

Campaign activity report

Find Your Coffee Personality

Arc Coffee Co. · Coffee Personality Challenge

All time · All recorded activity

Generated 2026-10-01 17:55:45 UTC

Activity at a glance

Activity recorded during the selected period. Repeat rounds are separate sessions, not separate people.

Sessions started	155
New play sessions.	
Completed outcomes	138
Saved personality results.	
Rewards issued	129
Vouchers made available.	
Rewards redeemed	124
Confirmed redemptions, not reward screen views.	

How sessions progressed

Sessions started in this period, with their later outcomes counted up to report generation. Reward use follows vouchers issued in this period, including later redemptions.	
Completed a result	89%
Share of those sessions with a saved result.	
Redeemed a reward	80%
Share of those sessions with a confirmed redemption.	
Issued rewards used	96.1%
Share of vouchers issued in this period that have since been redeemed.	

Experience results

Which results customers are getting after completing this experience.

Completed results Customer sessions with a generated personality result.	138
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Result / Count

Espresso Purist	130
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Flat White Strategist	3
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Americano Classic	2
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Iced Latte Explorer	2
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Cappuccino Creative	1
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Reward activity

Counted by each action's date. A redemption here may belong to a reward issued before this period.

Issued Unlocked in this period.	129
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Redeemed Confirmed in this period.	124
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Expired unused By expiry date, even if the page was never reopened.	5
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Given up Vouchers surrendered to start another round.	0
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Sharing & access

Recorded actions show intent and browser responses; they do not prove social posts or new customers.

Campaign opens Recorded opens; not a unique-person count or exact QR scans.	61
AR sessions One best available start signal per session after the analytics update.	0
Result card views Includes legacy story-screen views.	18
Share attempts Share button requests.	0
Share handoffs Accepted by the browser; posting is not verified.	0
Share issues Unavailable or failed sharing. Current cancelled shares are excluded.	0
Download requests Requested downloads; saving is not verified.	4
Reward continuations Requests to continue from the result, not issued rewards.	9

How to read this report

A summary of recorded campaign activity, not a measure of revenue or sales uplift.

Dates use UTC. Custom dates include the whole end day. Activity counts use the date of each event; session conversion rates follow the same starting sessions through later outcomes.

Sessions and browser groups do not identify individual people. Repeat plays and clearing browser data affect these counts. Late synchronisation can update a later report.

Confirmed reward redemptions are separate from rewards displayed, issued, expired or given up. No revenue or sales uplift is inferred.

Sharing measures requests and browser handoffs, not confirmed social posts. Historical events retain their original definitions.

Browser reward groups are a separate all-time operational view and are excluded from the exported report. No email addresses or individual browser identifiers are exported.