

ALATBYWEMA

Carrier

State

Apr 11, 2023 - Apr 24, 2023

Target: 100,000
Users

No of SMS

9,637,406

Clicks

2.0M

Installs

57,712

Users Acquired

1,446

Unique Logins

3,676

Transactions

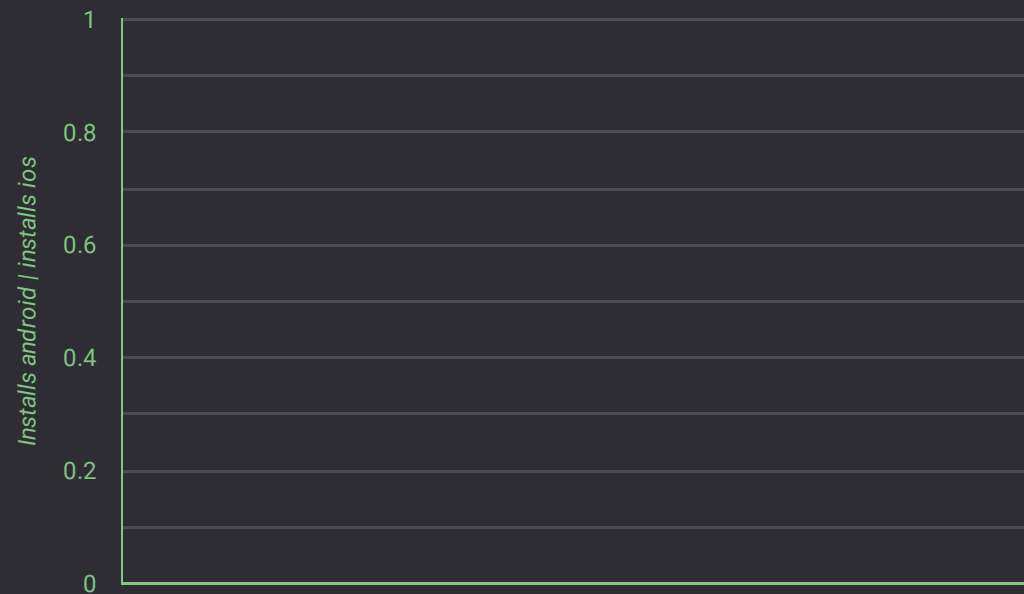
117,671

***Use the Filter to get a deeper break down insight of the data acquired and mapped to specific parameters*

date is set as last 14 days; change date to "Auto date Range" to view the complete data

Installs

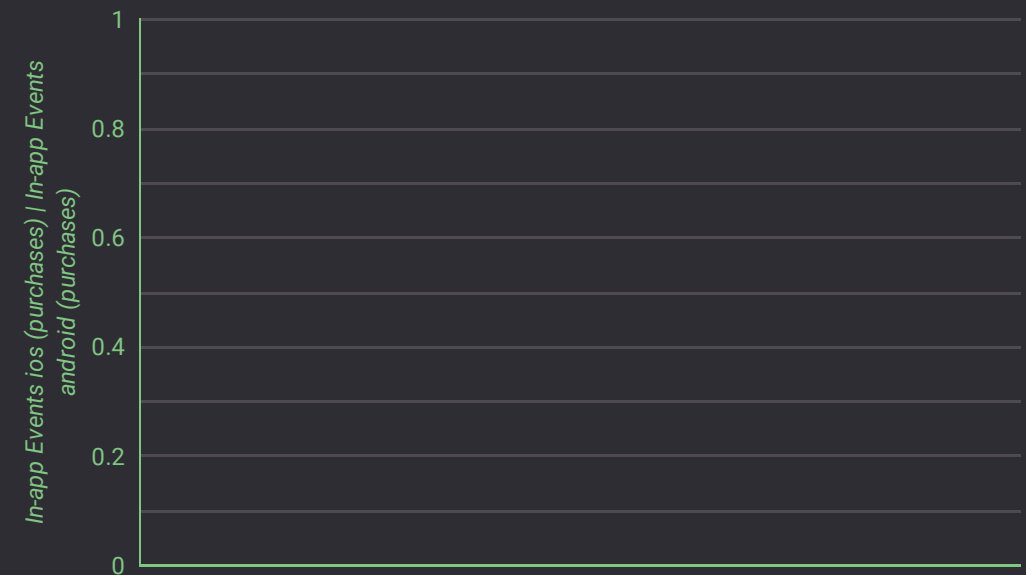
Installs android installs ios



The graph represent the number of Installs acquired on the AlAtByWema App with respect to time. This gives the real-time amount of values to date and its updated every 24 hrs

User Acquisitions

In-app Events ios (purchases) In-app Events android (purchases)



The graph represent the number of In-App Events carried out inside the AlAtByWema App with respect to time. This gives the real-time amount of values to date and its updated every 24 hrs

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The dashboard displays the conversion rate across 4 key Locations: Lagos, FCT, Rivers & Kaduna. Both table gives the total number of sms delivered according to each location and the second table shows the resulting clicks. The CTR is sorted in ascending order visualized with a heat-map; Lagos coming first followed by the other Locations.

