Overview I: General Website Demographic

Aug 1, 2023 - Aug 31, 2023

Date ▾	Session default channel group ▾	Session source / medium ▾	Session campaign ▾	Product Category ▾	▾

Summary

Active users	New users	New User %	Engagement rate	Bounce rate	Pageviews per User	Engagement Time
▲ 7.9% vs. Prev Period	▲ 7.7%	▼ -0.8%	▼ -4.3%	▲ 5.5%	▲ 10.2%	▲ 5.0%

Device Category

79.3%
19.1%

Top Cities

Active users

— Bangkok   — (not set)

Operating System

Active users

Browser

Active users

— Chrome   — Safari
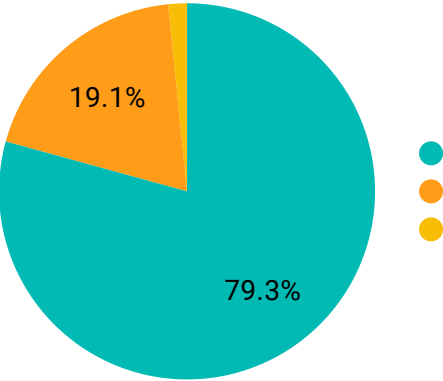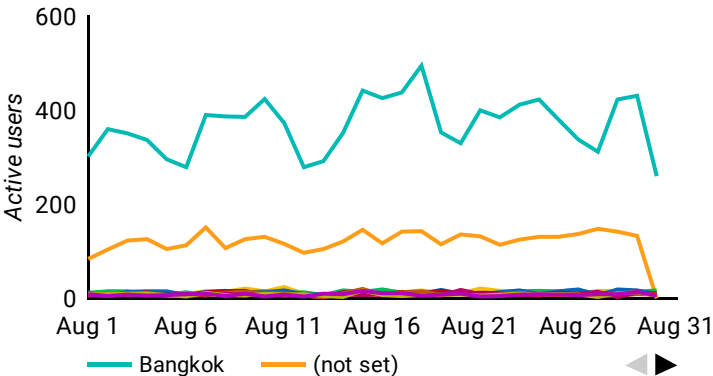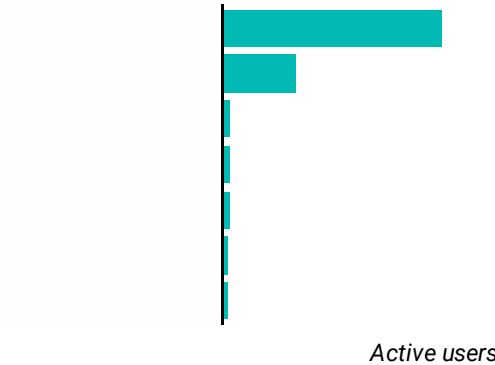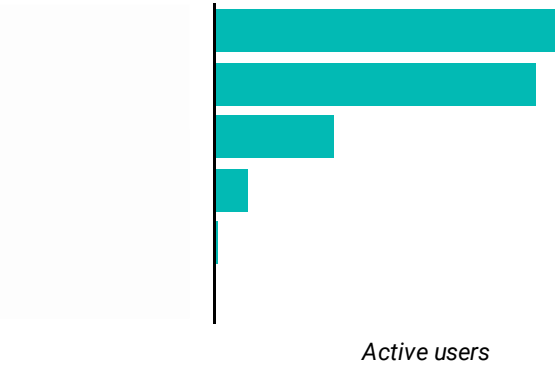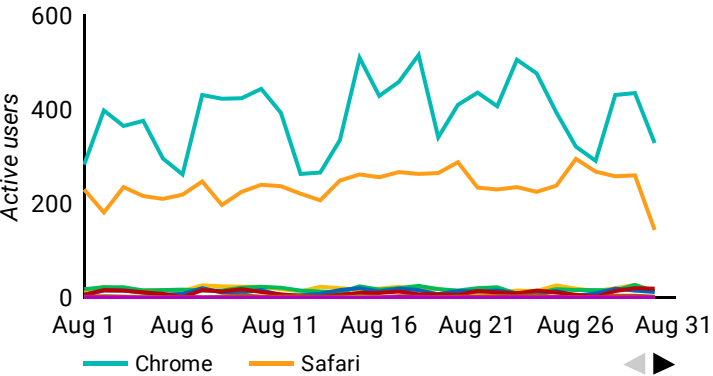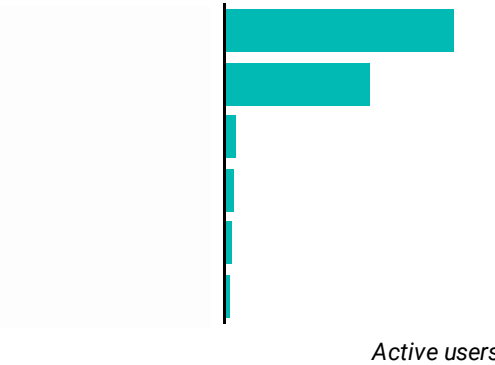
Overview II: Acquisition & Audience
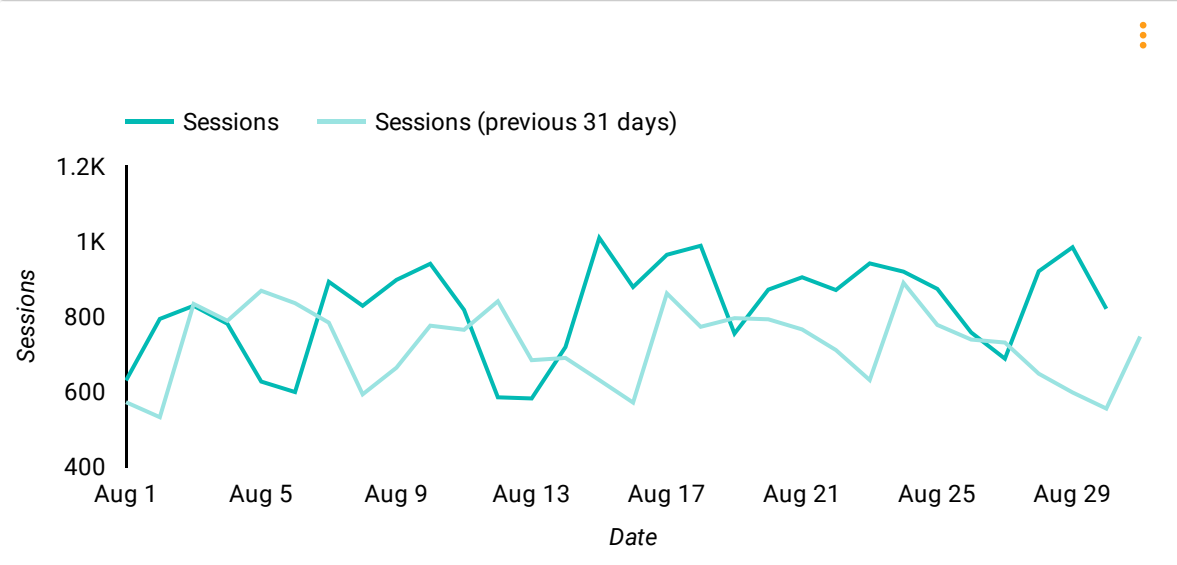
Aug 1, 2023 - Aug 31, 2023 ▼

| Date ▼ | Session default channel group ▼ | Session source / medium ▼ | Session campaign ▼ |

