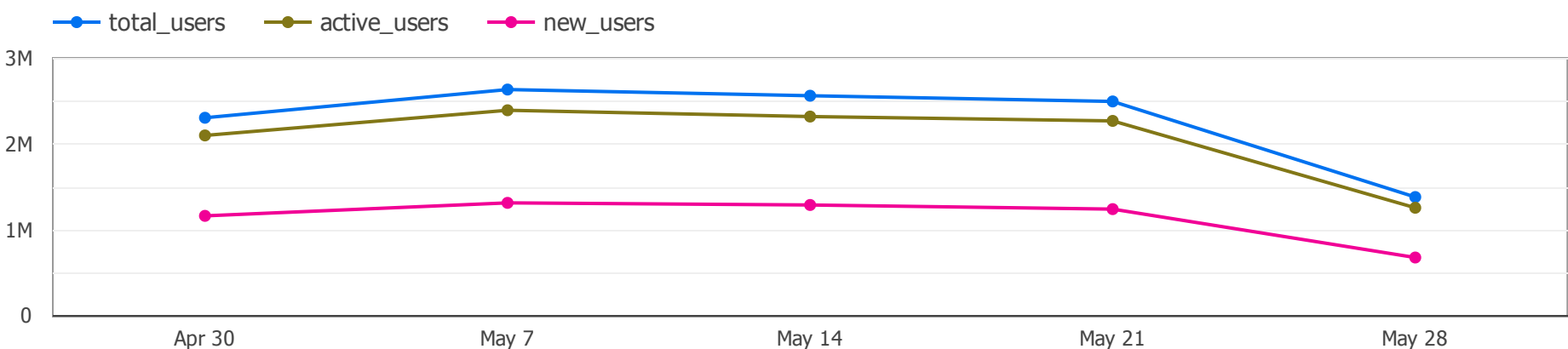
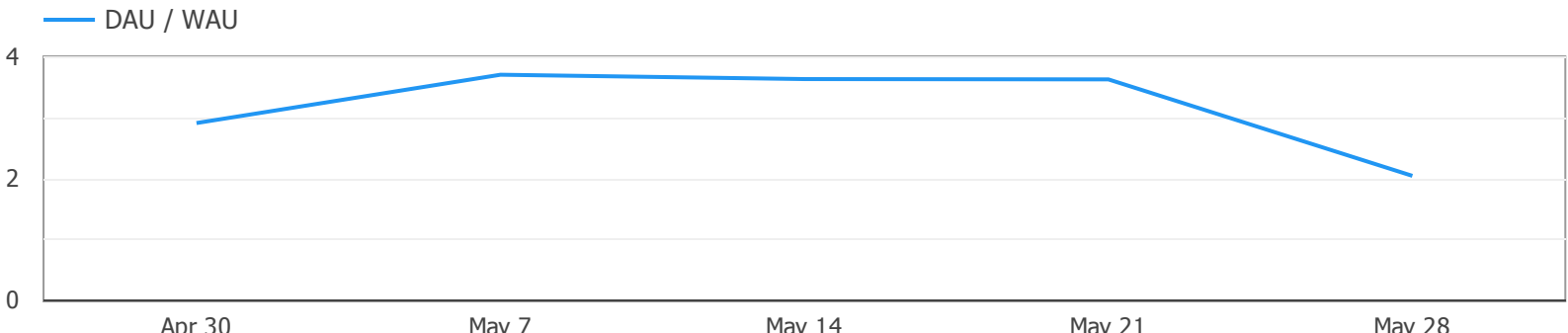
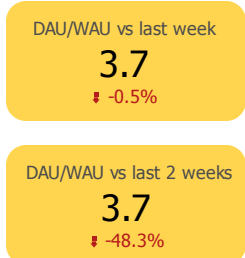


