A All Users   Add comparison +

Last 12 months   26 Oct 2023 - 26 Oct 2024 ▾

Reports snapshot

Active users | New users | Average engagement time per active user ⓘ
1.5K | 1.5K | 31s

```
80
60
40
20
0
      01        01        01        01
      Jan       Apr       Jul       Oct
```

WHERE DO YOUR NEW USERS COME FROM?

New users by First user primary channel group (Default channel group)▾

```
Organic Search  ████████████████████
Direct          ██████████████████
Referral        ██
Organic Social  █
Unassigned      █
                0    200   400   600   800
```

View user acquisition →
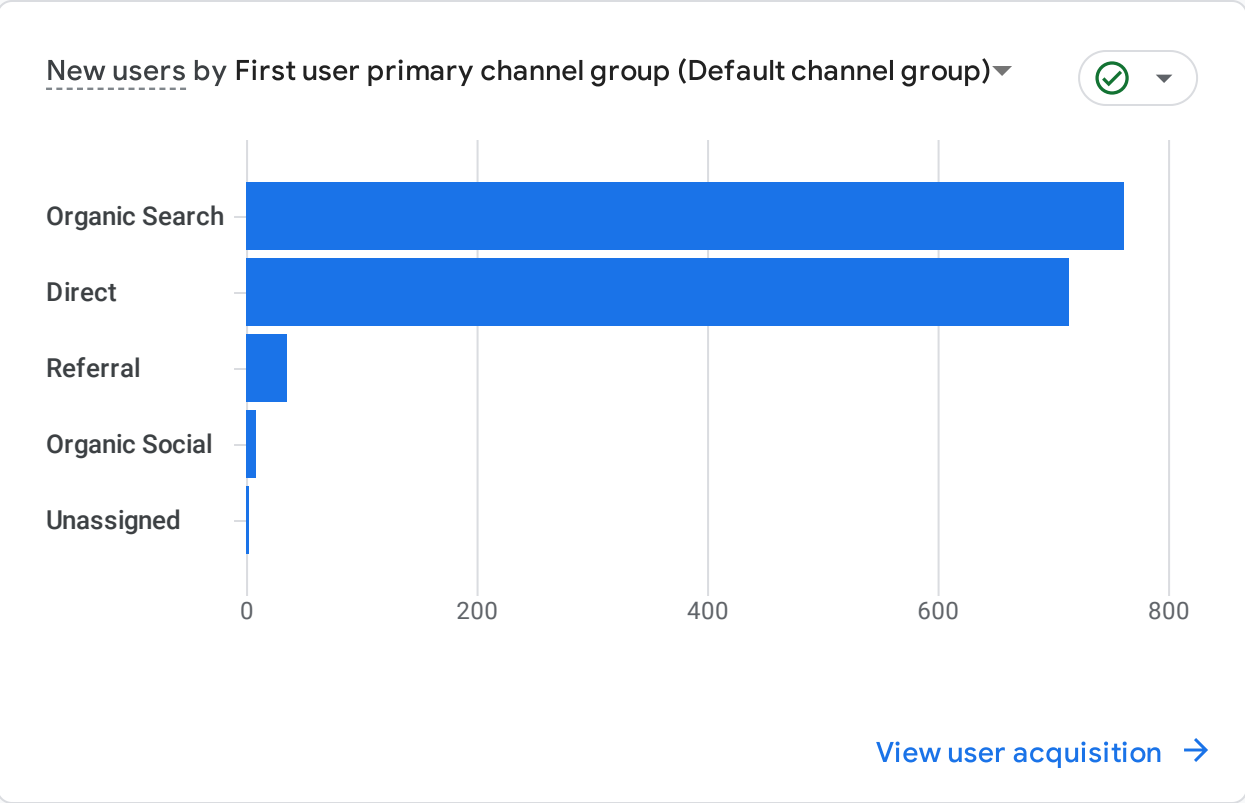
WHAT ARE YOUR TOP CAMPAIGNS?

