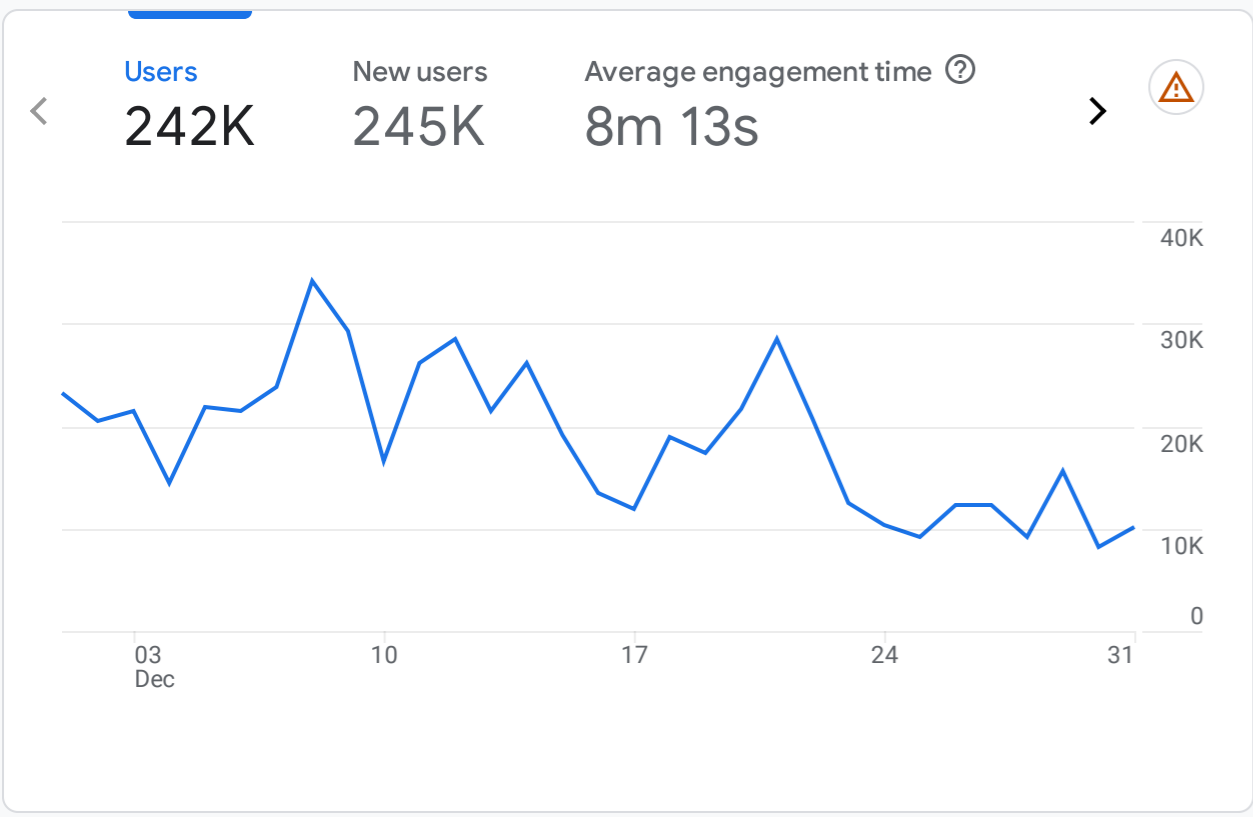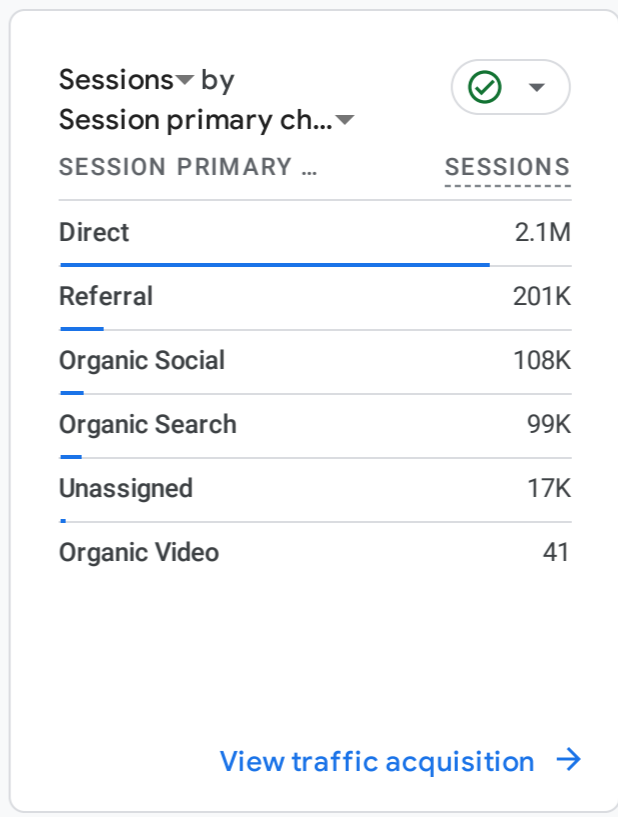