



Quarterly report

Period : October 2022 - December 2022

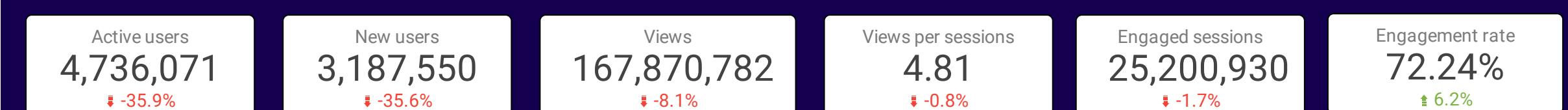


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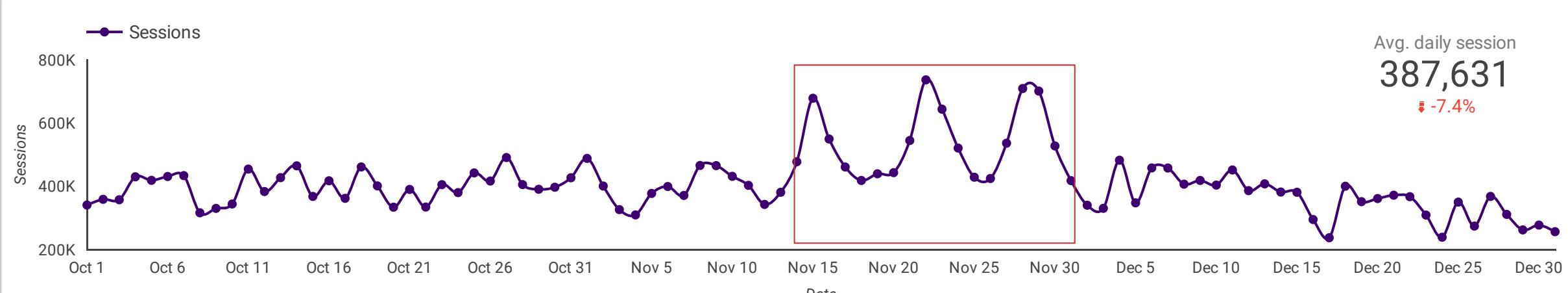
- Overview Digital Performance
 - Platform Overview
 - Acquisition Report
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- Segment & Recommendation
 - Segment use-case
 - Tracking Recommendation

Overall Metrics Performance



Traffic Trend



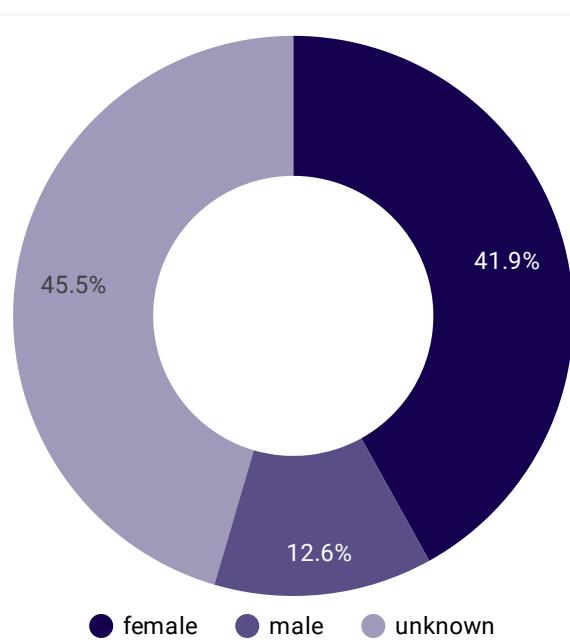
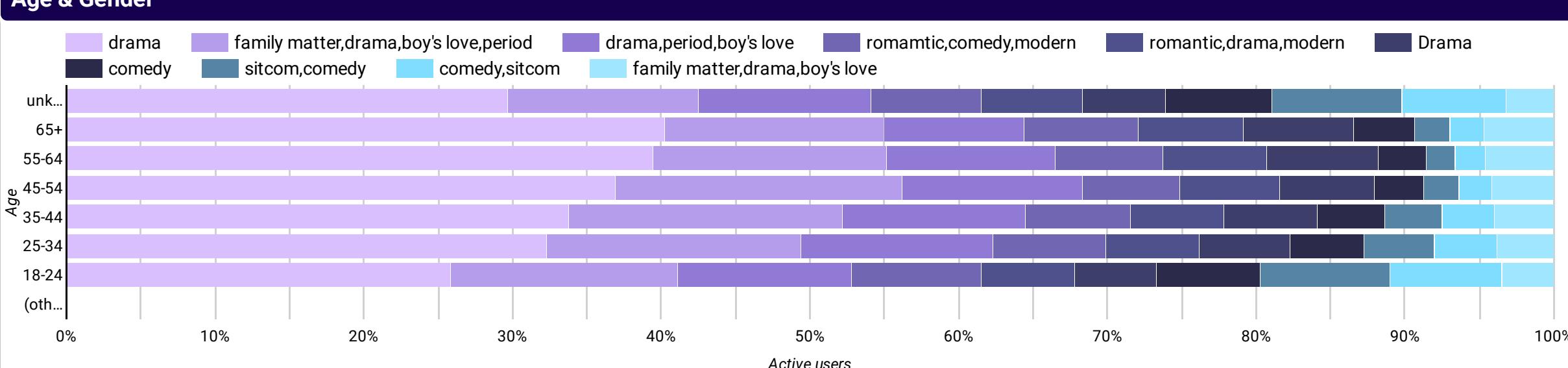
Key Channel Driving Traffic

