

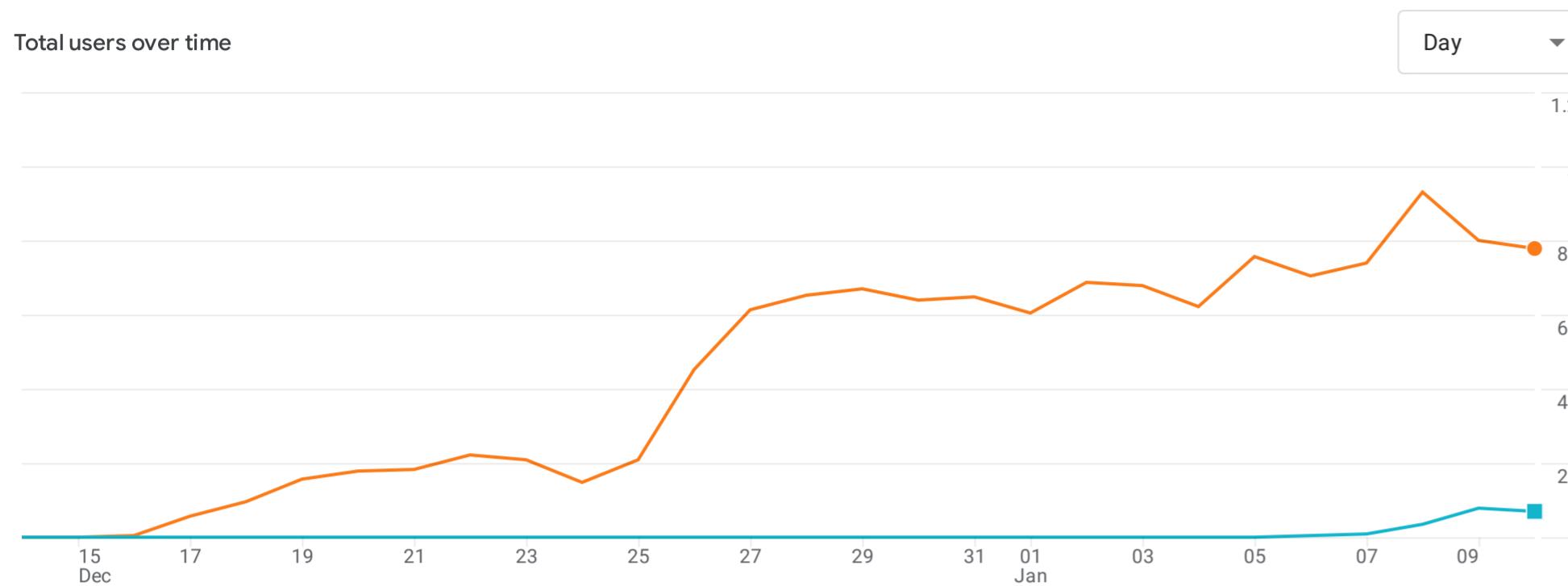
Leads - search December 2025  Europe campaign  Add comparison +

