

Social Media Analytics Dashboard

Dashboard

What are your website stats?

Know your users

Take a peak at your promotions

Total Users

+2.1% | +43

Users vs Previous Period

New Users

-0.1% | -01

New Users vs Previous Period

Average Sessions

+138.8% | +6.6

Avg Session vs Previous Period

Average Time on Page

+2.7% | +0.0

AvgTimeonPage vs Previous P...

Pageviews

-7.2% | -235

Pageviews vs Previous Peri...

Pages/Session

-8.4% | -0.2

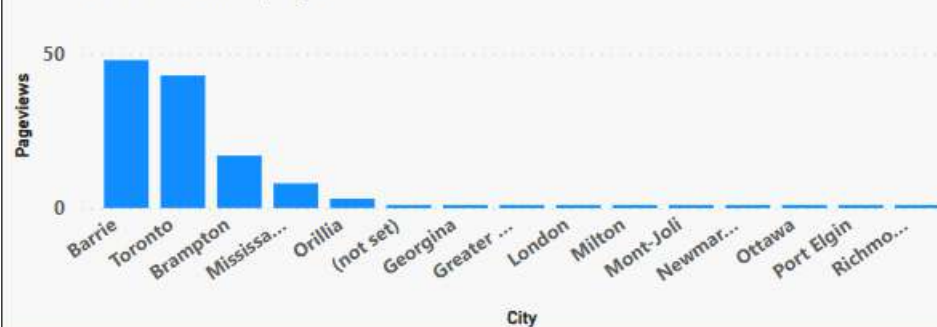
Pages/Session vs Previous Peri...



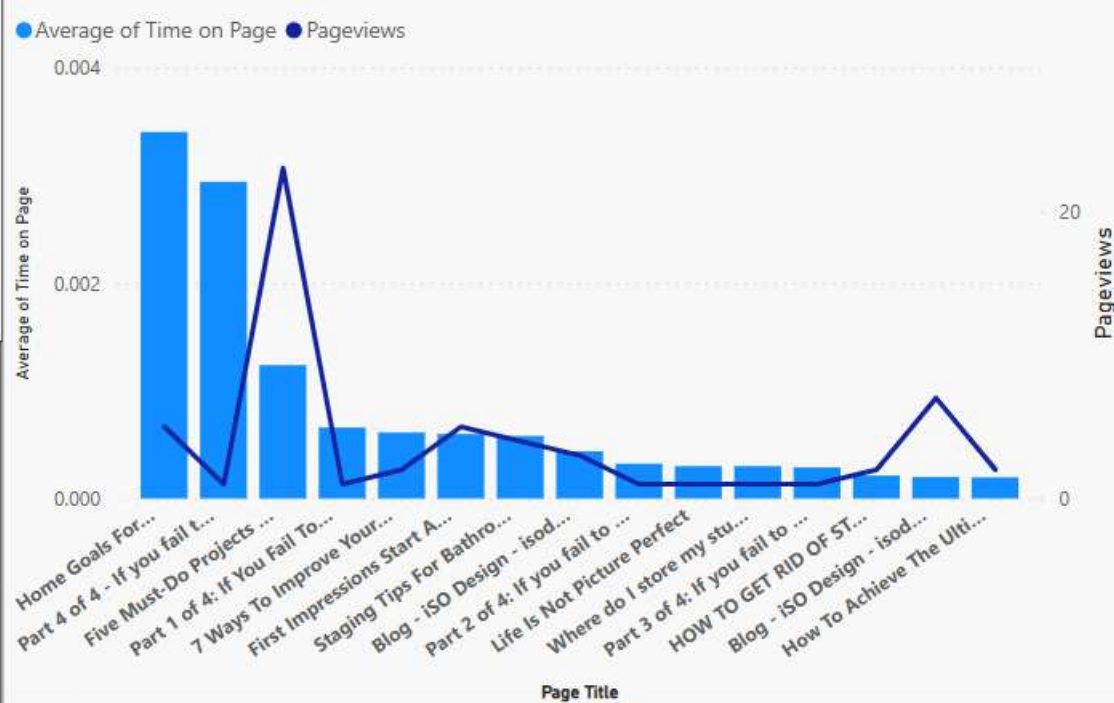
Daily users growth on the website



Cities with the most page views



Pages with the highest engagement time



Total Users

+2.1% | +43

Users vs Previous Period

New Users

-0.1% | -01

New Users vs Previous Period

Average Sessions

+138.8% | +6.6

Avg Session vs Previous Period

Average Time on Page

+2.7% | +0.0

AvgTimeonPage vs Previous P...

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Pageviews vs Previous Peri...

Pages/Session

-8.4% | -0.2

Pages/Session vs Previous Peri...

Bounce Rate

-3.8% | -3.5%

BounceRate vs Previous Peri...

