

Country App version Aug 12, 2025 - Aug 18, 2025

Active users 9.44K

New users 7,749

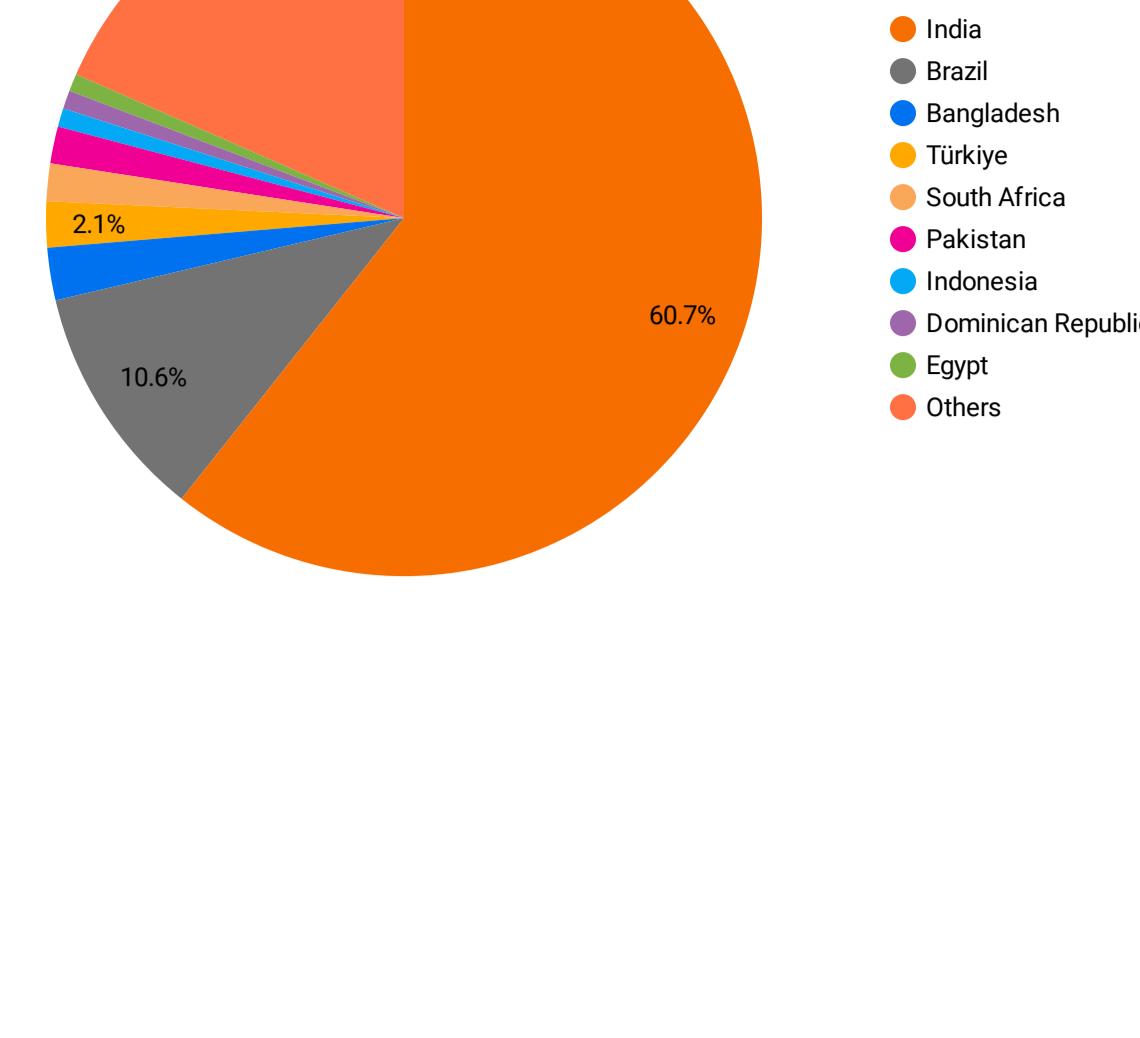
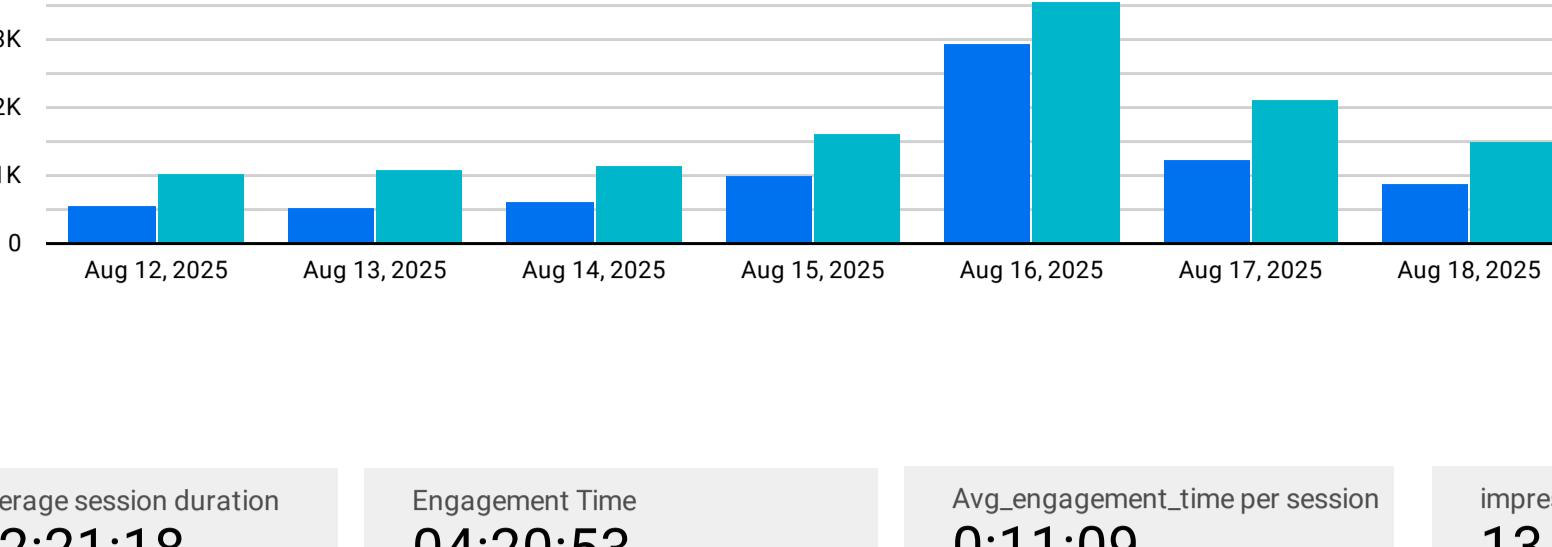
Monthly active users 133.57K

