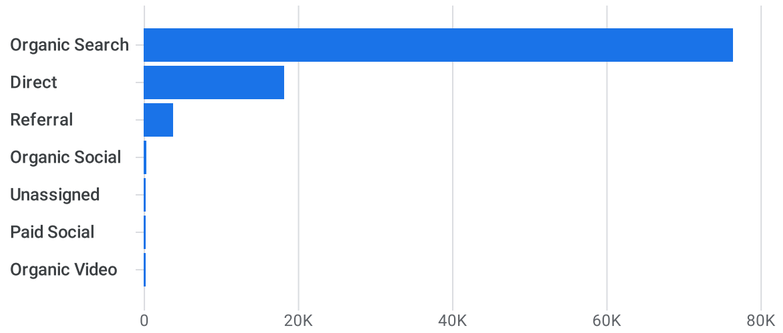
All Users | Add comparison | Custom Mar 1 - Mar 31, 2025

# Reports snapshot

Active users 117K | New users 99K | Average engagement time per active user 1m 12s

WHERE DO YOUR NEW USERS COME FROM?

New users by First user primary channel group (Default Channel Group)




View user acquisition

WHAT ARE YOUR TOP CAMPAIGNS?

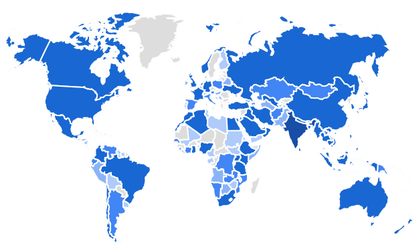
Sessions by Session primary channel group...

| SESSION PRIMARY CHAN... | SESSIONS |
|---|---|
| Organic Search | 152K |
| Direct | 25K |
| Referral | 7.2K |
| Unassigned | 1.7K |
| Organic Social | 478 |
| Paid Social | 214 |
| Organic Video | 43 |

View traffic acquisition

HOW ARE ACTIVE USERS TRENDING?

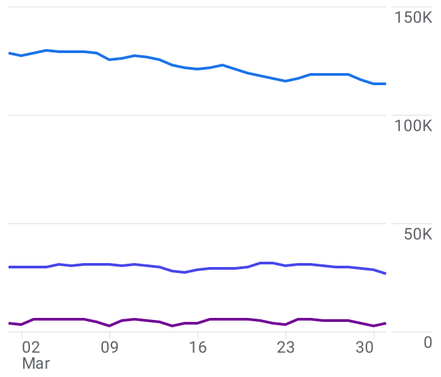
Active users by Country



| COUNTRY | ACTIVE USERS |
|---|---|
| India | 105K |
| United States | 8K |
| Germany | 815 |
| Canada | 467 |
| Singapore | 357 |
| Japan | 258 |
| Hong Kong | 251 |

View countries

User activity over time




30 DAYS 114K
7 DAYS 27K
1 DAY 3.6K

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

| PAGE TITLE AND SCREEN ... | VIEWS |
|---|---|
| नवीन और नवीकरणीय ऊर्जा मंत्रा... | 46K |
| MINISTRY OF NEW AND REN... | 30K |
| APPROVED LIST OF MODEL... | 12K |
| Current Notices \| MINISTRY ... | 11K |
| Schemes \| MINISTRY OF NE... | 10K |
| Physical Achievements \| MIN... | 8.7K |
| Solar \| MINISTRY OF NEW A... | 8.5K |

View pages and screens

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

| EVENT NAME | EVENT COUNT |
|---|---|
| page_view | 331K |
| user_engagement | 253K |
| session_start | 186K |
| first_visit | 99K |
| scroll | 88K |
| click | 78K |
| file_download | 64K |

View events

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% | 3.3% | 1.9% | 1.5% | 1.3% | 1.1% |
| Feb 16 - Feb 22 | | | | | | |
| Feb 23 - Mar 1 | | | | | | |
| Mar 2 - Mar 8 | | | | | | |
| Mar 9 - Mar 15 | | | | | | |
| Mar 16 - Mar 22 | | | | | | |
| Mar 23 - Mar 29 | | | | | | |

6 weeks ending Mar 29

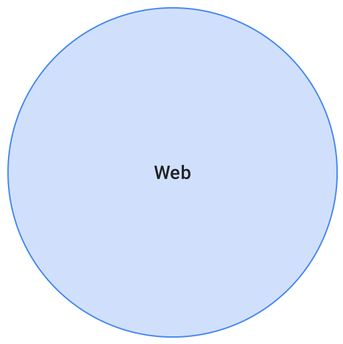
View retention

Active users by Device model

| DEVICE MODEL | ACTIVE USERS |
|---|---|
| iPhone | 8.5K |
| CPH2467 | 689 |
| CPH2381 | 495 |
| iPad | 457 |
| CPH2487 | 364 |
| Edge 50 Fusion | 353 |
| SM-S911B | 320 |

View device models

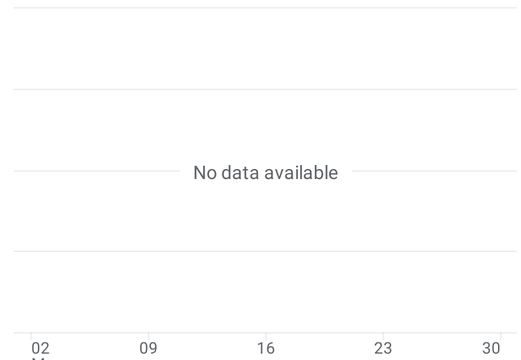
Active users by Platform




WEB 100.0%

View platforms

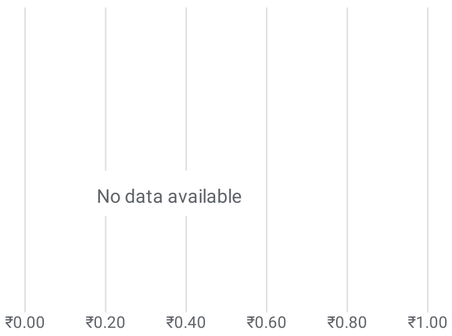
Active users by App version




View app versions

WHERE DOES YOUR AVERAGE 120D VALUE COME FROM?

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

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