Last 28 days Dec 14, 2025 – Jan 10, 2026 ▾

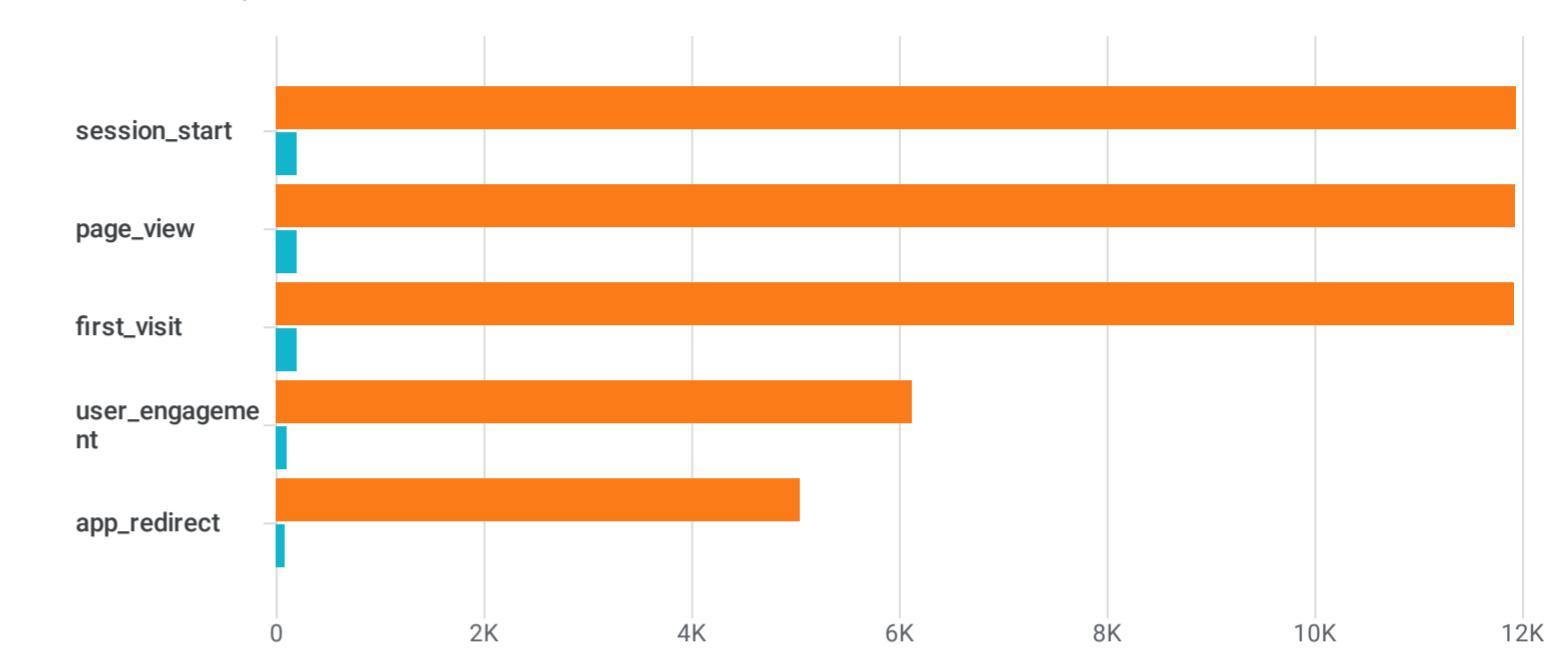
Events: Event name

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Total users over time



Total users by Event name



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Event name	Comparison	↓ Total users	Event count	Event count per active user	Sessions	Average engagement time per active user
Leads - search December 2025		11,939 49.45% of total	71,017 47.37% of total	5.95 Avg -4.21%	13,452 50.33% of total	49s Avg -21.81%
Europe campaign		196 0.81% of total	1,082 0.72% of total	5.52 Avg -11.12%	207 0.77% of total	40s Avg -37.02%
1 <a href="#">session_start</a>	Leads - search December 2025	11,939 (100%)	13,264 (18.68%)	1.11	13,452 (100%)	0s
session_start	Europe campaign	196 (100%)	207 (19.13%)	1.06	207 (100%)	0s
2 <a href="#">page_view</a>	Leads - search December 2025	11,925 (99.88%)	16,282 (22.93%)	1.37	13,237 (98.4%)	0s
page_view	Europe campaign	196 (100%)	244 (22.55%)	1.24	206 (99.52%)	0s
3 <a href="#">first_visit</a>	Leads - search December 2025	11,919 (99.83%)	12,007 (16.91%)	1.01	12,174 (90.5%)	0s
first_visit	Europe campaign	196 (100%)	197 (18.21%)	1.01	197 (95.17%)	0s
4 <a href="#">user_engagement</a>	Leads - search December 2025	6,124 (51.29%)	7,461 (10.51%)	1.22	6,365 (47.32%)	33s
user_engagement	Europe campaign	104 (53.06%)	116 (10.72%)	1.12	105 (50.72%)	29s
5 <a href="#">app_redirect</a>	Leads - search December 2025	5,039 (42.21%)	6,169 (8.69%)	1.22	5,148 (38.27%)	4s
app_redirect	Europe campaign	83 (42.35%)	101 (9.33%)	1.22	85 (41.06%)	3s
6 <a href="#">image_upload</a>	Leads - search December 2025	4,800 (40.2%)	8,093 (11.4%)	1.69	4,918 (36.56%)	26s
image_upload	Europe campaign	77 (39.29%)	117 (10.81%)	1.52	78 (37.68%)	18s
7 <a href="#">login</a>	Leads - search December 2025	1,943 (16.27%)	2,234 (3.15%)	1.15	1,961 (14.58%)	1m 14s
login	Europe campaign	30 (15.31%)	32 (2.96%)	1.07	30 (14.49%)	1m 17s
8 <a href="#">export_images</a>	Leads - search December 2025	1,338 (11.21%)	1,977 (2.78%)	1.48	1,418 (10.54%)	46s
export_images	Europe campaign	21 (10.71%)	27 (2.5%)	1.29	22 (10.63%)	19s
9 <a href="#">download_zip</a>	Leads - search December 2025	1,251 (10.48%)	2,956 (4.16%)	2.36	1,331 (9.89%)	15s
download_zip	Europe campaign	21 (10.71%)	36 (3.33%)	1.71	22 (10.63%)	7s
10 <a href="#">scroll</a>	Leads - search December 2025	382 (3.2%)	393 (0.55%)	1.03	387 (2.88%)	7s
scroll	Europe campaign	4 (2.04%)	4 (0.37%)	1.00	4 (1.93%)	54s