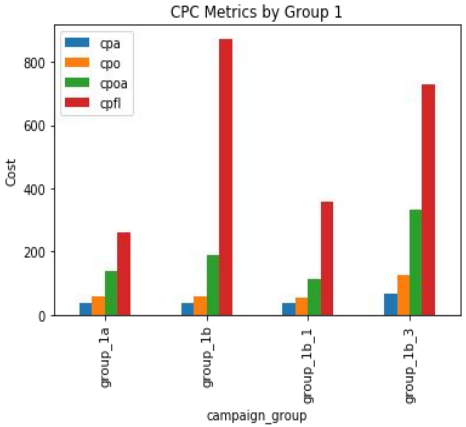
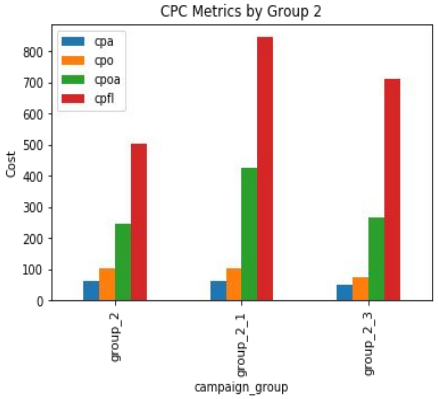
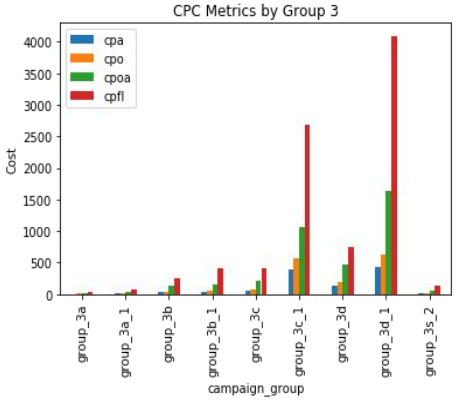
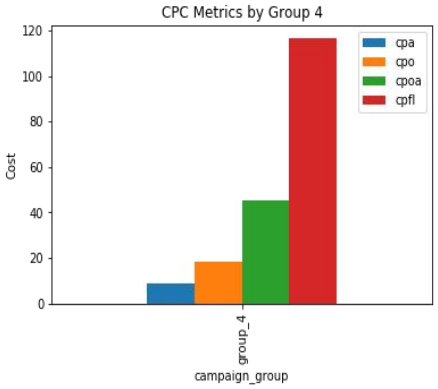
Overview of CPC Metrics

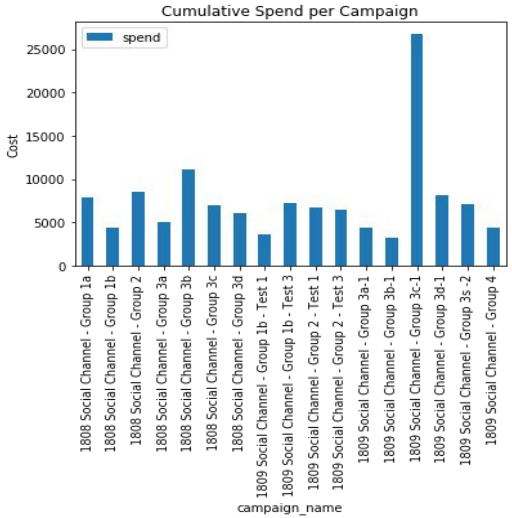








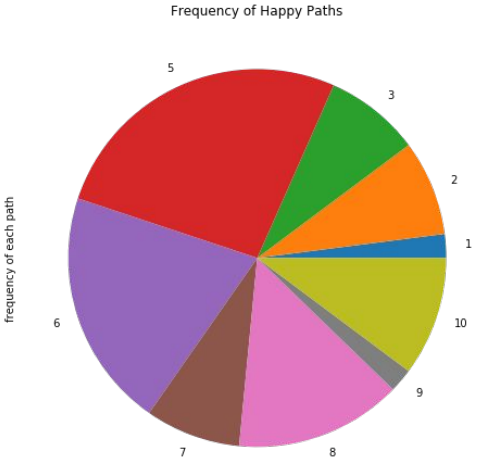
Group 2 has the most entries of spending (150), while the last 4 groups has the least (120). This does not necessarily mean that the groups with a larger count spends more.