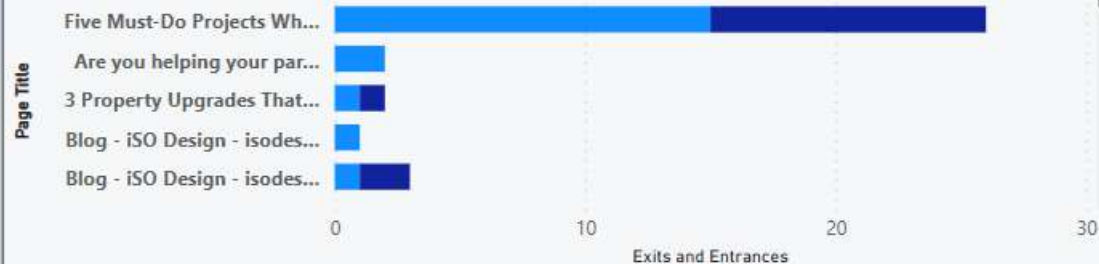
%Exits

-3.2% | -2.9%

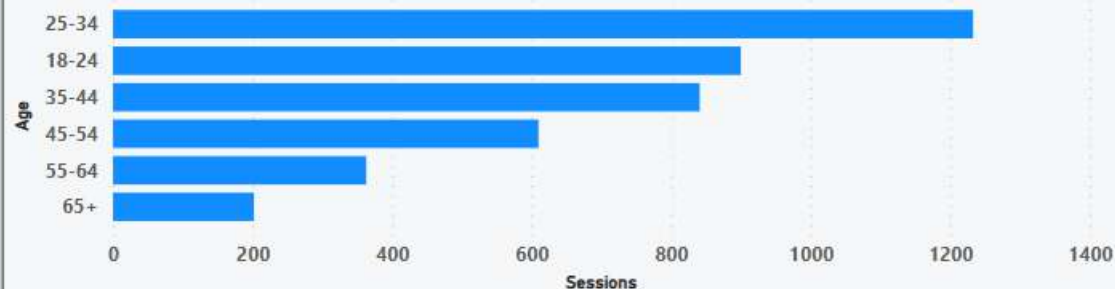
%Exit vs Previous Period

Most exits and entrances by different page title

● Exits ● Entrances

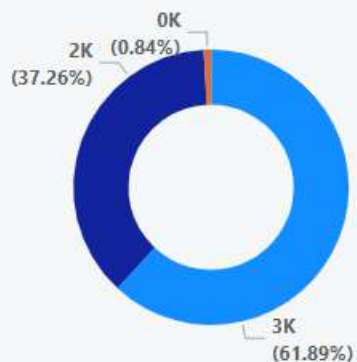


Active sessions by different age category



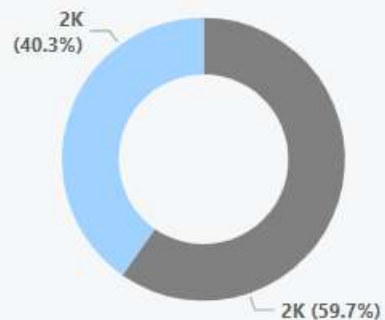
Sessions by different devices

Device Ca... ● desktop ● mobile ● tablet



Total sessions by Gender

Gender ● female ● male

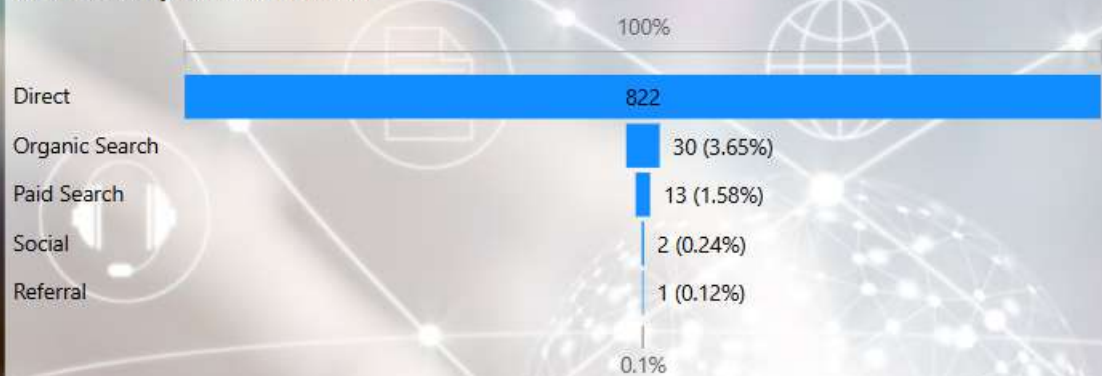


Channel Group

Date Range

2023 (Year) + February (Month)

User base by various channel



Channels contributing to more engagement time



Sessions by Page Depth



Impressions

-23.3% | -740

Impressions vs Previous Peri...

Clicks

+17.6% | +87

Clicks vs Previous Period

CPC

-13.8% | -0.1

CPC vs Previous Period

CPM

-41.2% | -18.8

CPM vs Previous Period

CTR

-34.1% | 0.0

CTR vs Previous Period

Cost

+10.1% | +42.6

Cost vs Previous Period

Money spent on campaigns over time



Keywords by Impression



Impressions and Clicks by Campaign

