Marketing Report: Traffic Demographics (Monthly Comprehensive)

06/17/2015

May 01, 2015 - May 31, 2015

compared to: Mar 31, 2015 - Apr 30, 2015

Traffic Overview

Visits	Users	Page Views
8,625	7,616	14,881
Previous: 8,694 ▼ (-0.79%)	Previous: 7,726 ▼ (-1.42%)	Previous: 14,721 ▲ (+1.09%)

Pages/Session	Avg. Time on Site	Bounce Rate
1.73	0:01:11	76.14%
Previous: 1.69 ▲ (+1.90%)	Previous: 0:01:08 ▲ (+4.11%)	Previous: 76.54% ▲ (+0.52%)

New Users	Goal Completions	Goal Conversion
86.59%	1,433	16.61%
Previous: 87.06% ▼ (-0.55%)	Previous: 1,441 ▼ (-0.56%)	Previous: 16.57% ▲ (+0.24%)
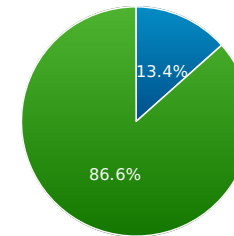
Returning Visitor 13.4%
New Visitor 86.6%

Top Channels

Device Overview
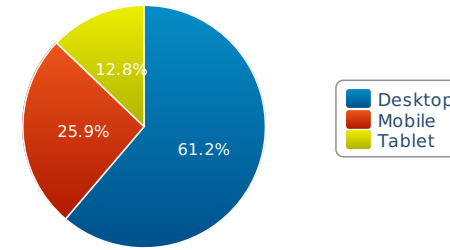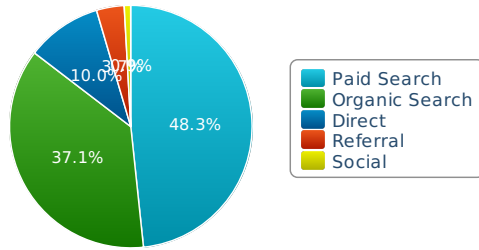
AdWords

Cost	Impressions	Ad Clicks	CTR	CPC
758.17	267,435	4,137	1.55	0.18

Search Traffic Overview (cont.) In order to provide you with a real life example, the Site and Search Referral table is being displayed as an image with customer identifiable data be blurred. The template is set to display the top 10 referrals, but can be modified to display up to 50 results for each site referrals and search keywords.

87 Site Referrals

Top Referrers		
⇕ Source	⇕ %	▾ Visits
google	76.69%	6,609
(direct)	10.20%	879
yahoo	6.15%	530
bing	2.46%	212
░░░░░░░░░	0.64%	55
░░░░░░	0.38%	33
░░░░░░░	0.23%	20
░░░░░░░	0.22%	19
░░░░	0.21%	18
░░░░░░░	0.19%	16

1026 Search Referrals

Top Keywords		
⇕ Keyword	⇕ %	▾ Visits
(not provided)	30.97%	2284
░░░░░░░░░	3.68%	271
░░░░░░	2.03%	150
░░░░	1.71%	126
░░░░░░░░	1.57%	116
░░░░░	1.18%	87
░░░░░░░	1.15%	85
░░░░░░	1.10%	81
░░░░░░░	1.07%	79
░░░░	0.90%	66

Traffic Sources

Paid vs. Organic Traffic

Paid: 45.5%
Organic: 54.5%

Legend:
- Paid
- Organic

Traffic by Source

Source	Value
Direct	24
Paid Search	16
Email	1
Organic Search	20
Referral	36
Social	0
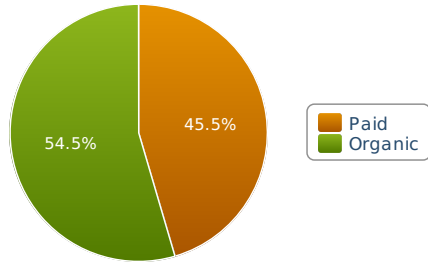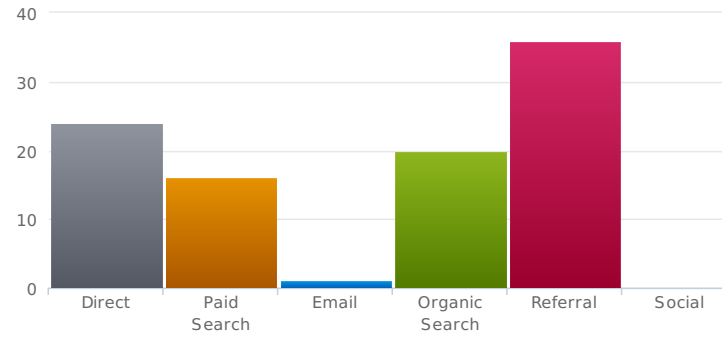
Traffic Volume by Source

Legend: Direct, Paid Search, Email, Organic Search, Referral, Social

X-axis: Jun '14, Jul '14, Aug '14, Sep '14, Oct '14, Nov '14, Dec '14, Jan '15, Feb '15, Mar '15, Apr '15, May '15

