

A/B Testing Total Numbers

Select date range

abtest_name

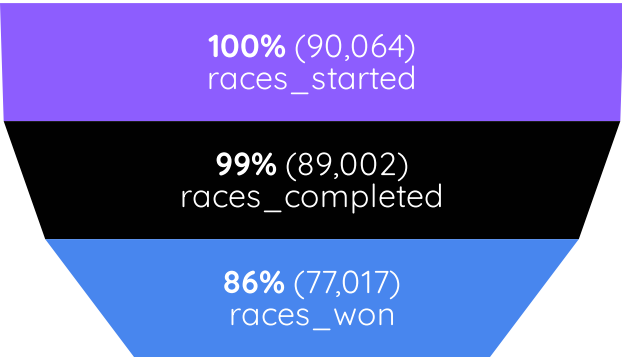
abtest_group

country

platform

0 - Old Version

Race Funnel



Total Session

7,528

Total Engagement Min.

95,546

Secs per Session

762

Total Secs per User

2,723

Total Unique User

2,105

Avg. Game FPS

46

App Remove Rate

44%

Total App Remove

932

Crit. Game FPS per Ro...

0.22

Rounds per Session

12.1

Total App Crashes

794

Ad Impression Count

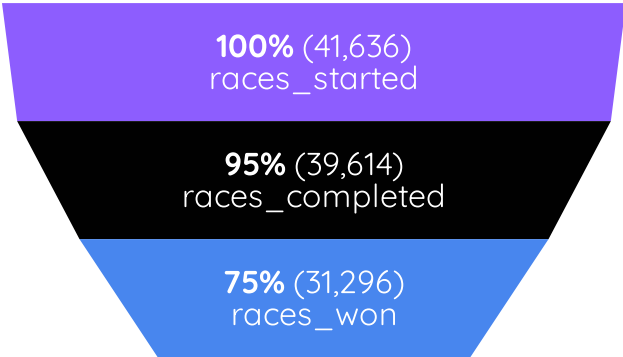
17,421

Ad Impression Value

\$32.45

1 - New Version

Race Funnel



Total Session

6,680

Total Engagement Mi...

70,614

Total Unique User

2,002

Total Secs per User

2,116

Secs per Session

634

Total App Remove

909

App Remove Rate

45%

Avg. Game FPS

47

Total App Crashes

666

Rounds per Session

14

Crit. Game FPS per Ro...

