



VALORANT

COSMETICS RESEARCH NOTES

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(Ongoing Work)

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OVERVIEW

GETTING TO KNOW VALORANT

1. [Key Terms](#)
2. [Product Statistics](#)
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RESEARCH DETAILS

1. [User Experience Research](#)
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1. KEY TERMS

There are seven types of cosmetics: **Borders**, **Buddies**, **Flex**, **Cards**, **Titles**, **Sprays**, and **Skins**. They can be obtained from either **Battle Passes**, **Gear** or **Store**. Cosmetics can be purchased or unlocked using **Valorant Points**, **Radianite Points**, **Kingdom Credits** or solely through game progression and **Experience Points**. Most cosmetics are only available for a limited time, with the only consistent exception being cosmetics from Gear.

Terms breakdown:

Types of cosmetics:

- **Level Borders**: Decorative borders displayed around a player's level in the game.
- **Gun Buddies**: Small keychain-like charms that can be attached to weapons.
- **Flex**: Items that can be equipped by the player in game from the Expression Wheel.
- **Player Cards**: Background images displayed on player profiles and loading screens.
- **Player Titles**: Text-based titles that appear under a player's name in lobbies and game screens.
- **Sprays**: Graffiti-like images or animations that players can place on walls during a match.
- **Weapon Skins**: Visual modifications to guns, sometimes with unique animations, effects, or finishers.

Ways to obtain cosmetics:

- **Battle Passes**: Seasonal progression systems where players unlock cosmetics by completing missions and leveling up the pass.
- **Gear**: Cosmetic system that lets players unlock a variety of cosmetics related to a specific agent.
- **Store**: The in-game shop where players can purchase cosmetics directly.

Currency system:

- **Valorant Points (VP)**: Premium currency purchased with real money, used for buying skins, Battle Passes, and other cosmetics.
- **Radianite Points (RP)**: Earned or purchased currency used to upgrade certain skins with special effects or animations.
- **Kingdom Credits (KC)**: Free in-game currency earned through gameplay, used for obtaining older Battle Pass cosmetics and some other items.
- **Experience Points (XP)**: Earned by playing the game, used to unlock free rewards in Battle Passes and agent contracts.

LEVEL BORDERS

Every 20 levels, the borders receive small upgrades. Every 100 levels, the borders get a new color scheme.

	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
Levels 1-99					
Levels 100-199					
Levels 200-299					
Levels 300-399					
Levels 400-499					

GUN BUDDIES



How to obtain:

- Collection Bundles (can usually be bought on their own for VP 475)
 - Certain buddies must be purchased as part of the entire bundle (cannot be purchased individually)
 - Certain collections have different pricing for their buddies. The pricing and collections are:
 - VP 0 for Pride
 - VP 675 each for Doombringer, Dream Charm and Helix
 - VP 975 each for Give Back Collections
- Battle Passes – Act Battle Pass (Free and Paid Tracks), Event Passes (Free)
- Gear (Free)
- Prime Gaming Drops (Free if have Prime Gaming Subscription)
- Broadcast Drops (Free)
- Competitive (Free)
- Premier (Free)
- Pro Play (Free)
- Miscellaneous (Free)
 - Fist Bump: Given to players by Riot and their employees only, such as from demonstrating good sportsmanship in a match with the employee.

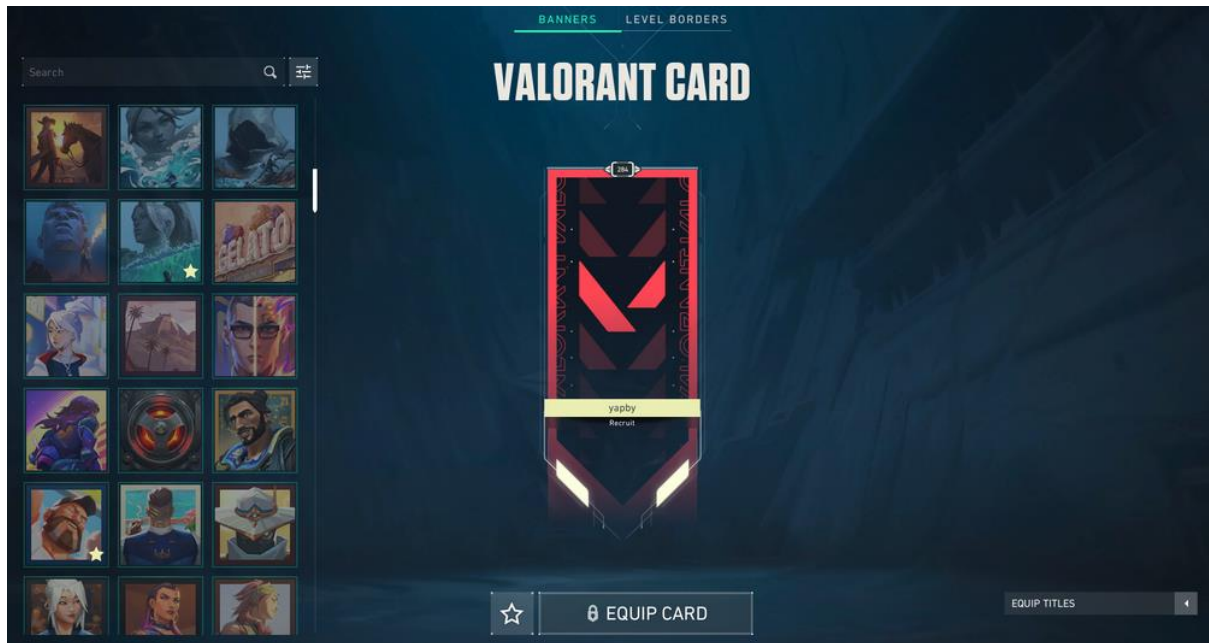
FLEX



How to obtain:

- Collection Bundles (can be bought on their own for VP 1,375)
- Battle Passes – Act Battle Pass (Paid Track)
- Miscellaneous – STAT-COM (Free)

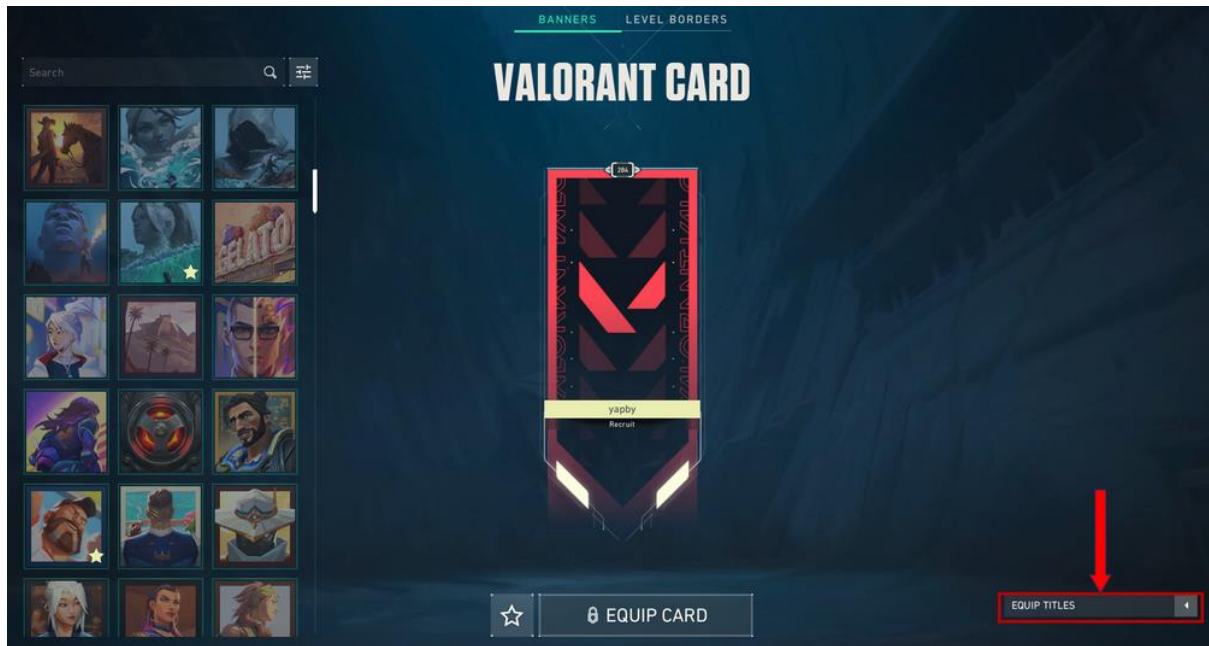
PLAYER CARDS



How to obtain:

- Collection Bundles (can be bought on their own for VP 375)
 - Certain player cards must be purchased as part of the entire bundle (cannot be purchased individually)
 - Certain collections have different pricing for their player cards. The pricing and collections are:
 - VP 0 each for all cards from Pride Collection
 - VP 575 each for:
 - all cards from Evori Dreamwings Collection
 - individual cards: EX.O, RGX 11z Pro, Ep 9 and Singularity, Ep 9
 - VP 775 for all cards from Give Back Collections
- Battle Passes – Act Battle Pass (Free and Paid Tracks), Event Passes (Free)
- Gear (Free)
- Prime Gaming Drops (Free if have Prime Gaming Subscription)
- Broadcast Drops (Free)
- Premier (Free)
- Miscellaneous (Free)

PLAYER TITLES



How to obtain:

- Collection Bundles (some can be bought on their own for VP 200)
 - Certain player titles must be purchased as part of the entire bundle (cannot be purchased individually)
 - Certain collections have different pricing for their titles. The pricing and collections are:
 - VP 0 for all titles from Pride Collection
- Battle Passes – Act Battle Pass (Free Track), Event Passes (Free)
- Gear (Free)
- Broadcast Drops (Free)
- Premier (Free)
- Pro Play (Free)
- Miscellaneous (Free)

