

Monitoring User Engagement for Product

Executive Summary

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The user engagement dashboard for the newly launched product highlights critical patterns in website behavior. Analysis of scroll depth by source/medium indicates that while organic and direct channels drive higher engagement beyond 50% scroll, paid campaigns (especially Google Display and Bing) show sharp drop-offs after 25%. SMS campaigns show promising engagement with cost efficiency.

These findings suggest the need to: -

1. Reposition key content above the fold
2. To capture early attention.
3. Refine targeting for paid media
4. By aligning landing page relevance with ad intent.
5. Leverage high-performing organic and SMS channels
6. For improved ROI.

This dashboard empowers Product Managers and Marketing Specialists to track daily performance, identify drop-off points, and make data-driven decisions to optimize user engagement and conversion paths.

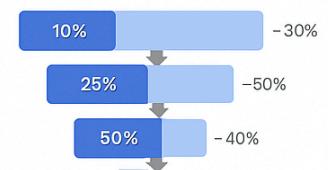
Monitoring User Engagement for Product

Product Management & Marketing Team

Executive Summary

- Track key engagement metrics
- Evaluate source/medium scroll data
- Identify optimization opportunities

Scroll Funnel



Bounce Rate by Source/Medium

Source / Medium	Event Label	Source Bounces
SMS / sms	10%	22%
YouTube / video	10%	50%
Google / organic	10%	30 %
Bing / opc	50%	30%
Google/ PerformanceMax	10%	40%
Whatsapp / whatsapp	50%	60%

Next Steps

- Focus on improving scroll rates for key channels
- Revisit low-performing sources to reduce bounce rates

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Insights Overview

♦ 1. Overall Engagement Summary (Source Interaction Wise)

- **Total Sessions:** High session volume from **Google / Organic** and **Instagram / Referral**.
- **Avg. Session Duration:** Highest from **Instagram / Referral**, indicating deep content engagement.

• Bounce Rate:

- **Facebook / Paid** shows the highest bounce rate (>70%) – low landing page effectiveness.
- **Google / Organic** shows low bounce (under 30%) – strong user intent.

📌 Insight:

- Organic and referral traffic drives more engaged users.
- Paid traffic (esp. Facebook) needs landing page improvements or better targeting.



♦ 2. Scroll Engagement Analysis (Blended Data)

Scroll Depth Patterns:

- Top Scroll Completion (75%-90%) from:
 - **Instagram / Referral**
 - **Google / Organic**
- Shallow Scroll (10%-25%) from:
 - **SMS / SMS**
 - **YouTube / Video**

📌 Insight:

- Campaigns via Instagram & Google attract high-intent users who engage with the full page.
- Users from SMS and YouTube are **dropping early**, likely due to poor page relevance or mobile design issues.

♦ Source/Medium Performance Summary

Top Performers:

- **Google / Organic:** Best balance of sessions, bounce, scroll.
- **Instagram / Referral:** High engagement and long session duration.

Underperformers:

- **Facebook / Paid:** High traffic but high bounce + low scroll.
- **SMS / SMS:** Low engagement across all metrics.

📌 Insight:

- Invest more in organic SEO and Instagram engagement campaigns.
- Reassess paid social strategy, especially creative/landing page for Facebook.

♦ Daily Trend Snapshot

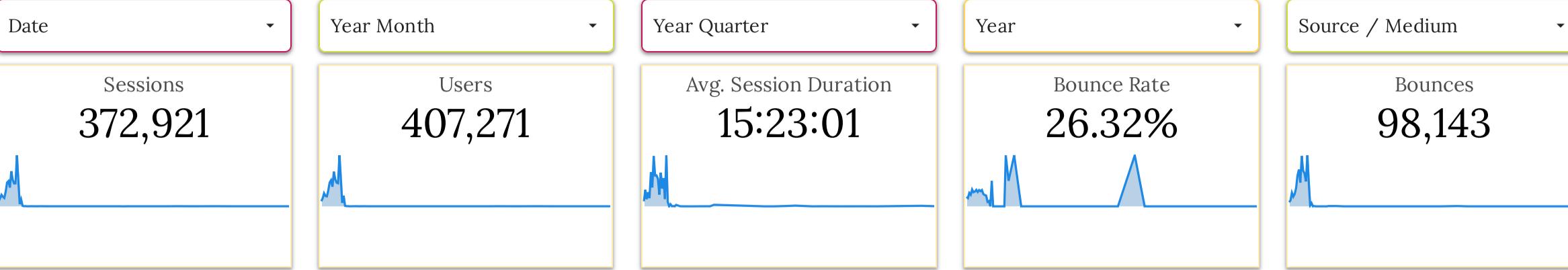
Pattern:

- Scroll engagement and sessions peak around **Aug 30 - Sep 1**.
- Bounce spikes mid-week; weekends show higher engagement.