Sessions▾ by
Session primary channel group...▾

SESSION PRIMARY CHAN…	SESSIONS
Organic Search	988
Direct	759
Referral	38
Organic Social	8
Unassigned	3

View traffic acquisition →

Active users▾ by Country

COUNTRY	ACTIVE USERS
Oman	301
United States	211
India	191
China	177
United Arab Emirates	82
Netherlands	54
Hong Kong	41

View countries →
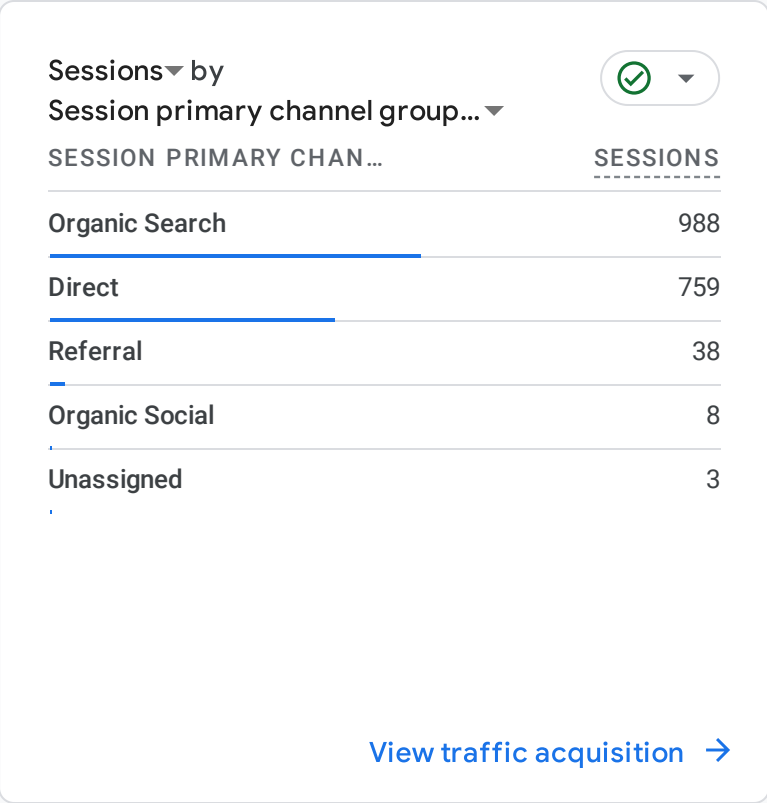
HOW ARE ACTIVE USERS TRENDING?

User activity over time

```
250
200                                    ● 30 DAYS
150                                      198
100
50                                     ● 7 DAYS
0                                        69
   01      01      01      01
   Jan     Apr     Jul     Oct         ● 1 DAY
                                         2
```

HOW WELL DO YOU RETAIN YOUR USERS?

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%	2.2%	0.7%	0.9%	0.0%	0.0%
15 Sept - 21 Sept						
22 Sept - 28 Sept						
29 Sept - 5 Oct						
6 Oct - 12 Oct						
13 Oct - 19 Oct						
20 Oct - 26 Oct						

6 weeks ending Oct 26

View retention →
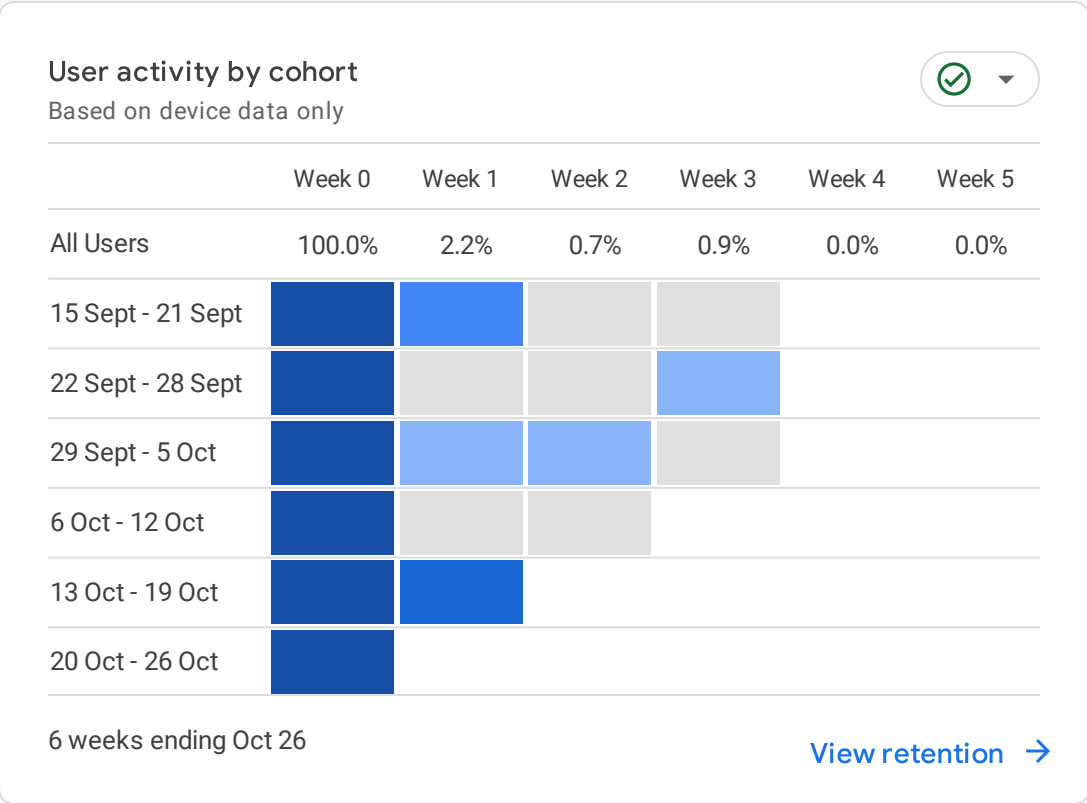
WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN …	VIEWS
Shipco Oman - Home	1.8K
Contact Us - Shipco Oman	834
Ports served - Shipco Oman	193
Shipping Agency - Shipco Om…	96
Logistic Services - Shipco O…	45
Oceans Freight - Shipco Oman	26
Organization Chart - Shipco …	25

