

# EMAILTRAY SOFTWARE

## INTERNET MARKETING REPORT

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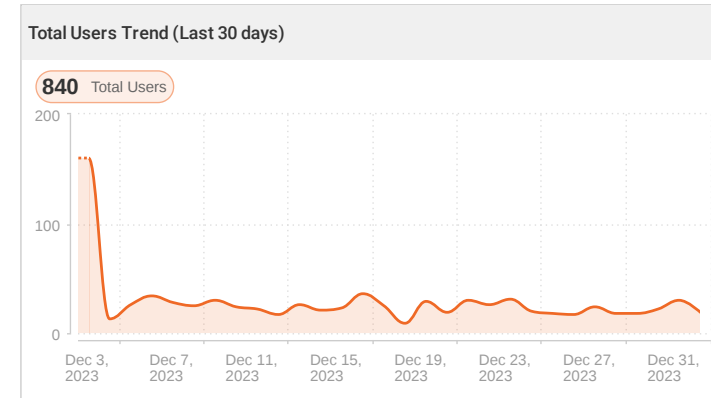
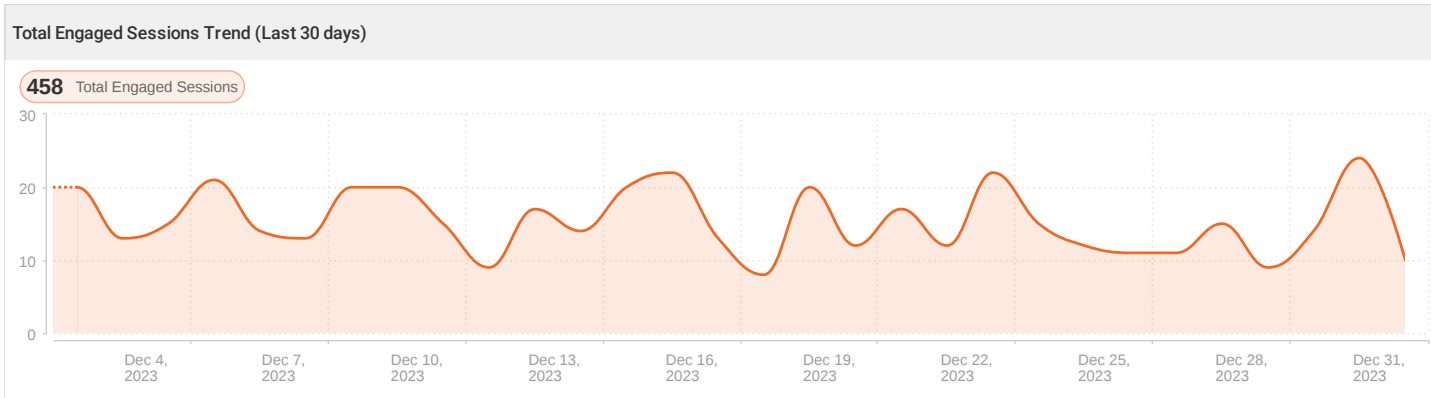
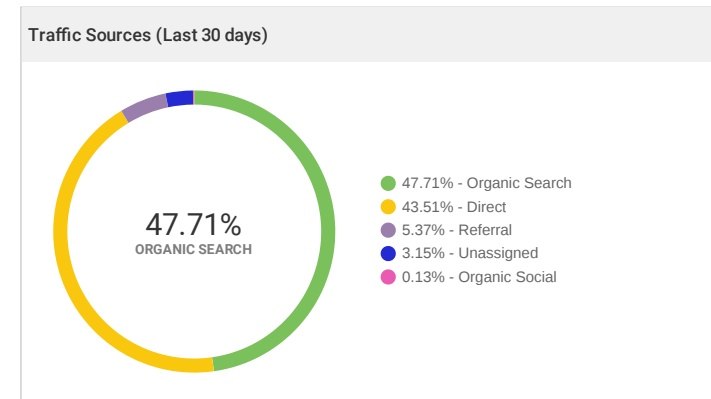
Prepared for  
<https://emailtray.com>

Dec 4, 2024



## Google Analytics (GA4) Summary for Demo Project

| Traffic Overview for All channels (Last 30 days) |   |                                    |
|--|---|------------------------------------|
| <b>797</b><br>New Users                          | <b>457</b><br>Engaged Sessions          | <b>59.90%</b><br>Engagement Rate   |
| <b>0.56</b><br>Engaged Sessions per User         | <b>00:01:55</b><br>Avg. Engagement Time | <b>\$8,056.35</b><br>Total Revenue |



| Top 5 Events by Event Count (Last 30 days) |             |             |               |
|--|-------------|-------------|---------------|
| Event Name                                 | Event Count | Total Users | Total Revenue |
| page_view                                  | 4,120       | 132         | -             |
| download_page                              | 1,381       | 672         | -             |
| session_start                              | 876         | 805         | -             |
| user_engagement                            | 818         | 417         | -             |
| first_visit                                | 797         | 792         | -             |

| Top 5 Key Events by Key events (Last 30 days) |            |             |               |
|---|------------|-------------|---------------|
| Event Name                                    | Key events | Total Users | Event Revenue |
| purchase                                      | 373.00     | 297         | \$8,056.35    |
| file_download                                 | 177.00     | 152         | -             |
| click   | 28.00      | 28          | -             |

| Top 5 Pages by Views for All channels (Last 30 days) |       |       |                      |
|--|-------|-------|----------------------|
| Landing Page   | Views | Users | Avg. Engagement Time |
| /  | 4,120 | 366   | 00:03:28             |
| /about-us.html                                       | -     | 8     | 00:00:16             |
| /confirm/  | -     | 3     | 00:00:03             |
| /download-email-client.html                          | -     | 666   | 00:00:05             |
| /download.html                                       | -     | 257   | 00:00:33             |

