

Channels

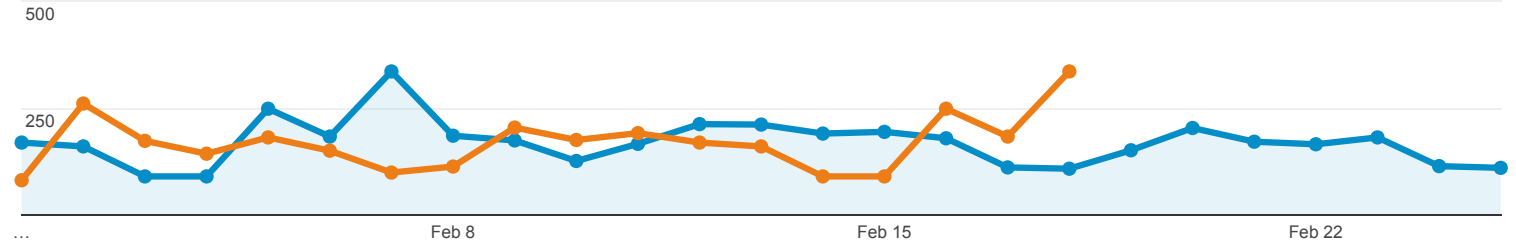
All Users
+0.00% Users

Feb 1, 2018 - Feb 25, 2018
Compare to: Jan 21, 2018 - Feb 7, 2018

Explorer

Summary

Feb 1, 2018 - Feb 25, 2018: ● Users
Jan 21, 2018 - Feb 7, 2018: ● Users



Default Channel Grouping	Acquisition			Behavior			Conversions Goal 1: Contact Us		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Contact Us (Goal 1 Conversion Rate)	Contact Us (Goal 1 Completions)	Contact Us (Goal 1 Value)
	38.15% ▲ 3,983 vs 2,883	38.74% ▲ 3,832 vs 2,762	39.60% ▲ 4,555 vs 3,263	1.56% ▼ 79.06% vs 77.84%	0.74% ▲ 1.69 vs 1.68	5.63% ▲ 00:01:20 vs 00:01:15	44.70% ▲ 4.43% vs 3.06%	102.00% ▲ 202 vs 100	0.00% \$0.00 vs \$0.00
1. Organic Search									
Feb 1, 2018 - Feb 25, 2018	2,810 (70.00%)	2,681 (69.96%)	3,169 (69.57%)	79.33%	1.65	00:01:15	3.12%	99 (49.01%)	\$0.00 (0.00%)
Jan 21, 2018 - Feb 7, 2018	2,047 (70.39%)	1,938 (70.17%)	2,276 (69.75%)	78.34%	1.68	00:01:20	2.72%	62 (62.00%)	\$0.00 (0.00%)
% Change	37.27%	38.34%	39.24%	1.27%	-1.52%	-6.42%	14.68%	59.68%	0.00%
2. Direct									
Feb 1, 2018 - Feb 25, 2018	730 (18.19%)	711 (18.55%)	811 (17.80%)	83.23%	1.45	00:00:42	2.71%	22 (10.89%)	\$0.00 (0.00%)
Jan 21, 2018 - Feb 7, 2018	632 (21.73%)	619 (22.41%)	690 (21.15%)	84.49%	1.43	00:00:34	4.35%	30 (30.00%)	\$0.00 (0.00%)
% Change	15.51%	14.86%	17.54%	-1.49%	1.00%	20.83%	-37.61%	-26.67%	0.00%
3. Referral									
Feb 1, 2018 - Feb 25, 2018	226 (5.63%)	211 (5.51%)	299 (6.56%)	66.22%	2.78	00:04:15	7.36%	22 (10.89%)	\$0.00 (0.00%)
Jan 21, 2018 - Feb 7, 2018	124 (4.26%)	113 (4.09%)	181 (5.55%)	46.96%	2.59	00:03:10	2.76%	5 (5.00%)	\$0.00 (0.00%)
% Change	82.26%	86.73%	65.19%	41.01%	7.36%	34.61%	166.35%	340.00%	0.00%
4. Social									
Feb 1, 2018 - Feb 25, 2018	128 (3.19%)	114 (2.97%)	145 (3.18%)	75.86%	1.77	00:00:52	2.07%	3 (1.49%)	\$0.00 (0.00%)
Jan 21, 2018 - Feb 7, 2018	102 (3.51%)	90 (3.26%)	113 (3.46%)	76.99%	1.74	00:00:59	2.65%	3 (3.00%)	\$0.00 (0.00%)
% Change	25.49%	26.67%	28.32%	-1.47%	1.27%	-12.52%	-22.07%	0.00%	0.00%
5. Paid Search									
Feb 1, 2018 - Feb 25, 2018	106 (2.64%)	102 (2.66%)	115 (2.52%)	79.13%	1.33	00:00:47	39.13%	45 (22.28%)	\$0.00 (0.00%)
Jan 21, 2018 - Feb 7, 2018	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	0.00%
6. Display									
Feb 1, 2018 - Feb 25, 2018	10 (0.25%)	10 (0.26%)	11 (0.24%)	100.00%	1.00	00:00:00	100.00%	11 (5.45%)	\$0.00 (0.00%)
Jan 21, 2018 - Feb 7, 2018	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	0.00%	∞%	∞%	0.00%
7. (Other)									
Feb 1, 2018 - Feb 25, 2018	4 (0.10%)	3 (0.08%)	5 (0.11%)	40.00%	8.60	00:12:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 21, 2018 - Feb 7, 2018	3 (0.10%)	2 (0.07%)	3 (0.09%)	66.67%	1.67	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	33.33%	50.00%	66.67%	-40.00%	416.00%	16,732.31%	0.00%	0.00%	0.00%

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