

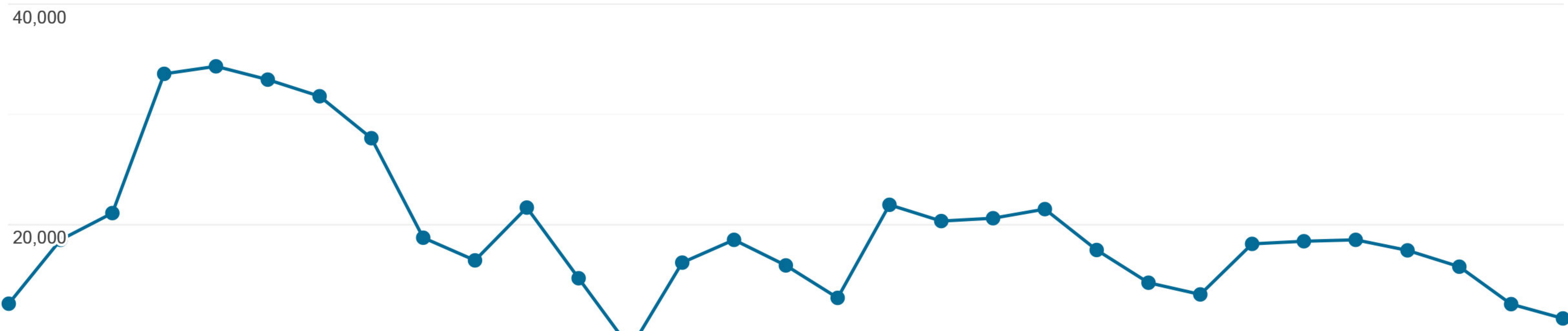
Active Users

 All Users
100.00% Users

Jan 1, 2021 - Jan 31, 2021

Active Users

- ☒ 1 Day Active Users
- ☐ 7 Day Active Users
- ☐ 14 Day Active Users
- ☐ 28 Day Active Users



...	Jan 3	Jan 5	Jan 7	Jan 9	Jan 11	Jan 13	Jan 15	Jan 17	Jan 19	Jan 21	Jan 23	Jan 25	Jan 27	Jan 29	Jan 31
1 Day Active Users				7 Day Active Users				14 Day Active Users				28 Day Active Users			
11,415				106,593				226,484				497,497			
% of Total: 100.00% (11,415)				% of Total: 100.00% (106,593)				% of Total: 100.00% (226,484)				% of Total: 100.00% (497,497)			



Active Users



All Users
100.00% Users

Jan 1, 2021 - Jan 31, 2021

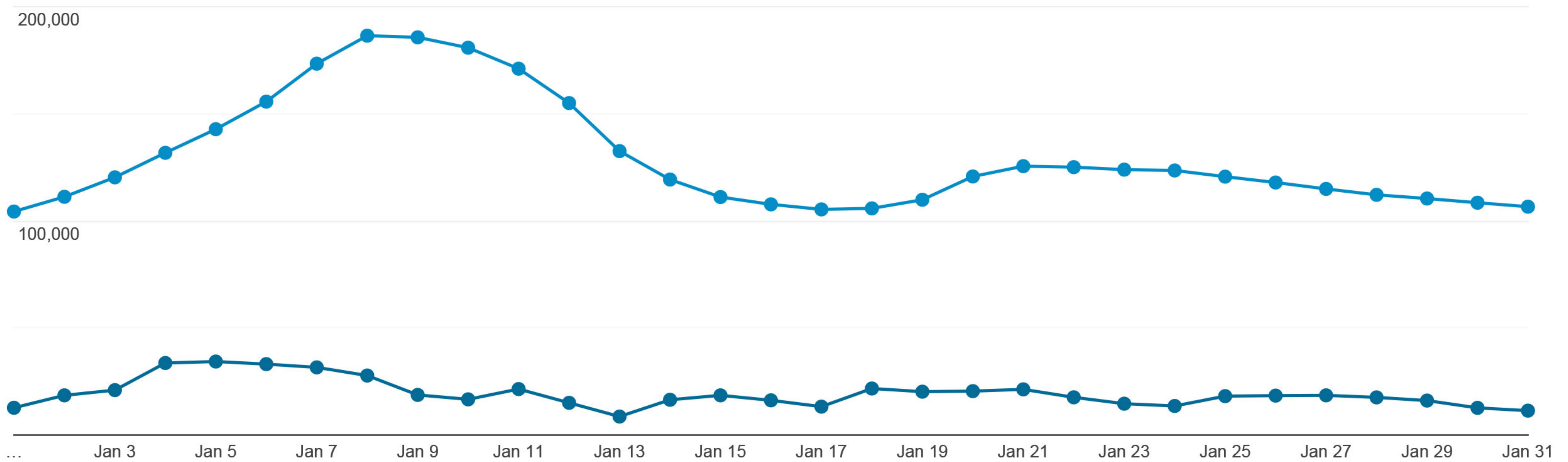
Active Users

☒ 1 Day Active Users

☒ 7 Day Active Users

☐ 14 Day Active Users

☐ 28 Day Active Users



1 Day Active Users

11,415

% of Total: 100.00% (11,415)

7 Day Active Users

106,593

% of Total: 100.00% (106,593)

14 Day Active Users

226,484

% of Total: 100.00% (226,484)

28 Day Active Users

497,497

% of Total: 100.00% (497,497)

Active Users

All Users
100.00% Users

Jan 1, 2021 - Jan 31, 2021

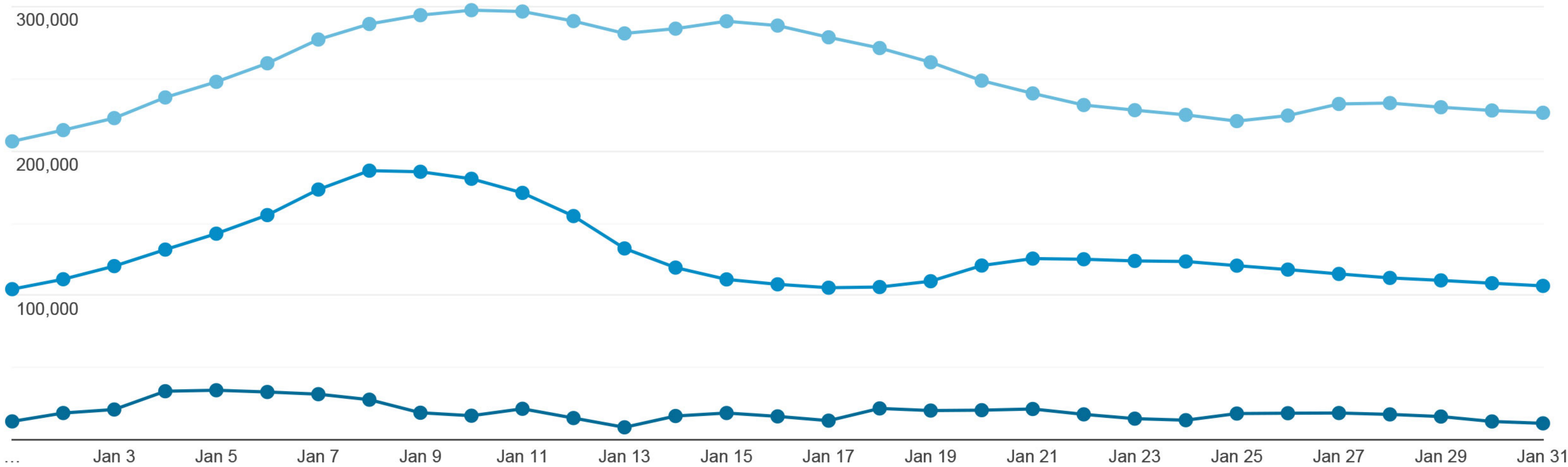
Active Users

☒ 1 Day Active Users

☒ 7 Day Active Users

☒ 14 Day Active Users

☐ 28 Day Active Users



1 Day Active Users

11,415

% of Total: 100.00% (11,415)