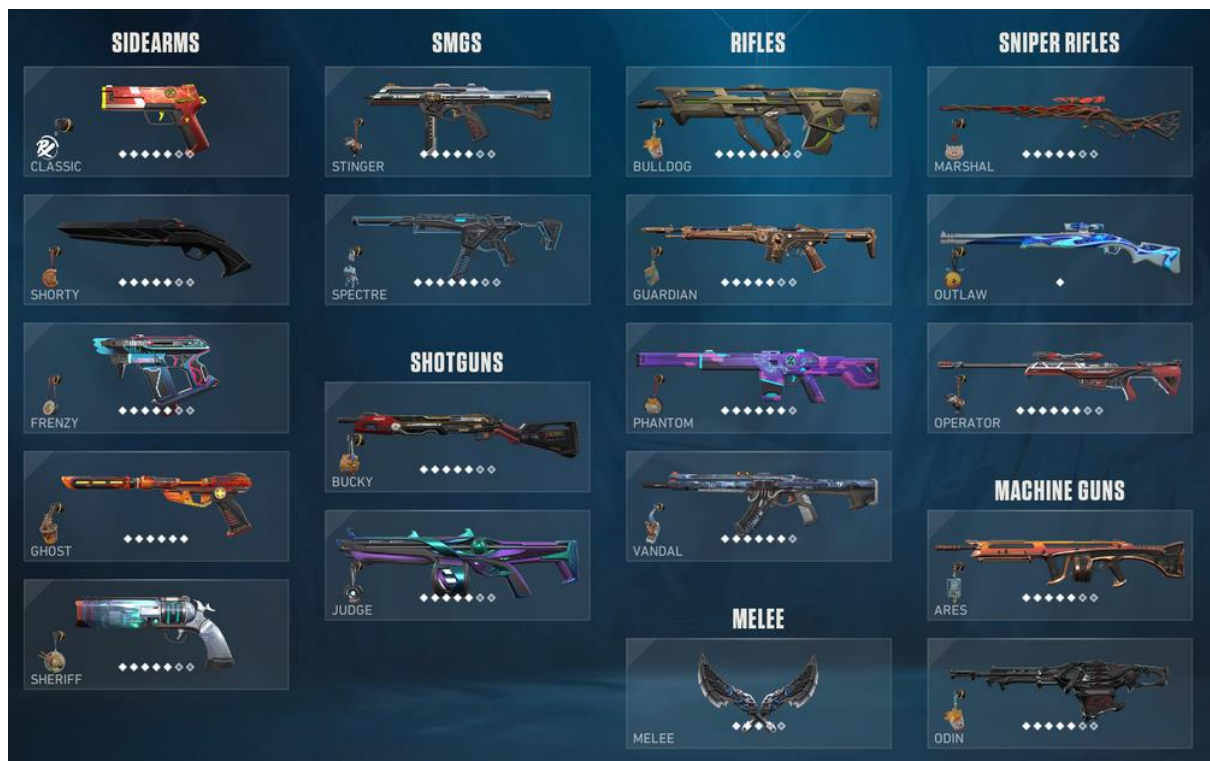
SPRAYS



How to obtain:

- Collection Bundles (can be bought on their own for VP 325)
 - Certain sprays must be purchased as part of the entire bundle (cannot be purchased individually)
 - Certain collections have different pricing for their titles. The pricing and collections are:
 - VP 675 for all sprays from Give Back Collections
- Battle Passes – Act Battle Pass (Paid and Free Tracks), Event Passes (Free)
- Gear (Free)
- Broadcast Drops (Free)
- Miscellaneous (Free)

WEAPON SKINS



How to obtain:

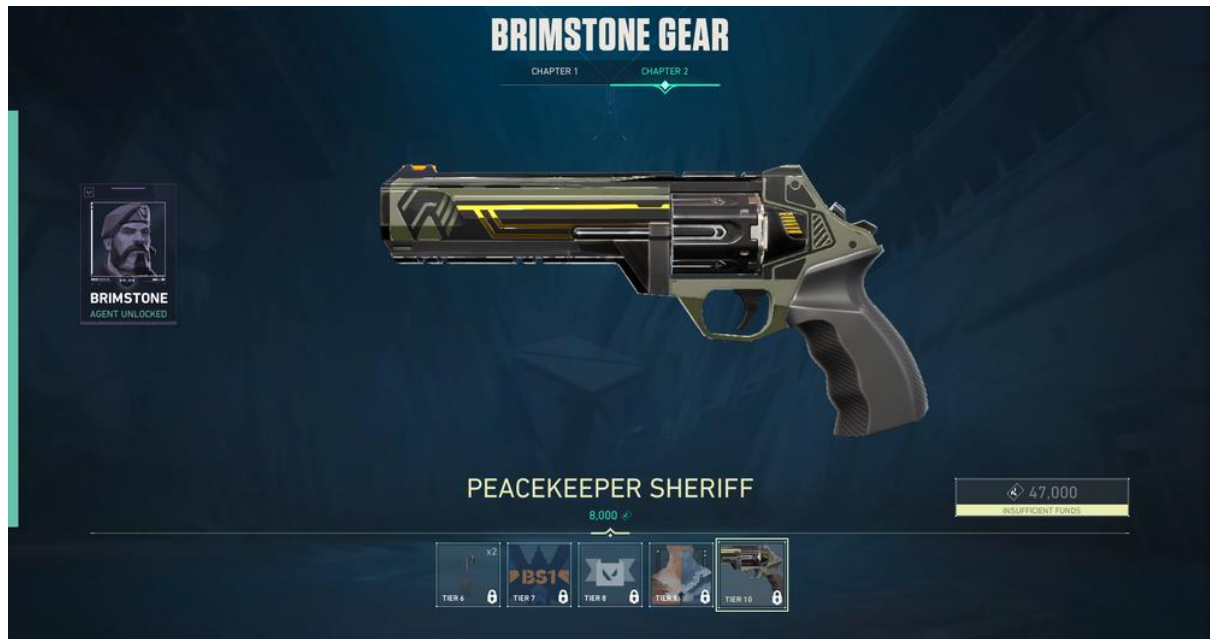
- Collection Bundles
 - Pricing depends on the editions. There are five editions, going from the simplest to the most complex: Select, Deluxe, Premium, Exclusive, and Ultra.
- Battle Passes – Act Battle Pass (Paid and Free Tracks), Event Passes (Free)
- Gear (Free)
- Broadcast Drops (Free)
- Miscellaneous (Free)