0.21

Ad Impression Count

13,695

Ad Impression Value

\$34.81

A/B Daily Comparison

Select date range

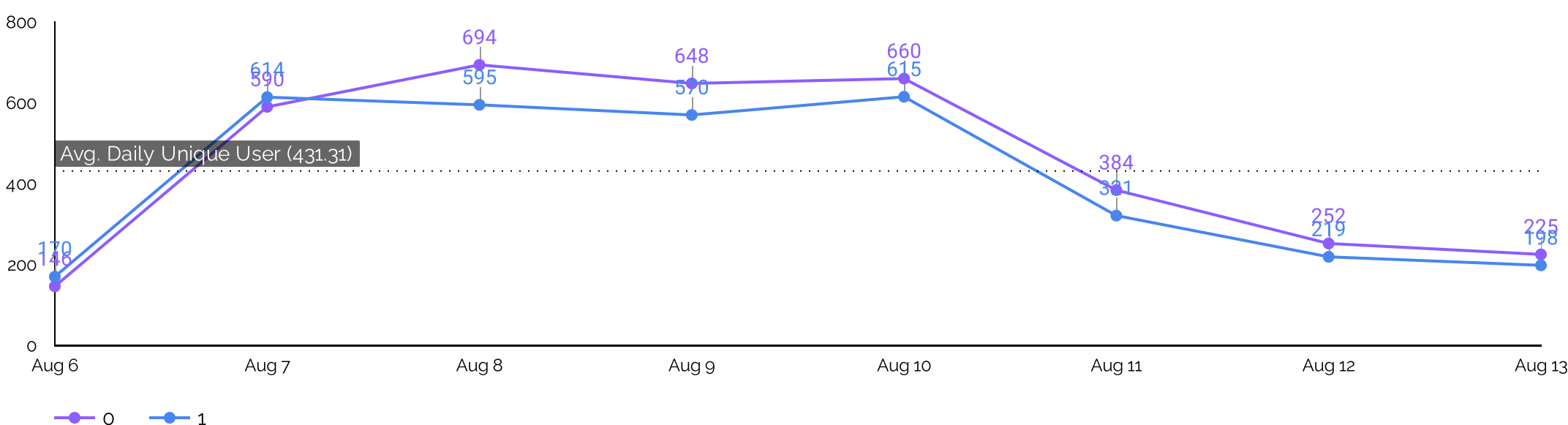
abtest_name

abtest_group

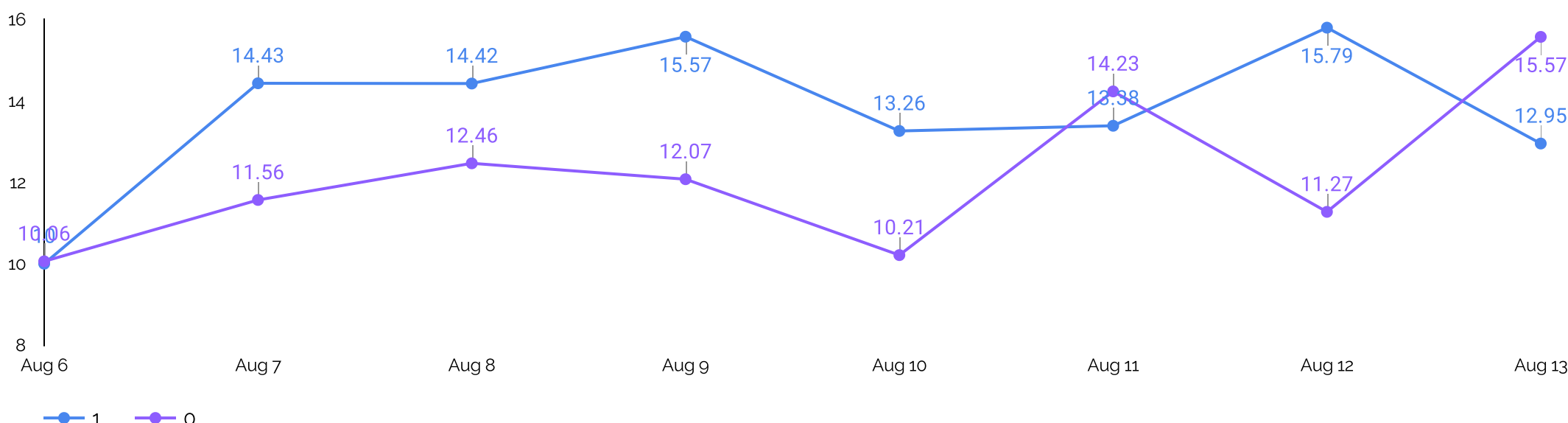
country

