SAMPLE REPORT

Date Month DD - Month DD, YYYY

Product Game Title

Author John Smith

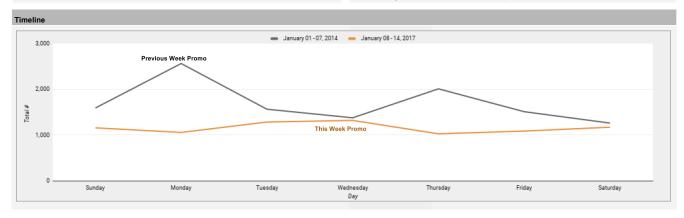
OVERVIEW

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.

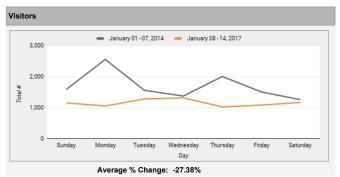
Promotions						
Date	Location	Title				
Month DD, YYYY	Website	Event Title				
Month DD, YYYY	Social Media	Event Title				
Month DD, YYYY	Other	Event Title				
Month DD, YYYY	Email	Event Title				
Month DD, YYYY	Website	Event Title				
Month DD, YYYY	Website	Event Title				

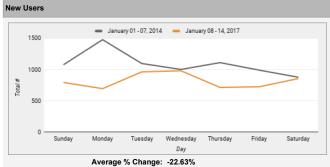


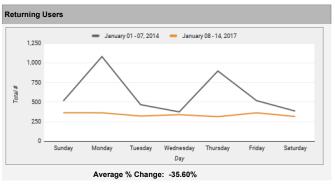
KEY PERFORMANCE INDICATORS

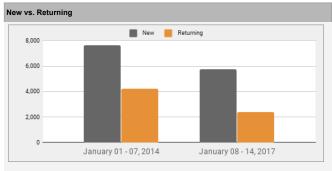
Total Visitors	New Users	Returning Users	Session Length
11,878	7,640	4,238	0:02:13
Weekly Total	Weekly Total	Weekly Total	Weekly Average

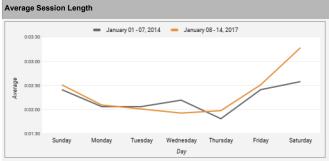
Total Sessions	Total Revenue	Total Transactions	ARPU
13,249	\$1,675.40	72	\$0.16
Weekly Total	Weekly Total	Weekly Total	Weekly Average











January 01 - 07, 2014 January 08 - 14, 2017

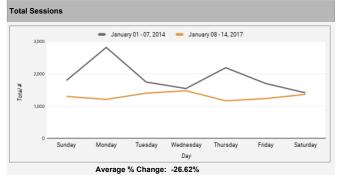
Thursday



Total Revenue

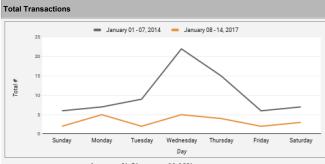
\$600.00

\$400.00

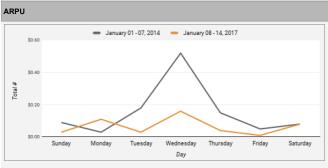


Saturday

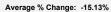
Average % Change: -46.30%

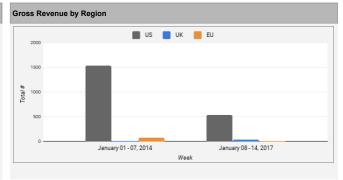


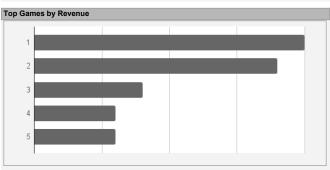
Average % Change: -63.92%



Day

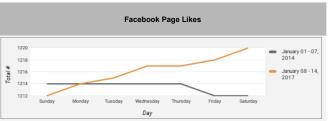






SOCIAL MEDIA

Facebook Page Likes	Twitter Followers	Twitter Profile Visits	Twitter Tweet Impressions				
1,220	9,436	2,896	84,400	Total #	1220 1218 1216 1214	_	
Saturday Total	Weekly Total	Currently	Currently			Sunday	Monday



Date	Location	Description	Reach	Clicks	Likes	Comments
Date	Location	Description	Reacii	CIICKS	Likes	Comments
January 14, 2017	Facebook	Post Content Description	4,200	420	250	48
January 12, 2017	Facebook	Post Content Description	3,100	310	190	36
January 10, 2017	Twitter	Post Content Description	4,600	460	320	92
January 8, 2017	Twitter	Post Content Description	2,800	280	140	41
January 6, 2017	Instagram	Post Content Description	1,500	150	90	20
January 4, 2017	Twitter	Post Content Description	2,200	220	110	53
January 2, 2017	Twitter	Post Content Description	4,800	480	240	72

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