BATTLE PASSES



- Each act (lasts for about 2 months) has its own battle pass.
- Each act pass has 55 tiers grouped into 11 chapters; chapters 1-10 and a final Epilogue chapter, with 5 tiers in every chapter.
- The Premium track can be only be unlocked by paying VP 1,000.
 - Boosts Battle Pass XP gains from playing matchmade games (mission XP excluded) by 3% and gives these players additional rewards for every tier they complete.
- Each tier can be unlocked by paying VP 300.
- Act passes contain weapon skins, accessories (player cards, buddies, sprays, player titles), and Radianite Points. The amount of each type of cosmetic in this pass can vary, but for the free track it is always the same:
 - Tiers 1-50 (3 player cards, 3 buddies, 3 player titles, 2 sprays, 3 lots of RP 10 (excluding Episode 01: IGNITION: Act 2, which had 2 lots of RP 10), 1 sidearm weapon skin)
 - Epilogue (1 player card, 1 buddy or spray, 3 lots of RP 10)
- Players with access to the Premium track will earn additional cosmetics and RP, with the exception of player titles. These include access to three new collections of weapon skins, two of which will be Select Edition and one of which will be Deluxe Edition. The Tier 50 reward for Premium Track owners will always be a Melee skin. The Epilogue chapter also has set rewards; golden variants of two rewards from this pass (cosmetics eligible for golden variants are cards, buddies, and sprays), unlocked at tiers 1 and 5, and three lots of Radianite Points 10, unlocked at tiers 2, 3, and 4.
- When a new act arrives, a new pass with new content begins and the previous pass becomes unavailable, with its weapon skins no longer being able to be obtained by any means. Once an act battle pass is no longer one of the three most recent passes to have been released, its accessory content will become eligible to appear in a player's weekly Offers in their Accessory Store, where players can unlock past items using Kingdom Credits.

GEAR



- An Agent's Gear can only be unlocked when the player has permanently unlocked the agent.
- Players must unlock the current tier using KC before progressing to the next tier.
- For the five agents immediately available, KC 15,000 is required to complete Chapter 1 (Tiers 1 to 5), or otherwise a total of KC 47,000 is required to fully complete an agent's gear collection. For the other agents, the amount required is KC 11,000 for Chapter 1, or a total of KC 43,000 to fully complete.
- Rewards are: Player Title, Spray, Player Card, Buddy, Sidearm Weapon Skin

STORE

There are 3 types: a [Featured store](#), an [Agent store](#), and an [Accessory store](#). Special stores include [Esports Store](#) and [Night.Market](#).

FEATURED STORE



- The Featured store is the Store's main section, primarily focusing on weapon skins.
- When a new bundle is released, it becomes available in the Featured store for a limited time.
- The capsule of the winning team of the recent VCT international event will also appear in the Featured Store as an advertisement in a short period of time after the conclusion of the event.
- Underneath the featured bundle are the player's offers for weapon skins. These contain four randomly chosen skins that aren't owned by the player, allowing them to unlock it for its full price.
- If the store cannot find four remaining skins that the player hasn't obtained to fill the Offers' slots, each slot that cannot contain a skin will instead be replaced with a message thanking the player for supporting Valorant.

Bundles:

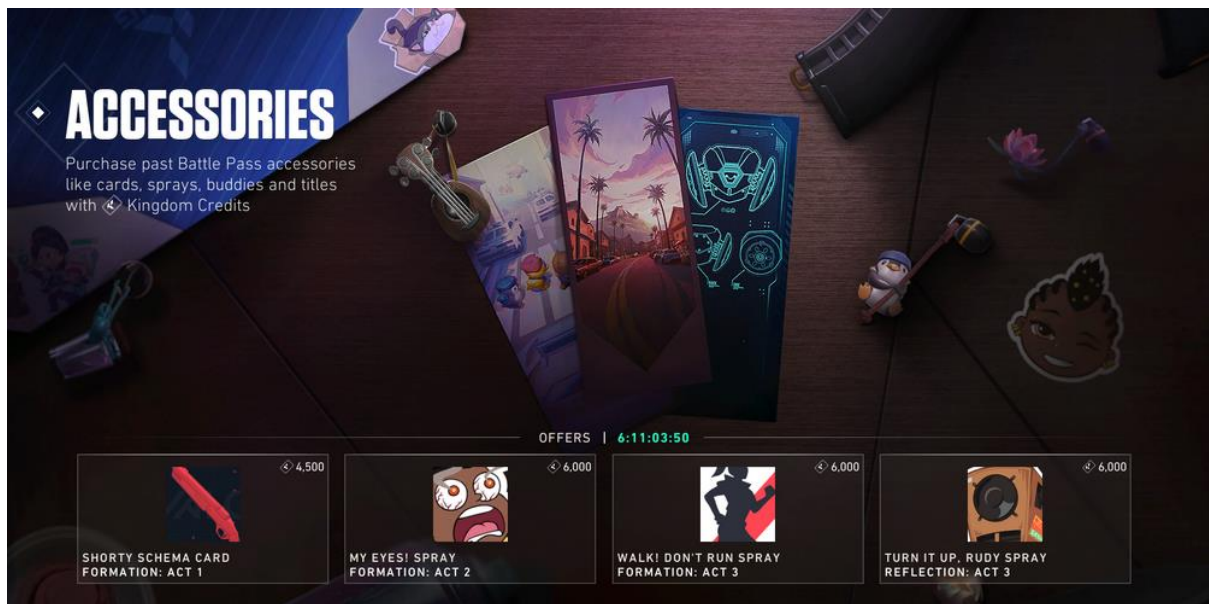
- Bundles are collections of cosmetics that can either be usually bought individually or all together for a reduced bundle price.
- Each bundle will usually contain weapon skins and as usually as standard comes with a total of five. Some may also contain buddies, Flex, player cards, and sprays, and as standard comes with a total of one each.
- If choosing to buy as a bundle, some of the cosmetics are either discounted or become free.
 - For bundles with a melee, the bundle price is equal to the total cost of the gun skins, and any sprays, buddies, and cards are given for free (though some bundles with a non-standard amount of accessories may only be discounted instead of offering them for free).
 - For bundles without a melee, all weapons receive a discount of around 33% off when contributing to the bundle price.
- Run It Back Collection: a set of bundles consisting of weapon skins that have already been released, giving players a second chance to get them instead of waiting for them to appear in their daily offers in the Store.

AGENT STORE

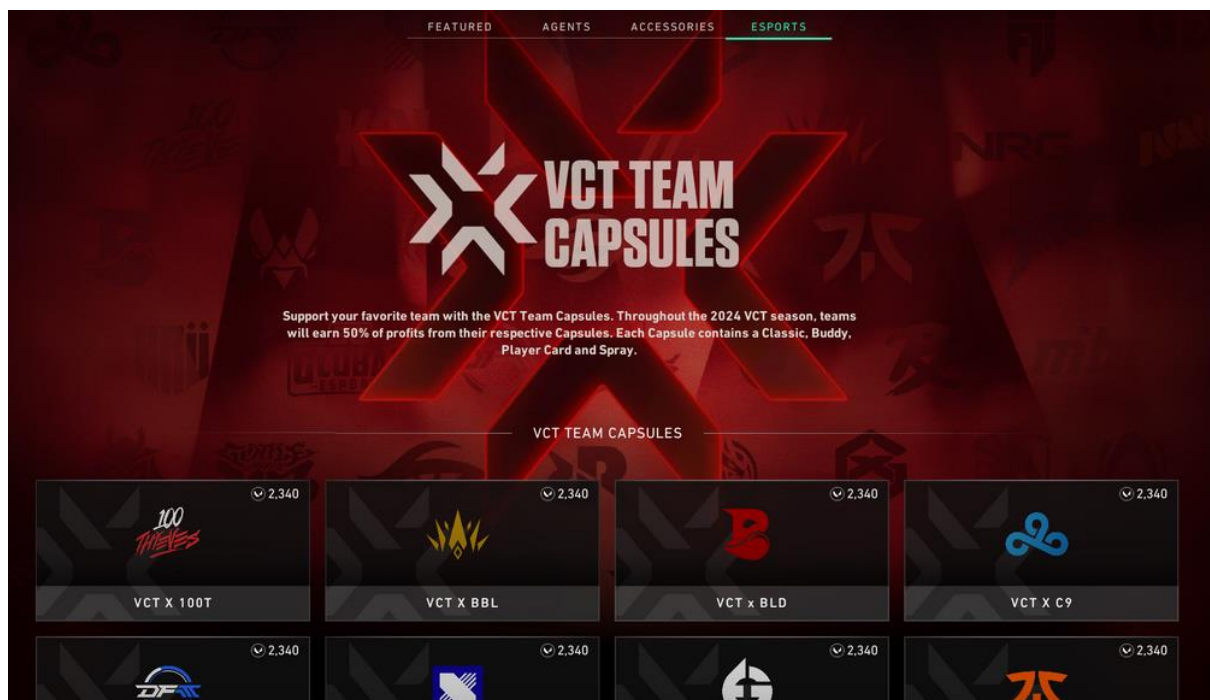


- The Agent store is where players unlock any agents that they want to obtain.
- Agents are available to be unlocked for KC 8,000, VP 1,000 or 1 Free Agent Token (Up to 2x Free Agent Tokens can be acquired from Basic Training Event).
- When a new agent is initially released, the option to unlock them using Kingdom Credits and Free Agent Tokens are disabled and is replaced instead with a limited-time Recruitment Event that lasts for 28 days.
 - After earning 200,000 XP during the Recruitment Event, the new agent will be unlocked for the player for free.
 - Throughout the event, the option to immediately unlock the new agent using VALORANT Points still remains available.

