Adobe Analytics 18 Oct 2019 – 14 Nov 2019 (4 full weeks)

My Account interactions for Sky Bet only

Product area	exact area	Metric	All Visits	All visits of a product area
My Account	Viewing My Account	Page: sky/sbandg/sky bet ih/my-account	11,869,101	11,869,101
Quick Deposit	Quick Deposit, black area at top	100% of 92% Successfully Deposit (evt35)**	6,114,893	6,114,893
Leaving My Account / sidebar	close button, top right	Link Tracking (p15): closeSidebarCrossClicked	4,567,390	4,874,029
	Return to Sky Bet button button	Link Tracking (p15): backToSkyBetQuickLinkClicked	291,503	
	return to Sky Bet button at the very bottom of the list	Link Tracking (p15): backToSkyBetMenuLinkClicked	15,136	
My Bets	Open Bets button	Link Tracking (p15): openBetsClicked	3,009,190	4,852,375
	Settled Bets button	Link Tracking (p15): settledBetClicked	1,843,185	
Log out	Log out button	Link Tracking (p15): logoutClicked	1,589,576	1,589,576
Deposit	Deposit (not quick) button	Link Tracking (p15): depositClicked	1,291,919	1,291,919
Withdraw	Withdraw button	Link Tracking (p15): withdrawClicked	968,324	968,324
RG	Profit & Loss button	Link Tracking (p15): profitLossClicked	567,733	567,733
RG	Deposit Limit button	Link Tracking (p15): depositLimitClicked	86,105	86,105
RG	Cool off button	Link Tracking (p15): takeABreakClicked	38,516	38,516
Your Account (?)	Banking History button	Link Tracking (p15): bankingHistoryClicked	416,240	416,240
Your Account (?)	Manage Payment Methods button	Link Tracking (p15): managePayMethodsClicked	97,179	97,179
Your Account (?)	Gaming History button	Link Tracking (p15): skybetGamesButtonClick	62,319	62,319
Your Account (?)	Edit Account Details button	Link Tracking (p15): editDetailsClicked	60,347	60,347
Help	Help button (not footer/header) button	Link Tracking (p15): helpAndSupportClicked	29,461	29,461
RG	Responsible Gambling button	Link Tracking (p15): responsibleGamblingClicked	13,237	13,237
Footer	All footer items	?	?	?
Help	Question mark next to top right close button	?	?	?

**Successfully Deposit (evt35) of all visits was 5625702. With avg. acceptance rate of 92%, we have 6114893 clicking on deposit button in Quick Deposit