

channel

All

state

All

campaign

All

os

Android

iOS

Date

5/1/2025

8/28/2025

1M

Sum of installs

12K

DAU

80.0%

Ads %

20.0%

IAP %

\$10.82K

Total Revenue

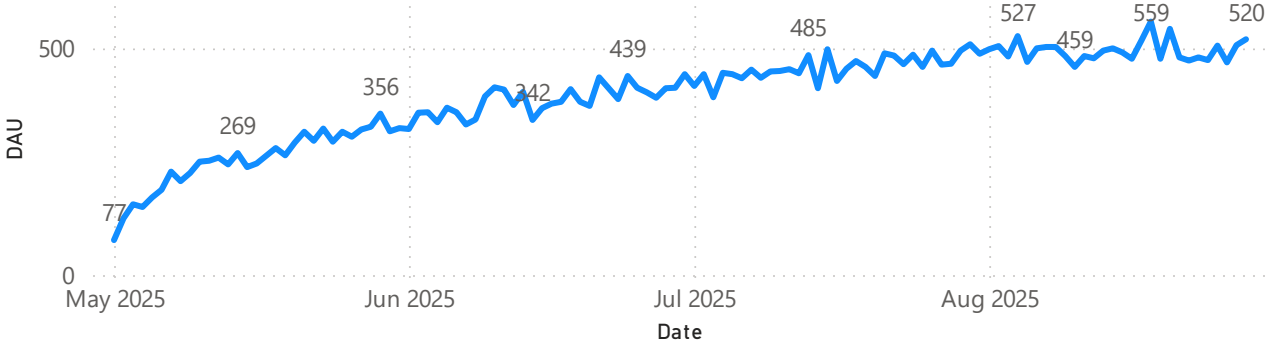
0.91

ARPPDAU

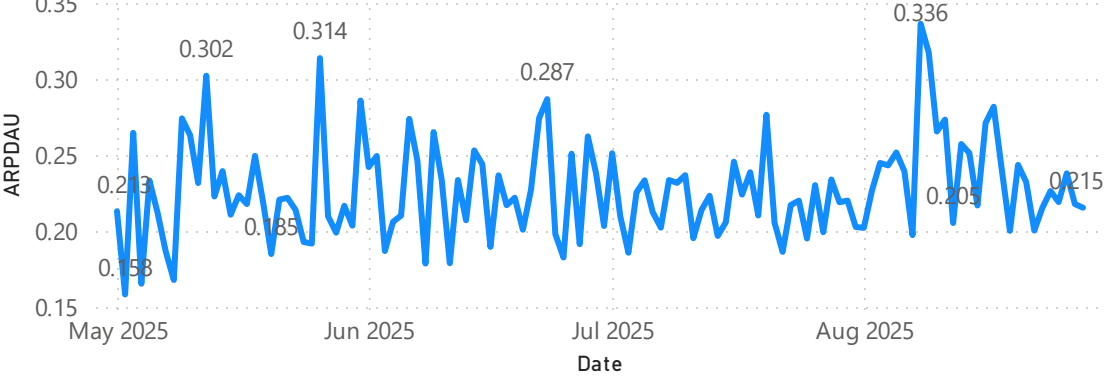
22.60

Avg Time Spent (min)

