

<b>Cp</b> Campaign performance	<b>MeD</b> Most-engaged departments	<b>Td</b> Total delivered	<b>Gnd</b> Gender	<b>Pa</b> Priority accounts	<b>Mm</b> Mid Market	<b>Cp</b> Channel performance	<b>AuC</b> Audience size per channel	<b>NbC</b> Next best content	<b>PcA</b> Pre-campaign analytics	<b>RoT</b> ROI Trend	<b>AaU</b> Active app users	<b>ApR</b> App store ratings	<b>GcR</b> Goal conversion rate	<b>PI</b> Page Likes	<b>CvR</b> Comments vs responses	<b>Trs</b> Traffic sources	<b>Vr</b> Visitor recency
<b>Lg</b> Leads generated	<b>AcT</b> Average conversion time	<b>Dt</b> Device type	<b>Ae</b> Age	<b>TIA</b> Top leads per account	<b>SmB</b> SMB	<b>AvCt</b> Average conversion time	<b>Adv</b> Advocates	<b>NbO</b> Next best offer	<b>PcR</b> Profile completeness recommendations	<b>StA</b> Single-touch attribution	<b>IaU</b> Inactive app users	<b>AsR</b> App store reviews		<b>NpL</b> New page links		<b>Tos</b> Average time on site	<b>Pd</b> Page depth
<b>TpC</b> Top-performing campaigns	<b>Rh</b> Reach	<b>Av</b> App versions	<b>Cy</b> City	<b>Ay</b> Account yield	<b>As</b> Account score	<b>RpK</b> Response per keyword	<b>Spt</b> Spectators	<b>Kw</b> Known	<b>Cr</b> Campaign recommendations	<b>MtA</b> Multi-touch attribution	<b>Dtt</b> Daily traffic trend	<b>Te</b> Top events		<b>Cm</b> Comments		<b>Br</b> Bounce rate	
<b>TeC</b> Top-earning campaigns	<b>Eg</b> Engagement	<b>Ov</b> OS versions	<b>Cty</b> Country	<b>UsCs</b> Upsell/cross-sell opportunity		<b>Exp</b> Expired	<b>Inf</b> Influencers	<b>Ukw</b> Unknown		<b>Rc</b> Revenue by channel	<b>Ss</b> Sessions	<b>Ue</b> Unpopular events		<b>Sh</b> Shares		<b>Pv</b> Pages viewed	
<b>NsC</b> Number of scheduled campaign	<b>Cv</b> Conversion		<b>Ind</b> Industry	<b>CcT</b> Best content types		<b>Dsc</b> Disconnected	<b>Ct</b> Critics	<b>Snt</b> Sentiment		<b>Ib</b> Industry benchmark	<b>Sv</b> Screen views	<b>Ts</b> Top screens		<b>SpM</b> Spam		<b>SsD</b> Session duration	
<b>NcD</b> Number of campaigns delivered	<b>Bd</b> Bounced		<b>Jf</b> Job function	<b>Tpl</b> Most-engaged Industry		<b>Us Bu</b> User busy	<b>Cn</b> Customer name	<b>KtU</b> Unknown-to-known conversion		<b>Rb</b> Regional benchmark	<b>DaU</b> Average daily active users	<b>Us</b> Unpopular screens		<b>HdN</b> Hidden		<b>Nss</b> New sessions	
<b>TpT</b> Top product types	<b>Sp</b> Spammed		<b>MaD</b> Most-active day	<b>LgS</b> Lead-generation sources		<b>RgT</b> Ring timeout	<b>Ls</b> Lead score	<b>MeT</b> Most-engaged topics		<b>Cb</b> Company benchmark	<b>WaU</b> Average weekly active users	<b>Aud</b> App user demographics		<b>Rt</b> Retweets		<b>NoSs</b> Number of sessions	
<b>BpP</b> Best-performing periods	<b>UsB</b> Unsubscribed		<b>MaT</b> Most-active time	<b>MeP</b> Most-engaged personas		<b>Nr</b> Not reachable	<b>It</b> Interaction timeline	<b>MeK</b> Most-engaged keywords			<b>MaU</b> Average monthly active users	<b>Lo</b> Location		<b>Re</b> Reply		<b>Uv</b> Unique visitors	
<b>BpC</b> Best-performing channels	<b>Fwd</b> Forwards		<b>MaC</b> Most-active channel	<b>Stg</b> Strategic		<b>KcT</b> KYC count	<b>Bev</b> Behavior				<b>ApD</b> App store downloads	<b>La</b> Language		<b>Mt</b> Mute		<b>Tv</b> Total visitors	
<b>LgC</b> Lead generation funnel	<b>DND</b> Do Not Disturb			<b>Ent</b> Enterprise			<b>Int</b> Int - Interest				<b>ApU</b> App store uninstalls	<b>Ub</b> Usage behavior		<b>Blk</b> Block		<b>Vf</b> Visitor frequency	

General

Demographics

Account Based Marketing

Channel Specific

Audience

AI insights

ROI

Mobile analytics dashboard

Social

Web Analytics

