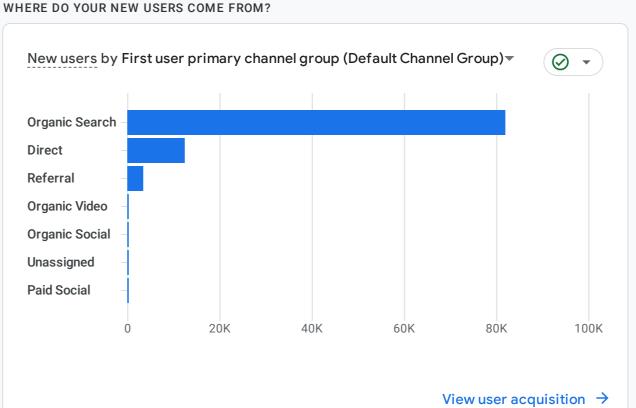
Visitors Summary January, 2025

S3Waas Analytics MNRE_Website_S3Waas

All Users Add comparison +

Reports snapshot

<	Active users ⑦ 117K	New users ⑦ 99K	Average engagement time per active user $@$ 1m 24s	>	\oslash
					8K
	\neg	\frown		_	6K
/					4K 2K
					0
	05 Jan	12	19 26		



WHAT ARE YOUR TOP CAMPAIGNS?

Sessions - by Session primary channel group	⊘ •
SESSION PRIMARY CHAN	SESSIONS
Organic Search	158K
Direct	20K
Referral	6.9K
Unassigned	718
Organic Social	299
Organic Video	296
Paid Social	191

View traffic acquisition \rightarrow

Active users by Country		Ø •
	COUNTRY	ACTIVE USERS
	India	111K
	United States	1.6K
	Germany	521
	Canada	382
	Japan	338
	Singapore	309
V .	United Arab Emirat	298

COUNTRY	ACTIVE USERS
India	111k
United States	1.6k
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150K	• 30 DAYS 114K
100К	• 7 days 31K
50K	• 1 DAY 4.9K
0	
	100К 50К

HOW ARE ACTIVE USERS TRENDING?

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

PAGE TITLE AND SCREEN	VIEWS
नवीन और नवीकरणीय ऊर्जा मंत्रा	37K
MINISTRY OF NEW AND REN	31K
Schemes MINISTRY OF NE	13K
Physical Achievements MIN	11K
National Green Hydrogen Mis	9.8K
APPROVED LIST OF MODEL	9.8K
Recruitments MINISTRY OF	8.4K

WHAT ARE YOUR TOP EVENTS?

EVENT NAME	EVENT COUNT
page_view	354k
user_engagement	272
session_start	1894
scroll	1004
first_visit	99k
click	88k
file_download	75

View events \rightarrow

HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort Based on device data only



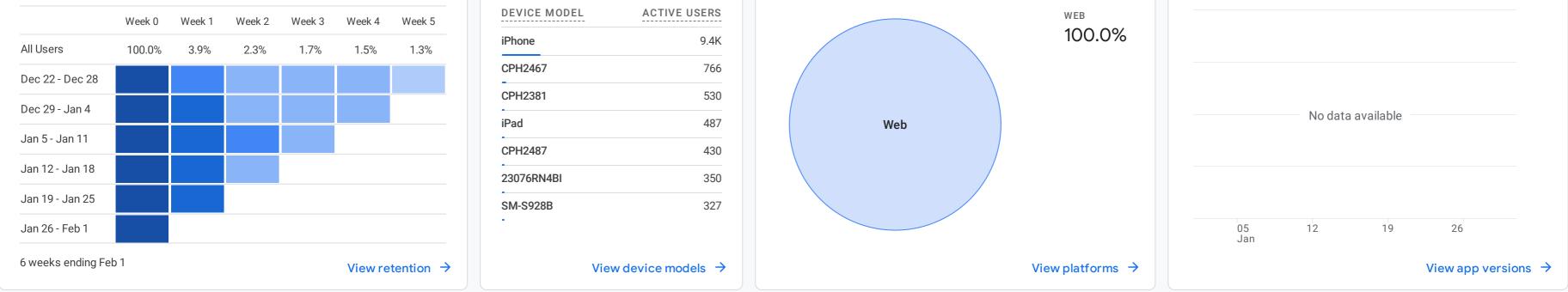




Active users by Platform



View pages and screens \rightarrow



WHERE DOES YOUR AVERAGE 120D VALUE COME FROM?

