

Start date

23/01/2022

End date

01/04/2022

Previous Start

23/01/2022

Previous End

01/04/2022

City

All

Cohort

All

Device

All

Gender

All

Source

All

Total Journey Starts

70

▲

vs prev = 45 (+15%)

Total Journey Completions

50

▲

vs prev = 33 (+15%)

Total Conversions

5K

▲

vs prev = 3K (+10%)

Total Revenue

50K

▲

vs prev = 33K (+15%)

Journey Start Rate

70%

▲

vs prev = 35% (+15%)

Journey Completion Rate

50%

▲

vs prev = 35 (+15%)

Conversion Rate

60%

▼

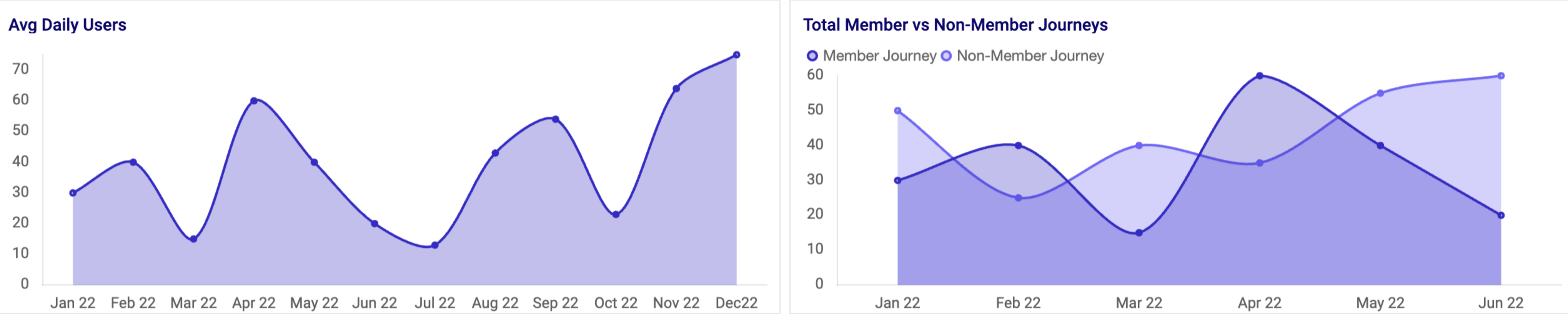
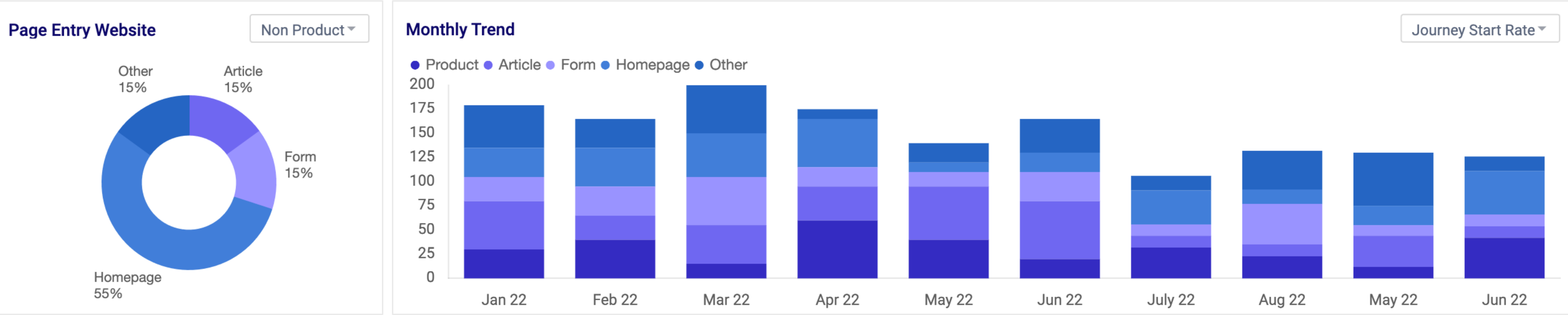
vs prev = 65% (-5%)

