



4th Quarter Web Traffic Report

Oct-Dec 2020

Audience Overview

89.4% of visitors were new users! The behavior overview, or popular links, is bringing them here!

Mobile Use

Mobile use continues to soar and is now consistently over half of our users. We are currently at 51.13%.

Demographics Overview

We're consistently losing women viewers and attracting more men. We need to keep an eye on this and monitor it.

Acquisition Overview

We are continuing to attract a high level of traffic from both organic search and social media.

Behavior Overview

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