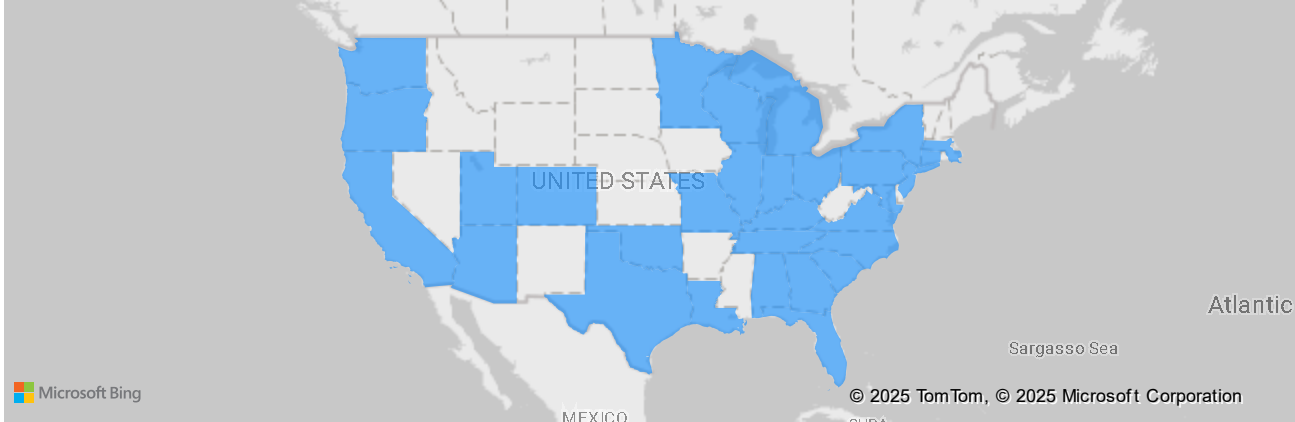
DAU by Date



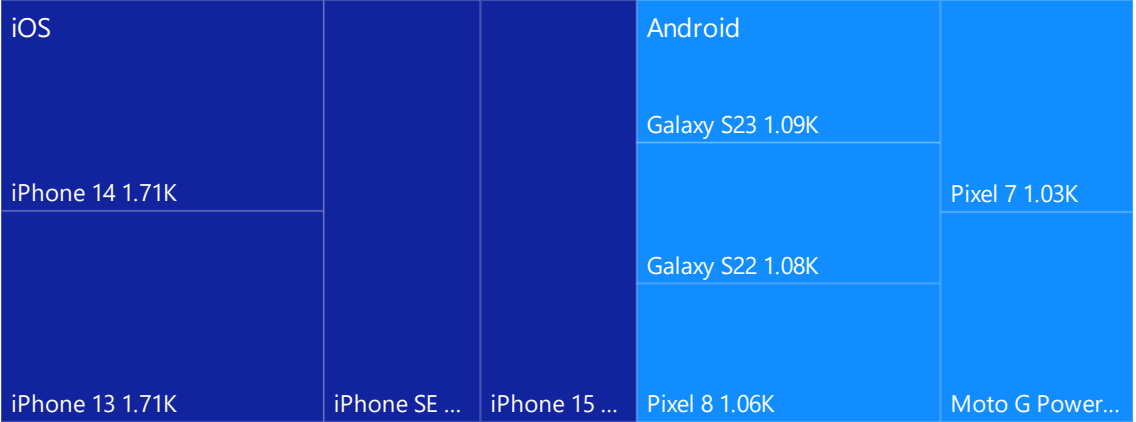
ARPPDAU by Date



state



Count of device_model by os and device_model



channel

All

state

All

level

All

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32K

Total Users who started a level

2.89

Avg Level Reached

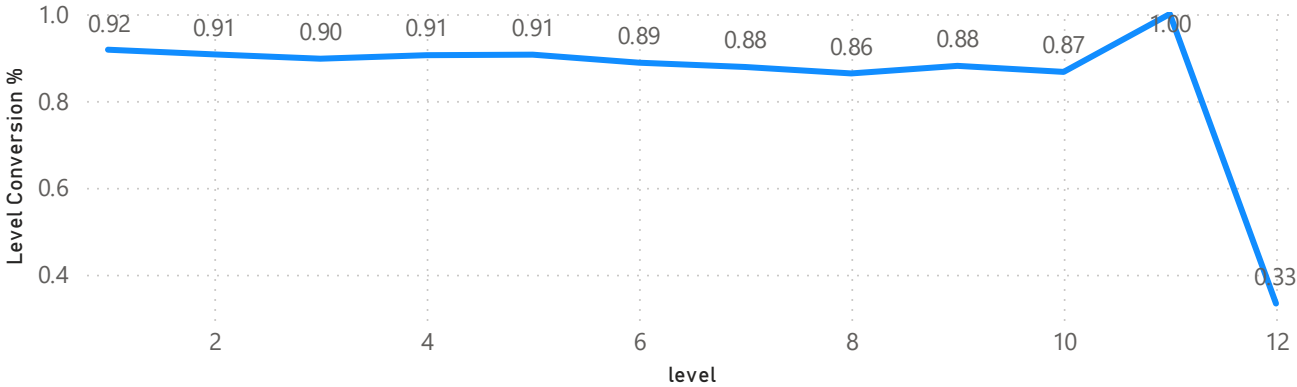
12

Highest Level Completed

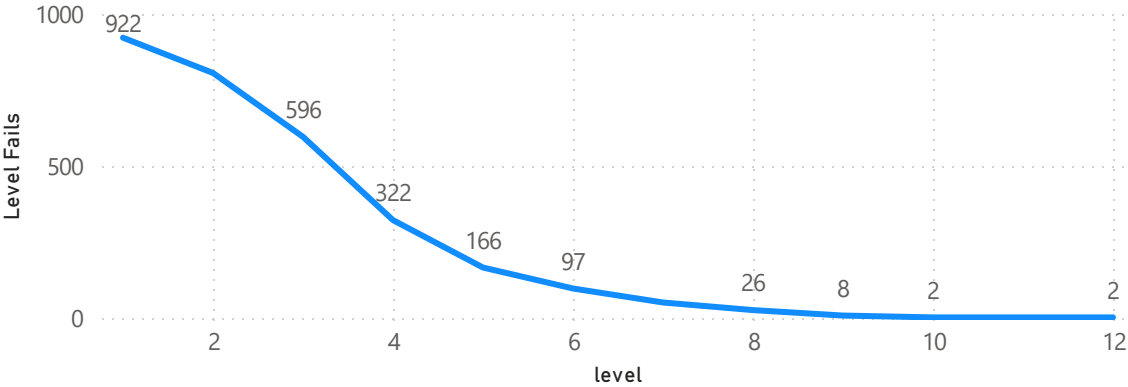
1

Level with Highest Dropoff (Number)

