

9993

Sum of Users

19K

Sum of Sessions

301.34K

Sum of Google Ads cost

21K

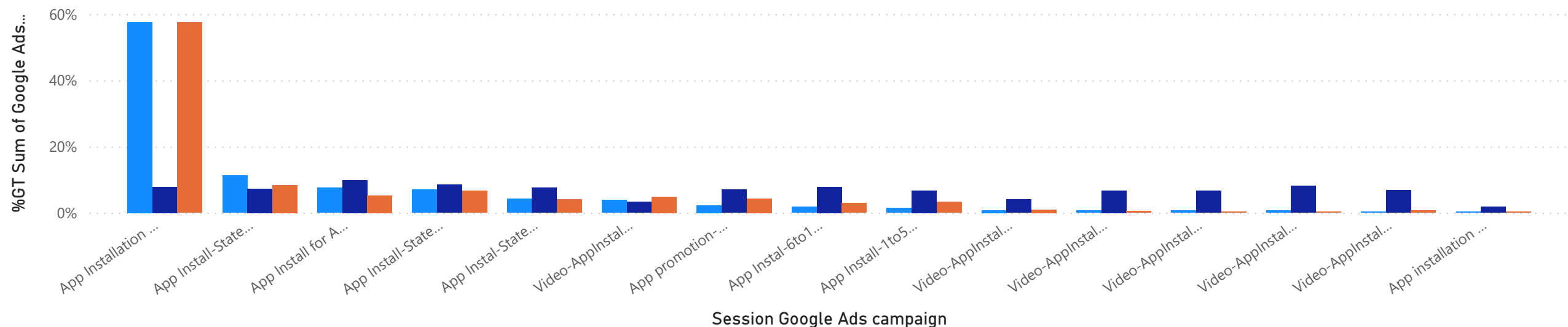
Sum of Conversions

186.16

Sum of Cost per conversion

%GT Sum of Google Ads clicks, %GT Sum of Cost per conversion and %GT Sum of Conversions by Session Google Ads campaign

● %GT Sum of Google Ads clicks ● %GT Sum of Cost per conversion ● %GT Sum of Conversions



Findings:

- 1) App Installation for May --Shahid Ads campaign has the highest click of 57.61 % and also highest conversion rate of 57.48 %.
- 2) Video AppInstall Ads campaign has the lowest ad clicks and conversion , but cost per conversion was comparatively high.
- 3) Total revenue and Return on ad spend columns data are missing.

Recommendations:

- 1) App Installation for May --Shahid Ads campaign need to be continued .
- 2) Video AppInstall Ads need to be introspect , for better results.

