

# Overview

Traffic source

scale: DAY

Oct 7, 2025 - Oct 28, 2025

Partner name

mediaplan

campaign

contents

utm\_source

utm\_medium

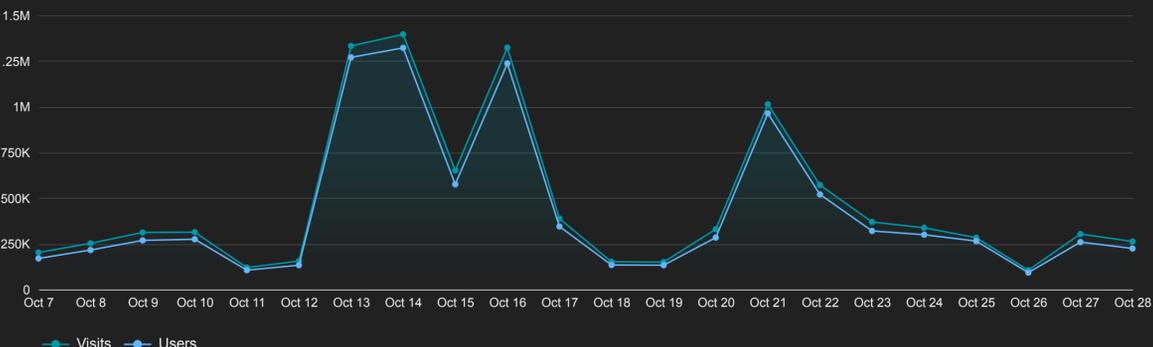
utm\_campaign

utm\_content

utm\_term

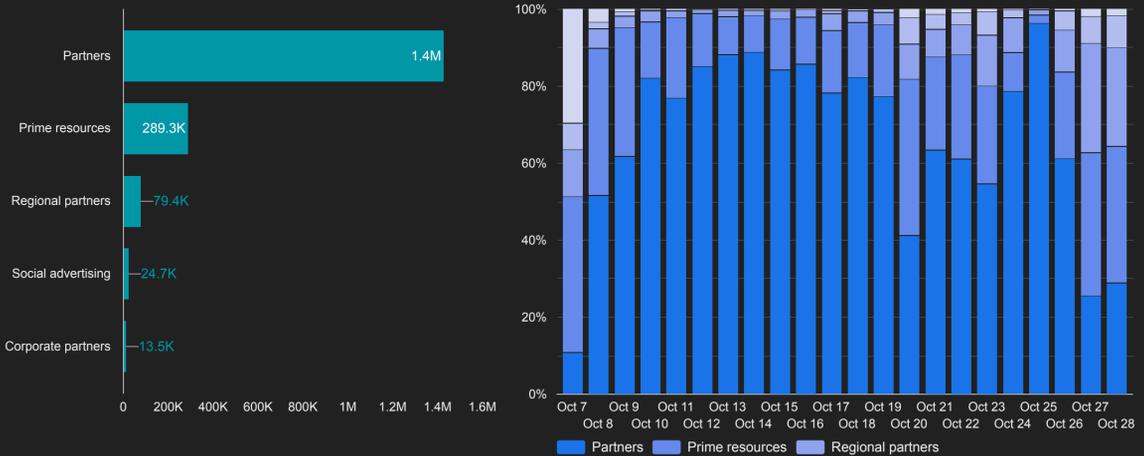
## Users

### Users / Visits by Date



### Partners - Total

### Partner Type by day



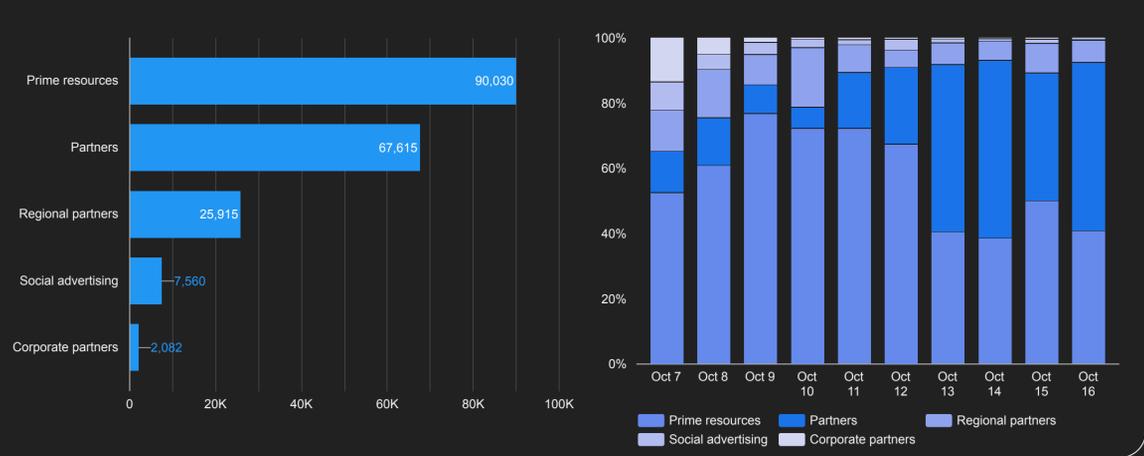
## Registrations

### Registration by date



### By Partners

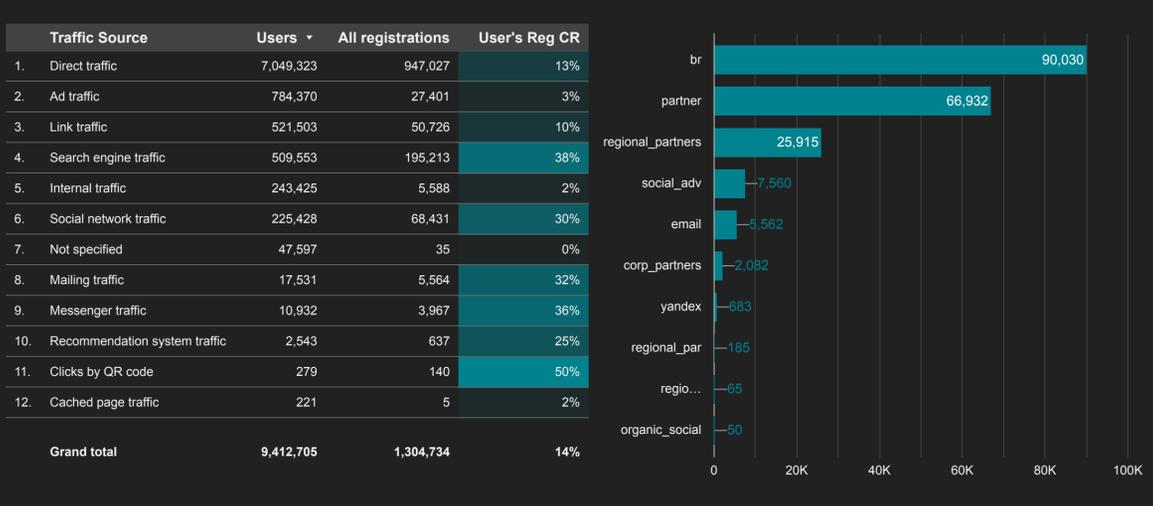
### Partners by date



## Conversions by Traffic Source

### Traffic source

### UTM Medium



## UTM Params

UTM Campaign	UTM Content	Users	All registrations	User's Reg CR
1. Other	Other	7,642,129	1,132,752	14.82
2. Yandex Advertising Network	Other	702,664	683	0.1
3. Ministry of Digital Development	Main Partner #2	274,999	44,332	16.12
4. Wildberries	WB - App	238,212	1,953	0.82
5. Main ad campaign start (Scotch)	Other	71,643	25,937	36.2
6. Sensitive data #5	Other	69,873	23,305	33.35
7. Online lessons (teacher mailing)	Other	57,346	17,605	30.7
8. Sensitive data #3	Main Partner #3	55,087	5,553	10.08
9. Sensitive data #7	VTB - CRM Promotion	53,620	831	1.55
10. Sensitive data #1	Main Partner #1	42,888	5,296	12.35
11. Sensitive data #3	Other	37,388	2,450	6.55
