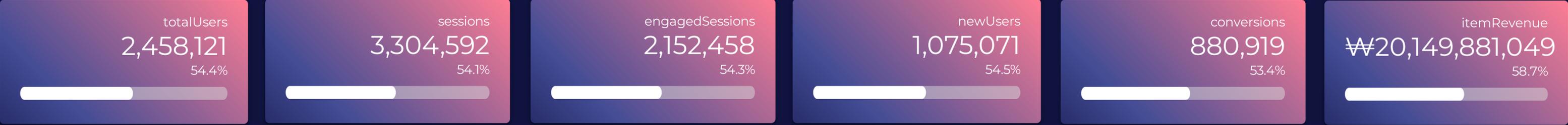
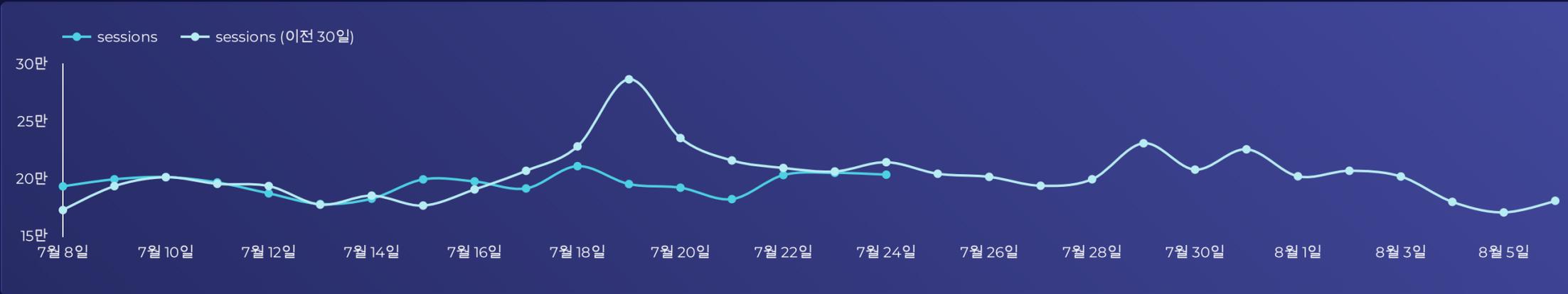


Business Score



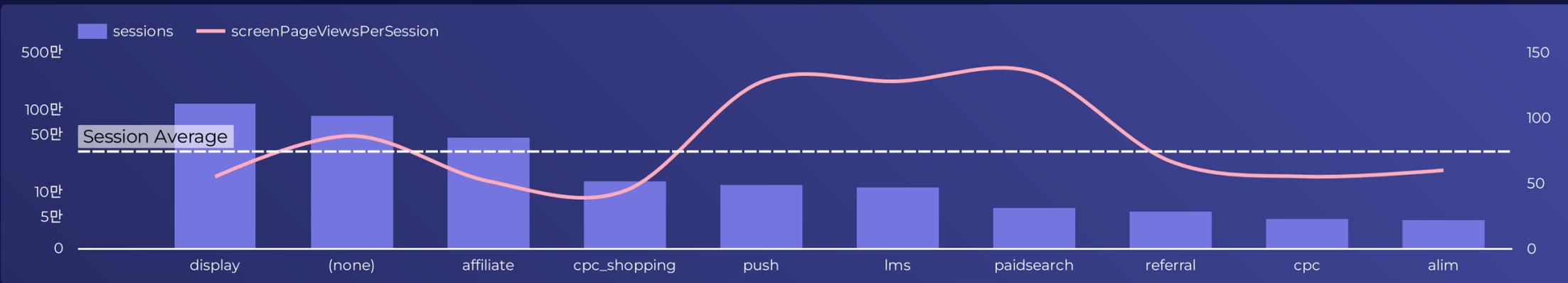
Session Trend



Status by Channel

sessionDefaultChannelGroup	sessions
Display	35.5%
Direct	25.81%
Organic Shopping	12.6%
Unassigned	8.97%
Paid Search	6.88%
Mobile Push Notifications	3.94%
Organic Search	1.49%
Referral	1.36%
Paid Other	1.21%
Affiliates	1.08%
Organic Social	0.81%
(other)	0.17%
Cross-network	0.16%
Paid Shopping	0.01%
Organic Video	+0%

