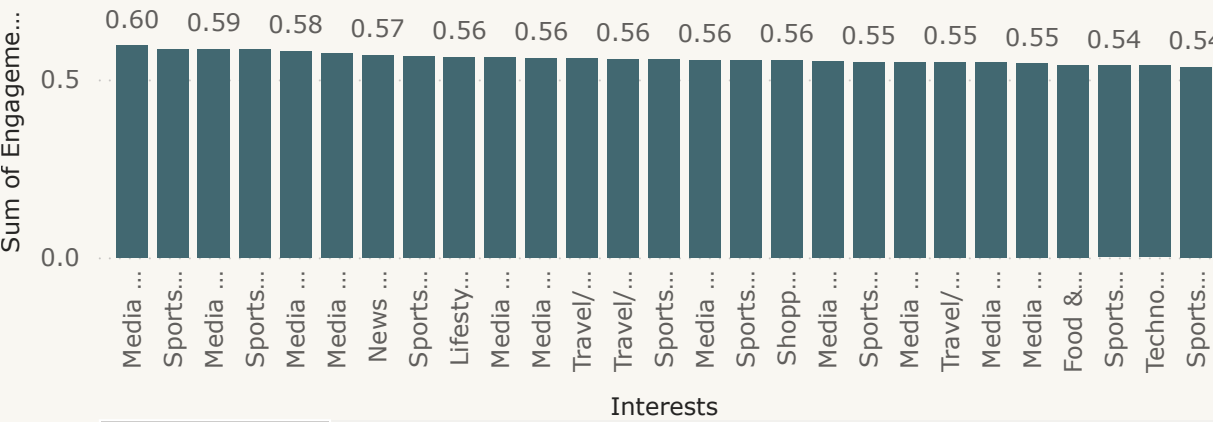
Gender based Engagement



Country Based Engagement



Interest Based Engagement_rate



Revenue Contribution By Interest