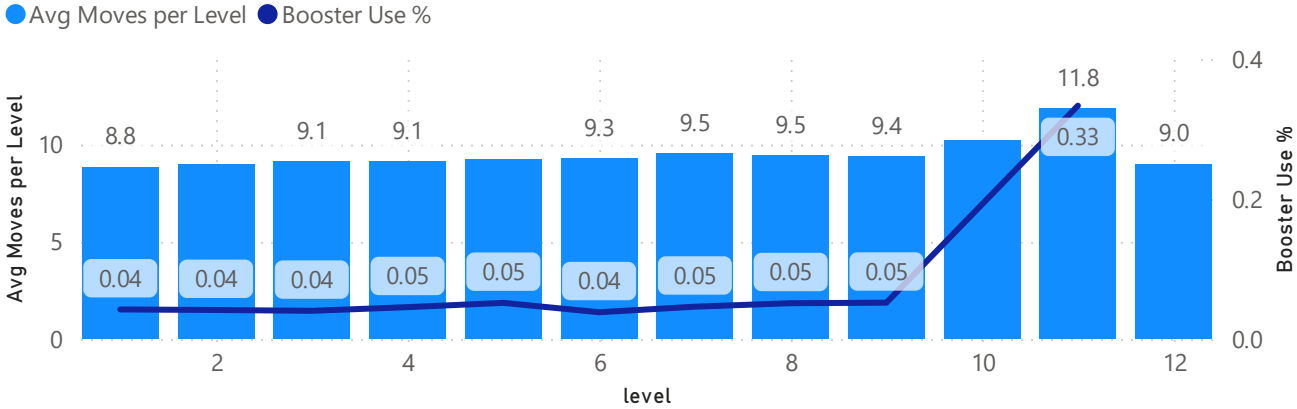
Level Conversion % by level



Level Fails by level



Avg Moves per Level and Booster Use % by level



level	Level Starts	Level Completes	Level Conversion %	Level Fails	Booster Use %
1	11212	10290	0.92	922	0.04
2	8664	7858	0.91	806	0.04
3	5790	5194	0.90	596	0.04
4	3395	3073	0.91	322	0.05
5	1773	1607	0.91	166	0.05
6	865	768	0.89	97	0.04
7	418	367	0.88	51	0.05
8	190	164	0.86	26	0.05
Total	32395	29397	0.91	2998	0.04