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
Direct	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% ↑
Organic Search	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% ↓
Referral	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% ↓
Display	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% ↑
Unassigned	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% ↓
Paid Search	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% ↓
Organic Social	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% ↓
Mobile Push Notifications	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% ↓
Organic Video	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% ↑
Paid Social	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:

- The entire platform traffic for ONE decreased from the previous quarter in terms of traffic by 35.6% fewer new visitors, 8.1% fewer page views and screen views, and 1.7% less engaged sessions.
- The reason for the lower platform traffic in quarter4 is that in quarter3, ONED had the most successful series called "ໃຕ້ຫລາ" which brought massive traffic to the platform from **May 19, 2022 to July 7, 2022**.
- The majority of traffic came from **direct channels, organic search, and referral**, indicating the ONED platform's brand awareness.
- Unassigned traffic** remains high, indicating the need for a custom channel grouping to improve traffic accuracy on the platform.
- The traffic has a spike value from **November 15, 2022 to November 30, 2022** from **direct channel** and visit on series "ຄຸດໝາຍ".

Age & Gender



Key Finding & Recommendation:

- The majority of platform users are between the ages of **18 and 34**, and their genre is determined by their age.
- When users **get older**, the **drama genre** becomes more popular.
- The **sitcom and comedy genres** are popular among users aged **18 to 34**.
- The platform's users are predominantly **female (41.9%)**, with **males** accounting for **12.6%** of the total.

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Key Finding & Recommendation:

- Except for **display and paid social channels**, overall channels on the ONED platform decreased in terms of user, traffic, and engagement in quarter 4.
- **Display channels** perform significantly better than expected across all metrics.
- When compared to other channels, **paid social channels** have the highest percent change rate.

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
google	cpc	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% ↑
webone31	banner	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% ↑
Web one31	banner	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% ↓
inapp	banner	8,625	-	120,569	-	109,571	-	00:49:25	-	12.7	-	1,244,1...	-
Web one31	Banner	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
install_ຄູ່ມາຍ	127,403	-	1,207,111	-	1,101,223	-	00:42:47	-	8.64	-	10,630,430	-
install_ສາຍງົ່າງ	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% ↑
20220923_tosirwithlove_drama	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...
20221120_filmfanmeeting-promote_activity	8,625	-	120,569	-	109,571	-	00:49:25	-	12.7	-	1,244,158	-
Drama 2 pm	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:

- In terms of user, traffic, and engagement, "**google/cpc**" has the highest active user performance.
- "**install_ຄູ່ມາຍ**" and "**install_ສາຍງົ່າງ**" are valuable campaigns that can bring a user to the platform and increase user engagement.

Paid Social 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
facebook	paid_post	3,561	-	3,829	-	583	-	00:00:15	-	0.16	-	15,089	-
Tiktok	Paid	11	-8.3% ↓	209	231.7% ↑	123	151.0% ↑	00:17:48	-49.8% ↓	11.18	173.8% ↑	3,326	197.2% ↑
FB	Paid	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
20221214_cpc-jaidmeejack-hny-tailaep1_drama	1,006	1,042	180	00:00:11	0.18	3,836
20221214_cpc-jaidmeejack-hny-f4ep1_drama	967	998	137	00:00:12	0.14	4,026
20221214_cpc-jaidmeejack-hny-goodolddayep1_drama	566	588	58	00:00:02	0.1	1,954
20221214_cpc-jaidmeejack-hny-psihateyouep1_drama	521	530	63	00:00:06	0.12	1,817
20221216_cpc-jaidmeejack-hny-threagentlemenlasten_activity	474	501	71	00:00:10	0.15	2,126