7 Day Active Users

106,593

% of Total: 100.00% (106,593)

14 Day Active Users

226,484

% of Total: 100.00% (226,484)

28 Day Active Users

497,497

% of Total: 100.00% (497,497)

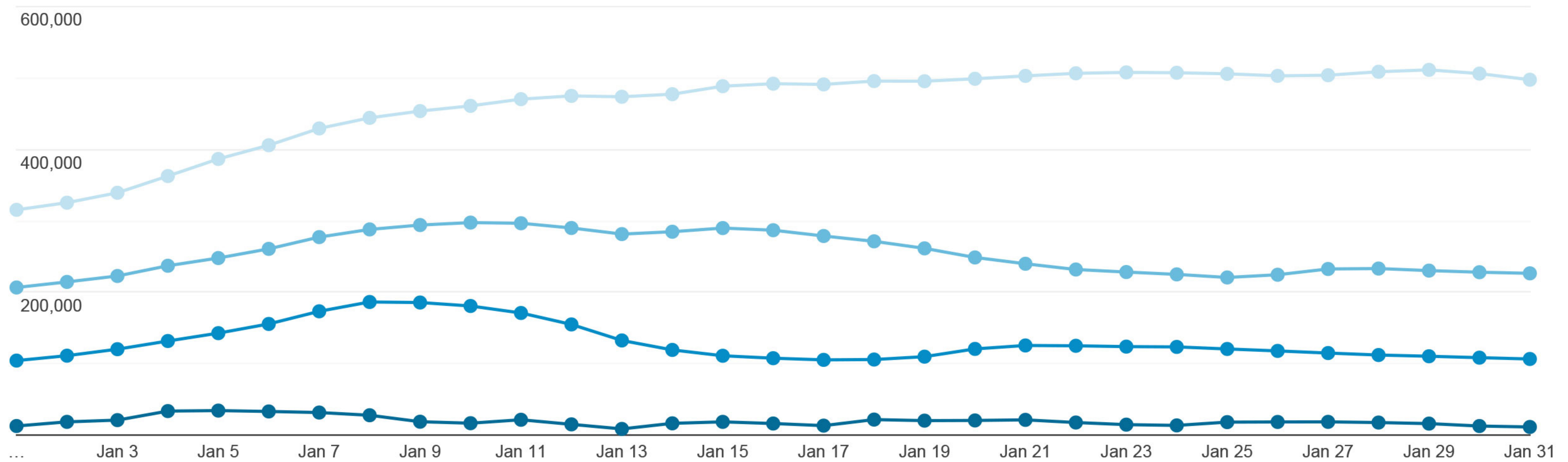
Active Users



All Users
100.00% Users

Jan 1, 2021 - Jan 31, 2021

Active Users

☒ 1 Day Active Users☒ 7 Day Active Users☒ 14 Day Active Users☒ 28 Day Active Users

1 Day Active Users

11,415

% of Total: 100.00% (11,415)

7 Day Active Users

106,593

% of Total: 100.00% (106,593)

14 Day Active Users

226,484

% of Total: 100.00% (226,484)

28 Day Active Users

497,497

% of Total: 100.00% (497,497)

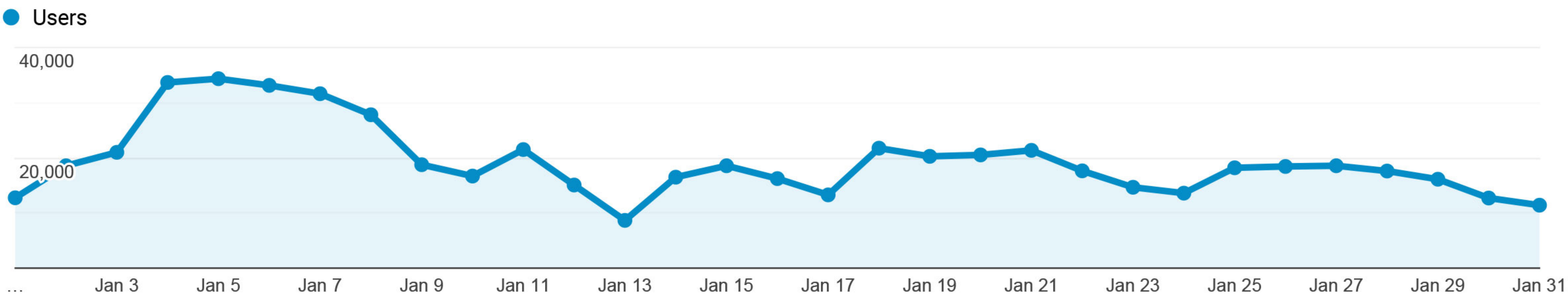
Channels

All Users
100.00% Users

Jan 1, 2021 - Jan 31, 2021

Explorer

Summary



Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	544,654 % of Total: 100.00% (544,654)	521,166 % of Total: 100.05% (520,885)	647,368 % of Total: 100.00% (647,368)	78.19% Avg for View: 78.19% (0.00%)	1.50 Avg for View: 1.50 (0.00%)	00:01:15 Avg for View: 00:01:15 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Organic Search	502,255 (91.46%)	480,978 (92.29%)	592,213 (91.48%)	78.30%	1.48	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Direct	38,350 (6.98%)	36,027 (6.91%)	45,046 (6.96%)	79.11%	1.51	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Referral	5,518 (1.00%)	1,246 (0.24%)	6,828 (1.05%)	63.69%	2.55	00:02:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Social	3,028 (0.55%)	2,912 (0.56%)	3,278 (0.51%)	76.39%	1.62	00:01:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. (Other)	3 (0.00%)	3 (0.00%)	3 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 5 of 5

Acquisition Overview

All Users
100.00% Users

Jan 1, 2021 - Jan 31, 2021

Primary Dimension:

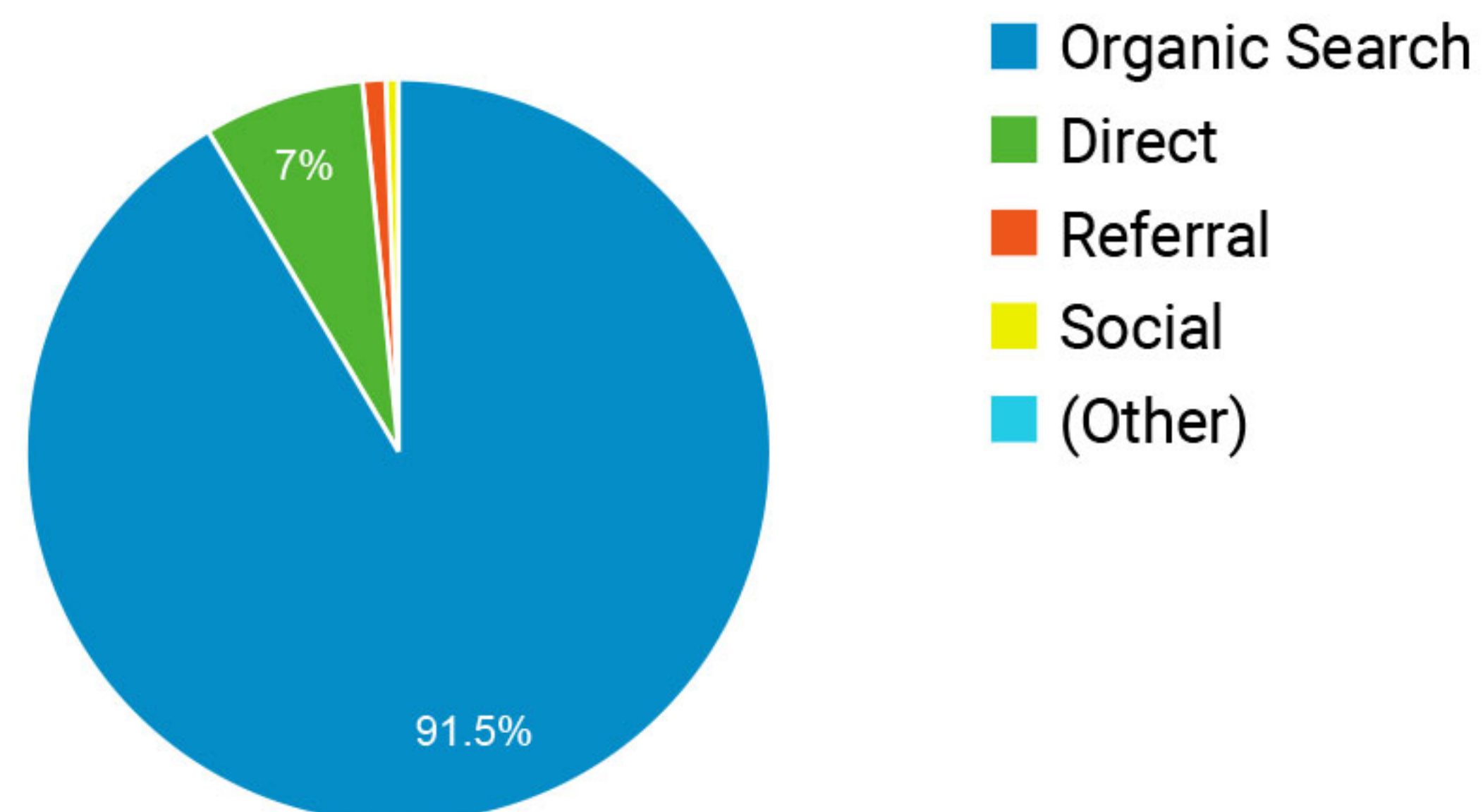
Top Channels

Conversion:

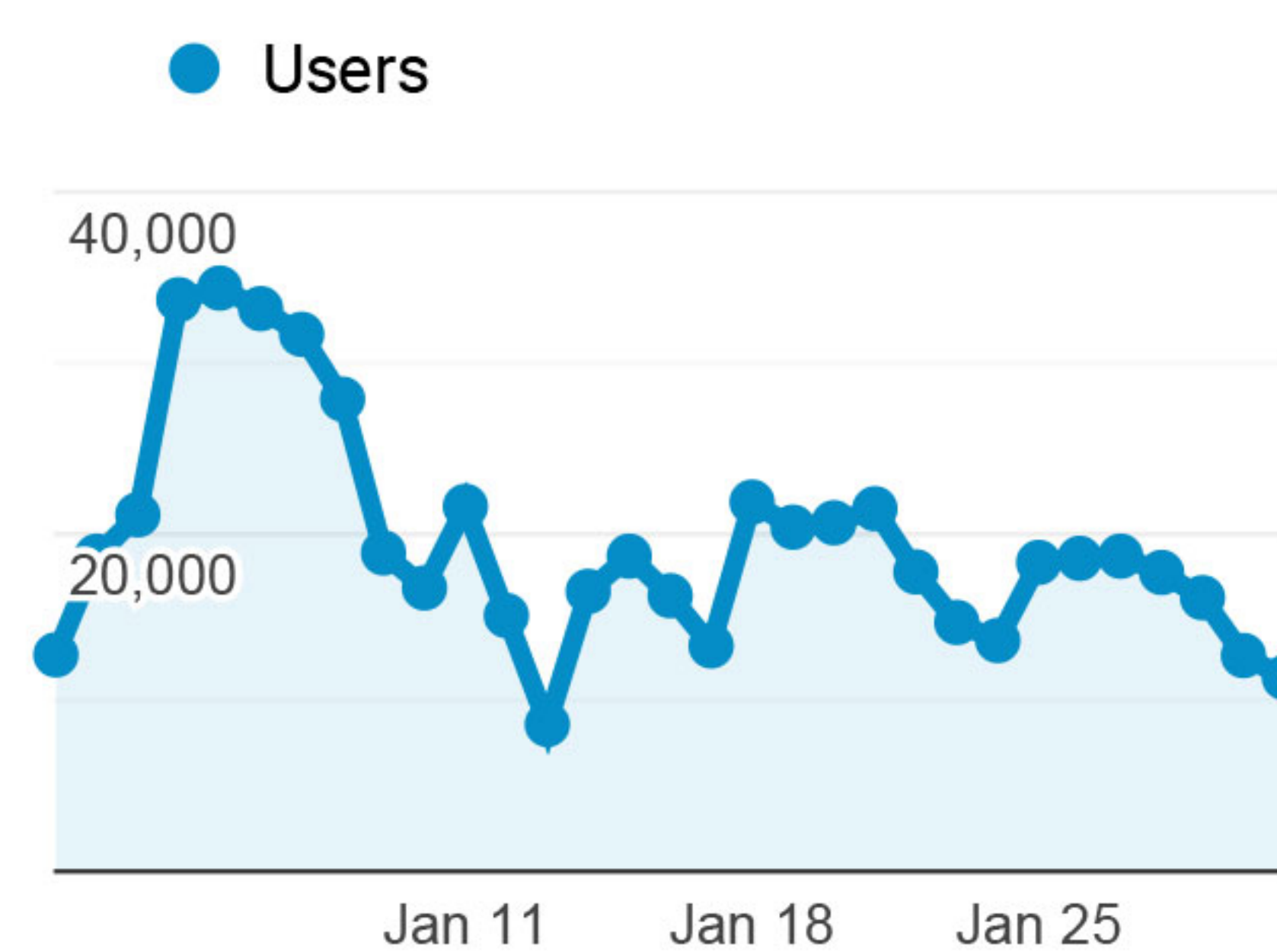
All Goals

[Edit Channel Grouping](#)

