

Freeform

Demo Data Adobe PM

This month
Aug 1, 2025 - Aug 31, 2025

	Page Views	Bounce Rate	Time Spent per Visitor (seconds)
Marketing Channel Page: 1 / 1 Rows: 50 1-4 of 4	Aug 1Aug 31↓4,292 out of 4,292	Aug 1Aug 3167.13% out of 67.13%	Aug 1Aug 311,670 out of 1,670
1. Direct	2,375 55.3%	72.93%	1,096 65.6%
2. Referral	1,453 33.9%	9.31%	3,011 180.3%
3. Social Media	410 9.6%	11.76%	3,807 227.9%
4. Natural Search	54 1.3%	16.67%	2,078 124.4%

Direct

Page Page: 1 / 32 > Rows: 10 1-10 of 313	Aug 1Aug 31↓2,375 out of 2,375	Aug 1Aug 313.44% out of 72.93%	Aug 1Aug 31967 out of 1,096
1. voice: error	221 9.3%	0.00%	76 7.9%
2. voice: shopping list: add item to list	123 5.2%	2.02%	70 7.3%
3. voice: store hours	117 4.9%	1.00%	63 6.5%
4. home	112 4.7%	2.78%	724 74.9%
5. voice: media: play podcast	102 4.3%	3.19%	58 6.0%
6. voice: app launch	99 4.2%	1.01%	59 6.1%
7. voice: pharmacy: refill a prescription	94 4.0%	2.35%	60 6.2%
8. voice: grocery pickup: schedule a pickup	53 2.2%	0.00%	83 8.6%
9. app: launch	52 2.2%	0.00%	471 48.7%
10. forum	47 2.0%	20.00%	514 53.1%

Referral

Page Page: 1 / 29 > Rows: 10 1-10 of 288	Aug 1Aug 31↓1,453 out of 1,453	Aug 1Aug 318.98% out of 9.31%	Aug 1Aug 313,006 out of 3,011
1. home	117 8.1%	6.98%	751 25.0%
2. forum	52 3.6%	33.33%	515 171%
3. app: launch	47 3.2%	0.00%	707 23.5%
4. category 5	45 3.1%	5.56%	965 32.1%
5. category 1	42 2.9%	7.69%	958 31.9%
6. app: category 1	41 2.8%	0.00%	850 28.3%
7. lead form: step 1	40 2.8%	11.76%	555 18.5%
8. category 4	37 2.5%	0.00%	717 23.8%
9. category 2	33 2.3%	16.67%	950 31.6%
10. events	32 2.2%	0.00%	525 17.4%

Social Media

Page Page: 1 / 14 > Rows: 10 1-10 of 131	Aug 1Aug 31↓410 out of 410	Aug 1Aug 319.09% out of 11.76%	Aug 1Aug 313,807 out of 3,807
1. home	25 6.1%	33.33%	954 25.1%
2. app: category 1	20 4.9%	0.00%	1,221 32.1%
3. app: category 2	17 4.1%	0.00%	1,123 29.5%
4. app: launch	16 3.9%	0.00%	873 22.9%
5. category 5	12 2.9%	0.00%	855 22.5%
6. category 2	12 2.9%	0.00%	519 13.6%
7. events	12 2.9%	0.00%	500 13.1%
8. forum	11 2.7%	0.00%	719 18.9%
9. search results	10 2.4%	0.00%	454 11.9%
10. app: navigation	9 2.2%	0.00%	1,199 31.5%

Natural Search

Page Page: 1 / 4 > Rows: 10 1-10 of 39	Aug 1Aug 31↓54 out of 54	Aug 1Aug 3116.67% out of 16.67%	Aug 1Aug 312,078 out of 2,078
1. home	7 13.0%	0.00%	451 21.7%
2. app: navigation	3 5.6%	0.00%	1,143 55.0%
3. app: track order	3 5.6%	0.00%	1,124 54.1%
4. lead form: step 1	2 3.7%	50.00%	1,015 48.8%
5. category 3	2 3.7%	0.00%	1,468 70.6%
6. mobile web: home	2 3.7%	0.00%	561 27.0%
7. mobile web: lead form: step 2	2 3.7%	0.00%	1,202 57.8%
8. app: product details	2 3.7%	0.00%	0 0.0%
9. product details: prd1031	1 1.9%	100.00%	0 0.0%
10. product details: prd1045	1 1.9%	0.00%	911 43.8%

Attribution

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This month
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Checkouts across Marketing Channel | Models: Last Touch, First Touch, U Shaped | Lookback: 30 Days

Total Checkouts

109

All Visits : Checkouts

Checkouts Attribution Comparison

Adobe Campaign Clicked

Checkouts (Last Touch | Visitor | 30 Days)

Checkouts (First Touch | Visitor | 30 Days)

Checkouts (U Shaped | Visitor | 30 Days)

Direct	42	58	60	59
Referral	15	43	46	45
Social Media	1	9	4	7
Natural Search	1	0	0	0

Checkouts Attribution Comparison

Marketing Channel	Adobe Campaign Clicked Page: 1 / 4 Rows: 10 1-4 of 4	Checkouts Last Touch Visitor 30 Days Page: 1 / 1 Rows: 10 1-4 of 4	Checkouts First Touch Visitor 30 Days Page: 1 / 1 Rows: 10 1-4 of 4	Checkouts U Shaped Visitor 30 Days Page: 1 / 1 Rows: 10 1-4 of 4
1. Direct	41 70.7%	57 52.3%	59 54.1%	58 53.2%
2. Referral	15 25.9%	43 39.4%	46 42.2%	45 40.8%
3. Social Media	1 1.7%	9 8.3%	4 3.7%	7 6.0%
4. Natural Search	1 1.7%	0 0.0%	0 0.0%	0 0.0%

Channel overlap

The number of times a conversion was influenced by multiple channels.

