



# November Web Traffic Report

## **Audience Overview**

Of our 19,866 users this month, 17,626 of them were new users.

## **Mobile Use**

Mobile use continues to soar and is now at 48.05% of our users while desktop users are at 44.55%. The remaining users are viewing on a tablet.

## **Demographics Overview**

We're consistently losing women viewers and attracting more men. Men users are at 61.6%, while women are at 38.4%.

## **Acquisition Overview**

Organic search brings in most of our users, at 49%. 18.4% are coming in from social media and roughly 27% are direct users.

## **Behavior Overview**

Most popular pages remain the press releases on controversial new items. We're doing great with this!