

SAMPLE REPORT

Date	Month DD - Month DD, YYYY
Product	Game Title
Author	John Smith

OVERVIEW

Summary

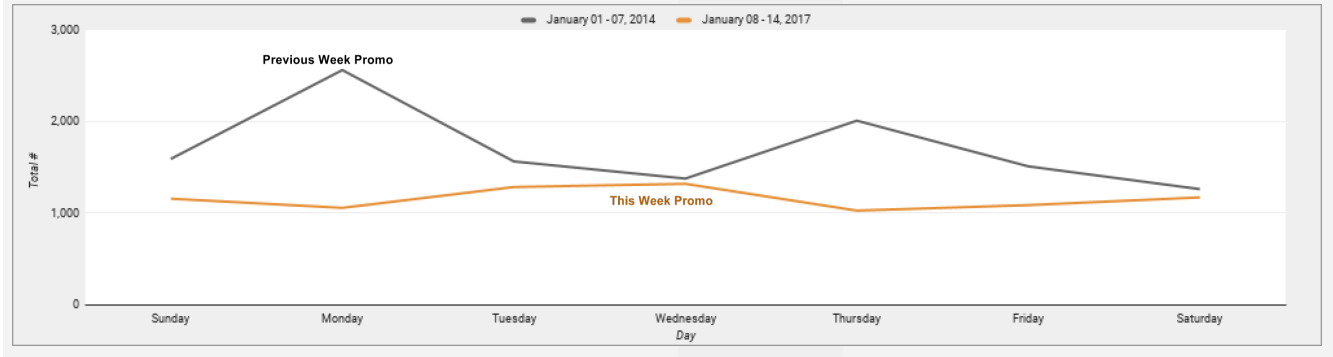
This is a description of what happened this week, including a summary of the events, sales, and promotions that occurred, highlighting significant data changes.

If there were any big issues or bugs discovered, or thoughts on improvement, they will also be detailed here.

Promotions

Date	Location	Title
Month DD, YYYY	Website	Event Title
Month DD, YYYY	Social Media	Event Title
Month DD, YYYY	Other	Event Title
Month DD, YYYY	Email	Event Title
Month DD, YYYY	Website	Event Title
Month DD, YYYY	Website	Event Title

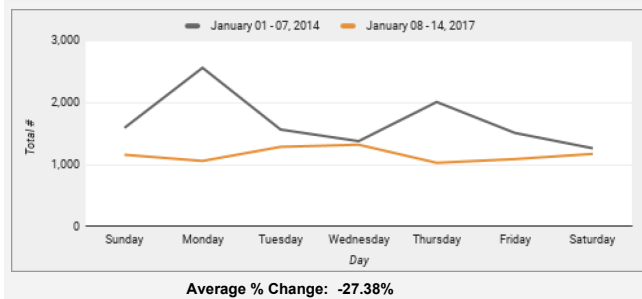
Timeline



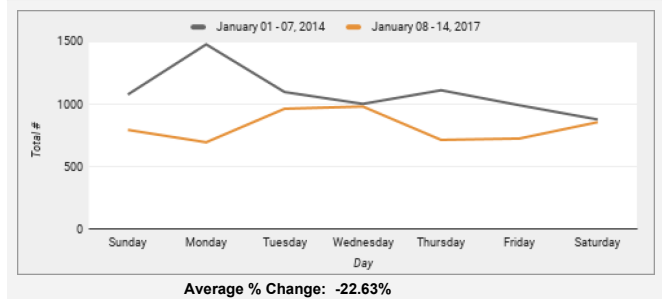
KEY PERFORMANCE INDICATORS

Total Visitors	New Users	Returning Users	Session Length	Total Sessions	Total Revenue	Total Transactions	ARPU
11,878	7,640	4,238	0:02:13	13,249	\$1,675.40	72	\$0.16
Weekly Total	Weekly Total	Weekly Total	Weekly Average	Weekly Total	Weekly Total	Weekly Total	Weekly Average

