

# USER ENGAGEMENT TRACKER

Reporting Cycle: 2024  
Platform / Channel  
Date Range  
Target Audience

Metric Name	Baseline	Target	Actual	% Change	Performance Notes
Unique Visitors					
Active Sessions					
Avg. Session Duration					
Bounce Rate					
Click-Through Rate (CTR)					
Conversion Rate					

<b>Metric Name</b>	<b>Baseline</b>	<b>Target</b>	<b>Actual</b>	<b>% Change</b>	<b>Performance Notes</b>
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Social Shares /  
Mentions

Churn Rate

Total Reach  
Total Actions  
Cost Per Engagement  
Overall ROI

Key Insights & Action Items

Generated for internal performance tracking purposes. Confidential.