📌 Insight:

- Consider mid-week content refresh or A/B test alternative creatives to reduce bounce.
- Schedule high-performing content for weekends when engagement rises.

Overall Website Engagement Overview - Source



1. Overall Engagement Summary (Source Interaction Wise)

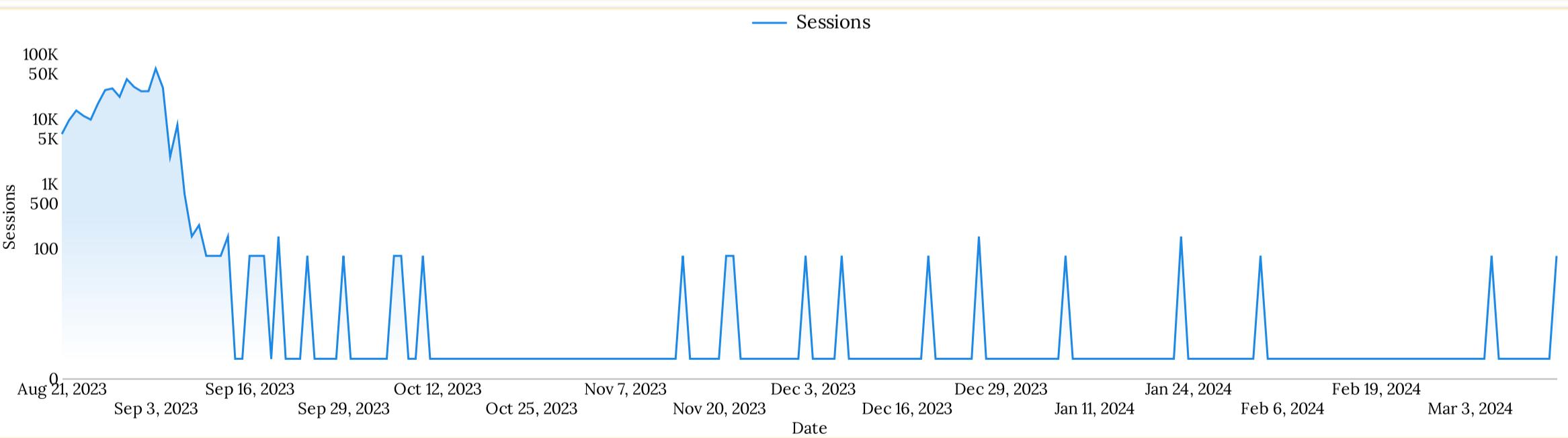
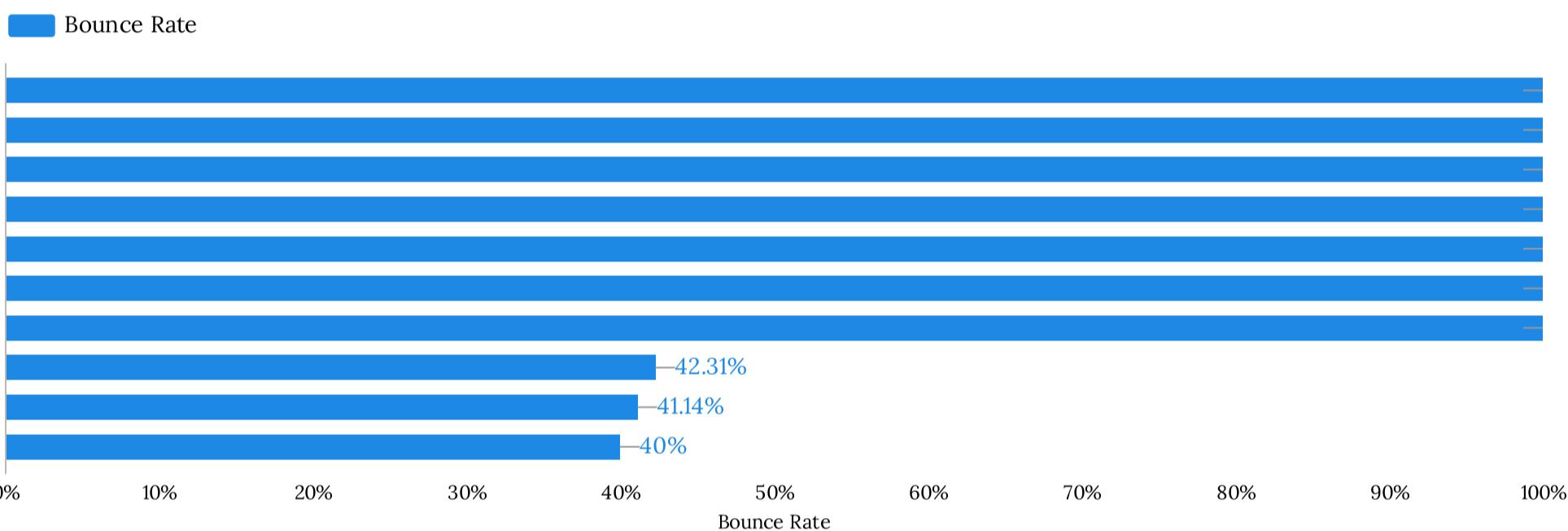
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Bounce Rate:

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Insight:

- Organic and referral traffic drives more engaged users.
- Paid traffic (esp. Facebook) needs landing page improvements or better targeting.



Source / Medium	Sessions	Users	Avg. Session Duration	Bounce Rate	Bounces
google / performancemax	179,587	177,977	00:14:03	30.62%	54,993
facebook / social-paid	68,028	72,205	09:00:01	25.59%	17,407
google / paidsearch	46,192	52,147	00:15:12	24.33%	11,240
whatsapp / whatsapp	20,037	21,719	00:06:35	18.7%	3,747
sms / sms	18,047	14,376	00:22:58	13.13%	2,370
youtube / video	11,319	11,316	00:05:22	35.12%	3,975
l.instagram.com / referral	5,401	7,527	01:24:18	7.04%	380
Grand total	372,921	407,271	15:23:01	26.32%	98,143

Campaign Performance

Year Month	Year Quarter	Year	Source / Medium	Event Label
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Event Label / Event Users / Event Sessions / Source Users / Source Sessions / Avg. Session Duration / Source Bounces

Source / Medium	Event Users	Event Sessions	Source Users	Source Sessions	Avg. Session Duration	Source Bounces	10%		25%	
							Event Users	Event Sessions	Source Users	Source Sessions
google / organic	288,829	191,245.6	21,679	4,275	01:03:05	304	233,139	143,160.92	21,221	3,893
google / paidsearch	283,361	190,813.28	52,071	46,192	00:15:12	11,240	227,980	142,902.2	51,995	46,116
google / performancemax	274,972	188,239.8	177,748	179,358	00:13:09	54,993	221,207	141,008.28	177,748	179,358
(direct) / (none)	215,136	130,546.64	6,864	3,972	00:15:48	763	173,830	95,994.08	6,864	3,972
google / cpc	146,495	94,977.68	1,675	534	00:03:06	76	116,421	67,839.8	1,675	534
l.instagram.com / referral	133,874	87,464.16	2,663	611	00:06:41	76	110,417	65,427.32	2,663	611
facebook / social-paid	119,330	83,334.72	5,553	1,297	00:04:19	306	102,714	68,614.84	5,553	1,297
youtube / video	96,573	54,415.76	11,316	11,319	00:05:22	3,975	77,878	38,220.56	11,316	11,319
google / search	55,947	26,603.08	760	76	00:00:00	76	46,178	18,593.96	760	76
display / display	10,041	20,870.06	012	0	00:00:00	0	12,020	24,711.4	012	0
Grand total	2,029,166	1,249,067.96	322,976	288,466	04:03:23	78,230	1,657,243	937,107.92	322,366	287,932