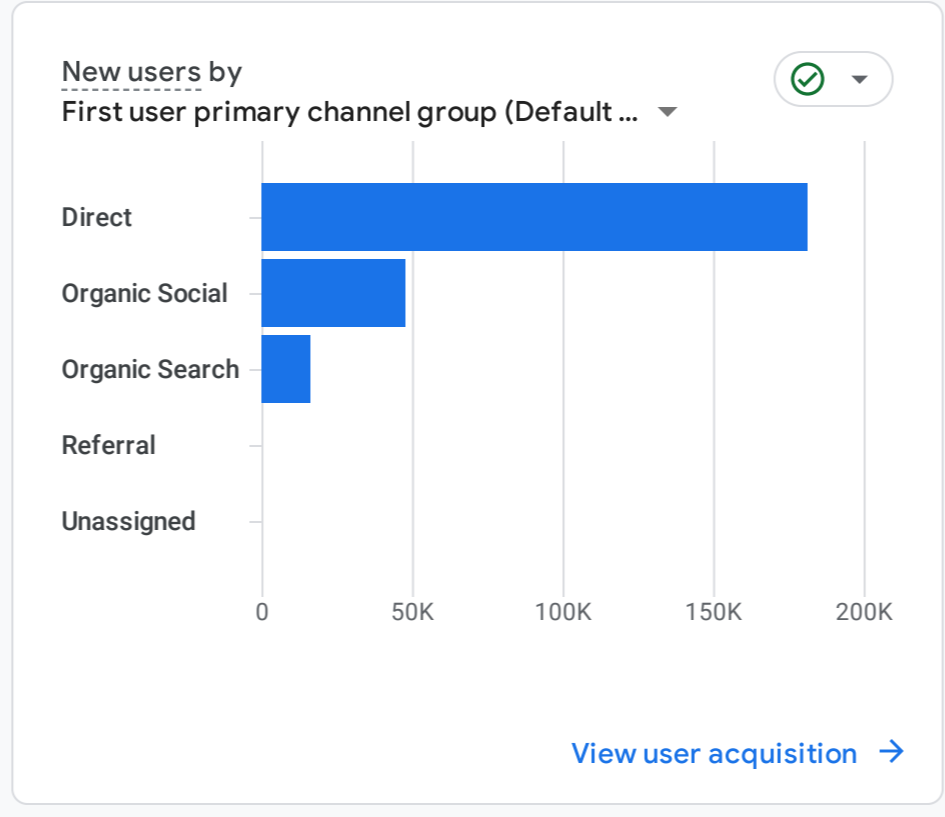A All Users   Add comparison +

