

# Google Analytics Simulation 1

- Reports snapshot
- Realtime
- Life cycle
- Acquisition
- Engagement
- Monetization
- Retention
- User
- Demographics
- Tech

Last 90 days

May 31 - Aug 28, 2021

# Reports snapshot

All Users

Add comparison +

Users

New users

Average engagement time

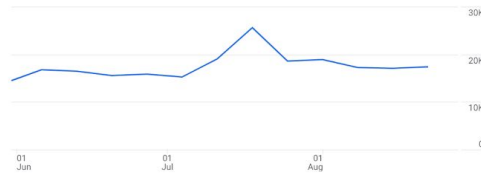
Total revenue

195K

180K

2m 17s

\$603K



USERS IN LAST 30 MINUTES

52

USERS PER MINUTE



View realtime

Insights 100

AUTOMATED INSIGHT

Active\_users\_7 for "desktop" in United States spiked

From July 25 to 31, 2021

AUTOMATED INSIGHT

Performance week-over-week

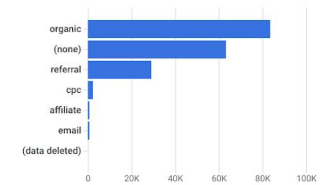
From August 15 to 21, 2021

AUTOMATED INSIGHT

View all insights

## WHERE DO YOUR NEW USERS COME FROM?

New users by First user medium



View user acquisition

## WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session medium

SESSION MEDIUM	SESSIONS
organic	132K
(none)	92K
referral	61K
cpc	2.5K
email	1.9K
affiliate	1.1K
Cpc	1

View traffic acquisition

Users by Country

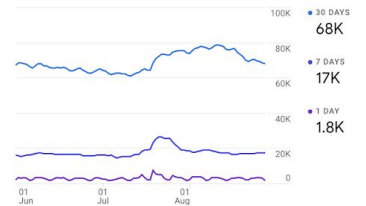


COUNTRY	USERS
United States	81K
India	19K
Canada	10K
China	7.3K
United Kingdom	6.5K
Germany	4.7K
Taiwan	4.4K

View countries

## HOW ARE ACTIVE USERS TRENDING?

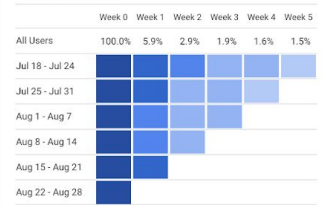
User activity over time



View activity

## HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort



View retention

## WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN...	VIEWS
Shopping cart	344K
Online store	132K
Dog	119K
Cat	99K
Sale	84K
Subscription	84K
Dog toys	60K

View pages and screens

- Reports snapshot

Realtime

Life cycle

Acquisition

Engagement

Monetization

Retention

User

Demographics

Tech

## Reports snapshot

All Users

Add comparison +

Users

New users

Average engagement time

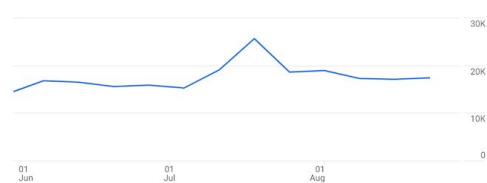
Total revenue

195K

180K

2m 17s

\$603K



USERS IN LAST 30 MINUTES

52

USERS PER MINUTE



TOP COUNTRIES

United States 22

India 9

Germany 4

Netherlands 3

Canada 2

View realtime →

Insights 100

AUTOMATED INSIGHT

Active\_users\_7 for "desktop" in United States spiked  
From July 25 to 31, 2021

AUTOMATED INSIGHT

Performance week-over-week  
From August 15 to 21, 2021

AUTOMATED INSIGHT

View all insights →

WHERE DO YOUR NEW USERS COME FROM?

New users by First user session

organic

(none)

referral

cpc

affiliate

email

(data deleted)

Today  
Yesterday  
This week  
Last week  
Last 7 days  
Last 28 days  
Last 30 days  
Last 90 days  
Last 12 months  
Last calendar year  
This year (Jan – Today)  
Custom  
Compare

LAST 90 DAYS  
May 31, 2021 – Aug 28, 2021

S	M	T	W	T	F	S
23	24	25	26	27	28	29
30	31					
JUN 2021						
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			
JUL 2021		1	2	3		
4	5	6	7	8	9	10
11	12	13	14	15	16	17

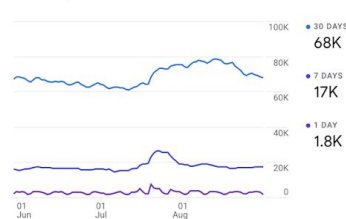
Cancel  
Apply

View user acquisition →

View traffic acquisition →

HOW ARE ACTIVE USERS TRENDING?