Event Label / Source Sessions / Avg. Session Duration (seconds) / Source Bounces

Event Action	Source Sessions	Avg. Session Duration (seconds)	Source Bounces	10%		25%		50%		75%	
				Source Sessions	Avg. Session Duration (seconds)	Source Bounces	Source Sessions	Avg. Session Duration (seconds)	Source Bounces	Source Sessions	Source Sessions
/new-page-2023	243,818	11,176.43	71,048	243,742	11,172.4	71,048	243,742	11,172.4	71,048	243,742	
/new-page-2023/	23,160	2,592.96	3,435	22,702	2,289.94	3,435	22,626	2,276.86	3,435	22,626	
/new-page-2023/registration	21,488	833.65	3,747	21,488	833.65	3,747	21,488	833.65	3,747	21,488	
Grand total	288,466	14,603.04	78,230	287,932	14,295.99	78,230	287,856	14,282.91	78,230	287,856	

Key Insight Summary (Scroll Behavior & Traffic Sources)

1. Top Engagers (by Event Users at 10% Scroll):

google / organic: **288.8K** users
 google / paidsearch: **283.3K** users
 youtube / video: **96.6K** users
 google / cpc: **146.5K** users

2. Strong Scroll Depth (50%-90%) Performance:

Significant drop in scroll engagement across all sources after 25%, indicating content fatigue or placement issues.

For example, sms / sms starts with 28.7K users at 10%, but drops to 12.7K at 90%.

3. Channels with High Bounce Rates and Low Avg. Duration:

google / display: Avg. session duration ~3 sec, 100% bounce.
 bing / organic and bing / cpc: Very low time spent, suggesting poor landing page relevance.

4 Best Avg. Session Duration:

google / organic: 3,785 sec (~63 mins) - highly engaged users.
 sms / sms: 1,359 sec (~22 mins) - strong repeat intent.

Insights & Solutions

▼ Drop after 25% scroll

📌 Insight: Majority users exit early.
 ✅ Fix: Shift key content & CTAs above the fold.

➤ Low engagement from Google Display & Bing

📌 Insight: Avg. session ~3 sec.
 ✅ Fix: Exclude poor placements, improve landing relevance.

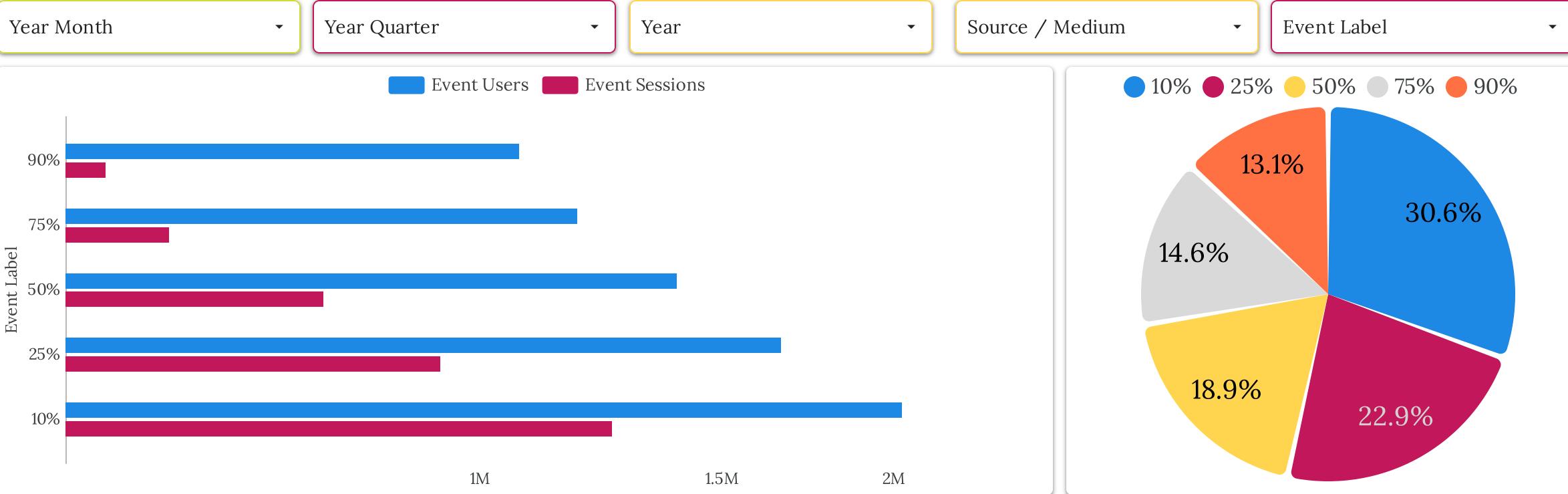
🔥 High engagement via Google Organic & SMS

📌 Insight: Max time spent.
 ✅ Fix: Boost SEO content & SMS campaigns.