Y-axis: 0k, 100k, 200k, 300k, 400k, 500k
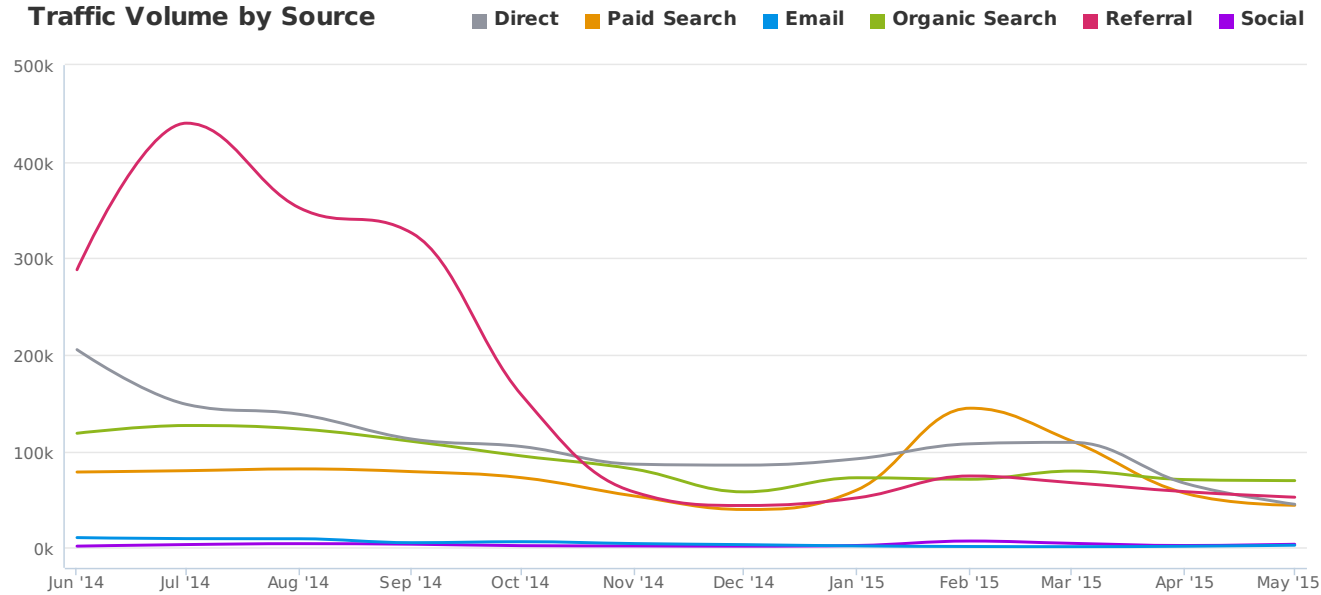
Marketing KPI: Visitor Behavior

Jun 01, 2013 - May 31, 2015

#	Year	Month	Bounced Sessions			New Users			Returning Users			Sessions with Conversions		
			Sessions	Completions	Revenue	Sessions	Completions	Revenue	Sessions	Completions	Revenue	Sessions	Completions	Revenue
6	2013	June	2,110,748	47,663	$2,701,053	1,161,094	29,876	$1,869,699	949,654	17,787	$831,354	2,110,748	47,663	$2,701,053
7	2013	July	2,334,715	38,300	$1,498,430	1,371,274	21,067	$804,239	963,441	17,233	$694,191	2,334,715	38,300	$1,498,430
8	2013	August	1,785,418	36,546	$1,411,228	1,016,052	18,075	$650,698	769,366	18,471	$760,530	1,785,418	36,546	$1,411,228
9	2013	September	1,211,105	28,349	$1,180,823	829,924	16,291	$608,847	391,745	12,341	$580,156	1,211,105	28,349	$1,180,823
10	2013	October	1,210,515	27,680	$1,061,277	850,939	15,145	$509,363	359,576	12,535	$551,914	1,210,515	27,680	$1,061,277
11	2013	November	1,120,127	24,144	$797,475	789,618	13,459	$389,416	330,509	10,685	$408,059	1,120,127	24,144	$797,475
12	2013	December	1,040,755	23,131	$728,412	732,297	13,152	$359,218	308,458	9,979	$369,194	1,040,755	23,131	$728,412
		Total	**10,813,383**	**225,813**	**$9,378,698**	**6,751,198**	**127,065**	**$5,191,480**	**4,072,749**	**99,031**	**$4,195,398**	**10,813,383**	**225,813**	**$9,378,698**

#	Year	Month	Bounced Sessions			New Users			Returning Users			Sessions with Conversions		
			Sessions	Completions	Revenue	Sessions	Completions	Revenue	Sessions	Completions	Revenue	Sessions	Completions	Revenue
1	2014	January	1,678,125	29,990	$1,003,956	1,164,935	16,256	$476,457	513,190	13,734	$527,499	1,678,125	29,990	$1,003,956
2	2014	February	1,291,183	22,509	$710,003	911,963	12,360	$315,379	379,220	10,149	$394,625	1,291,183	22,509	$710,003
3	2014	March	2,022,584	36,115	$1,106,300	1,335,161	19,732	$505,421	687,423	16,383	$600,880	2,022,584	36,115	$1,106,300
4	2014	April	1,902,407	35,613	$1,055,313	1,191,952	19,251	$465,647	710,455	16,362	$589,666	1,902,407	35,613	$1,055,313
5	2014	May	1,537,603	30,607	$922,300	984,120	17,108	$428,737	553,483	13,499	$493,563	1,537,603	30,607	$922,300
6	2014	June	1,851,064	24,892	$956,720	1,136,098	12,903	$389,072	714,966	11,989	$567,649	1,851,064	24,892	$956,720
7	2014	July	2,070,287	23,386	$1,002,056	1,241,205	11,847	$387,799	829,082	11,539	$614,257	2,070,287	23,386	$1,002,056
8	2014	August	1,614,701	19,510	$805,386	982,744	10,121	$338,119	631,957	9,389	$467,268	1,614,701	19,510	$805,386
9	2014	September	1,269,595	16,472	$595,916	817,432	8,986	$275,244	452,163	7,486	$320,672	1,269,595	16,472	$595,916
10	2014	October	1,038,979	18,113	$518,164	717,166	9,819	$246,235	321,813	8,294	$271,929	1,038,979	18,113	$518,164
11	2014	November	833,046	15,749	$466,219	542,270	8,394	$213,251	290,776	7,355	$252,967	833,046	15,749	$466,219
12	2014	December	908,772	17,340	$535,216	592,063	9,688	$267,993	316,709	7,652	$267,223	908,772	17,340	$535,216
		Total	**18,018,346**	**290,296**	**$9,677,549**	**11,617,109**	**156,465**	**$4,309,354**	**6,401,237**	**133,831**	**$5,368,198**	**18,018,346**	**290,296**	**$9,677,549**

#	Year	Month	Bounced Sessions			New Users			Returning Users			Sessions with Conversions		
			Sessions	Completions	Revenue	Sessions	Completions	Revenue	Sessions	Completions	Revenue	Sessions	Completions	Revenue

#	Year	Month												
1	2015	January	1,125,359	20,730	$619,271	756,683	11,888	$325,452	368,676	8,842	$293,818	1,125,359	20,730	$619,271
2	2015	February	1,833,182	33,406	$530,935	1,184,922	16,732	$242,935	648,260	16,674	$288,001	1,833,182	33,406	$530,935
3	2015	March	1,714,124	38,828	$1,300,589	1,103,136	17,671	$568,685	610,988	21,157	$731,904	1,714,124	38,828	$1,300,589
4	2015	April	931,571	20,494	$657,290	609,182	10,359	$305,018	322,389	10,135	$352,272	931,571	20,494	$657,290
5	2015	May	975,479	21,985	$787,492	648,855	11,603	$373,016	326,624	10,382	$414,475	975,479	21,985	$787,492
		Total	**6,579,715**	**135,443**	**$3,895,577**	**4,302,778**	**68,253**	**$1,815,106**	**2,276,937**	**67,190**	**$2,080,470**	**6,579,715**	**135,443**	**$3,895,577**