Graph: Session by Day of month (compare to previous period)

⋮

— Sessions — Sessions (previous 31 days)

Sessions vs Date (Aug 1 – Aug 29)

Graph: Revenue by Day of month (compare to previous period)

— Purchase revenue — Purchase revenue (previous 31 days)

Purchase revenue vs Date (Aug 1 – Aug 29)
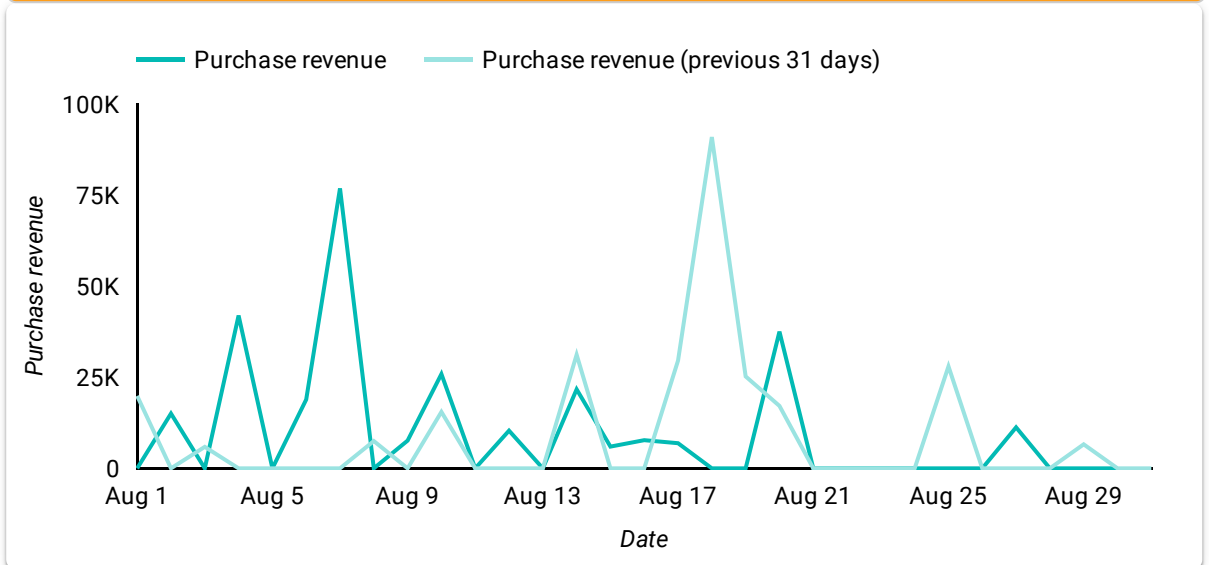
Graph: Session by Day of weeks (compare to previous period)

— Sessions — Sessions (previous 31 days)

Sessions vs Day of week (Sunday – Saturday)
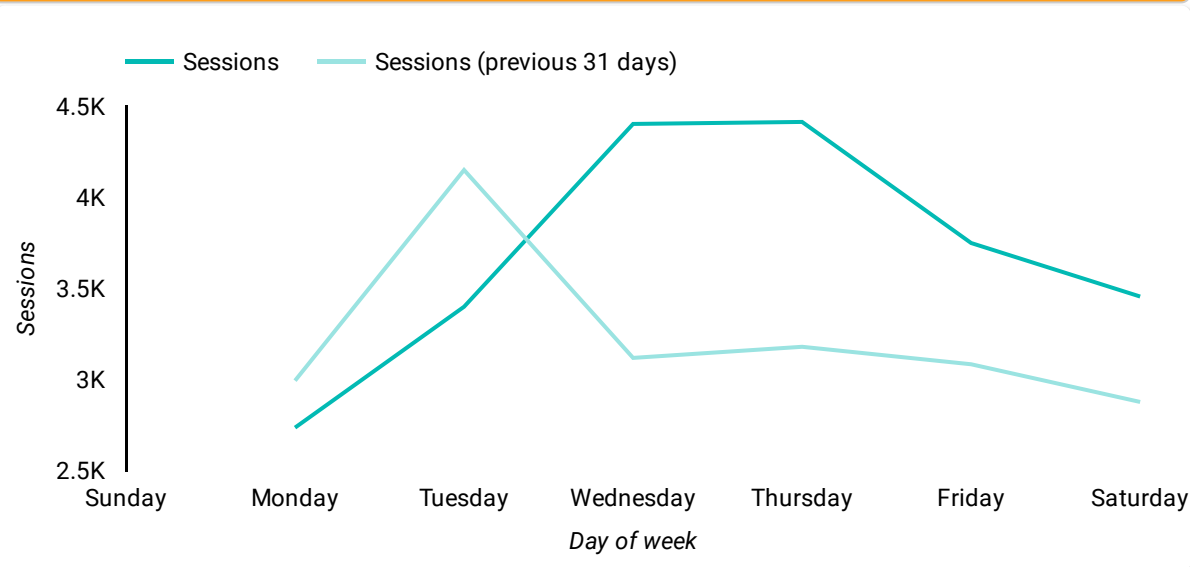
Graph: Session by Hour (compare to previous period)

— Sessions — Sessions (previous 31 days)

Sessions vs Hour (12AM – 9PM)

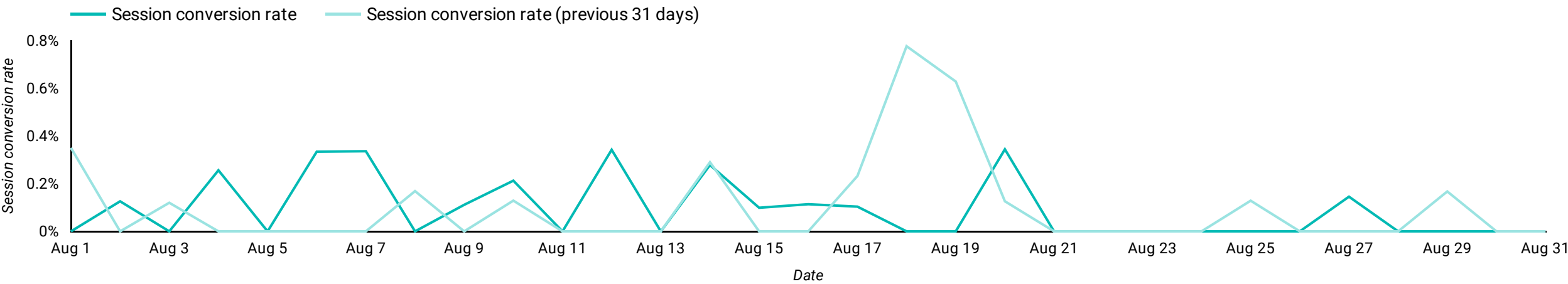| Date ▾ | Session default channel group ▾ | Session source / medium ▾ | Session campaign ▾ |

