
Reports snapshot
Account: New Website
Property: MHCO

Start date: 20260224
End date: 20260421

Nth day	Active users
0	384
1	392
2	249
3	160
4	181
5	68
6	79
7	82
8	67
9	90
10	68
11	51
12	57
13	68
14	69
15	87
16	74
17	56
18	59
19	74
20	104
21	236
22	270
23	234
24	155
25	144
26	251
27	266
28	164
29	161
30	81
31	93
32	73
33	69
34	76

35	62
36	75
37	100
38	59
39	53
40	56
41	90
42	451
43	401
44	270
45	270
46	92
47	71
48	100
49	232
50	226
51	147
52	108
53	99
54	84
55	108
56	45

Start date: 20260224

End date: 20260421

Nth day	New users
0	372
1	382
2	239
3	152
4	178
5	62
6	71
7	71
8	61
9	80
10	59
11	46
12	52
13	56
14	60
15	80
16	64
17	49

18	56
19	72
20	87
21	231
22	255
23	220
24	146
25	142
26	242
27	254
28	152
29	143
30	77
31	84
32	68
33	66
34	69
35	54
36	62
37	90
38	55
39	51
40	56
41	80
42	444
43	392
44	259
45	267
46	84
47	69
48	86
49	225
50	213
51	140
52	100
53	96
54	77
55	89
56	39

Start date: 20260224

End date: 20260421

Nth day Average engagement time per active user

0 161.1719

1 110.3597
2 93.71084
3 66.6875
4 141.5359
5 104.2353
6 78.74684
7 69.17073
8 52.1791
9 45.08889
10 50.20588
11 33.31373
12 38.59649
13 61.94118
14 124.087
15 92.54023
16 44.98649
17 49.03571
18 38.66102
19 55.66216
20 59.5
21 109.3093
22 82.66296
23 91.7906
24 112.6645
25 148.875
26 159.9203
27 153.9737
28 105.0305
29 115.6087
30 58.30864
31 62.01075
32 50.58904
33 66.94203
34 36.27632
35 81.83871
36 41.10667
37 42.77
38 38.74576
39 35.07547
40 24.28571
41 32.5
42 149.122
43 131.0898
44 72.06296

45	155.0741
46	110.5217
47	61.29577
48	36.25
49	90.97845
50	78.42478
51	61.27891
52	50.67593
53	31.75758
54	43.67857
55	49.10185
56	48.28889

Start date: 20260224

End date: 20260421

Nth day	Total revenue
0	0
1	0
2	0
3	0
4	0
5	0
6	0
7	0
8	0
9	0
10	0
11	0
12	0
13	0
14	0
15	0
16	0
17	0
18	0
19	0
20	0
21	0
22	0
23	0
24	0
25	0
26	0
27	0

28	0
29	0
30	0
31	0
32	0
33	0
34	0
35	0
36	0
37	0
38	0
39	0
40	0
41	0
42	0
43	0
44	0
45	0
46	0
47	0
48	0
49	0
50	0
51	0
52	0
53	0
54	0
55	0
56	0

Where do your new users come from?

Start date: 20260224

End date: 20260421

First user pi New users

Email	3689
Unassignec	1487
Organic Se:	1189
Direct	808
Organic Soc	134
Paid Searchf	97
Referral	71
Display	46
Audio	4
Cross-netw	1

Start date: 20260224
End date: 20260421
Session pri Sessions
Email 3938
Organic Se: 1917
Unassignec 1762
Direct 943
Paid Search 156
Organic Soc 149
Referral 103
Display 54
Audio 4
Cross-netw 1

Start date: 20260224
End date: 20260421
Country ID Active users
AT 2
AU 16
BG 1
BR 3
CA 51
CL 1
CN 30
CO 1
DE 77
ES 15
FR 10
GB 59
GH 1
GT 1
HK 16
ID 27
IE 2
IL 1
IN 7
IR 7
IS 2
JP 10
KE 1
KH 4

KR	1
LA	1
LU	3
MX	3
MY	1
NL	22
NO	2
NZ	2
PH	6
PK	3
PL	2
RO	1
RU	7
SE	14
SG	6
SV	1
TR	1
US	7283
ZA	3

Start date: 20260224

End date: 20260421

Country	Active users
US	7283
DE	77
GB	59
CA	51
CN	30
ID	27
NL	22

How are active users trending?