DAU / MAU 9.03%

Sessions per user 1.85

Bounce rate 12.33%

Active users vs New users

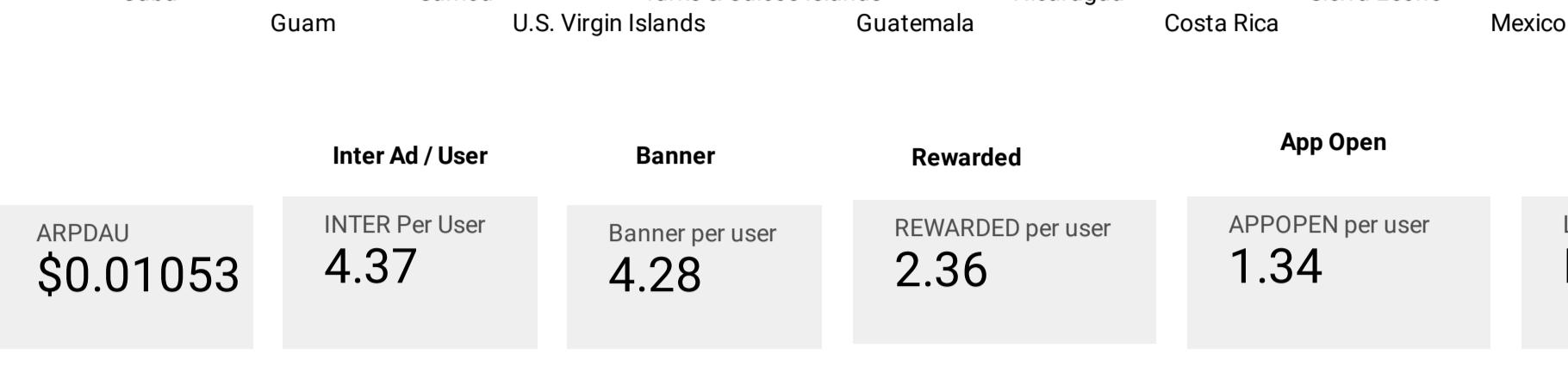


Average session duration 02:21:18

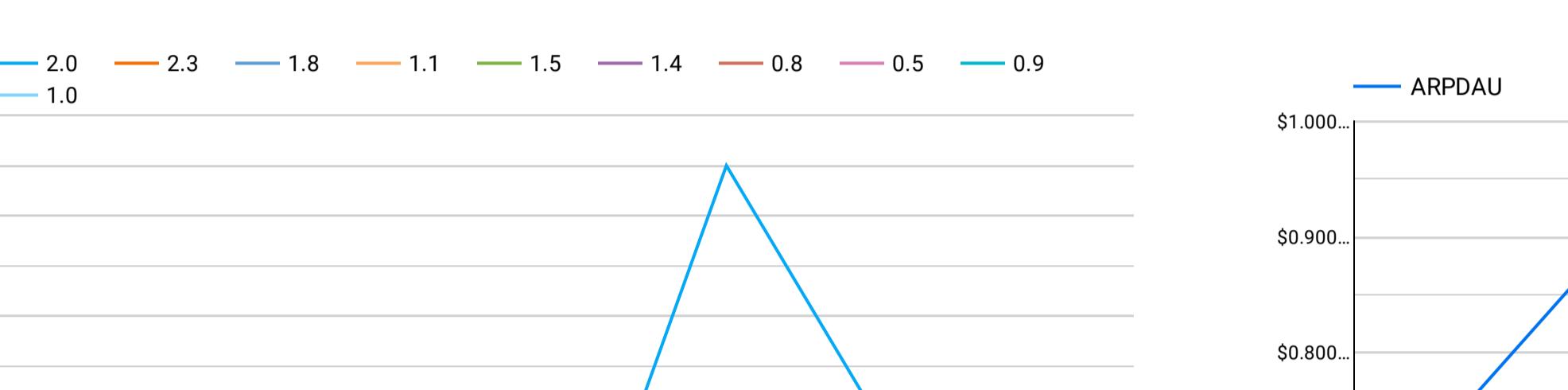
Engagement Time 04:20:53

Avg_engagement_time_per_session 0:11:09

impressions_per_user 13.65



DAU/MAU RATIO



Active users BY App version



ARPDAU

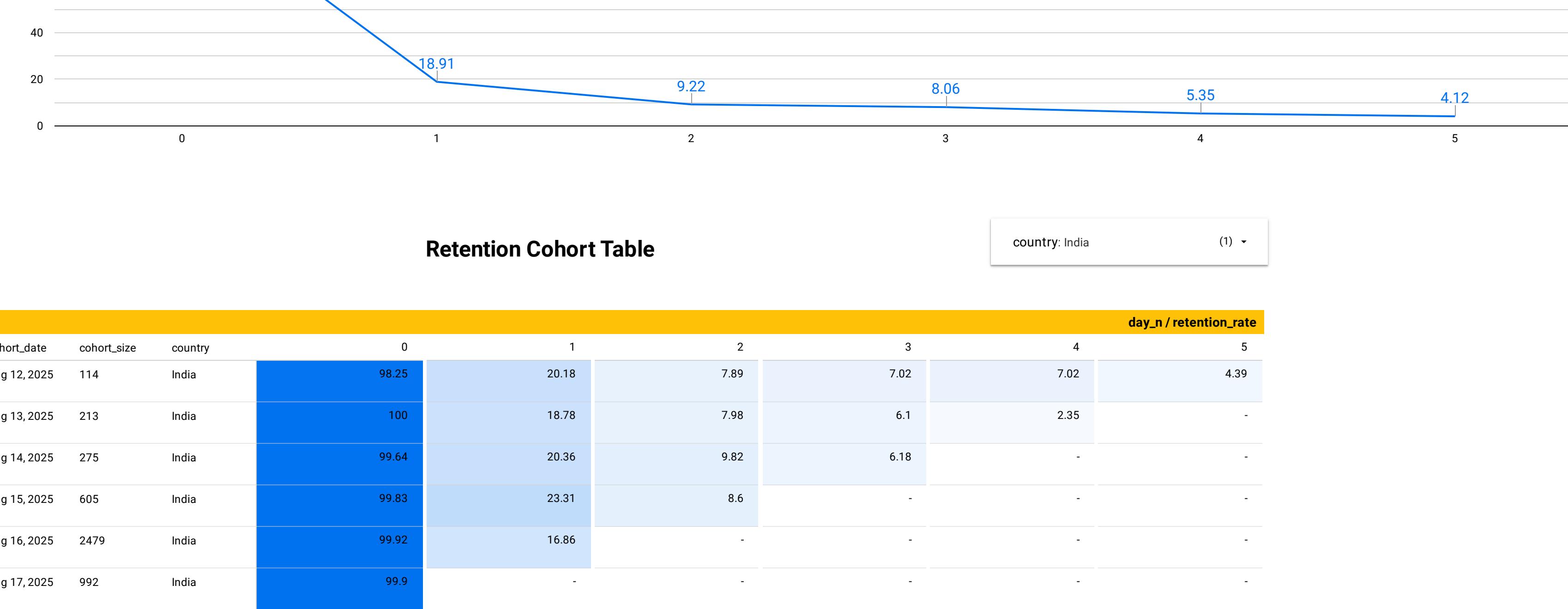
ARPDAU \$0.01053

country



Aug 12, 2025 - Aug 18, 2025

Retention cohort Graph



Retention Cohort Table

country: India

(1)

cohort_date	cohort_size	country	0	1	2	3	4	5	day_n / retention_rate
Aug 12, 2025	114	India	98.25	20.18	7.89	7.02	7.02	4.39	
Aug 13, 2025	213	India	100	18.78	7.98	6.1	2.35	-	
Aug 14, 2025	275	India	99.54	20.36	9.82	6.18	-	-	
Aug 15, 2025	605	India	99.83	23.31	8.6	-	-	-	
Aug 16, 2025	2479	India	99.92	16.85	-	-	-	-	
Aug 17, 2025	992	India	99.9	-	-	-	-	-	
Grand total			99.59	19.9	8.57	6.43	4.68	4.39	

ADS IMPRESSIONS

ADOPEN	BANNER	INTER	LEADER	REWARED	total_earnings
14.00	102.00	5.42K	0.00	1.82K	2.45

Impression per user

Top 8 - even...	total_ad_impressions	impressions_per_user
Aug 12, 2025	201	2.26
Aug 13, 2025	516	3.75