Audience Geo Location (05/01/2015 - 05/31/2015)

May 01, 2015 - May 31, 2015   Mar 31, 2015 - Apr 30, 2015

| 1 | 100 | 10k | 1M | | 1 | 100 | 10k | 1M |
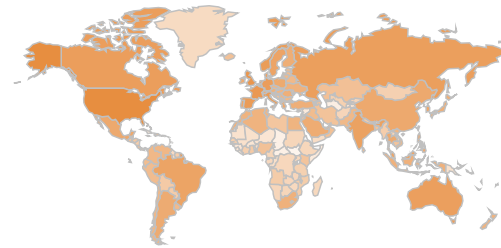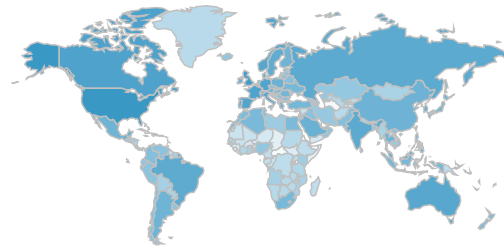
Sessions
975,479 (▼ 1.46%)

% New Sessions
66.52% (▲1.95%)

New Users
648,856 (▲ 0.46%)

Bounce Rate
62.35% (▲2.70%)

Pages/Session
2.09 (▼2.54%)

Avg. Session Duration
0:02:22 (▼2.70%)

Goal Conversion Rate
4.40% (▲3.11%)

Goal Completions
42,928 (▲1.60%)

Goal Value
$0.00 (▲∞%)

Country	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
🇬🇧 United Kingdom	94,503 (▲17.63%)	66.98% (▲0.99%)	63,298 (▲18.80%)	59.62% (▲9.19%)	2.34 (▼9.08%)	0:02:28 (▼10.30%)	4.89% (▼12.92%)	4,624 (▲2.44%)	$0.00 (▲∞%)
🇨🇦 Canada	50,723 (▲53.68%)	70.89% (▲0.44%)	35,960 (▲54.35%)	67.27% (▲7.54%)	1.82 (▼7.36%)	0:01:29 (▼23.22%)	4.06% (▼24.94%)	2,058 (▲15.36%)	$0.00 (▲∞%)
🇩🇪 Germany	43,658 (▲23.82%)	67.51% (▲0.34%)	29,472 (▲24.23%)	67.61% (▲6.46%)	1.98 (▼6.14%)	0:01:52 (▼9.84%)	3.92% (▲5.39%)	1,712 (▲30.49%)	$0.00 (▲∞%)
🇦🇺 Australia	30,487 (▲4.43%)	71.90% (▲7.15%)	21,920 (▲11.89%)	66.52% (▲4.95%)	1.83 (▼5.00%)	0:02:17 (▼12.12%)	6.33% (▼17.12%)	1,930 (▼13.45%)	$0.00 (▲∞%)
🇧🇷 Brazil	18,424 (▲2.53%)	66.65% (▲2.20%)	12,280 (▲4.79%)	64.55% (▼0.20%)	1.91 (▲2.18%)	0:02:17 (▲4.00%)	1.30% (▼19.84%)	240 (▼17.81%)	$0.00 (▲∞%)