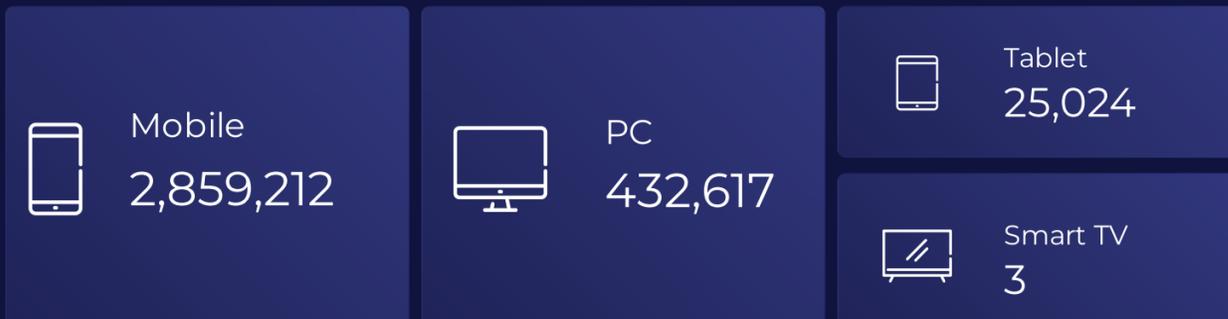
Status by Medium



Age Group



Device Type



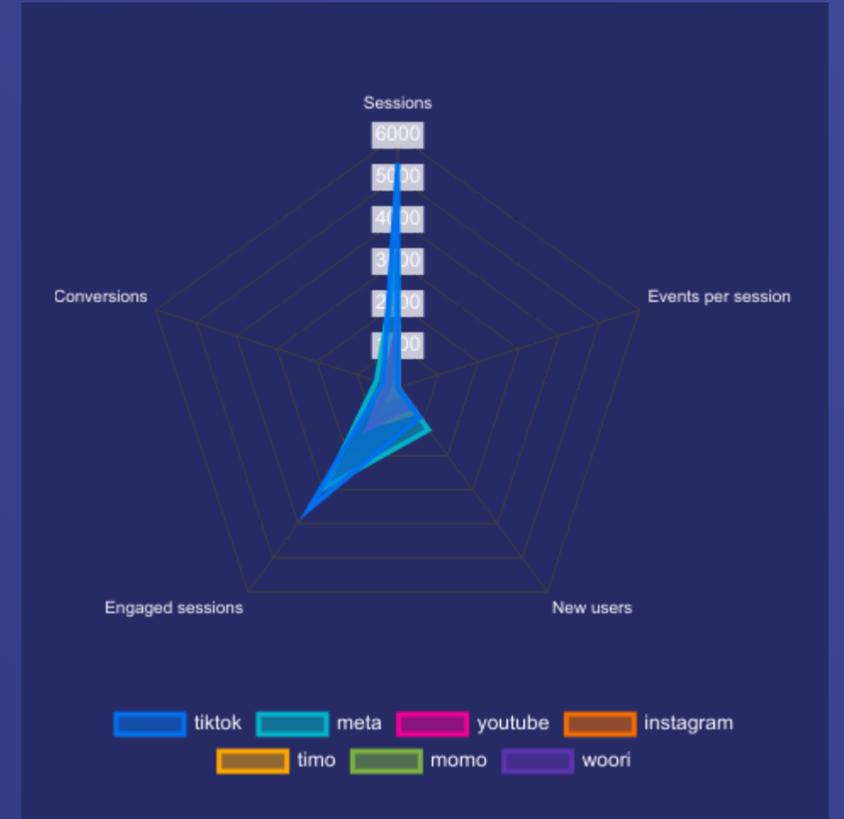
Status by country



User AD Performance

Session source / ...	상위 8개 - Session camp...	New users	Ads impressions	Engagement rate	Views per session
google / cpc	youtube_da	7,897	11,815,527	0.43	3.15
	nh^first_open	2,671	1,551,096	0.45	2.54
	youtube_retarget	1,009	2,002,129	0.38	2.82
	nh_roulette_event	810	939,854	0.31	1.82
	youtube_sa	486	1,566,289	0.28	1.7
	nh^event	332	1,375,324	0.26	1.23
	youtube_first_target	226	706,664	0.21	1.1
	총계	13,431	19,956,883	0.31	1.82
(direct) / (none)	(direct)	9,492	0	0.62	3.01
	총계	9,492	0	0.62	3.01
cpa / wooribank	nh^new	2,781	48,646	0.79	6.91
	총계	2,781	48,646	0.79	6.91
skt.roamingcoupon...	(referral)	1,980	0	0.88	12.38
	총계	1,980	0	0.88	12.38
daangn_feed / displ...	nh^new	1,579	12,348	0.24	1.52
총 합계		47,488	20,250,190	0.31	1.82

