

Quarterly report

Period : October 2022 - December 2022

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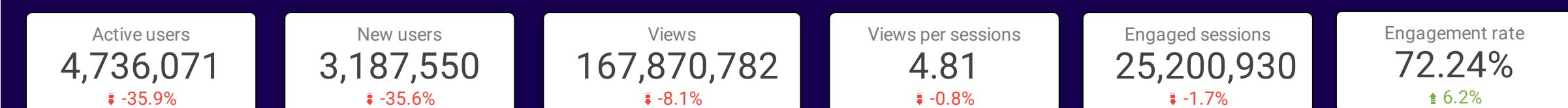
- Overview Digital Performance
 - Platform Overview
 - Acquisition Report
 - Behavior Report
 - Conversion Report
- Segment & Recommendation
 - Segment use-case
 - Tracking Recommendation

Digital Platform Overview

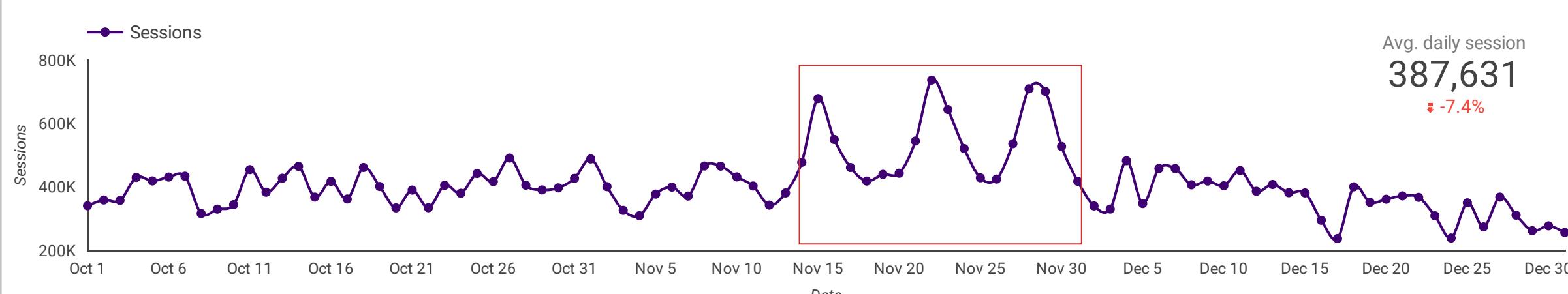
Stream name

Oct 1, 2022 - Dec 31, 2022

Overall Metrics Performance



Traffic Trend

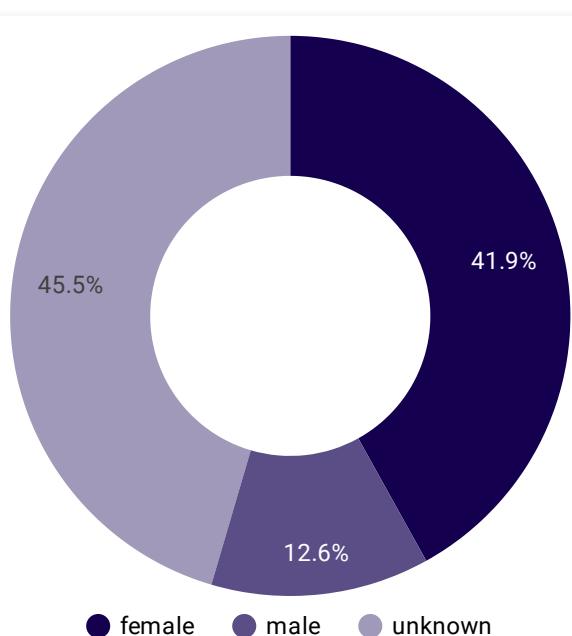
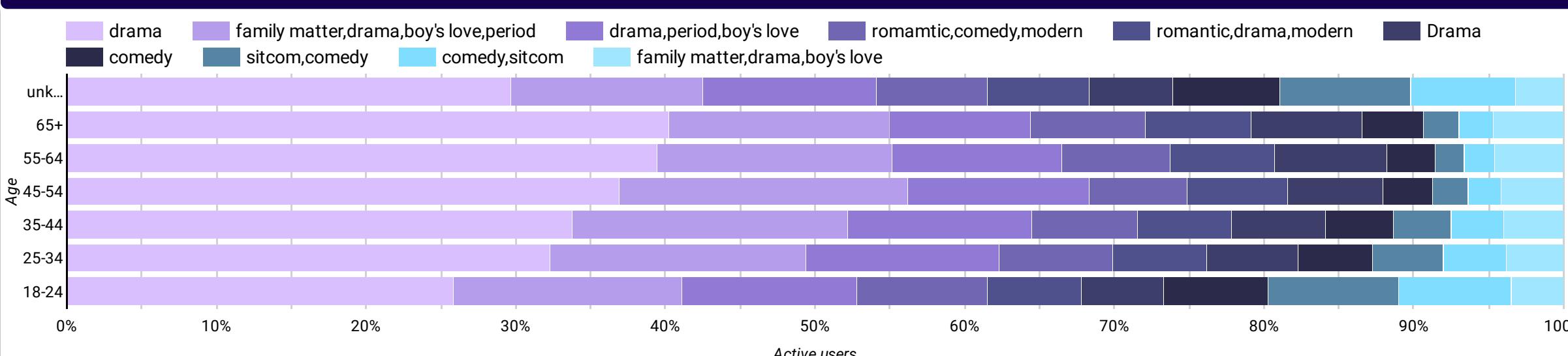


Key Channel Driving Traffic

Session default channel grouping	Active users	% Δ	Sessions	% Δ	Engaged sessions	% Δ	Avg. engagement time per session	% Δ	Engaged sessions per user	% Δ	Event count	% Δ
	2,458,840	-28.6% ↓	19,211,611	6.2% ↑	13,091,951	9.4% ↑	00:28:16	47.8% ↑	5.32	53.2% ↑	215,537,658	2.3% ↑