Country									
Sweden	16,654 (▲2.07%)	68.37% (▼3.76%)	11,386 (▼1.77%)	63.83% (▲2.38%)	2.01 (▼0.01%)	0:02:16 (▲6.77%)	5.98% (▲43.92%)	996 (▲46.90%)	$0.00 (▲∞%)
South Korea	15,557 (▲35.30%)	73.79% (▼4.12%)	11,479 (▲29.72%)	59.05% (▼2.59%)	2.00 (▲3.88%)	0:03:11 (▲26.38%)	5.23% (▲58.32%)	814 (▲114.21%)	$0.00 (▲∞%)
Belgium	13,066 (▲0.17%)	63.08% (▲2.11%)	8,242 (▲2.28%)	61.80% (▲1.75%)	2.30 (▼5.33%)	0:02:30 (▲6.41%)	3.86% (▲8.44%)	504 (▲8.62%)	$0.00 (▲∞%)
Greece	11,472 (▲25.10%)	62.12% (▲6.25%)	7,126 (▲32.92%)	69.46% (▲2.32%)	1.81 (▼2.28%)	0:02:01 (▼6.52%)	1.64% (▼3.67%)	188 (▲20.51%)	$0.00 (▲∞%)
Switzerland	10,064 (▲17.01%)	65.99% (▲3.51%)	6,641 (▲21.12%)	64.15% (▲9.69%)	2.08 (▼11.05%)	0:01:58 (▼21.81%)	5.80% (▲12.41%)	584 (▲31.53%)	$0.00 (▲∞%)
Israel	10,005 (▲11.30%)	62.65% (▼1.46%)	6,268 (▲9.68%)	57.88% (▼1.87%)	2.31 (▲2.81%)	0:02:57 (▲5.22%)	5.30% (▲38.42%)	530 (▲54.07%)	$0.00 (▲∞%)
Ireland	9,803 (▲26.60%)	68.00% (▲7.45%)	6,666 (▲36.04%)	61.61% (▲6.42%)	2.21 (▼1.87%)	0:02:10 (▼8.21%)	5.75% (▲9.72%)	564 (▲38.92%)	$0.00 (▲∞%)
Poland	9,652 (▲2.43%)	69.79% (▲4.67%)	6,736 (▲7.21%)	62.31% (▼5.97%)	2.22 (▲14.95%)	0:02:43 (▲20.24%)	2.82% (▲11.57%)	272 (▲14.29%)	$0.00 (▲∞%)
Saudi Arabia	8,791 (▲16.78%)	57.19% (▲3.43%)	5,028 (▲20.78%)	67.00% (▼2.29%)	1.86 (▲6.12%)	0:02:25 (▲24.09%)	2.68% (▲13.54%)	236 (▲32.58%)	$0.00 (▲∞%)
Austria	7,942 (▲88.69%)	66.53% (▲8.79%)	5,284 (▲105.28%)	71.35% (▲18.10%)	1.80 (▼17.26%)	0:01:40 (▼23.91%)	3.60% (▼19.38%)	286 (▲52.13%)	$0.00 (▲∞%)
Finland	7,029 (▲16.05%)	73.40% (▼0.77%)	5,159 (▲15.16%)	63.24% (▲0.01%)	2.06 (▼2.73%)	0:02:49 (▲5.86%)	7.37% (▲28.27%)	518 (▲48.85%)	$0.00 (▲∞%)
United Arab Emirates	6,979 (▲5.45%)	57.20% (▲4.00%)	3,992 (▲9.67%)	61.17% (▲1.48%)	2.14 (▲2.60%)	0:02:56 (▲10.15%)	5.73% (▲17.07%)	400 (▲23.46%)	$0.00 (▲∞%)
Romania	5,456 (▲1.30%)	62.88% (▲3.93%)	3,431 (▲5.28%)	69.17% (▲3.92%)	1.89 (▼4.46%)	0:02:10 (▲5.60%)	1.65% (▼1.28%)	90 (▲0.00%)	$0.00 (▲∞%)
Algeria	3,563 (▲3.04%)	60.12% (▼3.49%)	2,142 (▼0.56%)	61.91% (▼1.29%)	2.22 (▲4.46%)	0:02:56 (▲12.91%)	3.99% (▲2.85%)	142 (▲5.97%)	$0.00 (▲∞%)
Egypt	3,260 (▲1.27%)	57.79% (▼0.04%)	1,884 (▲1.24%)	64.45% (▲1.35%)	2.19 (▲3.91%)	0:03:14 (▼0.87%)	4.36% (▲37.46%)	142 (▲39.22%)	$0.00 (▲∞%)
Cyprus	3,088 (▲36.58%)	57.25% (▲2.82%)	1,768 (▲40.43%)	59.23% (▲2.23%)	2.15 (▼4.22%)	0:02:49 (▼5.14%)	3.56% (▲25.85%)	110 (▲71.88%)	$0.00 (▲∞%)
Hungary	2,936 (▲10.58%)	67.54% (▲10.49%)	1,983 (▲22.18%)	66.62% (▲0.73%)	2.02 (▲1.94%)	0:02:40 (▲9.81%)	2.45% (▼14.33%)	72 (▼5.26%)	$0.00 (▲∞%)
Serbia	2,465 (▲2.11%)	59.43% (▲6.59%)	1,465 (▲8.84%)	67.46% (▲0.34%)	1.92 (▲1.19%)	0:02:18 (▲4.29%)	0.49% (▼∞%)	12 (▼40.00%)	$0.00 (▲∞%)