Conversion Attribution



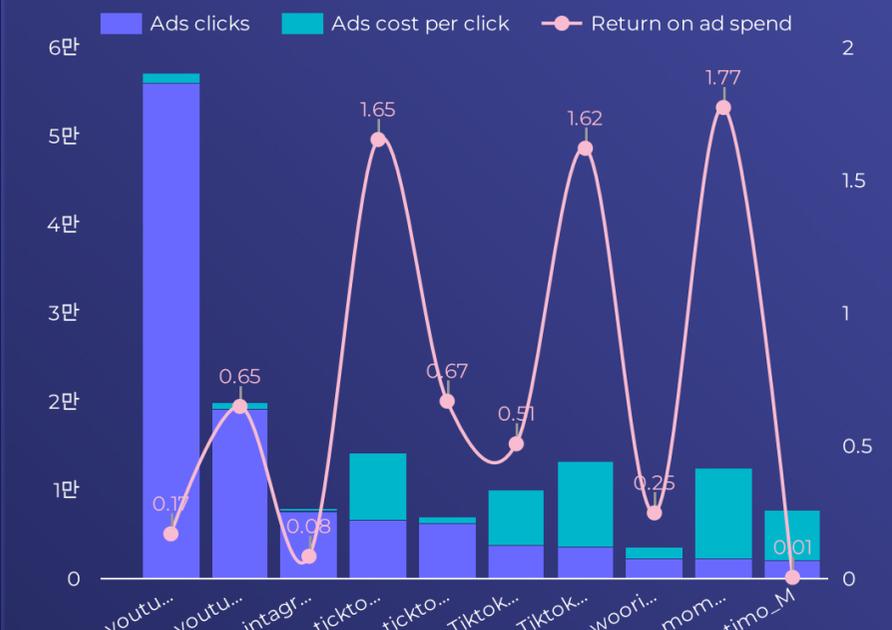
New user Landing page Status

Landing page	New users	New users	Views per session	Engagement rate
1. /	105,734	27.8%	2.75	0.26
2. /page/bieu-phi.html	98,601	25.93%	1.63	0.65
3. /danh-muc-bao-cao...	69,725	18.33%	4.34	0.52
4. /page/huong-dan-gi...	40,762	10.72%	2.83	0.6
5. /page/tu-van-dau-tu...	23,215	6.1%	6.14	0.67
6. /danh-muc-bao-cao...	15,657	4.12%	9.21	0.78
7. /page/huong-dan-ru...	13,572	3.57%	4.06	0.88
8. /page/huong-dan-n...	7,442	1.96%	5.2	0.55
9. /page/ban-cong-bo...	2,950	0.78%	2.07	0.93
10. (other)	2,651	0.7%	3.03	0.49
총 합계	380,309	100%	41.26	0.632

KPI Performance

defaultChannelGroup	conversions
1. Direct	531,557
2. Organic Shopping	243,138
3. Unassigned	212,597
4. Paid Search	152,415
5. Display	151,723
6. Mobile Push Notifications	112,140
7. Affiliates	40,105
8. Organic Search	28,088
9. Paid Other	21,267
10. Organic Social	18,974
11. Referral	13,644