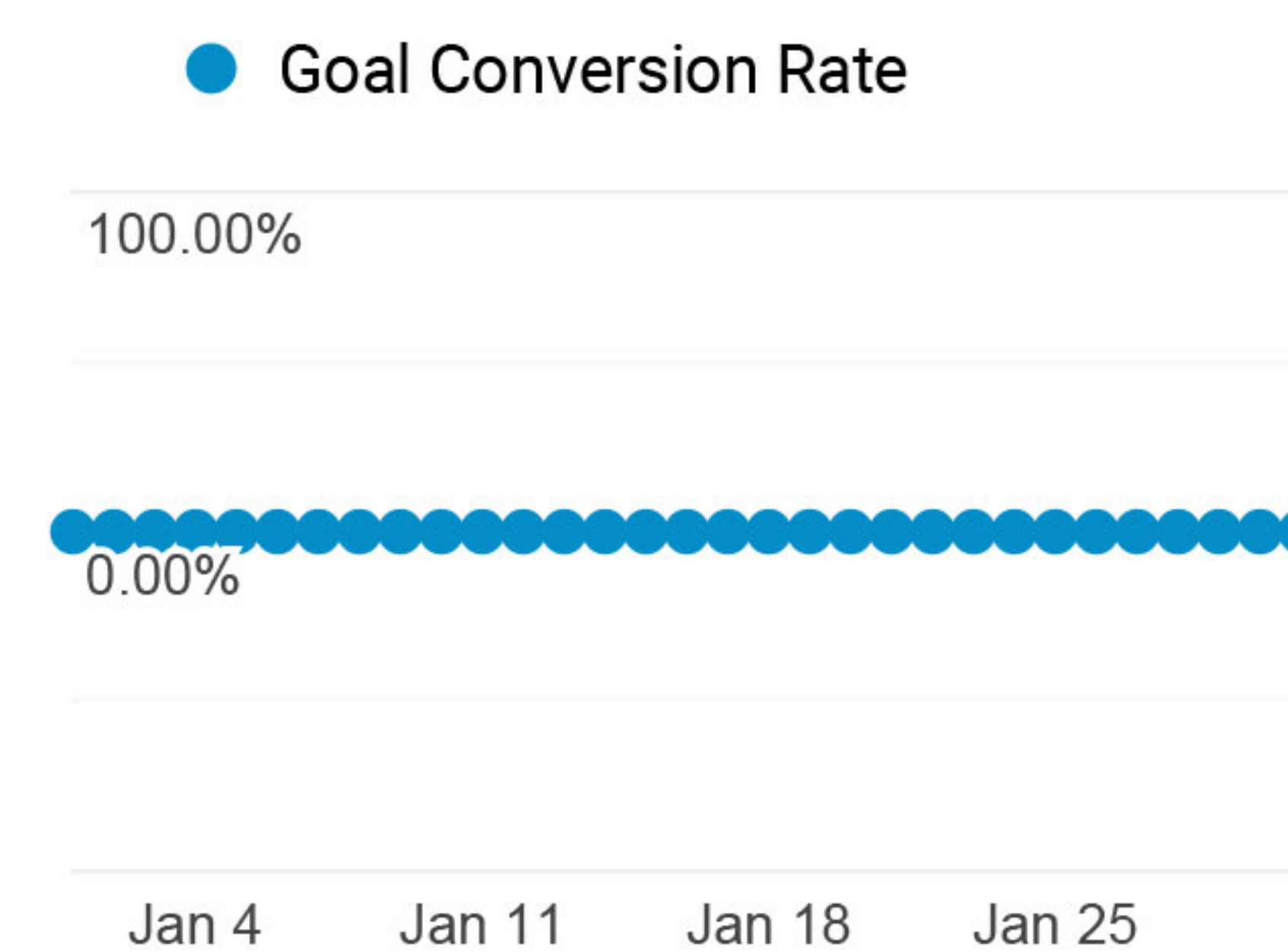
Top Channels



Users

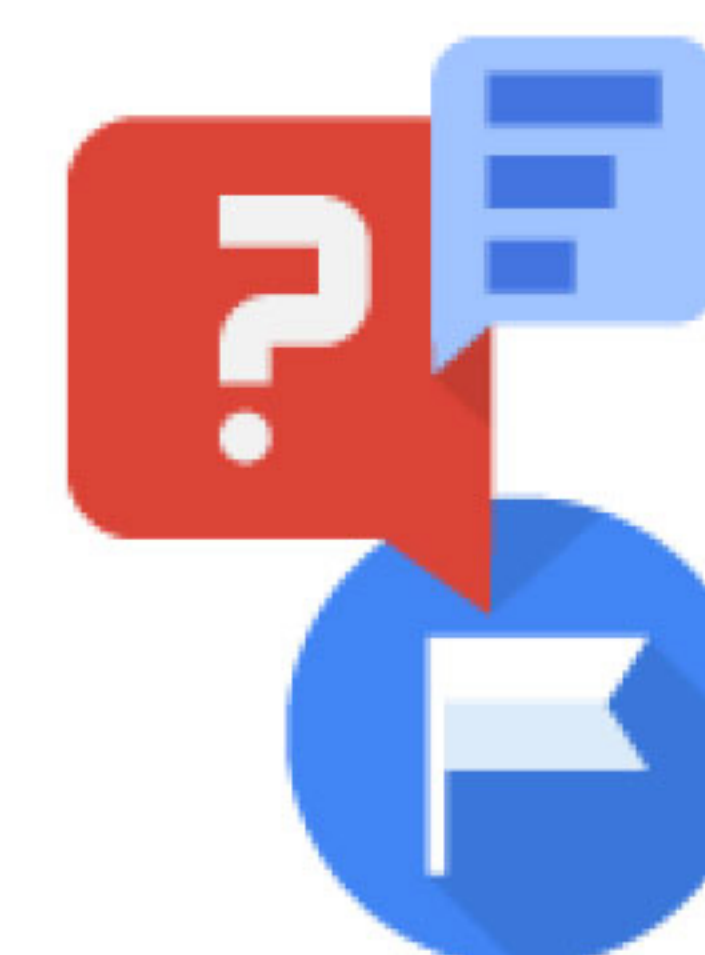


Conversions



		Acquisition			Behavior		
		Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
		544,654	520,885	647,368	78.19%	1.50	00:01:15
1	Organic Search	502,255			78.30%		
2	Direct	38,350			79.11%		
3	Referral	5,518			63.69%		
4	Social	3,028			76.39%		
5	(Other)	3			100.00%		

Conversions



Set up a goal.

To see outcome metrics, define one or more goals.

[GET STARTED](#)

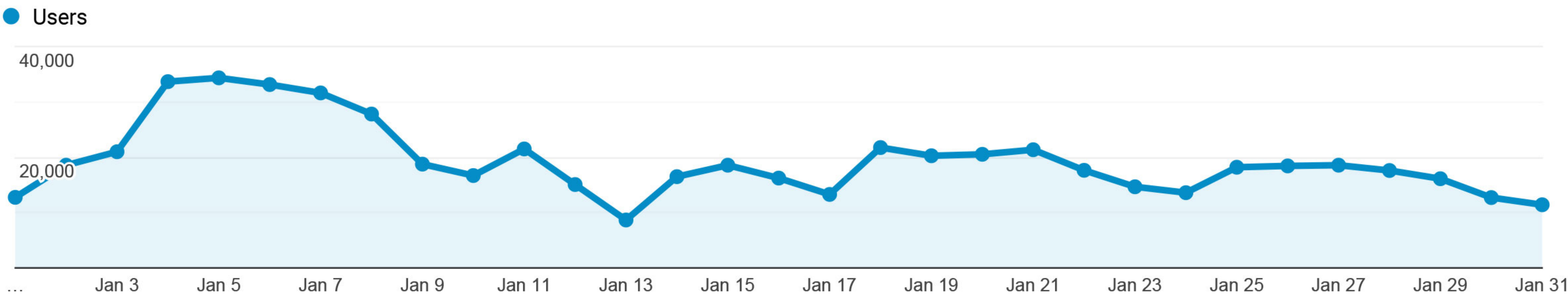
To see all 5 Channels click [here](#).