Aug 14, 2025	633	2.83
Aug 15, 2025	975	2.68
Aug 16, 2025	3,560	3.28
Aug 17, 2025	1,465	1.93
Grand to...	7,350	2.84

LTV Cohort

date	cohort_size	country	0	1	2	3	4	day_n / cumulative_ltv
Aug 12, 2025	114	India	\$0.00035	\$0.00047	\$0.00057	\$0.00058	-	
Aug 13, 2025	213	India	\$0.00051	\$0.00065	\$0.00069	\$0.00079	\$0.00080	
Aug 14, 2025	275	India	\$0.00058	\$0.00071	\$0.00075	\$0.00081	-	
Aug 15, 2025	605	India	\$0.00075	\$0.00087	\$0.00090	-	-	
Aug 16, 2025	2479	India	\$0.00039	\$0.00048	-	-	-	
Aug 17, 2025	992	India	\$0.00017	-	-	-	-	

Overall LTV Cohort

date	cohort_size	0	1	2	3	4	5	day_n / cumulative_ltv
Aug 12, 2025	558	\$0.00438	\$0.00495	\$0.00515	\$0.00537	\$0.00552	\$0.00567	
Aug 13, 2025	517	\$0.00438	\$0.00483	\$0.00488	\$0.00508	\$0.00515	-	
Aug 14, 2025	605	\$0.00315	\$0.00387	\$0.00419	\$0.00435	-	-	
Aug 15, 2025	1001	\$0.00264	\$0.00291	\$0.00301	-	-	-	
Aug 16, 2025	2932	\$0.00085	\$0.00096	-	-	-	-	
Aug 17, 2025	1228	\$0.00062	-	-	-	-	-	

eCPM Percentiles

country

ad_format

ad_format	country	user_count	avg_ecpm
1. INTER	India	1,553	\$0.34
2. REWARDED	India	838	\$0.34
3. BANNER	India	23	\$0
4. APPOPEN	India	11	\$0.24

