

All Users

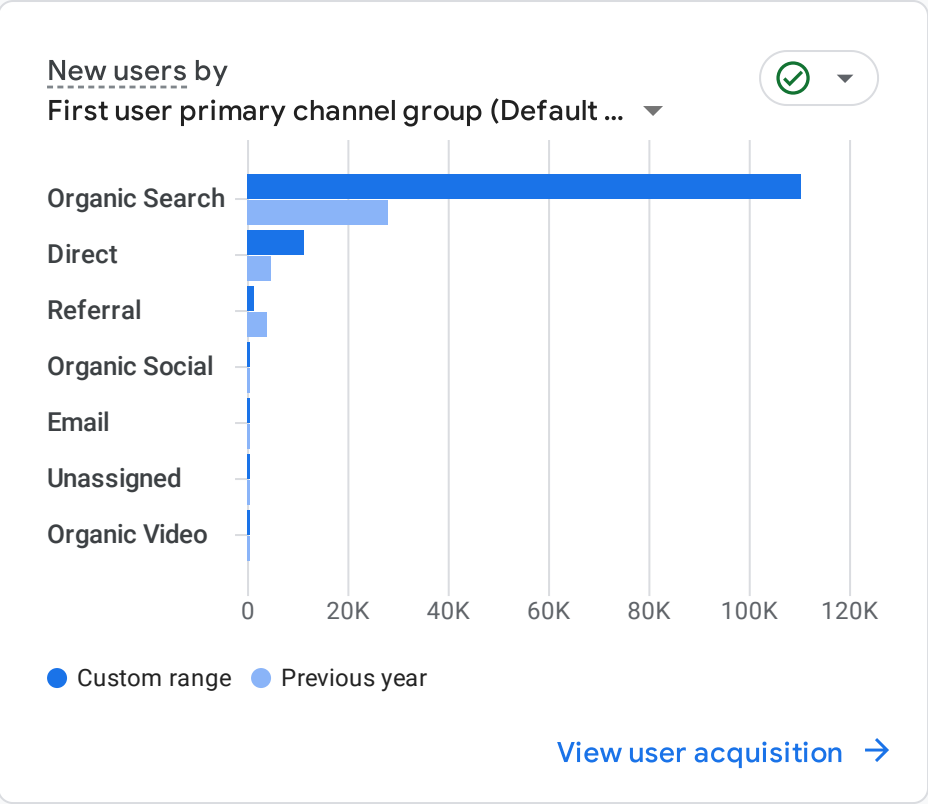
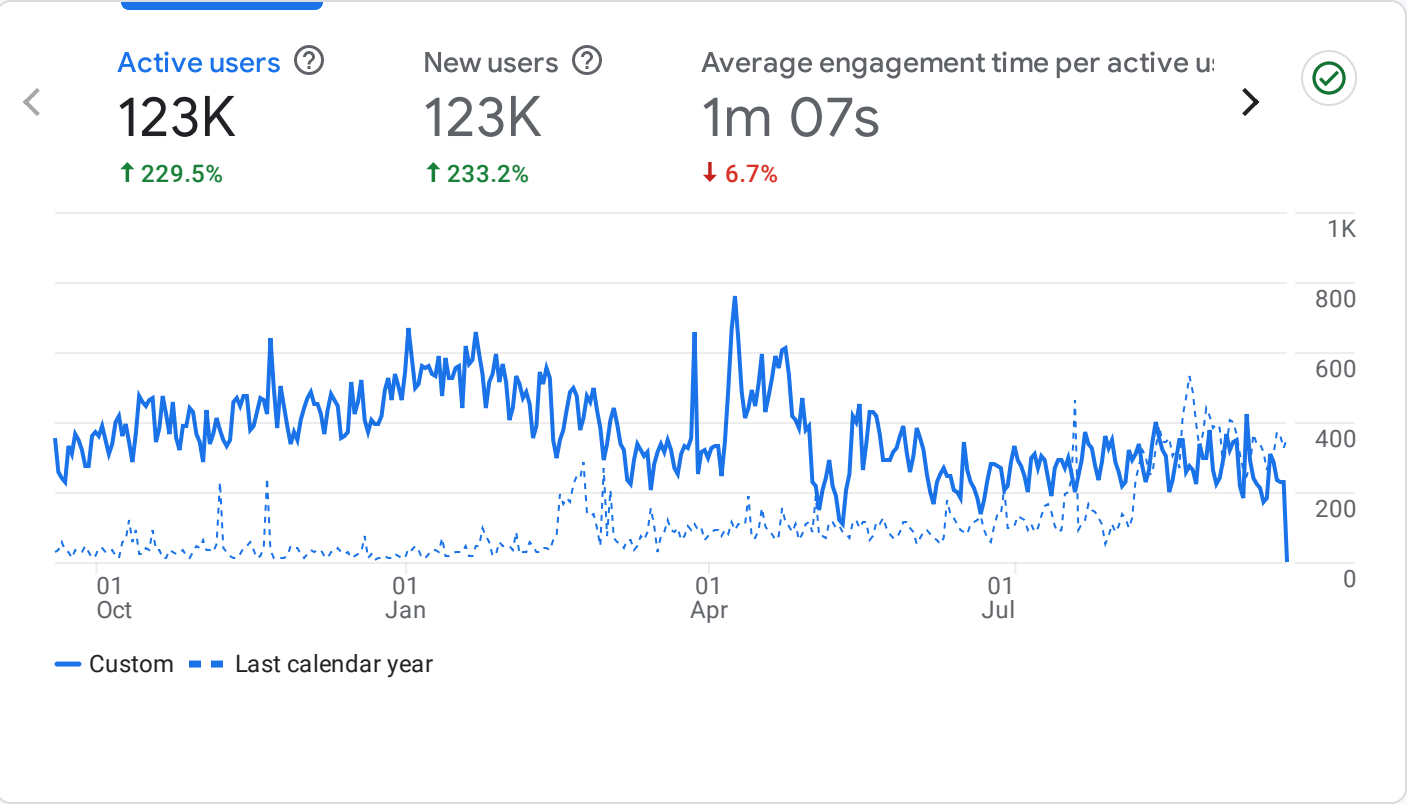
Add comparison

