

Pocket Geek Auto Report

App Dashboard Overview

Data Available Since October 22, 2020

300	14	4.67%	39	13.00%	40.67%	14.67%	12.00%
Installs	Uninstall	Uninstall %	Dealer Added	Dealer Added %	D1 Retention	D7 Retention	D14 Retention

platform

All

medium

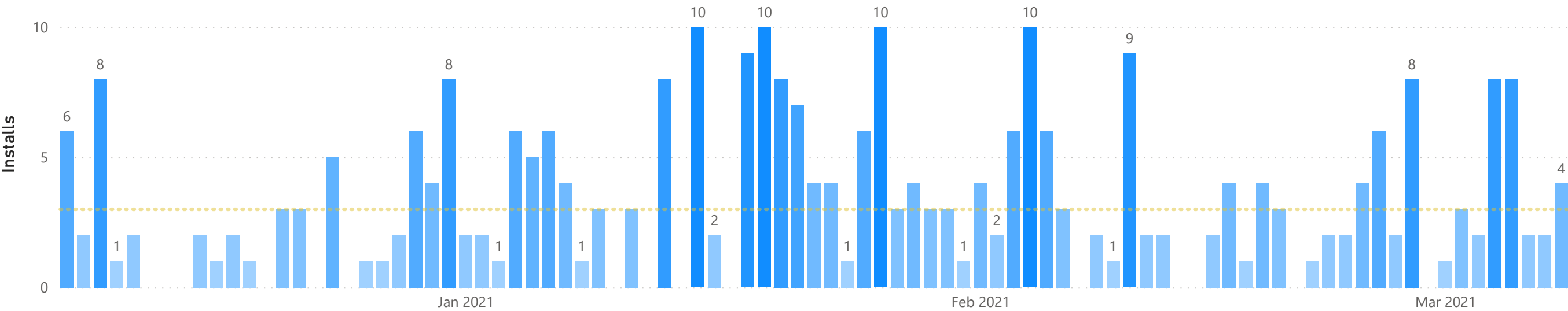
All

Date Filter

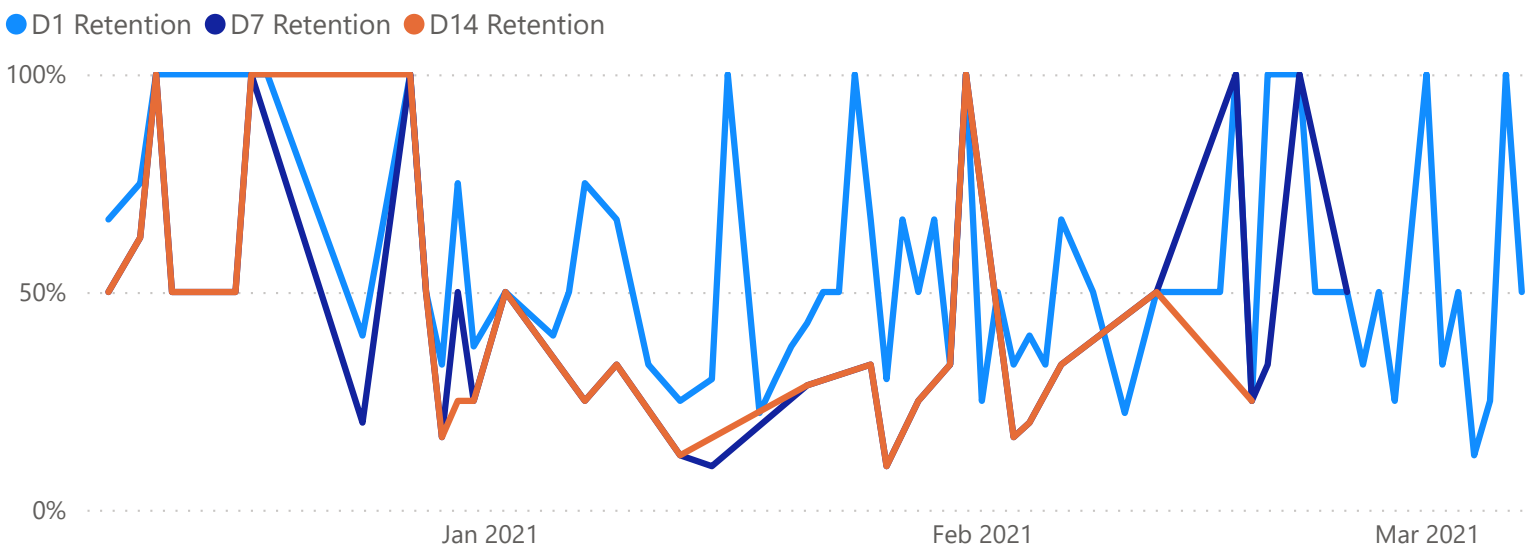
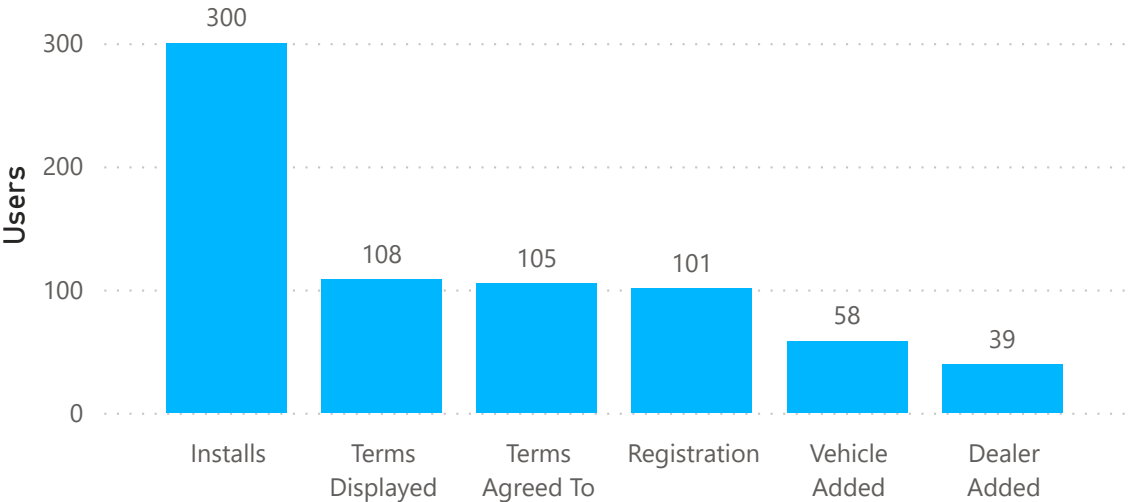
12/8/2020

