







Date  
19 Jul 2025 - 15 Aug 2025



 Free-form 1 



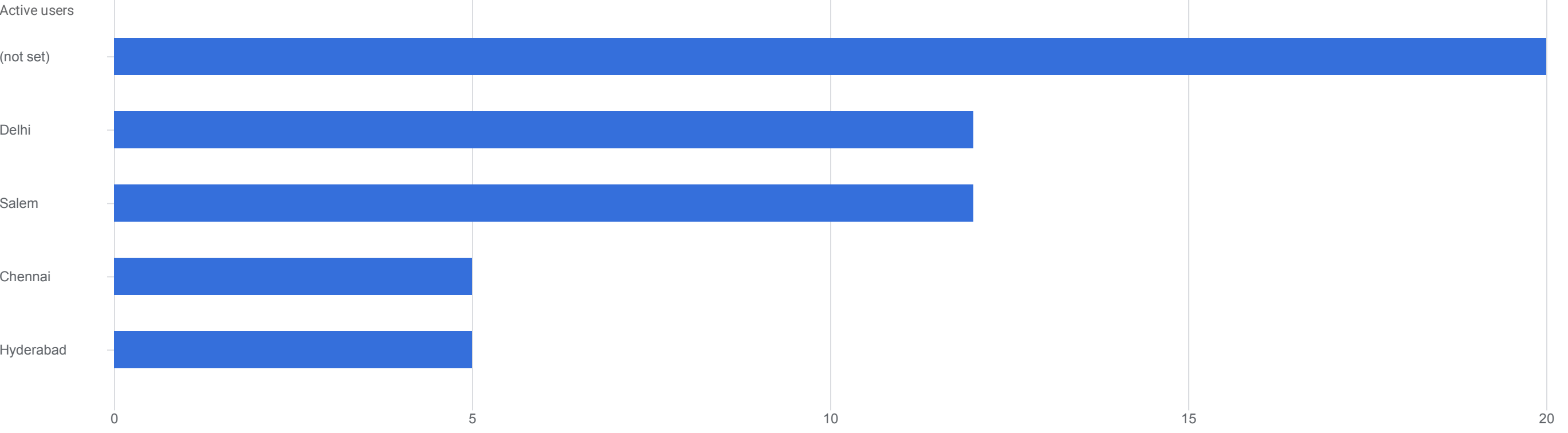






All Users



Date  
19 Jul 2025 - 15 Aug 2025

F

Cohort explor...

U

S

P

Each cell is the sum of **Active users** for users who had **Any event**, in that week after **First touch (acquisition date)**

Based on device data only

	WEEK 0	WEEK 1	WEEK 2	WEEK 3	WEEK 4
<div><div>All Users</div><div>Active users</div></div>	63	0	0	0	0
<div>19 Jul - 19 Jul 2025</div> <div>No users</div>	0	0	0	0	0
<div>20 Jul - 26 Jul 2025</div> <div>28 users</div>	28	0	0	0	
<div>27 Jul - 2 Aug 2025</div> <div>30 users</div>	30	0	0		
<div>3 Aug - 9 Aug 2025</div> <div>5 users</div>	5	0			
<div>10 Aug - 15 Aug 2025</div> <div>No users</div>	0				

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F	C	<div><div></div>User lifetime 1</div>	S	P	<div><div></div></div>
		↓ Total users			
		66			

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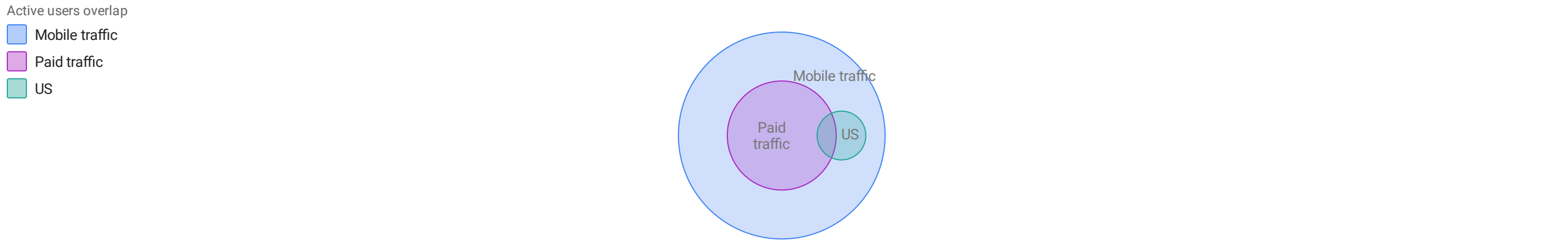
F

C

U

Segment over...

P



Segment set		↓ Active users	
1	Mobile traffic	18	
2	Mobile traffic ONLY	17	
3	Paid traffic	5	
4	Paid traffic ONLY	5	
5	Mobile traffic + US	1	
6	US	1	
7	Mobile traffic + Paid traffic	0	
8	Paid traffic + US	0	
9	Mobile traffic + Paid traffic + US	0	
10	US ONLY	0	

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F

C

U

S

Path explorati...

All Users