ROI

50%

▲

vs prev = 35% (+15%)



Funnel Page to Verifikasi Data Summary

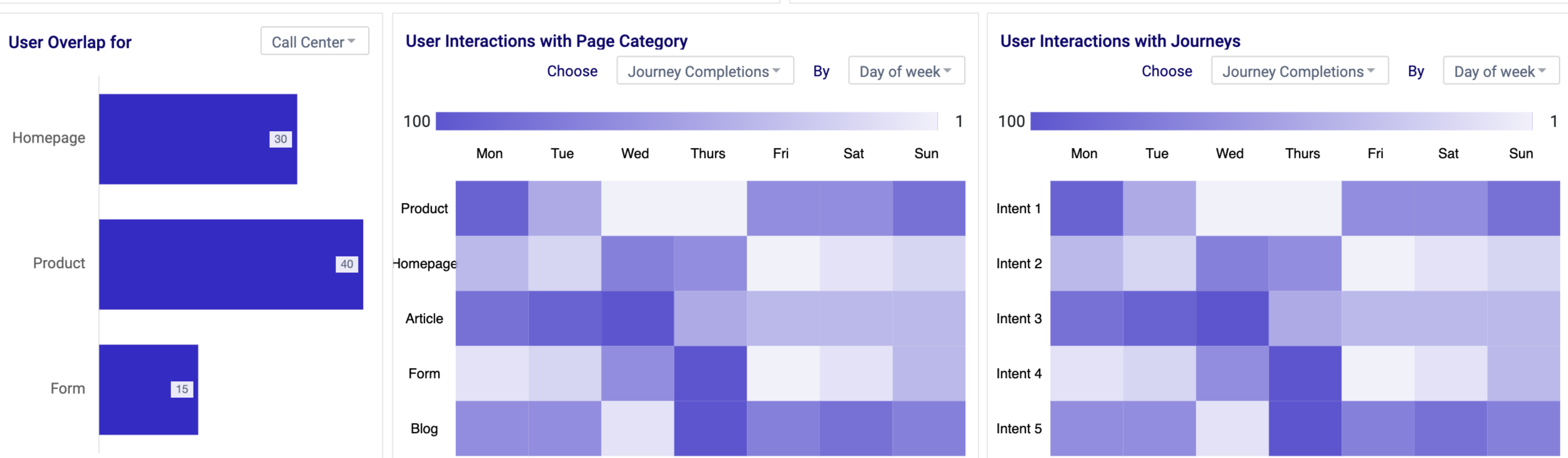
Sort by Non Product

Page Category	Users	Starts	Start Rate	Completions	Completion Rate	Conversions	Conversion Rate
Homepage	10,000	8,000	80%	800	10%	500	44%
Blog	7,500	5,500	73%	550	10%	400	72%
Article	5,000	3,000	60%	300	10%	100	33%
Daftar Harga	2,500	1,500	60%	150	10%	75	50%

Journey Performance Summary

Sort by Revenue

Intent	Users	Starts	Start Rate	Completions	Completion Rate	Conversions	Conversion Rate
Intent 1	10,000	8,000	80%	800	10%	500	44%
Intent 2	7,500	5,500	73%	550	10%	400	72%
Intent 3	5,000	3,000	60%	300	10%	100	33%
Intent 4	2,500	1,500	60%	150	10%	75	50%



