


Channels

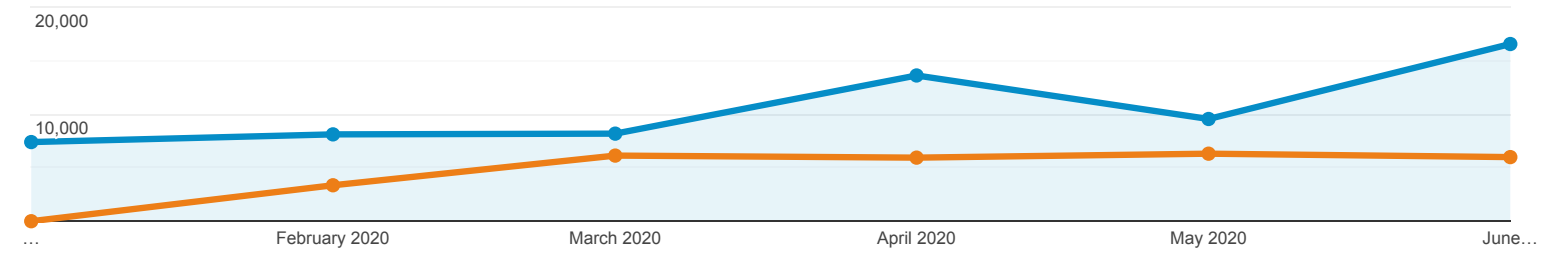

All Users
 +0.00% Users

Jan 1, 2020 - Jun 30, 2020
 Compare to: Jan 1, 2019 - Jun 30, 2019

Explorer

Summary

Jan 1, 2020 - Jun 30, 2020: ● Users
Jan 1, 2019 - Jun 30, 2019: ● Users



Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	133.40% ▲ 59,721 vs 25,587	130.37% ▲ 59,169 vs 25,684	130.87% ▲ 85,391 vs 36,986	84.48% ▼ 7.66% vs 49.40%	60.51% ▲ 3.83 vs 2.39	8.28% ▲ 00:02:02 vs 00:01:53	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. Organic Search									
Jan 1, 2020 - Jun 30, 20...	30,439 (47.99%)	28,166 (47.60%)	43,886 (51.39%)	3.12%	3.95	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2019 - Jun 30, 20...	12,026 (44.09%)	11,058 (43.05%)	16,913 (45.73%)	47.92%	2.37	00:01:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	153.11%	154.71%	159.48%	-93.48%	66.27%	-1.88%	0.00%	0.00%	0.00%
2. Direct									
Jan 1, 2020 - Jun 30, 20...	22,422 (35.35%)	22,455 (37.95%)	28,505 (33.38%)	16.33%	3.74	00:02:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2019 - Jun 30, 20...	6,351 (23.28%)	6,411 (24.96%)	8,092 (21.88%)	64.41%	1.95	00:01:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	253.05%	250.26%	252.26%	-74.65%	92.16%	72.24%	0.00%	0.00%	0.00%
3. (Other)									
Jan 1, 2020 - Jun 30, 20...	4,972 (7.84%)	4,097 (6.92%)	6,392 (7.49%)	2.60%	4.17	00:01:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2019 - Jun 30, 20...	6,889 (25.26%)	6,311 (24.57%)	9,677 (26.16%)	34.27%	2.90	00:02:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-27.83%	-35.08%	-33.95%	-92.42%	43.85%	-20.74%	0.00%	0.00%	0.00%
4. Referral									
Jan 1, 2020 - Jun 30, 20...	4,777 (7.53%)	3,712 (6.27%)	5,682 (6.65%)	5.72%	3.00	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2019 - Jun 30, 20...	1,339 (4.91%)	1,268 (4.94%)	1,566 (4.23%)	80.08%	1.70	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	256.76%	192.74%	262.84%	-92.86%	76.30%	-3.30%	0.00%	0.00%	0.00%
5. Social									
Jan 1, 2020 - Jun 30, 20...	823 (1.30%)	739 (1.25%)	926 (1.08%)	3.13%	3.79	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2019 - Jun 30, 20...	671 (2.46%)	636 (2.48%)	738 (2.00%)	51.90%	2.24	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	22.65%	16.19%	25.47%	-93.97%	69.63%	-6.40%	0.00%	0.00%	0.00%

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