

EMAIL TRAY SOFTWARE

INTERNET MARKETING REPORT

Prepared for
<https://emailtray.com>

Dec 4, 2024

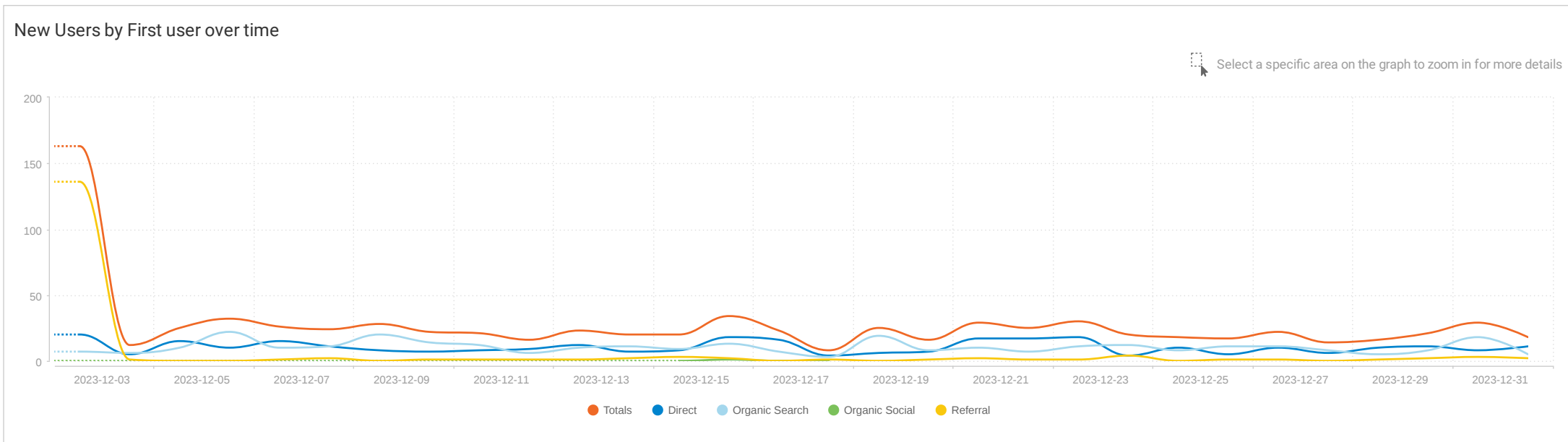


User Acquisition for Demo Project

▼ Applied Filters

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

New users, total 797	Engaged sessions, total 457	Engagement rate 59.90%	Avg. engaged sessions per user 0.56
Avg. engagement time 00:01:55	Event count, total 9,280	Key events, total 578.00	Total revenue \$8,056.35



Channels	New Users	Engaged Sessions	Engagement Rate	Engaged Sessions per User	Avg. Engagement Time	Event Count	Key events	Total Revenue
Totals	797 (100%)	457 (100%)	59.90%	0.56	00:01:55	9,280	578.00 (100%)	\$8,056.35 (100%)
Direct	313 (39.27%)	168 (36.76%)	45.78%	0.50	00:00:23	2,155	175.00 (30.28%)	\$3,332.80 (41.37%)
Organic Search	312 (39.15%)	260 (56.89%)	73.65%	0.83	00:00:42	2,483	369.00 (63.84%)	\$4,329.60 (53.74%)
Referral	171 (21.46%)	27 (5.91%)	65.85%	0.16	00:07:17	4,629	31.00 (5.36%)	\$344.05 (4.27%)
Organic Social	1 (0.13%)	1 (0.22%)	100.00%	1.00	00:04:25	13	3.00 (0.52%)	\$49.90 (0.62%)