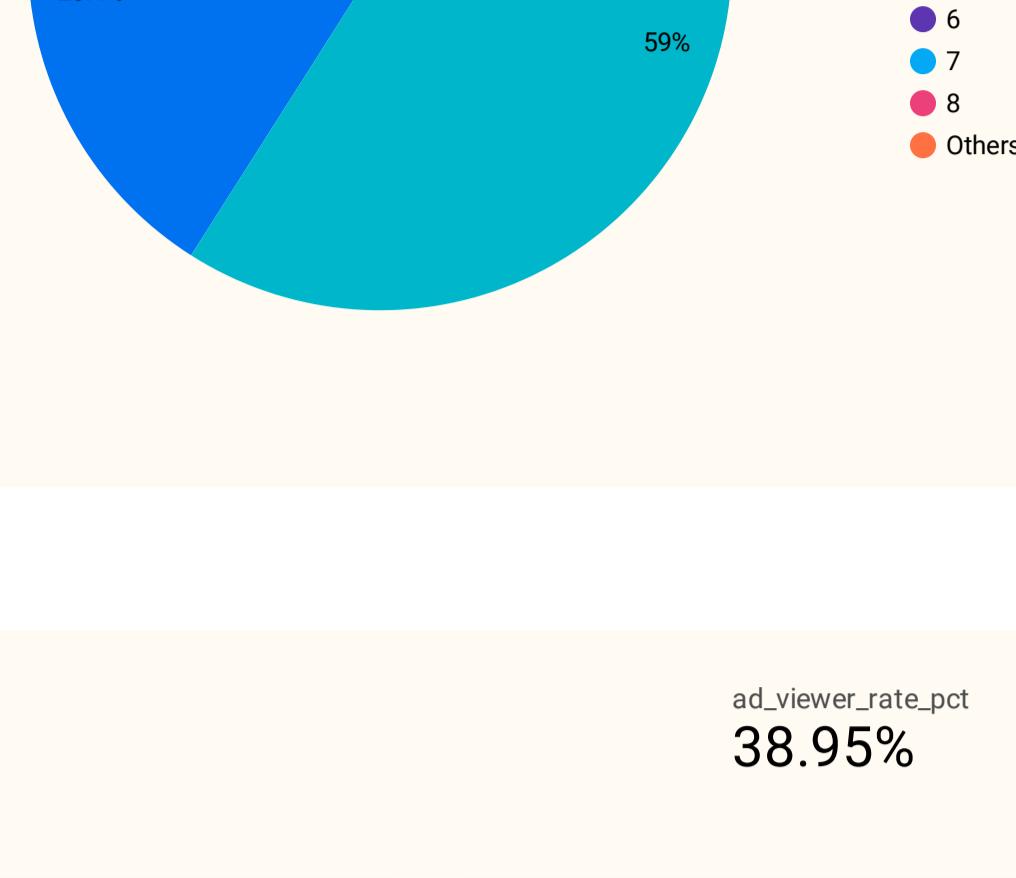
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Impression per user Segmentation

ad_format country

country	active_users
1. INDIA	6,850
2. BRAZIL	1,342
3. PAKISTAN	1,060
4. BANGLADESH	920
5. TÜRKİYE	849
6. SOUTH AFRICA	672
7. SENEGAL	501
8. VENEZUELA	421
9. INDONESIA	389
10. BULGARIA	352