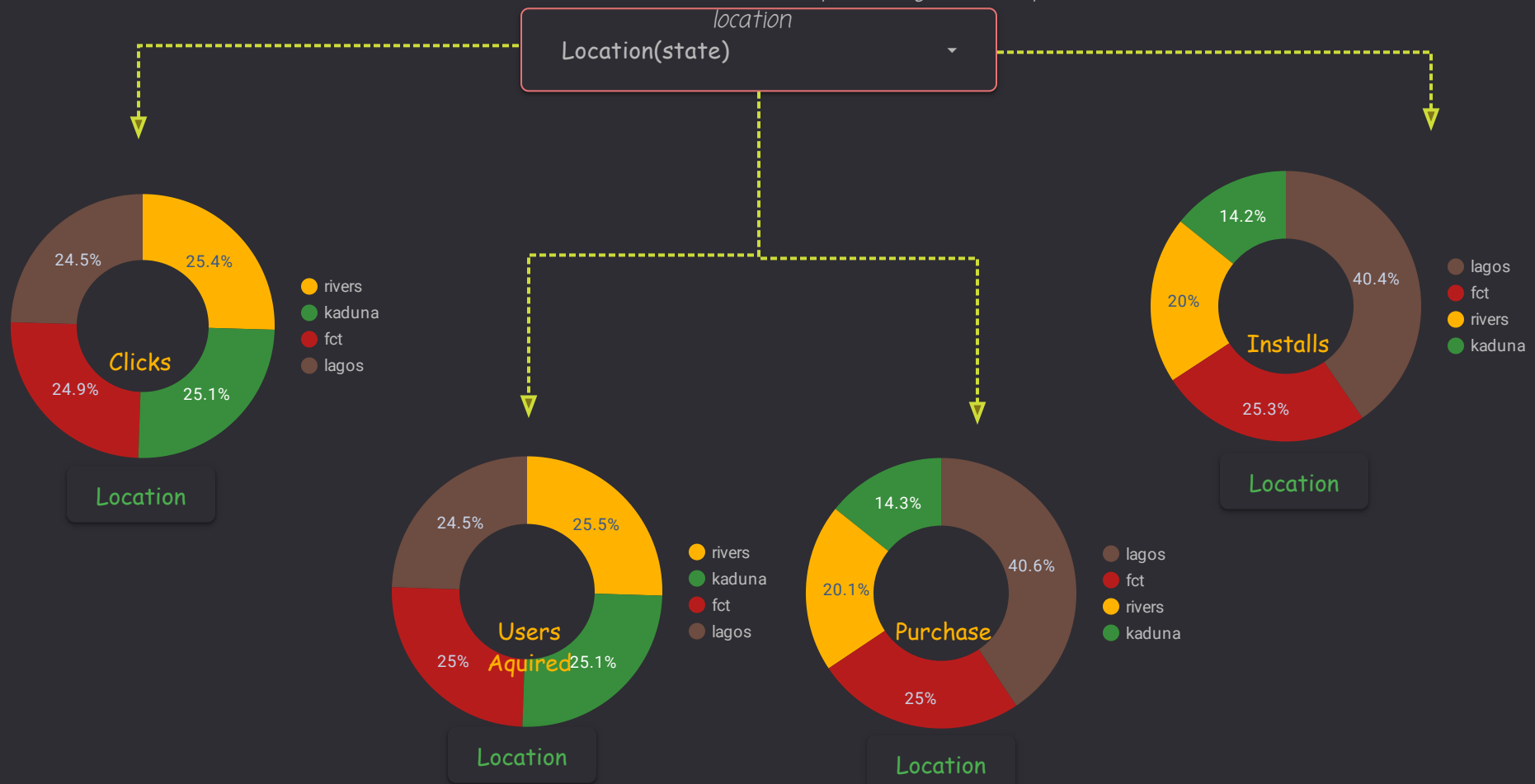
Event ▾	Location(State)	Total sms
1. sms	kaduna	2,641
2. sms	rivers	2,680
3. sms	fct	2,625
4. sms	lagos	2,585

1 - 4 / 4 < >

Event	Location(State)	Total Clicks ▾
1. click	lagos	91
2. click	fct	57
3. click	rivers	45
4. click	kaduna	32