Engagement Overview

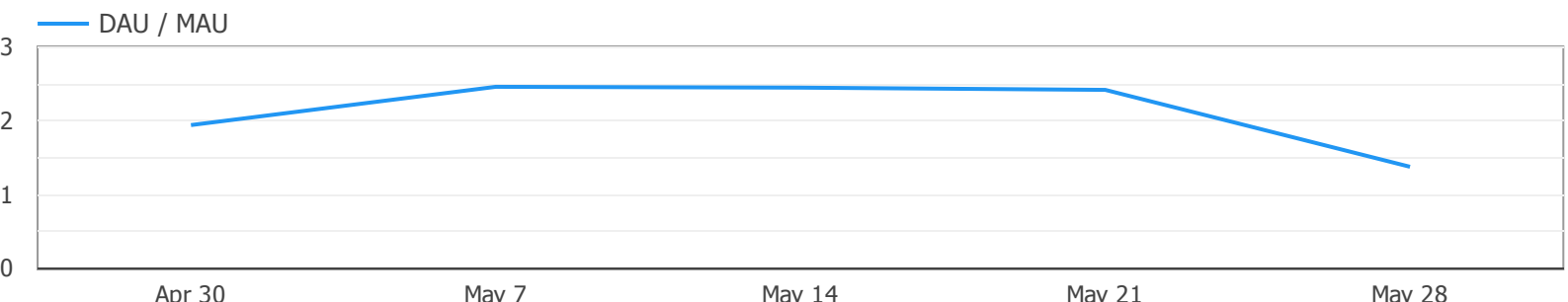
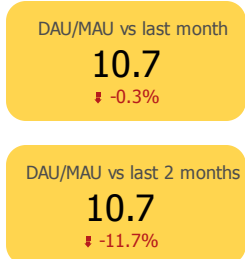