3/8/2021

Install Trend



First Time User Experience



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164

Dealers

256

Users Added Dealer

185

Notifications Received

platform

All

medium

All

Dealer

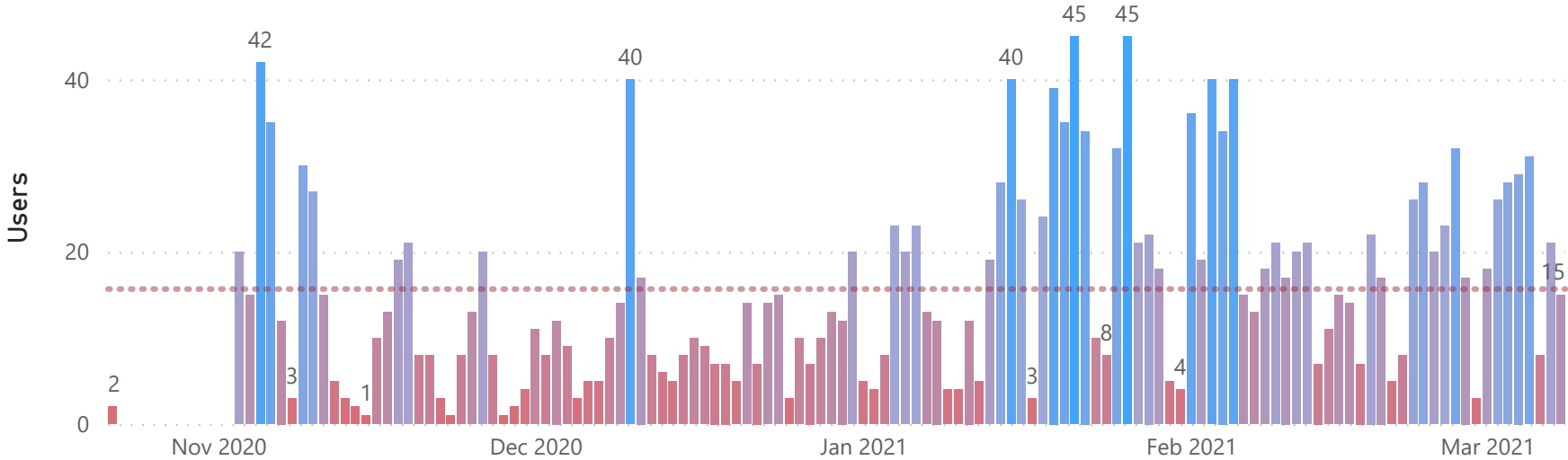
All

Date Filter

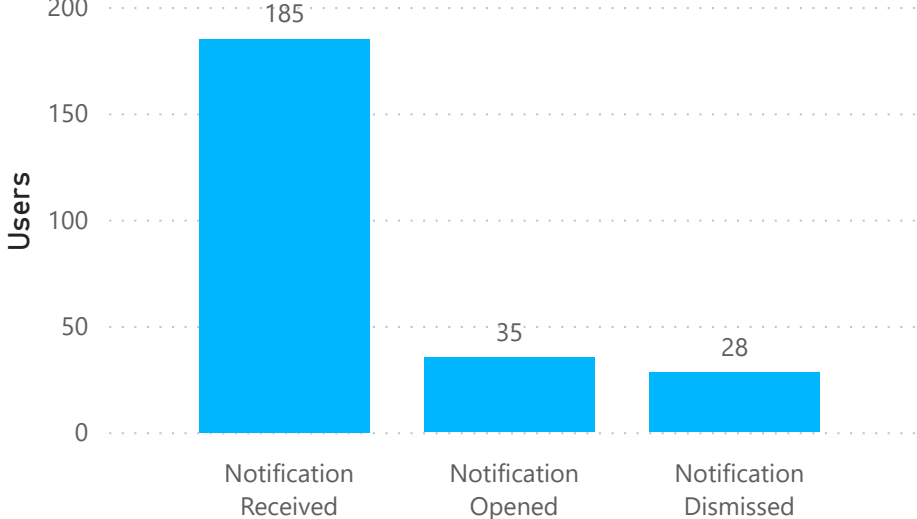
10/22/2020

3/8/2021

Daily Active Users



Notification Funnel



Dealer Promotion Details

Dealer	Deals	Users	Deals
000TX002	\$109.95 Dexos Oil	45	
000TX002	\$4 off cabin filter	45	
000TX002	Tire Price Guarantee	44	
N0101656	\$109.95 Dexos Oil	12	
N0101656	\$4 off cabin filter	12	
N0101656	Tire Price Guarantee	12	
000TX002	Engine Light	10	
PSL00011	\$109.95 Dexos Oil	10	
PSL00011	\$4 off cabin filter	10	
PSL00011	Tire Price Guarantee	10	
000VA039	\$109.95 Dexos Oil	9	
000VA039	\$4 off cabin filter	9	
000VA039	Tire Price Guarantee	9	
0000141G	\$109.95 Dexos Oil	7	

Dealer Details

Dealer	Users	Uninstall	Service Deals	%	Sales Deals	%	Deals tapped	%	Dealer Called	%	T
000TX002	137	6	49	35.77%	3	2.19%	22	16.06%	14	10.22%	
N0101656	29	7	13	44.83%	2	6.90%	2	6.90%	3	10.34%	
000VA039	23	1	10	43.48%	1	4.35%	5	21.74%	4	17.39%	
PSL00011	23	3	14	60.87%	4	17.39%	10	43.48%	6	26.09%	
PSL00080	11	1	5	45.45%	1	9.09%	5	45.45%	4	36.36%	
MI000172	10	4	6	60.00%	4	40.00%	4	40.00%	2	20.00%	
0000141G	9	1	8	88.89%	1	11.11%	2	22.22%			
IFS06862	8		4	50.00%	2	25.00%	3	37.50%	1	12.50%	
0000664A	6		1	16.67%			2	33.33%	1	16.67%	
Orga0338	6		3	50.00%			1	16.67%	1	16.67%	
FES08962	6	1					1	16.67%	2	33.33%	
HA004950	6		3	50.00%			2	33.33%	1	16.67%	
PSL00081	6		1	16.67%	1	16.67%	1	16.67%			

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D1 Retention

% of users who returned any day after the install date (Number of users that return to the app any day after the day of install/ total number of installs for that day)