1 - 100 / 164 < >

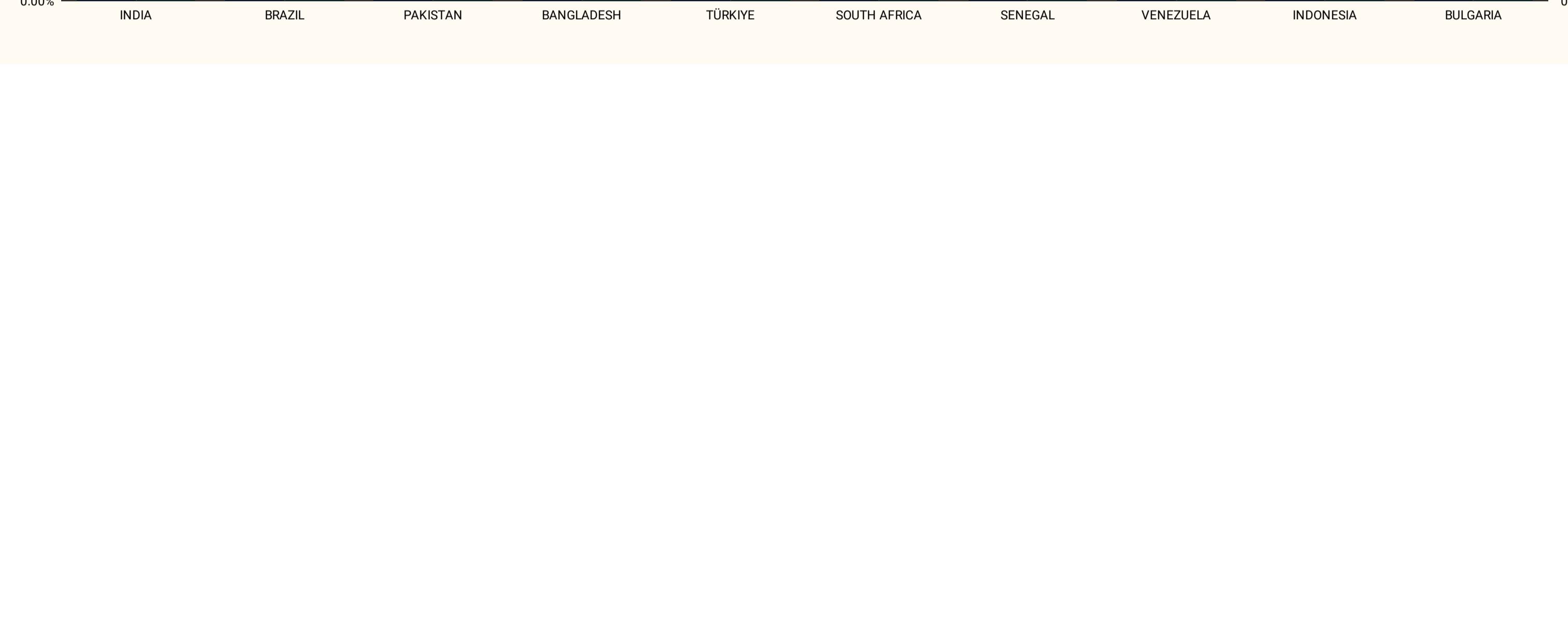


Ad Viewer Rate by Country

ad_viewer_rate_pct

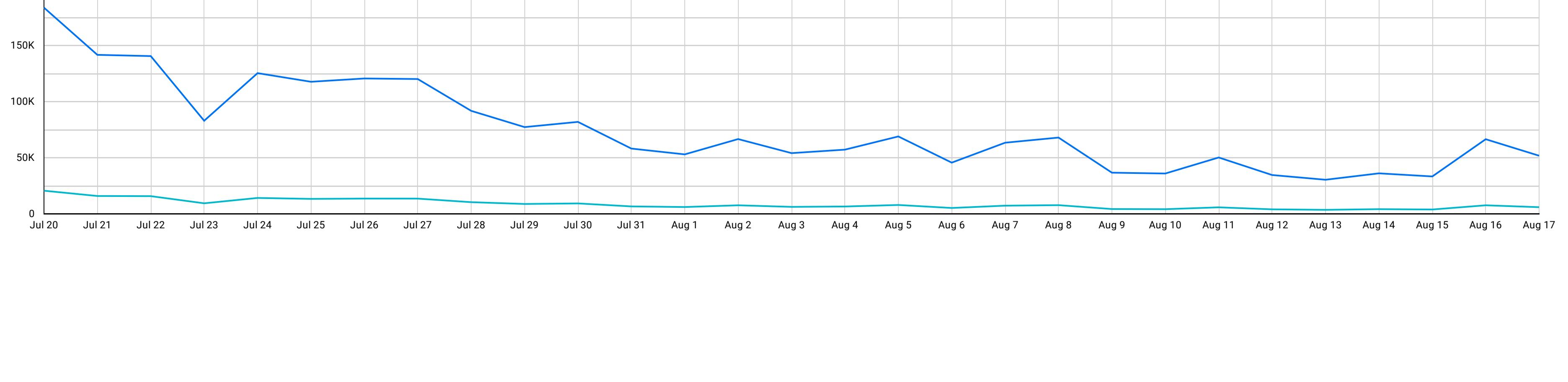
38.95%

ad_format country



app_version

Aug 12, 2025 - Aug 18, 2025



user_pseudo_id	total_exception	fatal_count
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user_pseudo_id	total_exception	fatal_count
1.	3f2a68861dcba353a3cded5ebf5b7cc	12,996
2.	1407fa3a80033fa12d50e841a96f7da7	9,837
3.	42d00f052f15b7f5f342a04fe4c73f14	6,804
4.	9ded10cb99fb6c8ab88f7c59b27c9e2	6,432
5.	4096f6392595920d9935ba5342d3e123b	6,453
6.	54a78ac867b12412a57467575a7657d	5,940
7.	c3493cd24a78079eae329fea844ad686	5,433
8.	5ee5ca9a94907b6c2738f867d997c658	5,406
9.	9d8b38e8ef536ec193e6a78cde4b75d	5,280
10.	2955ab6df14fe2ef875796a1897534d	5,058
11.	cb24b519af437beb791eb526db9667f2	4,917
12.	f5cc941c543f09ddc1e804420f158e9	4,740
13.	f22b46e871df5de2e6d35bb7f24cf84	4,893
14.	ed062a8dba2559fb97baeb210a612f2d	4,584
15.	9aaad3d011a4d2731f14994142ab18b	4,617
16.	ad0bb6495ea44e7383f5a1abb30a99b37	4,512
17.	28901f7ae90aa3cf2e967a54128e5	4,269
18.	77c16905a3600d8c664a4cb1df54d9b7	4,283
19.	0f664ab3633b9b0bcb400a1a5edc29a	4,200
20.	2a8510ffwv7rf4drfahhvfQfF40>rRn5	4,070

1 - 100 / 937 < >

user_pseudo_id
Equals
Enter a value

event_name

