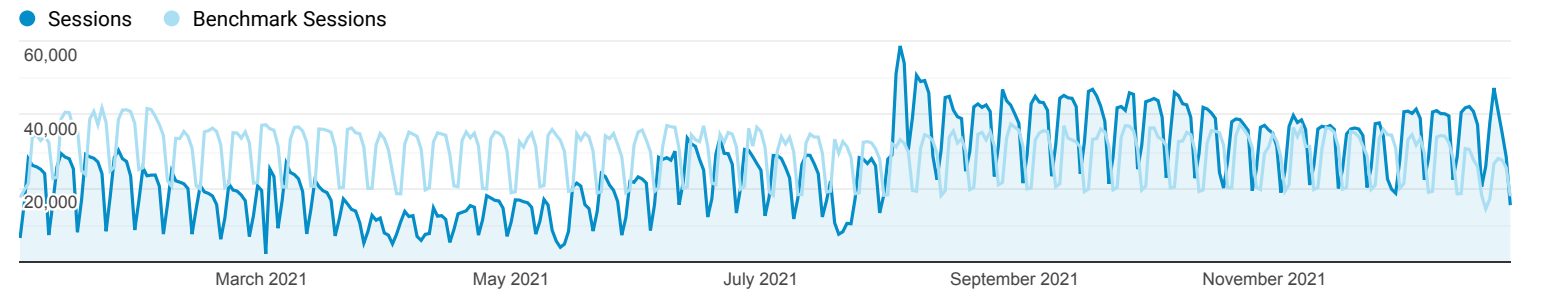


Channels

Jan 1, 2021 - Dec 31, 2021

Industry Vertical: **Law & Government** | Country / Region: **All** | Size by daily sessions: **10000-99999** | There are 511 web properties contributing to this benchmark



Default Channel Grouping	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	Bounce Rate
	13.70% ↓ 9,383,185 vs 10,872,150	13.53% ↓ 46.06% vs 53.26%	25.37% ↓ 4,321,635 vs 5,790,691	20.49% ↓ 2.06 vs 2.59	18.15% ↓ 00:02:20 vs 00:02:51	1.86% ↓ 54.54% vs 55.57%
1. Referral	199.35% 3,615,572 vs 1,207,802	17.80% 40.35% vs 34.25%	252.62% 1,458,841 vs 413,709	-37.14% 2.24 vs 3.56	-42.66% 00:02:30 vs 00:04:21	8.77% 49.01% vs 45.06%
2. Direct	-20.63% 1,941,486 vs 2,446,024	18.34% 69.87% vs 59.04%	-6.07% 1,356,576 vs 1,444,249	-30.00% 1.89 vs 2.70	-32.68% 00:02:01 vs 00:03:00	6.28% 58.85% vs 55.38%
3. Organic Search	-36.20% 3,775,190 vs 5,916,991	-30.36% 39.14% vs 56.20%	-55.57% 1,477,595 vs 3,325,562	-18.47% 1.97 vs 2.41	-12.28% 00:02:21 vs 00:02:40	0.96% 57.66% vs 57.11%
4. Social	-91.64% 50,777 vs 607,206	26.97% 65.03% vs 51.21%	-89.38% 33,019 vs 310,973	44.02% 2.31 vs 1.60	89.01% 00:02:12 vs 00:01:10	-21.89% 51.27% vs 65.64%
5. (Other)	-99.97% 138 vs 523,458	105.76% 76.81% vs 37.33%	-99.95% 106 vs 195,410	-49.89% 1.37 vs 2.73	-48.96% 00:01:10 vs 00:02:16	52.69% 81.88% vs 53.63%
6. Email	-99.99% 22 vs 275,141	111.42% 54.55% vs 25.80%	-99.98% 12 vs 70,986	-70.11% 1.18 vs 3.95	-73.85% 00:01:20 vs 00:05:06	122.57% 86.36% vs 38.80%
7. Display	-100.00% 0 vs 411,120	-100.00% 0.00% vs 63.44%	-100.00% 0 vs 260,831	-100.00% 0.00 vs 1.38	-100.00% 00:00:00 vs 00:00:48	-100.00% 0.00% vs 75.40%
8. Other Advertising	-100.00% 0 vs 41,855	-100.00% 0.00% vs 57.94%	-100.00% 0 vs 24,250	-100.00% 0.00 vs 3.49	-100.00% 00:00:00 vs 00:02:39	-100.00% 0.00% vs 51.95%
9. Paid Search	-100.00% 0 vs 565,219	-100.00% 0.00% vs 61.06%	-100.00% 0 vs 345,095	-100.00% 0.00 vs 2.64	-100.00% 00:00:00 vs 00:02:17	-100.00% 0.00% vs 54.61%

Rows 1 - 9 of 9