	658,426	-45.0% ↓	5,806,756	-30.6% ↓	5,159,582	-26.9% ↓	00:42:18	12.7% ↑	7.84	32.9% ↑	49,621,428	-30.8% ↓
	1,080,226	-46.9% ↓	4,447,813	-18.7% ↓	2,968,184	-24.9% ↓	00:02:17	37.1% ↑	2.75	41.3% ↑	23,558,866	-21.6% ↓
	201,737	40.8% ↑	1,981,909	75.7% ↑	1,801,946	80.5% ↑	00:44:09	4.4% ↑	8.93	28.2% ↑	17,472,609	57.7% ↑
	1,468,472	-26.8% ↓	1,469,531	-56.5% ↓	588,923	-5.6% ↓	00:23:25	3.0% ↑	0.4	28.9% ↑	59,470,487	-23.0% ↓
	139,085	-10.3% ↓	875,643	-15.3% ↓	761,897	-14.6% ↓	00:40:27	-4.0% ↓	5.48	-4.8% ↓	7,135,982	-24.0% ↓
	136,594	-44.8% ↓	331,488	-13.0% ↓	212,023	1.5% ↑	00:12:52	361.1% ↑	1.55	83.9% ↑	2,113,652	-1.1% ↓
	16,566	-58.9% ↓	212,747	-63.9% ↓	152,260	-65.6% ↓	00:35:19	5.5% ↑	9.19	-16.1% ↓	2,147,975	-67.8% ↓
	22,491	-10.3% ↓	81,257	0.5% ↑	50,118	3.1% ↑	00:07:55	41.6% ↑	2.23	14.9% ↑	468,465	8.7% ↑
	3,576	23,740.0% ↑	4,099	5,365.3% ↑	737	1,264.8% ↑	00:01:19	-95.8% ↓	0.21	-94.3% ↓	19,786	1,305.3% ↑

