

All Traffic

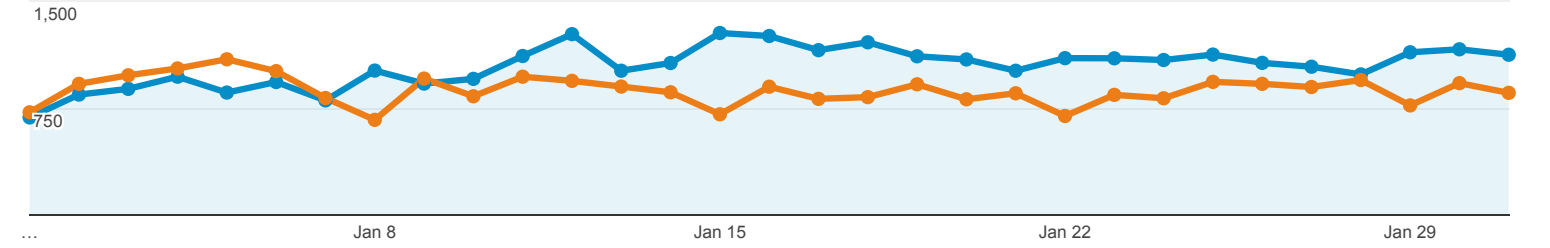
All Users
+0.00% Sessions

Jan 1, 2018 - Jan 31, 2018
Compare to: Jan 1, 2017 - Jan 31, 2017

Explorer

Summary

Jan 1, 2018 - Jan 31, 2018: Sessions
Jan 1, 2017 - Jan 31, 2017: Sessions



Source / Medium	Acquisition			Behavior			Conversions Goal 1: All Form Submits		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	All Form Submits (Goal 1 Conversion Rate)	All Form Submits (Goal 1 Completions)	All Form Submits (Goal 1 Value)
	19.34% ▲ 32,315 vs 27,079	2.42% ▲ 55.81% vs 54.50%	22.22% ▲ 18,036 vs 14,757	18.66% ▲ 27.93% vs 34.34%	1.40% ▼ 4.11 vs 4.17	3.05% ▼ 00:04:05 vs 00:04:13	8.90% ▲ 1.07% vs 0.99%	29.96% ▲ 347 vs 267	59.63% ▲ \$862.00 vs \$540.00
1. google / organic									
Jan 1, 2018 - Jan 31, 2018	8,394 (25.98%)	49.87%	4,186 (23.21%)	15.58%	5.83	00:05:25	1.51%	127 (36.60%)	\$328.00 (38.05%)
Jan 1, 2017 - Jan 31, 2017	8,375 (30.93%)	53.09%	4,446 (30.13%)	16.38%	5.66	00:05:22	1.44%	121 (45.32%)	\$235.00 (43.52%)
% Change	0.23%	-6.06%	-5.85%	-4.88%	2.92%	1.08%	4.72%	4.96%	39.57%
2. (direct) / (none)									
Jan 1, 2018 - Jan 31, 2018	8,124 (25.14%)	60.12%	4,884 (27.08%)	19.90%	2.51	00:03:17	0.82%	67 (19.31%)	\$167.00 (19.37%)
Jan 1, 2017 - Jan 31, 2017	11,475 (42.38%)	55.76%	6,399 (43.36%)	54.35%	2.79	00:03:10	0.40%	46 (17.23%)	\$104.00 (19.26%)
% Change	-29.20%	7.81%	-23.68%	-63.38%	-10.08%	3.81%	105.73%	45.65%	60.58%
3. google / cpc									
Jan 1, 2018 - Jan 31, 2018	7,226 (22.36%)	52.63%	3,803 (21.09%)	22.39%	5.14	00:04:44	1.00%	72 (20.75%)	\$182.00 (21.11%)
Jan 1, 2017 - Jan 31, 2017	3,149 (11.63%)	54.49%	1,716 (11.63%)	25.40%	4.34	00:03:56	1.14%	36 (13.48%)	\$68.00 (12.59%)
% Change	129.47%	-3.42%	121.62%	-11.86%	18.64%	20.42%	-12.84%	100.00%	167.65%
4. cy / display									
Jan 1, 2018 - Jan 31, 2018	2,775 (8.59%)	77.59%	2,153 (11.94%)	90.23%	1.25	00:00:35	0.14%	4 (1.15%)	\$7.00 (0.81%)
Jan 1, 2017 - Jan 31, 2017	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%
5. facebook / paid_social									
Jan 1, 2018 - Jan 31, 2018	1,315 (4.07%)	50.49%	664 (3.68%)	34.07%	2.64	00:02:10	0.08%	1 (0.29%)	\$1.00 (0.12%)
Jan 1, 2017 - Jan 31, 2017	73		7					0	\$0.00

		9.59%	(0.05%)	91.78%	1.07	00:00:08	0.00%	(0.00%)	(0.00%)
% Change	1,701.37%	426.58%	9,385.71%	-62.88%	147.18%	1,538.98%	∞%	∞%	∞%
6. bing / cpc									
Jan 1, 2018 - Jan 31, 2018	896 (2.77%)	47.10%	422 (2.34%)	31.36%	4.44	00:04:16	2.01%	18 (5.19%)	\$37.00 (4.29%)
Jan 1, 2017 - Jan 31, 2017	4 (0.01%)	0.00%	0 (0.00%)	0.00%	3.25	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	22,300.00%	∞%	∞%	∞%	36.71%	417.06%	∞%	∞%	∞%
7. cy / video									
Jan 1, 2018 - Jan 31, 2018	572 (1.77%)	84.97%	486 (2.69%)	91.78%	1.10	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2017 - Jan 31, 2017	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
8. bing / organic									
Jan 1, 2018 - Jan 31, 2018	447 (1.38%)	54.81%	245 (1.36%)	11.41%	6.65	00:06:25	3.36%	15 (4.32%)	\$37.00 (4.29%)
Jan 1, 2017 - Jan 31, 2017	1,297 (4.79%)	37.70%	489 (3.31%)	8.71%	6.28	00:07:20	1.31%	17 (6.37%)	\$37.00 (6.85%)
% Change	-65.54%	45.37%	-49.90%	30.96%	5.85%	-12.46%	156.02%	-11.76%	0.00%
9. ezcare / email									
Jan 1, 2018 - Jan 31, 2018	368 (1.14%)	42.66%	157 (0.87%)	41.58%	4.04	00:05:33	0.27%	1 (0.29%)	\$1.00 (0.12%)
Jan 1, 2017 - Jan 31, 2017	280 (1.03%)	43.21%	121 (0.82%)	31.07%	3.54	00:03:18	0.36%	1 (0.37%)	\$1.00 (0.19%)
% Change	31.43%	-1.28%	29.75%	33.81%	13.98%	68.20%	-23.91%	0.00%	0.00%
10. yahoo / organic									
Jan 1, 2018 - Jan 31, 2018	350 (1.08%)	48.00%	168 (0.93%)	10.86%	7.10	00:07:06	2.00%	7 (2.02%)	\$18.00 (2.09%)
Jan 1, 2017 - Jan 31, 2017	546 (2.02%)	61.17%	334 (2.26%)	14.29%	6.00	00:06:04	1.65%	9 (3.37%)	\$23.00 (4.26%)
% Change	-35.90%	-21.53%	-49.70%	-24.00%	18.45%	17.05%	21.33%	-22.22%	-21.74%

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