

Channels

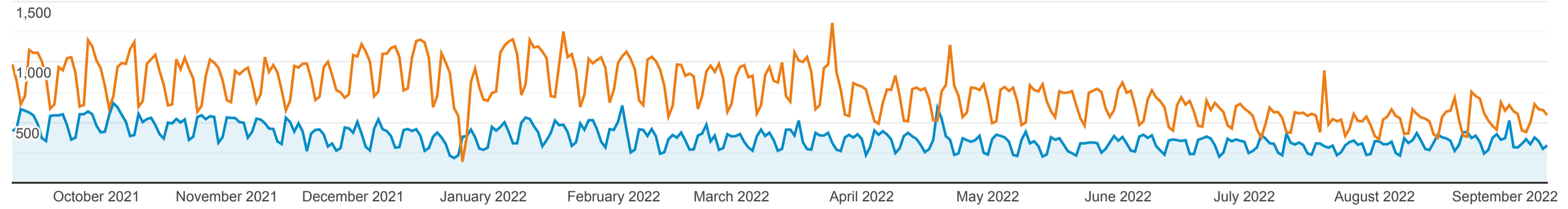
All Users  
+0.00% Users

Sep 11, 2021 - Sep 11, 2022  
Compare to: Sep 10, 2020 - Sep 10, 2021

Explorer

Summary

Sep 11, 2021 - Sep 11, 2022: ● Users  
Sep 10, 2020 - Sep 10, 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
	55.24% ↓ 112,420 vs 251,136	54.45% ↓ 112,347 vs 246,649	49.62% ↓ 150,345 vs 298,431	7.89% ↓ 77.87% vs 84.54%	11.12% ↑ 1.51 vs 1.36	32.04% ↑ 00:00:57 vs 00:00:43	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. Organic Search									
Sep 11, 2021 - Sep 11, 2022	90,733 (79.76%)	89,921 (80.04%)	111,209 (73.97%)	82.55%	1.39	00:00:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
Sep 10, 2020 - Sep 10, 2021	209,789 (83.83%)	207,529 (84.14%)	240,070 (80.44%)	87.48%	1.27	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-56.75%	-56.67%	-53.68%	-5.64%	9.01%	30.58%	0.00%	0.00%	0.00%
2. Direct									
Sep 11, 2021 - Sep 11, 2022	18,421 (16.19%)	18,082 (16.09%)	33,826 (22.50%)	63.61%	1.88	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
Sep 10, 2020 - Sep 10, 2021	32,492 (12.98%)	31,783 (12.89%)	49,206 (16.49%)	72.43%	1.72	00:01:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-43.31%	-43.11%	-31.26%	-12.17%	9.06%	15.80%	0.00%	0.00%	0.00%
3. Referral									
Sep 11, 2021 - Sep 11, 2022	2,765 (2.43%)	2,556 (2.28%)	3,276 (2.18%)	62.97%	1.87	00:01:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
Sep 10, 2020 - Sep 10, 2021	5,035 (2.01%)	4,471 (1.81%)	6,056 (2.03%)	65.72%	1.73	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-45.08%	-42.83%	-45.90%	-4.18%	7.74%	48.18%	0.00%	0.00%	0.00%
4. Social									
Sep 11, 2021 - Sep 11, 2022	1,838 (1.62%)	1,785 (1.59%)	2,029 (1.35%)	83.14%	1.35	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
Sep 10, 2020 - Sep 10, 2021	2,949 (1.18%)	2,863 (1.16%)	3,096 (1.04%)	85.24%	1.34	00:00:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-37.67%	-37.65%	-34.46%	-2.46%	0.27%	89.47%	0.00%	0.00%	0.00%
5. (Other)									
Sep 11, 2021 - Sep 11, 2022	4 (0.00%)	3 (0.00%)	5 (0.00%)	0.00%	2.20	00:06:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
Sep 10, 2020 - Sep 10, 2021	3 (0.00%)	3 (0.00%)	3 (0.00%)	33.33%	2.33	00:00:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	33.33%	0.00%	66.67%	-100.00%	-5.71%	1,343.95%	0.00%	0.00%	0.00%

Rows 1 - 5 of 5

