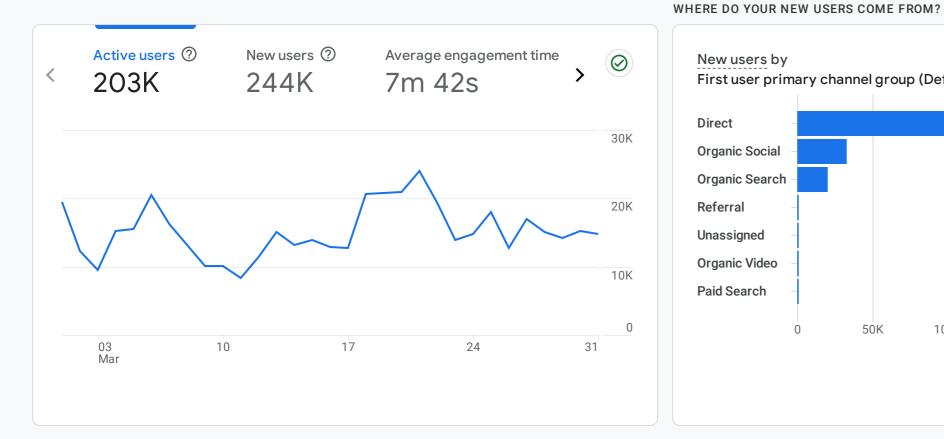
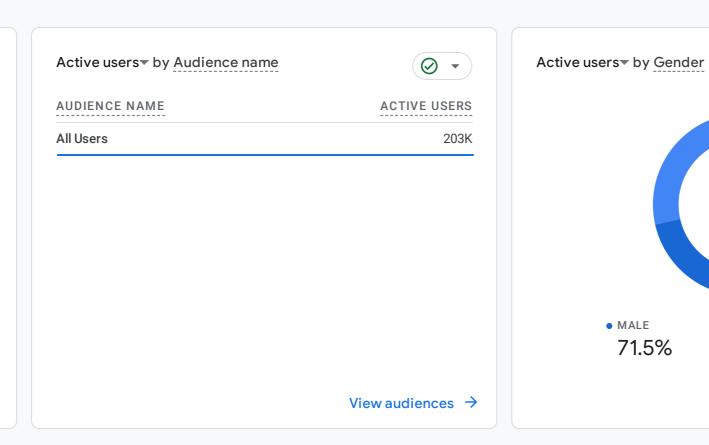
All Users Add comparison +

Reports snapshot

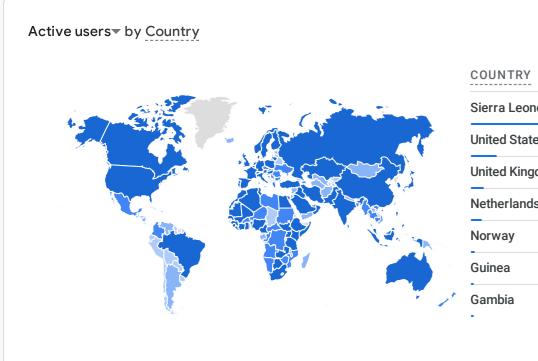


New users by Ø • First user primary channel group (Default ... 💌 Direct **Organic Social Organic Search** Referral Unassigned Organic Video Paid Search 50K 100K 150K 200K 0 View user acquisition \rightarrow

ACTIVE USERS
193K
11K
1.6K
21







	ACTIVE USERS		
COUNTRY			
Sierra Leone	154K		
United States	17K		
United Kingdom	8.2K		
Netherlands	6.8K		
Norway	1.7K		
Guinea	1.5K		
Gambia	1.4K		

Ø -

Direct	
Referral	
Organic Searcl	1
Organic Social	
Unassigned	
Organic Video	

View countries \rightarrow

View traffic acquisition \rightarrow

WHAT ARE YOUR TOP CAMPAIGNS?

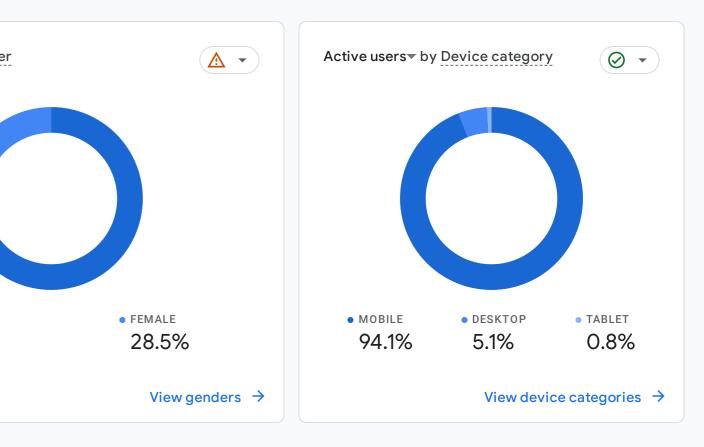
Sessions▼ by Session primary ch▼	Ø •
SESSION PRIMARY	SESSIONS
Direct	1.6M
Referral	170K
Organic Search	74K
Organic Social	68K
Unassigned	14K
Organic Video	5
Paid Search	1

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class	 •
PAGE TITLE AND SCREEN	VIEWS
Military Officer Who Exposed	35K
Kambia: Khonimaka Chiefdo	29K
- Video Evidence of Amadu Koi	28K
Attempted Coup: Witness Sa	27K
Police Arrests Bar Owner K	27K
Viral Video: OSD Police Offic	27K
President Bio Re-appoints Ed	25K

View traffic acquisition \rightarrow





WHERE DOES YOUR AVERAGE 120D VALUE COME FROM?



Average 1200 First user prin		l group (De	fault Char	nnel Gro	Q	
		No data	available			
	\$0.00 \$1).20 \$(0.40	\$0.60	\$0.80	\$1.00
			Viev	v user acqu	isition coho	orts →