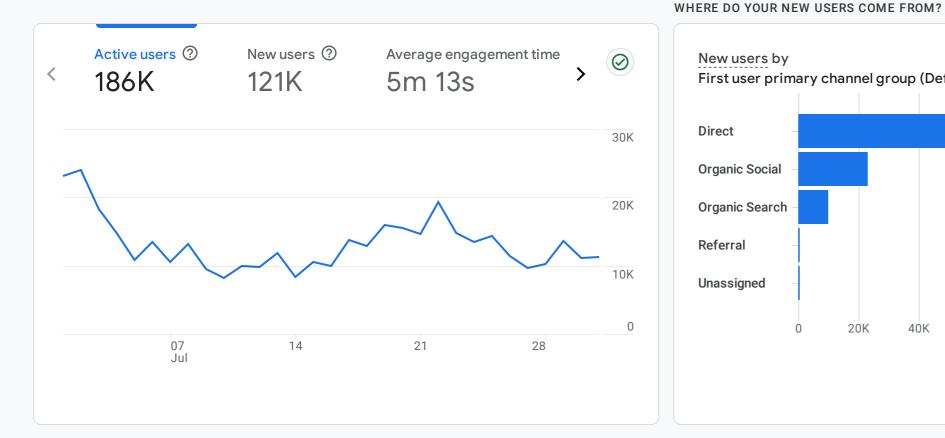
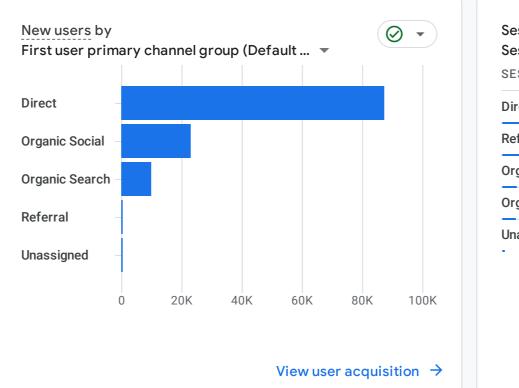
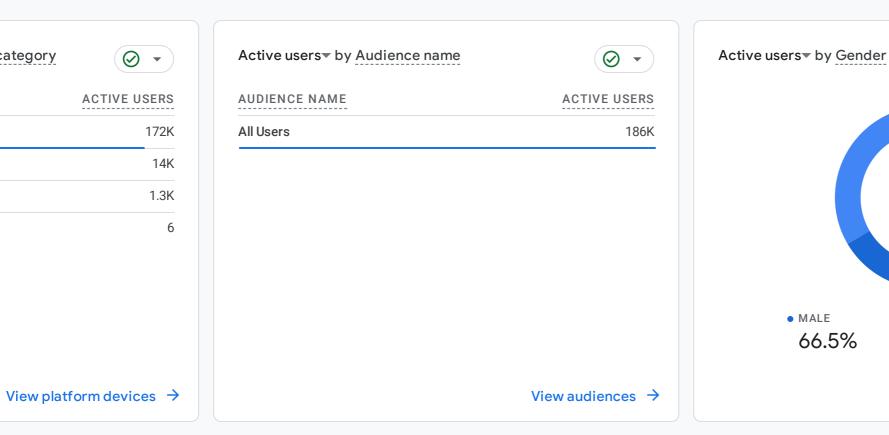
All Users Add comparison +

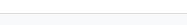
Reports snapshot

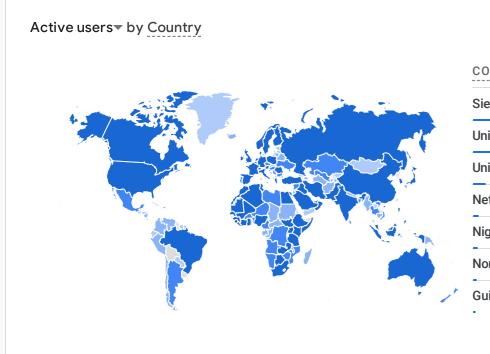




Active users - by Platform / device category	Ø •
PLATFORM / DEVICE CATEGORY	ACTIVE USERS
web / mobile	172K
web / desktop	14K
web / tablet	1.3K
web / smart tv	6







COUNTRY ACTIVE USERS 137K Sierra Leone 19K United States United Kingdom 7.6K Netherlands 3.3K 2.6K Nigeria Norway 1.6K Guinea 1.4K

(⊘ •)

Sessions **▼** by Session primary channel group (Default Ch... 💌 SESSION PRIMARY CHANNEL GR...

Direct

Referral

Organic Search

WHAT ARE YOUR TOP CAMPAIGNS?

Organic Social

Unassigned

View countries \rightarrow

View traffic acquisition \rightarrow

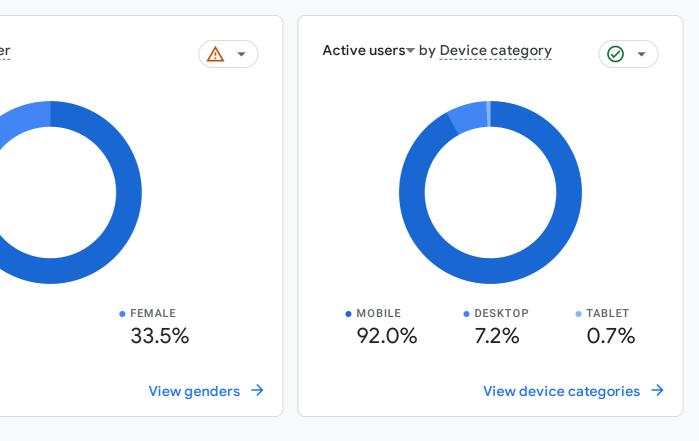
Sessions▼ by Session primary ch▼	Ø •
SESSION PRIMARY	SESSIONS
Direct	636K
Referral	132K
Organic Search	46K
Organic Social	43K
Unassigned	5.6K

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

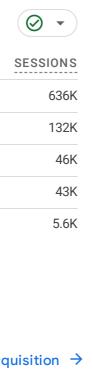
Views by Page title and screen class	Ø •
PAGE TITLE AND SCREEN	VIEWS
Tripartite Committee Deliver	18K
Sierra Leone Road Transport	17K
PRA Announces New Fuel Pr	16K
Video Evidence of Amadu Koi	16K
Same-Sex Couple Banished F	14K
SLPP Politician Threatens to	14K
Amadu Koita Sentenced to O	12K

View traffic acquisition \rightarrow





WHERE DOES YOUR AVERAGE 120D VALUE COME FROM?



Ø • Average 120d value by First user primary channel group (Default Channel Gro... 💌 No data available \$0.00 \$0.20 \$0.40 \$0.80 \$1.00 \$0.60

View user acquisition cohorts \rightarrow