26K

Sum of Users

23K

Sum of New users

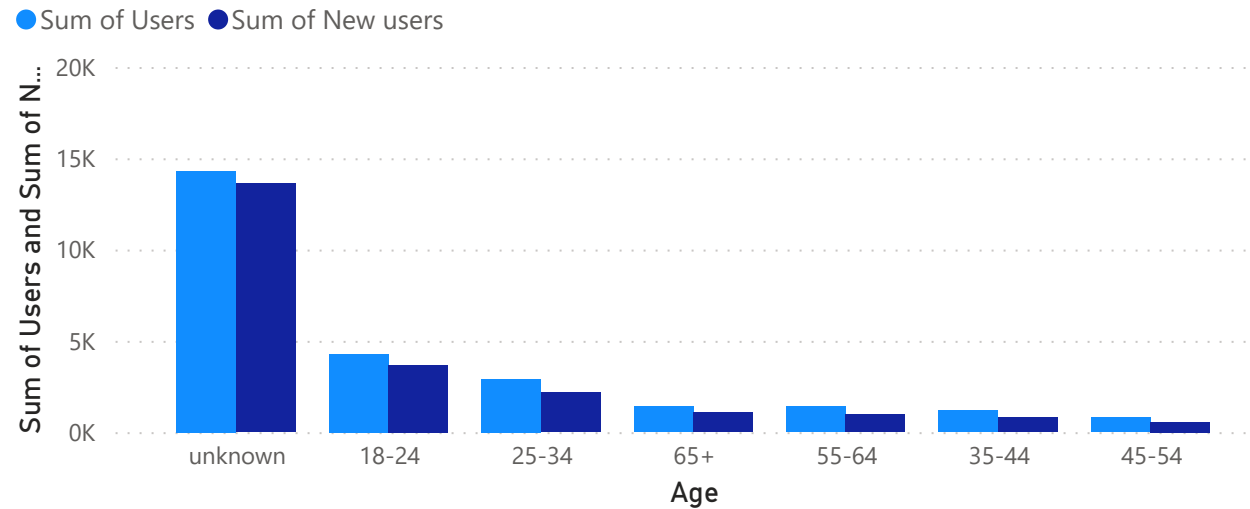
42K

Sum of Engaged sessions

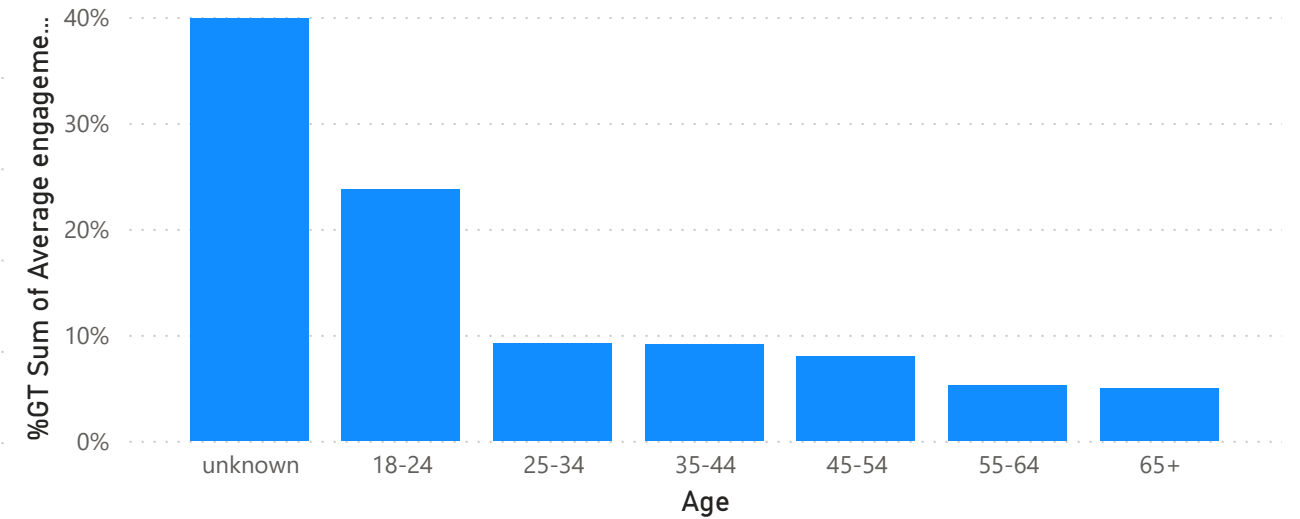
1M

Sum of Event count

Sum of Users and Sum of New users by Age



%GT Sum of Average engagement time by Age



Findings:

- 1) The highest conversion of new user's age group is unknown but the 2nd highest group is 18-24. And also the engagement time of age group of 18-24 is is very heigh 23.72 %.
- 2) Conversions columns data are incorrect .
- 3) Total revenue column is blank.

Recommendations:

- 1) Need to concentrate more on age group of 18-24.
- 2) Need to collect the data for revenue column and unknown age group.

