

Subscriptions (last 30 days)
according to traffic source

Connection Type

#subscriptions from 2025-07-09 to 2025-07-10 according to connection type

Billing Model

#subscriptions from 2025-07-09 to 2025-07-10 according to billing model

Subscription Plan

#subscriptions from 2025-07-09 to 2025-07-10 according to subscription plan

Subscriptions across operator systems
for the last 7, 14 and 30 days

Op. Sys	7d Subs	7d %	14d Subs	14d %	30d Subs	30d %
Android	7,412	89.9%	15,204	89.5%	34,156	90.4%
null	571	6.9%	1,299	7.6%	2,609	6.9%
iPhone	261	3.2%	488	2.9%	1,014	2.7%
Macintosh			1	0.0%	1	0.0%
SMART-TV						
SpreadTrum						
Total	8,244	100.0%	16,992	100.0%	37,780	100.0%

Operating System Ratio Conversion

#subscriptions from 2025-07-09 to 2025-07-10 according to operative system

Subscriptions according WebCampaign

#subscriptions from 2025-07-09 to 2025-07-10 according to webcampaign

Subscriptions according WebCampaign (last 30 days)

WC_DESCRIPTION	SUSCRIPTIO..
	5,192
	4,849
	4,730
	3,053
	2,521
	2,250
	1,565
Totals	37,954

Subscriptions according WebCampaign (last 30 days)

SHOWING TOP 20 IN WC_DESCRIPTION

Billing Model (last 30 days)

#subscriptions according to billing model

Subscription plan (last 30 days)

#subscriptions according to subscription plan

Operating System Ratio Conversion (last 30 days)

last 30 days subscriptions

Connection Type (last 30 days)

#subscriptions according to connection type

First Billing and Instant Churn data

Daily First Billing and Instant Churn data
from 2025-07-09 to 2025-07-10, network operator: All, TF:All
1st Billing 2h = Subscriptions that were billed for first time during the first two hours
Churn 2h = Subscriptions that were canceled during the first two hours
Click to filter below

Network Operator	Traffic Source	Subscriptions	# Billed in 2nd hour	% Billed in 2nd hour	# Churn in 2nd hour	% Churn in 2nd hour
	Google Ads Mobil...	237	0	0.0%	1	0.4%
	Google Ads Mobile	70	49	70.0%	1	1.4%
	Google Ads Mobile	45	35	77.8%	1	2.2%
	Google Ads Mobile	41	25	61.0%	4	9.8%
	Google Ads Mobile	34	23	67.6%	2	5.9%
	Google Ads Mobile	32	0	0.0%	4	12.5%
	Google Ads Mobile	30	2	6.7%	0	0.0%
		17	6	35.3%	1	5.9%
Totals		535	156		17	

First Billing and Instant Churn data

for the last 30 days

Campaigns

First billing & churn information of the CMS campaigns
Click to filter right ->

WC ID	WC Description	Subscriptions	# Billed in 2nd hour	% Billed in 2nd hour	# Churn in 2nd hour	% Churn in 2nd hour
52576		195	0	0.0%	0	0.0%
52197		39	32	82.1%	0	0.0%
51382		34	21	61.8%	4	11.8%
52568		33	0	0.0%	1	3.0%
52443		30	20	66.7%	1	3.3%
50050		26	21	80.8%	0	0.0%
52523		19	0	0.0%	3	15.8%
Totals		535	156		17	

Google Ads Campaigns & AdGroups

Here are the Google campaigns related to the CMS WebCampaign: All
This is used to identify the campaign or adgroup on the Google Ads platform

GAds Campaign	GAds Ad Group	CMS WC ID	CMS WC name
	Facetracking	null	null
	Festivities	null	null
		null	null
	Facetracking	null	null
	Facetracking	null	null
	Festivities	null	null
	Generic	null	null
	Facetracking	null	null
	Festivities	null	null
	Generic	null	null

Subscriptions table for debug

from 2025-07-09 to 2025-07-10

HTF_DESCRIPTION	HNOI_DESCRIPTION	subscription_id	PLAN_ID	WEB_CAMPAIGN_ID	pixel_web_campaign	WC_DESCRIPTION	connectiontype	xrequestedwith	subs_op_sys	billingmod t
Google Ads Mobile		52438523	4249	49678	49678		cellular	null	Linux	POSTPAID
Google Ads Mobile		52438521	4312	52443	52443		cellular	com	Linux	POSTPAID
Google Ads Mobile		52438421	4469	51382	51382		cellular	null	Linux	null
Google Ads Mobile		52437550	4792	52562	52562		cellular	null	Linux	HYBRID
Google Ads Mobile		52438519	4312	50050	50050		unknown	com	Linux	POSTPAID
Google Ads Mobile		52438518	4167	52197	52197		cellular	null	Linux	null
Google Ads Mobile		52438612	4312	50050	50050		cellular	null	Linux	POSTPAID
Google Ads Mobile		52438419	4469	51382	51382		unknown	com	Linux	null
Google Ads Mobile		52438414	4469	51382	51382		null	null	iPhone	null
Google Ads Mobile		52438514	4312	52443	52443		cellular	null	Linux	PREPAID
Google Ads Mobile		52438413	4469	49773	49773		cellular	null	Linux	null
Moviplus		52437851	4176	52551	52551		null	null	null	PREPAID
Totals										

Showing

Start Date

09/07/2025

End Date

10/07/2025

Traffic Source

All

Net Op

All