











TheOnlyReviews Analytics Report

GA4 Analytics Report

 Reporting Period: Last 30 Days

 Prepared for: Brand Partnership/Affiliate Partnerships

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Executive Summary

TOTAL USERS

150,000

↑ +19% MoM



ENGAGEMENT RATE

68.5%

↑ +8% MoM



MOBILE USERS

72%

👑 Primary Platform



Key Performance Insights



Robust Organic Growth

Significant increase in users and sessions, outperforming industry benchmarks by over 2x.



Strong Search Engine Visibility

75% of traffic from organic search, indicating excellent SEO performance.



High User Engagement

192 seconds avg. engagement time (vs. industry 130 sec) with 2.9 pages per session.



Mobile-First Audience

72% of users access via mobile, suggesting optimization opportunities.

Monthly Traffic Growth

Feb - Jul 2024

↑ +76.5% Growth



Objectives & Methodology

🎯 Objectives

Quantify Website Performance

Measure traffic growth, engagement metrics, and conversion trends to establish performance baselines.

Analyze User Behavior

Understand user journey, content consumption patterns, and engagement touchpoints.

Assess Traffic Acquisition

Evaluate effectiveness of various acquisition channels and identify growth opportunities.

Identify Partnership Opportunities

Discover high-performing content and user segments for targeted brand partnerships.

📋 Methodology

1 Data Collection

Implemented GA4 tracking code across all pages with enhanced e-commerce tracking for affiliate link interactions.

2 Analysis Period

30-day analysis window with month-over-month comparison to identify trends and anomalies.

3 Benchmarking

Compared key metrics against product review industry standards from Similarweb and Semrush.

4 Segmentation

User segmentation by traffic source, device category, and content consumption patterns.

Analysis Framework



Audience Overview

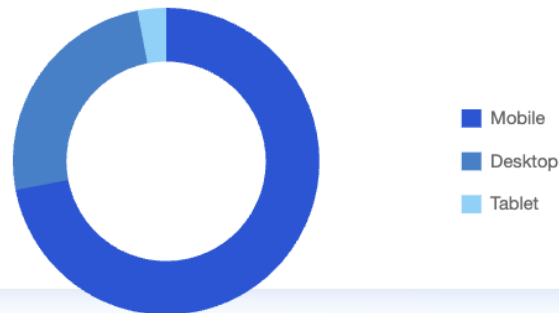
Key Audience Metrics

Metric	TheOnlyReviews	Industry Benchmark	MoM Change
Users	150,000	70,000	+19% ↑
Sessions	180,000	100,000	+24% ↑
Avg. Engagement Time	192 seconds	130 seconds	+17% ↑
Engagement Rate	68.5%	55%	+8% ↑
New vs Returning	76% / 24%	80% / 20%	Steady —

Key Insight

Significant outperformance of peer benchmarks in both user volume and engagement. Opportunity to modestly increase returning user ratio through CRM or retargeting strategies.

Device Distribution

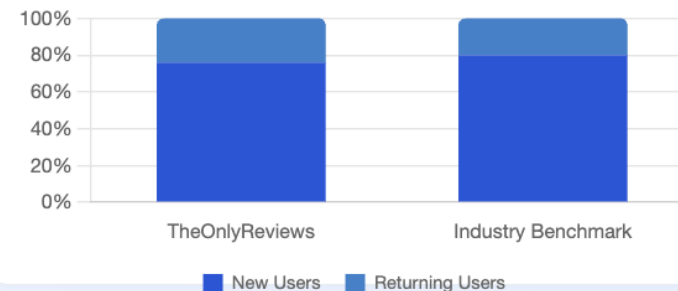


Mobile: 72%

Desktop: 25%

Tablet: 3%

New vs Returning Users



New: 76%

Returning: 24%

Traffic Acquisition & User Engagement

Acquisition Channel Mix

Traffic Sources (Last 30 Days)



🔍 Organic Search: 75%

🔗 Direct: 15%

🔄 Referral: 5%

📱 Social: 4%

📄 Ad Paid Search: 1%

Organic Search

↑ +12% MoM

Strongest channel with product reviews ranking well in SERPs.