486.64

Average of New users

41K

Sum of Engaged sessions

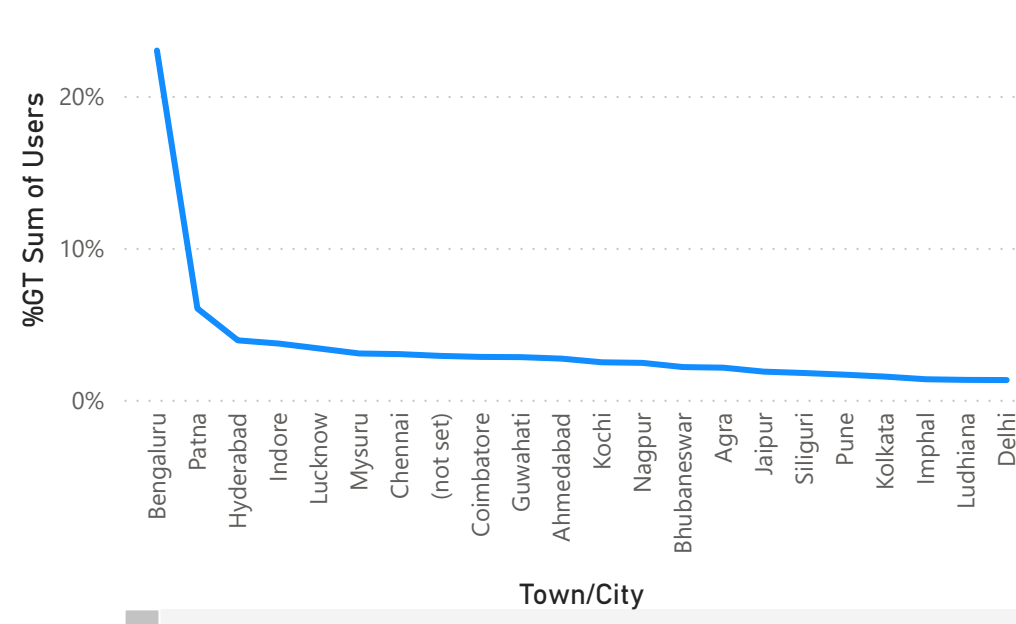
39.26

Sum of Engaged sessions per user

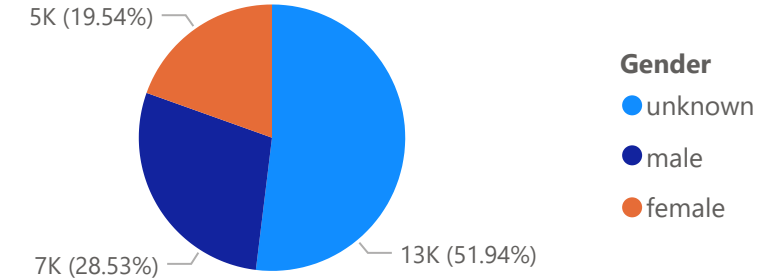
Sum of Users by Town/City



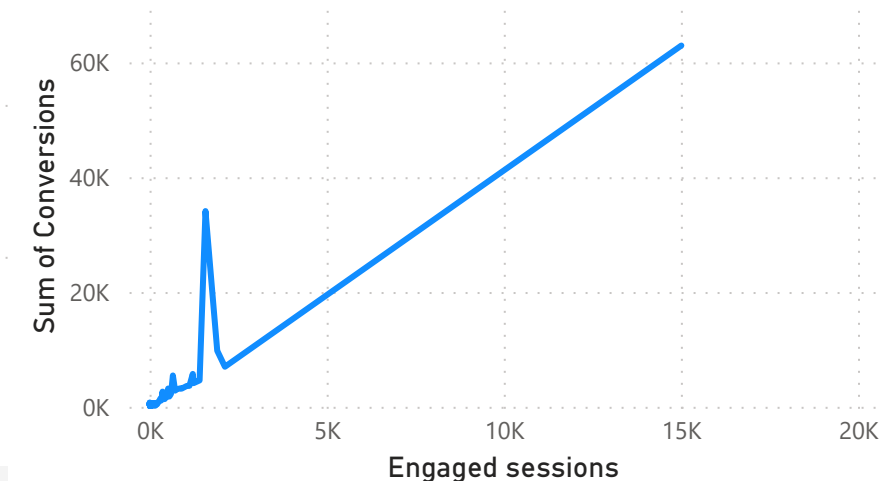
%GT Sum of Users by Town/City



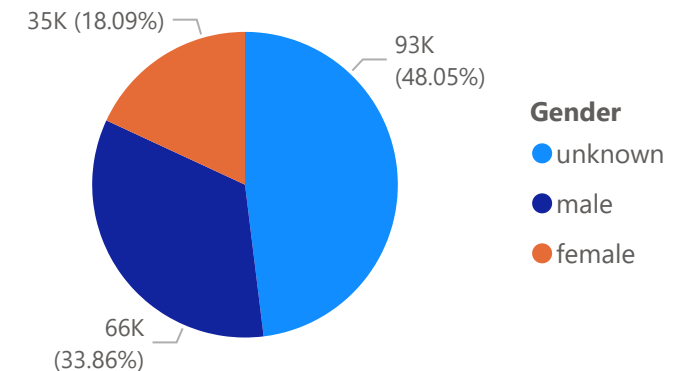
Sum of Users by Gender



Sum of Conversions by Engaged sessions



Sum of Conversions by Gender



Findings:

- 1) Most of users gender is unknown, Male are more (28.53%) as compare to female (19.54%).
- 2) Sum of Users is highest for Bengaluru followed by Patna and Hyderabad.
