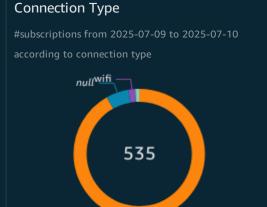
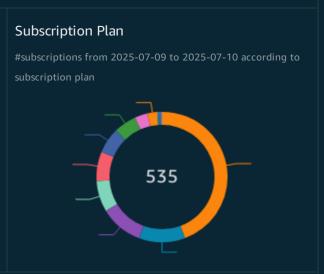
- SUBSCRIPTIONS -Subscriptions (last 30 days) acoording to traffic source 1.5K 0.5K







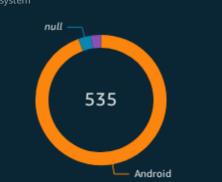
Subscriptions across operator systems

for the last 7, 14 and 30 days

Op. Sys	7d Subs ^{li₁}	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%



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



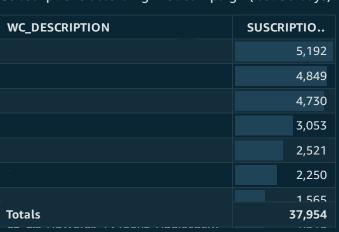


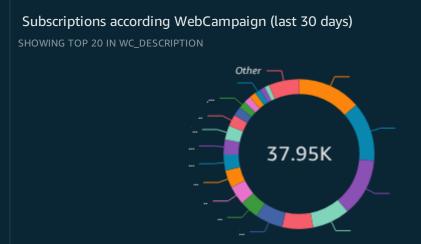
#subscriptions from 2025-07-09 to 2025-07-10 according to webcampaign



- SUBSCRIPTIONS last 30 days -----

Subscriptions according WebCampaign (last 30 days)



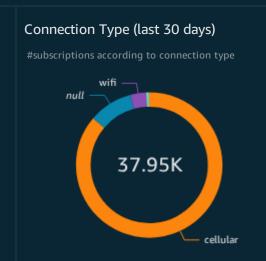






Operating System Ratio Conversion (last 30 days)





null null

------ First Billing and Instant Churn data ------ First Billing and Instant

Daily First Billing and Instant Churn data

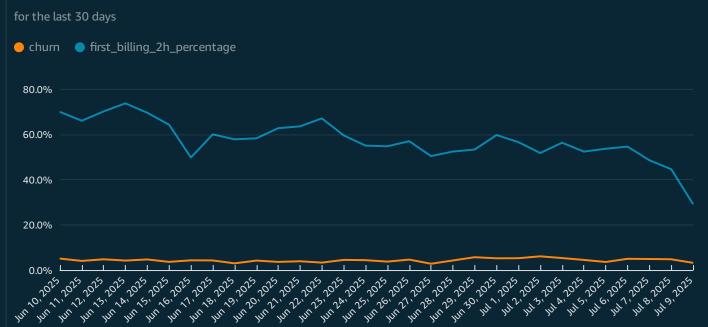
from 2025-07-09 to 2025-07-10, network operator: All, TF:All

1st Billing 2h = Subscriptions that were billed for first time during the first two hours

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		





Campaigns

First billing & churn information of the CMS campaigns

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

CMS WC ID CMS WC name **GAds Campaign GAds Ad Group** Facetracking null null Festivities null null null null Facetracking null null Facetracking null null Festivities null null Generic null null Facetracking **Festivities** 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 l
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 **End Date** Traffic Source

Net Op

09/07/2025 10/07/2025