

Audience Overview

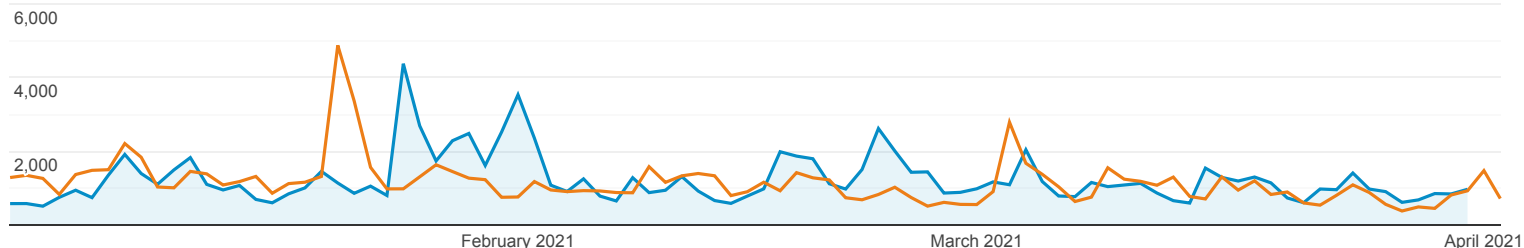
All Users
 +0.00% Users

Jan 1, 2021 - Mar 31, 2021
 Compare to: Oct 1, 2020 - Dec 31, 2020

Overview

Jan 1, 2021 - Mar 31, 2021: ● Users

Oct 1, 2020 - Dec 31, 2020: ● Users



Users

7.33%
 77,436 vs 72,150



New Users

11.16%
 75,381 vs 67,815



Sessions

9.15%
 128,263 vs 117,510



Number of Sessions per User

1.70%
 1.66 vs 1.63



Pageviews

5.30%
 213,808 vs 203,053



Pages / Session

-3.53%
 1.67 vs 1.73



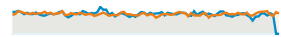
Avg. Session Duration

-11.95%
 00:01:20 vs 00:01:31



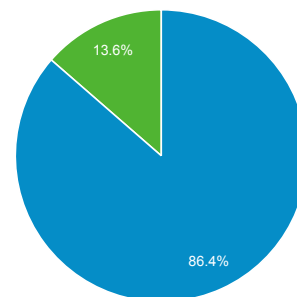
Bounce Rate

3.49%
 72.27% vs 69.83%

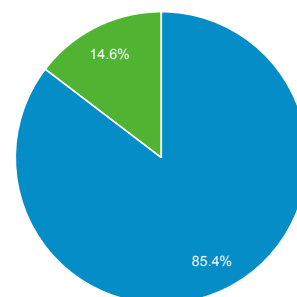


■ New Visitor ■ Returning Visitor

Jan 1, 2021 - Mar 31, 2021



Oct 1, 2020 - Dec 31, 2020



Language

	Users	% Users
1. en-us		
Jan 1, 2021 - Mar 31, 2021	67,551	86.95%
Oct 1, 2020 - Dec 31, 2020	54,265	75.32%
% Change	24.48%	15.44%
2. en		
Jan 1, 2021 - Mar 31, 2021	2,865	3.69%
Oct 1, 2020 - Dec 31, 2020	11,500	15.96%
% Change	-75.09%	-76.90%
3. en-gb		
Jan 1, 2021 - Mar 31, 2021	2,847	3.66%
Oct 1, 2020 - Dec 31, 2020	2,602	3.61%
% Change	9.42%	1.47%
4. en-ca		
Jan 1, 2021 - Mar 31, 2021	943	1.21%

Oct 1, 2020 - Dec 31, 2020	800		1.11%
% Change	17.88%		9.31%
5. en-au			
Jan 1, 2021 - Mar 31, 2021	588		0.76%
Oct 1, 2020 - Dec 31, 2020	485		0.67%
% Change	21.24%		12.43%
6. zh-cn			
Jan 1, 2021 - Mar 31, 2021	281		0.36%
Oct 1, 2020 - Dec 31, 2020	249		0.35%
% Change	12.85%		4.66%
7. de-de			
Jan 1, 2021 - Mar 31, 2021	191		0.25%
Oct 1, 2020 - Dec 31, 2020	104		0.14%
% Change	83.65%		70.32%
8. es-es			
Jan 1, 2021 - Mar 31, 2021	177		0.23%
Oct 1, 2020 - Dec 31, 2020	101		0.14%
% Change	75.25%		62.52%
9. fr-fr			
Jan 1, 2021 - Mar 31, 2021	153		0.20%
Oct 1, 2020 - Dec 31, 2020	131		0.18%
% Change	16.79%		8.31%
10. pt-br			
Jan 1, 2021 - Mar 31, 2021	145		0.19%
Oct 1, 2020 - Dec 31, 2020	122		0.17%
% Change	18.85%		10.22%