New Users

Refers to the number of unique individuals who have visited the playbook for the first time within the selected date range. It helps you understand the number of new visitors visiting the playbook.

Users

Represents the total number of unique individuals who have visited the playbook within the selected date range. It includes both new users and returning users. Each user is counted only once, regardless of the number of times they visited.

Sessions Per User

The average number of sessions per user. It is calculated by dividing the total number of sessions by the number of users. This metric helps you understand how often users engage with the playbook, on average.

Average Engagement Time Per User

The average amount of time that users spend actively engaged in the playbook. It includes the time spent on pages, interactions with elements, and any other activities. This metric helps you gauge the overall level of user engagement.

Views

The number of times a particular page within the playbook has been viewed. It helps you track the popularity and visibility of specific content.

Engagement Rate

Indicates the level of user engagement on the playbook. It is calculated by dividing the total number of engagements (such as clicks, downloads, or form submissions) by the total number of sessions and expressing it as a percentage. A higher engagement rate typically indicates a more interactive and engaging user experience.