campaign_name	frequency of spending
1808 Social Channel - Group 2	150
1808 Social Channel - Group 1a	146
1808 Social Channel - Group 3a	142
1808 Social Channel - Group 3b	141
1808 Social Channel - Group 3c	138
1808 Social Channel - Group 3d	136
1808 Social Channel - Group 1b	136
1809 Social Channel - Group 3b-1	128
1809 Social Channel - Group 3s -2	128
1809 Social Channel - Group 3d-1	128
1809 Social Channel - Group 3c-1	128
1809 Social Channel - Group 3a-1	128
1809 Social Channel - Group 4	124
1809 Social Channel - Group 2 - Test 3	120
1809 Social Channel - Group 2 - Test 1	120
1809 Social Channel - Group 1b - Test 1	120
1809 Social Channel - Group 1b - Test 3	120

Group 3c-1 has the largest cumulative spend overall, and it is also significantly more than two times the cost of the rest of the groups' spend.

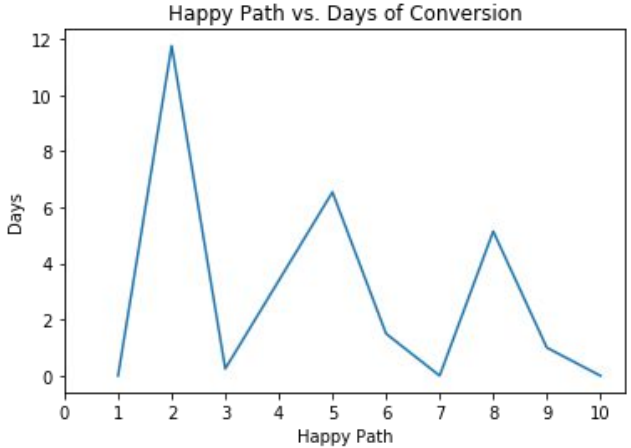
Overview of Happy Path Conversions



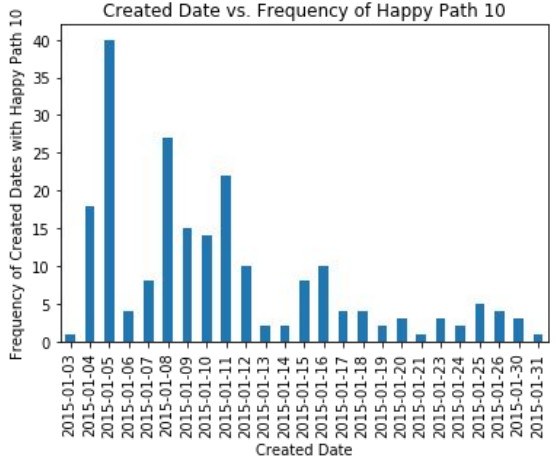
Many users are currently at a Happy Path of 5, while there are not many users at a Happy Path of 1 and 9.

On the right, the table shows how long it takes for one to convert to the next status sorted by the owner ID.

	OWNERID	NEWHAPPYPATH	OLDHAPPYPATH	CONVERSION_DAYS
8909	00436679265122c3ad5758400d89b17c	6	5	0 days 00:00:21
8884	00436679265122c3ad5758400d89b17c	6	5	0 days 00:00:11
8682	02f4958358e3c82915f1cc76d198188f	5	4	16 days 13:49:59
6100	0dcac0d9fc03d1c2861df868e0a8df4c	2	1	16 days 04:09:21
3191	1278a00ab3c7b9e7eb2d8c13fb8755e4	5	4	11 days 18:08:11
6592	1278a00ab3c7b9e7eb2d8c13fb8755e4	5	4	4 days 22:02:44
7858	1278a00ab3c7b9e7eb2d8c13fb8755e4	6	5	0 days 00:00:11
8197	1278a00ab3c7b9e7eb2d8c13fb8755e4	6	5	0 days 00:00:08
7817	1278a00ab3c7b9e7eb2d8c13fb8755e4	6	5	0 days 00:00:12
7314	1278a00ab3c7b9e7eb2d8c13fb8755e4	7	6	14 days 02:52:21
8836	140d49c315e9f37a89aa777421b83134	3	2	0 days 00:54:54
5810	140d49c315e9f37a89aa777421b83134	9	8	0 days 03:07:34
1677	1b0b08997e79285d229bbf1cc740d615	6	5	1 days 04:46:34
6948	1b0b08997e79285d229bbf1cc740d615	5	4	0 days 23:09:40
7736	1b0b08997e79285d229bbf1cc740d615	6	5	0 days 00:00:16



It takes users over 10 days to convert to a Happy Path of 2, and the conversion days decrease from then, implying that it becomes easier to upgrade to the next status when one adapts to Happy Money.



On 2015-01-05, there were the most updates to a Happy Path of 10.