Czech Republic	2,159 (▲0.42%)	64.84% (▼1.82%)	1,400 (▼1.41%)	60.72% (▼2.57%)	2.20 (▼2.37%)	0:02:37 (▼3.24%)	4.63% (▼4.25%)	100 (▼3.85%)	$0.00 (▲∞%)
Pakistan	1,903 (▲2.75%)	56.23% (▼13.51%)	1,070 (▼11.13%)	60.75% (▼9.05%)	2.13 (▲10.66%)	0:03:20 (▲31.74%)	2.10% (▲14.49%)	40 (▲17.65%)	$0.00 (▲∞%)
Kuwait	1,590 (▲13.90%)	53.90% (▲4.22%)	857 (▲18.70%)	57.92% (▼6.84%)	2.18 (▲13.66%)	0:03:03 (▲33.78%)	4.91% (▲31.70%)	78 (▲50.00%)	$0.00 (▲∞%)
Croatia	1,487 (▲3.84%)	64.43% (▲4.01%)	958 (▲8.00%)	66.64% (▲6.16%)	1.95 (▼12.35%)	0:02:23 (▲0.07%)	1.08% (▼29.96%)	16 (▼27.27%)	$0.00 (▲∞%)
Malta	1,309 (▲2.91%)	55.23% (▲1.09%)	723 (▲4.03%)	56.61% (▲0.99%)	2.52 (▲2.42%)	0:03:13 (▲0.19%)	5.19% (▼13.06%)	68 (▼10.53%)	$0.00 (▲∞%)
Qatar	1,250 (▲6.93%)	57.76% (▲6.00%)	722 (▲13.34%)	59.92% (▼3.91%)	2.19 (▲14.16%)	0:02:45 (▲23.42%)	5.44% (▲98.73%)	68 (▲112.50%)	$0.00 (▲∞%)
Slovakia	1,248 (▲4.26%)	60.90% (▼4.59%)	760 (▼0.52%)	65.22% (▼1.42%)	2.06 (▼9.92%)	0:02:39 (▼3.37%)	1.44% (▼42.45%)	18 (▼40.00%)	$0.00 (▲∞%)
Macedonia (FYROM)	1,008 (▲4.13%)	50.79% (▼0.47%)	512 (▲3.64%)	62.00% (▼4.27%)	2.04 (▲0.18%)	0:02:48 (▼1.95%)	0.60% (▼42.38%)	6 (▼40.00%)	$0.00 (▲∞%)
Oman	929 (▲18.04%)	57.16% (▼2.00%)	531 (▲15.69%)	62.22% (▼5.47%)	1.98 (▲12.34%)	0:02:53 (▲59.72%)	3.44% (▲50.60%)	32 (▲77.78%)	$0.00 (▲∞%)
Lebanon	866 (▲18.79%)	51.73% (▼3.55%)	448 (▲14.58%)	57.51% (▼1.59%)	2.26 (▲6.13%)	0:03:36 (▲4.35%)	3.70% (▼25.17%)	32 (▼11.11%)	$0.00 (▲∞%)
Nigeria	774 (▲0.00%)	57.11% (▲3.03%)	442 (▲3.03%)	44.70% (▼11.73%)	3.31 (▲4.49%)	0:05:43 (▼4.21%)	11.11% (▲48.28%)	86 (▲48.28%)	$0.00 (▲∞%)
Bangladesh	718 (▲13.61%)	60.17% (▼8.15%)	432 (▲4.35%)	56.69% (▼3.44%)	2.31 (▲6.90%)	0:03:55 (▲33.05%)	2.79% (▼32.29%)	20 (▼23.08%)	$0.00 (▲∞%)
Trinidad & Tobago	707 (▲10.99%)	57.99% (▼9.90%)	410 (▲0.00%)	62.38% (▼1.89%)	1.99 (▼0.33%)	0:02:34 (▼12.16%)	1.13% (▼54.95%)	8 (▼50.00%)	$0.00 (▲∞%)
Jordan	583 (▲10.21%)	66.04% (▲5.86%)	385 (▲16.67%)	58.32% (▼3.59%)	2.27 (▲4.76%)	0:03:28 (▲24.65%)	2.40% (▼42.26%)	14 (▼36.36%)	$0.00 (▲∞%)
Armenia	555 (▲42.67%)	65.23% (▼7.40%)	362 (▲32.12%)	62.88% (▼8.04%)	2.20 (▲18.83%)	0:02:25 (▲29.58%)	1.44% (▲∞%)	8 (▲300.00%)	$0.00 (▲∞%)
Guatemala	493 (▲1.65%)	67.95% (▼1.33%)	335 (▲0.30%)	60.24% (▼5.14%)	1.97 (▼0.50%)	0:02:35 (▼0.44%)	4.46% (▼9.82%)	22 (▼8.33%)	$0.00 (▲∞%)
Jamaica	446 (▲2.76%)	61.43% (▲1.38%)	274 (▲4.18%)	63.23% (▼2.34%)	2.04 (▲10.98%)	0:02:45 (▼1.37%)	2.69% (▲16.77%)	12 (▲20.00%)	$0.00 (▲∞%)
Brunei	425 (▲13.03%)	54.82% (▼11.53%)	233 (▲0.00%)	53.18% (▼9.12%)	2.45 (▲21.82%)	0:03:57 (▲37.88%)	6.12% (▲43.76%)	26 (▲62.50%)	$0.00 (▲∞%)