Custom   Dec 1 - Dec 31, 2023 ▾
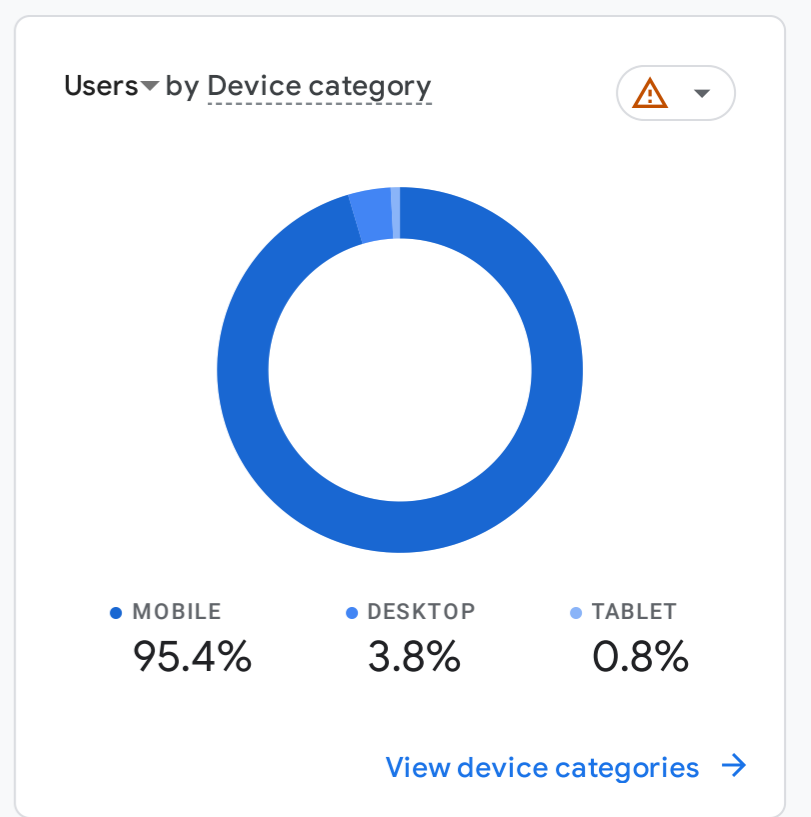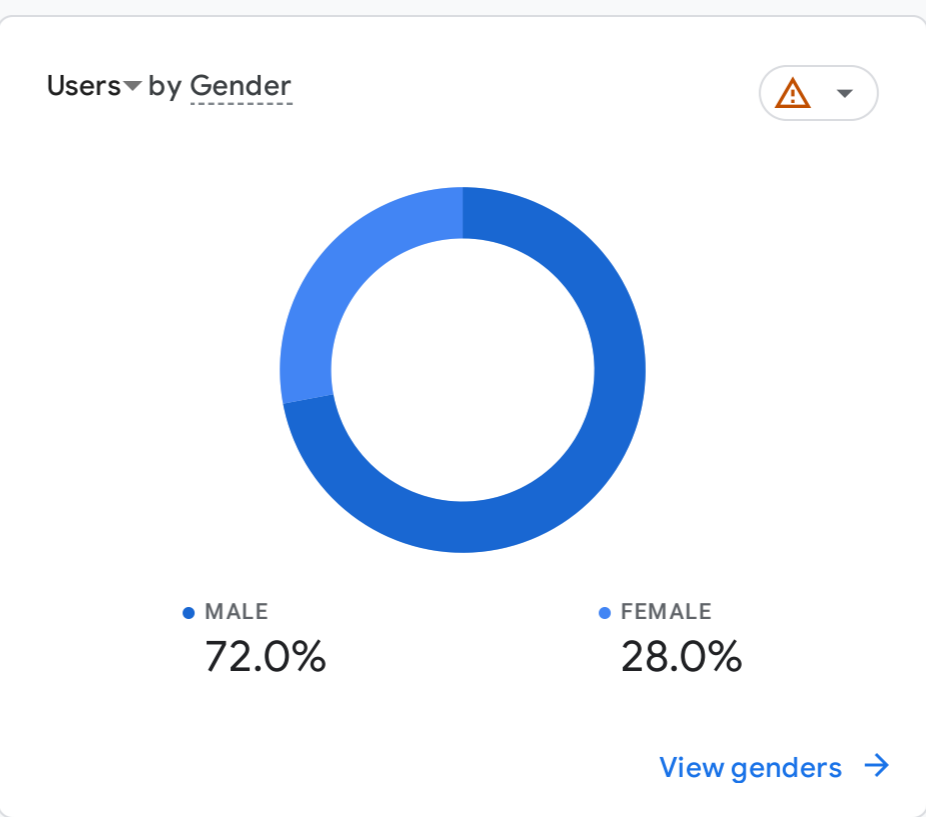