ACCESSORY STORE



- The Accessory store contains player's Offers for accessories from previous Act battle passes.
- These contain four randomly chosen accessories that aren't owned by the player and aren't from the three most recent passes to be released including the current act.
- Prices for individual items vary from between Kingdom Credits 4,000 and Kingdom Credits 7,500 (in denominations of 500) for buddies, player cards and sprays and the standard Kingdom Credits 2,500 for player titles.
- Every week, the offers are refreshed with new options.
- If the store cannot find four remaining eligible accessories that the player hasn't obtained to fill the Offers' slots, each slot that cannot contain an accessory will instead be replaced with a message thanking the player for supporting Valorant.
- The following accessories will not appear in the store rotation:
 - Accessories from Epilogue tiers
 - All buddies from Episode Coin Collection



- This limited-time store mainly showcases the VCT Team Capsules of each season.
- The functions mainly retain similar features of Featured Store.

NIGHT.MARKET



- Whenever a new Night.Market is opened, players will receive offers for six random weapon skins that will be randomly discounted ranging at 10%-49%.
- These offers are unique for each player.
- Players only receive one set of offers per Night.Market, and each set only available for a limited time.

VALORANT POINTS (VP)



- VALORANT Points (VP) are a form of premium currency in VALORANT that can only be obtained by purchasing with real money.
- Uses:
 - Weapon skin offers in Store
 - Collection bundles
 - Night Market
 - Accessories during a featured Collection Bundle
 - VP 1,000 to upgrade to premium Act battle pass
 - VP 300 per tier unlock up to Tier 50
 - VP 1,000 to unlock an agent
 - Purchasing Radianite Points

Cost (USD)	Valorant Points (VP)	Bonus VP	Total VP
4.99	475	+0	475
9.99	950	+50	1000
19.99	1900	+150	2050
34.99	3325	+325	3650
49.99	4750	+600	5350
99.99	9500	+1500	11000

Cost (SGD)	Valorant Points (VP)	Bonus VP	Total VP
Debit/Credit Card, GrabPay, Paypal			
6.98	500	+0	575
12.98	929	+46	975
25.98	1857	+118	1975
45.98	3286	+264	3550
88.98	6357	+643	7000
128.98	9214	+1286	10500
Mobile Payments			
6.98	400	+0	400
12.98	780	+0	780
25.98	1580	+0	1580
45.98	2840	+0	2840

RADIANITE POINTS (RP)



- Radianite Points (RP) are a form of currency in Valorant.
- They are used to upgrade owned weapon skins with new VFX, audio, animations, finishers and variants of the skins, if the selected skin has these upgrades available.
- Acquisition:
 - RP 40 from the Basic Training Event, obtained at Milestone 4: Combat+
 - Act Battle Passes
 - In Episode 01: IGNITION: Act 1, 10 lots of RP 10 for premium track, 3 lots of RP 10 for free track
 - In Episode 01: IGNITION: Act 2, 10 lots of RP 10 for premium track, 2 lots of RP 10 for free track
 - From Episode 01: IGNITION: Act 3 onwards, 10 lots of RP 10 for premium track, 6 lots of RP 10 for free track
 - 2 lots of RP 10 from event passes (excluding Closed Beta)
 - 3 lots of RP 10 from 2023 Horizons Pass
 - Using Valorant Points VALORANT Points (VP)
 - VP 1,600 – RP 20
 - VP 2,800 – RP 40
 - VP 4,800 – RP 80
 - RP 10 from each VALORANT X PS+ bundle
 - RP 10 from Prime Gaming Drops on December 2020
- Uses:
 - RP 10 per level of upgrade on a weapon skin
 - RP 15 for each weapon variant after fully upgraded

KINGDOM CREDITS (KC)



- There is a cap on how many Kingdom Credits a player can hold, set at KC 10,000.
- Acquisition:
 - Playing any match-made game mode.
 - Completing Checkpoints: KC 150 for each checkpoint completed; up to 4 checkpoints per day
 - Unlocking specific Agents' Gear: KC 2,000 from Tier 5 of every Agent's Gear, except for Brimstone, Jett, Phoenix, Sage, and Sova
- Uses:
 - Agent Gear for unlocked Agents
 - KC 8,000 to unlock an Agent after their release recruitment event has ended from Agent Store
 - Previous Battle Pass accessories from Accessory Store
 - KC 4,000 - 7,500 (in denominations of 500) for Gun Buddies, Player Cards and Sprays.
 - KC 2,500 for Player Titles

EXPERIENCE POINTS (XP)



- Experience Points, or EXP/XP, are points that are earned by players after completing missions and matches.
- It is used to progress through Battle Passes and Recruitment events for newly released agents.