User Stickiness

Weekly



Monthly

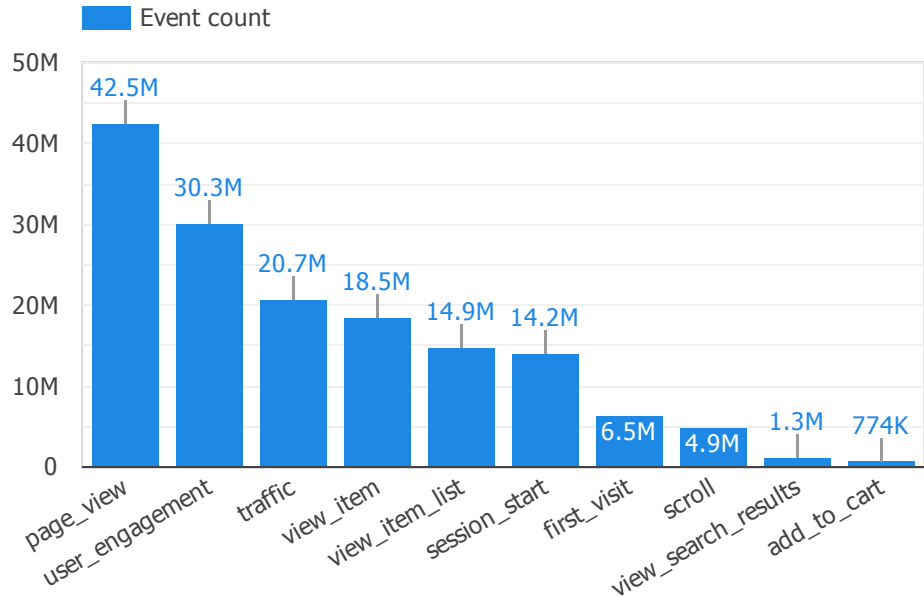


Top 10 Pages & Events

Page Category

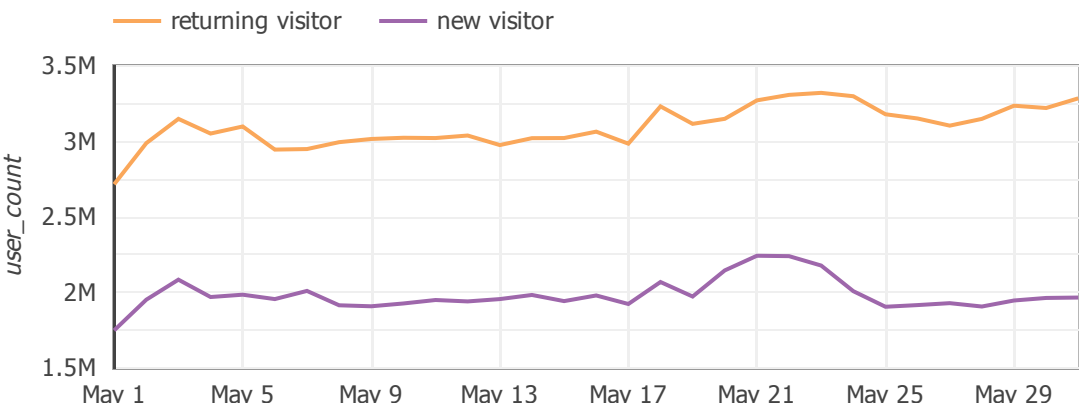
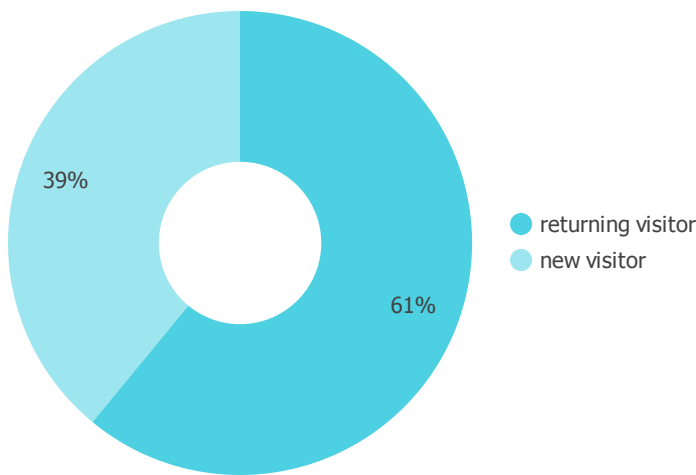
Page Type

	Page Name	Users	% Δ	Sessions	% Δ
1.	iPhone14	837,074	100.0%	1,530,306	100.0%
2.	Acer	577,058	-32.5%	777,939	-32.7%
3.	JBL 11	460,810	100.0%	92,948	100.0%
4.	BH Laptop Vip	418,537	-	765,153	-
5.	MSI F63	418,537	350.0%	765,153	4,211.0%
6.	Senheiser 3	230,405	1,480.0%	46,474	196.0%
7.	Kingston USB 3...	230,405	-	46,474	-
8.	Loa Ngoai	230,405	0.0%	46,474	0.0%
9.
10.	Grand total	4,721,987	-9.5%	7,541,442	-5.5%



Users Detailed

User type



User Type	Views	Event Count	Sessions	Transactions	Revenue
new visitor	16.7M	61.5M	61.5M	9.8M	46.8B
returning visitor	29.9M	96.1M	96.1M	18M	86.7B

1 - 2 / 2

Cohort by Week

Retention Week / Retention Rate						
Week Day	W0	W1	W2	W3	W4	W5
Mar 26, 2023	100%	17.33%	12.39%	10.34%	9.63%	1.82%
Apr 2, 2023	100%	13.36%	8.42%	7.39%	1.12%	-
Apr 9, 2023	100%	11.25%	7.16%	1.01%	-	-
Apr 16, 2023	100%	11.46%	1.28%	-	-	-
Apr 23, 2023	100%	3.02%	-	-	-	-
Apr 30, 2023	100%	-	-	-	-	-

Pages

Page Path

Page Category

Page Type

Entrance and Exit Pages

Page Path	Previous Page	Next Page	Views
/xxxx	/may-choxxxx	/huawei-xxxx	9,842
/xxxx	/catalogxxxx	/nubia-rxxxx	11,370
/xxxx	/mobile/xxxx	/tablet/xxxx	13,938
/xxxx	/do-cu/pxxxx	/phu-kiexxxx	9,937
/xxxx	/cart/inxxxx	/xiaomi-xxxx	9,004
/xxxx	/xiaomi-xxxx	/samsungxxxx	107,380
Grand total			3,107,479