	Jersey	281 (▲13.31%)	53.38% (▲4.24%)	150 (▲18.11%)	54.45% (▲1.53%)	2.58 (▲1.59%)	0:03:05 (▲40.04%)	3.56% (▼66.06%)	10 (▼61.54%)	$0.00 (▲∞%)
	Curaçao	276 (▲12.65%)	44.57% (▼16.65%)	123 (▼6.11%)	51.09% (▼13.68%)	2.38 (▲4.68%)	0:03:25 (▲15.01%)	3.62% (▲10.96%)	10 (▲25.00%)	$0.00 (▲∞%)
	Angola	274 (▲14.64%)	54.38% (▼15.61%)	149 (▼3.25%)	51.46% (▼13.39%)	2.41 (▲9.49%)	0:04:00 (▲11.85%)	2.19% (▼62.62%)	6 (▼57.14%)	$0.00 (▲∞%)
	Guadeloupe	274 (▲17.60%)	59.49% (▲0.44%)	163 (▲18.12%)	60.58% (▼7.74%)	1.85 (▼5.68%)	0:02:41 (▲8.89%)	3.65% (▼14.96%)	10 (▲0.00%)	$0.00 (▲∞%)
	Suriname	215 (▲9.69%)	35.35% (▼28.57%)	76 (▼21.65%)	55.35% (▼13.21%)	2.44 (▲19.95%)	0:03:43 (▲15.00%)	4.65% (▲355.81%)	10 (▲400.00%)	$0.00 (▲∞%)
	Mongolia	169 (▲14.19%)	73.96% (▼10.27%)	125 (▲2.46%)	69.82% (▼17.33%)	2.29 (▲69.46%)	0:03:13 (▲161.49%)	1.18% (▲∞%)	2 (▲∞%)	$0.00 (▲∞%)
	Guernsey	138 (▲9.52%)	60.14% (▼2.84%)	83 (▲6.41%)	51.45% (▼9.96%)	3.01 (▲29.76%)	0:03:09 (▲27.49%)	8.70% (▲173.91%)	12 (▲200.00%)	$0.00 (▲∞%)
	Barbados	138 (▲10.40%)	54.35% (▼17.15%)	75 (▼8.54%)	61.59% (▼4.95%)	2.11 (▲13.62%)	0:04:09 (▲75.68%)	2.90% (▼69.81%)	4 (▼66.67%)	$0.00 (▲∞%)
	Maldives	117 (▲30.00%)	55.56% (▼24.24%)	65 (▼1.52%)	65.81% (▲0.39%)	1.79 (▼3.15%)	0:02:02 (▼5.19%)	3.42% (▼23.08%)	4 (▲0.00%)	$0.00 (▲∞%)
	Gibraltar	116 (▲6.42%)	67.24% (▲7.78%)	78 (▲14.71%)	63.79% (▲19.89%)	1.84 (▼8.60%)	0:01:55 (▼19.35%)	3.45% (▲∞%)	4 (▲∞%)	$0.00 (▲∞%)
	Aruba	114 (▲0.88%)	58.77% (▲2.17%)	67 (▲3.08%)	55.26% (▼2.43%)	2.53 (▲8.55%)	0:03:35 (▼6.94%)	3.51% (▼60.35%)	4 (▼60.00%)	$0.00 (▲∞%)
	Namibia	90 (▲15.38%)	53.33% (▼27.02%)	48 (▼15.79%)	64.44% (▼13.33%)	1.81 (▼7.06%)	0:02:34 (▼1.38%)	4.44% (▲73.33%)	4 (▲100.00%)	$0.00 (▲∞%)
	Liechtenstein	89 (▲187.10%)	67.42% (▼16.40%)	60 (▲140.00%)	58.43% (▼9.44%)	1.96 (▼14.64%)	0:03:14 (▲213.97%)	4.49% (▲∞%)	4 (▲∞%)	$0.00 (▲∞%)
	Sudan	87 (▲10.13%)	64.37% (▲24.03%)	56 (▲36.59%)	56.32% (▼9.20%)	1.89 (▲17.26%)	0:04:03 (▲35.76%)	6.90% (▼31.90%)	6 (▼25.00%)	$0.00 (▲∞%)
	Botswana	86 (▲6.17%)	55.81% (▼16.28%)	48 (▼11.11%)	55.81% (▼1.72%)	2.20 (▼6.31%)	0:03:49 (▲3.42%)	6.98% (▲41.28%)	6 (▲50.00%)	$0.00 (▲∞%)
	Seychelles	84 (▲27.27%)	54.76% (▲9.52%)	46 (▲39.39%)	75.00% (▲59.68%)	2.04 (▼25.36%)	0:03:07 (▼22.49%)	9.52% (▲∞%)	8 (▲∞%)	$0.00 (▲∞%)
	Zambia	82 (▲6.49%)	48.78% (▼21.75%)	40 (▼16.67%)	46.34% (▼3.56%)	2.50 (▲8.15%)	0:05:07 (▲15.63%)	2.44% (▼68.70%)	2 (▼66.67%)	$0.00 (▲∞%)
	Zimbabwe	80 (▲33.33%)	62.50% (▼20.21%)	50 (▲6.38%)	55.00% (▼5.71%)	1.94 (▲2.88%)	0:02:43 (▲26.95%)	5.00% (▲50.00%)	4 (▲100.00%)	$0.00 (▲∞%)
	Greenland	75 (▲56.25%)	68.00% (▼9.33%)	51 (▲41.67%)	52.00% (▲24.80%)	2.72 (▼26.65%)	0:04:22 (▼0.42%)	2.67% (▼36.00%)	2 (▲0.00%)	$0.00 (▲∞%)
	Turks & Caicos Islands	52 (▲108.00%)	38.46% (▼26.04%)	20 (▲53.85%)	51.92% (▼7.28%)	1.92 (▼19.87%)	0:02:16 (▼49.97%)	7.69% (▼3.85%)	4 (▲100.00%)	$0.00 (▲∞%)
	Papua New Guinea	47 (▲113.64%)	48.94% (▼36.67%)	23 (▲35.29%)	61.70% (▼3.04%)	1.94 (▼0.94%)	0:03:22 (▼30.73%)	8.51% (▼53.19%)	4 (▲0.00%)	$0.00 (▲∞%)
	Rwanda	44 (▲25.71%)	65.91% (▼14.56%)	29 (▲7.41%)	65.91% (▲0.30%)	2.48 (▲23.86%)	0:04:39 (▲48.27%)	0.00%	0	$0.00 (▲∞%)
	Antigua & Barbuda	41 (▲2.50%)	58.54% (▼13.28%)	24 (▼11.11%)	68.29% (▼14.63%)	2.51 (▲62.08%)	0:04:12 (▲192.57%)	9.76% (▲∞%)	4 (▲∞%)	$0.00 (▲∞%)
	Mali	30 (▲20.00%)	46.67% (▼38.60%)	14 (▼26.32%)	43.33% (▼16.67%)	2.67 (▲12.99%)	0:03:56 (▼18.76%)	0.00%	0	$0.00 (▲∞%)
	Mauritania	28 (▲21.74%)	50.00% (▼45.24%)	14 (▼33.33%)	50.00% (▼28.13%)	2.43 (▲24.13%)	0:06:11 (▲268.79%)	0.00%	0	$0.00 (▲∞%)
	Syria	24 (▲166.67%)	58.33% (▼12.50%)	14 (▲133.33%)	58.33% (▲75.00%)	2.17 (▼18.75%)	0:02:31 (▼72.19%)	8.33% (▲∞%)	2 (▲∞%)	$0.00 (▲∞%)
	Vanuatu	22 (▲266.67%)	45.45% (▼45.45%)	10 (▲100.00%)	63.64% (▲90.91%)	2.55 (▼33.60%)	0:03:20 (▼66.58%)	0.00% (▼100.00%)	0 (▼100.00%)	$0.00 (▲∞%)
	Northern Mariana Islands	21 (▲0.00%)	80.95% (▼5.56%)	17 (▼5.56%)	61.90% (▲30.00%)	1.62 (▼43.33%)	0:01:04 (▼80.54%)	9.52% (▲∞%)	2 (▲∞%)	$0.00 (▲∞%)
	Tajikistan	19 (▲18.75%)	84.21% (▲12.28%)	16 (▲33.33%)	78.95% (▲5.26%)	1.26 (▼3.76%)	0:01:05 (▲402.02%)	0.00%	0	$0.00 (▲∞%)
	Gambia	18 (▲157.14%)	72.22% (▼15.74%)	13 (▲116.67%)	55.56% (▼22.22%)	2.72 (▲90.56%)	0:04:29 (▲1,499.72%)	11.11% (▲∞%)	2 (▲∞%)	$0.00 (▲∞%)
	Liberia	18 (▲100.00%)	72.22% (▼7.14%)	13 (▲85.71%)	33.33% (▼40.00%)	2.11 (▼71.64%)	0:04:15 (▼51.13%)	22.22% (▲∞%)	4 (▲∞%)	$0.00 (▲∞%)
	Guinea	17 (▲21.43%)	76.47% (▼17.65%)	13 (▲0.00%)	76.47% (▲18.95%)	1.59 (▼14.48%)	0:02:11 (▲38.22%)	0.00%	0	$0.00 (▲∞%)
	Palau	17 (▲1,600.00%)	17.65% (▼82.35%)	3 (▲200.00%)	52.94% (▼47.06%)	1.53 (▲52.94%)	0:00:51 (▲∞%)	0.00%	0	$0.00 (▲∞%)
	St. Pierre & Miquelon	14 (▲40.00%)	42.86% (▼46.43%)	6 (▼25.00%)	50.00% (▲0.00%)	2.07 (▼44.02%)	0:03:31 (▼29.45%)	0.00%	0	$0.00 (▲∞%)
	American Samoa	13 (▲62.50%)	38.46% (▼61.54%)	5 (▼37.50%)	46.15% (▼47.25%)	1.92 (▲39.86%)	0:02:29 (▲94.82%)	0.00%	0	$0.00 (▲∞%)
	São Tomé & Príncipe	12 (▲140.00%)	58.33% (▼27.08%)	7 (▲75.00%)	8.33% (▼89.58%)	3.67 (▲205.56%)	0:08:39 (▲4,996.41%)	16.67% (▲∞%)	2 (▲∞%)	$0.00 (▲∞%)

