RESULTICKS | Periodic table of analytics

Cp — Campaign performance
MeD — Most-engaged departments
Td — Total delivered
Gnd — Gender
Pa — Priority accounts
Mm — Mid Market
Cp — Channel performance
AuC — Audience size per channel
NbC — Next best content
PcA — Pre-campaign analytics
RoT — ROI Trend
AaU — Active app users
ApR — App store ratings
GcR — Goal conversion rate
Pl — Page Likes
CvR — Comments vs responses
Trs — Traffic sources
Vr — Visitor recency

Lg — Leads generated
AcT — Average conversion time
Dt — Device type
Ae — Age
TlA — Top leads per account
SmB — SMB
AvCt — Average conversion time
Adv — Advocates
NbO — Next best offer
PcR — Profile completeness reccomendations
StA — Single-touch attribution
IaU — Inactive app users
AsR — App store reviews
NpL — New page links
Tos — Average time on site
Pd — Page depth

TpC — Top-performing campaigns
Rh — Reach
Av — App versions
Cy — City
Ay — Account yield
As — Account score
RpK — Response per keyword
Spt — Spectators
Kw — Known
Cr — Campaign reccomendations
MtA — Multi-touch attribution
Dtt — Daily traffic trend
Te — Top events
Cm — Comments
Br — Bounce rate

TeC — Top-earning campaigns
Eg — Engagement
Ov — OS versions
Cty — Country
UsCs — Upsell/cross-sell opportunity
Exp — Expired
Inf — Influencers
Ukw — Unknown
Rc — Revenue by channel
Ss — Sessions
Ue — Unpopular events
Sh — Shares
Pv — Pages viewed

NsC — Number of scheduled campaign
Cv — Conversion
Ind — Industry
CcT — Best content types
Dsc — Disconnected
Ct — Critics
Snt — Sentiment
Ib — Industry benchmark
Sv — Screen views
Ts — Top screens
SpM — Spam
SsD — Session duration

NcD — Number of campaigns delivered
Bd — Bounced
Jf — Job function
TpI — Most-engaged Industry
UsBu — User busy
Cn — Customer name
KtU — Unknown-to-known conversion
Rb — Regional benchmark
DaU — Average daily active users
Us — Unpopular screens
HdN — Hidden
Nss — New sessions

TpT — Top product types
Sp — Spammed
MaD — Most-active day
LgS — Lead-generation sources
RgT — Ring timeout
Ls — Lead score
MeT — Most-engaged topics
Cb — Company benchmark
WaU — Average weekly active users
Aud — App user demographics
Rt — Retweets
NoSs — Number of sessions

BpP — Best-performing periods
UsB — Unsubscribed
MaT — Most-active time
MeP — Most-engaged personas
Nr — Not reachable
It — Interaction timeline
MeK — Most-engaged keywords
MaU — Average monthly active users
Lo — Location
Re — Reply
Uv — Unique visitors

BpC — Best-performing channels
Fwd — Forwards
MaC — Most-active channel
Stg — Strategic
KcT — KYC count
Bev — Behavior
ApD — App store downloads
La — Language
Mt — Mute
Tv — Total visitors

LgC — Lead generation funnel
DND — DND
Ent — Enterprise
Int — Int - Interest
ApU — App store uninstalls
Ub — Usage behavior
Blk — Block
Vf — Visitor frequency

Legend: General | Demographics | Account Based Marketing | Channel Specific | Audience | AI insights | ROI | Mobile analytics dashboard | Social | Web Analytics

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