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11K

Churned Users

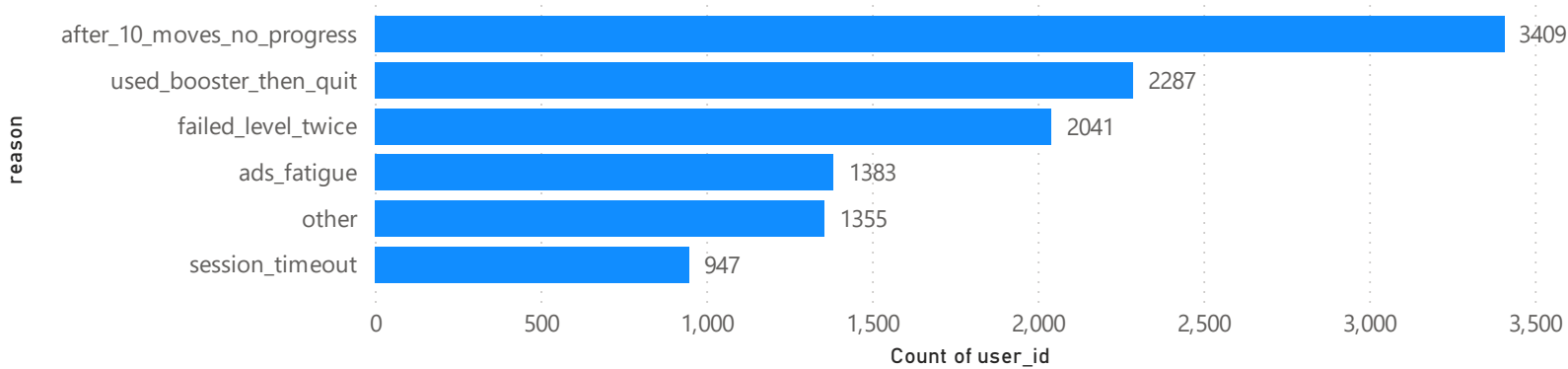
29.76

Churn Day (Avg)

2.51

Last Level (Avg)

Count of user_id by reason



reason	False	True	Total
ads_fatigue	1283	100	1383
after_10_moves_no_progress	3151	258	3409
failed_level_twice	1876	165	2041
other	1248	107	1355
session_timeout	876	71	947
used_booster_then_quit	2132	155	2287
Total	10566	856	11422

last_level_reached	ads_fatigue	after_10_moves_no_progress	failed_level_twice	other	session_timeout	used_booster_then_quit	Total	
3	76	170	111	68	52	125	602	
2	86	192	106	58	42	115	599	
4	55	113	77	61	38	101	445	
1	54	112	72	42	29	91	400	
5	34	104	42	34	29	63	306	
6	17	40	30	33	15	44	179	
0	15	36	34	25	16	33	159	
	132						132	
Total	132	364	801	518	339	245	599	2998