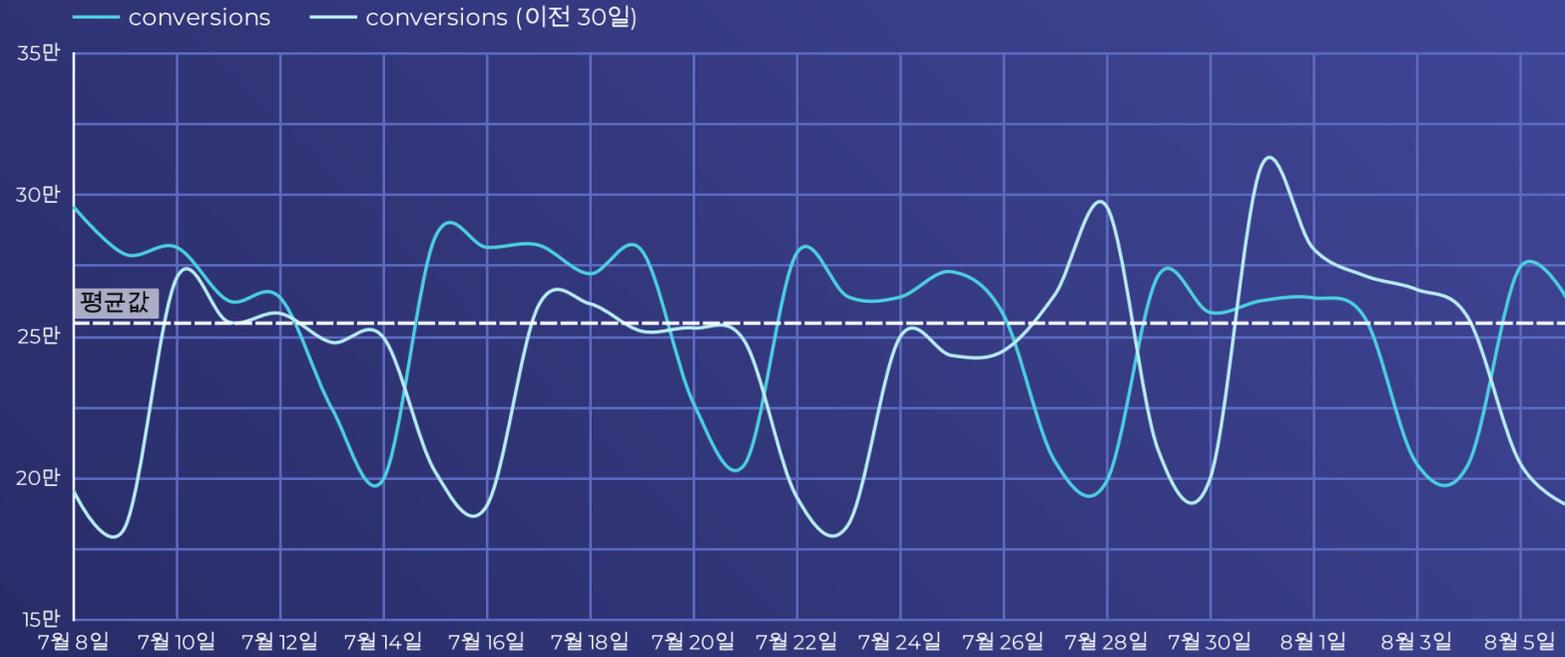
All Ads Performance



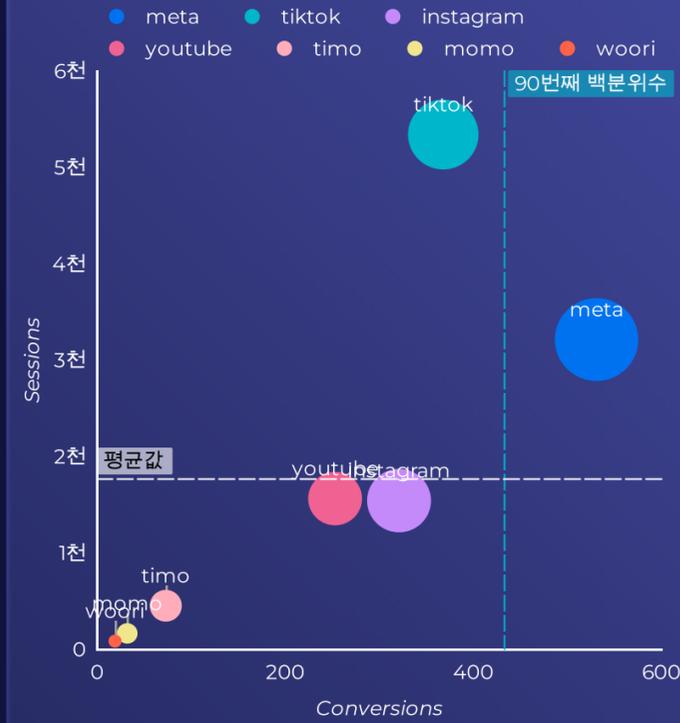
Conversion

2024. 7. 8. - 2024. 8. 6.

Conversion Trend



Conversion Distributed



Conversion Status



eventName	conversions
1. session_start	<div style="width: 100%;"></div>
2. Calculation	<div style="width: 20%;"></div>
3. begin_checkout	<div style="width: 5%;"></div>
4. ads_calculation	<div style="width: 2%;"></div>
5. purchase	<div style="width: 1%;"></div>
6. insurance_start_button...	<div style="width: 0.5%;"></div>
7. ads_purchase	<div style="width: 0.2%;"></div>

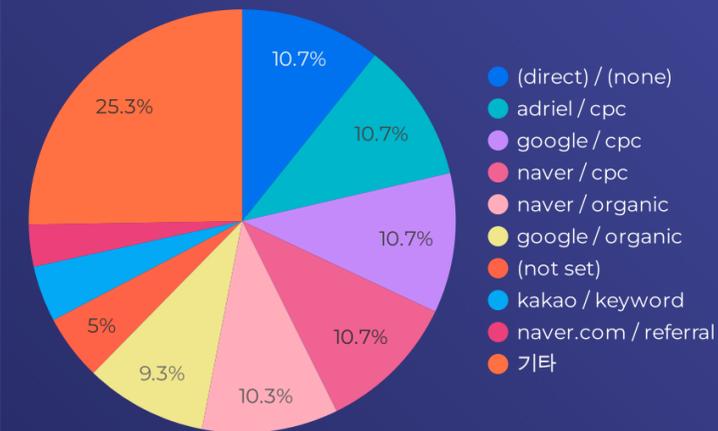
1 - 70 / 70 < >

KPI Status in page

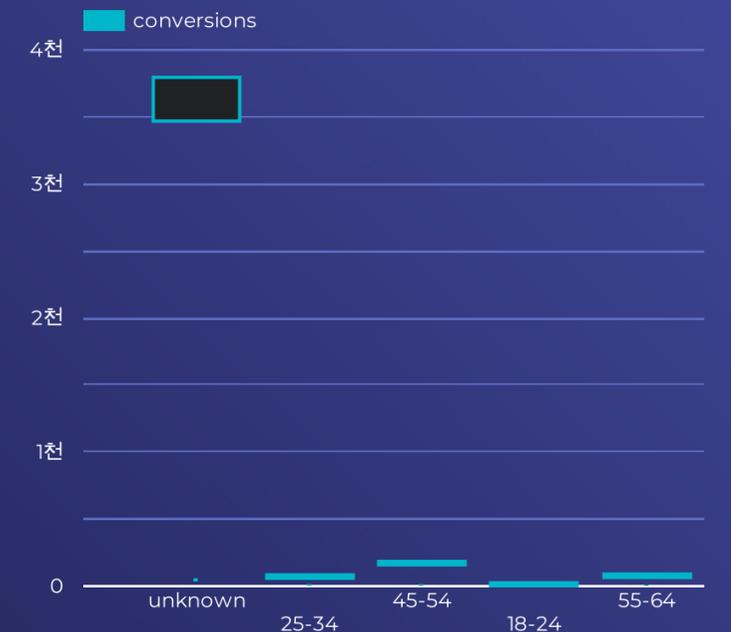
Page	Session	Engagement rate	Event per session	Conversion rate
1. /	105,734	27.8%	2.75	0.26
2. /page/bieu-phi.html	98,601	25.93%	1.63	0.65
3. /danh-muc-bao-cao/b...	69,725	18.33%	4.34	0.52
4. /page/huong-dan-gia...	40,762	10.72%	2.83	0.6
5. /page/tu-van-dau-tu.h...	23,215	6.1%	6.14	0.67
6. /danh-muc-bao-cao/b...	15,657	4.12%	9.21	0.78
7. /page/huong-dan-rut-...	13,572	3.57%	4.06	0.88
8. /page/huong-dan-nop...	7,442	1.96%	5.2	0.55
9. /page/ban-cong-bo-ru...	2,950	0.78%	2.07	0.93
10. (other)	2,651	0.7%	3.03	0.49
총 합계	380,309	100%	41.26	6.32

