

Reports snapshot

Active users

2.2M

New users

2.1M

Average engagement time per active u:

1m 28s

Active users by Country

COUNTRY	ACTIVE USERS
United Arab Emirates	1.6M
India	73K
Pakistan	47K
United States	40K
Saudi Arabia	37K
Egypt	36K
United Kingdom	20K

View countries

Active users by Audience name

AUDIENCE NAME	ACTIVE USERS
All Users	2.2M
New Users - 30 Days - GA4	2.1M

View audiences

HOW ARE ACTIVE USERS TRENDING?

User activity over time

30 DAYS

138K

7 DAYS

25K

1 DAY

4.9K

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Sign In for Internal Sites	2.7M
United Arab Emirates University (UA...	1.5M
جامعة الإمارات العربية المتحدة (UAEU) - وظيفي...	1.5M
تسجيل دخول	515K
E-Services	408K
Emirates Medical Residency Entry Ex...	342K
UAEU - United Arab Emirates Univers...	294K

View pages and screens

Active users by Gender

FEMALE

50.8%

MALE

49.2%

View demographic details: country

Active users by Interests

INTERESTS	ACTIVE USERS
Technology/Technophiles	100K
Lifestyles & Hobbies/Shutter...	68K
News & Politics/Avid News R...	57K
Travel/Travel Buffs	54K
Banking & Finance/Avid Inve...	50K
Media & Entertainment/Light ...	46K
Media & Entertainment/Movi...	46K

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Active users by Age

18-24

25-34

35-44

45-54

55-64

65+

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HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort

Based on device data only

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	9.9%	6.0%	4.9%	4.4%	4.3%
Jan 12 - Jan 18						
Jan 19 - Jan 25						
Jan 26 - Feb 1						
Feb 2 - Feb 8						
Feb 9 - Feb 15						
Feb 16 - Feb 22						

6 weeks ending Feb 22

View retention

WHERE DO YOUR NEW USERS COME FROM?

New users by First user primary channel group (Default ...)

Direct

Organic Search

Referral

Organic Social

Organic Video

Unassigned

Email

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WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session primary ch...

SESSION PRIMARY ...	SESSIONS
Organic Search	2.6M
Direct	1.5M
Referral	303K
Organic Social	42K
Unassigned	22K
Organic Video	3.9K
Email	120

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WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	21M
user_engagement	7.6M
session_start	4.4M
first_visit	2.1M
scroll	795K
click	302K
file_download	263K

View events

HOW DOES ACTIVITY ON YOUR PLATFORMS COMPARE?

Key events by Platform

100.0%

View tech details

WHERE DOES YOUR AVERAGE 120D VALUE COME FROM?

Average 120d value by First user primary channel group (Default ...)

No data available

View user acquisition cohorts