View pages and screens →

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	3.1K
user_engagement	2.4K
session_start	1.8K
first_visit	1.5K
scroll	20

View events →
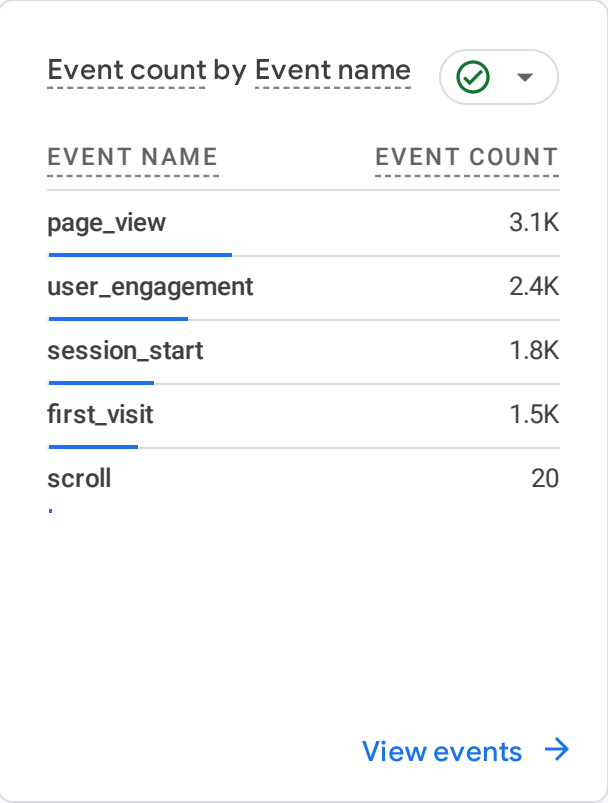
WHAT ARE YOUR TOP PERFORMING KEY EVENTS?

Key events by Event name

EVENT NAME	KEY EVENTS

No data available
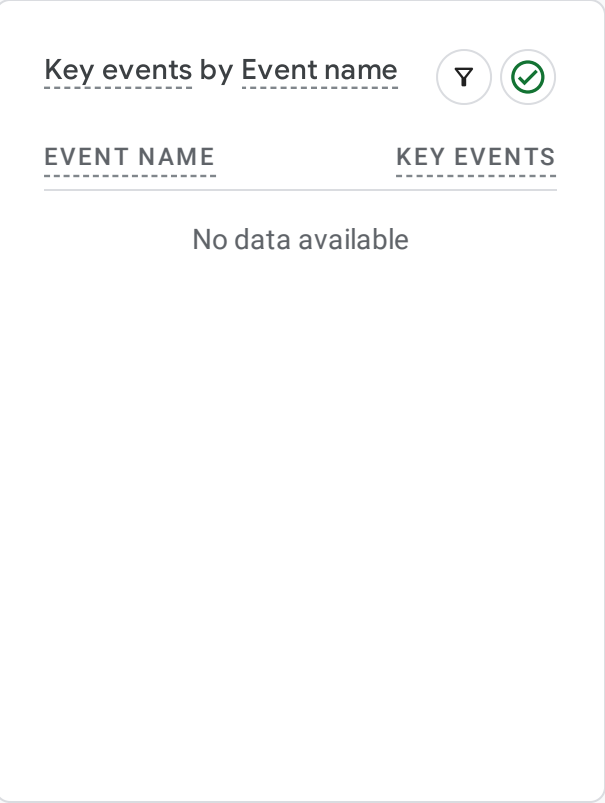
WHERE DOES YOUR AVERAGE 120D VALUE COME FROM?