1 - 10 / 10 < >

Event Engagement Performance



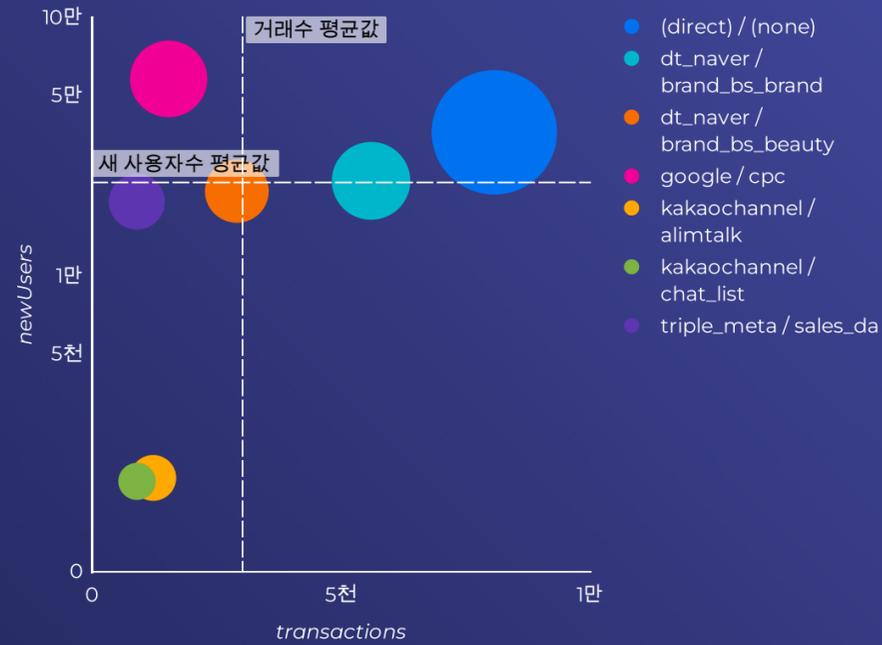
Conversion Boxplot



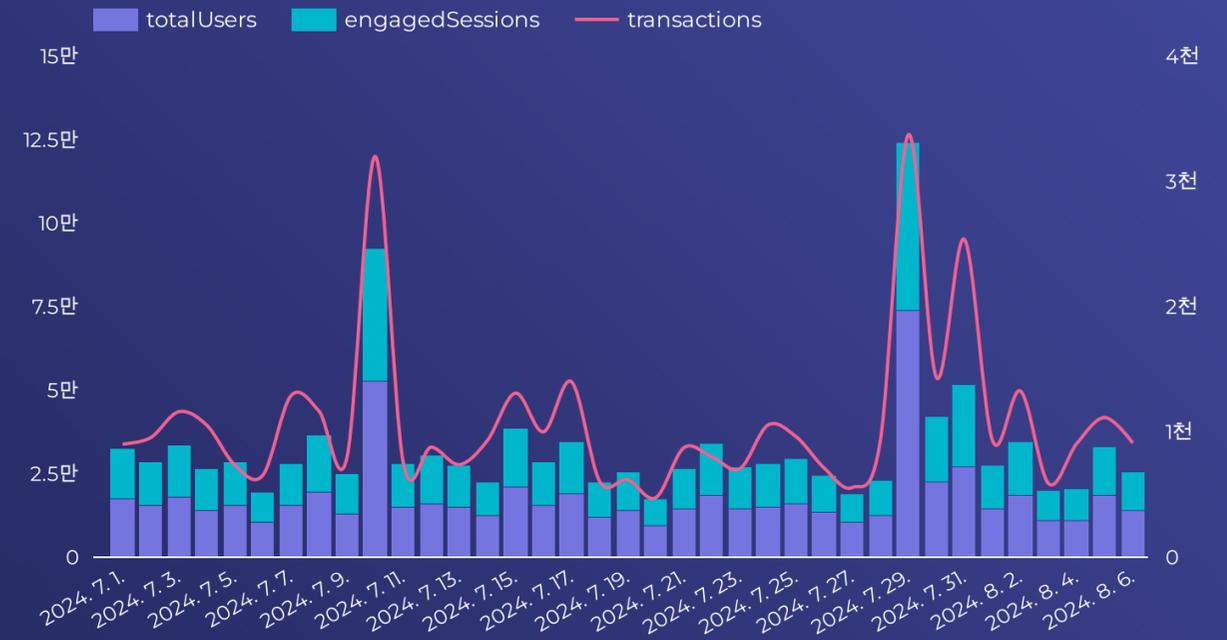
User Purchase Journey



Transaction status by Source/Medium

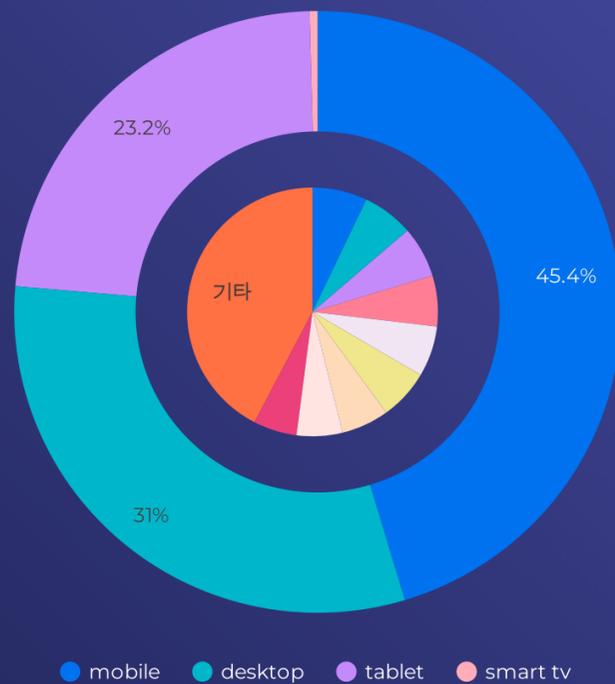


Transaction Status



Purchase Type

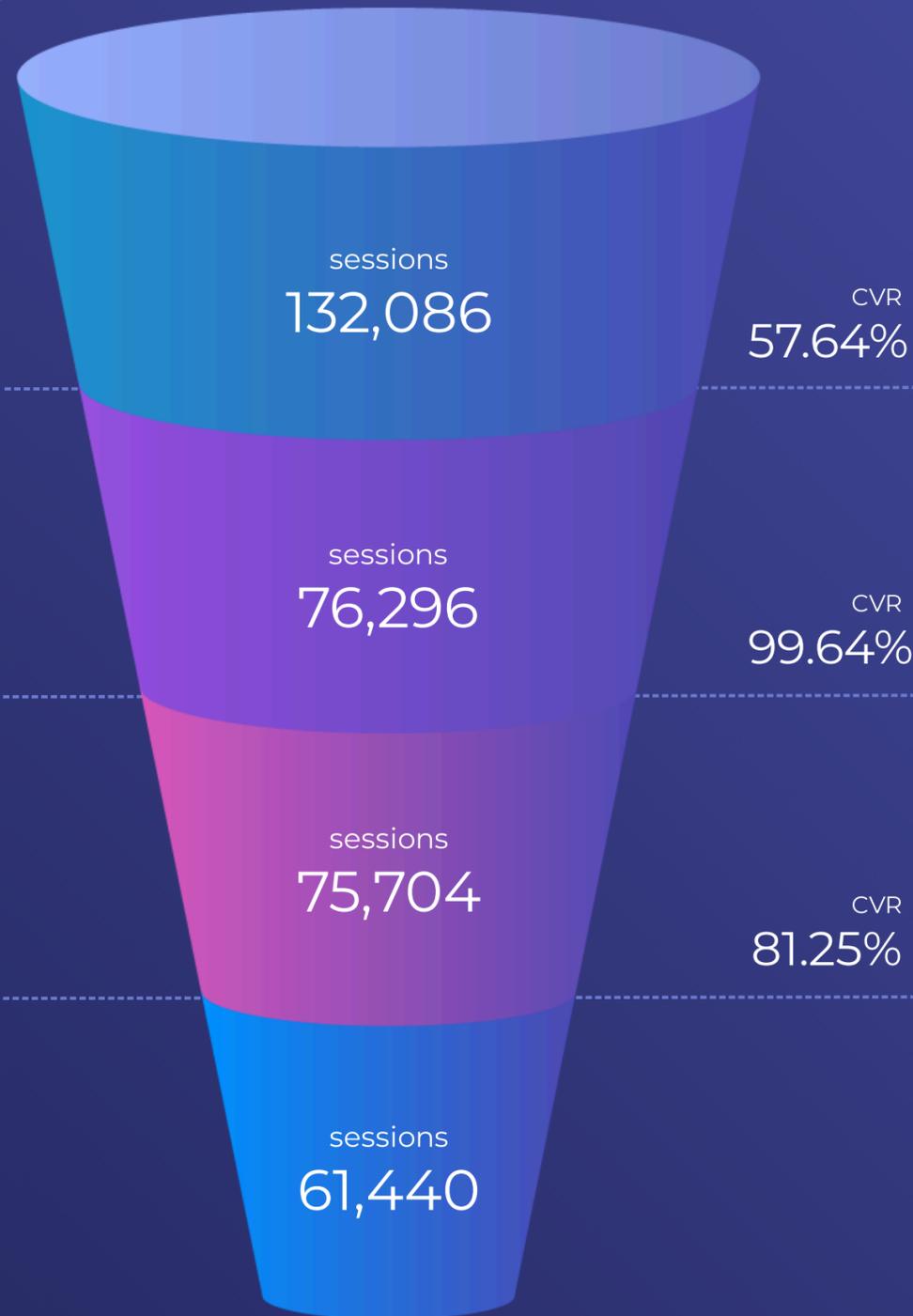
- Device & Payment Type



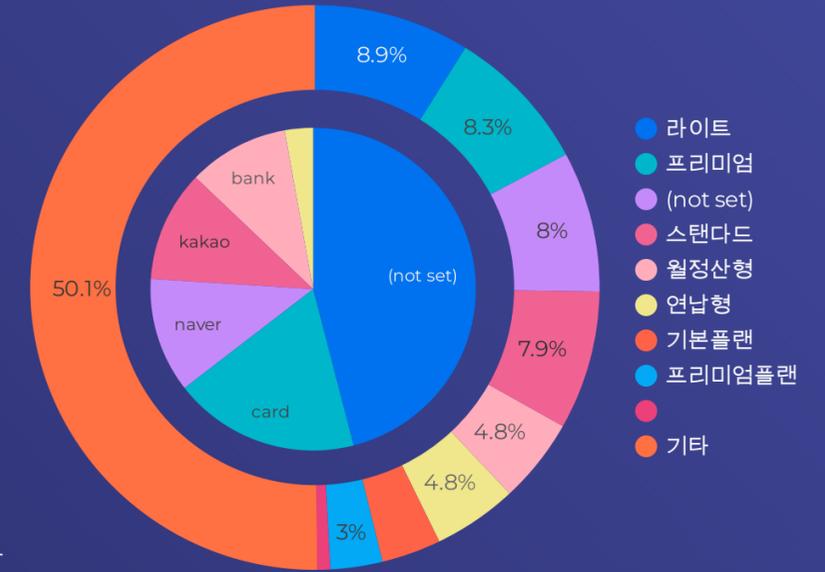