Custom

Sep 19, 2024 - Sep 19, 2025

Compare: Sep 19, 2023 - Sep 19, 2024

Reports snapshot



Key events by Event name

EVENT NAME	KEY EVENTS
first_visit	123K ↑ 262.6...
Buy_sell_hold_visit	1.7K ↑ 62.8%
Finulator_visit	1.6K ↑ 76.6%
file_download	1.8K ↑ 156.1...
finmoji_visit	438 ↑ 57.6%
Videos_page_visit	203 ↓ 17.5%
app_store_click	64 ↓ 71.0%

View traffic acquisition

Sessions by

Session primary ch...

SESSION PRIMARY ...	SESSIONS
Organic Search	140K ↑ 304.1...
Direct	13K ↑ 93.9%
Referral	1.9K ↓ 38.7%
Unassigned	2.5K ↑ 2,428...
Organic Social	343 ↓ 11.6%
Email	409 ↑ 581.7...
Organic Video	14 ↑ 40.0%

View traffic acquisition

Views by Page title and screen class

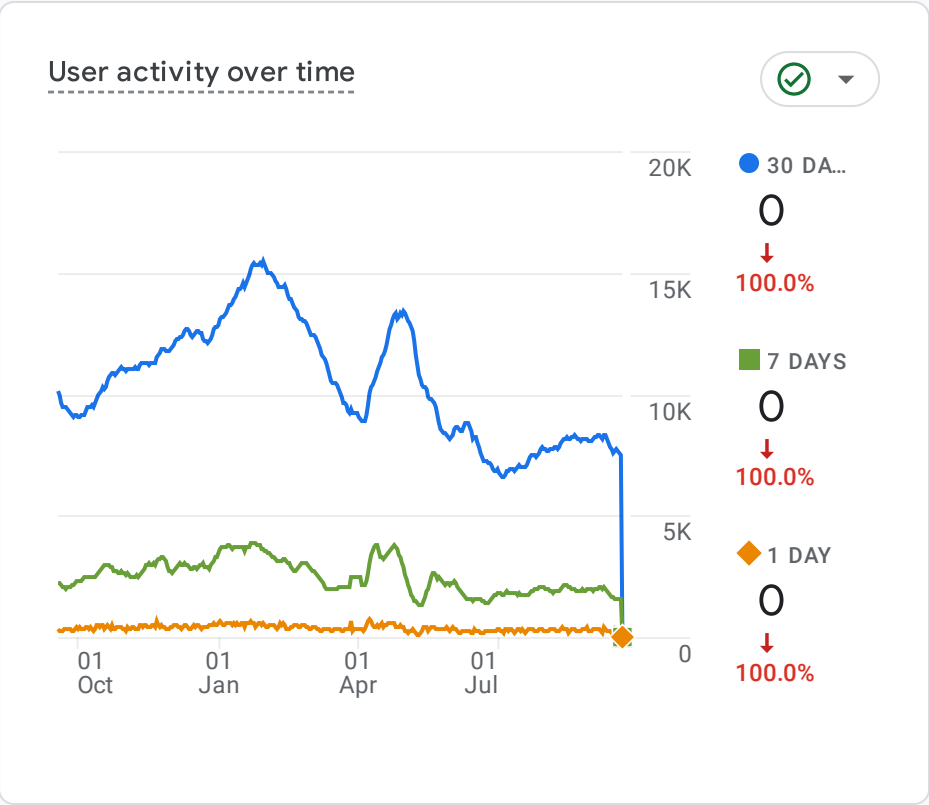
PAGE TITLE AND SCREEN CLASS	VIEWS
S&P 500 Calculator Troutwood	119K ↑ 292.8%
S&P 500 Investment Calculator Tro...	31K -
A Financial Plan for Life Troutwood	13K ↑ 45.0%
Your Total Financial Picture Troutw...	4.7K -
About Us Troutwood	2.9K ↑ 87.8%
Financial Wellness Platform for Empl...	4.3K -
Troutwood - A Financial Plan for Life	0 ↓ 100.0%

View pages and screens

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	225K ↑ 129.8%
click_all	323K -
session_start	158K ↑ 249.0%
user_engagement	132K ↑ 209.7%
first_visit	123K ↑ 233.2%
scroll	66K ↑ 202.7%
engaged_session_greater_th...	4.5K ↑ 163.3%

View events



User activity by cohort

Based on device data only

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	2.1%	1.0%	0.7%	0.4%	0.2%
Oct 19 - Oct 25						
Oct 26 - Nov 1						
Nov 2 - Nov 8						
Nov 9 - Nov 15						
Nov 16 - Nov 22						
Nov 23 - Nov 29						

6 weeks ending Nov 29

View retention