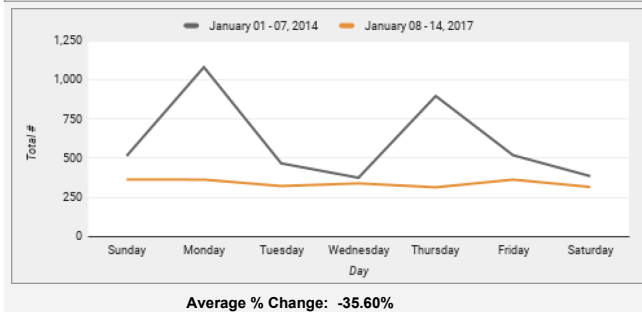
Visitors



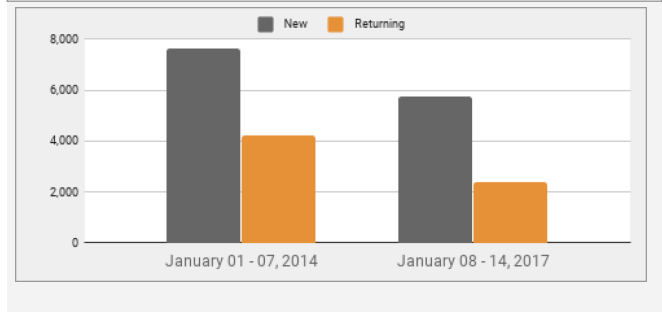
New Users



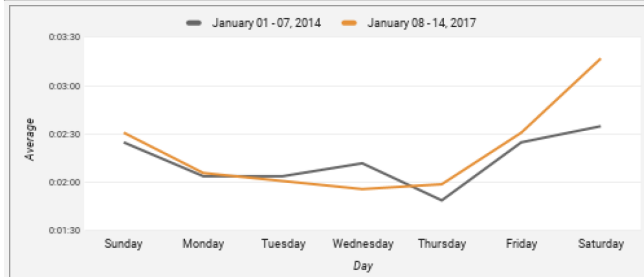
Returning Users



New vs. Returning

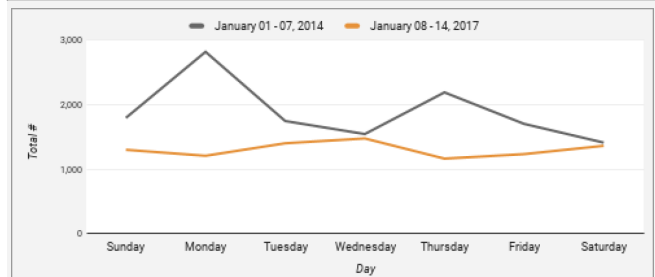


Average Session Length



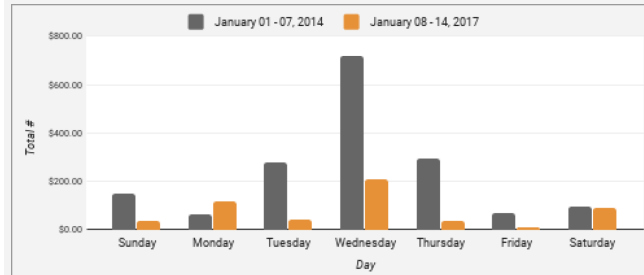
Average % Change: 4.52%

Total Sessions



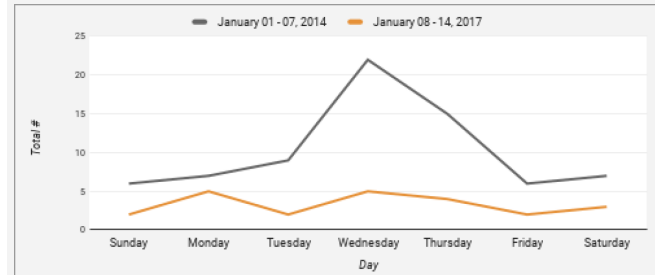
Average % Change: -26.62%

Total Revenue



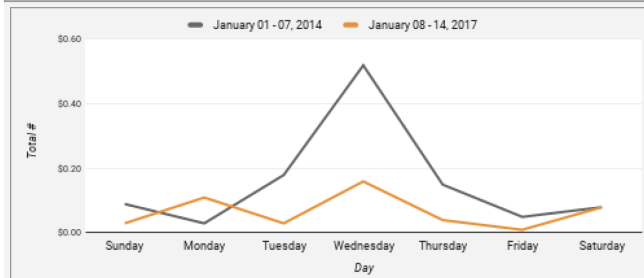
Average % Change: -46.30%

Total Transactions