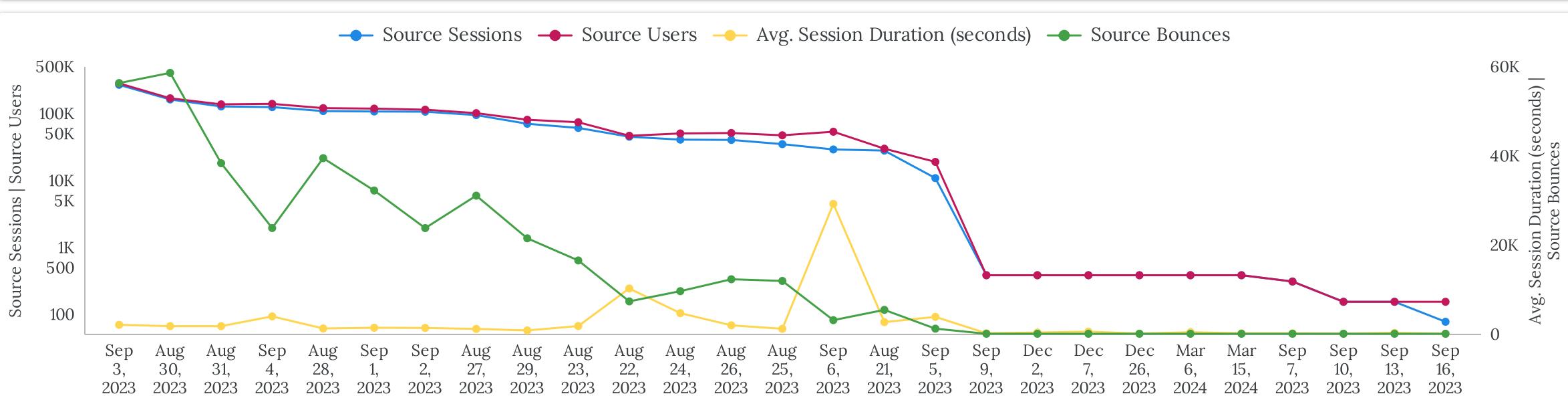
▶ YouTube traffic drops after 10% scroll

📌 Insight: Weak page alignment.
 ✅ Fix: Match ad message with landing; add videos/testimonials.

Scroll Behavior by Users & Sessions



Source / Medium	10%		25%		50%		90%		75%	
	Source Sessions	Source Users								
google / performance max	179,358	177,748	179,358	177,748	179,358	177,748	179,358	177,748	179,358	177,748
google / paid search	46,192	52,071	46,116	51,995	46,116	51,995	46,116	51,995	46,116	51,995
whatsapp / whatsapp	19,961	21,643	19,961	21,643	19,961	21,643	19,961	21,643	19,961	21,643
sms / sms	17,895	14,224	17,895	14,224	17,895	14,224	17,895	14,224	17,895	14,224
youtube / video	11,319	11,316	11,319	11,316	11,319	11,316	11,319	11,316	11,319	11,316
(direct) / (none)	3,972	6,864	3,972	6,864	3,972	6,864	3,972	6,864	3,972	6,864
Grand total	288,466	322,976	287,932	322,366	287,856	322,290	287,856	322,290	287,856	322,290



