

Reports snapshot ✔ ▾

Custom Feb 26 - Mar 13, 2022 ▾

A All Users Add comparison +

Users

125

New users

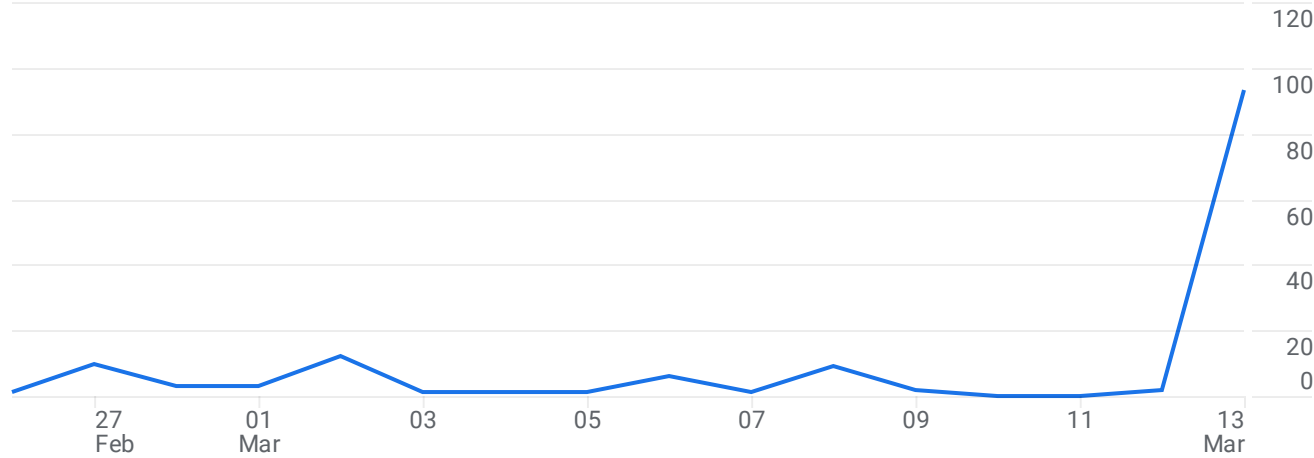
126

Average engagement time ?

0m 21s

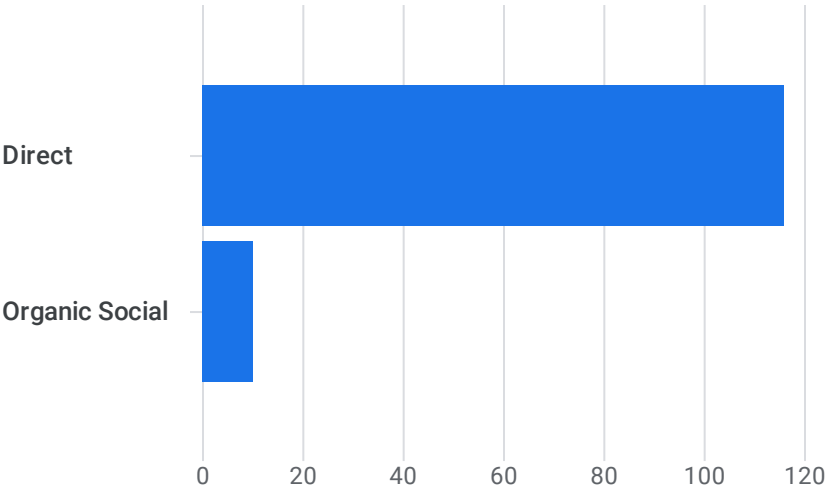
Total revenue ?

£0.00



WHERE DO YOUR NEW USERS COME FROM?

New users by First user default channel grouping ▾



[View user acquisition →](#)

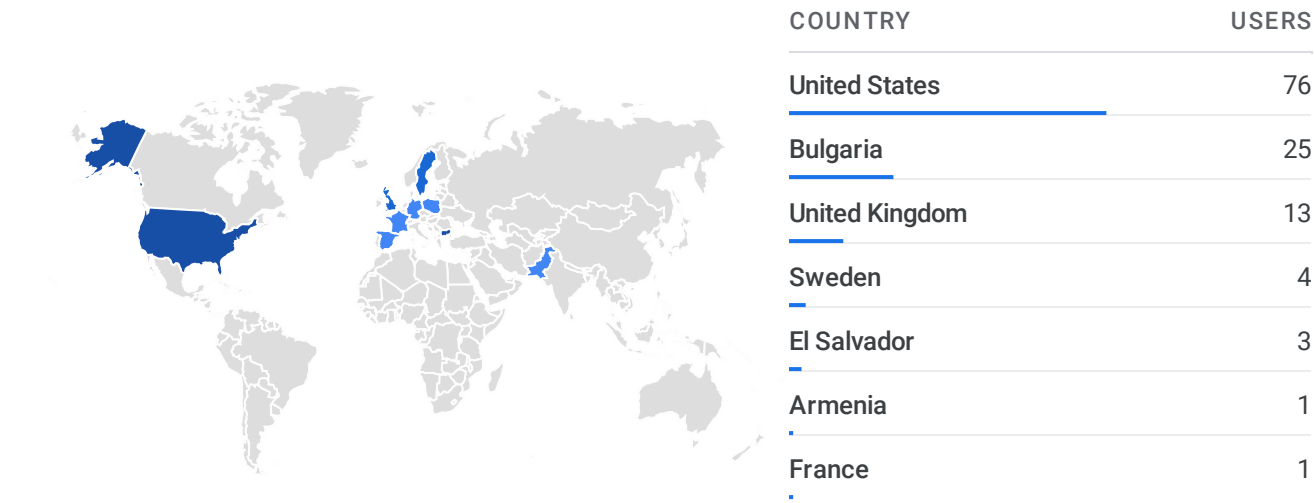
WHAT ARE YOUR TOP CAMPAIGNS?