platform

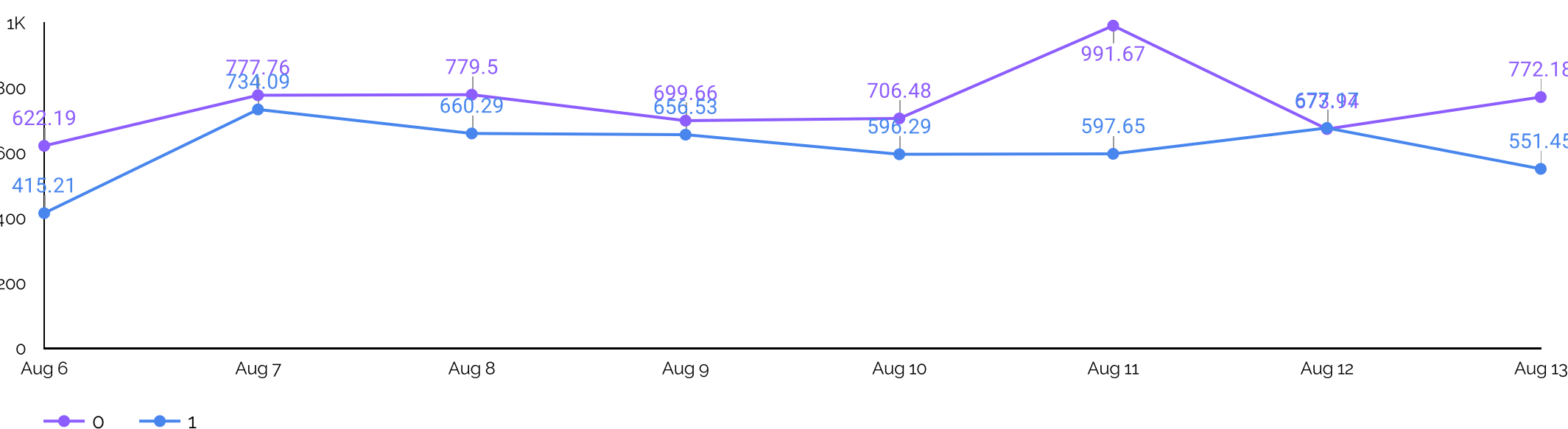
Daily Unique User



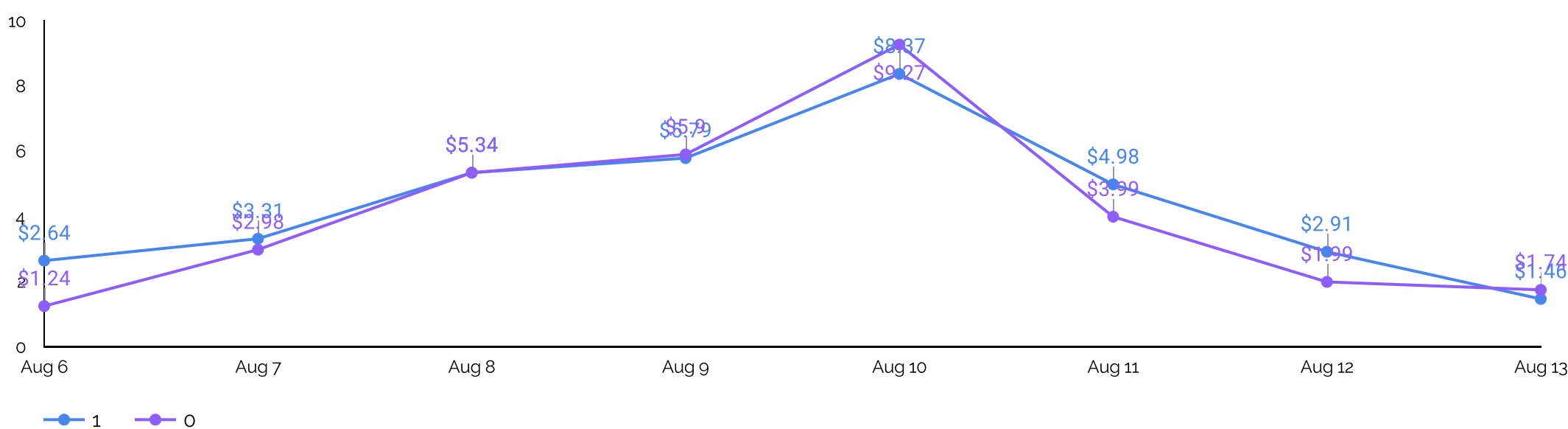
Avg. Daily Round Start per Session



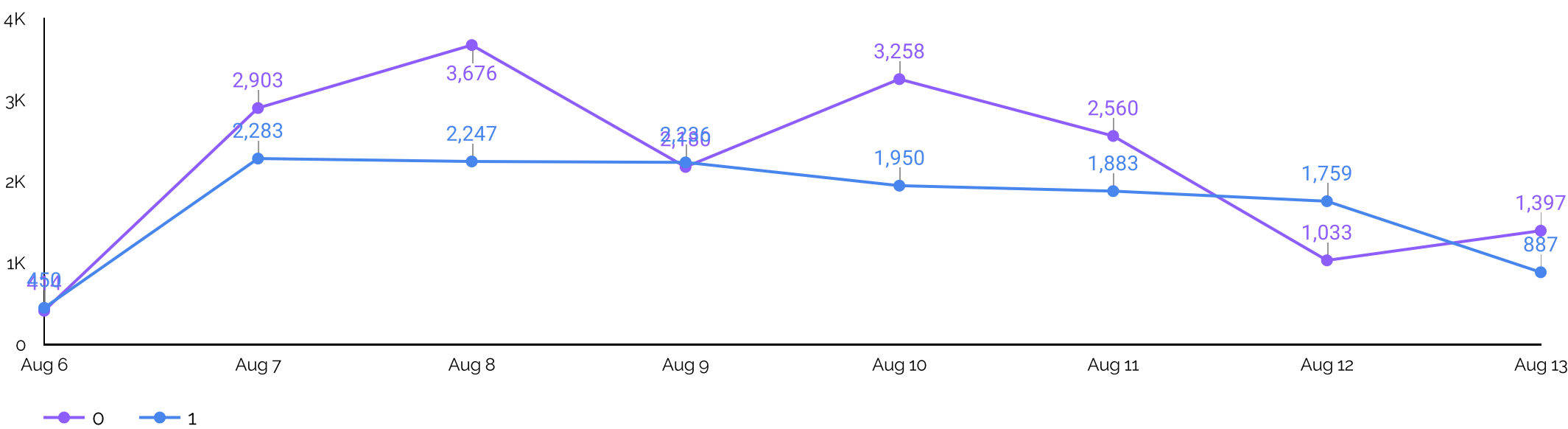
Avg. Daily Eng. Session Duration (Sec)