### Graph: Session Day of month with Conversion rate (compare to previous period)

— Session conversion rate   — Session conversion rate (previous 31 days)

Session source / medium	Sessions	% Δ	Engaged sessions	% Δ	Average engag...	% Δ	Events per session	% Δ	Purchase ▾	% Δ	Revenue	% Δ
	14,897	6.9% ⬆	7,493	3.4% ⬆	00:00:41	9.0% ⬆	6.02	8.5% ⬆		28.6% ⬆		35.0% ⬆
	3,756	27.0% ⬆	2,283	29.3% ⬆	00:01:15	-9.6% ⬇	11.74	2.9% ⬆		-25.0% ⬇		3.7% ⬆
	4,660	13.3% ⬆	2,665	13.8% ⬆	00:01:06	1.3% ⬆	10.56	5.2% ⬆		0.0%		101.2% ⬆
	272	3.4% ⬆	179	-10.9% ⬇	00:01:44	-20.8% ⬇	14.1	-25.1%...		0.0%		-50.7% ⬇
	129	-18.4% ⬇	86	-22.5% ⬇	00:01:59	-14.0% ⬇	15.12	-10.7%...		-50.0% ⬇		-68.3% ⬇
	410	60.2% ⬆	294	50.8% ⬆	00:02:05	-42.6% ⬇	12.08	-26.2%...		-50.0% ⬇		-23.1% ⬇
	19	111.1%...	16	100.0% ⬆	00:02:48	28.1% ⬆	17.47	-4.7% ⬇		-		-
	38	-	0	-	00:01:32	-	7.79	-		-		-
	112	9.8% ⬆	0	-	00:02:44	50.1% ⬆	12.89	78.0% ⬆		-		-
	1	-	1	-	00:00:13	-	4	-		-		-

Engagement By Age & Gender
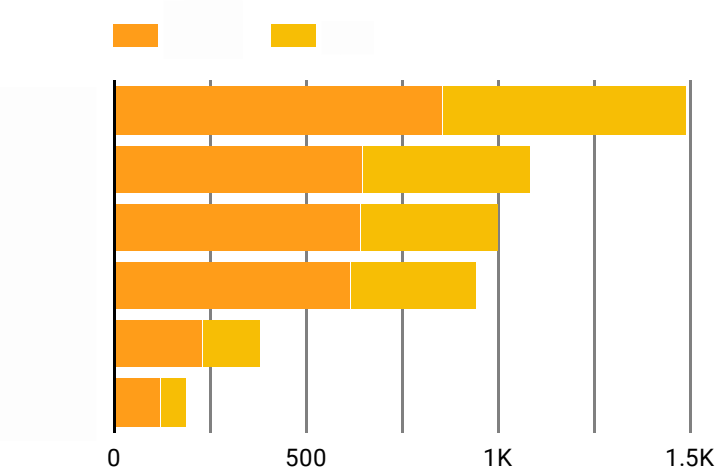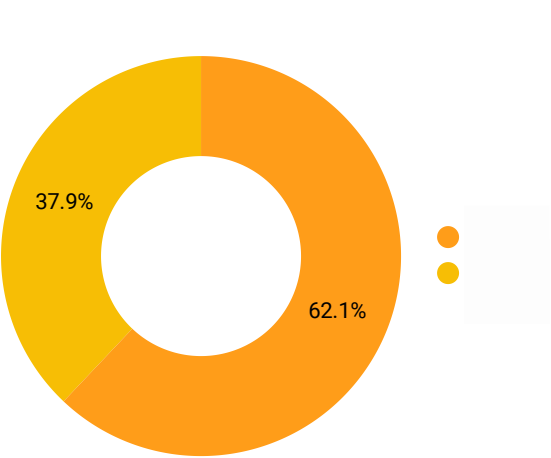
New vs Returning users
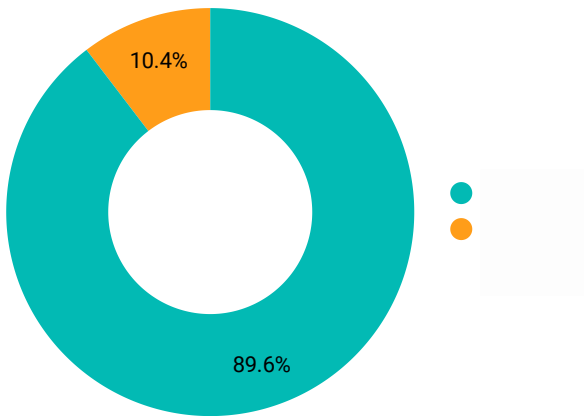
New Users Trend By Day Of Month
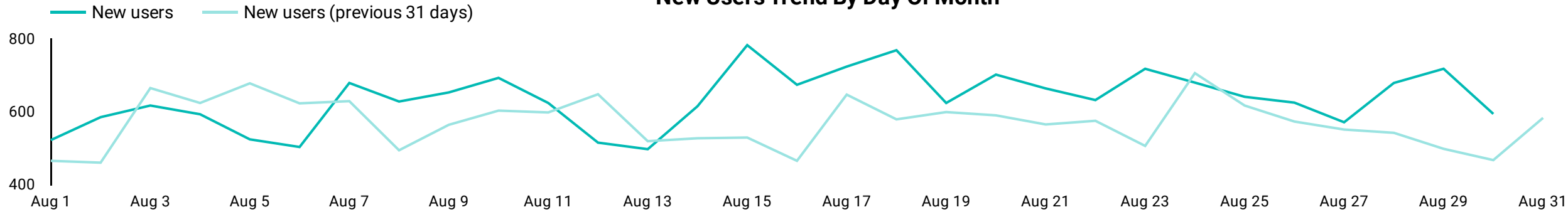
— New users   — New users (previous 31 days)

Revenue & Investment I

Date ▾　　Insurance level ▾　　Insurance Company ▾　　Insurance Act Status ▾　　Car Type ▾　　Repair type ▾

insurance level 1	insurance level 2/2+	insurance level 3/3+
⬇ -4.2%	⬆ 4.8%	⬆ 6.0%