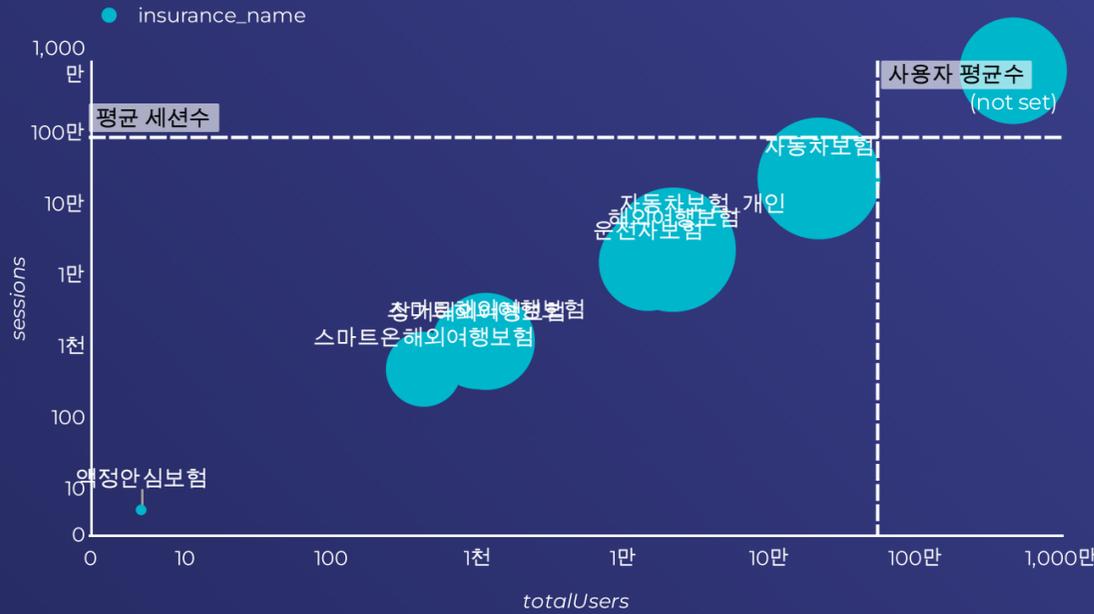
Revenue status by product

상위 5개 - 상품 카테고리	상위 5개 - 브랜드	상위 5개 - 상품명	Items viewed	Purchase rate	Item revenue
스포츠 의류^신발^가방	르까프	24SS 남성 드라이 냉감 집업...	1,970	16.7%	₩12,245,999.82
		24SS 여성 드라이 냉감 집업...	790	15.44%	₩4,250,999.94
		여성 이지스텔 슬립온	214	2.8%	₩298,800
		24SS 남성 드라이 하이텐션 ...	185	7.57%	₩545,999.99
		24SS 여성 드라이 하이텐션 ...	159	4.4%	₩234,000
		총계 (11) ⊙	3,842	7.94%	₩18,799,199.72
로젠토		24SS 남성 썸머 다이얼락 트...	516	6.78%	₩953,599.99
		24SS 여성 썸머 다이얼락 트...	397	6.55%	₩685,399.99
		24SS 남성 다이얼락 트레킹화	111	1.8%	₩59,600
		남성 다이얼락 윈터 트레킹화	43	2.33%	₩29,800
		여성 다이얼락 윈터 트레킹화	3	66.67%	₩59,600
		총계	1,070	16.83%	₩1,787,999.98
스케쳐스		울트라 플렉스 슬립인스(여성)	211	0.95%	₩218,000
		크리크 아이치핀 샌드	100	0.53%	₩100,000
		총 합계 (2460) ⊙	108,193	39.54%	₩1,109,102,539.91