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Page Category

All

Intent

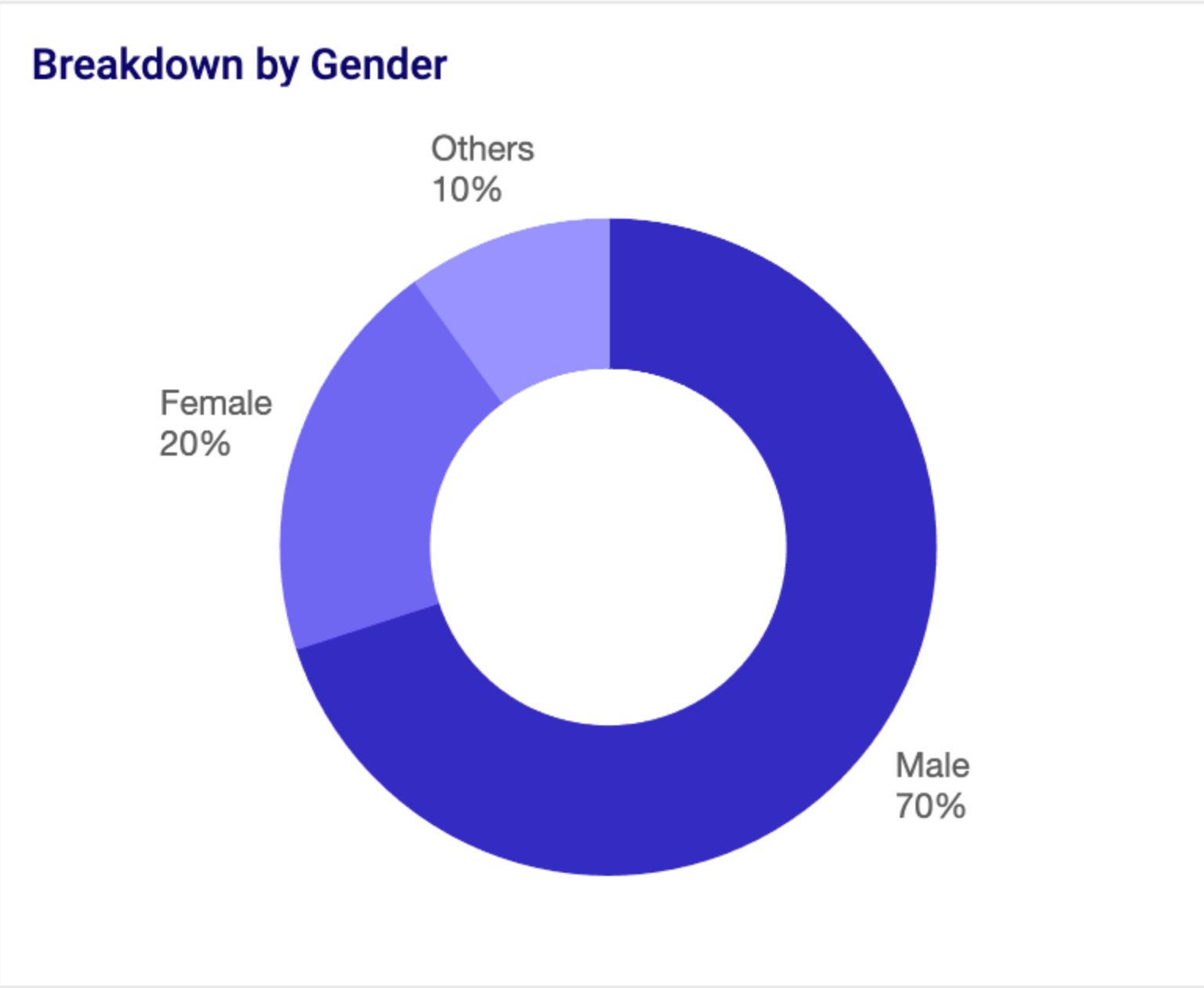
