

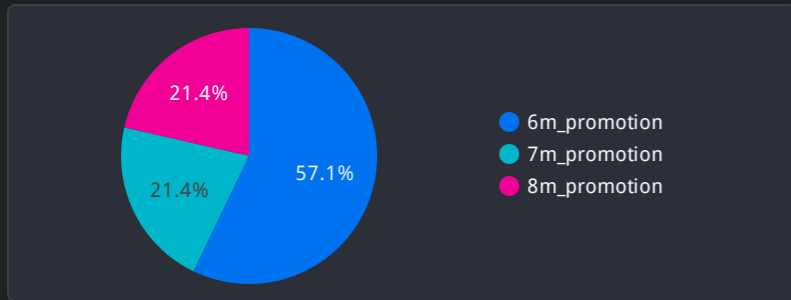
SocialBiz_UTM Analysis_Conversion

2024. 6. 1. - 2024. 6. 30.

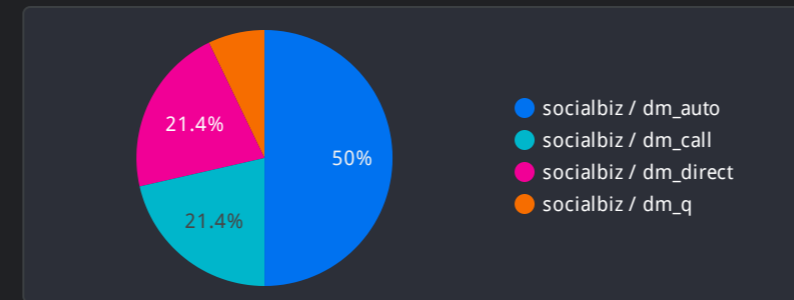
▶ UTM Filter

세션 캠페인
세션 소스
세션 매체
이벤트 이름
content(소재)
term(유저 분류)

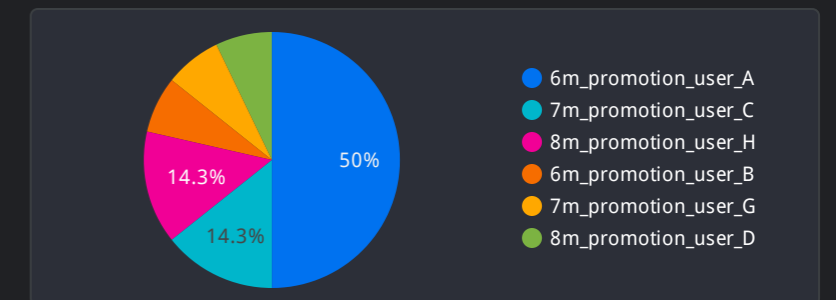
▶ 캠페인별 세션 비중



▶ 세션 소스/매체별 세션 비중



▶ term(유저 분류)별 세션 비중



| 날짜 | 세션 캠페인 | 세션 소스 | 세션 매체 | content(소재) | term(유저 분류) | 전환(구독) |
|--------------|--------------|-----------|-----------|------------------------|---------------------|-----------|
| 2024. 6. 13. | 6m_promotion | socialbiz | dm_auto | 6m_promotion_content_1 | 6m_promotion_user_A | 22 |
| 2024. 6. 17. | 7m_promotion | socialbiz | dm_direct | 7m_promotion_content_1 | 7m_promotion_user_C | 14 |
| 2024. 6. 13. | 7m_promotion | socialbiz | dm_direct | 7m_promotion_content_2 | 7m_promotion_user_C | 9 |
| 2024. 6. 17. | 8m_promotion | socialbiz | dm_call | 8m_promotion_content_5 | 8m_promotion_user_H | 9 |
| 2024. 6. 17. | 8m_promotion | socialbiz | dm_call | 8m_promotion_content_1 | 8m_promotion_user_D | 7 |
| 2024. 6. 14. | 6m_promotion | socialbiz | dm_auto | 6m_promotion_content_1 | 6m_promotion_user_A | 6 |
| 2024. 6. 13. | 6m_promotion | socialbiz | dm_auto | 6m_promotion_content_3 | 6m_promotion_user_A | 3 |
| 2024. 6. 18. | 6m_promotion | socialbiz | dm_q | 6m_promotion_content_2 | 6m_promotion_user_B | 1 |
| | | | | | 총 합계 | 72 |