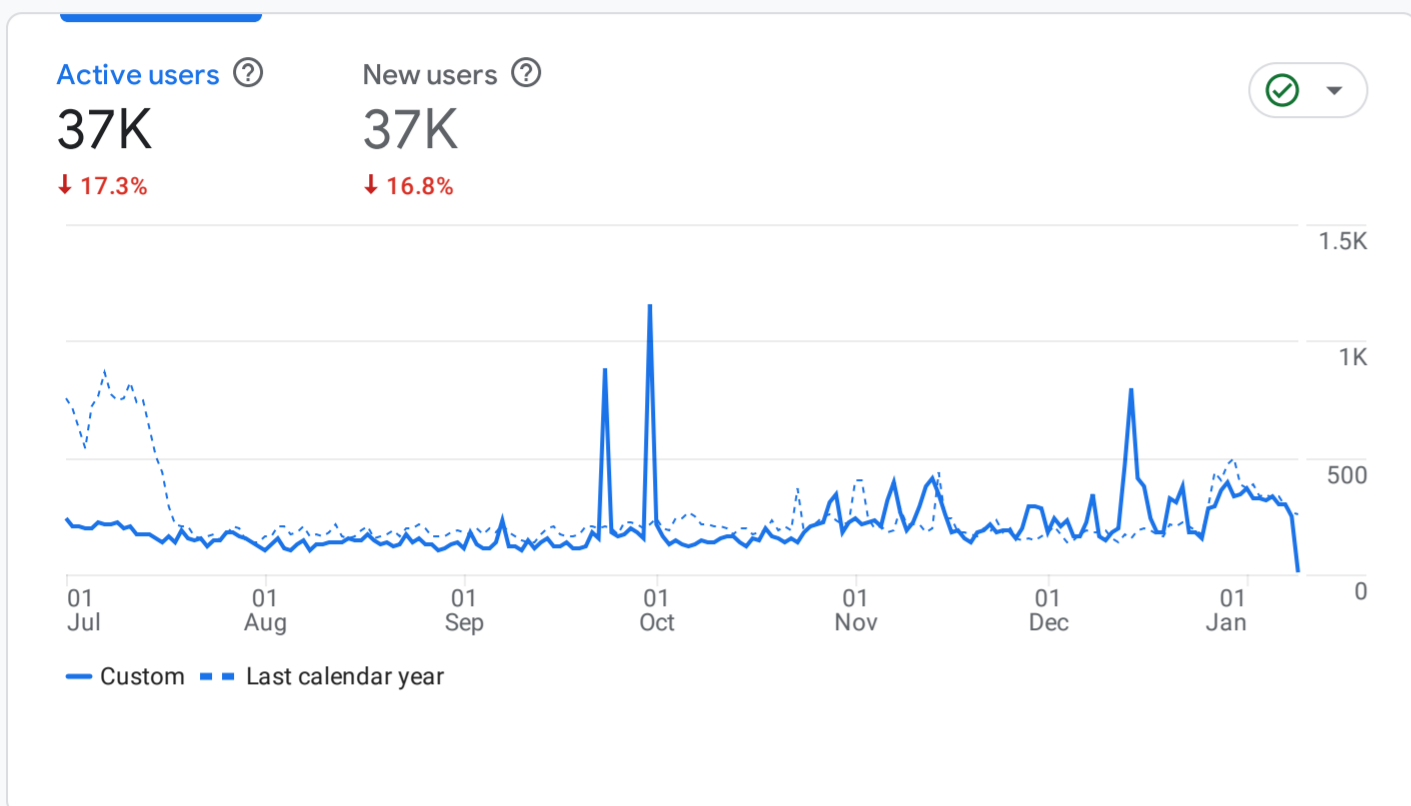


All Users | Add comparison

Custom Jul 1, 2025 - Jan 9, 2026
Compare: Jul 1, 2024 - Jan 9, 2025

Reports snapshot



Active users by Session primary channel group

SESSION PRIMARY CHAN...	ACTIVE USERS	%
Organic Search	19K	↓ 33.0%
Direct	11K	↑ 122.4%
Referral	5K	↓ 6.9%
Organic Social	606	↓ 87.8%
Unassigned	1.3K	↓ 11.9%
Paid Search	693	↑ 99.1%
Display	0	↓ 100.0%

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Active users by City

CITY	ACTIVE USERS	%
Christchurch	13K	↓ 31.8%
Auckland	5.8K	↓ 47.9%
Wellington	2.5K	↓ 9.8%
Lanzhou	4.3K	-
Singapore	2.5K	↑ 1,285.2%
Sydney	844	↑ 11.5%
Melbourne	695	↑ 24.3%

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Active users by Country

COUNTRY	ACTIVE USERS	%
New Zealand	25K	↓ 35.6%
China	5K	↑ 1,857...
Singapore	2.6K	↑ 1,270...
Australia	2.6K	↑ 7.5%
United States	1.2K	↓ 2.8%
India	509	↑ 441.5...
United Kingdom	378	↓ 16.7%

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