Djibouti	11 (▲37.50%)	81.82% (▼6.49%)	9 (▲28.57%)	81.82% (▲30.91%)	1.64 (▼6.49%)	0:00:31 (▼53.38%)	0.00%	0	$0.00 (▲∞%)
Wallis & Futuna	10 (▲66.67%)	30.00% (▼10.00%)	3 (▲50.00%)	80.00% (▲60.00%)	1.40 (▼81.74%)	0:00:44 (▼84.90%)	0.00%	0	$0.00 (▲∞%)
Comoros	9 (▲350.00%)	55.56% (▼44.44%)	5 (▲150.00%)	66.67% (▼33.33%)	1.78 (▲77.78%)	0:04:04 (▲∞%)	0.00%	0	$0.00 (▲∞%)
Micronesia	9 (▲12.50%)	66.67% (▲77.78%)	6 (▲100.00%)	55.56% (▲48.15%)	1.56 (▼71.06%)	0:01:01 (▼89.21%)	0.00%	0	$0.00 (▲∞%)
South Sudan	9 (▲200.00%)	66.67% (▲100.00%)	6 (▲500.00%)	77.78% (▲16.67%)	1.22 (▼8.33%)	0:00:13 (▼58.50%)	0.00%	0	$0.00 (▲∞%)
Åland Islands	8 (▲300.00%)	87.50% (▼12.50%)	7 (▲250.00%)	62.50% (▼37.50%)	1.88 (▲87.50%)	0:00:51 (▲∞%)	0.00%	0	$0.00 (▲∞%)
Togo	7 (▲600.00%)	85.71% (▼14.29%)	6 (▲500.00%)	100.00% (▲∞%)	1.00 (▼50.00%)	0:00:00 (▼100.00%)	0.00%	0	$0.00 (▲∞%)
Chad	6 (▲20.00%)	83.33% (▲4.17%)	5 (▲25.00%)	66.67% (▲66.67%)	2.83 (▲18.06%)	0:03:05 (▼40.40%)	0.00%	0	$0.00 (▲∞%)
Falkland Islands (Islas Malvinas)	4 (▲100.00%)	100.00% (▲0.00%)	4 (▲100.00%)	50.00% (▼50.00%)	2.50 (▲150.00%)	0:06:34 (▲∞%)	50.00% (▲∞%)	2 (▲∞%)	$0.00 (▲∞%)
St. Helena	1 (▼50.00%)	100.00% (▲0.00%)	1 (▼50.00%)	100.00% (▲100.00%)	1.00 (▼33.33%)	0:00:00 (▼100.00%)	0.00%	0	$0.00 (▲∞%)
Isle of Man	2 (▼60.00%)	50.00% (▼37.50%)	1 (▼75.00%)	0.00% (▼100.00%)	5.00 (▲177.78%)	0:06:48 (▲904.93%)	100.00% (▲∞%)	2 (▲∞%)	$0.00 (▲∞%)
Turkmenistan	2 (▼66.67%)	50.00% (▼40.00%)	1 (▼80.00%)	0.00% (▼100.00%)	2.50 (▲25.00%)	0:03:12 (▼53.73%)	0.00%	0	$0.00 (▲∞%)
Central African Republic	2 (▼60.00%)	100.00% (▲66.67%)	2 (▼33.33%)	50.00% (▼37.50%)	2.00 (▲42.86%)	0:07:14 (▲58.23%)	100.00% (▲150.00%)	2 (▲0.00%)	$0.00 (▲∞%)
Cook Islands	3 (▼75.00%)	66.67% (▲33.33%)	2 (▼66.67%)	66.67% (▲100.00%)	4.67 (▲40.00%)	0:09:58 (▼7.40%)	66.67% (▲100.00%)	2 (▼50.00%)	$0.00 (▲∞%)
Tonga	4 (▼42.86%)	75.00% (▼12.50%)	3 (▼50.00%)	25.00% (▼56.25%)	3.00 (▲16.67%)	0:15:26 (▲145.60%)	0.00%	0	$0.00 (▲∞%)
Samoa	6 (▼14.29%)	100.00% (▲75.00%)	6 (▲50.00%)	16.67% (▲16.67%)	2.50 (▲25.00%)	0:01:49 (▼42.55%)	0.00%	0	$0.00 (▲∞%)
Solomon Islands	6 (▼14.29%)	100.00% (▲133.33%)	6 (▲100.00%)	66.67% (▲16.67%)	2.00 (▲7.69%)	0:04:27 (▼48.68%)	33.33% (▲∞%)	2 (▲∞%)	$0.00 (▲∞%)
Somalia	6 (▼33.33%)	100.00% (▲28.57%)	6 (▼14.29%)	66.67% (▲0.00%)	1.33 (▲0.00%)	0:00:59 (▼46.98%)	0.00%	0	$0.00 (▲∞%)
Cuba	7 (▼22.22%)	85.71% (▼14.29%)	6 (▼33.33%)	42.86% (▼22.86%)	2.86 (▲22.45%)	0:11:28 (▲65.61%)	0.00%	0	$0.00 (▲∞%)
Burundi	7 (▼75.86%)	57.14% (▲107.14%)	4 (▼50.00%)	71.43% (▲59.34%)	2.43 (▼26.64%)	0:04:00 (▼48.98%)	0.00%	0	$0.00 (▲∞%)
Equatorial Guinea	7 (▼30.00%)	85.71% (▲22.45%)	6 (▼14.29%)	85.71% (▲22.45%)	1.29 (▼14.29%)	0:01:30 (▲98.50%)	0.00%	0	$0.00 (▲∞%)
Lesotho	8 (▼50.00%)	62.50% (▲0.00%)	5 (▼50.00%)	75.00% (▲0.00%)	1.50 (▼4.00%)	0:01:09 (▼54.24%)	0.00%	0	$0.00 (▲∞%)
Sierra Leone	8 (▼50.00%)	50.00% (▲0.00%)	4 (▼50.00%)	87.50% (▲55.56%)	1.13 (▼41.94%)	0:00:52 (▼75.73%)	0.00%	0	$0.00 (▲∞%)
Bhutan	11 (▼42.11%)	90.91% (▲57.02%)	10 (▼9.09%)	81.82% (▲19.58%)	1.82 (▲1.60%)	0:00:30 (▼65.72%)	0.00%	0	$0.00 (▲∞%)
Anguilla	11 (▼45.00%)	63.64% (▲81.82%)	7 (▲0.00%)	72.73% (▲61.62%)	1.18 (▼55.40%)	0:00:17 (▼95.09%)	0.00% (▼100.00%)	0 (▼100.00%)	$0.00 (▲∞%)
Benin	12 (▼57.14%)	58.33% (▲2.08%)	7 (▼56.25%)	33.33% (▼48.15%)	2.42 (▲32.68%)	0:07:20 (▲189.84%)	0.00% (▼100.00%)	0 (▼100.00%)	$0.00 (▲∞%)
Swaziland	12 (▼25.00%)	58.33% (▲16.67%)	7 (▼12.50%)	25.00% (▼63.64%)	2.33 (▲38.27%)	0:01:58 (▼4.43%)	0.00%	0	$0.00 (▲∞%)
Niger	13 (▼18.75%)	53.85% (▼28.21%)	7 (▼41.67%)	53.85% (▼28.21%)	2.92 (▲103.34%)	0:04:04 (▲181.63%)	0.00%	0	$0.00 (▲∞%)
Burkina Faso	13 (▼13.33%)	53.85% (▼26.57%)	7 (▼36.36%)	69.23% (▼5.59%)	1.54 (▼7.69%)	0:03:42 (▲16.72%)	0.00%	0	$0.00 (▲∞%)
Timor-Leste	14 (▼44.00%)	42.86% (▼10.71%)	6 (▼50.00%)	57.14% (▲2.04%)	1.86 (▲16.07%)	0:02:44 (▲92.62%)	14.29% (▲78.57%)	2 (▲0.00%)	$0.00 (▲∞%)
Yemen	14 (▼63.16%)	100.00% (▲26.67%)	14 (▼53.33%)	85.71% (▲8.57%)	1.29 (▼6.04%)	0:00:23 (▼65.66%)	0.00%	0	$0.00 (▲∞%)
Dominica	16 (▼15.79%)	81.25% (▲10.27%)	13 (▼7.14%)	56.25% (▲52.68%)	2.00 (▼19.15%)	0:01:42 (▼61.69%)	0.00%	0	$0.00 (▲∞%)
Malawi	21 (▼16.00%)	76.19% (▲36.05%)	16 (▲14.29%)	57.14% (▲42.86%)	2.29 (▲0.25%)	0:03:03 (▲2.79%)	0.00%	0	$0.00 (▲∞%)
San Marino	23 (▼56.60%)	69.57% (▲84.35%)	16 (▼20.00%)	65.22% (▲4.74%)	2.00 (▼0.93%)	0:01:53 (▲53.00%)	0.00% (▼100.00%)	0 (▼100.00%)	$0.00 (▲∞%)
Grenada	24 (▼25.00%)	66.67% (▼7.25%)	16 (▼30.43%)	70.83% (▲25.93%)	2.58 (▲2.06%)	0:04:36 (▲48.38%)	0.00% (▼100.00%)	0 (▼100.00%)	$0.00 (▲∞%)
Svalbard & Jan Mayen	24 (▼31.43%)	66.67% (▲11.11%)	16 (▼23.81%)	58.33% (▲20.10%)	2.21 (▼14.12%)	0:02:02 (▲25.81%)	25.00% (▲337.50%)	6 (▲200.00%)	$0.00 (▲∞%)