12. Sensitive data #6	Other	29,180	3,805	13.04
13. Sensitive data #4	Other	17,989	5,854	32.54
14. Mailing to last year's participants	Other	8,962	1,071	11.95
15. Vladivostok State University	Other	7,621	3,444	45.19
<b>Grand total</b>	<b>Other</b>	<b>9,412,705</b>	<b>1,304,734</b>	<b>13.86</b>

## Reg by Partner

Partner Type	UTM Campaign	UTM Content	Users	All registrations	User's Reg CR
1. Partners	campaign 38	Other	702,664	683	0.1
2. Partners	campaign 2	Main Partner #2	274,999	44,332	16.12
3. Partners	campaign 5	WB - App	238,212	1,953	0.82
4. Prime resources	campaign 73	Other	71,643	25,937	36.2
5. Prime resources	campaign 74	Other	57,343	17,603	30.7
6. Partners	campaign 6	Main Partner #3	55,087	5,553	10.08
7. Partners	campaign 10	VTB - CRM Promotion	53,620	831	1.55
8. Prime resources	campaign 69	Other	49,178	16,827	34.22
9. Partners	campaign 7	Main Partner #1	42,888	5,296	12.35
10. Prime resources	Other	Other	41,442	14,728	35.54
11. Partners	campaign 6	Other	37,388	2,450	6.55
12. Prime resources	campaign 71	Other	22,601	1,756	7.77
13. Prime resources	campaign 61	Other	20,681	6,468	31.28
14. Social advertising	campaign 43	Other	17,724	5,696	32.14
<b>Grand total</b>	<b>Other</b>	<b>Other</b>	<b>1,835,274</b>	<b>193,202</b>	<b>10.53</b>

