



February Web Traffic Report

Audience Overview

Of our 27,316 users this month, 24,344 of them were new users.

Mobile Use

Mobile use continues to soar and is now at 51.77% of our users while desktop users are at 41.93%. The remaining users are viewing on a tablet.

Demographics Overview

Men users are at 57.2%, while women are at 42.8%.

Acquisition Overview

Organic search brings in most of our users, at 41.6%. We are increasing in social media users, which are now at 19.1%. 24.6% are direct users.

Behavior Overview

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