

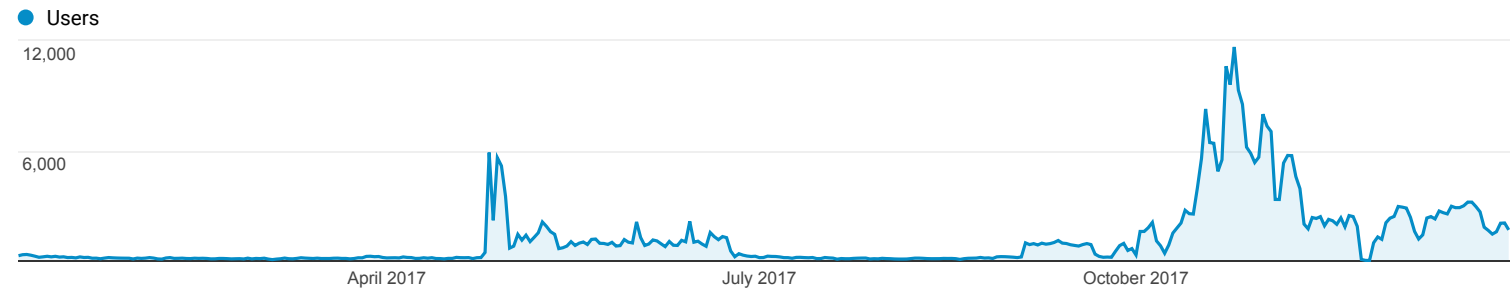
Channels

All Users
100.00% Users

Jan 1, 2017 - Dec 31, 2017

Explorer

Summary



Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	353,189 % of Total: 100.00% (353,189)	347,812 % of Total: 100.04% (347,687)	464,471 % of Total: 100.00% (464,471)	75.73% Avg for View: 75.73% (0.00%)	1.62 Avg for View: 1.62 (0.00%)	00:00:49 Avg for View: 00:00:49 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. (Other)	104,170 (28.80%)	101,329 (29.13%)	126,265 (27.18%)	89.58%	1.15	00:00:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Organic Search	89,341 (24.70%)	84,797 (24.38%)	120,983 (26.05%)	49.06%	2.52	00:01:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Direct	46,403 (12.83%)	45,756 (13.16%)	63,647 (13.70%)	74.45%	1.63	00:01:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Referral	45,614 (12.61%)	43,447 (12.49%)	57,964 (12.48%)	76.10%	1.55	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Social	45,426 (12.56%)	43,778 (12.59%)	59,217 (12.75%)	90.51%	1.14	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Paid Search	30,035 (8.30%)	28,029 (8.06%)	35,674 (7.68%)	93.95%	1.09	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Display	679 (0.19%)	676 (0.19%)	721 (0.16%)	91.26%	1.13	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)

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