

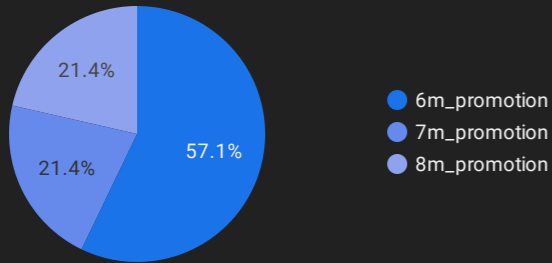
SocialBiz_UTM Analysis_Commerce

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

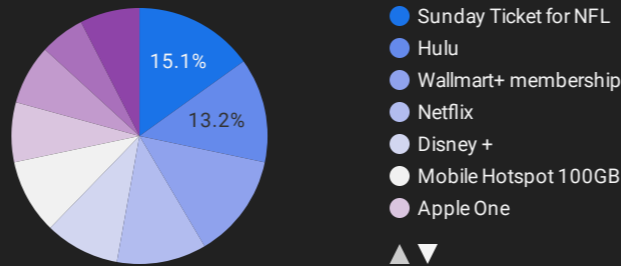
▶ UTM Filter

세션 캠페인
세션 소스
세션 매체
상품명
content(소재)
term(유저 분류)

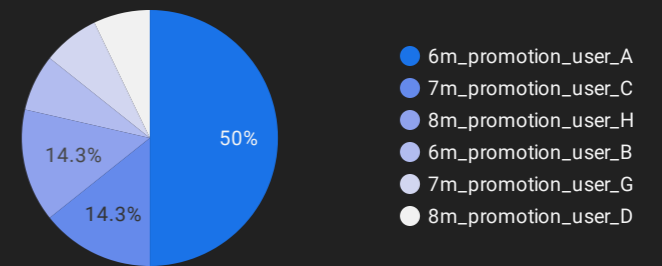
▶ 캠페인별 세션 비중



▶ 상품별 세션 비중



▶ term(유저 분류)별 세션 비중



날짜	세션 캠페인	세션 소스	세션 매체	content(소재)	term(유저 분류)	상품명	상품수	상품 수익
2024. 6. 13.	6m_promotion	socialbiz	dm_auto	6m_promotion_conte...	6m_promotion_user_A	2TB Cloud Storage	6	₩3,146,000
2024. 6. 13.	6m_promotion	socialbiz	dm_auto	6m_promotion_conte...	6m_promotion_user_A	Sunday Ticket for NFL	4	₩1,190,000
2024. 6. 17.	7m_promotion	socialbiz	dm_direct	7m_promotion_conte...	7m_promotion_user_C	Device Insurance	3	₩479,700
2024. 6. 13.	6m_promotion	socialbiz	dm_auto	6m_promotion_conte...	6m_promotion_user_A	Mobile Hotspot 100GB	2	₩380,000
2024. 6. 13.	6m_promotion	socialbiz	dm_auto	6m_promotion_conte...	6m_promotion_user_A	Wallmart+ members...	4	₩361,200
2024. 6. 13.	6m_promotion	socialbiz	dm_auto	6m_promotion_conte...	6m_promotion_user_A	Netflix	3	₩270,000
2024. 6. 13.	6m_promotion	socialbiz	dm_auto	6m_promotion_conte...	6m_promotion_user_A	Amazon Prime Video	3	₩250,000
2024. 6. 17.	8m_promotion	socialbiz	dm_call	8m_promotion_conte...	8m_promotion_user_H	Sunday Ticket for NFL	2	₩238,000
총 합계							82	₩9,740,949.99