1 - 100 / 119

Page path Measurement

Page Path	Page Type	Page Cate...	Views	Active users	Sessions	Engaged s...	Engagement rate	Bounce rate
/tai-nghxxxx	Category	Mobile	155,433	85,185	100,245	54,913	38.62%	61.38%
/dong-hoxxxx	Category	Mobile	151,681	78,675	92,419	56,341	42.09%	57.91%
/xxxx	Category	Mobile	141,294	75,107	89,664	51,165	36.19%	63.81%
/thiet-bxxxx	Category	Sony Sound D...	127,973	30,145	82,158	50,501	61.47%	38.53%
/pin-du-xxxx	Category	Mobile	132,953	70,259	81,031	52,744	65.09%	34.91%
/blog/mixxxx	Product	Nubia	127,440	67,109	80,488	50,252	62.43%	37.57%
/do-sulxxx	Old Product	Speaker	105,866	65,810	70,520	50,661	62.60%	36.31%

1 - 100 / 112

Landing Page Measurement

Landing Page

Landing Page	Sessions ▾	% Δ	View per session	Avg Session Duration	Bounce rate	% Δ	Conversions	Ecommerce Purchases	% Δ
/do-cuxxxx	3K	-41.1...	192.36%	623.89	66.12%	-4.8% ↓	553	4	100.0%...
/mobile/xxxx	2.7K	-35.9...	158.86%	533.06	72.6%	-1.3% ↓	266	2	-60.0% ↓
/iphone-xxxx	2.4K	-54.8...	129.76%	426.46	73.93%	0.5% ↑	320	3	0.0%
/samsungxxxx	1.6K	-3.9...	140.93%	308.37	74.24%	0.9% ↑	281	0	-100.0...
/blog/daxxxx	1.5K	89.4...	89.62%	167.54	73.6%	-7.7% ↓	13	0	-
/xiaomi-xxxx	1.4K	-12.6...	125.37%	450.36	73.29%	1.1% ↑	158	0	-100.0...
/apple-ixxxx	1.3K	-	109.68%	223.68	75.69%	-	95	0	-
/phu-kiexxxx	1.2K	-	168.11%	280.28	68.84%	-	217	8	-
Grand total	29.2K	-29....	134.33%	5,532.66	74.15%	1.0% ↑	3,172	28	-30.0...

1 - 34 / 34



Page Path Level_1

Page Path Level_2

Page Path Level_3

Events with Page

Page Path Level_1	Page Path Level_2	Page Path Level_3	Total Events ▾	Unique Events
/iphone-xxxx	-	-	97	13
/samsungxxxx	-	-	47	7
/do-cuxxxx	/iphonexxxx	/iphone-xxxx	31	8
/mobilexxxx	/applexxxx	/iphone-xxxx	26	8
/xiaomi-xxxx	-	-	26	4
/apple-axxxx	-	-	24	7
/apple-ixxxx	-	-	13	6
Grand total			612	23

1 - 98 / 98



Event Name

Common Events

Event Name	Event Count ▾	% Δ	Event Value	Sessions	% Δ	Total Users	Average Engagement Time per Session	Ecommerce Purchases	% Δ
page_view	2.8M	-53.2% ↓	0	2.1M	-49.9% ↓	1.7M	126.3	1.9K	-74.8% ↓
user_engagement	1.8M	-58.8% ↓	0	1.3M	-57.0% ↓	1.1M	2.2K	1.3K	-73.8% ↓
session_start	456.9K	-65.4% ↓	0	459K	-65.4% ↓	377.3K	0	345	-78.8% ↓
user_traffic	442K	-71.5% ↓	0	375K	-70.6% ↓	318.6K	0	331	-79.8% ↓
first_visit	129.5K	-69.1% ↓	0	130.5K	-69.2% ↓	129K	0	0	-100.0...
scroll	84.8K	-81.4% ↓	0	65.4K	-80.4% ↓	59.5K	67	128	25.5% ↑
Grand total	5.7M	-59.7...	0	4.4M	-58.3...	3.7M	2.4K	4.2K	-73.7...