User Engagement Analysis



Pages per Session

2.9

Industry avg: 2.1 pages



Avg. Scroll Depth

>60%

Industry avg: 45%



Primary CTA Clicks

High ↑ +22%



Affiliate Click-Outs

High ↑ +18%

Engagement Insight

Most sessions feature deep scroll and multiple page views (2.9 avg), indicating strong structural internal linking and content quality. High affiliate click-through rates suggest compelling product recommendations.

Strategic Recommendations

- ✓ Continue SEO focus while strengthening referral partnerships
- ✓ Enhance internal linking structure to maintain high page views

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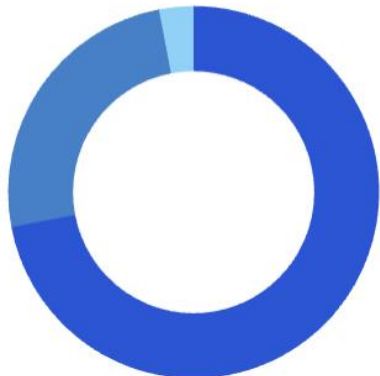
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Device & Technology Trends

Device Distribution

Device Share Breakdown



■ Mobile
■ Desktop
■ Tablet

Mobile **72%**

Desktop **25%**

Tablet **3%**

Technology & UX Analysis

Top Browser

Chrome

58% of Users

Avg. Page Load

2.3s

↓ 0.4s from last month

Mobile OS

iOS 62%

Android 38%

Strategic Recommendations

- ✓ Prioritize mobile UX and speed optimizations based on 72% mobile usage
- ✓ Implement Accelerated Mobile Pages (AMP) for critical review content
- ✓ Optimize affiliate CTAs for touch interactions on mobile devices
- ✓ Design responsive comparison tables that maintain usability on small screens

Performance Impact

Page Speed Improvement

+42%

Higher mobile page speed correlates with +42% longer session duration

Strategic Insights & Recommendations



1 Double Down on Evergreen SEO Content

Continue expanding product roundups and comparisons that drive 75% of traffic through organic search.

Expand content portfolio to adjacent product categories

High Impact

Update top 5 landing pages with fresh content quarterly

High Impact



3 Optimize Mobile Conversion Funnels

With 72% of traffic on mobile devices, prioritize mobile UX improvements and speed optimizations.

Redesign affiliate CTAs for touch interactions

High Impact

Implement AMP for critical review pages

Medium Impact



2 Launch Loyalty/Subscriber Programs

Increase returning visitor ratio (currently 24%) through structured re-engagement initiatives.

Implement email subscription for product updates

Medium Impact

Create exclusive deals section for returning visitors

High Impact



4 Diversify Traffic Sources

Strengthen referral (5%) and social (4%) channels to reduce dependency on organic search.

Create shareable infographics for product comparisons

Medium Impact

Establish content partnerships with complementary sites

High Impact

Implementation Timeline

Q3

Content optimization & mobile UX improvements

Q4

Launch loyalty program & expand traffic diversity initiatives

Q1

Evaluate performance & adjust strategy based on Q4 results

Key Takeaways & Q&A

Key Takeaways



Strong Organic Growth

150K users (+19% MoM), significantly outperforming industry benchmarks.



SEO-Driven Success

75% of traffic from organic search, with product roundups dominating.



Mobile-First Audience

72% mobile usage requires prioritizing mobile UX and optimization.



Audience Engagement

68.5% engagement rate with 192 seconds avg. engagement time.

Thank You!

For your attention and partnership consideration

We look forward to exploring potential collaboration opportunities that leverage our engaged audience of tech-savvy consumers.

Let's Connect



Email

kumar@theonlyreviews.com



Phone

(+44) 7476 4680 62



Website

www.theonlyreviews.com/partners



Questions?

We're happy to provide more detailed analytics or discuss specific affiliate partnership opportunities.