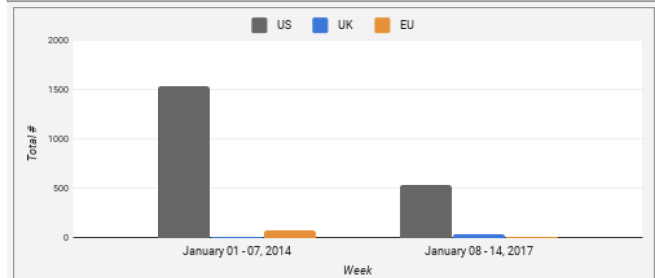
Average % Change: -63.92%

ARPU

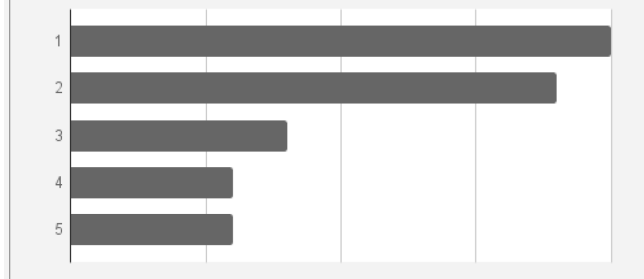


Average % Change: -15.13%

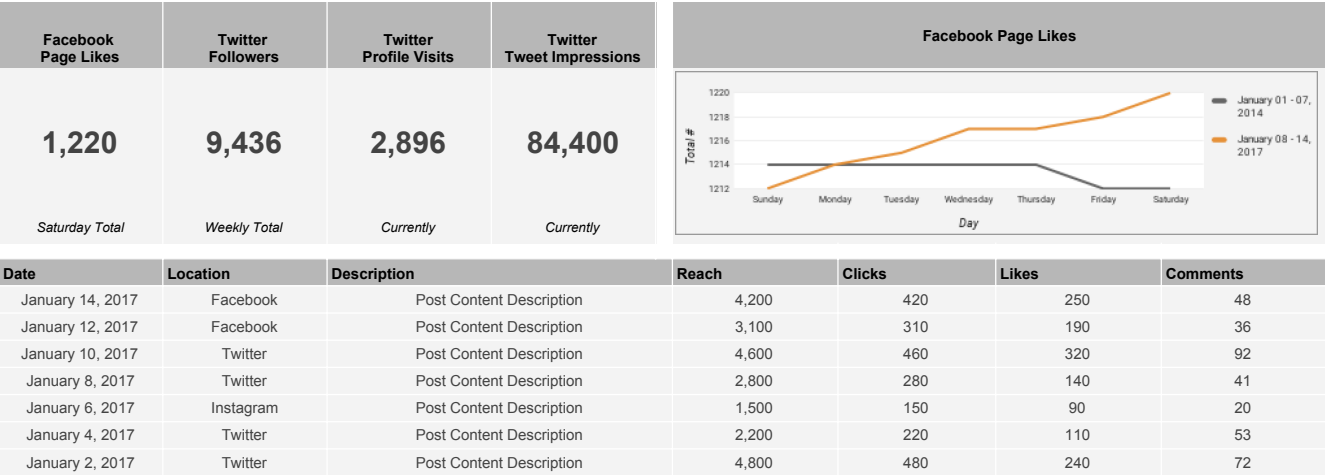
Gross Revenue by Region



Top Games by Revenue



SOCIAL MEDIA



MARKETING MAIL

Date	Target	Promotion Name	Subscribers	Opens	Clicks
January 6, 2017	User Segment	Email Promotion Title	4,500	150	124
January 4, 2017	User Segment	Email Promotion Title	4,500	150	124
January 1, 2017	User Segment	Email Promotion Title	4,500	150	124