SOFTWARE

INTERNET MARKETING REPORT

Prepared for
https://emailtray.com

Dec 4, 2024
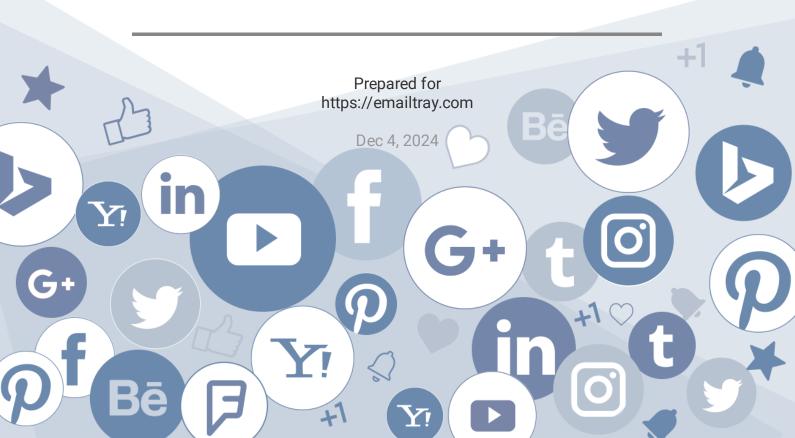
Events for Demo Project

▼ Applied Filters

✓ Results for: last 30 days (Nov 4, 2024 - Dec 3, 2024)

Event Name	Event Count	Users	Event Count per User
Totals	**9,280**	**827** (100%)	**11.30**
page_view	4,120	132 (15.96%)	31.21
download_page	1,381	672 (81.26%)	2.07
session_start	876	805 (97.34%)	1.10
user_engagement	818	417 (50.42%)	1.97
first_visit	797	792 (95.77%)	1.01
scroll	710	363 (43.89%)	1.97
purchase	373	297 (35.91%)	1.27

Event Name	Event Count	Users	Event Count per User
file_download	177	152 (18.38%)	1.16
click	28	28 (3.39%)	1.00