■ Item revenue

฿179.38K

฿68.35K

฿31.77K

฿20.81K

0　20K　40K　60K　80K　100K　120K　140K　160K　180K

■ Item revenue

300K

200K

100K

0

฿208.38K

฿68.51K

฿15.4K

฿8.02K

฿0

● Item name

80

60

40

20

0

Items added to cart

0　50　100　150　200　250　300

Items viewed

■ Item revenue

150K

100K

50K

0

฿116.27K

฿68.51K

฿63.24K

฿34.85K

฿17.45K

฿0　฿0　฿0　฿0　฿0
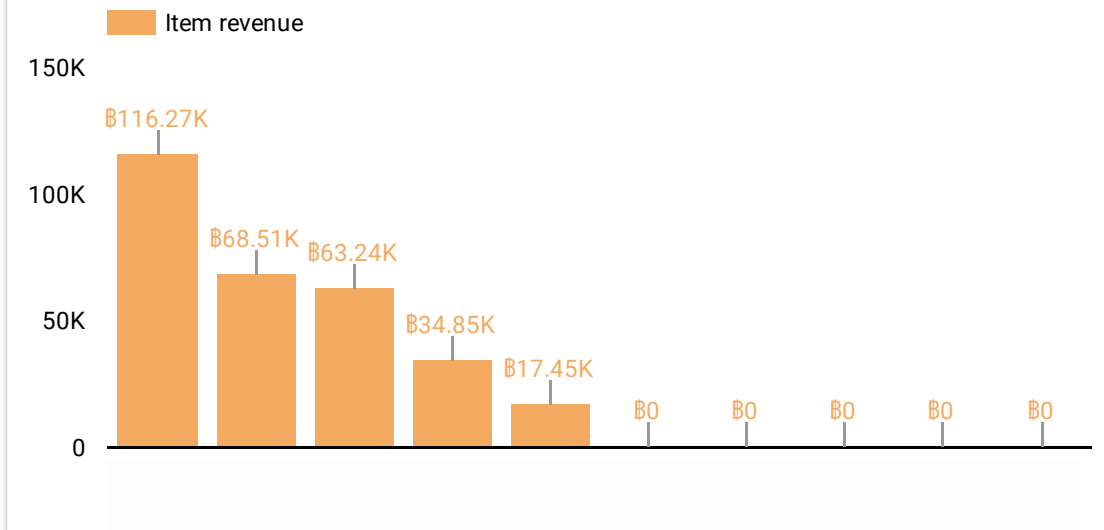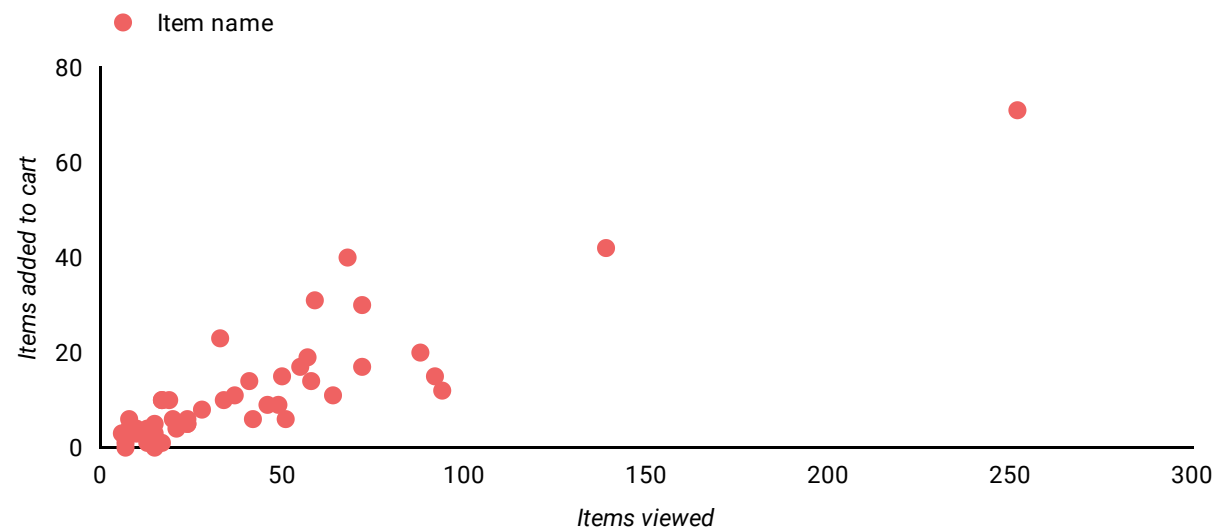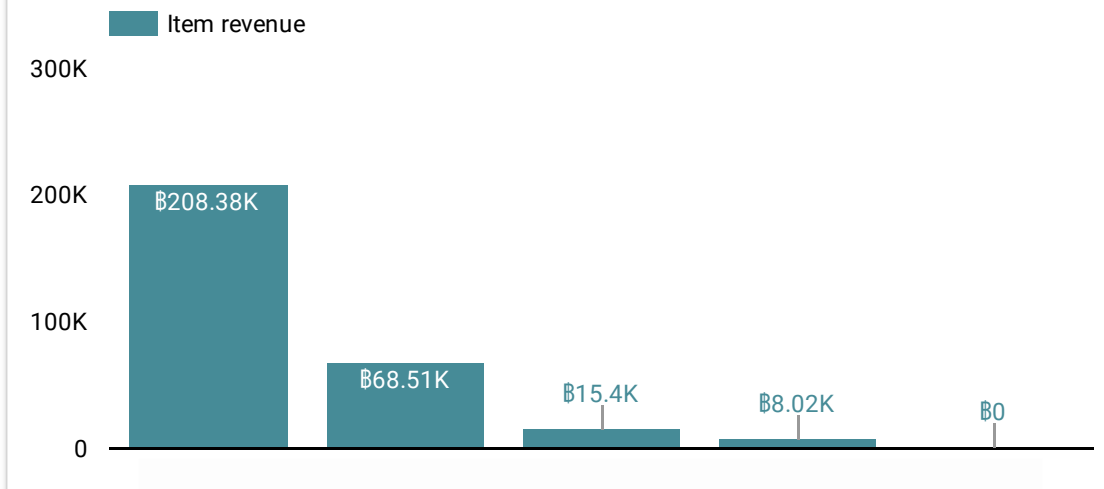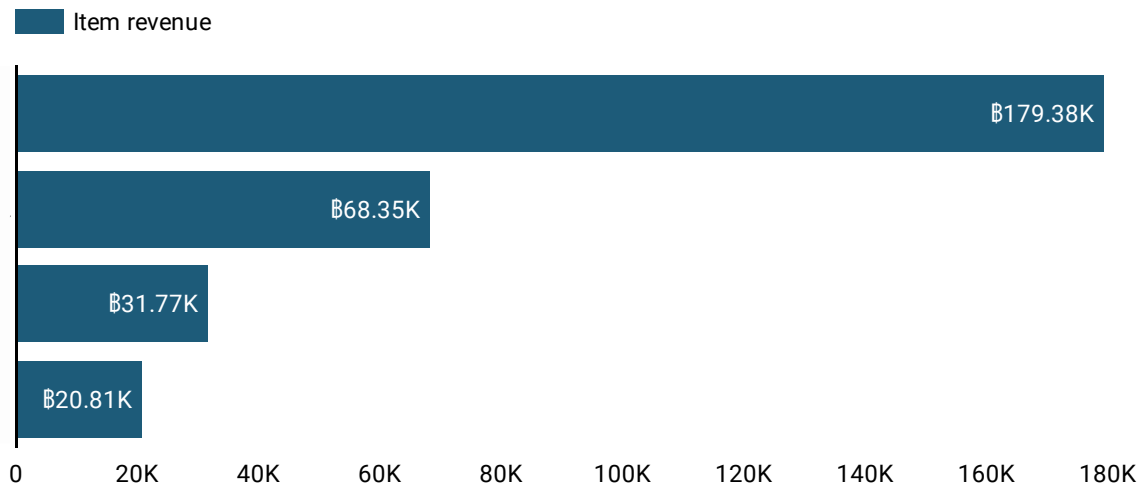
Revenue & Investment II: Incurred Marketing Cost