- 3) Bengaluru accounted for 22.99 % of Sum of Users

Recommendations:

- 1) Need to marketing more in another big cities also, to engage new users.

215K

Sum of Users

170K

Sum of New users

1.34

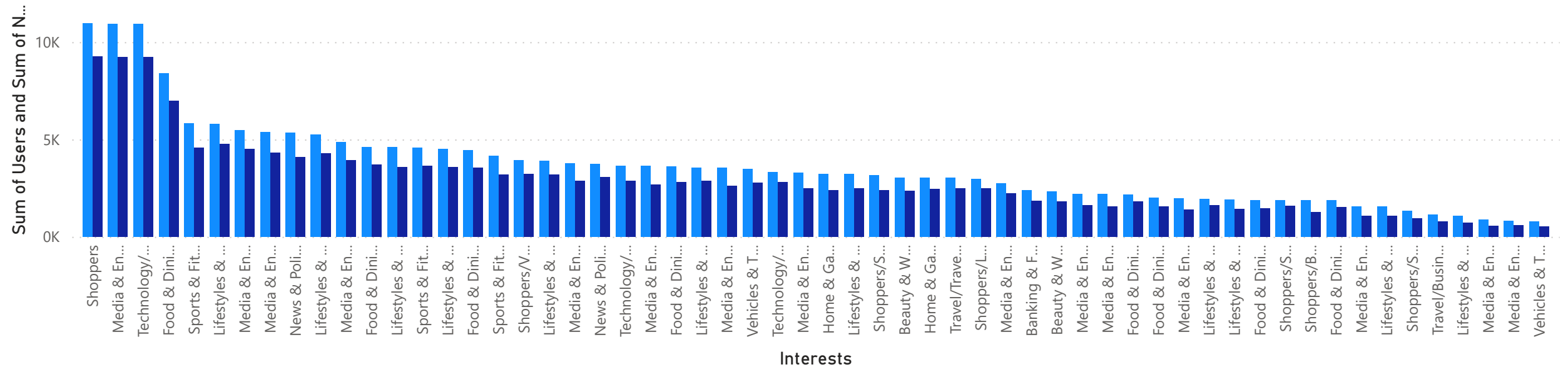
Average of Engaged sessions per user

0.62

Average of Engagement rate

Sum of Users and Sum of New users by Interests

● Sum of Users ● Sum of New users



Findings:

- 1) Shoppers had the highest Sum of Users followed by Media & Entertainment/Comics & Animation.
- 2) Sum of Users and Total Sum of New users are positively correlated with each other.
- 3) Average of Engagement rate is 0.62.

