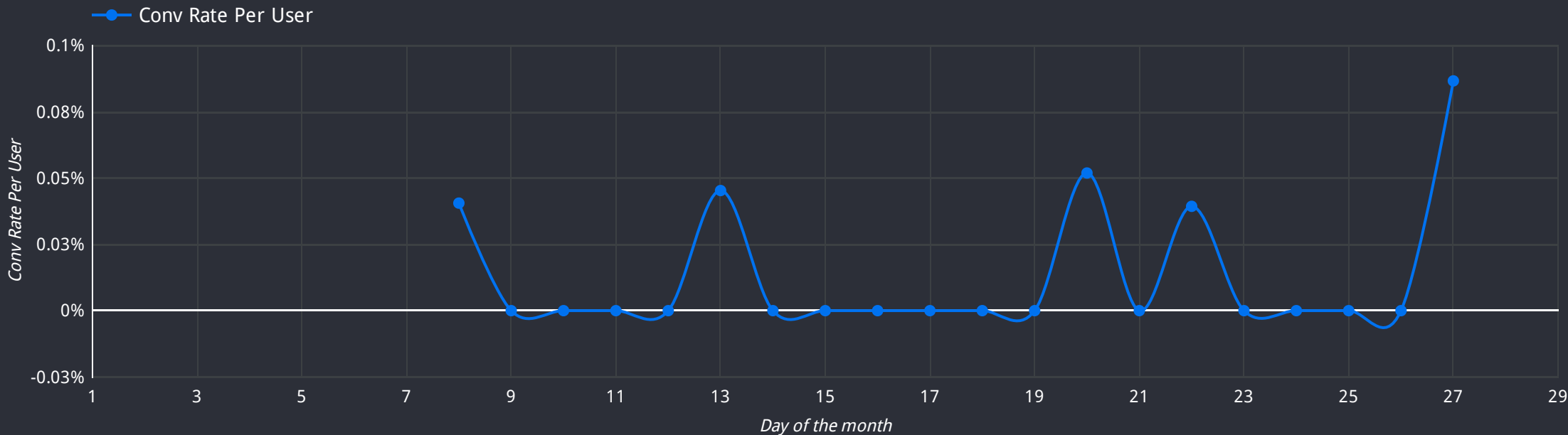




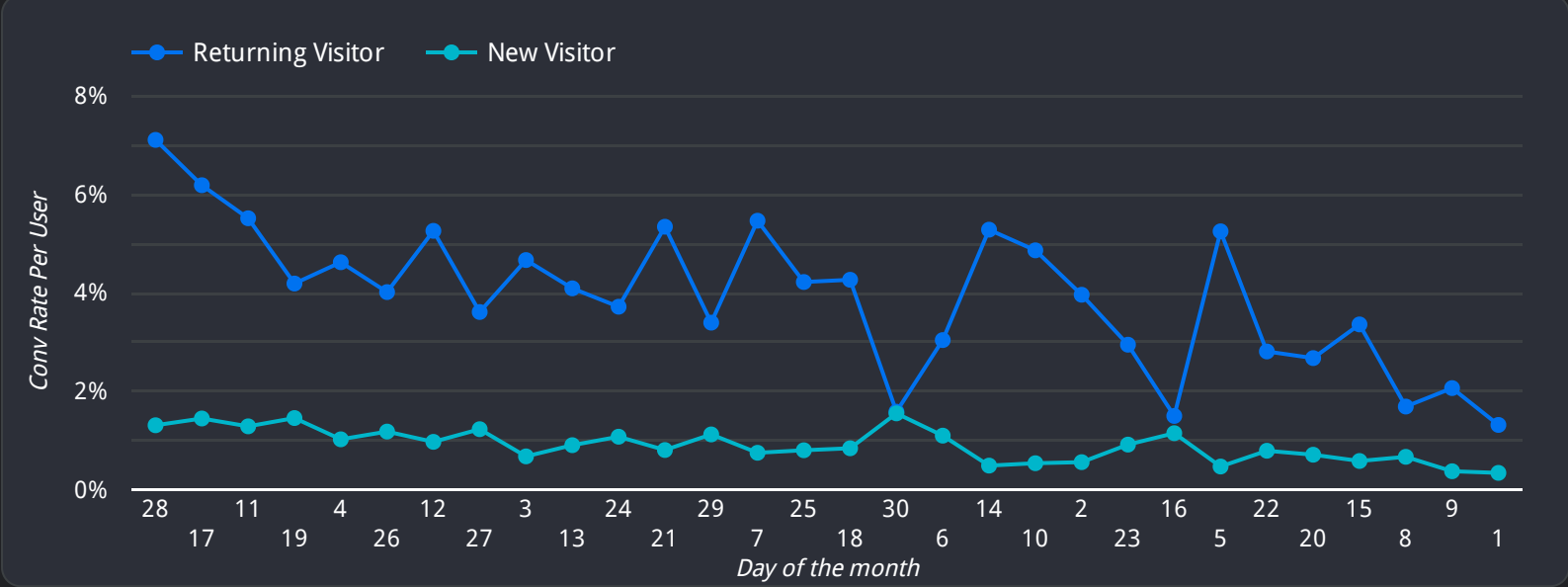
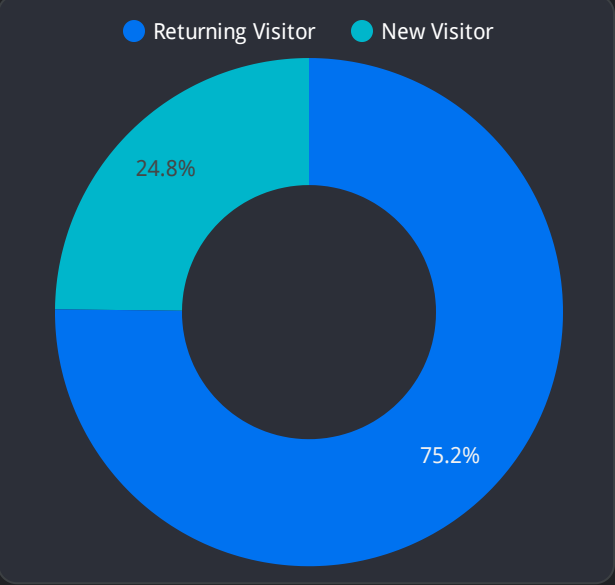
Cohort Analytics

Select date range



	Date	User Type	Conv Rate Per User	
1.	May 10, 2023	Returning Visitor	6.71%	
2.	May 3, 2023	Returning Visitor	6.36%	
3.	May 17, 2023	Returning Visitor	5.7%	
4.	May 16, 2023	Returning Visitor	5.56%	
5.	May 4, 2023	Returning Visitor	5.22%	
6.	May 1, 2023	Returning Visitor	4.84%	
7.	May 2, 2023	Returning Visitor	4.77%	
8.	May 9, 2023	Returning Visitor	4.76%	
9.	May 15, 2023	Returning Visitor	4.58%	
10.	May 12, 2023	Returning Visitor	4.26%	
11.	May 18, 2023	Returning Visitor	4.17%	

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Cou ntry	User s	AdX Monetized Pageviews	Bounce Rate	Conv Rate Per User	AdX Viewable Impressions %	Time on Screen	Avg User Duration	Avg. Price	Avg. Order Value	Total Value	Sub Continent	Total Unique Searches
Unit...	18,9...	0	35.72%	0.01%	0%	00:00:00	00:04:44	\$30.8	\$61.6	\$61.6	1	0
Can...	12,6...	0	70.8%	0.05%	0%	00:00:00	00:01:00	\$18.82	\$131.73	\$790.4	1	0
India	6,241	0	67.67%	0%	0%	00:00:00	00:01:24	\$0	\$0	\$0	1	0
Unit...	1,717	0	46.95%	0.06%	0%	00:00:00	00:02:54	\$16.61	\$1,295.2	\$1,295.2	1	0
Unit...	1,028	0	55.74%	0%	0%	00:00:00	00:02:55	\$0	\$0	\$0	1	0

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