Audience Overview

All Users
100.00% Users

Jan 1, 2021 - Jan 31, 2021

Overview



Users

544,654

New Users

520,885

Sessions

647,368

Number of Sessions per User

1.19

Pageviews

967,964

Pages / Session

1.50

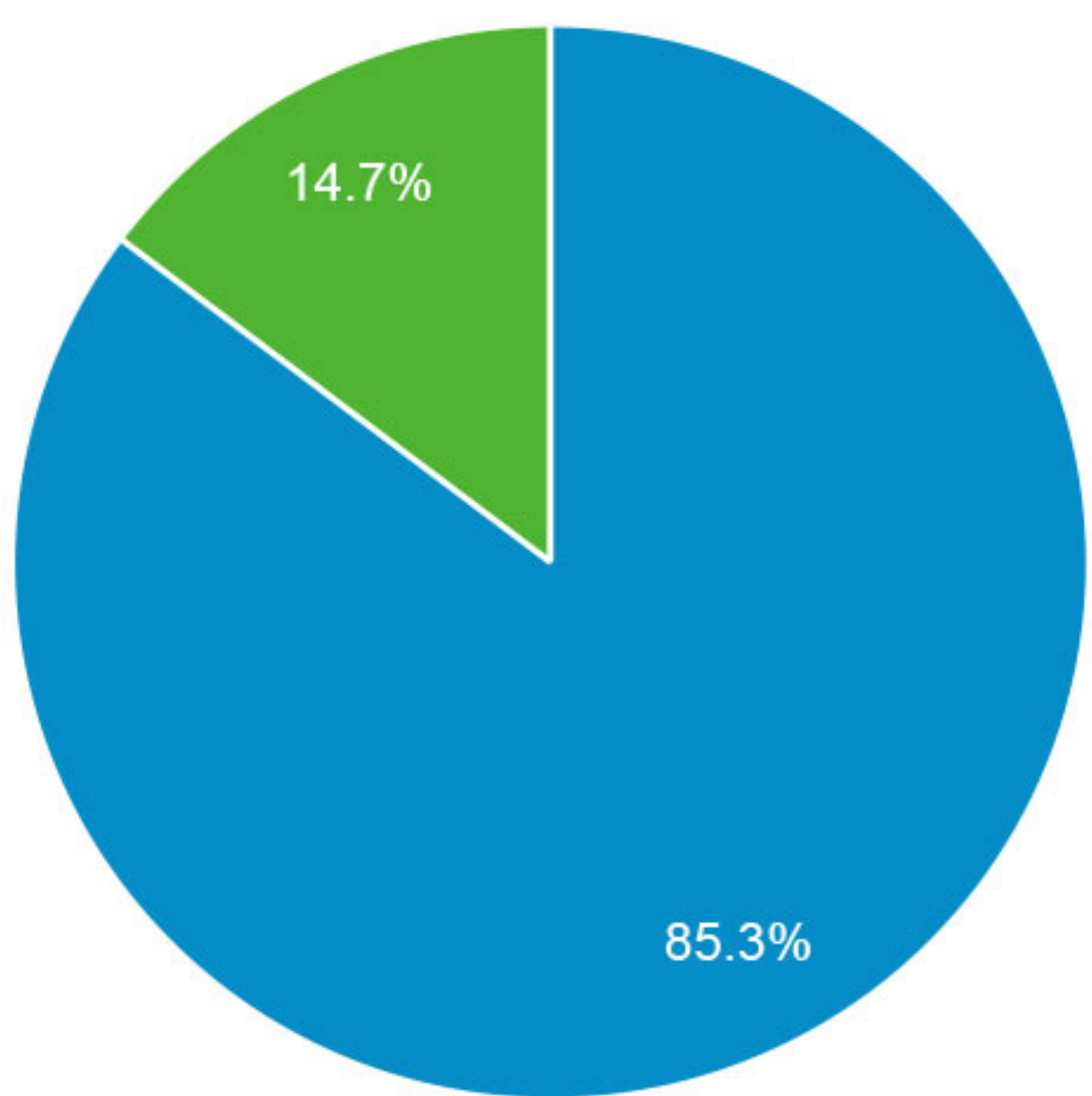
Avg. Session Duration

00:01:15

Bounce Rate

78.19%

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. th-th	278,855	50.61%
2. th	128,315	23.29%
3. en-us	73,938	13.42%
4. en-ca	41,404	7.51%
5. en-gb	14,061	2.55%
6. en	6,547	1.19%
7. en-th	1,306	0.24%
8. en-au	1,172	0.21%
9. de-de	813	0.15%
10. zh-cn	388	0.07%



Engagement



All Users
100.00% Users (100.00% Sessions)

Jan 1, 2021 - Jan 31, 2021

Distribution

Session Duration Bucket

Sessions

647,368

% of Total: 100.00% (647,368)

Pageviews

967,964

% of Total: 100.00% (967,964)

Session Duration Bucket	Sessions	Pageviews
0-10 seconds	511,664	517,285
11-30 seconds	18,198	38,224
31-60 seconds	19,404	45,598
61-180 seconds	37,788	107,893
181-600 seconds	35,318	130,267
601-1800 seconds	22,129	96,613
1801+ seconds	2,867	32,084

Frequency & Recency



All Users
100.00% Users (100.00% Sessions)

Jan 1, 2021 - Jan 31, 2021

Distribution

Count of Sessions

Sessions

647,368

% of Total: 100.00% (647,368)

Pageviews

967,964

% of Total: 100.00% (967,964)

Count of Sessions	Sessions	Pageviews
1	521,166 <div></div>	759,820 <div></div>
2	82,039 <div></div>	128,042 <div></div>
3	23,635 <div></div>	39,292 <div></div>
4	8,957 <div></div>	15,436 <div></div>
5	4,207 <div></div>	7,430 <div></div>
6	2,205 <div></div>	3,809 <div></div>
7	1,304 <div></div>	2,332 <div></div>
8	804 <div></div>	1,379 <div></div>
9-14	1,779 <div></div>	4,606 <div></div>
15-25	646 <div></div>	1,104 <div></div>
26-50	210 <div></div>	271 <div></div>
51-100	32 <div></div>	143 <div></div>
101-200	8 <div></div>	57 <div></div>
201+	376 <div></div>	4,243 <div></div>

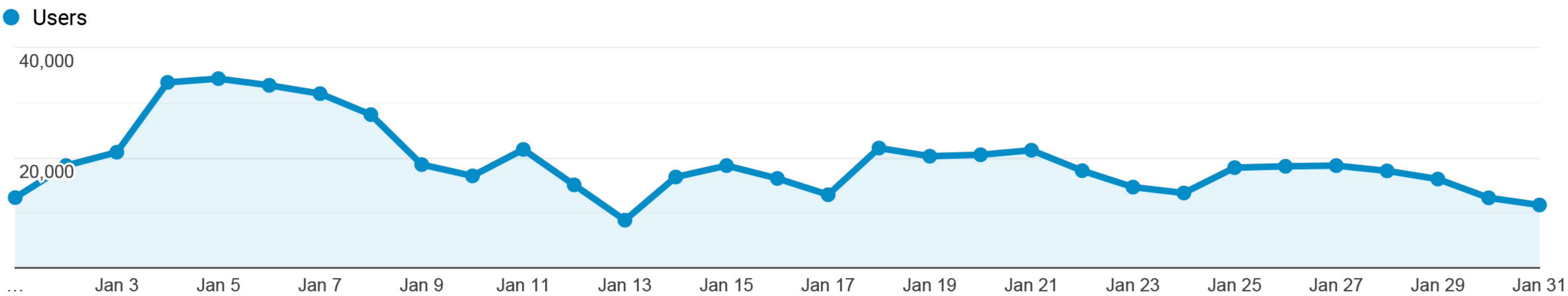
New vs Returning

All Users
100.00% Users

Jan 1, 2021 - Jan 31, 2021

Explorer

Summary



User Type	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	544,654 % of Total: 100.00% (544,654)	521,166 % of Total: 100.05% (520,885)	647,368 % of Total: 100.00% (647,368)	78.19% Avg for View: 78.19% (0.00%)	1.50 Avg for View: 1.50 (0.00%)	00:01:15 Avg for View: 00:01:15 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. New Visitor	517,066 (85.27%)	521,166 (100.00%)	521,166 (80.51%)	78.74%	1.46	00:01:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Returning Visitor	89,342 (14.73%)	0 (0.00%)	126,202 (19.49%)	75.95%	1.65	00:01:43	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 2 of 2



Overview



All Users
100.00% Pageviews

Jan 1, 2021 - Jan 31, 2021

Overview

Pageviews

100,000

50,000

... Jan 3 Jan 5 Jan 7 Jan 9 Jan 11 Jan 13 Jan 15 Jan 17 Jan 19 Jan 21 Jan 23 Jan 25 Jan 27 Jan 29 Jan 31