| Date ▼ | Session Google Ads camp... ▼ | Aug 1, 2023 - Aug 31, 2023 ▼ |

Click Through Rate & Impressions
By Clicks, CTR, Impressions
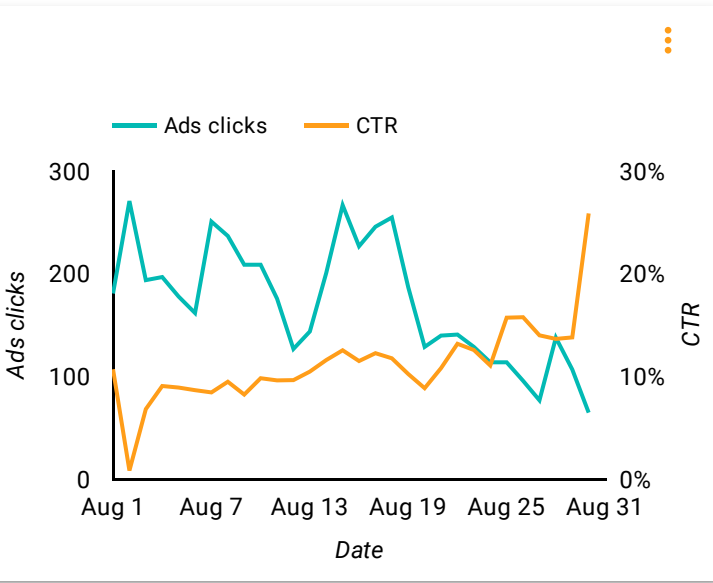
Ads clicks	Ads impressions	CTR
⬆ 52.0%	⬆ 1,332.0%	⬇ -89.4%

Conversion Rate & Cost
By Conversion rate and Cost/Conv.

Conversions	Conv. rate	Cost / conv.
0.0%	⬇ -27.1%	⬆ 90.1%
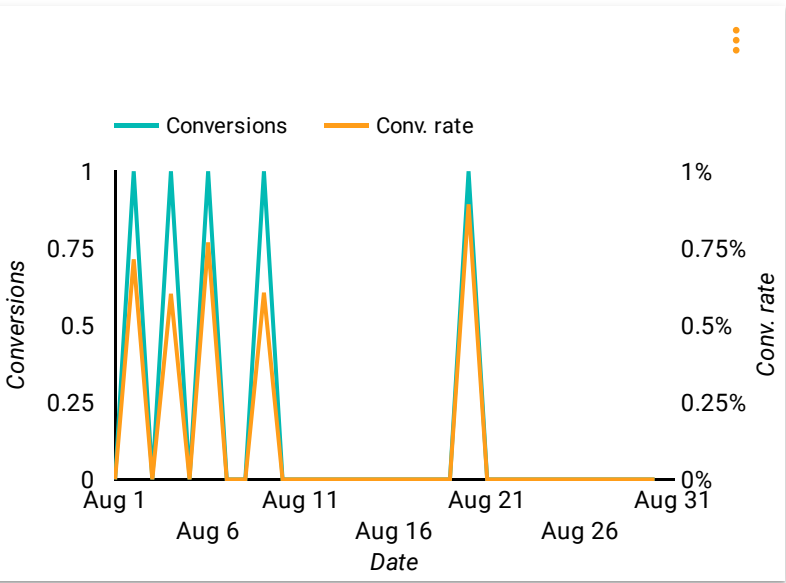
Cost Per Click
By Cost, CPC

Ads cost	CPC
⬆ 90.1%	⬆ 25.0%
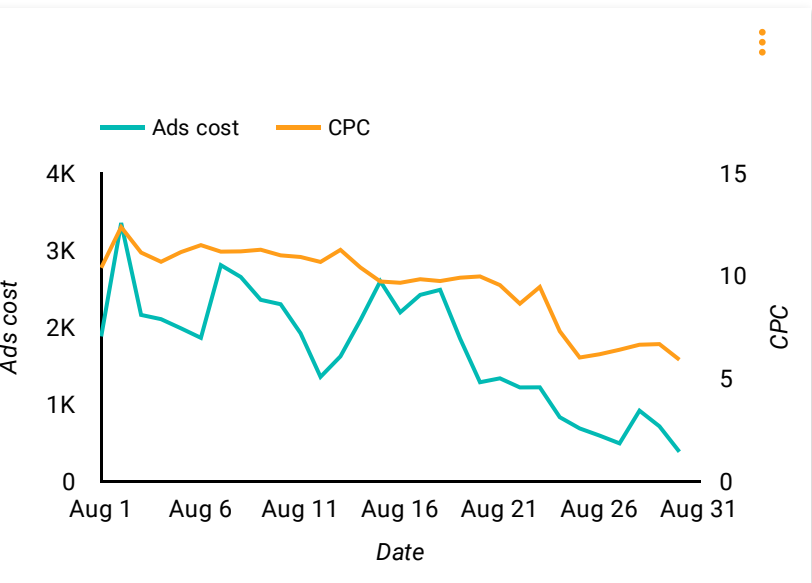
Top Campaign
By CTR, CPC, Purchase revenue

Session Google Ads campaign	Sessions	Impression	Clicks	CTR	CPC	ROAS	Cost ▼	Conversion rate	Transactions	Purchase revenue
	1	722,481	1,880	0	฿23.56	0				
	2,217	40,331	2,661	0.07	฿10.13	0				
	2,249	9,017	2,461	0.27	฿9.61	3.33				
	2	0	0	null	null	null				

