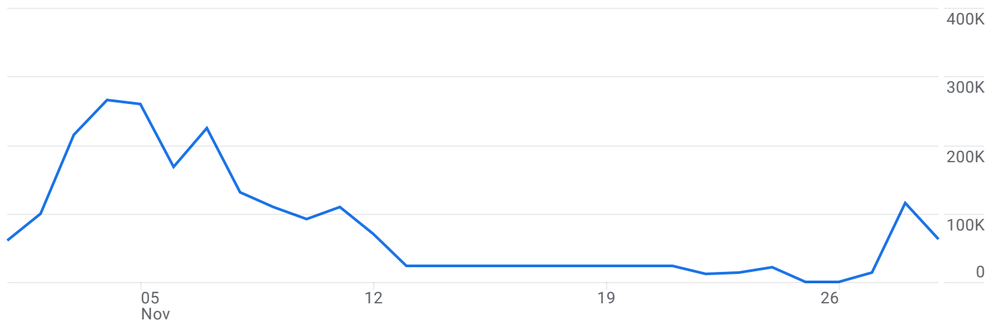
All Users | Add comparison +

Custom Nov 1 - Nov 29, 2023

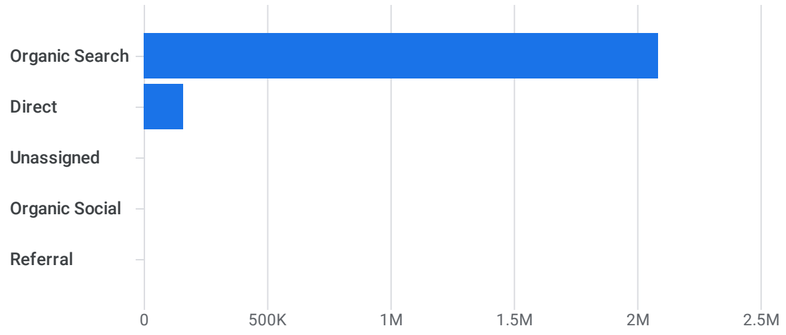
Reports snapshot

Users 2.3M | New users 2.2M | Average engagement time 1m 04s | Total revenue ₹0.00



WHERE DO YOUR NEW USERS COME FROM?

New users by First user default channel group



View user acquisition →

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session default channel group

SESSION DEFAULT CHANN...	SESSIONS
Organic Search	2.1M
Direct	154K
Unassigned	47K
Organic Social	4
Referral	2

View traffic acquisition →

Users by Country

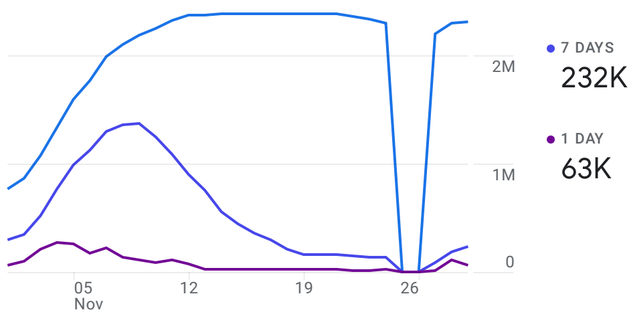


COUNTRY	USERS
India	2.3M

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%	0.0%	0.0%	0.0%	0.0%	0.0%
Oct 15 - Oct 21						
Oct 22 - Oct 28						
Oct 29 - Nov 4						
Nov 5 - Nov 11						
Nov 12 - Nov 18						
Nov 19 - Nov 25						

6 weeks ending Nov 25

View retention →

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Delhi News, Mumbai News, Jaipur N...	2.2M
Maharashtra - Aryan Age	612K
Health - Aryan Age	601K
Rajasthan - Aryan Age	600K
Uttar Pradesh - Aryan Age	427K
Science/Tech - Aryan Age	422K
India - Aryan Age	346K

View pages and screens →

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	7.5M
user_engagement	7.5M
session_start	2.2M
first_visit	2.2M
scroll	24
form_submit	16
form_start	9

View events →

WHAT ARE YOUR TOP CONVERSIONS?

Conversions by Event name

EVENT NAME	CONVERSIONS

No data available

View conversions →

WHAT ARE YOUR TOP SELLING PRODUCTS?

Items purchased by Item name

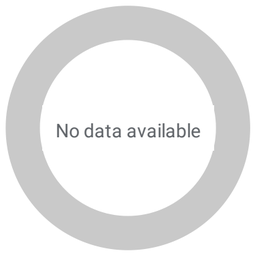
ITEM NAME	ITEMS PURCHA...

No data available

View items →

HOW DOES ACTIVITY ON YOUR PLATFORMS COMPARE?

Conversions by Platform



View tech details →

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