1 - 4 / 4 < >

***Use Location Filter to view the ratio value percentage with respect to the*



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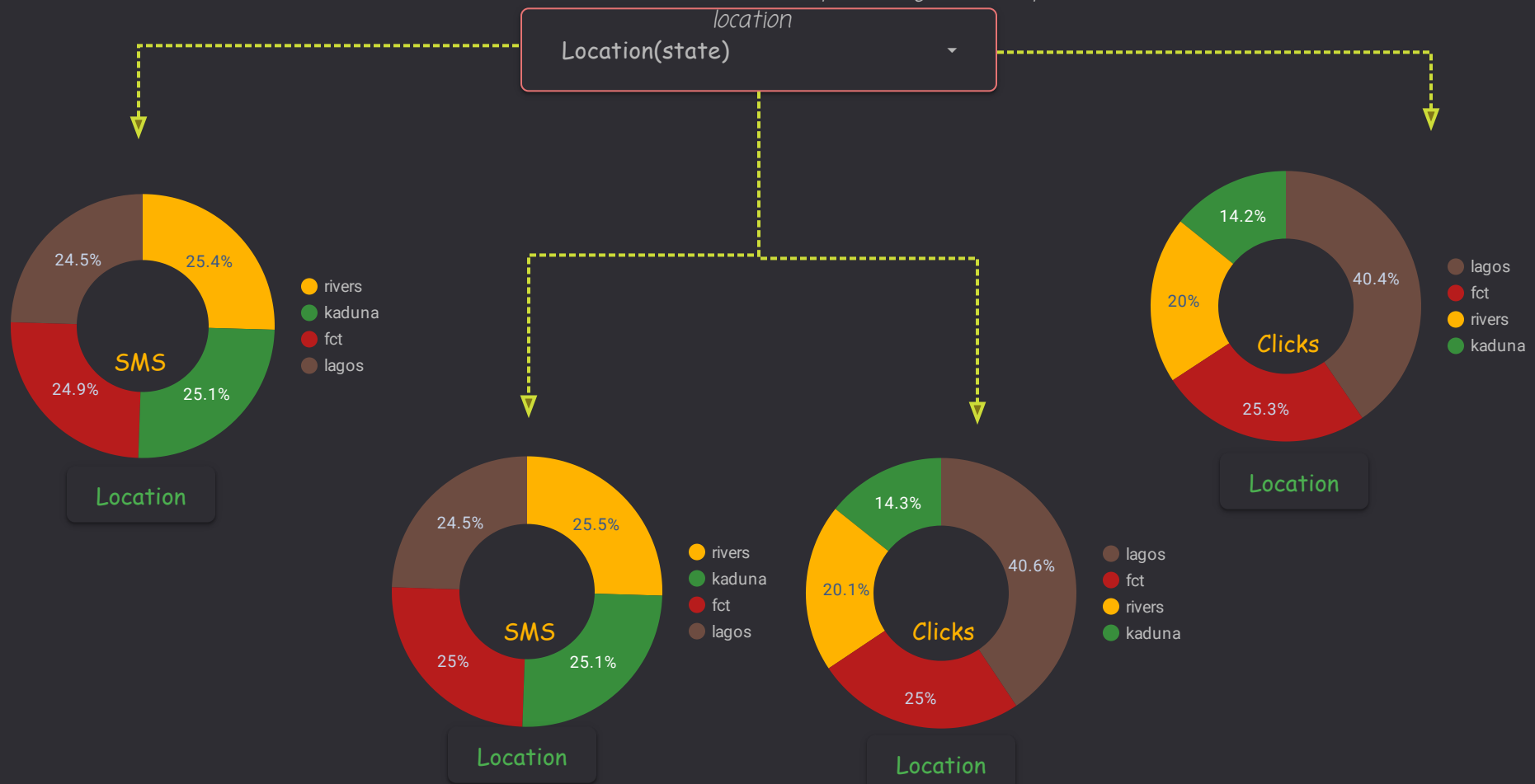
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	msisdn	Record Count ▾
1.	f6ef944b023c3e4287b54e...	12
2.	74e1423a2cc584cf96dc1...	7
3.	419eeb97784db5e51e790...	7
4.	411ca0e0d6f215c0b999a...	6
5.	663a630bec51d0414821e...	6
6.	5e4f4d158b99f0362396b...	5
7.	adde2c433cad85b130028...	5
8.	8dde9864f3a151cbe241d...	5
1 - 100 / 11929 < >		

msisdn

Record Count ▾

1.	23f012086c81bfeb1c311...	11
2.	2af115feb5ffd1a65f50afa...	9
3.	9f7c11732327e57b453b2...	8
4.	e34cc081f18b7430f6929...	7
5.	6b119e7f52793e6ac737b...	7
6.	3400b8c055e76a9410ed1...	6
7.	25ae849371ba5ae0c5d60...	6
8.	e83008c34273e1fc7b228...	6

	msisdn	Record Count ▾
1.	fd0b814277208e4b51f8a...	7
2.	706700aec6511b269ff31...	6
3.	26f8a9449c9716ad5c440...	6
4.	8bf78e4db36a75fe7167b...	6
5.	e07cdcf2266c9767641fbe...	5
6.	0d73d2b0cfdbd9f8712f5c...	5
7.	391ff3d83411a1521886d...	5
8.	50b1d31c971b66791eedd...	4

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Transactions
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Installs

Chart configuration incomplete
Invalid/Missing dimensions, metrics, or filters.
[See details](#)

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