Customer Behavior

Date ▼ | User Type ▼ | Session campaign ▼ | Event name ▼ | event_action ▼ | event_label ▼

Drop lead (bar chart, Page path vs Drop lead)
- / : 58
- / tha... : 57
- / pro... : 1
- / pro... : 1

Promotion Selected (bar chart, Promotion name vs Promotion Selected)
- pro...
- pro...
- pro...
- pro...
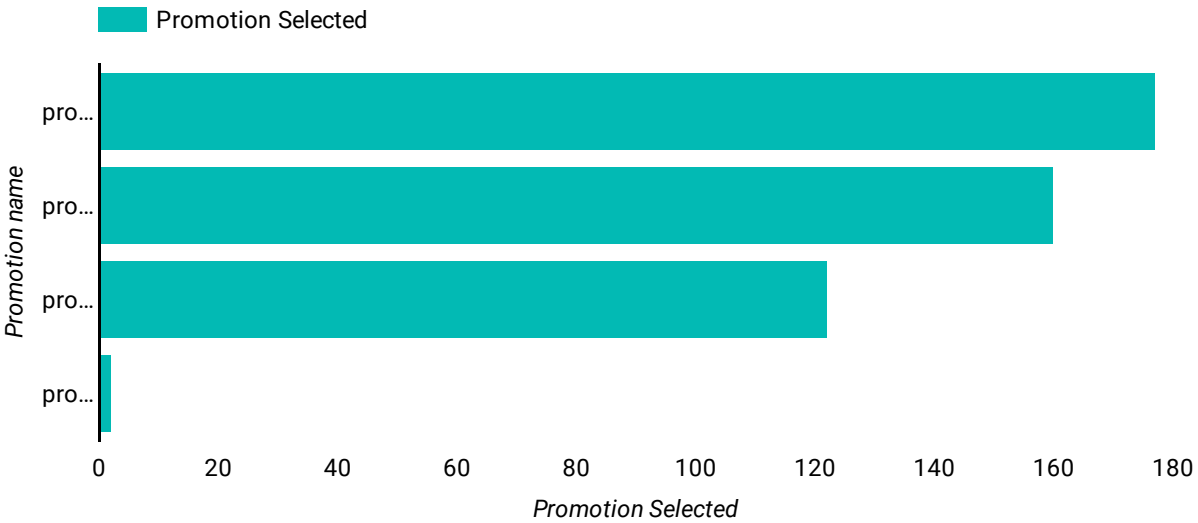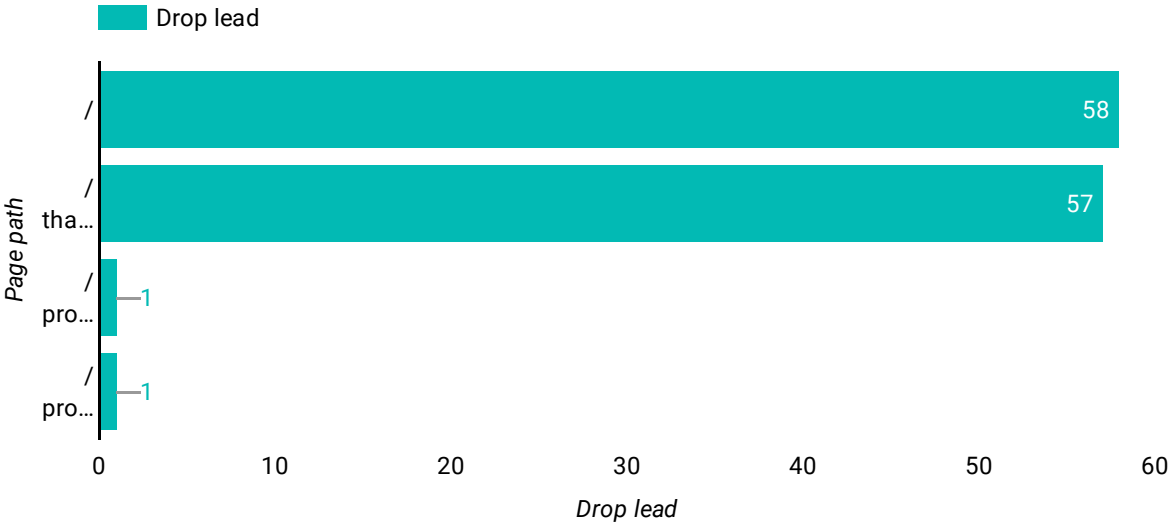
Car Type	Event count
	30,097
	5,603
	4,389
	3,614
	337

Car Brand	Event count
	12,716
	9,779
	4,501
	2,768
	2,269

Car Model	Event count
	3,631
	3,150
	1,807
	1,502
	1,359

Car Sub Model	Event count
	1,600
	1,286
	905
	877
	871

Car year	Event count
	2,573
	1,418
	1,317
	1,309
	1,294

insurance_level	Event count
	10,560
	1,744
	874
	545
	538

Event name	event_action	event_label	Event count
			8,923
			5,878
			3,753
			3,709
			1,805

Customer Journey
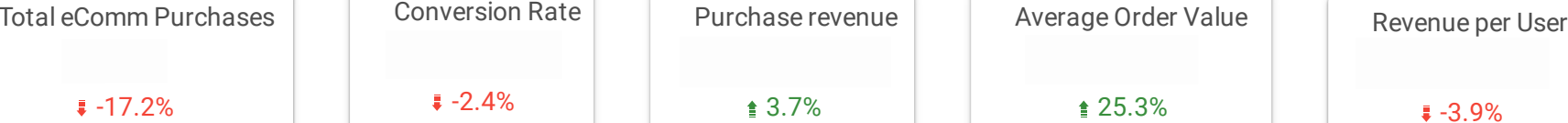
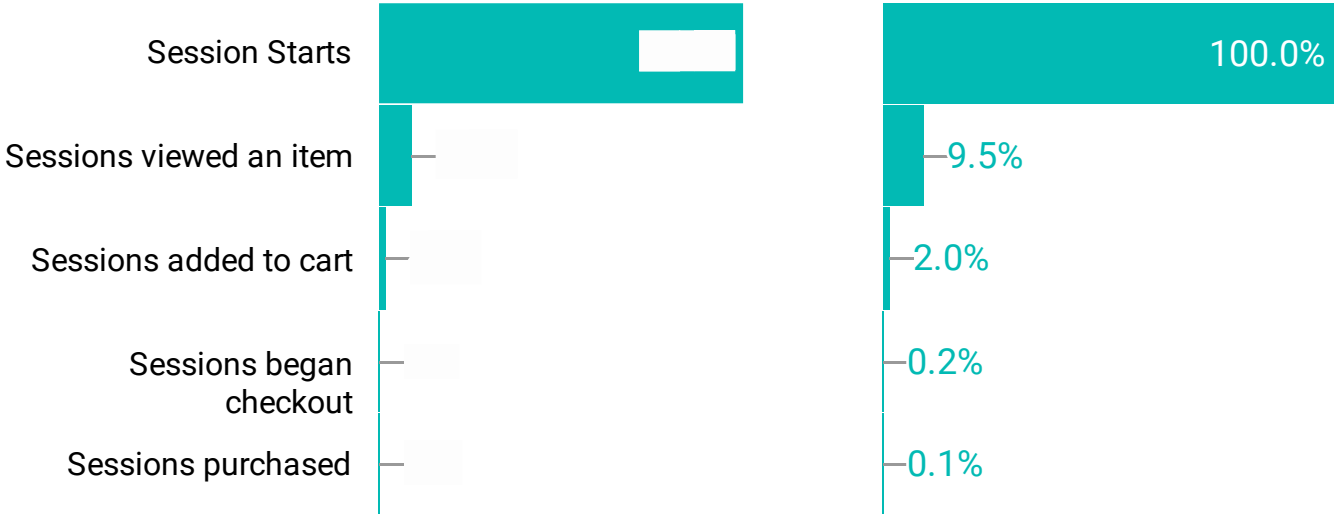Date ▼   Device category ▼   Insurance compa... ▼   User Type ▼   Session source / medium ▼   Session campaign ▼