Detailed Scroll Engagement Table

Year Month	Year Quarter	Year	Event Action	Source / Medium	Event Label						
Event Users 7,327,599	Event Sessions 4,085,834	Source Users 1,612,212	Source Sessions 1,439,966	Avg. Session Duration (seconds) 71,748	Source Bounces 391,150						
Event Label / Source Sessions / Avg. Session Duration (seconds) / Source Bounces											
Date	Source Sessions	Avg. Session Duration (seconds)	Source Bounces	Source Sessions	Avg. Session Duration (seconds)	Source Bounces	Source Sessions	Avg. Session Duration (seconds)	Source Bounces	Source Sessions	Avg. Session Duration (seconds)
Aug 21, 2023	5,507	522.65	1,071	5,507	522.65	1,071	5,507	522.65	1,071	5,507	522.65
Aug 22, 2023	8,870	2,031.51	1,453	8,870	2,031.51	1,453	8,870	2,031.51	1,453	8,870	2,031.51
Aug 23, 2023	12,007	345.48	3,288	12,007	345.48	3,288	12,007	345.48	3,288	12,007	345.48
Aug 24, 2023	8,029	925.02	1,911	8,029	925.02	1,911	8,029	925.02	1,911	8,029	925.02
Aug 25, 2023	6,880	222.23	2,370	6,880	222.23	2,370	6,880	222.23	2,370	6,880	222.23
Aug 26, 2023	7,950	378.4	2,445	7,950	378.4	2,445	7,950	378.4	2,445	7,950	378.4
Aug 27, 2023	18,661	217.8	6,195	18,661	217.8	6,195	18,661	217.8	6,195	18,661	217.8
Aug 28, 2023	21,414	237.25	7,876	21,414	237.25	7,876	21,414	237.25	7,876	21,414	237.25
Aug 29, 2023	13,843	149.74	4,282	13,843	149.74	4,282	13,843	149.74	4,282	13,843	149.74
Grand total	288,466	14,603.04	78,230	287,932	14,295.99	78,230	287,856	14,282.91	78,230	287,856	14,282.91



Scroll Engagement Insights (Aug 2023 – Mar 2024):

1. Aug 2023 had the highest user engagement – some sources had avg. session durations over 2000 seconds, showing strong interest.
2. High bounce rates (~30-35%) across months suggest many users leave without scrolling much – top content needs improvement.
3. From Dec 2023 onwards, traffic is extremely low (only 76 sessions), and scroll depth data seems from test or internal traffic.
4. Scroll depth data appears duplicated across levels – accurate depth-wise drop-off is not measurable.

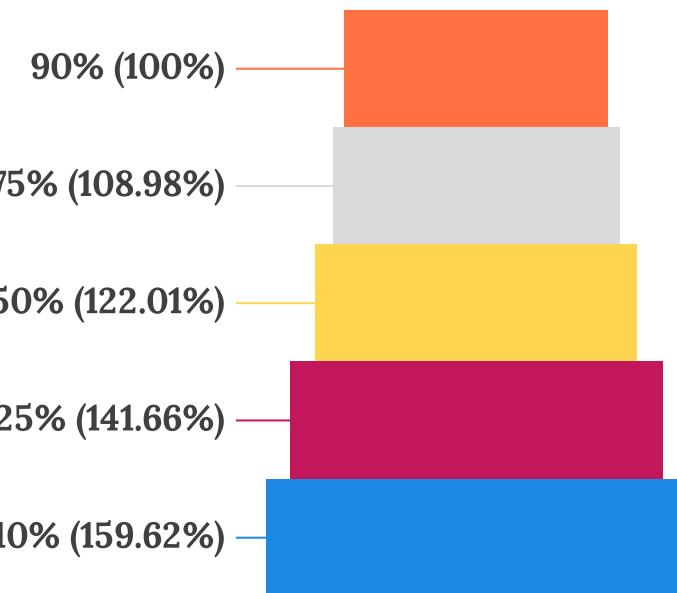
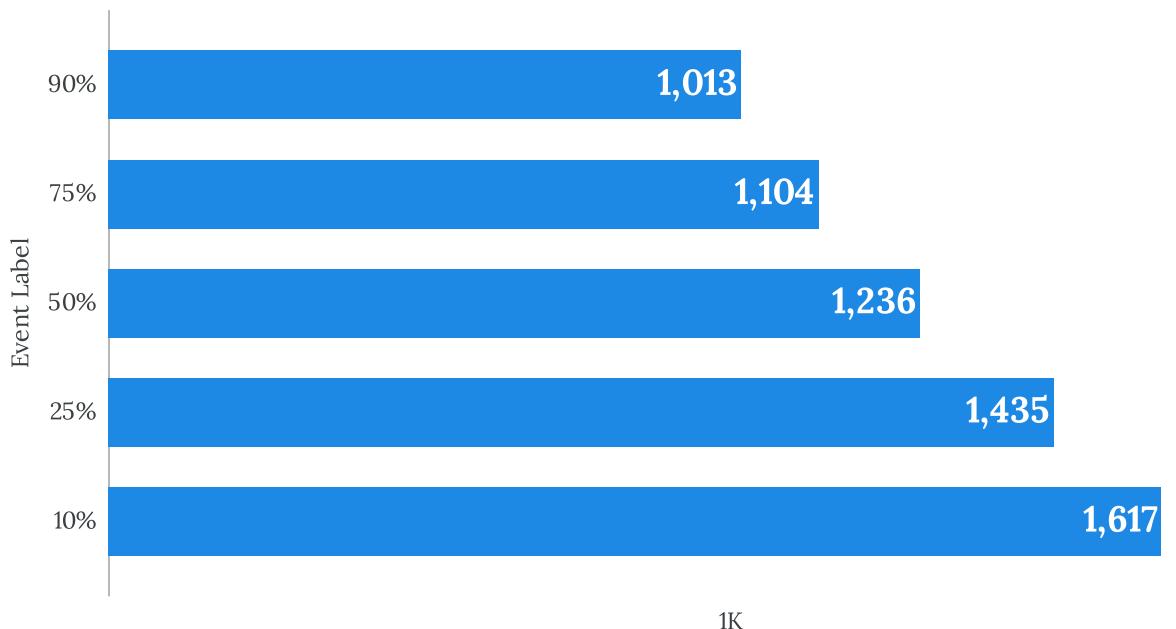
Scroll Funnel Overview - Record Count & Sessions