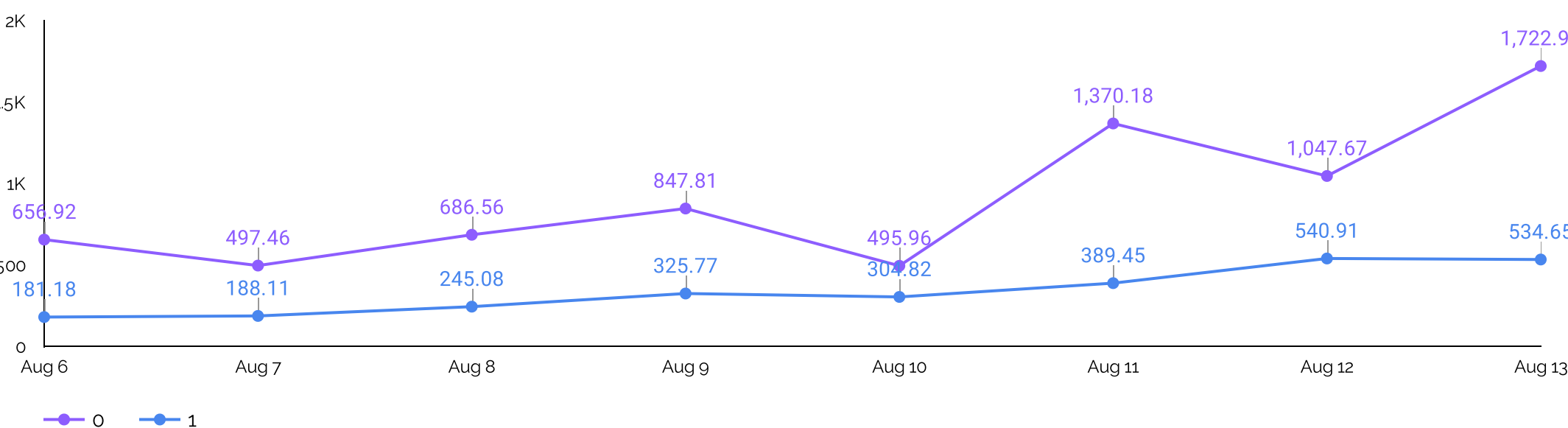
Daily Ad Revenues



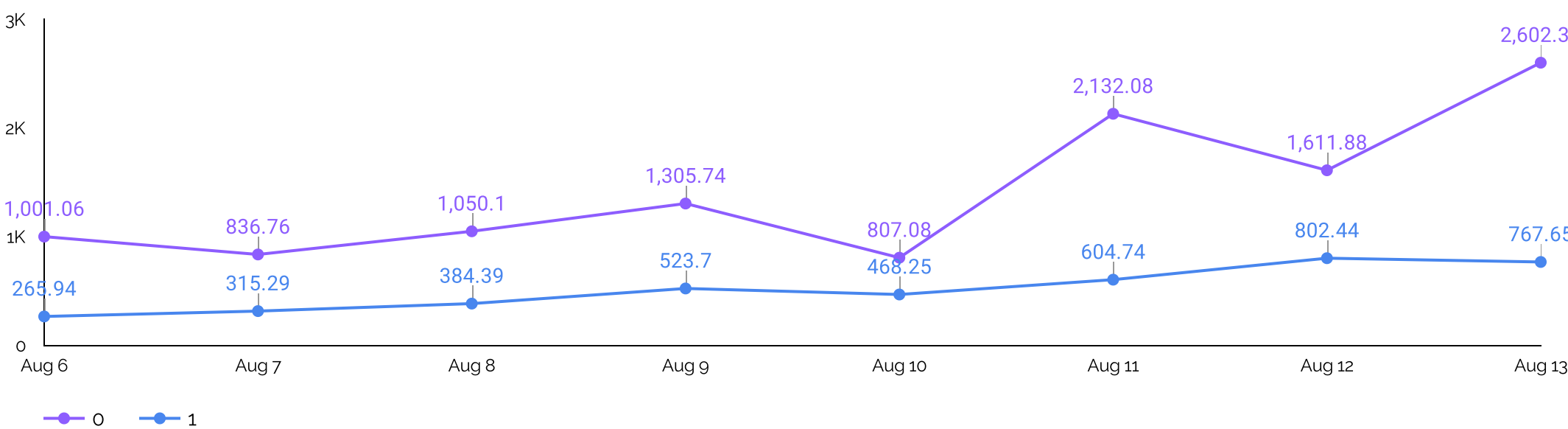
Daily Ad Impression



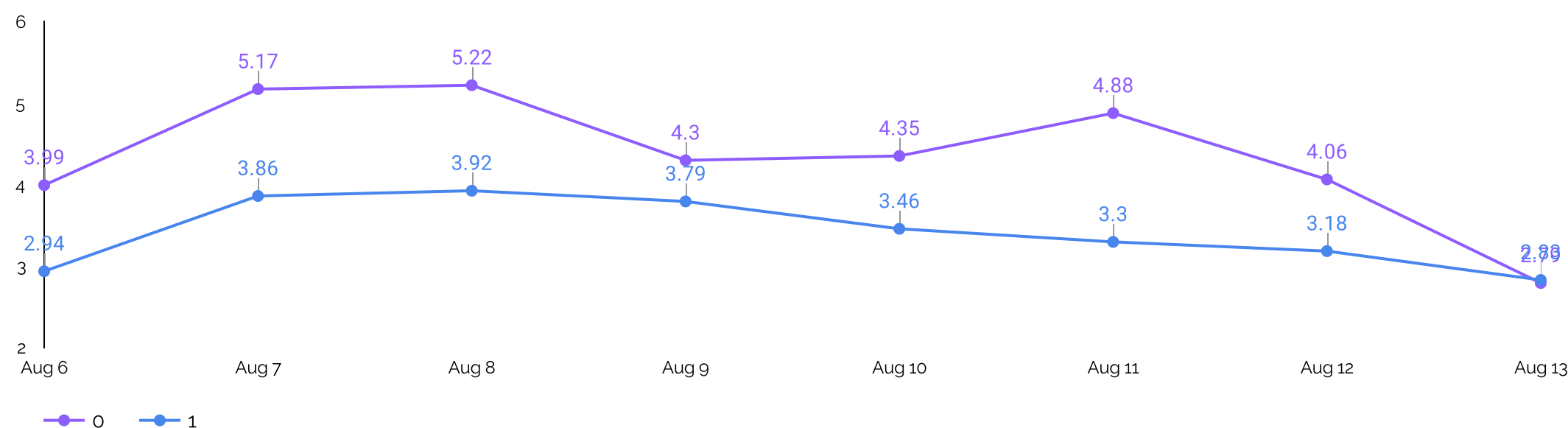
Avg. Daily Cash Earn



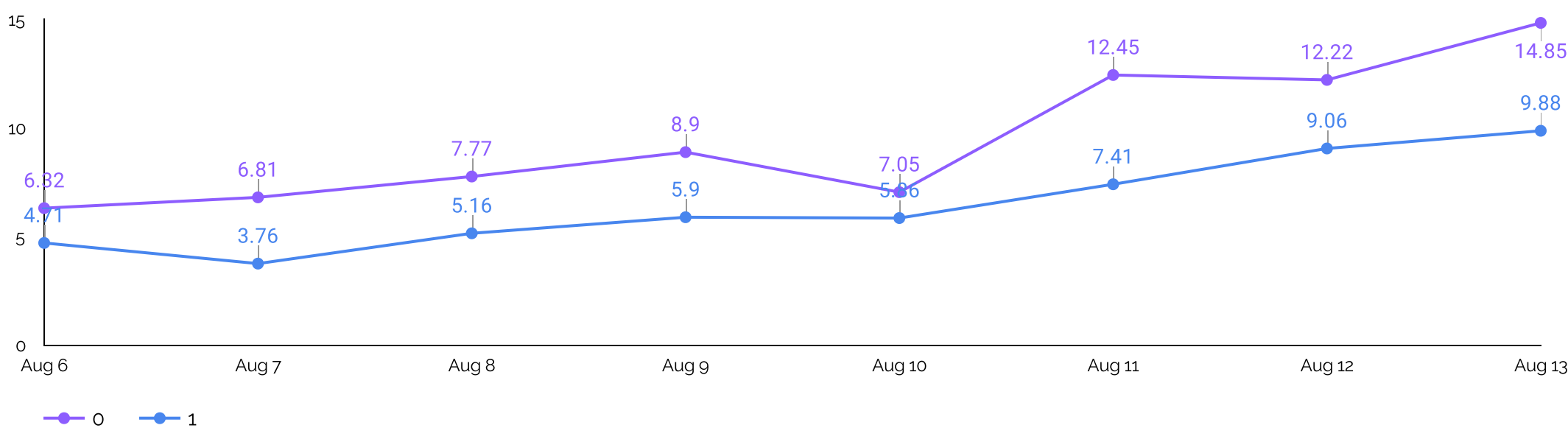
Avg. Daily Trophy Earn



Avg. Daily Car Upgrades



Avg. Daily Map Unlock