Average 120d value by
First user primary channel group (Default c...▾

```
No data available

$0.00  $0.20  $0.40  $0.60  $0.80  $1.00
```

View user acquisition cohorts →
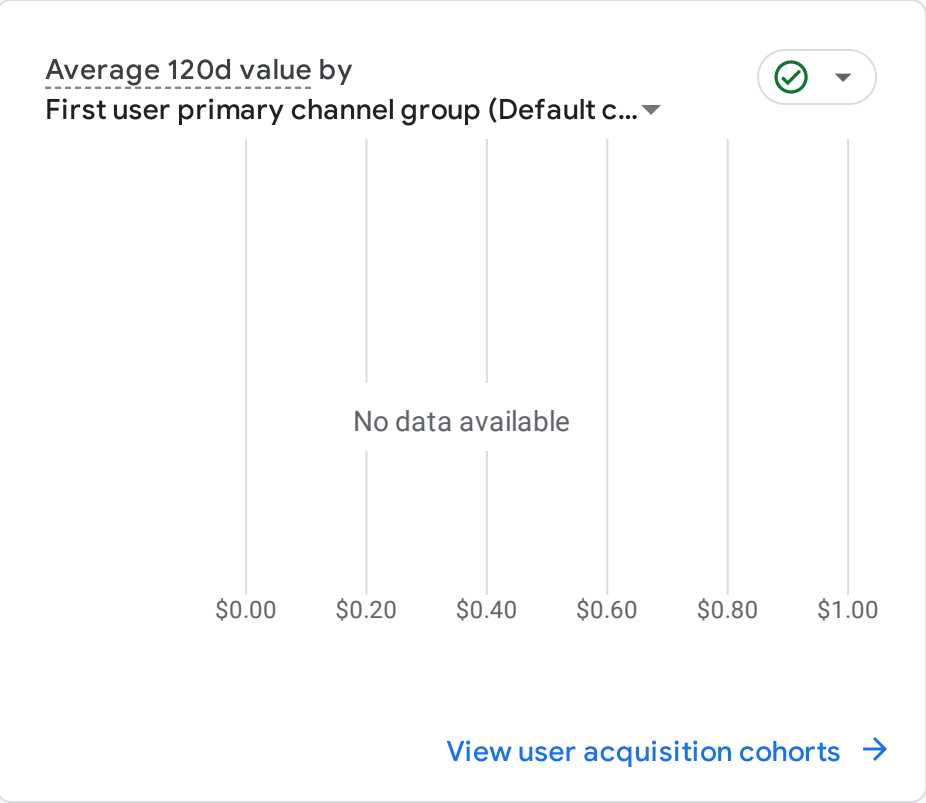
WHAT ARE YOUR TOP SELLING PRODUCTS?

Items purchased by
Item name

ITEM NAME	ITEMS PURCHA…

No data available

View e-commerce purchases →
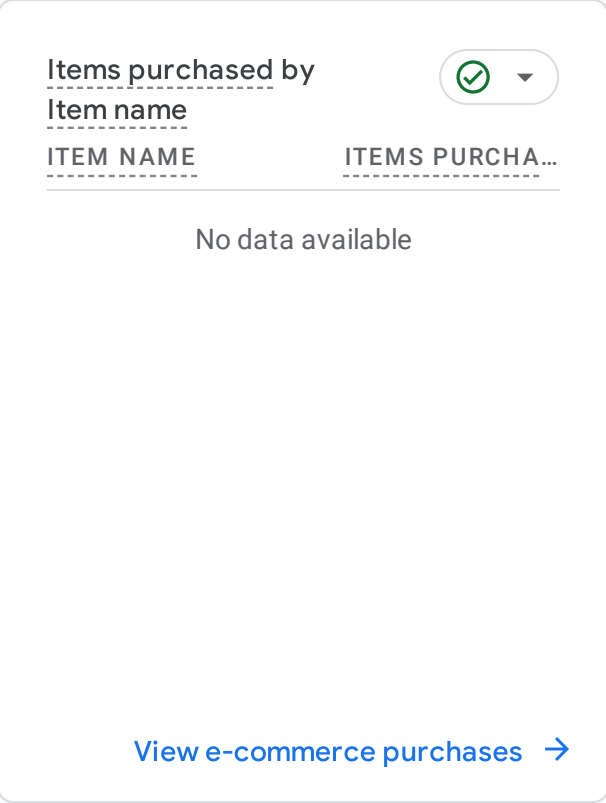
HOW DOES ACTIVITY ON YOUR PLATFORMS COMPARE?

Key events▾ by Platform

No data available

View tech details →