User activity over time



View countries →

HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort

Based on device data only



View retention →

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN...	VIEWS
Shopping Cart	344K
Online store	132K
Dog	119K
Cat	99K
Sale	84K
Subscription	84K
Dog toys	60K

View pages and screens →

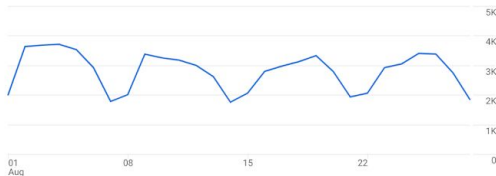
- Reports snapshot
- Realtime
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## Reports snapshot

Last 28 days Aug 1 - Aug 28, 2021

All Users Add comparison

Users 65K New users 54K Average engagement time 2m 05s Total revenue \$143K



USERS IN LAST 30 MINUTES

51

USERS PER MINUTE



View realtime

Insights 10+

AUTOMATED INSIGHT

Active\_users\_7 for "desktop" in United States spiked  
From July 25 to 31, 2021

AUTOMATED INSIGHT

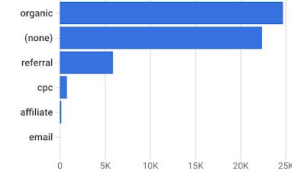
Performance week-over-week  
From August 15 to 21, 2021

AUTOMATED INSIGHT

View all insights

WHERE DO YOUR NEW USERS COME FROM?

New users by First user medium



View user acquisition

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session medium

SESSION MEDIUM	SESSIONS
organic	40K
(none)	32K
referral	15K
cpc	822
affiliate	335
email	204

View traffic acquisition

Users by Country

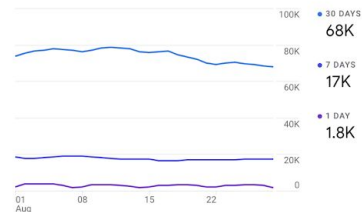


COUNTRY	USERS
United States	27K
India	6.1K
Canada	3.4K
China	3K
United Kingdom	2.1K
Germany	1.5K
Japan	1.3K

View countries

HOW ARE ACTIVE USERS TRENDING?

User activity over time



HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort

Based on device data only



6 weeks ending Aug 28

View retention

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN...	VIEWS
Shopping Cart	75K
Online store	26K
Dog	24K
Cat	18K
Sale	18K
Subscription	17K
Leash	13K

View pages and screens

- Reports snapshot
- Realtime
- Life cycle
- Acquisition
- Engagement
- Monetization
- Monetization overview
- Ecommerce purchases
- In-app purchases
- Publisher ads
- Retention
- User
- Demographics
- Tech

# Ecommerce purchases: Item name

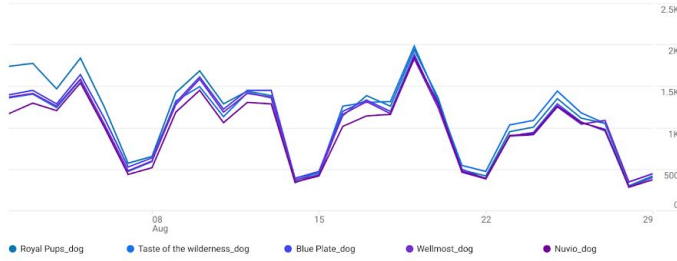
Last 28 days Aug 2 - Aug 29, 2021



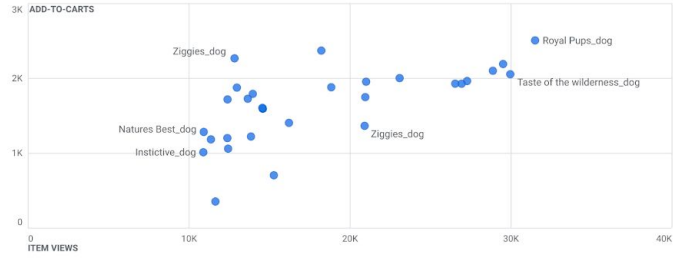
All Users

Add comparison

Item views by Item name over time



Item views and Add-to-carts by Item name



Search...

Rows per page: 10 Go to: 1 1-10 of 404

Item name	Item views	Add-to-carts	Cart-to-view rate	Ecommerce purchases	Purchase-to-view rate	Item purchase quantity	Item revenue
Totals	1,246,607 100% of total	159,121 100% of total	20.15% Avg 0%	6,044 100% of total	1.73% Avg 0%	11,072 100% of total	\$143,250.67 100% of total
1 Royal Pups_dog	31,519	2,504	18.47%	8	0.16%	9	\$324.00
2 Taste of the wilderness_dog	29,977	2,052	17.22%	50	1.05%	51	\$2,616.00
3 Blue Plate_dog	29,530	2,188	18.5%	21	0.49%	21	\$704.00
4 Wellmost_dog	28,896	2,098	18.5%	14	0.34%	14	\$280.00
5 Nuvio_dog	27,295	1,961	18.77%	10	0.26%	10	\$226.80
6 Organix Plus_dog	26,951	1,925	18.75%	7	0.19%	8	\$172.80
7 Stan_and_Chester_dog	26,556	1,926	19.1%	7	0.19%	7	\$134.40
8 Ziggies_dog	23,102	2,000	19.02%	19	0.47%	19	\$790.00
9 Natures Best_dog	21,019	1,952	18.77%	0	0%	0	\$0.00
10 Instinctive_dog	20,968	1,746	19.97%	48	1.54%	51	\$2,035.20