

Channels

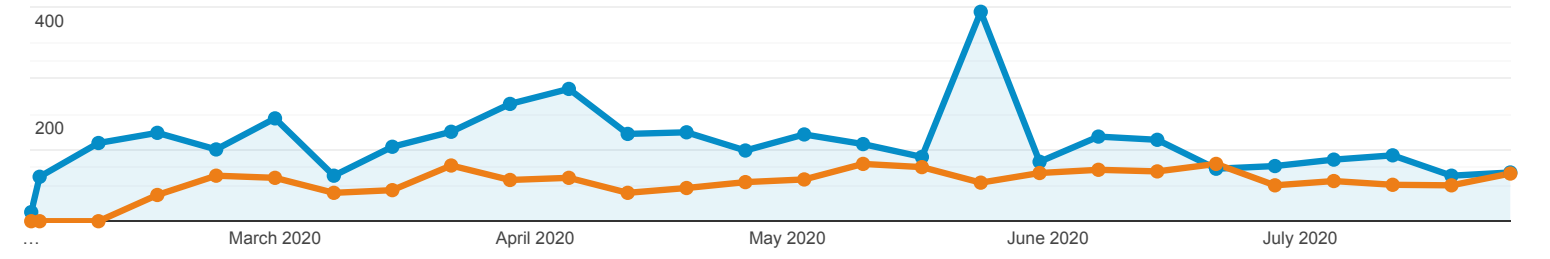
○ ○ All Users  
+0.00% Users

Feb 1, 2020 - Jul 31, 2020  
 Compare to: Feb 1, 2018 - Jul 31, 2018

Explorer

Summary

**Feb 1, 2020 - Jul 31, 2020:** ● Users  
**Feb 1, 2018 - Jul 31, 2018:** ● 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
	115.61% <span style="color: green;">▲</span> 3,784 vs 1,755	116.93% <span style="color: green;">▲</span> 3,779 vs 1,742	96.20% <span style="color: green;">▲</span> 4,283 vs 2,183	37.43% <span style="color: red;">▲</span> 76.93% vs 55.98%	25.64% <span style="color: red;">▼</span> 1.43 vs 1.92	40.01% <span style="color: red;">▼</span> 00:00:49 vs 00:01:22	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
<b>1. Paid Search</b>									
Feb 1, 2020 - Jul 31, 2020	1,593 (41.51%)	1,572 (41.60%)	1,806 (42.17%)	91.25%	1.16	00:00:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
Feb 1, 2018 - Jul 31, 2018	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
<b>2. Organic Search</b>									
Feb 1, 2020 - Jul 31, 2020	910 (23.71%)	880 (23.29%)	1,089 (25.43%)	66.48%	1.80	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
Feb 1, 2018 - Jul 31, 2018	611 (34.40%)	594 (34.10%)	839 (38.43%)	60.91%	2.02	00:01:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	48.94%	48.15%	29.80%	9.16%	-10.70%	-5.64%	0.00%	0.00%	0.00%
<b>3. Direct</b>									
Feb 1, 2020 - Jul 31, 2020	890 (23.19%)	888 (23.50%)	936 (21.85%)	89.53%	1.31	00:00:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
Feb 1, 2018 - Jul 31, 2018	808 (45.50%)	803 (46.10%)	958 (43.88%)	48.96%	1.95	00:01:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	10.15%	10.59%	-2.30%	82.88%	-32.61%	-34.99%	0.00%	0.00%	0.00%
<b>4. Referral</b>									
Feb 1, 2020 - Jul 31, 2020	399 (10.40%)	396 (10.48%)	404 (9.43%)	11.14%	1.96	00:00:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
Feb 1, 2018 - Jul 31, 2018	314 (17.68%)	308 (17.68%)	333 (15.25%)	59.46%	1.74	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	27.07%	28.57%	21.32%	-81.27%	12.22%	28.93%	0.00%	0.00%	0.00%
<b>5. Social</b>									
Feb 1, 2020 - Jul 31, 2020	46 (1.20%)	43 (1.14%)	48 (1.12%)	83.33%	1.23	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
Feb 1, 2018 - Jul 31, 2018	43 (2.42%)	37 (2.12%)	53 (2.43%)	83.02%	1.21	00:00:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	6.98%	16.22%	-9.43%	0.38%	1.79%	124.46%	0.00%	0.00%	0.00%

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