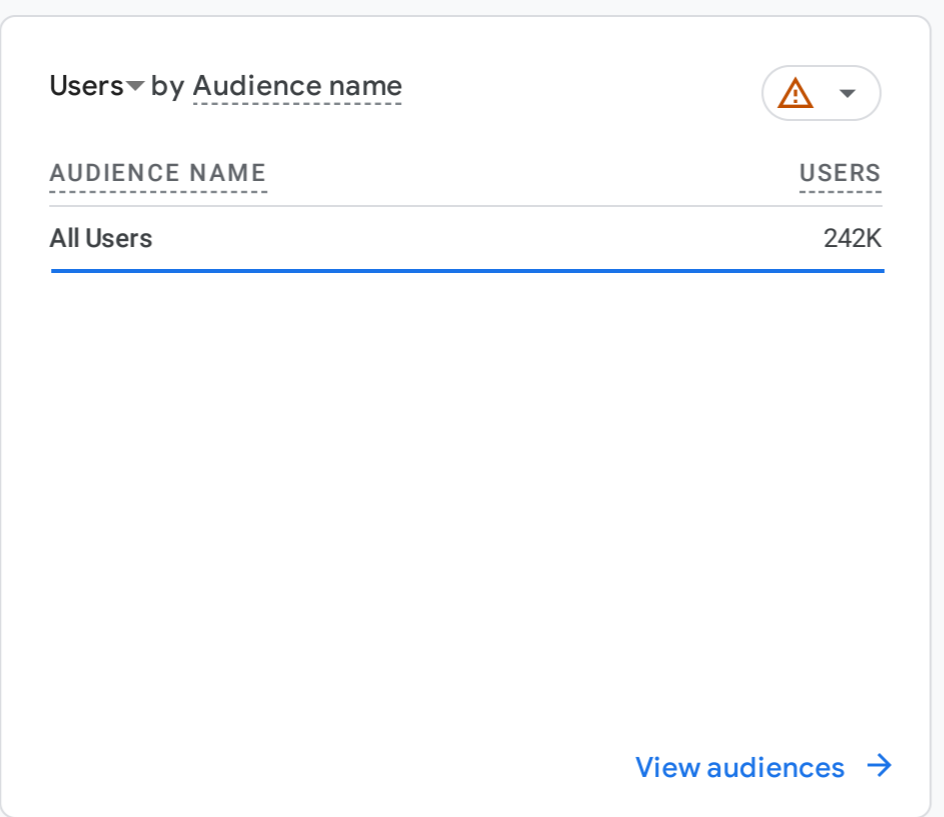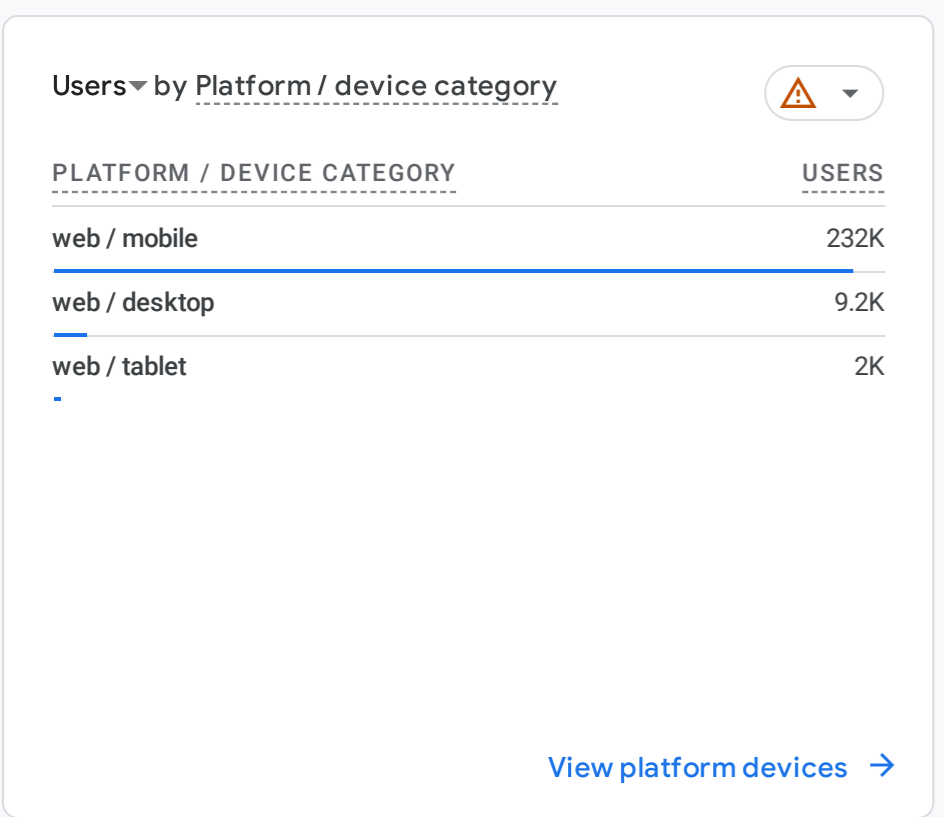
Reports snapshot