Direct

Referral

Social Media

Natural Search

Adobe Campaign Clicked

Checkouts (Last Touch | Visitor | 30 Days)

Checkouts (First Touch | Visitor | 30 Days)

Checkouts (U Shaped | Visitor | 30 Days)

Touchpoints per journey

Histogram of the number of touches visitors had to any channel.

Unique Visitors

1

3

5

7

9

11

13

15

17

19

21

23

25+

Trended channel performance

Trended performance of channels by attribution model.

Adobe Campaign Clicked [Marketing Channel: Direct]

Checkouts [Marketing Channel: Direct] (Last Touch | Visitor | 30 Days)

Checkouts [Marketing Channel: Direct] (First Touch | Visitor | 30 Days)

Checkouts [Marketing Channel: Direct] (U Shaped | Visitor | 30 Days)

Channel performance detail

Visual comparison of attribution models.

Adobe Campaign Clicked

Checkouts (First Touch | Visitor | 30 Days)

Checkouts (Last Touch | Visitor | 30 Days)

Channel flow

The most common paths visitors take across channels.

Contains:

Direct

 | Flow container: Visits | Repeats: Off | First/last occurrence limiting: Off

MARKETING CHANNEL

* Direct
2,867
Path views

Social Media
12

Natural Search
4

Segment comparison

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Aug 1, 2025 - Aug 31, 2025

First Time Visits vs Paid Search | Generated at 6:15 AM on Jul 24, 2025

Size and Overlap

First Time Visits + Unique Visitors

3,164

Paid Search + Unique Visitors

75

Unique Visitors : First Time Visits

First Time Visits

3,164

Unique Visitors : First Time Visits

Paid Search

75

Unique Visitors : Paid Search

Overlap

75

Unique Visitors : First Time Visits + Paid Search

Top metrics against Segments

	First Time Visits	Paid Search	Difference score
Metrics Page: 1 / 1 Rows: 50 1-17 of 17	Aug 1592	Aug 13,612	Aug 1↓
1. Searches / Visitors	0.03	1.13	0.97
2. Bounces / Visitors	0.67	0.07	0.93
3. Activity Impressions / Visitors	0.08	0.59	0.88
4. Asset Impressions / Visitors	1.30	8.35	0.88
5. Asset Clicks / Visitors	0.08	0.40	0.88
6. Online Duration / Lifetime	3.74	76.14	0.97

Top dimension items against Segments

	First Time Visits	Paid Search	Difference score
Mixed Dimensions Page: 1 / 1 Rows: 50 1-50 of 50	Aug 1	Aug 1	Aug 1↓
1. Paid Search: Paid	2.4%	100.0%	0.98
2. Marketing Channel: Paid Search	2.5%	100.0%	0.98
3. Referrer Type: Search Engines	2.8%	100.0%	0.97
4. Interaction Channel: Website	16.8%	89.3%	0.76
5. Time Spent on Page - Bucketed: 5 to 10 minutes	14.4%	82.7%	0.71
6. Campaign Delivery Method: Google	1.4%	53.3%	0.70

Metric over time by Segment

Searches / Visitors [First Time Visits]

Searches / Visitors [Paid Search]

Dimension items by Segment

Unique Visitors [First Time Visits]

Unique Visitors [Paid Search]

Difference score

Paid Search: Paid	2.4%	100.0%	0.98
Marketing Channel: Paid Search	2.5%	100.0%	0.98
Referrer Type: Search Engines	2.8%	100.0%	0.97
Interaction Channel: Website	16.8%	89.3%	0.76
Time Spent on Page - Bucketed: 5 to 10 minutes	14.4%	82.7%	0.71
Campaign Delivery Method: Google	1.4%	53.3%	0.70

User Behaviour & Journey Analysis (Adobe Analytics)

This dashboard analyzes user engagement across key marketing channels—Paid Search, Natural Search, Social Media, Referral, and Direct—using Adobe Analytics demo data. It maps customer journeys, identifies behavioral patterns, and compares attribution models to uncover campaign effectiveness.

Key Takeaways

- **Channel Performance:** Paid Search and Direct channels show strong first-touch influence, while Referral and Social Media drive deeper engagement.
- **User Segmentation:** First-time visitors overlapping with Paid Search audiences highlight opportunities to optimize onboarding journeys and retargeting strategies.
- **Attribution Modeling:** Last Touch vs First Touch vs U-Shaped attribution reveals disparities in conversion credit, guiding better budget allocation across campaigns.
- **Journey Mapping:** Channel flow and touchpoint histograms show the most frequent user paths, uncovering friction points and conversion opportunities.
- **Engagement Metrics:** Time-on-page, bounce rate, and interaction clicks are segmented by channel and page type, helping pinpoint where users drop off or engage.

Business Value

- Improves **campaign ROI** by aligning attribution insights with budget priorities.
- Enhances **UX optimization** through behavioral data on app navigation and drop-off points.
- Supports **targeted segmentation strategies** based on visitor overlap and engagement depth.