Cohort analysis

Generated on Feb 10, 2022 (in US Mountain Time [GMT-07:00])

Cohort Analysis

Demo Data 7581

Last 12 full weeks
Nov 14, 2021 - Feb 5, 2022

● **Cohort analysis of those who viewed at least 2 pages and returned with at least one page view**

Retention

Inclusion: **Page Views** >= 2 Return: **Page Views** >=1

Cohort	Included	+1 Weeks	+2 Weeks	+3 Weeks	+4 Weeks	+5 Weeks	+6 Weeks	+7 Weeks	+8 Weeks	+9 Weeks	+10 Weeks	+11 Weeks
Average retention	54,745	1,643 2.9%	1,494 2.7%	1,396 2.6%	1,242 2.3%	1,235 2.3%	1,307 2.4%	1,232 2.2%	1,321 2.1%	1,303 2.1%	1,223 1.9%	1,118 1.8%
Nov 14 - Nov 20	61,747	2,860 4.6%	2,773 4.5%	2,650 4.3%	1,496 2.4%	1,180 1.9%	2,077 3.4%	1,611 2.6%	1,495 2.4%	1,462 2.4%	1,251 2.0%	1,118 1.8%
Nov 21 - Nov 27	66,163	2,902 4.4%	2,796 4.2%	1,545 2.3%	1,200 1.8%	2,112 3.2%	1,738 2.6%	1,529 2.3%	1,501 2.3%	1,353 2.0%	1,194 1.8%	
Nov 28 - Dec 4	61,510	2,642 4.3%	1,441 2.3%	1,163 1.9%	2,070 3.4%	1,601 2.6%	1,425 2.3%	1,407 2.3%	1,244 2.0%	1,093 1.8%		
Dec 5 - Dec 11	59,903	1,367 2.3%	1,138 1.9%	2,061 3.4%	1,584 2.6%	1,446 2.4%	1,442 2.4%	1,181 2.0%	1,042 1.7%			
Dec 12 - Dec 18	24,807	433 1.7%	847 3.4%	632 2.5%	566 2.3%	555 2.2%	536 2.2%	433 1.7%				
Dec 19 - Dec 25	35,557	1,188 3.3%	907 2.6%	898 2.5%	807 2.3%	714 2.0%	623 1.8%					
Dec 26 - Jan 1	56,296	1,483 2.6%	1,260 2.2%	1,314 2.3%	1,095 1.9%	1,039 1.8%						
Jan 2 - Jan 8	64,073	1,492 2.3%	1,459 2.3%	1,256 2.0%	1,120 1.7%							
Jan 9 - Jan 15	60,087	1,377 2.3%	1,234 2.1%	1,048 1.7%								
Jan 16 - Jan 22	62,053	1,264 2.0%	1,088 1.8%									
Jan 23 - Jan 29	54,895	1,065 1.9%										
Jan 30 - Feb 5	49,850											

● **Cohort analysis of those who viewed at least 2 pages and returned with at least one media start**

Retention

Inclusion: **Page Views** >= 2 Return: **Media Starts** >= 1

Cohort	Included	+1 Weeks	+2 Weeks	+3 Weeks	+4 Weeks	+5 Weeks	+6 Weeks	+7 Weeks	+8 Weeks	+9 Weeks	+10 Weeks	+11 Weeks
Average retention	54,745	348 0.6%	319 0.6%	291 0.5%	258 0.5%	261 0.5%	267 0.5%	253 0.4%	274 0.4%	266 0.4%	236 0.4%	230 0.4%
Nov 14 - Nov 20	61,747	636 1.0%	616 1.0%	557 0.9%	321 0.5%	272 0.4%	420 0.7%	332 0.5%	295 0.5%	295 0.5%	231 0.4%	230 0.4%
Nov 21 - Nov 27	66,163	642 1.0%	587 0.9%	327 0.5%	262 0.4%	454 0.7%	354 0.5%	317 0.5%	295 0.4%	264 0.4%	240 0.4%	
Nov 28 - Dec 4	61,510	600 1.0%	301 0.5%	231 0.4%	410 0.7%	335 0.5%	292 0.5%	286 0.5%	293 0.5%	240 0.4%		
Dec 5 - Dec 11	59,903	260 0.4%	259 0.4%	435 0.7%	314 0.5%	303 0.5%	298 0.5%	243 0.4%	212 0.4%			
Dec 12 - Dec 18	24,807	101 0.4%	195 0.8%	149 0.6%	116 0.5%	86 0.3%	110 0.4%	89 0.4%				
Dec 19 - Dec 25	35,557	243 0.7%	188 0.5%	178 0.5%	157 0.4%	170 0.5%	126 0.4%					
Dec 26 - Jan 1	56,296	301 0.5%	247 0.4%	256 0.5%	256 0.5%	206 0.4%						
Jan 2 - Jan 8	64,073	320 0.5%	323 0.5%	275 0.4%	229 0.4%							
Jan 9 - Jan 15	60,087	291 0.5%	241 0.4%	212 0.4%								
Jan 16 - Jan 22	62,053	234 0.4%	234 0.4%									
Jan 23 - Jan 29	54,895	203 0.4%										
Jan 30 - Feb 5	49,850											