Users
Users	New users	Average engagement time ⓘ	
242K	**245K**	**8m 13s**	⚠

03 Dec | 10 | 17 | 24 | 31

WHERE DO YOUR NEW USERS COME FROM?

New users by
First user primary channel group (Default ...   ✔ ▾

Direct
Organic Social
Organic Search
Referral
Unassigned

0 | 50K | 100K | 150K | 200K

View user acquisition →

Sessions ▾ by
Session primary ch... ▾   ✔ ▾

SESSION PRIMARY ...	SESSIONS
Direct	2.1M
Referral	201K
Organic Social	108K
Organic Search	99K
Unassigned	17K
Organic Video	41

View traffic acquisition →

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class   ✔ ▾

PAGE TITLE AND SCREEN ...	VIEWS
Former President, Ernest Bai ...	55K
BREAKING: Several People In...	43K
Former President Koroma Re...	42K
Buya Turay Reportedly Confir...	39K
Sierra Leone Government Ext...	37K
Former President Koroma Re...	36K
ECOWAS Approves Standby ...	36K

View pages and screens →

Users ▾ by Platform / device category   ⚠ ▾

PLATFORM / DEVICE CATEGORY	USERS
web / mobile	232K
web / desktop	9.2K
web / tablet	2K

View platform devices →

Users ▾ by Audience name   ⚠ ▾

AUDIENCE NAME	USERS
All Users	242K

View audiences →

Users ▾ by Gender   ⚠ ▾

● MALE **72.0%**   ● FEMALE **28.0%**

View genders →

Users ▾ by Device category   ⚠ ▾

● MOBILE **95.4%**   ● DESKTOP **3.8%**   ● TABLET **0.8%**

View device categories →

Users ▾ by Country   ⚠ ▾

COUNTRY	USERS
Sierra Leone	181K
United States	22K
United Kingdom	11K
Netherlands	8.7K
Liberia	1.9K
Germany	1.7K
France	1.5K

View countries →

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions ▾ by
Session primary ch... ▾   ✔ ▾

SESSION PRIMARY ...	SESSIONS
Direct	2.1M
Referral	201K
Organic Social	108K
Organic Search	99K
Unassigned	17K
Organic Video	41

View traffic acquisition →