Start date: 20260224

End date: 20260421

Nth day	30 days	7 days	1 day
0	2721	838	384
1	3037	1120	392
2	3211	1295	249
3	3265	1368	160
4	3367	1489	181
5	3304	1499	68
6	3303	1497	79
7	3322	1194	82
8	3327	872	67

9	3344	712	90
10	3273	618	68
11	3226	485	51
12	3196	473	57
13	3173	461	68
14	3144	450	69
15	3112	475	87
16	3110	460	74
17	3058	449	56
18	3032	457	59
19	3025	475	74
20	3064	510	104
21	3243	678	236
22	3420	859	270
23	3573	1011	234
24	3621	1108	155
25	3697	1194	144
26	3861	1371	251
27	4061	1535	266
28	4158	1459	164
29	4231	1351	161
30	3935	1201	81
31	3638	1134	93
32	3465	1065	73
33	3379	883	69
34	3273	698	76
35	3267	599	62
36	3260	517	75
37	3278	535	100
38	3276	502	59
39	3247	483	53
40	3243	472	56
41	3278	484	90
42	3669	874	451
43	4001	1197	401
44	4201	1363	270
45	4388	1573	270
46	4405	1606	92
47	4423	1620	71
48	4457	1631	100
49	4614	1416	232
50	4733	1241	226
51	4643	1121	147
52	4484	959	108

53	4352	966	99
54	4280	974	84
55	4241	983	108
56	4036	800	45

How well do you retain your users?

Start date: 20260308

End date: 20260418

Date	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
Mar 8 - Mar	417	3	5	4	3	2
Mar 15 - Ma	1151	5	1	1	2	-1
Mar 22 - Ma	1020	3	0	3	-1	-1
Mar 29 - Ap	446	3	4	-1	-1	-1
Apr 5 - Apr :	1581	7	-1	-1	-1	-1
Apr 12 - Apr	927	-1	-1	-1	-1	-1

#

Start date: 20260224

End date: 20260421

Page title a Views

Masonic Hc	5337
Job Opport	1961
mhc-oxford	1716
About - Mas	498
Needs - Ma	329
Staff - Masc	311
Admissions	304
Portals - Mæ	280
Contact - M	246
Ambassadc	214
Masons - M	200
News - Mas	174
Events Cale	164
Page not fo	160
Board of Di	122
Gallery - Mæ	96
Community	65
Volunteer -	65
Executive C	53
Meet Our B	44
4th Annual	43
3rd Annual	41
Finance Co	39
MASONIC F	33

Planned Gi	32
13th Annua	22
A Life Roote	19
MHCO Boar	14
Meet The Br	14
Thank youâ	13
Fuel your d:	12
Pour with P	10
13th Annua	8
Access Der	8
Category: B	7
Spectrum a	7
Vision Com	6
12th Annua	5
13th Annua	5
Community	5
Financial D	5
Representa	5
Author: Ch:	4
Baccalaure	4
Fueling Futu	4
Meet Our Br	4
Untitled - M	4
COA - Masc	3
Marketing C	3
Policy & Pei	3
14th Annua	2
Ambassadc	2
Author: Ch:	2
Concerned	2
Day: June 3	2
Elementor	2
Elementor	2
Fight Night	2
From Baser	2
Making a Hi	2
Meet the Bc	2
Nominatio	2
Rufus Wals	2
Triangle No	2
11th Annua	1
2024-2025	1
Arbyâ€™s G	1
Author: Ch:	1

Author: Sav	1
Black Histo	1
CAPTRUST	1
Day: April 1	1
Day: April 1	1
Day: April 2	1
Day: April 3	1
Day: August	1
Day: Decen	1
Day: Januar	1
Day: July 11	1
Day: March	1
Day: March	1
Day: March	1
Day: Noven	1
Day: Septer	1
Day: Septer	1
Day: Septer	1
Day: Septer	1
Elementor #	1
Footer - Ma	1
GM Steve N	1
Header - M:	1
Header 2 - I	1
Offices Clo	1
Online hea	1
Orphans Lo	1
Program Pl:	1
Spring Day	1
St. Johns D:	1
å... ³ ä°žæ^‘	1

#

Start date: 20260224

End date: 20260421

Event name	Event count
page_view	12784
session_st	8950
first_visit	7526
user_engag	6775
phone_click	3257
scroll	1727
click	918
file_downlo	780

donate_but	499
ads_conver	493
video_progr	263
form_start	207
christmas_	146
video_start	97
amazon_bu	61
target_buttr	56
video_comf	35
walmart_bu	35
contact_for	17
admissions	13
independer	13
admissions	7
main_office	7
Info_email	3
form_subm	2
legacy_con	1

What are your top performing key events?

Start date: 20260224

End date: 20260421

Event name Key events

phone_clicl	808
ads_conver	493
donate_but	466
christmas_	142
target_buttr	54
amazon_bu	51
walmart_bu	34
contact_for	17
admissions	13
independer	11
main_office	7
admissions	5
Info_email	3
legacy_con	1

Where does your average 120d value come from?

Start date: 20260224

End date: 20260421

First user pi Average 120d value

#

Start date: 20260224

End date: 20260421

Item name Items purchased

How does activity on your platforms compare?

Start date: 20260224

End date: 20260421

Platform Key events

web 2105