1 - 7 / 7



Conversion Events

Event Name	Event Count	% Δ	Event Value	Sessions ▾	% Δ	Total Users	Average Engagement Time per Session	Ecommerce Purchases	% Δ
view_item	930,850	7.3% ↑	0	743,098	9.0% ↑	601,132	19.11	744	50.0% ↑
view_item_list	962,830	-48.9...	0	698,563	-50.3...	562,458	9.95	619	-39.6% ↓
view_store	180,413	-58.9...	0	140,136	-54.9...	122,108	127.01	2K	5.6% ↑
hotline	134,196	-55.7...	0	105,672	-54.5...	91,633	92.74	1.5K	-34.4% ↓
generate_lead	44,625	95.0%...	0	35,171	81.7% ↑	29,580	0.13	503	185.8% ↑
add_to_cart	33,788	-	1,191,0...	16,946	-	13,930	26.72	0	-
add_shipping_info	12,159	-46.8...	0	8,704	-52.3...	7,377	0	0	-
begin_checkout	12,158	-86.1...	0	8,700	-87.1...	7,377	11.03	0	-100.0% ↓
Grand total	2,311...	-40.6...	1,191,...	1,756,990	-39.4...	1,435,595	286.68	5.4K	-11.8% ↓

1 - 8 / 8



Overview

Statistics

Session with Search

575

▬ -3.7%

Total Unique Search

577

▬ -4%

Result Pageview/Search

4.0

⬆ 6.9%

Time after Search

25:42

⬆ 1.8%

Search Exit Rate

6.1%

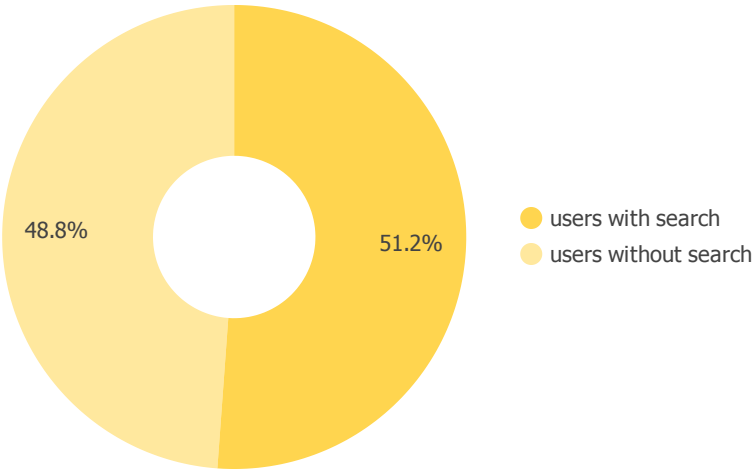
⬆ 7.7%

Refinement Rate

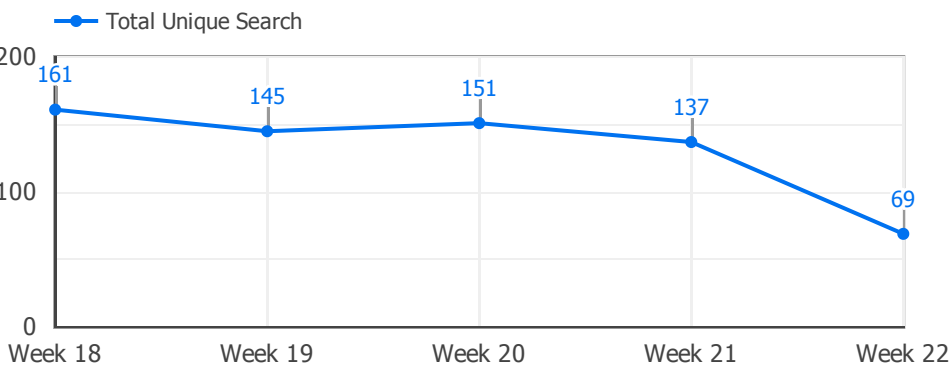
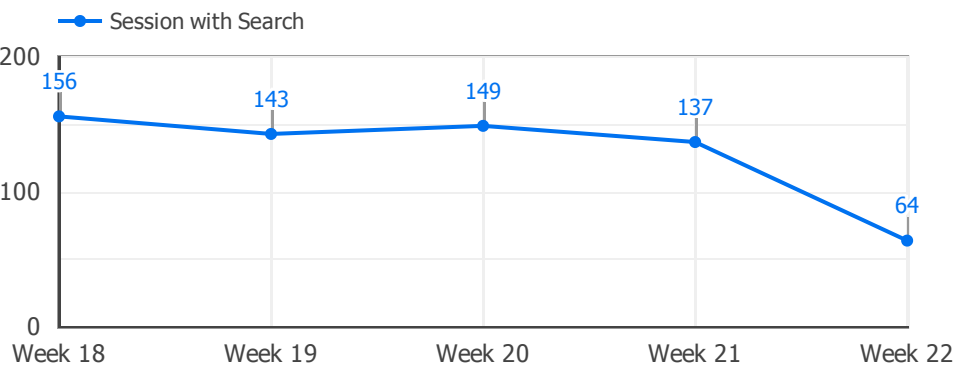
19.6%

