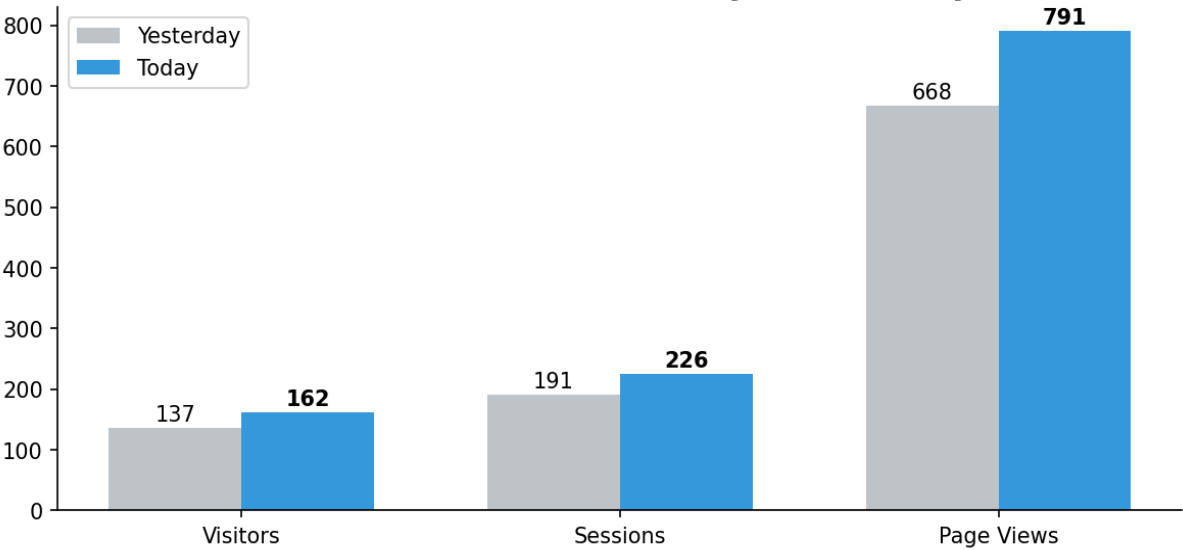



<div>↑ 162 +18.2%</div>	<div>↑ 226 +18.3%</div>	<div>↑ 791 +18.4%</div>	<div>↑ 58 +18.4%</div>
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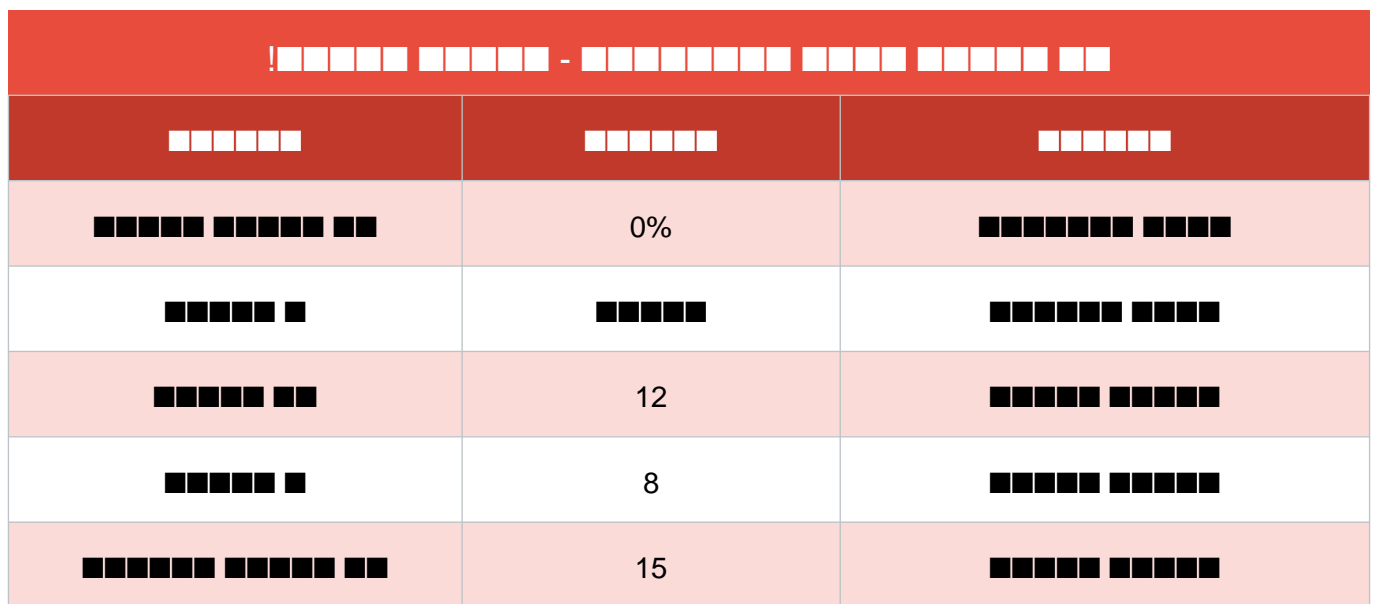
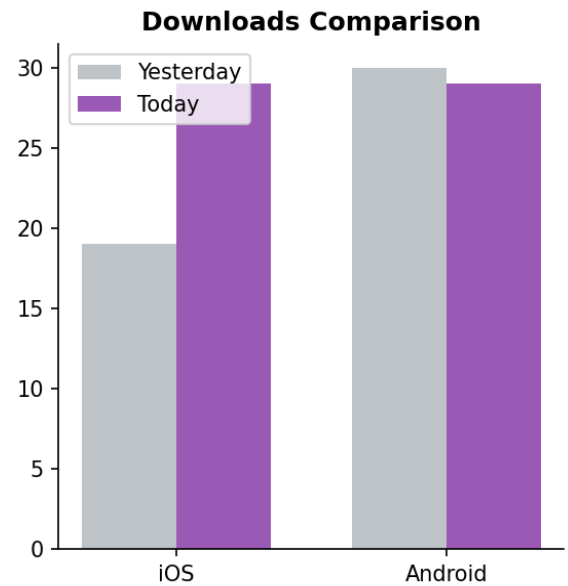
Website Performance: Today vs Yesterday



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iOS	29	19	↑ +52.6%
Android	29	30	↓ -3.3%
<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	58	49	↑ +18.4%

A pie chart divided into two equal halves. The left half is blue and labeled 'iOS' with '50.0%' inside. The right half is green and labeled 'Android' with '50.0%' inside.

Platform	Percentage
iOS	50.0%
Android	50.0%

A donut chart with a light gray outer ring and a white inner circle. In the center, the text "0%" is displayed in a large, bold, red font, and the word "Engagement" is written below it in a smaller, gray font.

0%
Engagement

Action	Percentage
Quick Backs	15
Dead Clicks	8
Rage Clicks	12



■ POSITIVE:

- Website traffic up +18% across all metrics
- App downloads increased by 18.4% (49 → 58)
- iOS downloads jumped 52.6%!

■■ NEEDS ATTENTION:

- Engagement score is 0% - Critical issue!
- 12 rage clicks detected - UX problems
- 15 quick backs - Content not meeting expectations

■ RECOMMENDATIONS:

1. Investigate why engagement is so low
2. Review pages with rage clicks using Clarity recordings
3. Improve content relevance to reduce quick backs
4. A/B test landing pages