Pageviews

967,964



Unique Pageviews

866,606



Avg. Time on Page

00:02:30



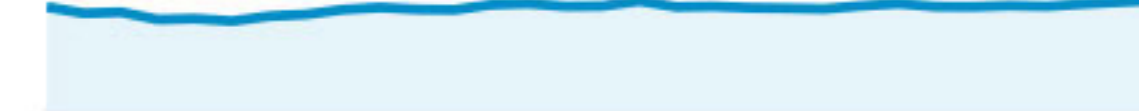
Bounce Rate

78.19%



% Exit

66.88%



AdSense Revenue

\$1,053.71



AdSense Page Impressions

815,078



AdSense Ad Units Viewed

2,712,572



Publisher Overview

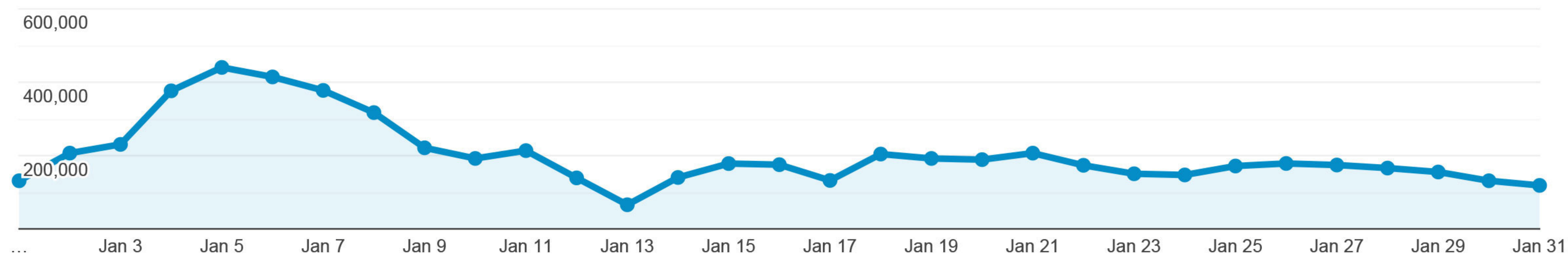
All Users
100.00% Pageviews

Jan 1, 2021 - Jan 31, 2021

Overview

Total

Publisher Impressions



Publisher Impressions

6,311,148

Publisher Coverage

88.70%

Publisher Monetized
Pageviews

815,078

Publisher Impressions /
Session

9.75

Publisher Viewable
Impressions %

14.07%

Publisher Clicks

57,185

Publisher CTR

0.91%

Publisher Revenue

\$1,053.71

Publisher Revenue / 1000
Sessions

\$1.63

Publisher eCPM

\$0.17

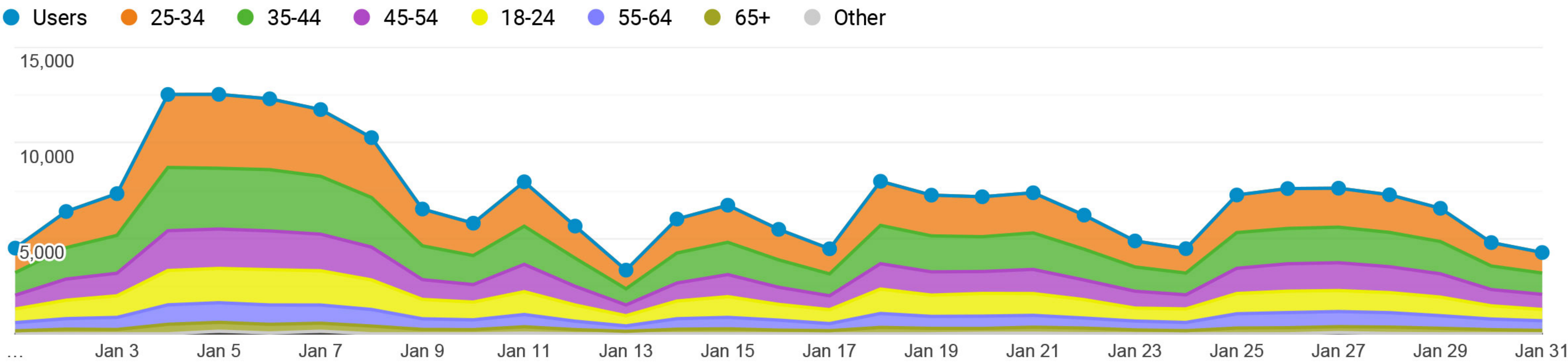
Demographics: Age

All Users
100.00% Users

Jan 1, 2021 - Jan 31, 2021

Explorer

Summary



Age	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	198,137 % of Total: 36.38% (544,654)	184,899 % of Total: 35.50% (520,885)	235,725 % of Total: 36.41% (647,368)	77.40% Avg for View: 78.19% (-1.01%)	1.52 Avg for View: 1.50 (1.54%)	00:01:19 Avg for View: 00:01:15 (5.94%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. 25-34	57,617 (28.79%)	53,115 (28.73%)	68,612 (29.11%)	77.29%	1.53	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. 35-44	51,601 (25.79%)	47,286 (25.57%)	60,807 (25.80%)	76.92%	1.51	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. 45-54	34,488 (17.23%)	31,743 (17.17%)	40,204 (17.06%)	76.78%	1.54	00:01:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. 18-24	30,468 (15.22%)	28,572 (15.45%)	35,798 (15.19%)	79.26%	1.49	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. 55-64	18,032 (9.01%)	16,806 (9.09%)	21,080 (8.94%)	77.62%	1.50	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. 65+	7,913 (3.95%)	7,377 (3.99%)	9,224 (3.91%)	76.49%	1.57	00:01:27	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 6 of 6

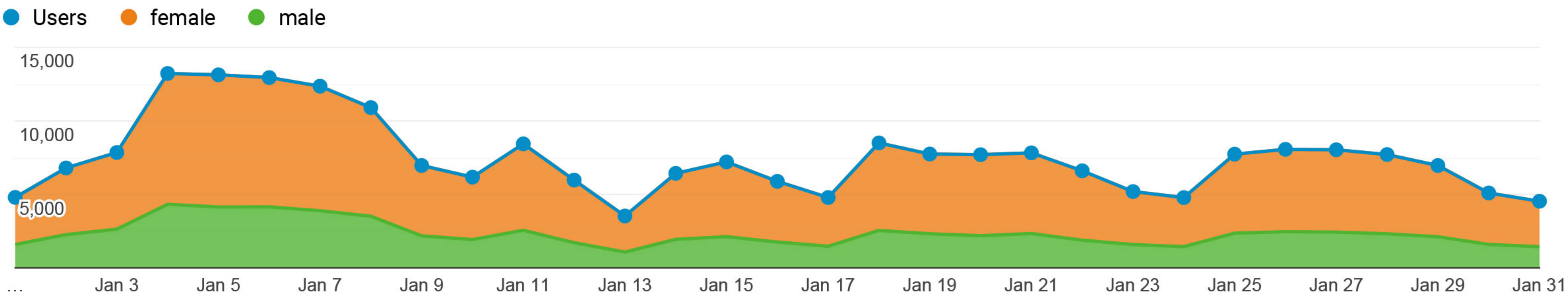
Demographics: Gender

All Users
100.00% Users

Jan 1, 2021 - Jan 31, 2021

Explorer

Summary



Gender	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	211,737 % of Total: 38.88% (544,654)	197,416 % of Total: 37.90% (520,885)	250,551 % of Total: 38.70% (647,368)	77.69% Avg for View: 78.19% (-0.64%)	1.51 Avg for View: 1.50 (0.89%)	00:01:18 Avg for View: 00:01:15 (4.37%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. female	147,725 (69.31%)	135,548 (68.66%)	172,707 (68.93%)	77.92%	1.51	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. male	65,406 (30.69%)	61,868 (31.34%)	77,844 (31.07%)	77.19%	1.51	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 2 of 2