⬆ 29.4%

Active User with Search



Trending by Week



Measurement

Usage

Segment	Sessions ▾	% Δ	Views per se...	% Δ	Engagement r...	% Δ	Transactions	% Δ	Purchase reve...	% Δ
users with search	459.3K	-3.2...	308.7	2.7%...	29.1	3.3% ⬆	5,099	0.2...	16.9B	3.0%...
users without search	431.1K	-3.8...	303.7	4.1%...	28.8	2.8% ⬆	4,909	-3.2...	17.6B	-4.3...
Grand total	890.4K	-3.5...	612.4	3.4...	57.9	3.1...	10,008	-1.5...	34.5B	-0.8...

Search Term

Page Referrer

Search Content

Search Term	Total Unique Search	% Δ	Search Exit %	% Δ	Time after Search	% Δ	Transaction	% Δ	Revenue ▾	% Δ	Pageview after Search/Search	% Δ	Refinement Rate	% Δ
Iphonexxxx	29	-1...	3.45%	-37...	26:59	-0.7...	2	10...	40M	13...	10.28	-2...	13.79%	-29...
a54xxxx	1	-	1.72%	-69...	22:19	-	1	-	17.9M	-	20	-	100%	-
Onepluxxxx	2	-	1.15%	-79...	27:48	-	4	-	16M	-	92	-	100%	-
IPhonexxxx	2	10...	0.86%	-69...	34:40	338...	1	-	10.4M	-	14	-3...	50%	-
A54xxxx	3	-	0.69%	-75...	16:38	-	1	-	9.8M	-	13	-	33.33%	-
Kindlexxxx	1	-	0.57%	-79...	12:54	-	3	-	9.3M	-	78	-	300%	-
samsunxxxx	12	71...	2.87%	55...	20:02	91....	1	-	7.8M	-	16.08	-1....	16.67%	16...
Grand to...	577	-3...	6.08%	7...	25:42	1.8...	70	11...	196.3M	-2...	18.9	6...	19.6%	29...

1 - 100 / 342 < >

Search Page

Start Page	Total Unique Search	% Δ	Search Exit %	% Δ	Time after Search	% Δ	Pageview after Search/Search	% Δ	Refinement rate	% Δ
/xxxx	189	0.5% ⬆	8.22%	33.4% ⬆	24:25	-1.3% ▬	19.6	12.8% ⬆	19.63%	88.3% ⬆
catalogsxxxx	110	1.9% ⬆	5.71%	-29.3% ▬	25:01	-0.6% ▬	17	19.5% ⬆	22.4%	49.3% ⬆
samsung-xxxx	15	7.1% ⬆	6.03%	-20.8% ▬	22:48	11.3% ⬆	16.3	-20.7% ▬	20%	-25.0% ▬
tay-cam-xxxx	1	0.0%	4.52%	-20.8% ▬	06:45	26.2% ⬆	78	333.3% ⬆	0%	-
tablet.hxxxx	5	0.0%	3.62%	-20.8% ▬	22:12	-11.4% ▬	18.9	20.0% ⬆	0%	-
thiet-bixxxx	15	7.1% ⬆	4.13%	-17.4% ▬	23:14	-0.7% ▬	23.1	108.9% ⬆	33.33%	-
so-sanhxxxx	1	0.0%	17.82%	316.2% ⬆	07:02	-22.4% ▬	32	77.8% ⬆	0%	-
Grand total	577	-3.5...	6.08%	7.7% ⬆	25:42	1.8% ⬆	18.9	6.2% ⬆	19.6%	29.4% ⬆

1 - 77 / 77 < >