



October 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 54.63% of our users while desktop users are at 37.98%. The remaining users are viewing on a tablet.

Demographics Overview

Men users are at 54.4%, while women are at 45.6%.

Acquisition Overview

Organic search brings in most of our users, at 38%. 28.1% are coming in from social media and roughly 27.1% are direct users.

Behavior Overview

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