Sessions ▾ by Session default channel grouping ▾

SESSION DEFAULT CHANNEL G...	SESSIONS
Direct	146
Organic Search	18
Organic Social	11

[View traffic acquisition →](#)

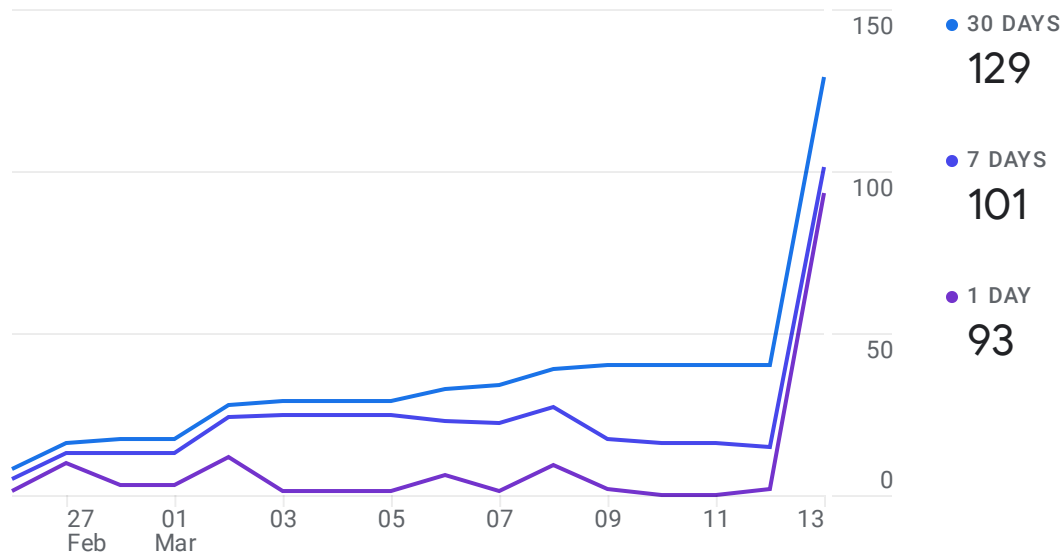
Users ▾ by Country



[View countries →](#)

HOW ARE ACTIVE USERS TRENDING?

User activity over time



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%	20.7%	25.0%	25.0%	0.0%	0.0%
Jan 30 - Feb 5						
Feb 6 - Feb 12						
Feb 13 - Feb 19						
Feb 20 - Feb 26						
Feb 27 - Mar 5						
Mar 6 - Mar 12						

6 weeks ending Mar 12

[View retention →](#)

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
DROPS OF HEAVEN - Home	552
DROPS OF HEAVEN - Products	77
The History of Br... - DROPS OF HEAVEN	13
Products - DROPS OF HEAVEN	10

[View pages and screens →](#)

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	652
experiment_impression	346
scroll	236
user_engagement	192
session_start	175
first_visit	126
click	61

[View events →](#)

WHAT ARE YOUR TOP CONVERSIONS?

Conversions by Event name

EVENT NAME	CONVERSIONS
page_view	283
scroll	127
click	10

[View conversions →](#)

WHAT ARE YOUR TOP SELLING PRODUCTS?

Ecommerce purchases by Item name

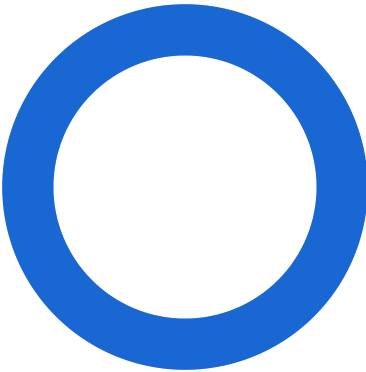
ITEM NAME                      ECOMMERCE PUR...

No data available

[View items](#) →

HOW DOES ACTIVITY ON YOUR PLATFORMS COMPARE?

Conversions ▼ by Platform



● WEB  
100.0%

[View tech details](#) →