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31.26%

D1 Retention %

9.80%

D7 Retention %

2.75%

D30 Retention %

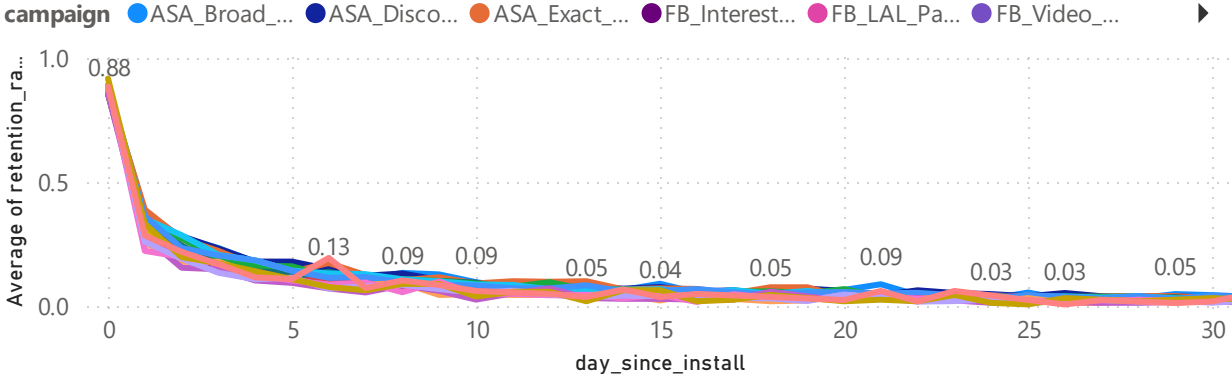
1.08%

D60 Retention %

0.60%

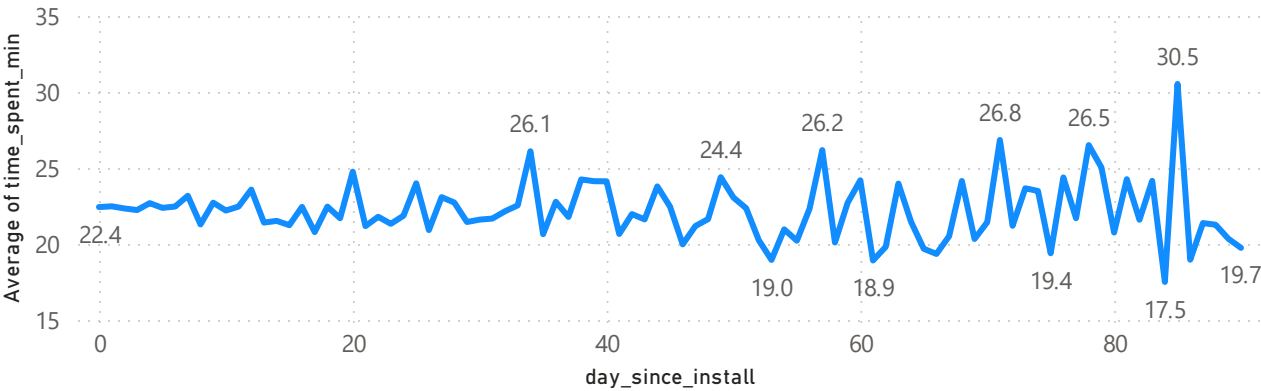
D90 Retention %

Average of retention_rate by day_since_install and campaign



campaign	0	1	2	3	4	5	6	7	8	9	10	11	12	13
ASA_Broad_Card	0.88	0.38	0.28	0.23	0.18	0.16	0.15	0.11	0.13	0.13	0.10	0.08	0.08	0.07
ASA_Discovery	0.86	0.32	0.28	0.23	0.18	0.18	0.15	0.12	0.13	0.10	0.09	0.09	0.07	0.07
ASA_Exact_Solitaire	0.87	0.39	0.27	0.22	0.16	0.14	0.17	0.12	0.10	0.12	0.09	0.10	0.10	0.09
FB_Interest_Puzzle	0.88	0.30	0.20	0.17	0.15	0.10	0.11	0.10	0.09	0.07	0.07	0.05	0.06	0.05
FB_LAL_Payers	0.88	0.29	0.23	0.18	0.14	0.12	0.10	0.10	0.09	0.08	0.07	0.06	0.05	0.05
FB_Video_30s	0.89	0.31	0.23	0.18	0.12	0.12	0.10	0.09	0.08	0.10	0.08	0.07	0.05	0.05
GGL_UAC_Broad	0.86	0.31	0.23	0.19	0.13	0.14	0.11	0.10	0.09	0.08	0.08	0.07	0.06	0.06
GGL_UAC_iOS	0.87	0.33	0.23	0.18	0.16	0.13	0.11	0.10	0.08	0.10	0.07	0.07	0.08	0.07

Average of time_spent_min by day_since_install



day_since_install	Average of time_spent_min
0	22.43
1	22.48
2	22.34
3	22.23
4	22.69
5	22.38
6	22.46
7	22.17
Total	22.20

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All

LTV horizon_days

All

campaign

All

os

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15.90

LTV (Selected Horizon)