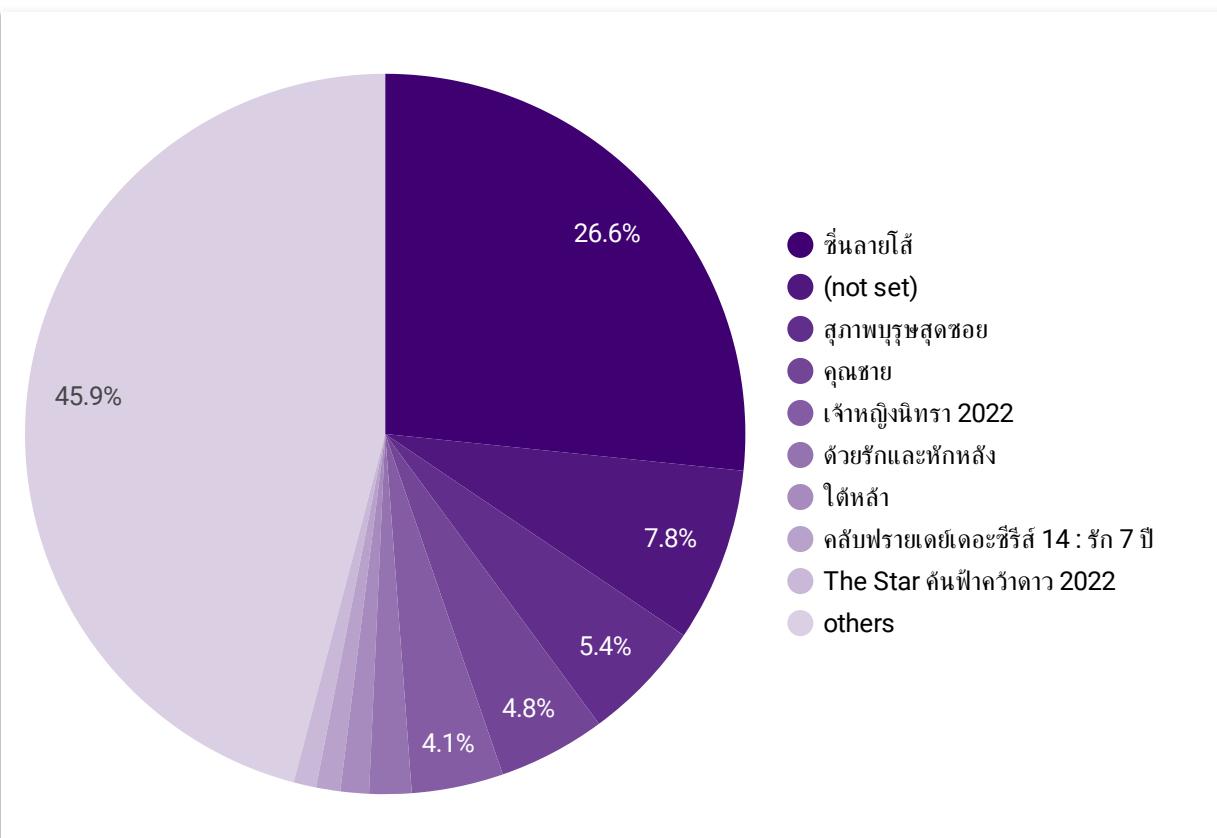
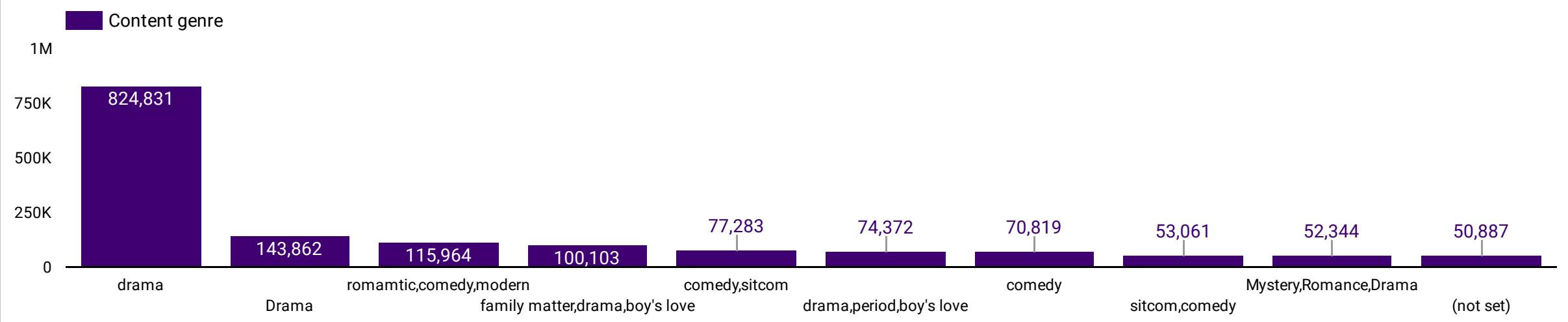
Key Finding & Recommendation:

- "**facebook/paid post**" has the highest active user performance in terms of user, traffic, and engagement.
- The campaign "**20221214 cpc-jaidmeejack-hny**" can bring an active user to the platform but does not perform well in terms of platform engagement.

Page Performance

Page title and screen name	Views	% Δ	Active users	% Δ	Views per user	% Δ	Average engag...	% Δ
(not set)	91,091,877	4.6% ↑	2,057,026	-12.6% ↓	44.28	19.7% ↑	01:39:35	24.8% ↑
content_detail	23,199,362	-0.8% ↓	1,414,508	-19.4% ↓	16.4	23.1% ↑	07:34:38	37.4% ↑
homepage	16,182,933	-3.6% ↓	1,474,413	-16.6% ↓	10.98	15.6% ↑	00:02:51	7.7% ↑
oneD សមូកដីទូរសព្ទ រាមលក្ខ ជីវិត់ នៃ one31 និង GMM25	12,747,980	-53.0% ↓	2,377,666	-51.9% ↓	5.36	-2.2% ↓	00:00:46	-65.1% ↓
search	4,364,561	-11.4% ↓	781,589	-21.1% ↓	5.58	12.4% ↑	00:01:56	2.7% ↑
live_tv	3,615,234	-22.1% ↓	635,093	-26.2% ↓	5.69	5.5% ↑	01:03:52	7.3% ↑
one31 គុណិត	2,872,107	-48.8% ↓	865,399	-49.4% ↓	3.32	1.2% ↑	00:01:47	-5.9% ↓
header_menu	1,577,775	-4.2% ↓	199,633	-15.7% ↓	7.9	13.6% ↑	00:02:21	17.4% ↑
signin	1,078,392	-17.3% ↓	591,999	-22.2% ↓	1.82	6.2% ↑	00:00:21	16.8% ↑
ចិនលាយកើត	804,089	-	144,980	-	5.55	-	01:48:50	-

Content Performance



Key Finding & Recommendation:

- When compared to quarter 3 data, overall page and screen view performance was relatively low.
- The majority of platform views are "not set," indicating that there is room for improvement in correctly setting the page title and screen name to indicate page performance.
- The **drama genre** is the **most popular** on the ONED platform.
- The content name "**ចិនលាយកើត**" has the highest "click content" event, indicating that this content is the most popular from October 1, 2022 to December 31, 2022.
- The event "click content" still has a "**not set**" value, which cannot indicate the name of the content.
- The **event parameter** value must be in the same format.



Conversion Event

Event name	Conversions	% Δ	Total users	% Δ	Total revenue	% Δ
session_start	33,758,916	-9.6% ⚡	4,784,305	-34.0% ⚡	฿0	-
ad_impression	10,018,956	-	1,405,228	-	฿173,821.77	-
first_open	945,097	-18.7% ⚡	959,461	-17.3% ⚡	฿0	-
app_remove	305,217	-	311,143	-	฿0	-
ad_click	25,266	-	19,001	-	฿0	-
view_search_results	12,139	-39.5% ⚡	4,202	-65.7% ⚡	฿0	-

Key Finding & Recommendation:

- ONED's overall platform conversion event decreased by **9.6%** in the "session start" event, **18.7%** in the "first open" event, and **39.5%** in the "view search results" event from quarter 3.
- Record "click content," "video progress," and "signup event" as conversion events to track user activity on the platform.