Year Month

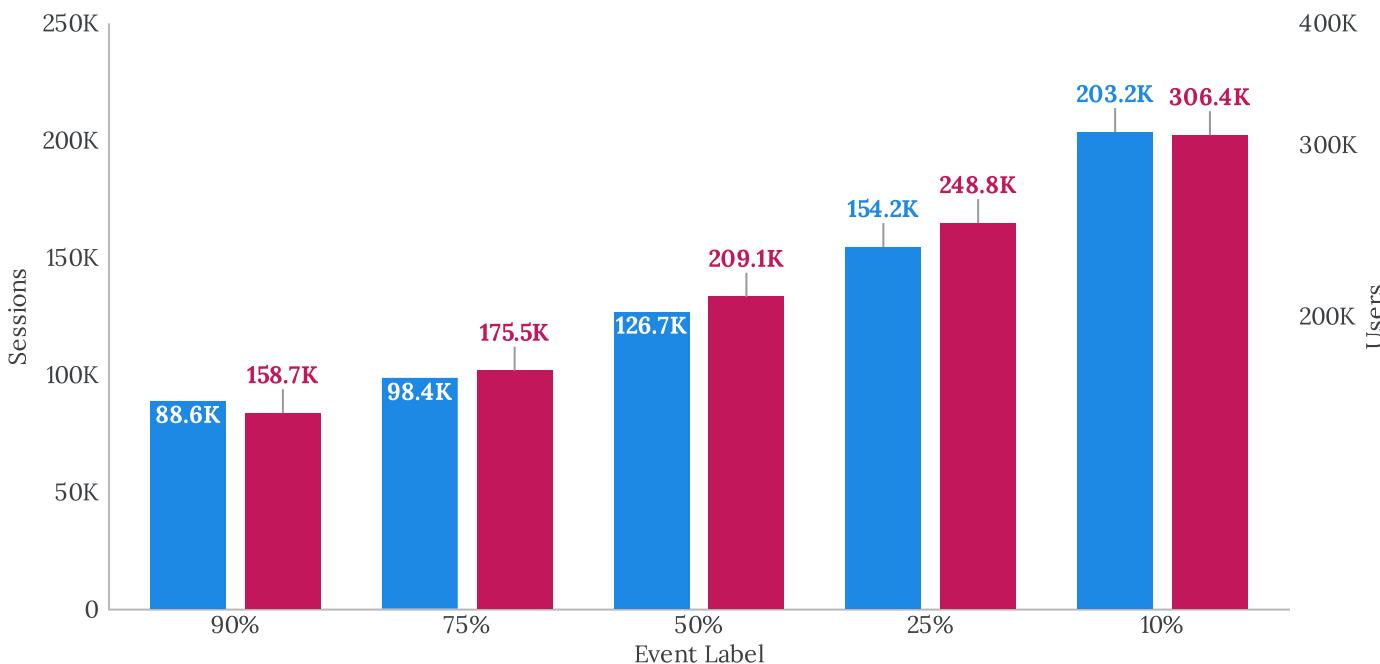
Year Quarter

Year

Record Count



Sessions Users



Event Label ▾

Sessions

10%	203,198.8
25%	154,186.2
50%	126,659.96
75%	98,396.2
90%	88,615.24

1 - 5 / 5



As we can see, there's a significant drop of 30-50% between scroll stages, highlighting the need to prioritize key messaging above the fold

Bounce Rate by Source

Year Month	Year Quarter	Year	Source / Medium	Event Action					
Event Label / Source Bounces / Bounce rate									
Source / Medium	10%		25%		50%		90%		75%
	Source Bounces	Bounce rate	Source Bounces	Bounce rate	Source Bounces	Bounce rate	Source Bounces	Bounce rate	Source Bounces
google / performancemax	54,993	30.66%	54,993	30.66%	54,993	30.66%	54,993	30.66%	54,993
google / paidsearch	11,240	24.33%	11,240	24.37%	11,240	24.37%	11,240	24.37%	11,240
youtube / video	3,975	35.12%	3,975	35.12%	3,975	35.12%	3,975	35.12%	3,975
whatsapp / whatsapp	3,747	18.77%	3,747	18.77%	3,747	18.77%	3,747	18.77%	3,747
sms / sms	2,294	12.82%	2,294	12.82%	2,294	12.82%	2,294	12.82%	2,294
(direct) / (none)	763	19.21%	763	19.21%	763	19.21%	763	19.21%	763
facebook / social-paid	306	23.59%	306	23.59%	306	23.59%	306	23.59%	306
google / organic	304	7.11%	304	7.81%	304	7.96%	304	7.96%	304
Grand total	78,230	27.12%	78,230	27.17%	78,230	27.18%	78,230	27.18%	78,230
Event Action	Source Bounces ▾		Bounce rate	Source / Medium			Source Bounces ▾		Bounce rate
1. /new-page-2023	355,240		29.15%	1. google / performancemax			274,965		30.66%
2. /new-page-2023/registration	18,735		17.44%	2. google / paidsearch			56,200		24.37%
3. /new-page-2023/	17,175		15.1%	3. youtube / video			19,875		35.12%
				4. whatsapp / whatsapp			18,735		18.77%