1M

Sum of installs

190.84K

Predicted Revenue

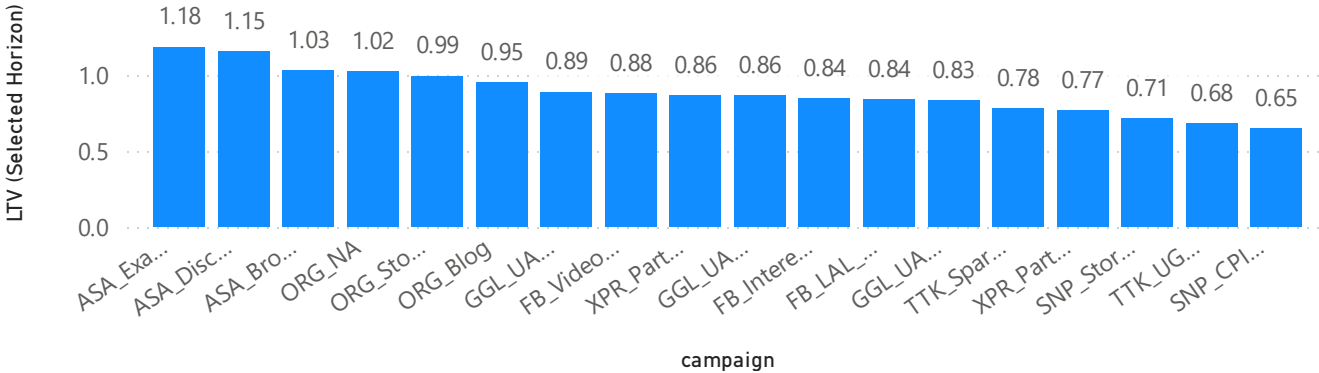
2.75%

D30 Retention %

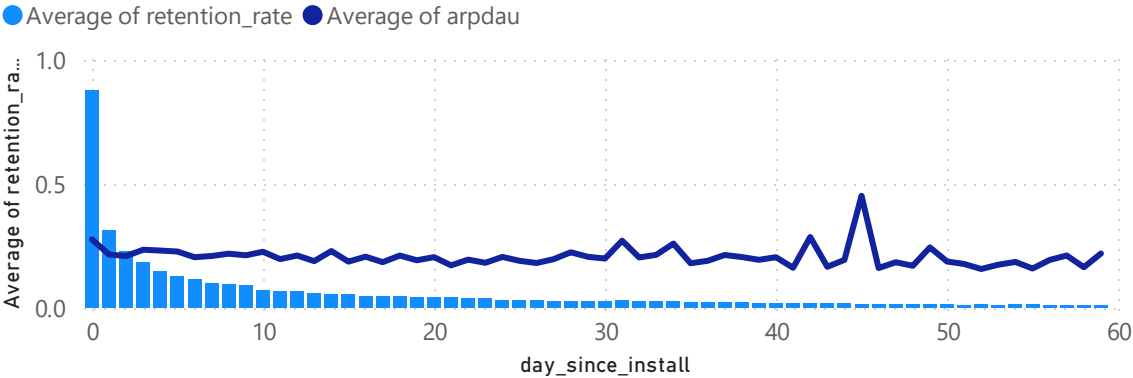
0.21

ARPDau @ D7

LTV (Selected Horizon) by campaign



Average of retention_rate and Average of arpdau by day_since_install



campaign	Max of installs	D1 Retention %	D7 Retention %	D30 Retention %	D60 Retention %	D90 Retention %	ARPDau (Selected Day)	LTV (Selected Horizon)
ASA_Broad_Card	479	38.00%	10.86%	4.38%	1.46%	0.84%	0.20	15.90
ASA_Discovery	458	31.66%	12.23%	3.28%	0.87%	0.66%	0.22	15.90
ASA_Exact_Solitaire	450	38.89%	12.44%	3.11%		0.89%	0.23	15.90
FB_Interest_Puzzle	763	29.62%	9.83%	3.54%	1.18%	0.52%	0.24	15.90
FB_LAL_Payers	799	28.54%	9.89%	2.25%	0.75%	0.25%	0.21	15.90
FB_Video_30s	821	31.06%	9.38%	2.19%	1.71%	1.10%	0.21	15.90
GGL_UAC_Broad	966	30.85%	9.83%	2.28%	0.83%	0.41%	0.22	15.90
GGL_UAC_IOS	1004	33.87%	10.86%	2.88%	1.28%	0.58%	0.22	15.90
Total	1172	31.26%	9.80%	2.75%	1.08%	0.60%	0.21	15.90