2. PRODUCT STATISTICS

3. PRICING STRATEGY

BUNDLE PRICING

Standard bundle type

Bundle Type		Bundle Price (VP)	Contents Discounted
Edition	Contents		
Select	5 gun skins	2,930	33% off all contents in bundle
	4 gun skins + 1 melee skin + 1 buddy (if any)	3,500	Free melee skin, free buddy (if any)
Deluxe	5 gun skins	4,270	33% off all contents in bundle
	4 gun skins + 1 melee skin + 1-2 of each accessories (if any, excluding Flex)	5,100	Free melee skin, free accessories (if any)
Premium	4 gun skins + 1 melee skin + 1-2 of each accessories (if any, excluding Flex)	7,100	Free melee skin, free accessories (if any)
Exclusive	4 gun skins + 1 melee skin + any accessories	8,700	Free melee skin, free accessories
Ultra	4 gun skins + 1 melee skin + any accessories	9,900	Free melee skin, free accessories

Other bundle types

Bundle Type		Bundle Price (VP)	Contents Discounted	Applicable Bundles
Edition	Contents			
Select	4 gun skins + 1 melee skin + 5 player cards	3,875	Free melee skin, 80% off all player cards	Fortune's Hand
	4 gun skins + 1 melee skin + 1 buddy + 1 player card + 1 spray	4,440	Free melee skin, 20% off all accessories	Wonderstallion
Deluxe	5 gun skins + 1 buddy + 5 player cards + 5 sprays	5,616	33% off all weapon skins, 66% off all accessories	Team Ace
Premium	2 gun skins + 1 melee skin + 1 buddy + 1 player card	6,127	30% off all contents in bundle	Magepunk, EP 6
	2 gun skins + 1 melee skin + 1 buddy + 1 player card + 1 spray	6,355	30% off all contents in bundle	XERØFANG
	2 gun skins + 1 melee skin + 1 buddy + 1 Flex + 1 player card + 1 spray	6,940	40% off all weapon skins, 20% off all accessories	Helix
	5 gun skins + 3 player cards + 3 sprays	6,992	33% off all weapon skins, 50% off all accessories	Doodle Buds
	4 gun skins + 1 melee skin + 5 buddies + 5 player cards + 5 sprays	8,855	Free melee skin, 70% off all accessories	VALORANT GO! Vol. 1 VALORANT GO! Vol. 2
Exclusive	2 gun skins + 1 melee skin + 1 buddy + 1 player card	6,700	23% off all weapon skins, free accessories	RGX 11z Pro, EP 9 Singularity, EP 9
	4 gun skins + 1 melee skin + accessories	9,500	Free melee skin, free accessories	EX.O Kuronami
	4 gun skins + 1 melee skin + accessories	10,700	Free melee skin, free accessories	Spectrum
Ultra	4 gun skins + 1 melee skin + accessories	11,900	Free melee skin, free accessories	Radiant Entertainment System

USER EXPERIENCE RESEARCH

Key Aspects:

- **Store Navigation & UI** – Is the shop easy to browse? Are cosmetics well-organized?
- **Cosmetic Previews** – Can players clearly see skins, VFX, and animations before buying?
- **Purchase Experience** – Is the buying process smooth? Are prices clear?
- **Customization & Loadout Management** – Is it easy to equip and switch cosmetics?
- **Emotional & Psychological Impact** – Does FOMO or exclusivity affect decision-making?
- **Monetization & Value Perception** – Do players feel they get fair value for their money?
- **Community & Social Influence** – How do peers, streamers, and trends impact choices?
- **Competitive & Performance Perception** – Do skins affect perceived aim, confidence, or status?

Steps:

1. **Define Goals** – Identify key UX aspects and research questions.
2. **Obtain Data** – Gather data from different sources.
 - **Primary Data Collection:** Surveys & Questionnaires, User Interviews, Usability Testing, Focus Groups.
 - **Secondary Data Collection:** Data Scraping (Reddit, X, Youtube), Community Feedback (Discord, X), Academic Papers.
 - **Usability Testing:** Task Success Rate, Time on Task, Error Rate, A/B Testing
3. **Analyze Data** – Perform qualitative and quantitative analysis.
 - **Qualitative Analysis:** Thematic Analysis, Content Analysis, Affinity Diagramming
 - **Quantitative Analysis:** Descriptive Statistics, Sentiment Analysis, Frequency Analysis, Cluster Analysis
 - **Behavioral Analysis:** Clickstream Analysis, Heatmaps, Session Recordings
4. **Compare Competitors** – Assess UX differences in competitors.
5. **Summarize & Improve** – Identify issues, propose UX enhancements.
6. **Visualize & Report** – Use charts, sentiment graphs, and key takeaways.

Statistical Techniques:

- **Descriptive & Comparative Statistics**
 - **Descriptive Statistics:** Summarizing data (mean, median, mode, etc.).
 - **t-Test:** Comparing the means of two groups.
 - **ANOVA (Analysis of Variance):** Comparing means across multiple groups.
 - **Chi-Square Test:** Testing for independence between categorical variables.
 - **Correlation Analysis:** Measuring the relationship between two variables.
 - **Z-Score:** Measures how far a data point is from the mean in terms of standard deviations.
 - **Mann-Whitney U Test:** A non-parametric test to compare two independent groups when the data doesn't follow a normal distribution.
- **Predictive & Causal Analysis**
 - **Regression Analysis:** Understanding relationships between variables (linear or logistic regression).
 - **Path Analysis:** Exploring causal relationships and user journeys.
 - **Multivariate Analysis:** Includes MANOVA, Principal Component Analysis (PCA), etc. for analyzing multiple variables simultaneously.