A/B Testing Daily KPI's

Select date range

abtest_name

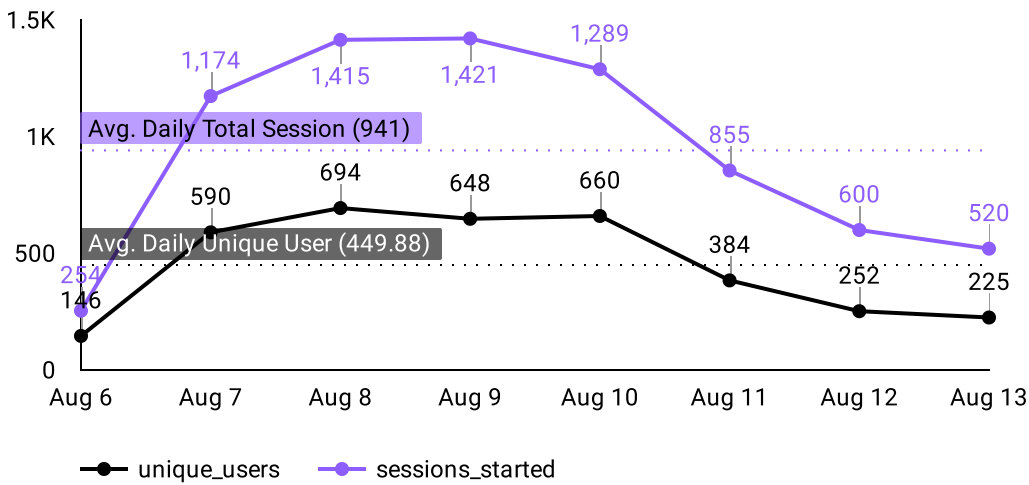
abtest_group

country

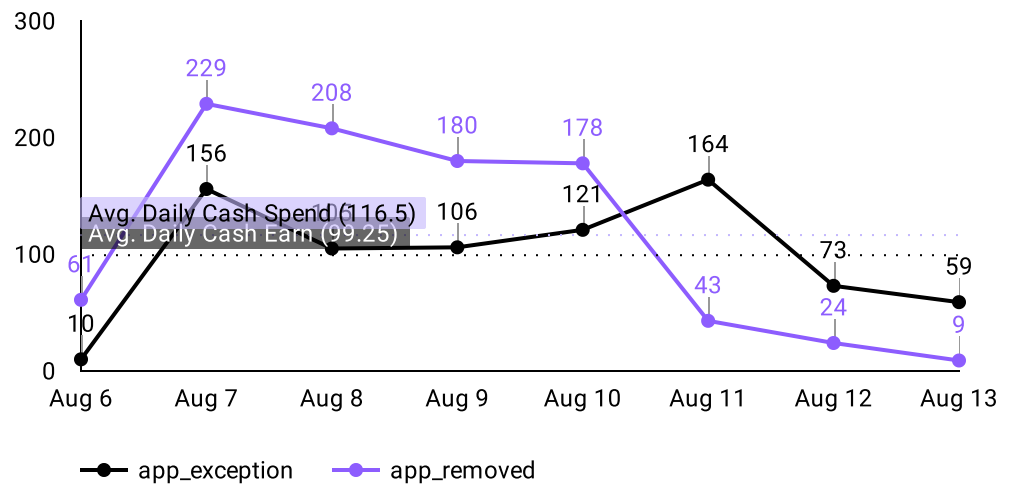
platform

0 - Old Version

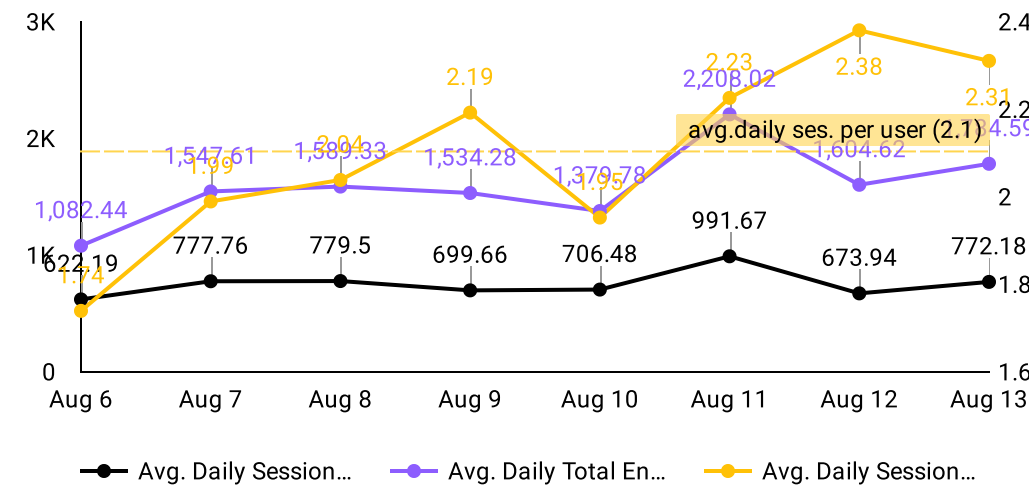
Daily Unique User & Total Session



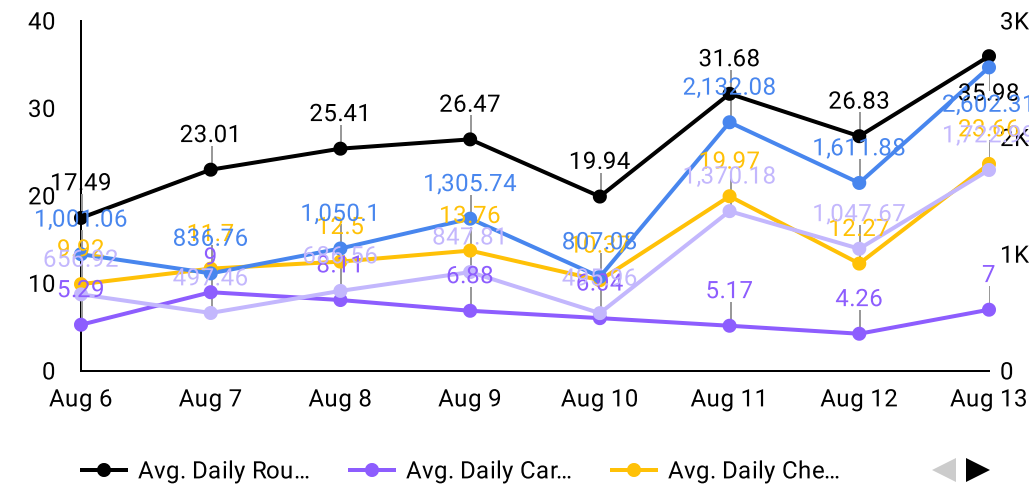