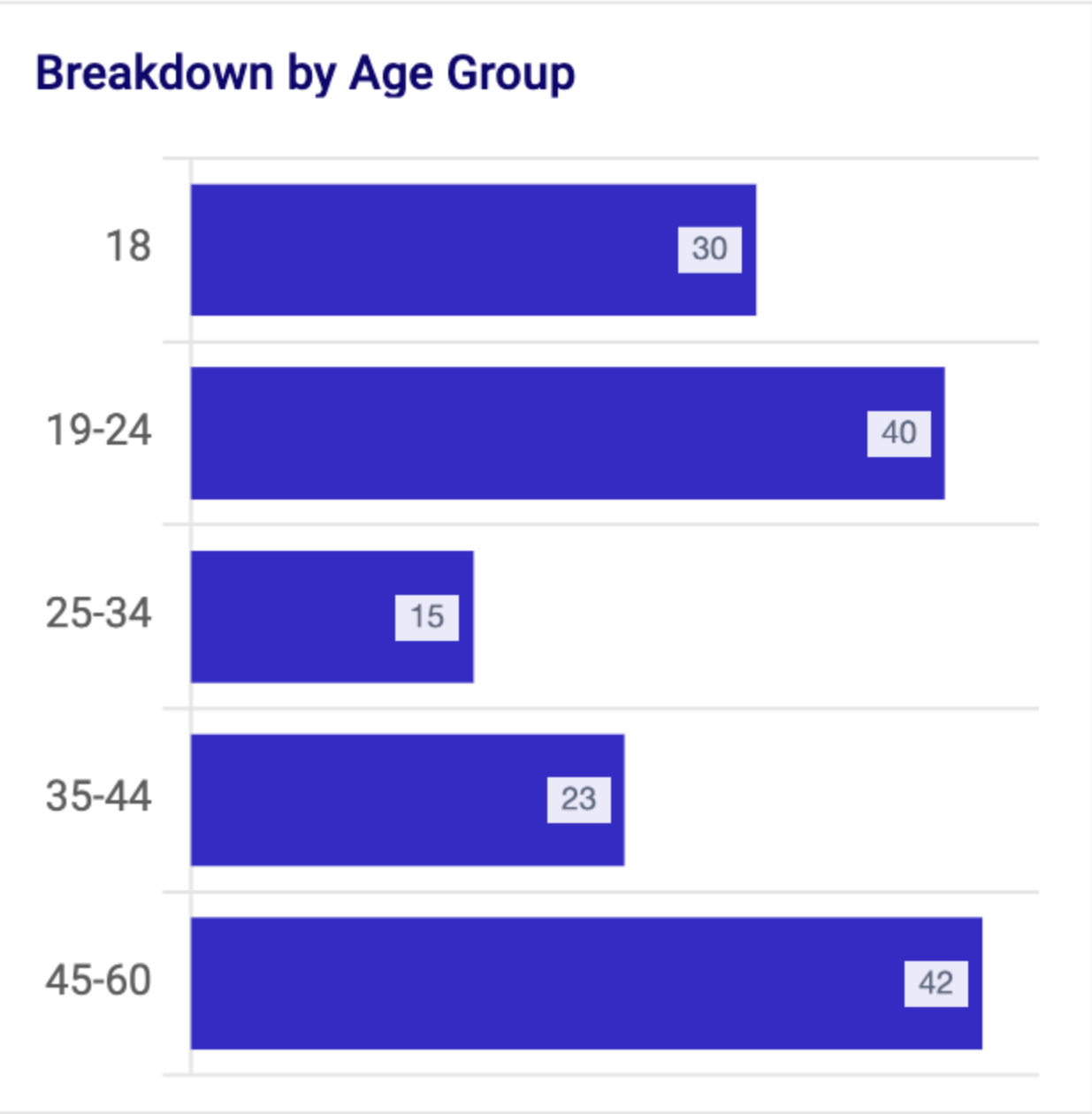
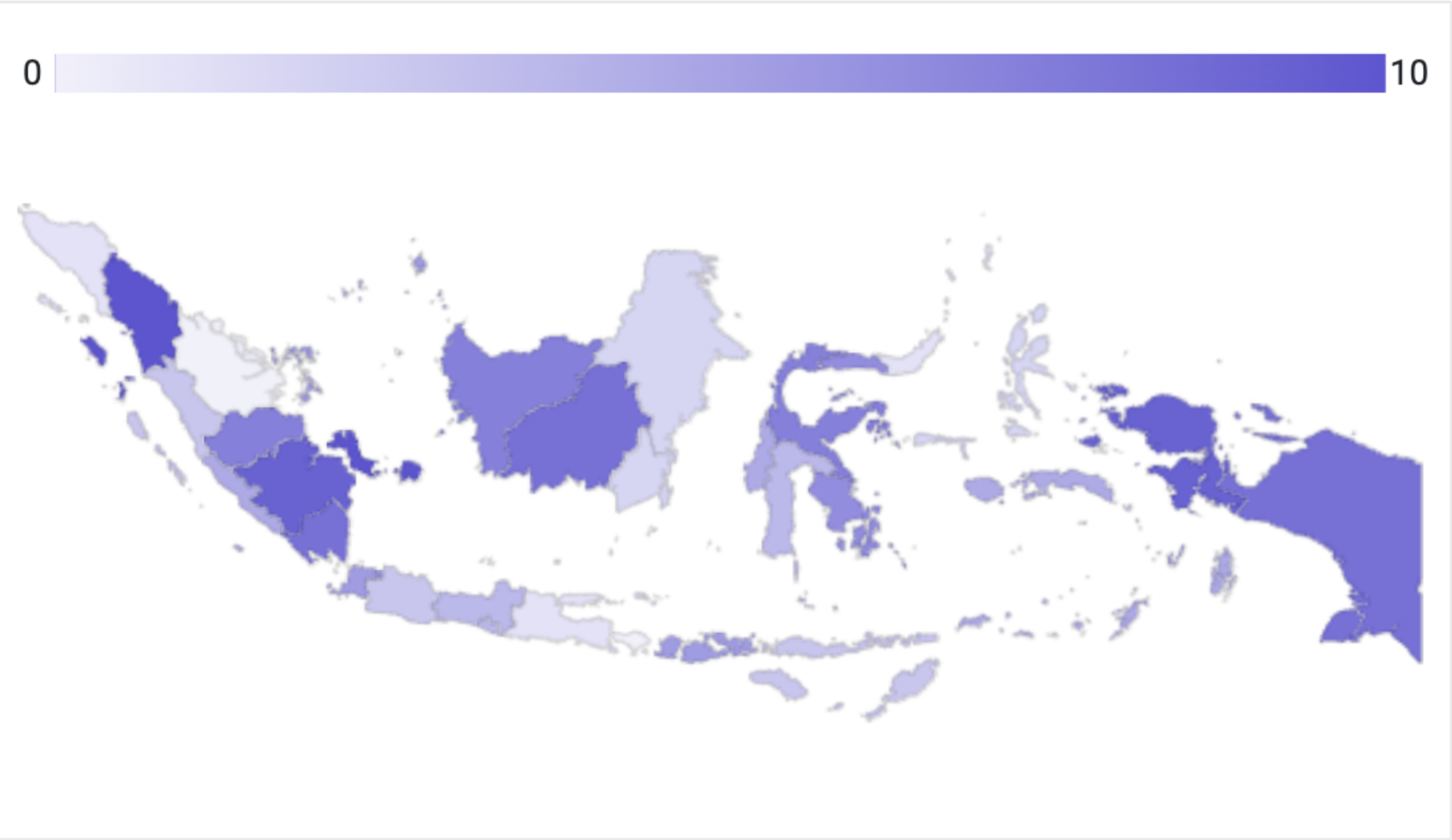
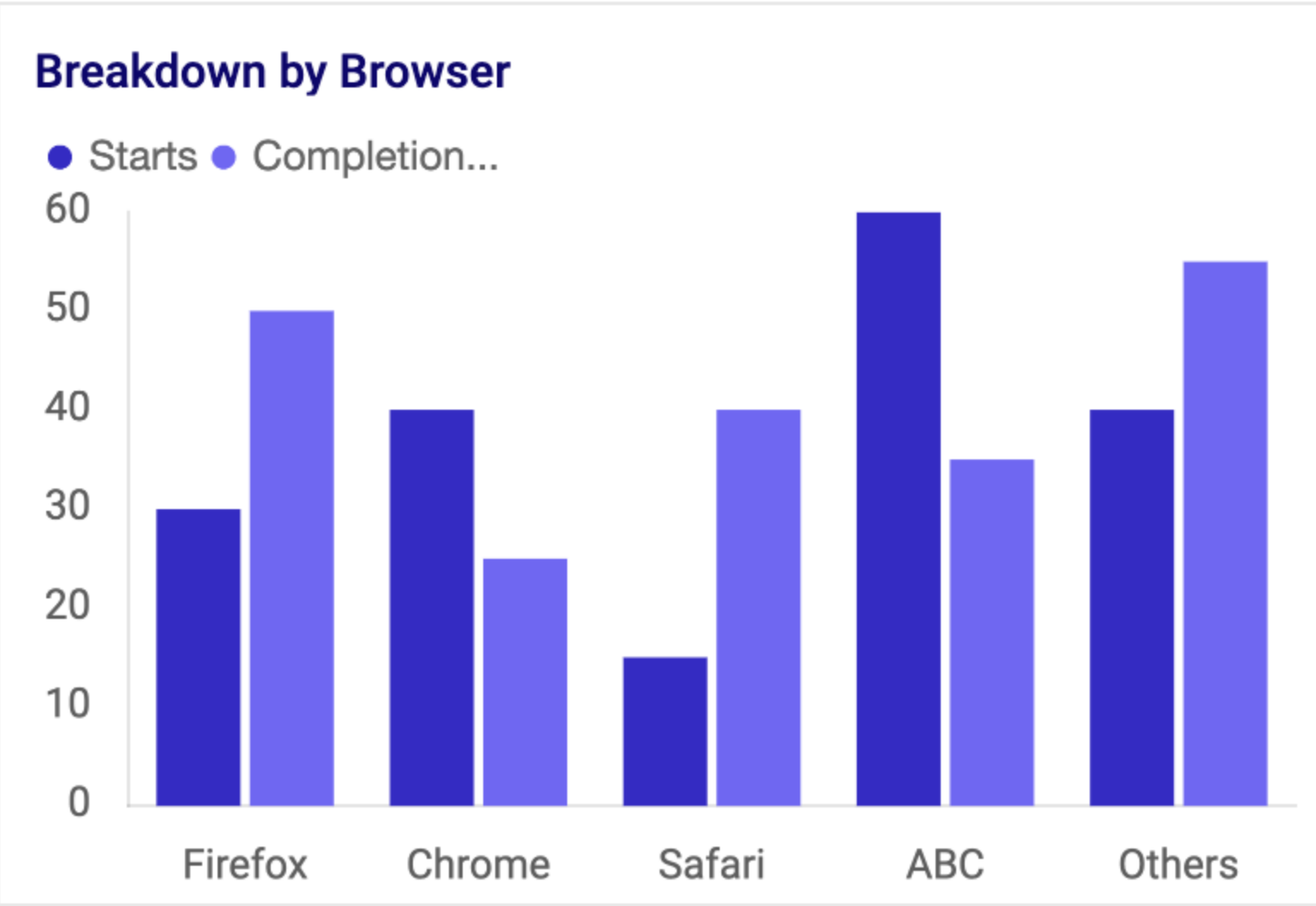