Scroll Engagement Insights (Source/Medium)

*High Engagement:

SMS & WhatsApp users scroll consistently across all depths (10–90%)—strong engagement despite high bounces.

YouTube shows steady engagement up to 75% scroll—content aligns well with user expectations.

* Moderate Performance:

Google Paid Search (Performance Max) drives high traffic but drops after 50% scroll—indicates content or landing page mismatch.

* Low Engagement:

Channels like DV360, Facebook CPM, Rooter Display, and many referrals show no scroll activity—suggests weak landing or irrelevant audience.

Recommendations

- * Scale SMS & WhatsApp campaigns for better ROI.
 - * Improve landing pages for Google Paid Search.
 - * Pause or optimize low-performing sources.
 - * Use better hooks for display and social traffic.

(Low Bounce):

google / organic - 304
l.instagram.com / referral - 76
website xm / swirl - 152

(High Bounce):

google / performance max - 54,993
google / paidsearch - 11,240
youtube / video - 3,975

Next Steps

- ◆ Prioritize above-the-fold placement of CTAs to reduce early scroll drop-offs.
- ◆ Optimize landing pages for paid traffic (Google Display, YouTube) based on scroll depth & bounce trends.
- ◆ Double down on SMS, WhatsApp, and Organic channels – consistently strong engagement.
- ◆ Implement GA4 event-based scroll tracking to enhance future scroll funnel accuracy.
- ◆ A/B test scroll-heavy pages for Facebook traffic.
- ◆ Enhance mobile experience for SMS & YouTube visitors.
- ◆ Retarget users with low scroll depth using personalized messaging.
- ◆ Boost content & SEO around top-performing keywords on Google Organic.

**THANK
YOU**