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\$10.82K

Total Revenue

80.0%

Ads %

20.0%

IAP %

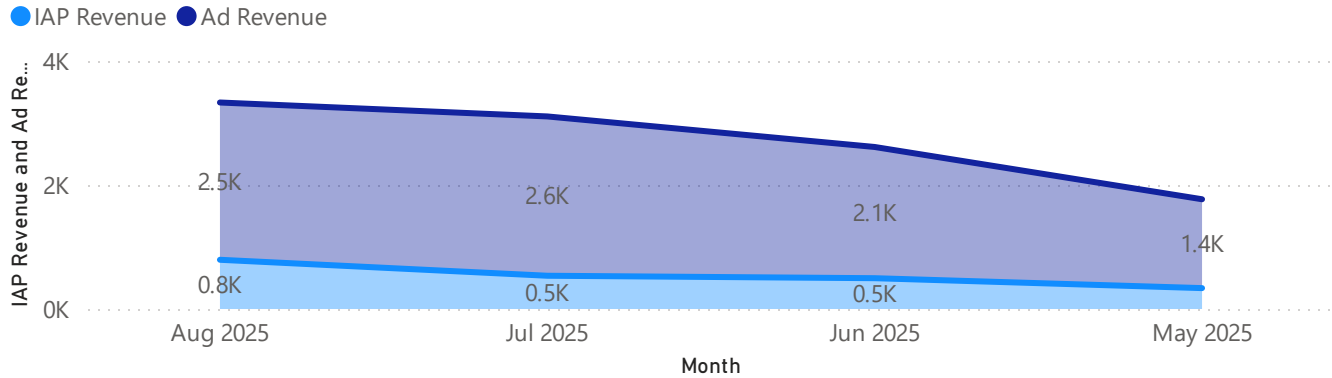
5.51

ARPPU

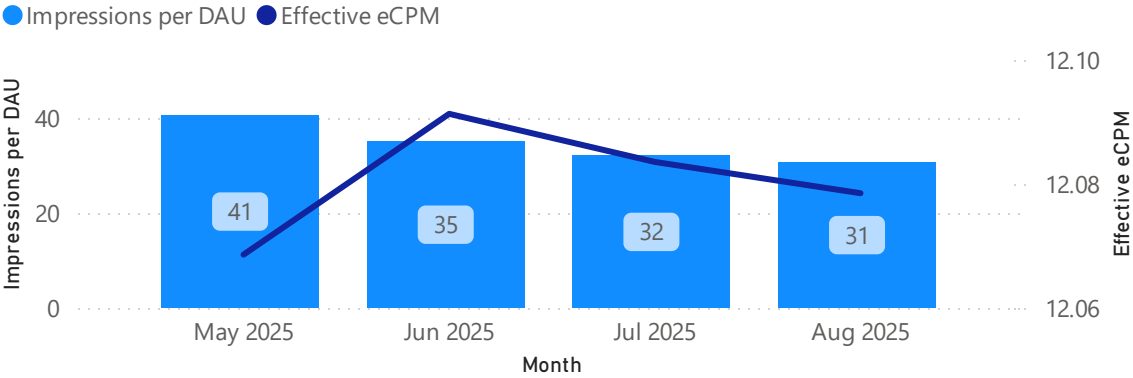
12.08

Effective eCPM

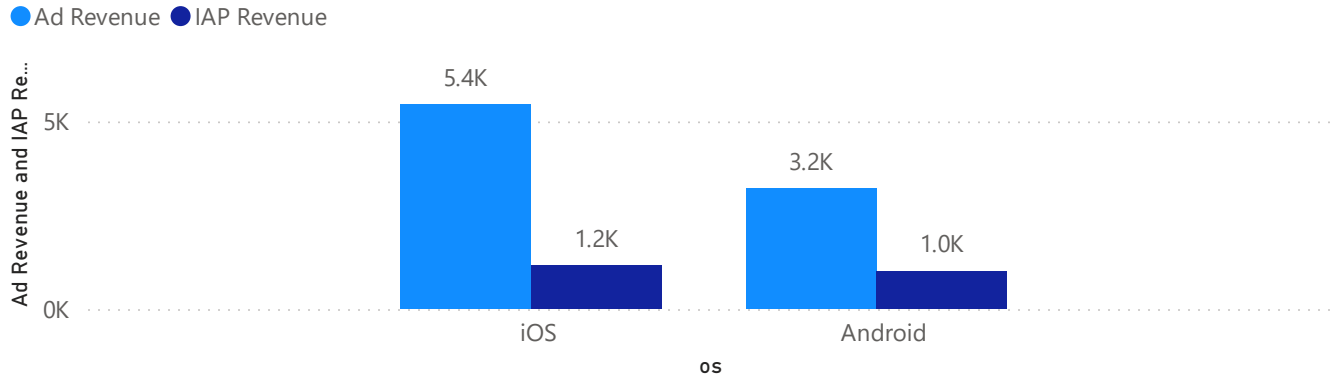
IAP Revenue and Ad Revenue by Month



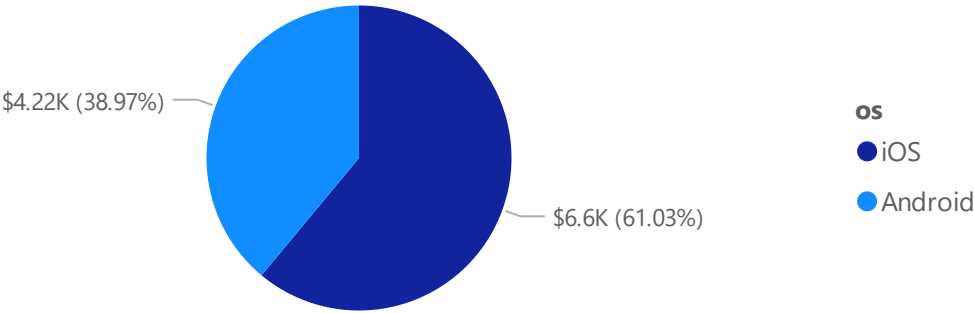
Impressions per DAU and Effective eCPM by Month