Conversion Event By Default Channel Grouping

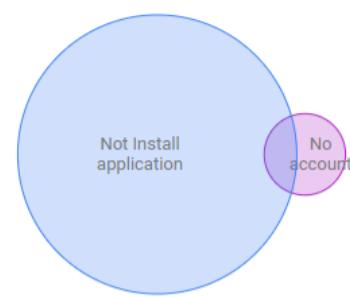
Default channel grouping	Conversions	% Δ	Total users	% Δ	Total revenue	% Δ
Direct	23,940,243	32.1% ⚡	2,606,762	-26.0% ⚡	฿87,311.17	-
Organic Search	8,018,315	-1.2% ⚡	668,111	-44.7% ⚡	฿32,226.81	-
Referral	6,111,152	11.3% ⚡	1,092,629	-46.4% ⚡	฿29,101.8	-
Display	2,774,321	147.8% ⚡	204,425	41.4% ⚡	฿12,688.93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

Key Finding & Recommendation:

- When compared to quarter 3 data, the **direct** and **display channels** have the highest positive **percent change rate**.
- **Unassigned** traffic remains high, indicating the need for a custom channel grouping to improve traffic performance on the platform.
- **Display channel** is the only one channel that have positive percent change in term of total user compare with quarter 3 data.

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
ชื่นชมโยส	677
คุณเช้าย	312
ได้หล้า	132
หนีเสพหา	111
สุภาพบุรุษสุดซอย	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 Reccomendation

GA4 event - video events

Tag Type

- Google Analytics: GA4 Event
- Google Marketing Platform

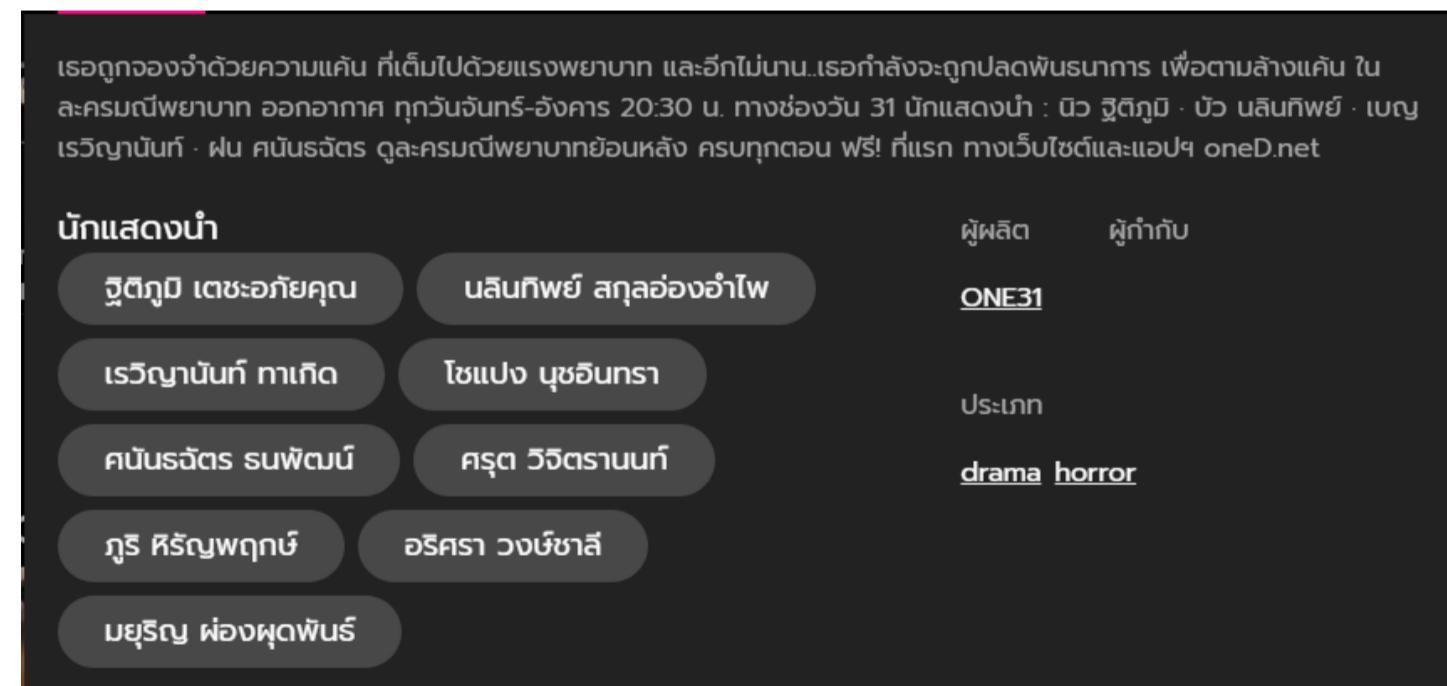
Configuration Tag

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}}



Recommendation:

- Use video tracking to assess the performance of each product, as shown in the left image.
- Track **actor name** button, which aims to understand user behavior on the platform. After successfully tracking, you can use this event to create a segment of users who are interested in each actor.

Thank You