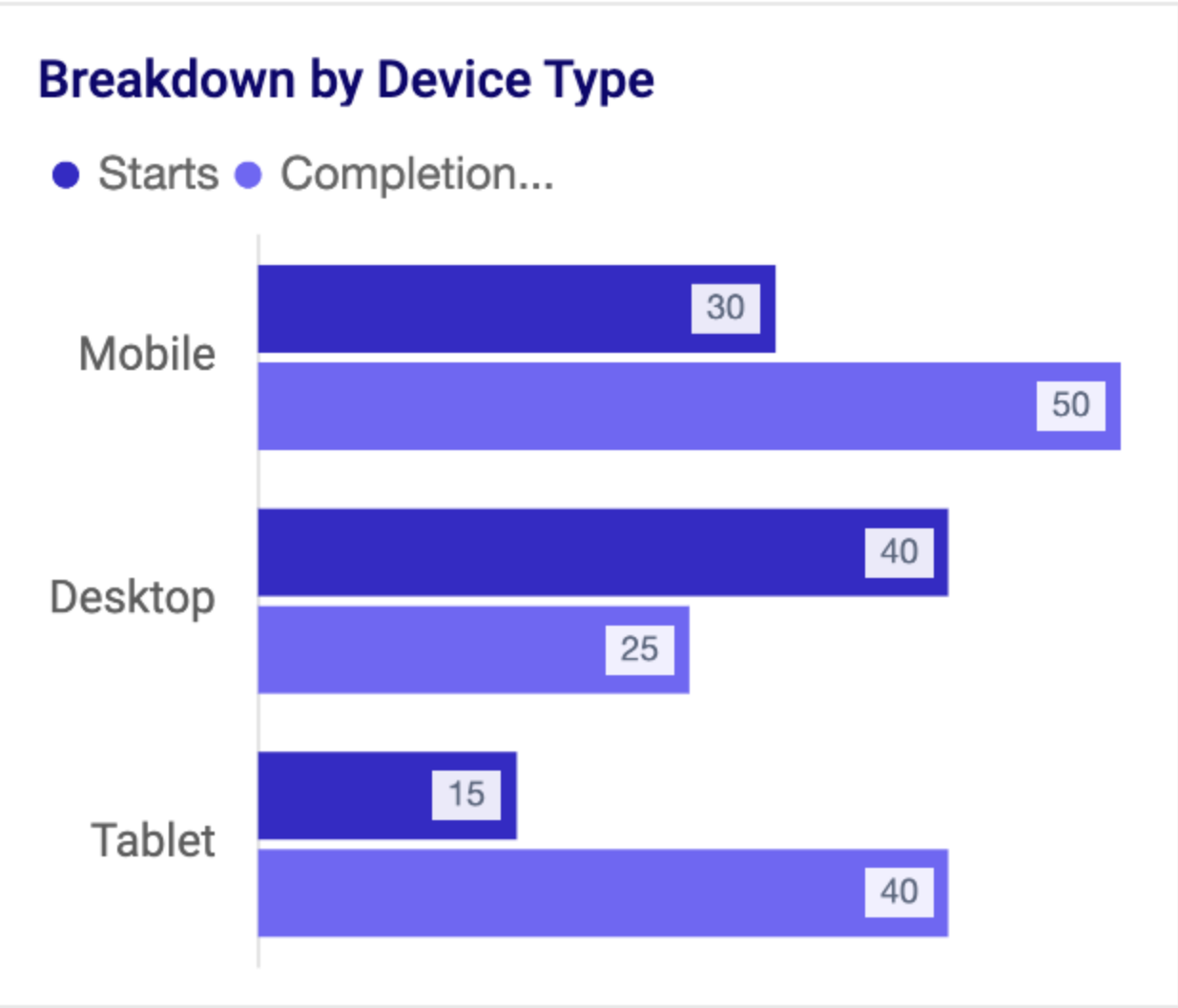
All

City

All

Breakdown by Location

Location	Users	Starts	Start Rate
– Jakarta	2750	1600	80%
Jakarta Timur	1000	500	80%
Jakarta Pusat	750	300	80%
Jakarta Barat	500	150	80%
+ Jawa Barat	1500	850	80%



Start date

End date

Chosen element to trace

City

Age

Gender

23/05/2023

16/07/2023

Konsultasi Pembelian

All

All

All

Customer flow through page category