D7 Retention

% of users who returned any day after 7 days from install date (Number of users that return to the app 7 days or more after the day of install/total number of installs for that day)

D14 Retention

% of users who returned any day after 14 days from install date (Number of users that return to the app 14 days or more after the day of install/total number of installs for that day)

Rolling Retention

X axis represents all users who installed on that date. Each line represents % of users who interacted after the specified number of days.

The ScoreCard for each retention metric refers to the percentage of user who returned to the app any day after the specific retention days (e.g D7 - anytime after 7 days)

Dealers

All distinct Dealers with at least one User since the data went live on BQ

Users Added Dealer

Number of users who added a dealer at anytime at all since the data went live on BQ

Installs

Summarises all User Installs within the timeframe selected on the filter

Dealer Added

Number of Users who Added a Dealer immediately after the Install Process within the timeframe selected on the filter

Dealer Added %

Number of Users who Added a Dealer immediately after the Install Process, divided by the number of User Installs (x 100) - within the timeframe selected on the filter

Uninstalls

Summarises all Users who Uninstalled the app within the timeframe selected on the filter

Uninstalls %

Number of users who uninstalled the app, divided by the total number of User Installs (x 100) - within the timeframe selected on the filter

First Time User Experience

Drop rate of Users who installed the app within the timeframe selected on the filter, from the first process of Installing the app, down to adding a vehicle for the first time.