eCommerce
purchase based on event
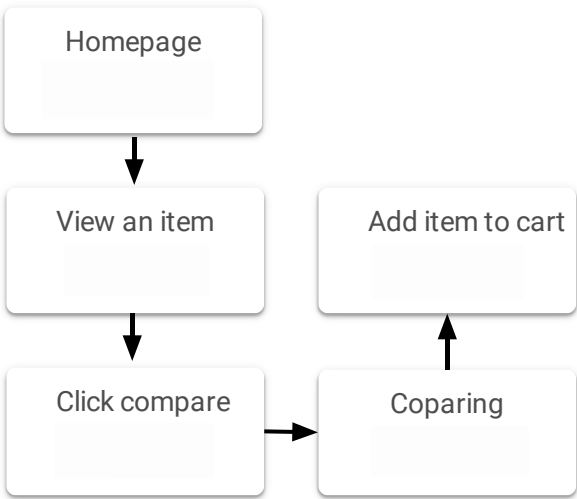
Total eComm Purchases	Conversion Rate	Purchase revenue	Average Order Value	Revenue per User
⬇ -17.2%	⬇ -2.4%	⬆ 3.7%	⬆ 25.3%	⬇ -3.9%

purchase based on session

Session Starts		100.0%
Sessions viewed an item		9.5%
Sessions added to cart		2.0%
Sessions began checkout		0.2%
Sessions purchased		0.1%

Product compare Funnel
funnel based on user

Homepage

View an item → Add item to cart

Click compare → Coparing

User Behavior Funnel
funnel based on user

Add item to cart

Begin checkout

Add payment info
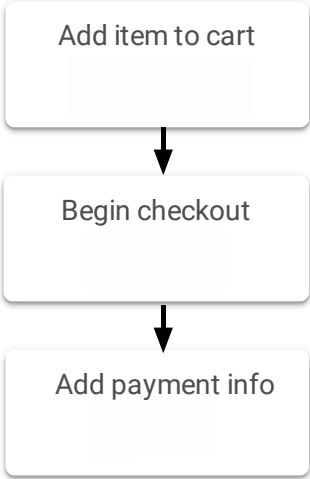
eCommerce Trends
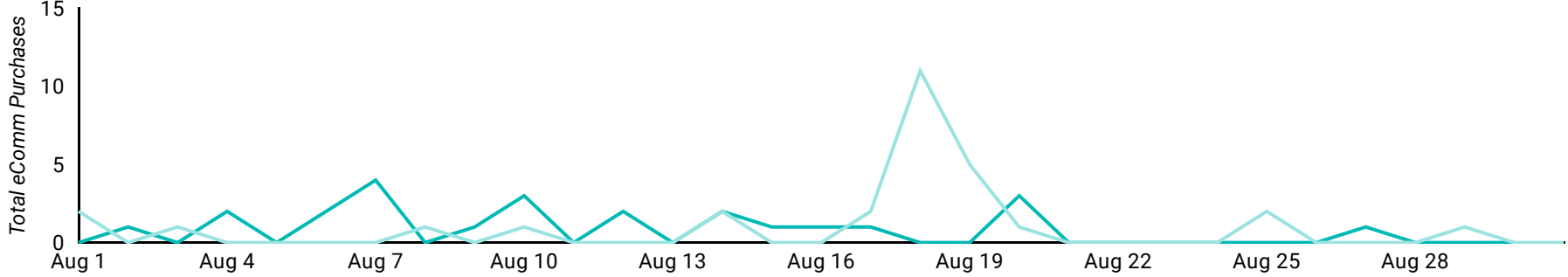
Product Performance I

Item name ▾ | Date ▾ | Aug 1, 2023 - Aug 31, 2023 ▾

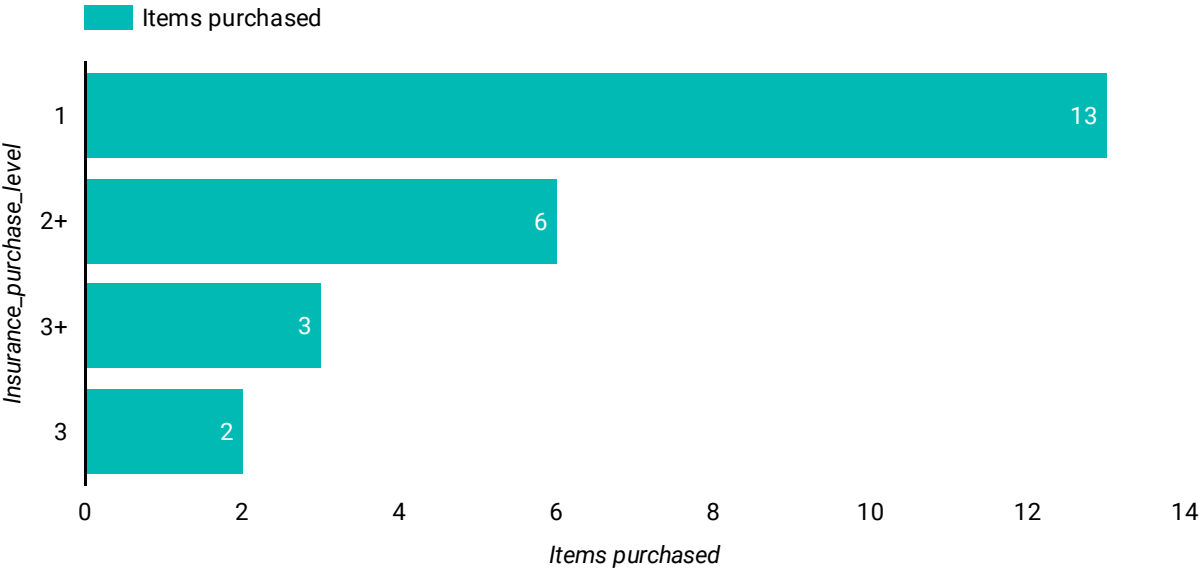Session source / medium ▾ | Session campaign ▾ | User Type ▾ | Device category ▾ | Car brand ▾ | Car Type ▾ | Repair Type ▾