Demographics: Overview

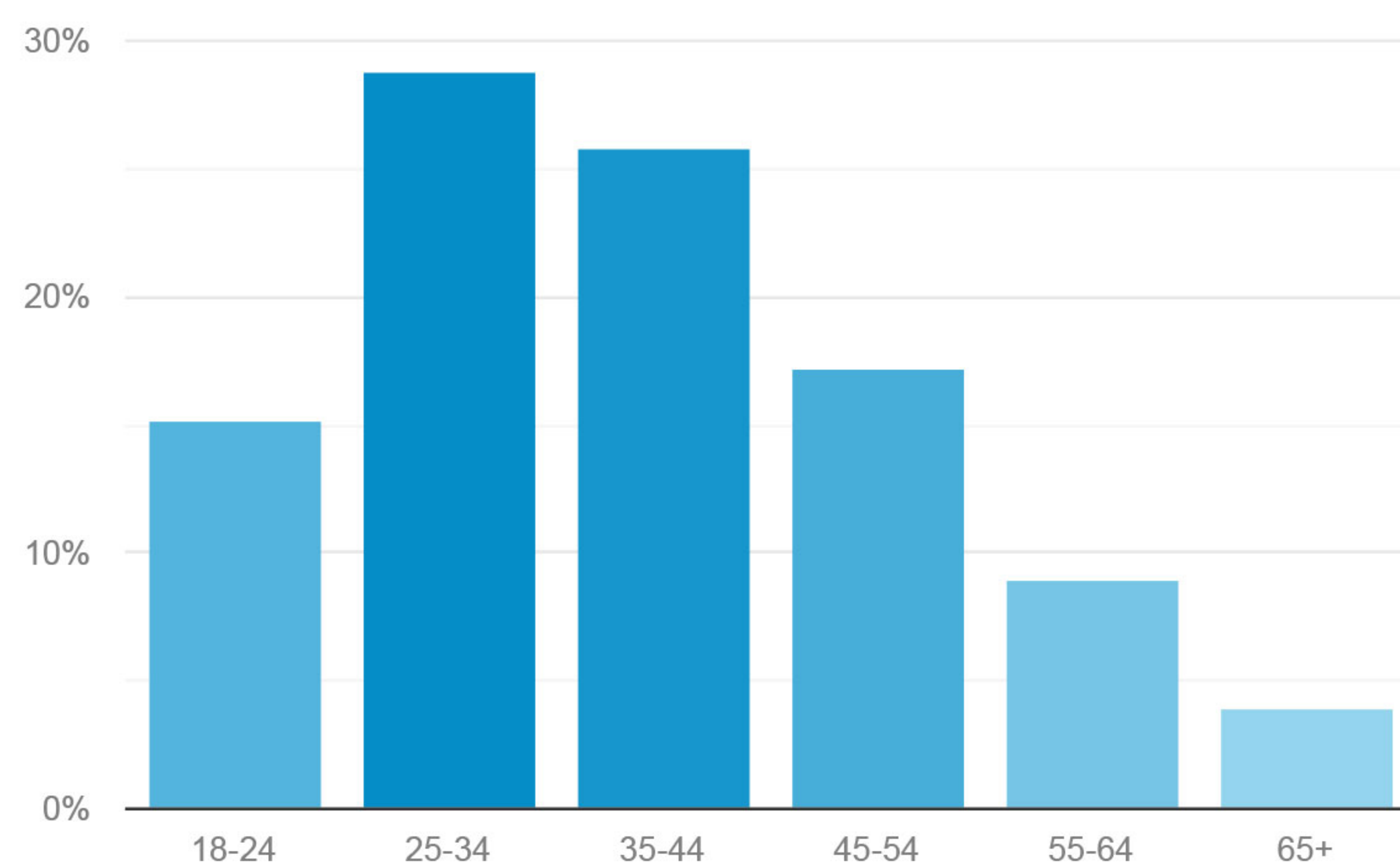
 All Users
100.00% Users

Jan 1, 2021 - Jan 31, 2021

Key Metric:

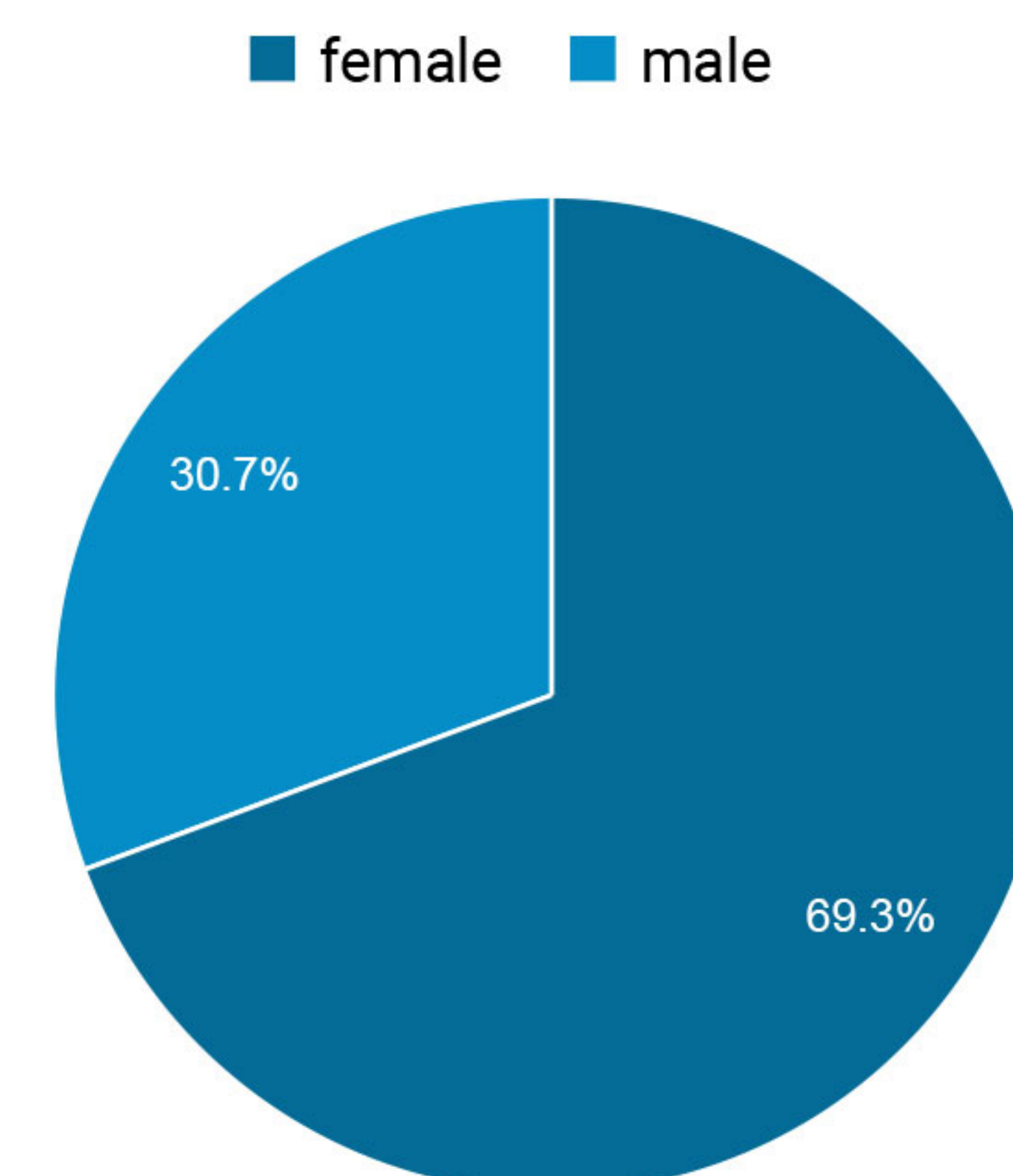
Age

36.74% of total users




Gender

39.13% of total users



Interests: Overview



All Users

100.00% Users

Jan 1, 2021 - Jan 31, 2021

Key Metric:

Affinity Category (reach)		40.19% of total users	In-Market Segment		29.98% of total users
5.15%	Shoppers/Value Shoppers		4.39%	Travel/Trips by Destination/Trips to Asia-Pacific/Trips to Thailand	
3.99%	Shoppers/Shopaholics		3.28%	Financial Services/Investment Services	
3.98%	Food & Dining/Foodies		3.12%	Consumer Electronics/Mobile Phones	
3.95%	Beauty & Wellness/Beauty Mavens		2.57%	Financial Services/Banking Services	
3.89%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs		2.56%	Travel/Hotels & Accommodations	
3.23%	Lifestyles & Hobbies/Fashionistas		2.44%	Telecom/Mobile Phone Service Providers	
3.18%	Shoppers/Bargain Hunters		2.31%	Real Estate/Residential Properties	
3.14%	Lifestyles & Hobbies/Business Professionals		2.28%	Gifts & Occasions/Holiday Items & Decorations	
3.10%	Travel/Travel Buffs		2.09%	Autos & Vehicles/Motor Vehicles	
2.86%	Sports & Fitness/Sports Fans		1.97%	Employment	
Other Category		33.02% of total users			
5.52%	Arts & Entertainment/TV & Video/Online Video				
4.60%	Arts & Entertainment/Celebrities & Entertainment News				
2.74%	Travel & Transportation/Hotels & Accommodations				
2.40%	News/Politics				
2.26%	Arts & Entertainment/Music & Audio/World Music				
2.11%	Arts & Entertainment/TV & Video/TV Shows & Programs/TV Dramas/TV Soap Operas				
2.11%	Arts & Entertainment/Music & Audio/Pop Music				
1.98%	Travel & Transportation/Travel Agencies & Services				
1.95%	Internet & Telecom/Mobile & Wireless/Mobile Phones/Smart Phones				
1.93%	Food & Drink/Cooking & Recipes/Cuisines/Southeast Asian Cuisine/Thai Cuisine				

Overview

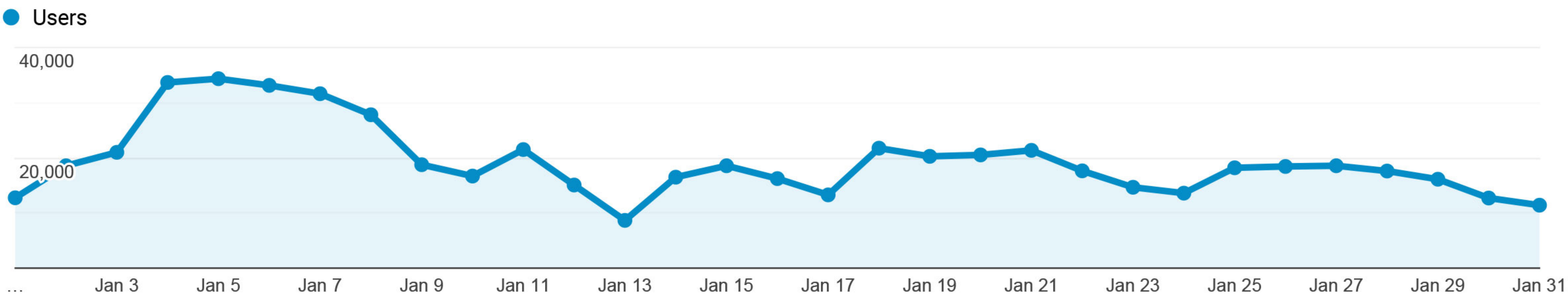
All Users

100.00% Users

Jan 1, 2021 - Jan 31, 2021

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	544,654 % of Total: 100.00% (544,654)	521,166 % of Total: 100.05% (520,885)	647,368 % of Total: 100.00% (647,368)	78.19% Avg for View: 78.19% (0.00%)	1.50 Avg for View: 1.50 (0.00%)	00:01:15 Avg for View: 00:01:15 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. mobile	414,038 (76.19%)	399,918 (76.74%)	499,803 (77.21%)	79.24%	1.44	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. desktop	118,387 (21.78%)	110,554 (21.21%)	134,782 (20.82%)	74.36%	1.71	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	11,034 (2.03%)	10,694 (2.05%)	12,783 (1.97%)	77.92%	1.53	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

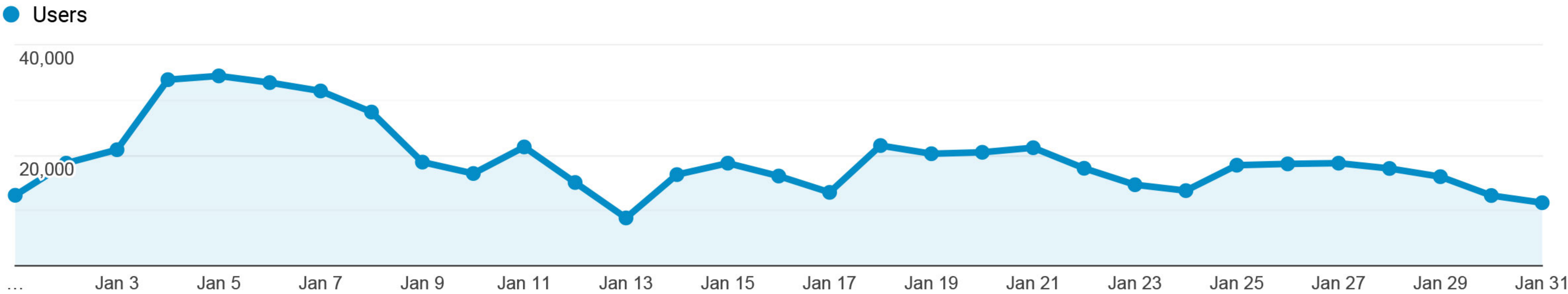
Browser & OS

All Users
100.00% Users

Jan 1, 2021 - Jan 31, 2021

Explorer

Summary



Browser	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	544,654 % of Total: 100.00% (544,654)	521,166 % of Total: 100.05% (520,885)	647,368 % of Total: 100.00% (647,368)	78.19% Avg for View: 78.19% (0.00%)	1.50 Avg for View: 1.50 (0.00%)	00:01:15 Avg for View: 00:01:15 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Chrome	321,475 (59.03%)	301,810 (57.91%)	381,370 (58.91%)	77.59%	1.52	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Safari	175,490 (32.23%)	174,706 (33.52%)	209,452 (32.35%)	79.69%	1.43	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Samsung Internet	18,595 (3.41%)	16,842 (3.23%)	23,612 (3.65%)	78.23%	1.47	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Android Webview	10,777 (1.98%)	10,368 (1.99%)	12,210 (1.89%)	77.19%	1.55	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Safari (in-app)	5,401 (0.99%)	5,350 (1.03%)	6,054 (0.94%)	73.52%	1.70	00:01:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Edge	5,215 (0.96%)	4,949 (0.95%)	5,988 (0.92%)	72.66%	1.83	00:01:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Firefox	3,420 (0.63%)	3,194 (0.61%)	3,929 (0.61%)	74.68%	1.73	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Internet Explorer	2,132 (0.39%)	1,995 (0.38%)	2,341 (0.36%)	77.15%	1.48	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Opera	1,307 (0.24%)	1,216 (0.23%)	1,606 (0.25%)	75.90%	1.50	00:01:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Mozilla Compatible Agent	512 (0.09%)	512 (0.10%)	518 (0.08%)	98.65%	1.01	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. UC Browser	173 (0.03%)	167 (0.03%)	209 (0.03%)	83.25%	1.36	00:00:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. Opera Mini	28 (0.01%)	26 (0.00%)	41 (0.01%)	82.93%	1.24	00:00:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. Amazon Silk	7 (0.00%)	7 (0.00%)	9 (0.00%)	66.67%	3.11	00:04:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. Android Browser	7 (0.00%)	7 (0.00%)	9 (0.00%)	77.78%	1.22	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. Puffin	7 (0.00%)	6 (0.00%)	8 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. YaBrowser	6 (0.00%)	6 (0.00%)	6 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. Maxthon	3 (0.00%)	3 (0.00%)	3 (0.00%)	66.67%	1.33	00:01:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. [FBAN	2 (0.00%)	2 (0.00%)	2 (0.00%)	50.00%	1.50	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
19. Coc Coc	1 (0.00%)	0 (0.00%)	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)