Daily App Removes & Crashes



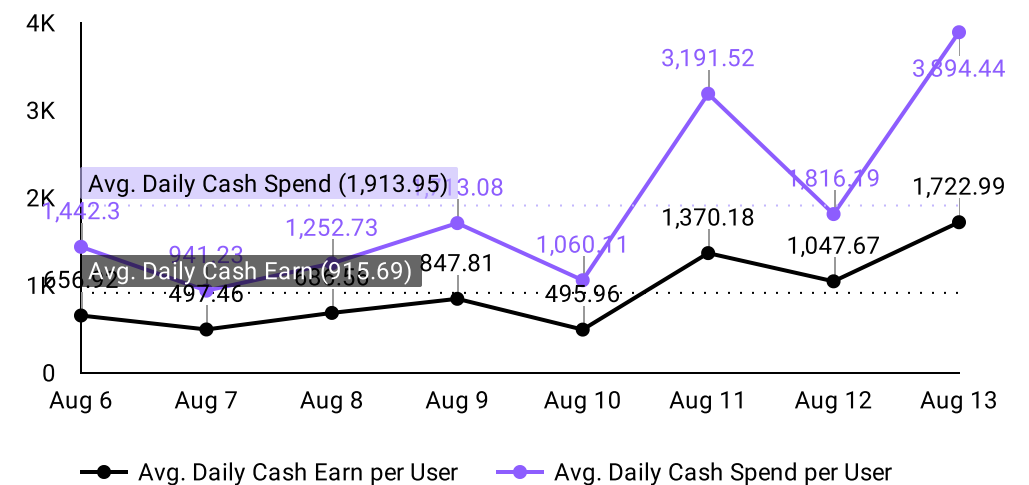
Daily Engagement Times



Avg. Daily Round Plays and Earnings per User

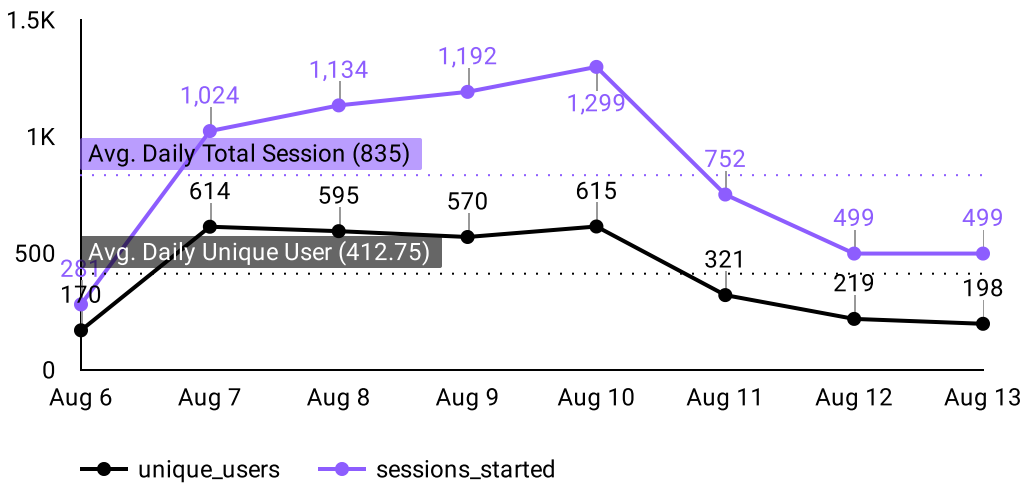


Avg. Daily Cash Earning & Spend per User

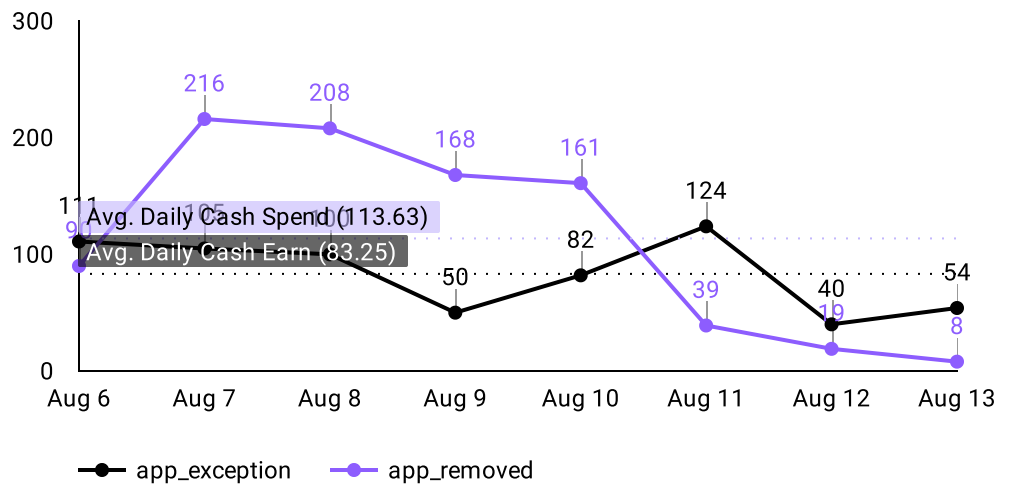


1 - New Version