Transaction ID	Item name ▾	Item revenue

Item name ▾	Items viewed in list	Items added to cart	Items purchased
	171	23	1
	25	4	1
	430	9	1
	14	1	0
	828	14	0
	160	4	0
	1,711	15	0
	0	2	0
	264	17	0
	26	3	1

Transaction By Different Insurance Level

ÂZ | ⋮

Legend: Items purchased

Insurance_purchase_level	Items purchased
1	13
2+	6
3+	3
3	2

X-axis: Items purchased (0 2 4 6 8 10 12 14)

Transactions Separated by Car type

ÂZ | ⋮

Y-axis: Items purchased (0 2 4 6 8)

X-axis: Car_type_purchase

Product Performance II
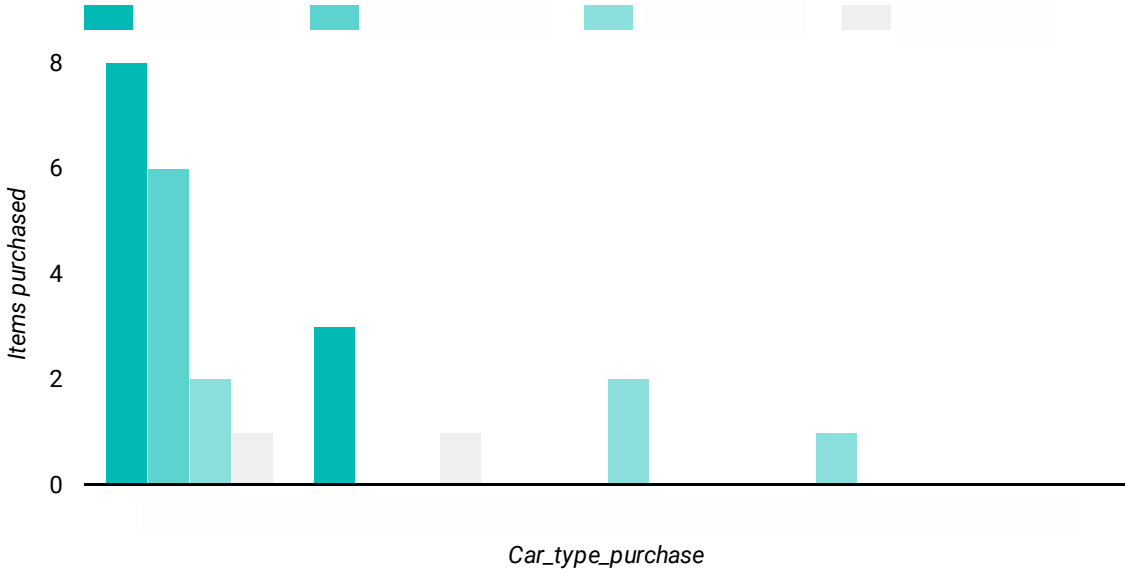
Date ▾	Product Category ▾	User Type ▾	Session source / medium ▾	Session campaign ▾

Compare Clicks Interaction

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- 7.8%
- 7.6%
- 7.4%
- 7%
- 70.2%
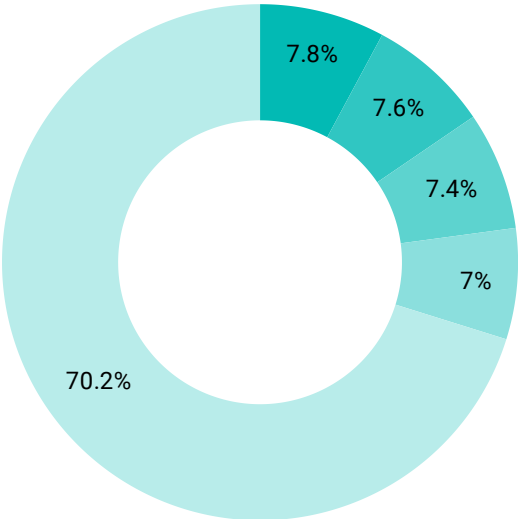
Total Coupon used

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■ Event count

| | 0 | 0.2 | 0.4 | 0.6 | 0.8 | 1 |
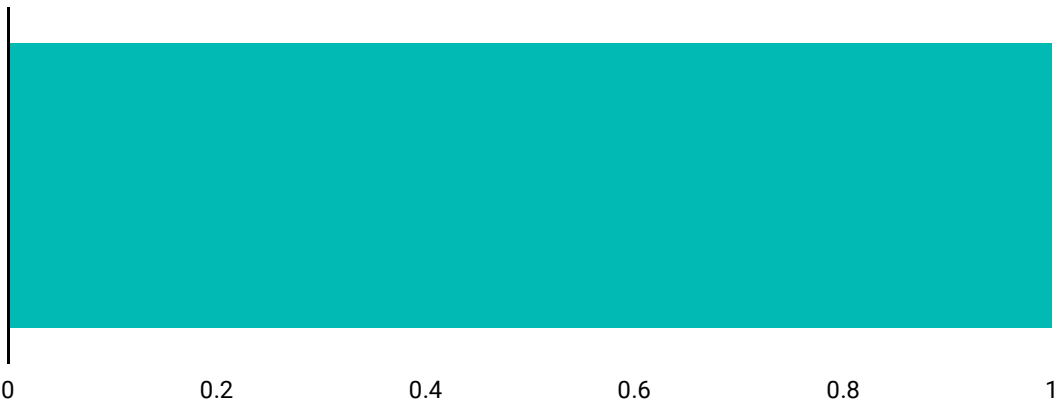
Top Events

Event name	event_action	event_label	Event count ▾	% Events	Active users
			49,942	24.4%	19,047
			23,713	11.6%	19,025
			22,355	10.9%	11,739
			18,460	9.0%	18,606
			12,988	6.3%	1,903
			8,923	4.4%	2,882
			7,610	3.7%	3,776
			5,878	2.9%	3,095
			3,753	1.8%	2,296

— page_view — insurance_s... — session_start ◀ ▶