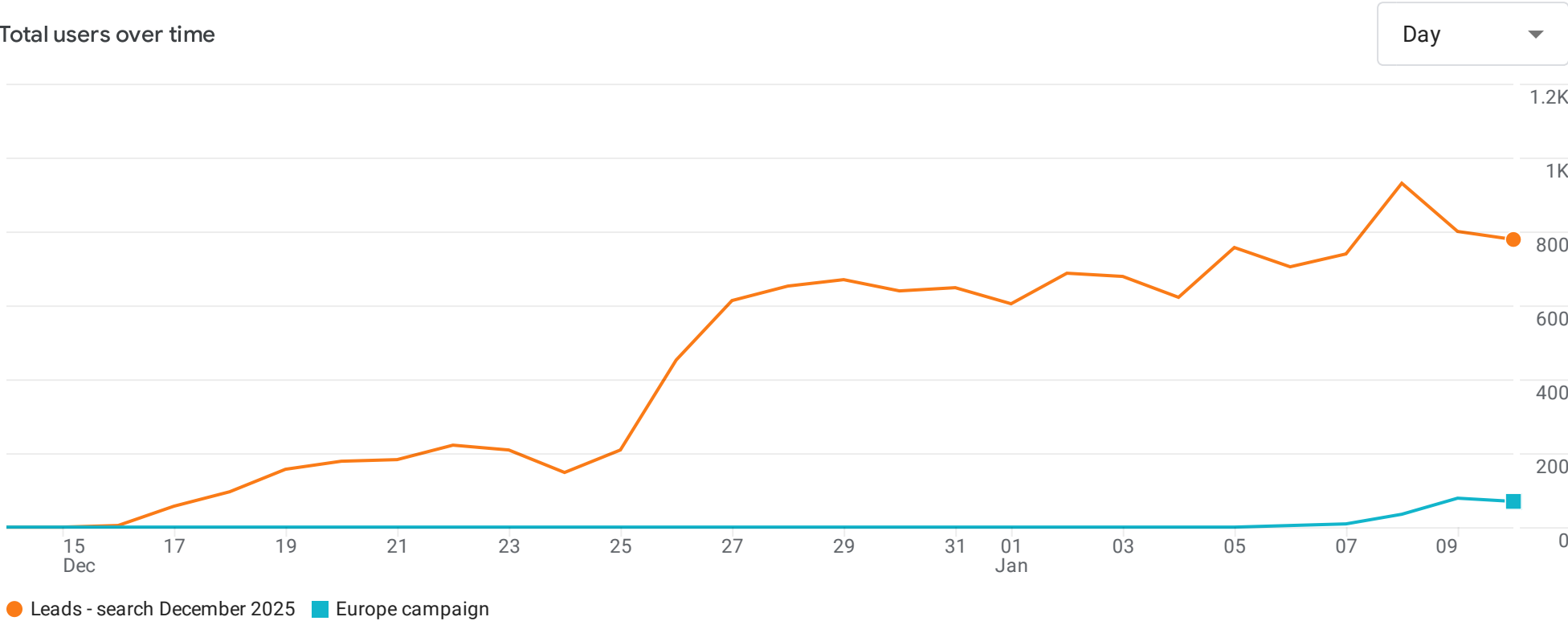


Events: Event name

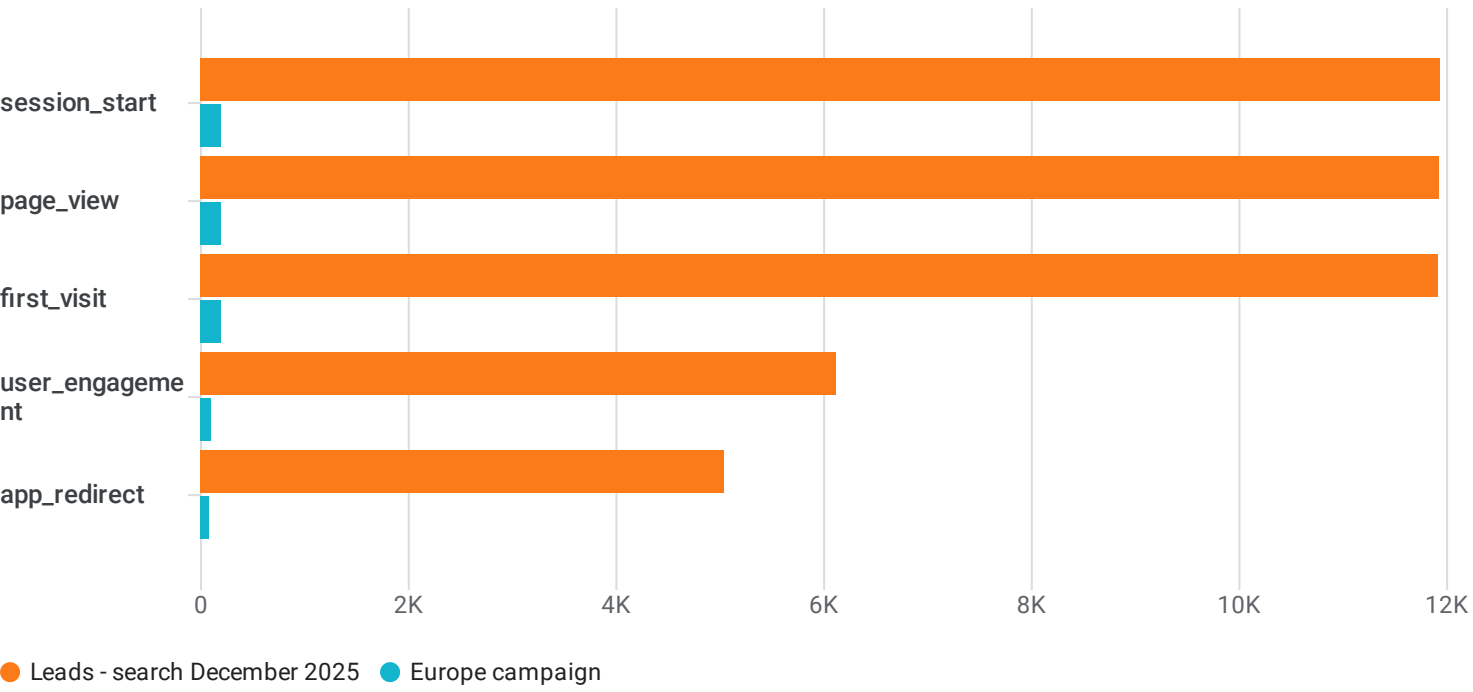
✓▼

Add filter +

Total users over time



Total users by Event name



Q Search...

Rows per page: 10 ▼

Go to: 1

◀ 1-10 of 15 ▶

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	session_start	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	page_view	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	first_visit	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	user_engagement	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	app_redirect	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	image_upload	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	login	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	export_images	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	download_zip	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	scroll	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	