

Reports snapshot

Active users

2.2K

New users

2.1K

Average engagement time per active user

54s

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

Organic Search	610
Email	510
Direct	330
Unassigned	290
Display	190
Organic Social	170
Referral	26

View user acquisition

Sessions by Session primary channel group

Organic Search	923
Email	518
Direct	434
Unassigned	307
Display	194
Organic Social	178
Referral	26

View traffic acquisition

Active users by Country

COUNTRY	ACTIVE USERS
United States	2K
Netherlands	53
China	34
United Kingdom	12
Ireland	10
Spain	8
Poland	8

View countries

User activity over time

30 DAYS

2.4K

7 DAYS

866

1 DAY

86

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Masonic Home for Children a...	2.3K
About - Masonic Home for C...	267
Job Opportunities - Masonic ...	187
Needs - Masonic Home for C...	165
3rd Annual St. Johns Charity ...	136
Admissions - Masonic Home ...	132
Staff - Masonic Home for Chi...	120

View pages and screens

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	4K
session_start	2.6K
user_engagement	2.1K
first_visit	2.1K
phone_clicks	1.8K
scroll	762
click	367

View events

Key events by Event name

EVENT NAME	KEY EVENTS
phone_clicks	389
donate_button	94
ads_conversion_cont...	86
amazon_button	29
walmart_button	13
target_button	12
admissions_form	6

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

View user acquisition cohorts

Key events by Platform

WEB

100.0%

View tech details

Performance

- 7 days
- 30 days ✓
- 90 days

<div>Email open rate</div> <div>68% ↗</div> <div>vs previous 30 days</div>	<div>Contacts added</div> <div>26</div> <div>Add more →</div>
<div>Email click rate</div> <div>0% ↘</div> <div>vs previous 30 days</div>	<div>Emails sent</div> <div>177</div> <div>View all →</div>



Content overview

Breakdown: Organic/ads ▾

- All
- Posts
- Stories
- Reels
- Videos
- Live

Views
69.6K ↑ 120.6%

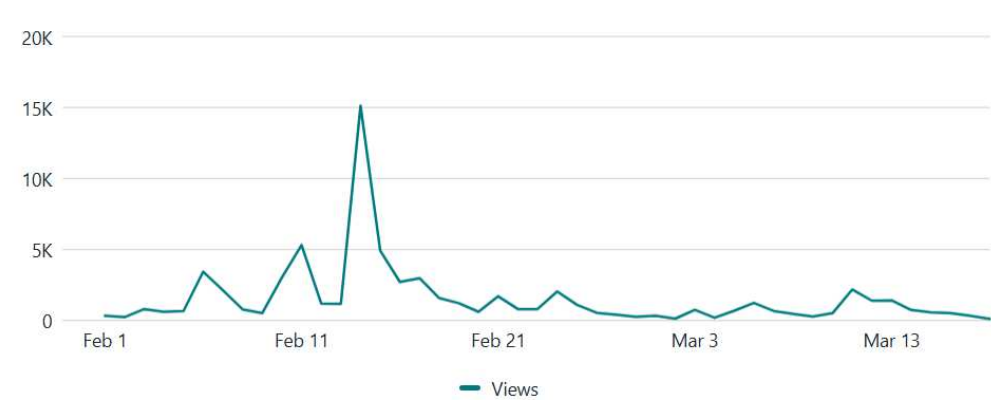
Reach
24.8K ↑ 89.5%

3-second views
3.3K ↓ 25.7%

1-minute views
448 ↓ 2.2%

Content interactions
2.6K ↑ 132.5%

Watch time
1d



Views breakdown

Feb 1 – Mar 18

Total
69,614 ↑ 120.6%

From organic
100% 0%

From ads
0% 0%

Top content by views

Boost content

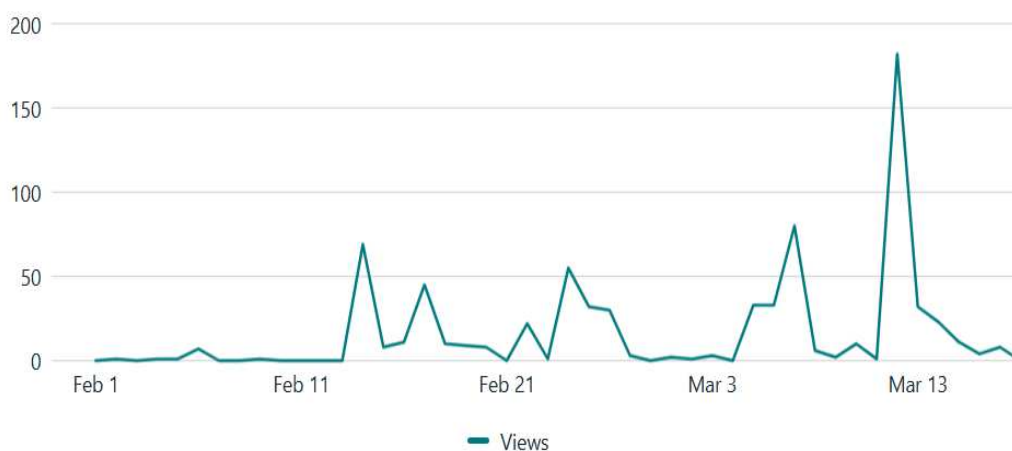
See all content

Content overview

Breakdown: Organic/ads ▼

All Posts Stories

Views 745 ↑ 330.6% Reach 254 ↑ 440.4% Content interactions 37 ↑ 516.7%



Views breakdown

Feb 1 – Mar 18

Total 745 ↑ 330.6%

From organic 100% 0%

From ads 0% 0%