	event_name	event_time	is_fatal
1.	Play_BTN	Aug 17, 2025, 11:59:38 PM	No
2.	mainmenu_start	Aug 17, 2025, 11:59:37 PM	No
3.	gunshop_Buybtn	Aug 17, 2025, 11:59:32 PM	No
4.	gunshop_Buybtn	Aug 17, 2025, 11:59:31 PM	No
5.	ad_impression	Aug 17, 2025, 11:59:16 PM	No
6.	privacy_agree	Aug 17, 2025, 11:59:15 PM	No
7.	mainmenu_start	Aug 17, 2025, 11:59:13 PM	No
8.	gunshop_cutscene	Aug 17, 2025, 11:59:11 PM	No
9.	firebase_campaign	Aug 17, 2025, 11:59:11 PM	No
10.	session_start	Aug 17, 2025, 11:59:10 PM	No
11.	privacy_agree	Aug 17, 2025, 11:59:10 PM	No
12.	gunshop_enter	Aug 17, 2025, 11:59:09 PM	No
13.	first_open	Aug 17, 2025, 11:59:09 PM	No
14.	session_start	Aug 17, 2025, 11:58:57 PM	No
15.	firebase_campaign	Aug 17, 2025, 11:58:57 PM	No
16.	first_open	Aug 17, 2025, 11:58:56 PM	No
17.	ad_impression	Aug 17, 2025, 11:58:48 PM	No
18.	privacy_agree	Aug 17, 2025, 11:58:40 PM	No
19.	firebase_campaign	Aug 17, 2025, 11:58:29 PM	No
20.	session_start	Aug 17, 2025, 11:58:22 PM	No
21.	first_open	Aug 17, 2025, 11:58:19 PM	No
22.	revive_backGM	Aug 17, 2025, 11:58:01 PM	No
23.	privacy_agree	Aug 17, 2025, 11:57:36 PM	No
24.	firebase_campaign	Aug 17, 2025, 11:57:28 PM	No
25.	session_start	Aug 17, 2025, 11:57:27 PM	No
26.	first_open	Aug 17, 2025, 11:57:25 PM	No

1 - 100 / 693478 < >