Google Flood-It! Report

Jul 1, 2023 - Nov 30, 2023

Sessions	Engaged sessions	Event count	Conversions
880,434	**688,600**	**36,561,244**	**3,499,258**
-5.2%	2.0%	0.7%	134.4%

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%
6.	Referral	15,419	19.3%	13,335	476.0%	67,108	58.4%	13,454	6.8%
7.	Organic Video	1,175	-71.3%	985	236.2%	5,001	-59.3%	1,126	-71.8%
8.	Mobile Push Notifications	772	35.4%	690	30.9%	34,343	27.5%	3,716	272.0%
	Grand total	**880,434**	**-5.2%**	**688,600**	**2.0%**	**36,561,244**	**0.7%**	**3,499,258**	**134.4%**

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Page Performance Breakdown

	Full page URL	Sessions ▾	% Δ	Views	% Δ	Event count	% Δ	Conversions	% Δ
1.	(not set)	845,260	-4.7%	15,832,456	-4.2%	36,402,413	0.6%	3,466,762	138.5%
2.	flood-it.app/	35,681	-7.5%	69,259	49.7%	153,045	23.9%	31,206	-17.6%
3.	fir-demo-project.web…	685	-22.2%	1,294	13.9%	3,240	4.9%	578	-31.4%
4.	fir-demo-project.fireb…	328	-31.1%	627	0.3%	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%**	**3,499,258**	**134.4%**

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