Ad Revenue and IAP Revenue by os



Total Revenue, Ads % and IAP % by os



channel

All

state

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campaign

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os

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Date

5/1/2025

8/28/2025

1M

Sum of installs

31.26%

D1 Retention %

2.75%

D30 Retention %

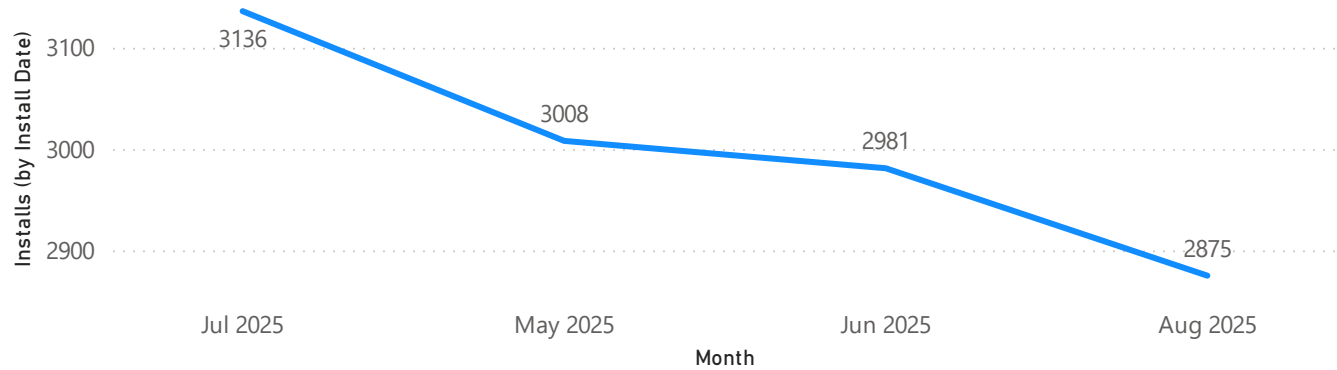
0.21

ARPDau @ D7

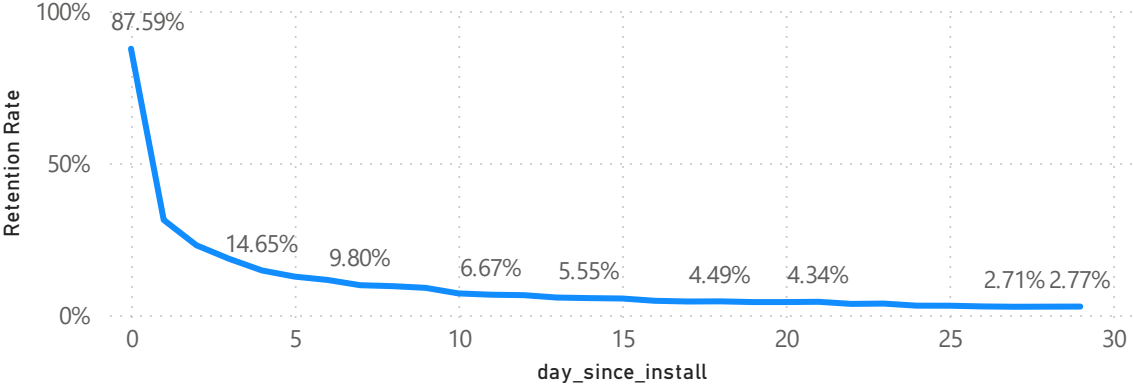
15.90

LTV @90

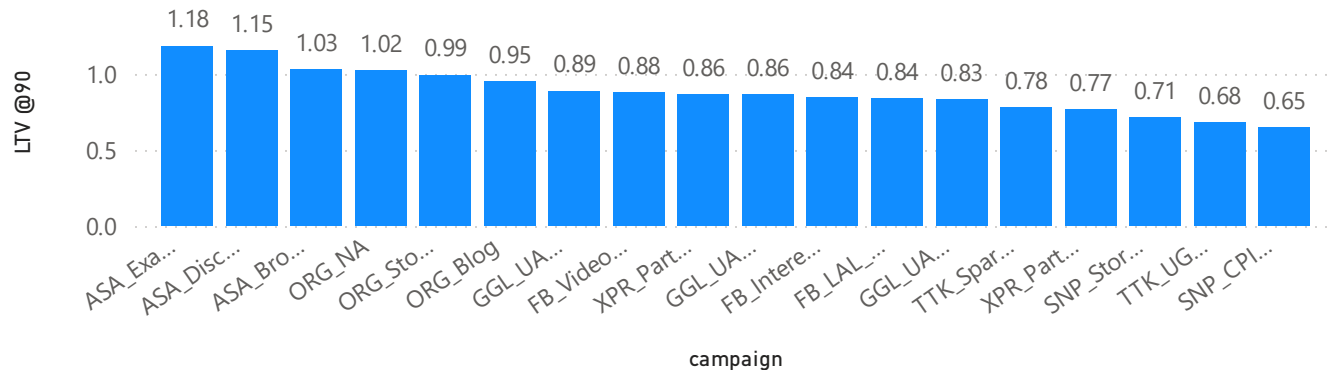
Installs (by Install Date) by Month



Retention Rate by day_since_install



LTV @90 by campaign



Ad Revenue, IAP Revenue, Ads % and IAP % by os