Key Finding & Recommendation:

Age & Gender



Key Finding & Recommendation:

Digital Platform Acquisition Report

Stream name

Oct 1, 2022 - Dec 31, 2022

Key Channel Driving Traffic

Session default channel grouping	Active users	% Δ	Sessions	% Δ	Engaged sessions	% Δ	Avg. engagement time per session	% Δ	Engaged sessions per user	% Δ	Event count	% Δ
	2,458,840	-28.6% ⚡	19,211,611	6.2% ⚡	13,091,951	9.4% ⚡	00:28:16	47.8% ⚡	5.32	53.2% ⚡	215,537,658	2.3% ⚡
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	1,080,226	-46.9% ⚡	4,447,813	-18.7% ⚡	2,968,184	-24.9% ⚡	00:02:17	37.1% ⚡	2.75	41.3% ⚡	23,558,866	-21.6% ⚡
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	16,566	-58.9% ⚡	212,747	-63.9% ⚡	152,260	-65.6% ⚡	00:35:19	5.5% ⚡	9.19	-16.1% ⚡	2,147,975	-67.8% ⚡
	22,491	-10.3% ⚡	81,257	0.5% ⚡	50,118	3.1% ⚡	00:07:55	41.6% ⚡	2.23	14.9% ⚡	468,465	8.7% ⚡
	3,576	23,740.0% ⚡	4,099	5,365.3% ⚡	737	1,264.8% ⚡	00:01:19	-95.8% ⚡	0.21	-94.3% ⚡	19,786	1,305.3% ⚡

Key Finding & Recommendation:

Display Channel Insight Information

Session source	Session medium	Active users	% Δ	Sessions	% Δ	Engaged sessions	% Δ	Avg. engagement time per session	% Δ	Engaged sessions per user	% Δ	Event count	% Δ
		160,862	77.7% ⚡	1,446,371	136.8% ⚡	1,319,636	139.7%...	00:44:17	8.8% ⚡	8.2	34.9% ⚡	12,803,...	123.5% ⚡
		18,505	925,150.0% ⚡	187,263	1,040,250....	170,445	1,311,0...	00:43:19	4,937...	9.21	41.7% ⚡	1,689,1...	1,269,941.4...
		11,897	-75.9% ⚡	146,681	-68.5% ⚡	130,771	-67.0% ⚡	00:46:33	4.5% ⚡	10.99	37.3% ⚡	1,243,5...	-74.4% ⚡
		8,625	-	120,569	-	109,571	-	00:49:25	-	12.7	-	1,244,1...	-
		4,210	-16.5% ⚡	52,246	8.6% ⚡	46,766	7.2% ⚡	00:46:56	6.6% ⚡	11.11	28.4% ⚡	449,545	-7.3% ⚡

Session campaign	Active users	% Δ	Sessions	% Δ	Engaged sessions	% Δ	Avg. engagement time per session	% Δ	Engaged sessions per user	% Δ	Event count	% Δ
	127,403	-	1,207,111	-	1,101,223	-	00:42:47	-	8.64	-	10,630,430	-
	15,080	-33.3% ⚡	179,117	79.5% ⚡	161,963	76.7% ⚡	00:45:34	23.4% ⚡	10.74	165.0% ⚡	1,444,213	47.3% ⚡
	10,642	532,000.0% ⚡	129,868	998,884.6...	118,768	1,484,500.0%...	00:45:07	7,232.2%...	11.16	179.0% ⚡	1,084,619	1,643,2...
	8,625	-	120,569	-	109,571	-	00:49:25	-	12.7	-	1,244,158	-
	7,894	-74.1% ⚡	56,259	-74.9% ⚡	50,054	-75.3% ⚡	00:47:55	14.1% ⚡	6.34	-4.3% ⚡	442,609	-78.8% ⚡

Key Finding & Recommendation:

Session source	Session medium	Active users	% Δ	Sessions	% Δ	Engaged sessions	% Δ	Avg. engagement time per session	% Δ	Engaged sessions per user	% Δ	Event count	% Δ
		3,561	-	3,829	-	583	-	00:00:15	-	0.16	-	15,089	-
		11	-8.3% ⚡	209	231.7% ⚡	123	151.0% ⚡	00:17:48	-49.8% ⚡	11.18	173.8% ⚡	3,326	197.2% ⚡
		4	33.3% ⚡	75	525.0% ⚡	31	520.0% ⚡	00:09:48	-26.4% ⚡	7.75	365.0% ⚡	1,371	374.4% ⚡

Session campaign	Active users	Sessions	Engaged sessions	Avg. engagement time per session	Engaged sessions per user	Event count
	1,006	1,042	180	00:00:11	0.18	3,836
	967	998	137	00:00:12	0.14	4,026
	566	588	58	00:00:02	0.1	1,954
	521	530	63	00:00:06	0.12	1,817
	474	501	71	00:00:10	0.15	2,126

Key Finding & Recommendation:

Digital Platform Behavior Report

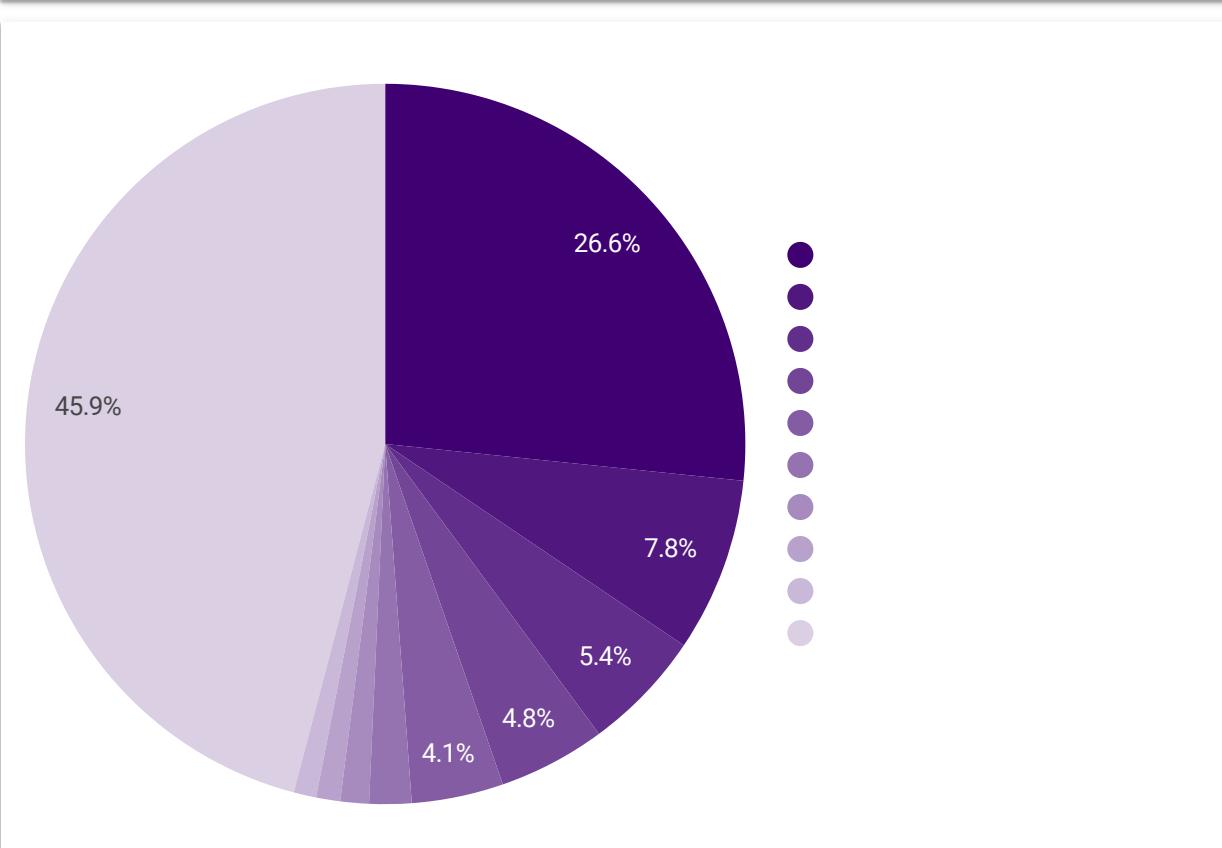
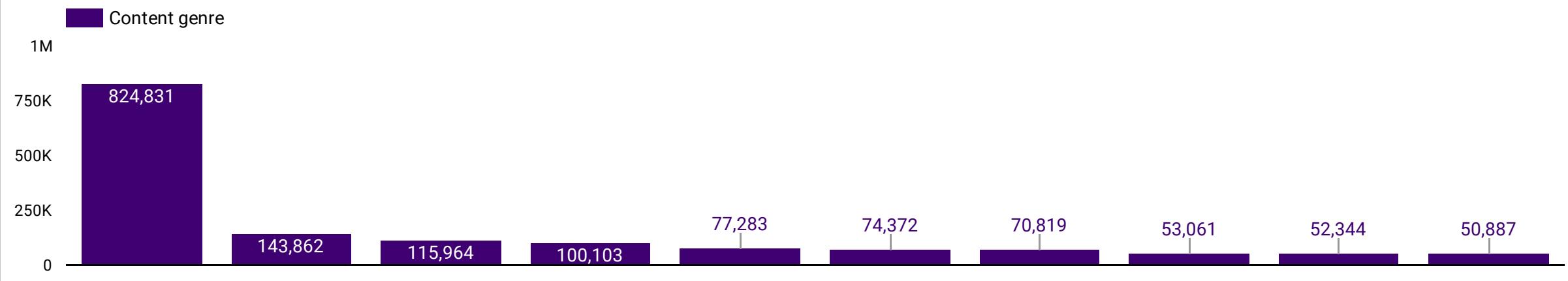
Stream name