Insurance Subscription Journey



Revenue status by product

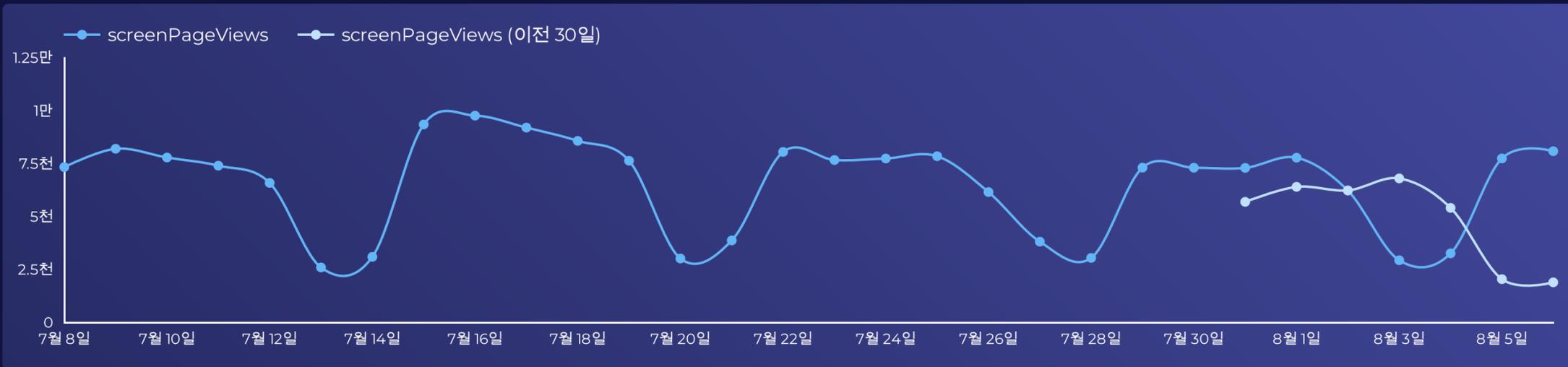
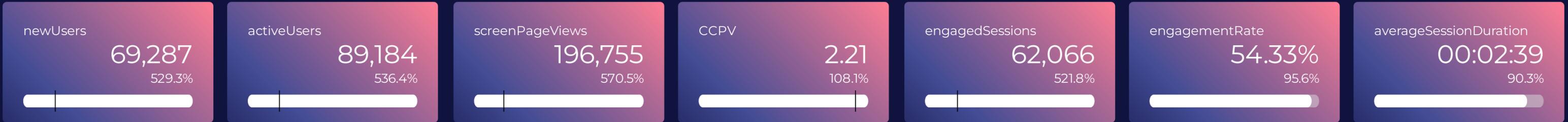


Popular Product Details Trend



defaultCha...	sessionSou...	totalUsers	sessions	engagementRate
Unassigned	(direct) / (no...	1,056,915	5,521,622	77.89%
	renewals / c...	178,856	767,000	79.72%
	google / cpc	103,523	131,096	67.98%
	b2b2c_skp_...	83,112	99,017	54.64%
	chnl / cco_cs	67,651	331,315	82.07%
	naver_main...	41,984	56,281	90.98%
총 합계		3,586,387	14,524,470	70.93%

Content Page Status



Content Consumption (%)



Content Performance

Rank	Page title	Views	Views per session	averageSessionDuration	Engagement rate
1.	AI의 현재와 미래: 혁신의 길	14,478	2.57	00:01:00	0.47
2.	딥러닝의 이해: 기초부터 심화까지	5,390	2.29	00:01:17	0.53
3.	AI 기반 추천 시스템의 작동 원리	4,806	2.03	00:01:32	0.49
4.	자연어 처리(NLP)란 무엇인가?	3,439	1.46	00:01:05	0.81
5.	머신러닝을 활용한 예측 모델 구축하기	1,093	1.01	00:02:15	0.41
6.	AI와 윤리: 기술의 도덕적 딜레마	1,048	1.32	00:01:22	0.82
7.	강화학습: 인공지능의 새로운 패러다임	916	0.92	00:02:35	0.49
8.	AI를 활용한 데이터 분석 및 인사이트	870	0.87	00:02:46	0.58
9.	챗봇 개발: 기본 개념과 구현 방법	748	0.99	00:02:53	0.56
10.	이미지 인식 기술의 발전과 응용 사례	733	0.98	00:02:08	0.61
11.	자동화된 음성 인식 시스템의 미래	716	1.05	00:03:03	0.49
12.	AI 스타트업의 성공 전략	709	0.96	00:02:20	0.64
13.	AI와 보안: 사이버 위협과 대응 방법	685	0.92	00:02:48	0.56
총 합계		39,223	24.41	00:44:54	11.66

Content category (%)

Rank	Page title	Views
1.	AI의 현재와 미래: 혁신의 길	14,478
2.	딥러닝의 이해: 기초부터 심화까지	5,390
3.	AI 기반 추천 시스템의 작동 원리	4,806
4.	자연어 처리(NLP)란 무엇인가?	3,439
5.	머신러닝을 활용한 예측 모델 구축하기	1,093
6.	AI와 윤리: 기술의 도덕적 딜레마	1,048
7.	강화학습: 인공지능의 새로운 패러다임	916
8.	AI를 활용한 데이터 분석 및 인사이트	870
9.	챗봇 개발: 기본 개념과 구현 방법	748
10.	이미지 인식 기술의 발전과 응용 사례	733
11.	자동화된 음성 인식 시스템의 미래	716
12.	AI 스타트업의 성공 전략	709
13.	AI와 보안: 사이버 위협과 대응 방법	685