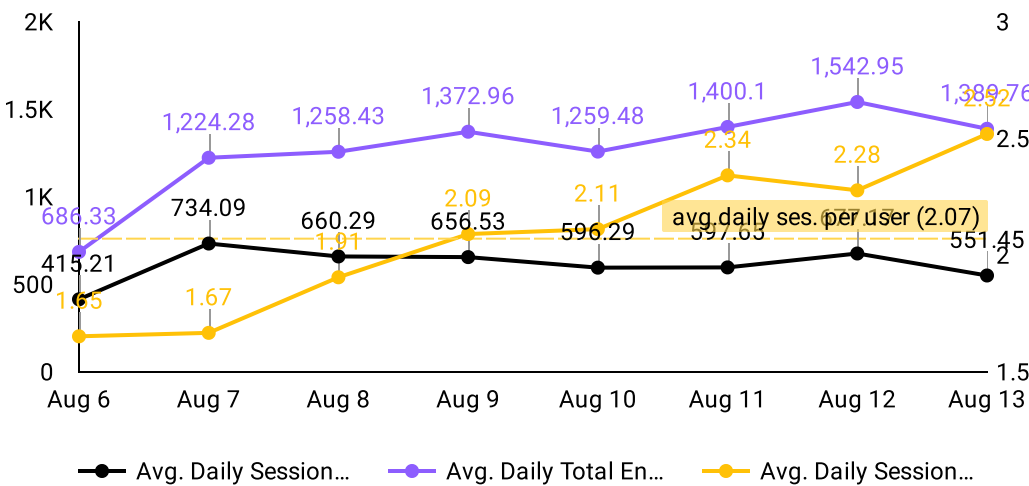
Daily Unique User & Total Session



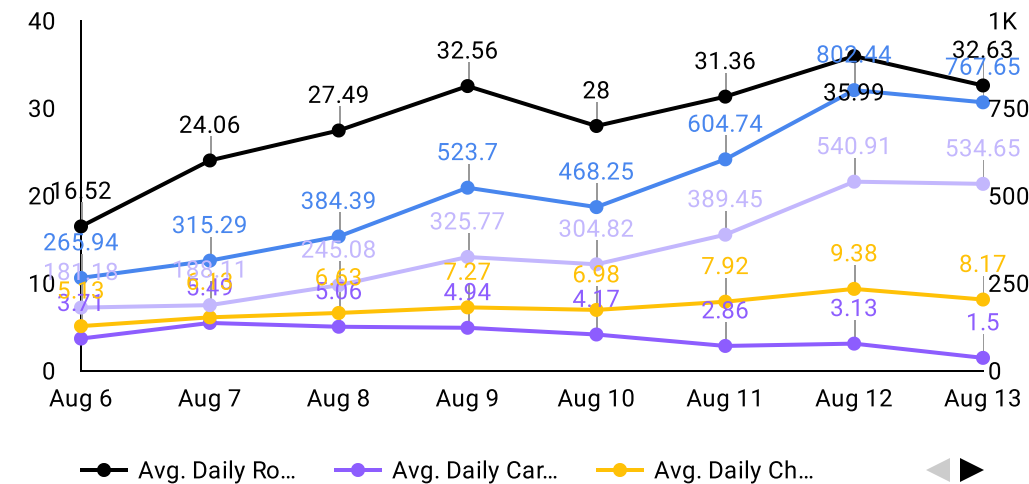
Daily App Removes & Crashes



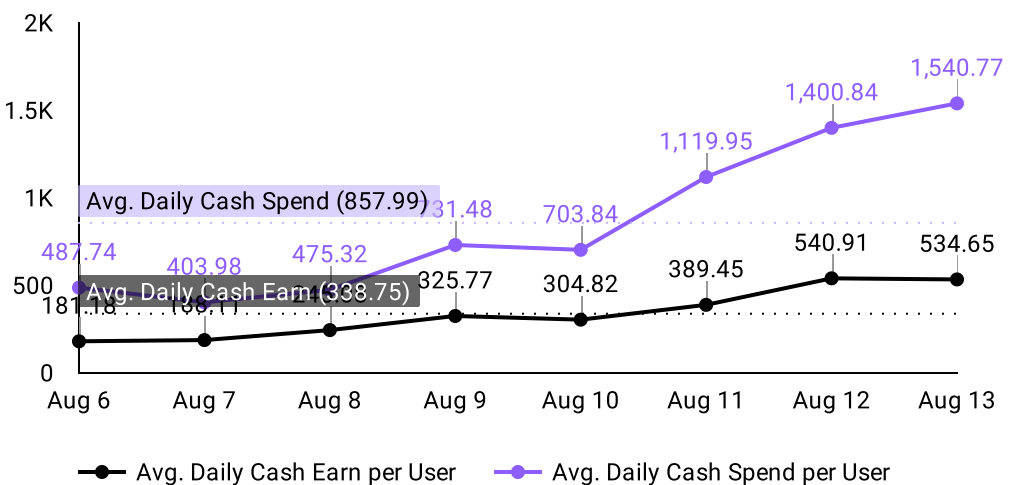
Daily Engagement Times



Avg. Daily Round Plays and Earnings per User



Avg. Daily Cash Earning & Spend per User