Oct 1, 2022 - Dec 31, 2022

Page Performance

Page title and screen name	Views	% Δ	Active users	% Δ	Views per user	% Δ	Average engag...	% Δ
	91,091,877	4.6% ↑	2,057,026	-12.6% ↓	44.28	19.7% ↑	01:39:35	24.8% ↑
	23,199,362	-0.8% ↓	1,414,508	-19.4% ↓	16.4	23.1% ↑	07:34:38	37.4% ↑
	16,182,933	-3.6% ↓	1,474,413	-16.6% ↓	10.98	15.6% ↑	00:02:51	7.7% ↑
	12,747,980	-53.0% ↓	2,377,666	-51.9% ↓	5.36	-2.2% ↓	00:00:46	-65.1% ↓
	4,364,561	-11.4% ↓	781,589	-21.1% ↓	5.58	12.4% ↑	00:01:56	2.7% ↑
	3,615,234	-22.1% ↓	635,093	-26.2% ↓	5.69	5.5% ↑	01:03:52	7.3% ↑
	2,872,107	-48.8% ↓	865,399	-49.4% ↓	3.32	1.2% ↑	00:01:47	-5.9% ↓
	1,577,775	-4.2% ↓	199,633	-15.7% ↓	7.9	13.6% ↑	00:02:21	17.4% ↑
	1,078,392	-17.3% ↓	591,999	-22.2% ↓	1.82	6.2% ↑	00:00:21	16.8% ↑
	804,089	-	144,980	-	5.55	-	01:48:50	-

Content Performance



Key Finding & Recommendation:

Digital Platform Conversion Report

Stream name

Oct 1, 2022 - Dec 31, 2022

Conversion Event

Event name	Conversions	% Δ	Total users	% Δ	Total revenue	% Δ
	33,758,916	-8.4% ⚡	4,784,305	-33.6% ⚡	฿0	-
	10,018,956	-	1,405,228	-	฿173,821.74	-
	945,097	-17.6% ⚡	959,461	-16.1% ⚡	฿0	-
	305,217	-	311,143	-	฿0	-
	25,266	-	19,001	-	฿0	-
	12,139	-39.1% ⚡	4,202	-65.6% ⚡	฿0	-

Key Finding & Recommendation:

Conversion Event By Default Channel Grouping

Default channel grouping	Conversions	% Δ	Total users	% Δ	Total revenue	% Δ
	23,940,243	32.1% ⚡	2,606,762	-26.0% ⚡	฿87,311.17	-
	8,018,315	-1.2% ⚡	668,111	-44.7% ⚡	฿32,226.81	-
	6,111,152	11.3% ⚡	1,092,629	-46.4% ⚡	฿29,101.8	-
	2,774,321	147.8% ⚡	204,425	41.4% ⚡	฿12,688.93	-
	2,347,249	-24.0% ⚡	1,206,318	-28.3% ⚡	฿6,548.18	-
	1,159,116	12.3% ⚡	141,392	-9.8% ⚡	฿4,519.71	-

Key Finding & Recommendation:

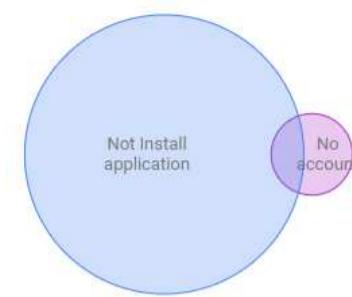
Segment & Recommendation

Stream name

Oct 1, 2022 - Dec 31, 2022

Segment use-case (Application download)

Active users overlap
Not Install application
No account



Segment set	↓ Active users
Totals*	289,541 100.0% of total
1 Not Install application	274,281
2 Not Install application ONLY	267,077
3 No account	23,300
4 No account ONLY	15,233
5 Not Install application + No account	8,066

Page title and screen name	Total users
	677
	312
	132
	111
	111

Idea: Collect users who have engagement on the platform but still not install an application.
Goal: Increase number of an application download.
Measurement: event_name: first_open and signup_event
Flow: Create an Audience -> Google ads -> Measurement

Tracking Recommendation

GA4 event - video events

Tag Type

Google Analytics: GA4 Event
Google Marketing Platform

Configuration Tag

GA4 config tag

Event Name

video_{{Video Status}}

Event Parameters

Parameter Name	Value
video_current_time	{{Video Current Time}}
video_duration	{{Video Duration}}
video_percent	{{Video Percent}}
video_provider	{{Video Provider}}
video_title	{{Video Title}}
video_url	{{Video URL}}

เรอตุกจ่องจำด้วยความแค้น ที่เต็มไปด้วยแรงพยาบาท และอึกไม่นาน..เรอต้าลังจะถูกปลดพันธนาการ เพื่อตามล้างแค้น ในละครเมืองพยาบาท ออกอากาศ ทุกวันจันทร์-อังคาร 20:30 น. ทางช่องวัน 31 บักแสดงนำ : มิว ฐิติกุล - บัว นลินกิจย์ - เบญ เรเวญานันท์ - ฟัน ศบันธ์ฉัตร ดุลศรีเมืองพยาบาทย้อนหลัง ครบถ้วนตอน พรี! ที่แรก ทางเว็บไซต์และแอปฯ oneD.net

นักแสดงนำ

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เรเวญานันท์ กานเกิด
โซแปลง บุษหันตรา

ศบันธ์ฉัตร ธรพัฒน์
ครุต วิจิตรานันท์

ภูริ ศรีรุ่งพฤกษ์
อริศรา วงศ์ชาติ

บุญรัตน์ พ่องผุดพันธ์

ผู้ผลิต ผู้กำกับ

ประ-เกต drama horror

Recommendation:



Thank You