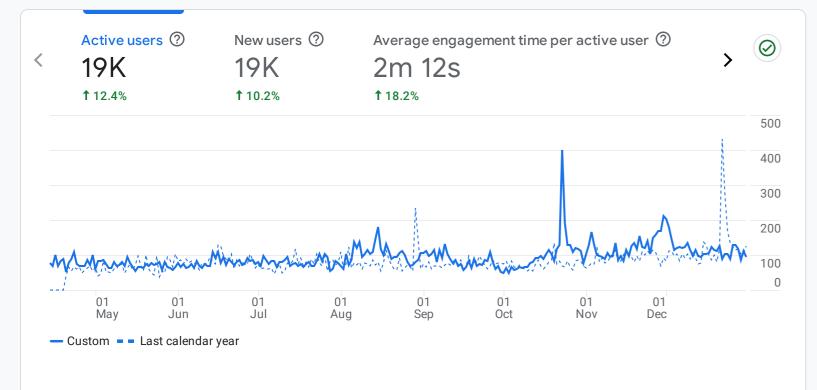
All Users Add comparison +

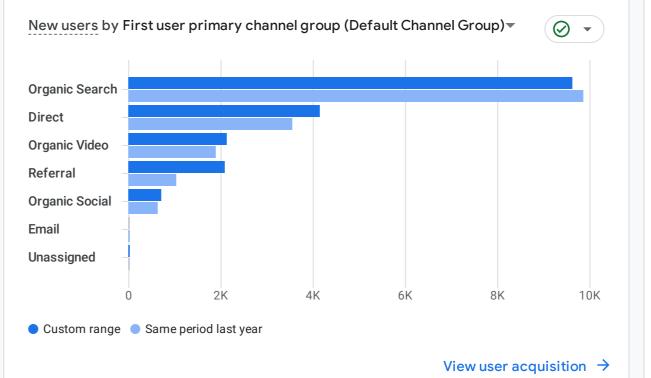
Go to report 🛽

Custom Apr 14 - Dec 31, 2024

Compare: Apr 14 - Dec 31, 2023

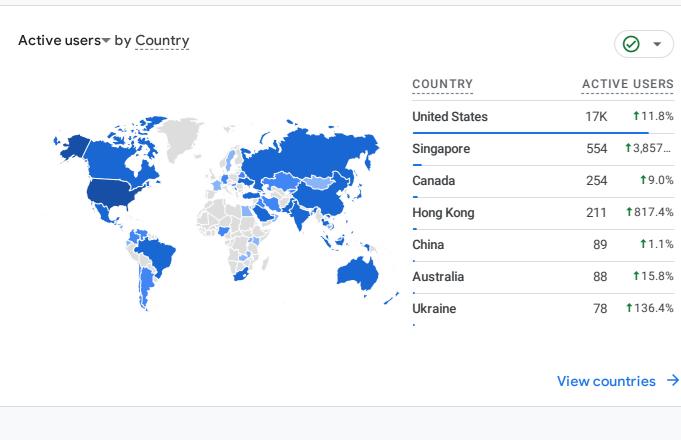
Reports snapshot





SESSION PRIMARY CHAN	SESSIONS		
Organic Search	16K	1 8.8%	
Direct	6.5K	1 15.4%	
Organic Video	2.8K	1 9.6%	
Referral	3.5K	† 130.1%	
Organic Social	1.2K	1 40.7%	
Unassigned	323	† 134.1%	
Email	0	↓100.0%	

View traffic acquisition \rightarrow



HOW ARE ACTIVE USERS TRENDING?

⊘ -

ACTIVE USERS

17K **1**11.8%

554 **†**3,857...

11 1817.4%

78 136.4%

19.0%

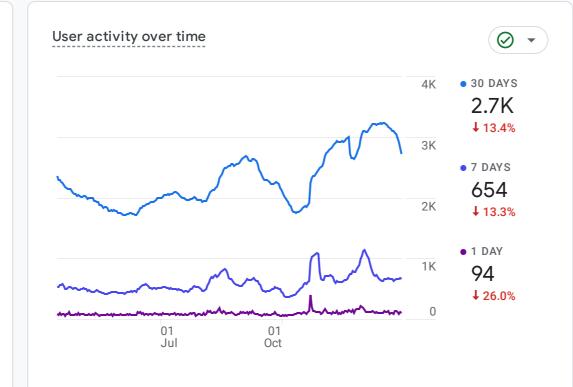
†1.1%

115.8%

254

89

88



HOW WELL DO YOU RETAIN YOUR USERS?

Based on device data only							
	Week 0	Week 1	Week 2	Week 3	Week 4	Week	
All Users	100.0%	4.9%	2.3%	1.7%	1.6%	0.6%	
Nov 17 - Nov 23							
Nov 24 - Nov 30							
Dec 1 - Dec 7							
Dec 8 - Dec 14							
Dec 15 - Dec 21							
Dec 22 - Dec 28							

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

WHAT ARE YOUR TOP EVENTS?

WHAT ARE YOUR TOP PERFORMING KEY EVENTS?

WHERE DOES YOUR AVERAGE 120D VALUE COME FROM?

WHAT ARE YOUR TOP SELLING PRODUCTS?

-



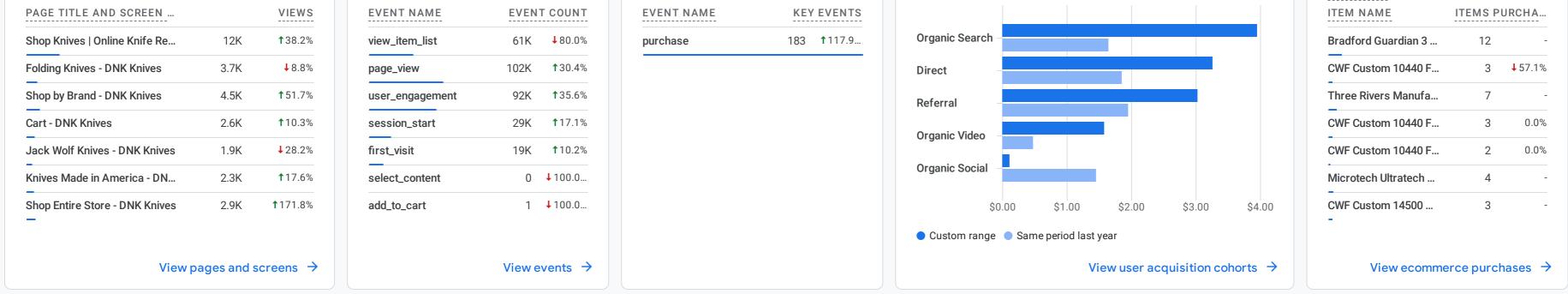




Average 120d value by \oslash First user primary channel group (Default ... 💌

Ø •

Items purchased by Item name



HOW DOES ACTIVITY ON YOUR PLATFORMS COMPARE?

