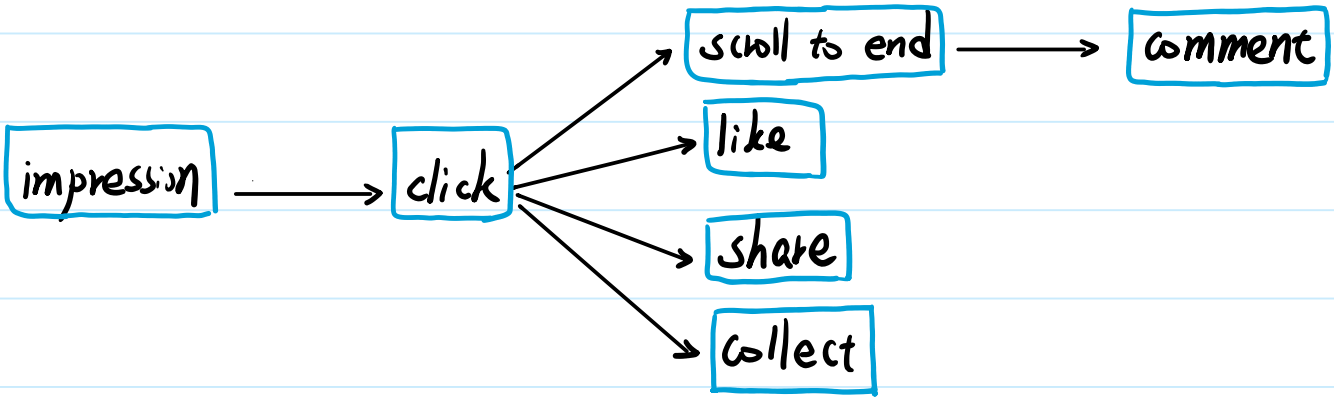
Introduction

Sunday, February 25, 2024 8:40 PM

小红书：



Performance metrics:

click rate = # of click / # of impression

like rate = # of like / # of click

collect rate = # of collect / # of click

share rate = # of share / # of click

read completion rate = # of scroll end / # of click

business metrics:

① daily active user / montly active user

② average using time

③ average publishing rate