# Events Report - Credit Quiz

Oct 7, 2025 - Oct 28, 2025

Custom Dimension 1

Custom Dimension 2

Custom Dimension 3

Custom Dimension 4

Custom Dimension 5

UTM source

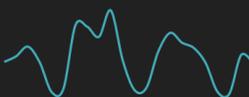
UTM medium

UTM campaign

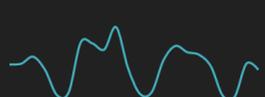
UTM content

UTM term

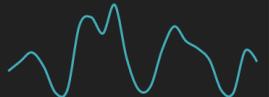
Events  
34.4M



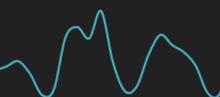
Registrations  
1.4M



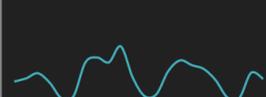
Success Auth  
1.7M



Participate  
1.6M



Quiz Passed  
1.0M

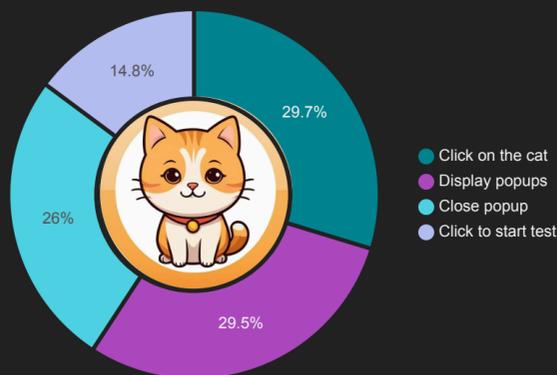


## Events by day



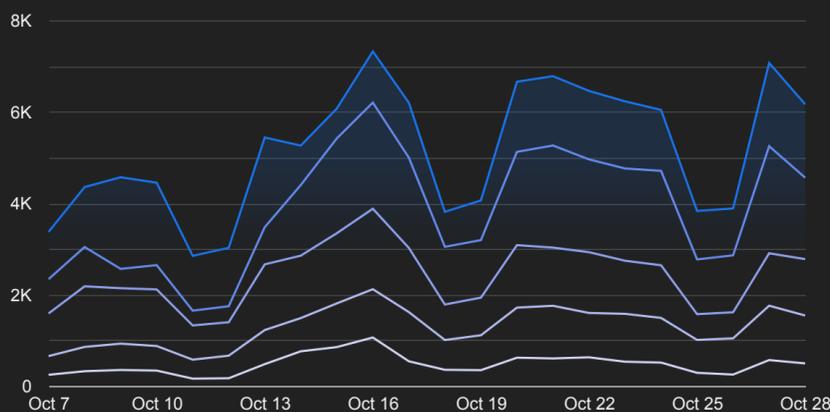
## Events - Interactive Cat

Cat Events	Events	Events, %
Display popups	97,467	34.1%
Click on the cat	96,102	33.6%