- **Survival Analysis:** Analyzing time-to-event data (e.g., time spent on a task).
- **Time Series Analysis:** Analyzes data points collected or recorded at specific time intervals (e.g., tracking user behavior over time).
- **Structural Equation Modeling (SEM):** Used for testing and estimating causal relationships using a combination of statistical data and qualitative causal assumptions.
- **Experimental Design & Group Comparisons**
 - **A/B Testing:** Comparing two variations of a design.
 - **Factorial Designs:** Testing multiple factors or variables simultaneously in experiments.
 - **Cross-Over Design:** A type of experimental design where participants receive different treatments in a specific sequence.
 - **Randomized Controlled Trials (RCT):** A controlled experiment where participants are randomly assigned to either a treatment group or a control group.
 - **Latent Class Analysis:** Identifies subgroups of users based on their responses to a set of observed variables, often used in market research to segment audiences.
- **Preference & Conjoint Analysis**
 - **MaxDiff:** Identifying user preferences by determining the best/worst items in sets.
 - **Conjoint Analysis:** Understanding how users make trade-offs between product features.

Performance Metrics:

1. **Task Performance Metrics** (Task Success Rate, Time on Task, Error Rate, Task Completion Rate)
2. **Efficiency Metrics** (Time to Complete Task, Clicks to Completion, Keystrokes to Completion)
3. **Satisfaction Metrics** (System Usability Scale (SUS), Net Promoter Score (NPS), Customer Satisfaction Score (CSAT), User Satisfaction)
4. **Retention & Engagement Metrics** (Retention Rate, Churn Rate, Active Users)
5. **Cognitive Load Metrics** (Mental Effort, Learnability)
6. **Accessibility Metrics** (Accessibility Score, Error Rate for Accessibility)
7. **Conversion Metrics** (Conversion Rate, Abandonment Rate)
8. **Engagement Metrics** (Click-Through Rate (CTR), Heatmap Data)
9. **Emotional & Psychological Metrics** (Emotional Satisfaction, User Sentiment)

MARKET RESEARCH

Key Aspects:

- **Market Segmentation** – Identifying different customer groups based on demographics, behavior, needs, and preferences.
- **Customer Needs & Preferences** – Understanding what customers value in a product or service.
- **Competitive Analysis** – Identifying direct and indirect competitors, evaluating their strengths, weaknesses, and market positioning.
- **Industry Trends & Demand Forecasting** – Assessing market growth, emerging trends, and predicting future customer demand.
- **Pricing Strategy** – Determining optimal pricing based on willingness to pay, competitor pricing, and perceived value.
- **Brand Perception & Awareness** – Measuring how customers view a brand in comparison to competitors.
- **Sales & Distribution Channels** – Identifying the best channels for reaching customers, such as online platforms or retail stores.

Steps:

1. **Define Objectives** – Clearly state the purpose of the research, identify key questions, and determine the expected outcomes.
2. **Design Research Methodology**
 - **Primary research:** surveys, interviews, focus groups, experiments
 - **Secondary research:** industry reports, competitor analysis, social media insights
3. **Collect Data** – Gather information through surveys, interviews, focus groups, web analytics, or other relevant methods.
4. **Analyze Data** – Apply statistical and qualitative techniques to identify patterns, correlations, and actionable insights.
5. **Report Findings & Recommendations** – Present the research findings in a clear and structured manner, providing strategic recommendations based on the data.

Statistical Techniques:

- **Descriptive Statistics:**
 - Mean, Median, Mode – Summarize numerical data.
 - Frequency Distribution – Show how often responses occur.
 - Cross-tabulation – Compare responses across different categories.
- **Inferential Statistics:**
 - Hypothesis Testing (T-tests, ANOVA, Chi-square Test) – Determine statistical significance.
 - Correlation Analysis – Measure the relationship between variables (e.g., price vs. demand).
 - Regression Analysis – Predict future outcomes (e.g., sales forecasts).
- **Market-Specific Techniques:**
 - Conjoint Analysis – Understand how customers value product features.
 - Cluster Analysis – Group customers into segments.
 - Factor Analysis – Identify underlying variables that influence customer choices.
 - Sentiment Analysis – Analyze customer opinions in text data (e.g., social media, reviews).
 - Time Series Analysis – Forecast trends over time (e.g., sales predictions).

Performance Metrics:

1. **Customer-Oriented Metrics** (Customer Satisfaction (CSAT), Net Promoter Score (NPS), Customer Retention Rate, Customer Acquisition Cost (CAC), Customer Lifetime Value (CLV))
2. **Market-Oriented Metrics** (Market Share, Brand Awareness, Churn Rate, Conversion Rate, Sales Growth Rate)
3. **Digital & Engagement Metrics** (Click-Through Rate (CTR), Bounce Rate, Social Media Engagement)