221K

Sum of Total users

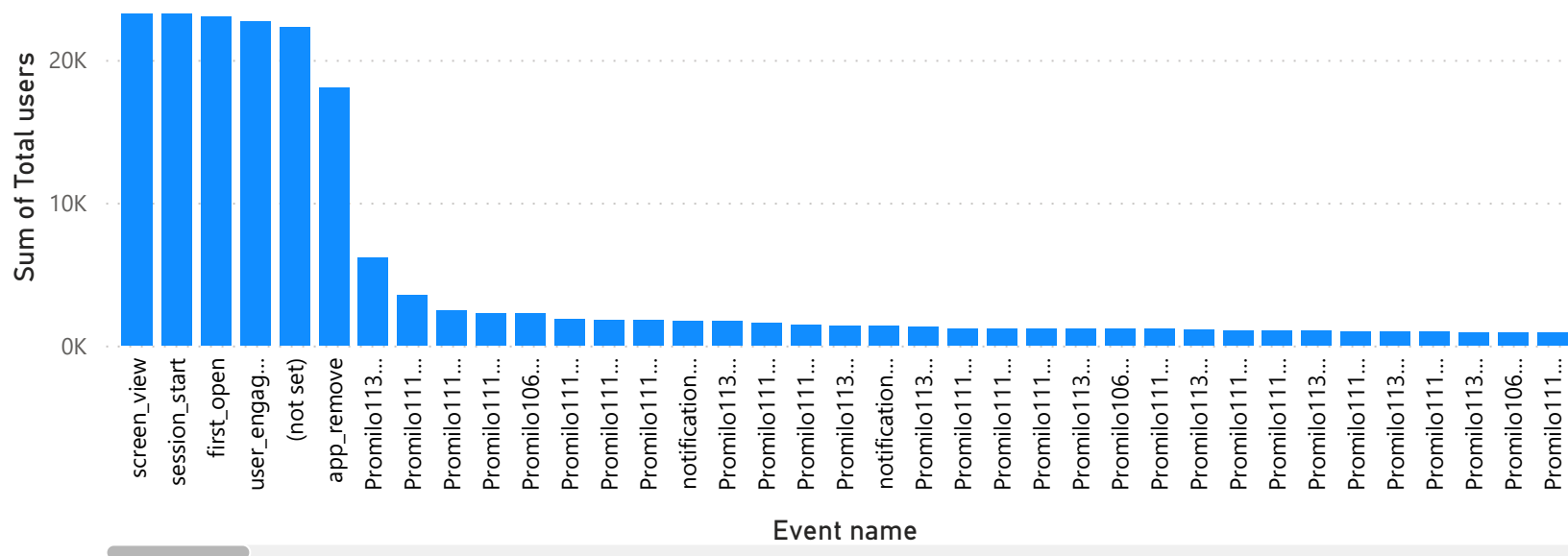
1.22K

Sum of Event count per user

3.48K

Average of Event count

Sum of Total users by Event name



Event name

- ☐ (not set)
- ☐ app_clear_data
- ☐ app_exception
- ☐ app_remove
- ☐ app_update
- ☐ feeds
- ☐ first_open
- ☐ my_interests_screen
- ☐ my_meetings_screen
- ☐ my_rewards_screen
- ☐ notification_dismiss
- ☐ notification_foreground
- ☐ notification_open
- ☐ notification_receive
- ☐ null
- ☐ os_update
- ☐ Promilo feeds

Findings:

- 1) Out of 221 K total users 23 k users open the app, 119 users updated the app, 348 users notification open.
- 2) Out of 221 K total users 18 K users remove the app.

Recommendations:

- 1) Need to engage the users by various methods.

Sum of Views

Sum of Users

Sum of Conversions

Max of Average engagement time

Average of Event count

● Sum of Users ● Sum of Views

☐ (not set)

□ calculator_intro

☐ calculator one

☐ calculator_two☐ UIImagePickerControllerCameraViewContro...☐ campaign_interest☐ campaign_meeting☐ CheckoutActivity☐ CustomTabActivity

☐ CustomTabMainActivity

☐ dashboard

☐ discovery_screen☐ FacebookActivity

- 1) Out of 297 K users are views the app but only 64 K users are using the app
- 2) Out of 17K views only 7291 users are logged into app
- 3) Maximum of average engagement time 304 min.
- 4) Total no of conversion are 90 K

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- 7) Most of users gender is unknown, Male are more (28.53%) as compare to female (19.54%).
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- 9) Bengaluru accounted for 22.99 % of Sum of Users
- 10) Shoppers had the highest Sum of Users followed by Media & Entertainment/Comics & Animation.
- 11) Sum of Users and Total Sum of New users are positively correlated with each other.
- 12) Average of Engagement rate is 0.62.
- 13) Out of 221 K total users 23 k users open the app, 119 users updated the app, 348 users notification open.
- 14) Out of 221 K total users 18 K users remove the app.
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