Close popup	72,320	25.3%
Click to start test	20,278	7.1%
<b>Grand total</b>	<b>286,167</b>	<b>100.0%</b>

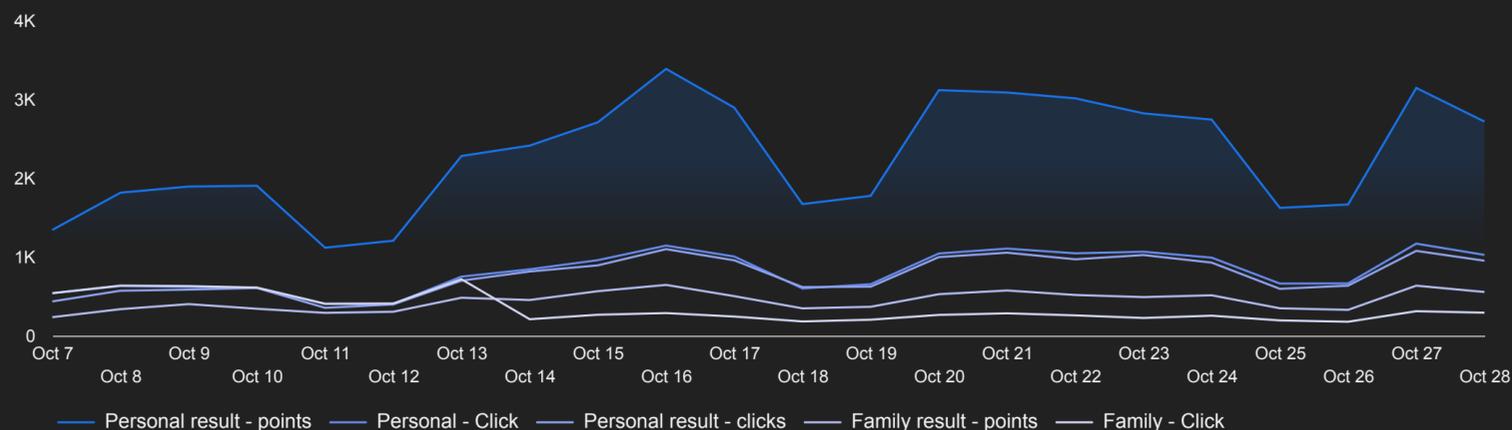


## High Level Events Overview

Event Categories	Events	Events, %
Credit	13,328,941	38.7%
Authorization pop-up	13,121,738	38.1%
Website	3,961,413	11.5%
Personal account	3,689,774	10.7%
Interactive mascot	286,167	0.8%
Footer clicks	32,583	0.1%
<b>Grand total</b>	<b>34,420,616</b>	<b>100.0%</b>



## Personal / Family credit Events



Credit Quiz Interaction	Events	Events, %
Personal - Click	17,910	17.54%
Personal result - points	50,336	48.18%
Personal result - clicks	16,861	16.52%
Family - Click	7,575	5.18%
Family result - points	9,735	9.18%
Family result - clicks	3,527	3.39%
<b>Grand total</b>	<b>105,944</b>	<b>100%</b>