A/B Testing Country Breakdown

Select date range

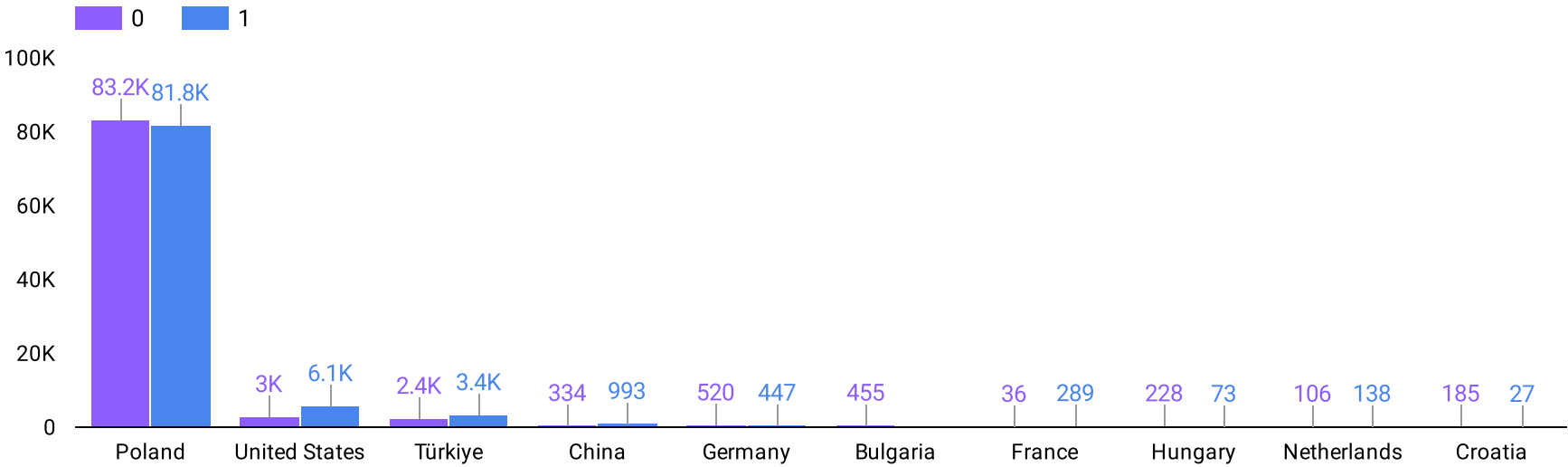
abtest_name

abtest_group

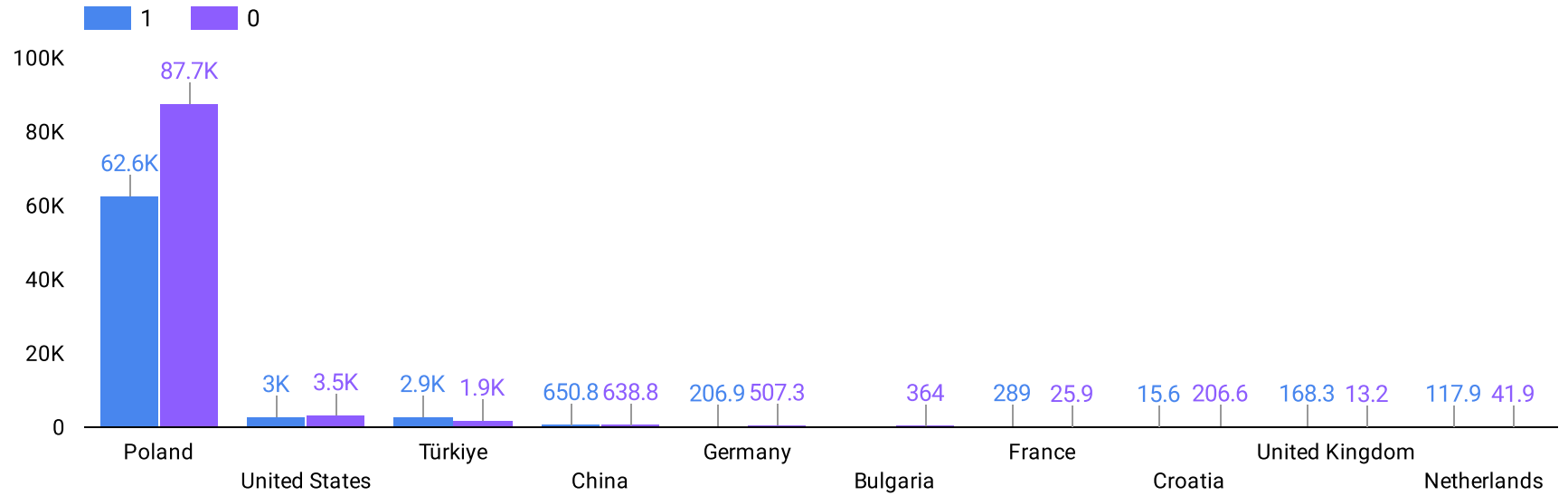
country

platform

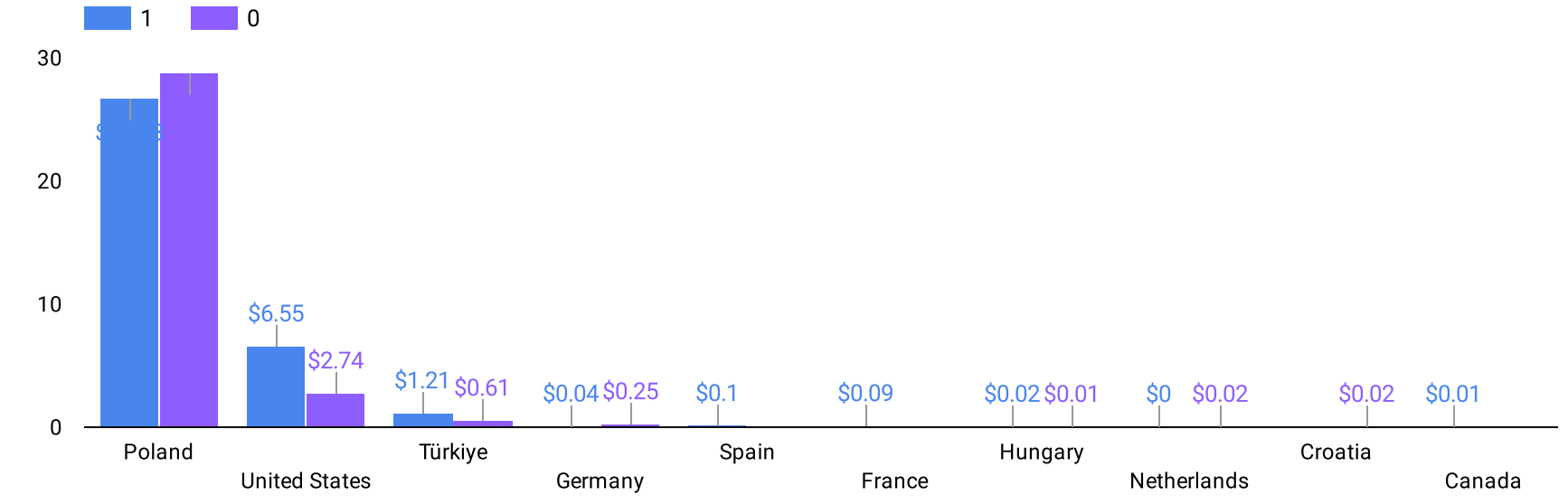
Total Round Plays



Total Play Minutes



Ad Revenues by County



Remove App Rates

