

Channels

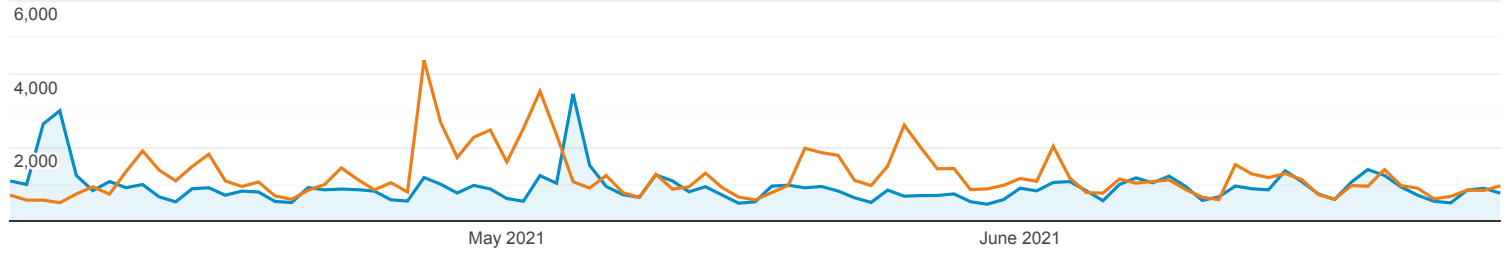
All Users
+0.00% Users

Apr 1, 2021 - Jun 30, 2021
Compare to: Dec 31, 2020 - Mar 31, 2021

Explorer

Summary

Apr 1, 2021 - Jun 30, 2021: ● Users
Dec 31, 2020 - Mar 31, 2021: ● Users



Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	27.09% ↓ 56,754 vs 77,843	26.99% ↓ 55,349 vs 75,814	26.69% ↓ 94,624 vs 129,065	7.37% ↓ 66.94% vs 72.27%	5.12% ↑ 1.75 vs 1.67	17.68% ↑ 00:01:34 vs 00:01:20	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. Organic Search									
Apr 1, 2021 - Jun 30, 2021	22,989 (39.88%)	22,561 (40.76%)	33,280 (35.17%)	65.93%	1.90	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
Dec 31, 2020 - Mar 31, 2...	31,718 (39.30%)	29,757 (39.25%)	47,244 (36.60%)	71.12%	1.81	00:01:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-27.52%	-24.18%	-29.56%	-7.29%	5.09%	12.81%	0.00%	0.00%	0.00%
2. Direct									
Apr 1, 2021 - Jun 30, 2021	15,135 (26.26%)	14,460 (26.13%)	35,084 (37.08%)	58.86%	1.89	00:01:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
Dec 31, 2020 - Mar 31, 2...	20,531 (25.44%)	19,313 (25.47%)	43,080 (33.38%)	62.05%	1.85	00:01:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-26.28%	-25.13%	-18.56%	-5.13%	2.33%	10.80%	0.00%	0.00%	0.00%
3. Referral									
Apr 1, 2021 - Jun 30, 2021	10,918 (18.94%)	10,192 (18.41%)	14,770 (15.61%)	76.01%	1.46	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
Dec 31, 2020 - Mar 31, 2...	5,220 (6.47%)	4,258 (5.62%)	10,066 (7.80%)	75.93%	1.59	00:01:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	109.16%	139.36%	46.73%	0.11%	-8.09%	-15.74%	0.00%	0.00%	0.00%
4. Social									
Apr 1, 2021 - Jun 30, 2021	6,866 (11.91%)	6,506 (11.75%)	9,160 (9.68%)	83.81%	1.29	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
Dec 31, 2020 - Mar 31, 2...	18,381 (22.78%)	17,837 (23.53%)	22,770 (17.64%)	88.72%	1.19	00:00:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-62.65%	-63.53%	-59.77%	-5.53%	8.20%	90.03%	0.00%	0.00%	0.00%
5. (Other)									
Apr 1, 2021 - Jun 30, 2021	1,732 (3.00%)	1,630 (2.94%)	2,330 (2.46%)	79.10%	1.31	00:00:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
Dec 31, 2020 - Mar 31, 2...	4,850 (6.01%)	4,649 (6.13%)	5,905 (4.58%)	86.35%	1.22	00:00:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-64.29%	-64.94%	-60.54%	-8.40%	7.35%	13.40%	0.00%	0.00%	0.00%

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