

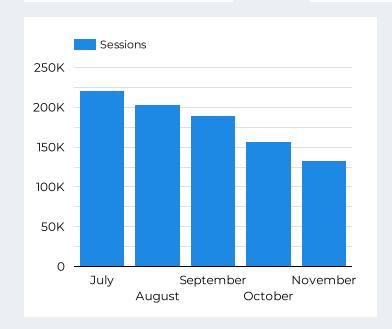
Google Flood-It! Report

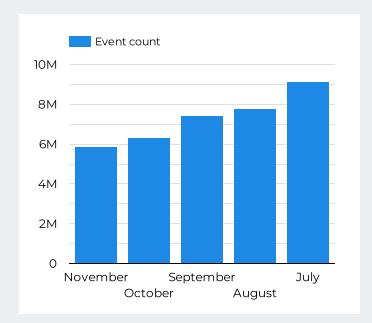
Sessions 880,434 # -5.2% Engaged sessions 688,600 ± 2.0%

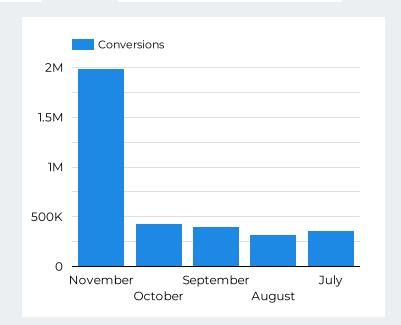
Event count 36,561,244

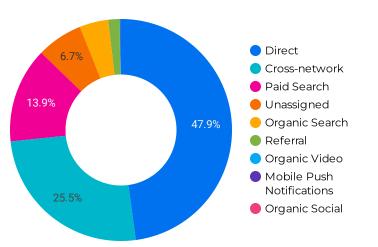
Conversions
3,499,258
134.4%

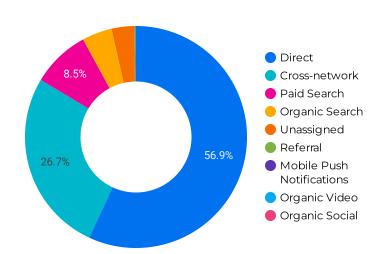
Jul 1, 2023 - Nov 30, 2023

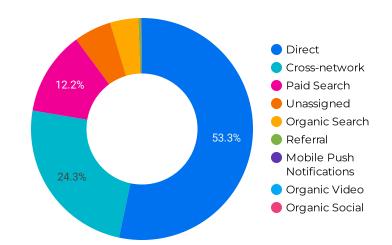












Channel Performance Breakdown

	Session default channe	Sessions ▼	%Δ	Engaged sessions	%Δ	Event count	%Δ	Conversions	%Δ
1.	Direct	447,790	-15.2% 🖡	369,843	-10.4% 🖡	20,808,088	-8.2% 🖡	1,865,991	143.5% 🛊
2.	Cross-network	238,270	85.8% 🛊	186,419	80.2% 🛊	9,753,012	77.5% 🛊	851,436	186.4% 🛊
3.	Paid Search	129,911	-24.8% 🖡	86,949	-18.6% 🖡	3,103,133	-22.5% 🖡	428,534	75.7% 🛊
4.	Unassigned	62,846	9.8% 🛊	446	37.2% 🛊	1,195,139	41.8% 🛊	190,634	3,174.9% 🛊
5.	Organic Search	39,175	7.6% 🛊	31,742	23.1% 🛊	1,595,023	16.8% 🛊	144,345	95.5% 1
6.	Referral	15,419	19.3% 🛊	13,335	476.0% 🛊	67,108	58.4% 🛊	13,454	6.8% 1
7.	Organic Video	1,175	-71.3% 🖡	985	236.2% 🛊	5,001	-59.3% 🖡	1,126	-71.8% 🖡
Д	Mohila Duch Notifications	777	ス 5 / 0// ★	690	Z∩ 9% ±	マ/, マ/,マ	275% ₺	ע אור	272 ∩% •
	Grand total	880,434	- 5.2 % •	688,600	2.0% 1	36,561,244	0.7% 1	3,499,258	134.4% 1
								1-9/9	< >

Page Performance Breakdown

	Full page URL	Sessions •	% ∆	Views	%Δ	Event count	%Δ	Conversions	%Δ
1.	<u>(not set)</u>	845,260	-4.7% 🖡	15,832,456	-4.2% 🖡	36,402,413	0.6% 1	3,466,762	138.5% 🛊
2.	<u>flood-it.app/</u>	35,681	-7.5% 🖡	69,259	49.7% 🛊	153,045	23.9% 1	31,206	-17.6% 🖡
3.	fir-demo-project.web	685	-22.2% 🖡	1,294	13.9% 🛊	3,240	4.9% 1	578	-31.4% ‡
4.	fir-demo-project.fireb	328	-31.1% 🖡	627	0.3% 1	1,499	-8.2% 🖡	300	-33.8% ‡
5.		22	-	307	-	958	-	400	-
6.	flood-it.app/?%5Bobj	8	-46.7% 🖡	9	-43.8% ₹	26	-43.5% 	8	-42.9%
7.	flood-it.app/?source=	7	-	7	-	11	-	0	-
8.	flood-it.app/?gtm_de	4	-	4	-	6	-	0	-
9.	shop.googlemerchan	3	-	4	-	13	-	3	-
	Grand total	880,434	-5.2 % ↓	15,903,982	-4.0% ፣	36,561,244	0.7% 1	3,499,258	134.4% !
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