

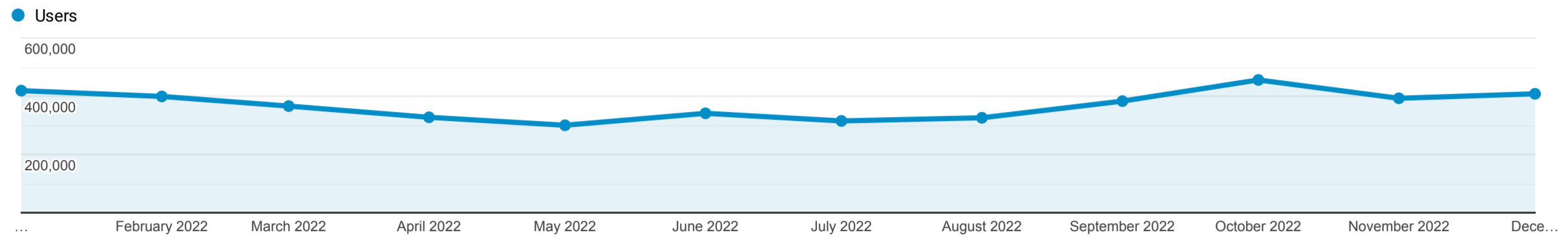
Channels

Jan 1, 2022 - Dec 31, 2022

All Users
100.00% Users

Explorer

Summary



Default Channel Grouping	Acquisition			Behavior			Conversions Goal 1: Visits to homepage ▾			
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Visits to homepage (Goal 1 Conversion Rate)	Visits to homepage (Goal 1 Completions)	Visits to homepage (Goal 1 Value)	
	3,835,452 % of Total: 100.00% (3,835,452)	3,868,827 % of Total: 100.12% (3,864,347)	7,251,503 % of Total: 100.00% (7,251,503)	58.77% Avg for View: 58.77% (0.00%)	2.11 Avg for View: 2.11 (0.00%)	00:02:20 Avg for View: 00:02:20 (0.00%)	<0.01% Avg for View: <0.01% (0.00%)	29 % of Total: 100.00% (29)	\$0.00 % of Total: 0.00% (\$0.00)	
1. Organic Search	1,974,289 (46.16%)	1,776,476 (45.92%)	3,916,017 (54.00%)	59.15%	2.12	00:02:31	<0.01%	2 (6.90%)	\$0.00 (0.00%)	
2. Direct	1,342,459 (31.39%)	1,361,906 (35.20%)	1,783,784 (24.60%)	64.54%	1.90	00:01:48	<0.01%	22 (75.86%)	\$0.00 (0.00%)	
3. Referral	920,446 (21.52%)	697,339 (18.02%)	1,498,868 (20.67%)	51.05%	2.33	00:02:31	<0.01%	5 (17.24%)	\$0.00 (0.00%)	
4. Social	39,423 (0.92%)	32,945 (0.85%)	52,620 (0.73%)	54.30%	2.30	00:02:30	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. Email	181 (0.00%)	159 (0.00%)	211 (0.00%)	88.63%	1.23	00:00:17	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. (Other)	2 (0.00%)	2 (0.00%)	3 (0.00%)	66.67%	1.33	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Rows 1 - 6 of 6