	Country	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Col7	Col8	Revenue
	British Virgin Islands	26 (▼13.33%)	50.00% (▲0.00%)	13 (▼13.33%)	57.69% (▼3.85%)	1.73 (▼17.58%)	0:02:10 (▼23.56%)	15.38% (▲15.38%)	4 (▲0.00%)	$0.00 (▲∞%)
	Congo (Republic)	28 (▼9.68%)	71.43% (▲10.71%)	20 (▲0.00%)	71.43% (▲16.54%)	2.14 (▼7.74%)	0:02:30 (▼28.87%)	14.29% (▲121.43%)	4 (▲100.00%)	$0.00 (▲∞%)
	St. Lucia	29 (▼25.64%)	72.41% (▲28.37%)	21 (▼4.55%)	79.31% (▲6.66%)	1.45 (▼20.45%)	0:01:34 (▼33.86%)	6.90% (▲34.48%)	2 (▲0.00%)	$0.00 (▲∞%)
	St. Martin	31 (▼36.73%)	48.39% (▼8.81%)	15 (▼42.31%)	54.84% (▼7.34%)	2.26 (▲20.27%)	0:03:30 (▲76.37%)	12.90% (▲∞%)	4 (▲∞%)	$0.00 (▲∞%)
	Mayotte	31 (▼22.50%)	77.42% (▲62.99%)	24 (▲26.32%)	61.29% (▼23.39%)	1.61 (▲19.47%)	0:01:42 (▼9.47%)	0.00% (▼100.00%)	0 (▼100.00%)	$0.00 (▲∞%)
	Caribbean Netherlands	32 (▼27.27%)	56.25% (▲3.13%)	18 (▼25.00%)	43.75% (▼35.83%)	2.22 (▲6.11%)	0:04:04 (▲40.59%)	0.00%	0	$0.00 (▲∞%)
	St. Vincent & Grenadines	34 (▼15.00%)	52.94% (▲11.46%)	18 (▼5.26%)	73.53% (▲27.88%)	2.06 (▼3.11%)	0:03:17 (▲25.24%)	0.00%	0	$0.00 (▲∞%)
	St. Kitts & Nevis	35 (▼23.91%)	48.57% (▲17.59%)	17 (▼10.53%)	65.71% (▲0.76%)	3.57 (▲49.35%)	0:04:04 (▼3.79%)	0.00% (▼100.00%)	0 (▼100.00%)	$0.00 (▲∞%)
	St. Barthélemy	37 (▼28.85%)	51.35% (▼10.99%)	19 (▼36.67%)	51.35% (▼21.46%)	2.46 (▲24.17%)	0:03:49 (▲121.74%)	0.00%	0	$0.00 (▲∞%)
	Guyana	38 (▼17.39%)	81.58% (▲13.72%)	31 (▼6.06%)	71.05% (▲30.74%)	2.00 (▲1.10%)	0:02:34 (▼38.18%)	0.00% (▼100.00%)	0 (▼100.00%)	$0.00 (▲∞%)
	Gabon	44 (▼31.25%)	59.09% (▼5.45%)	26 (▼35.00%)	65.91% (▲11.00%)	1.73 (▼48.10%)	0:03:37 (▼28.20%)	4.55% (▲∞%)	2 (▲∞%)	$0.00 (▲∞%)
	U.S. Virgin Islands	45 (▼11.76%)	80.00% (▲36.00%)	36 (▲20.00%)	68.89% (▲25.48%)	1.93 (▲1.65%)	0:01:44 (▼9.88%)	4.44% (▲13.33%)	2 (▲0.00%)	$0.00 (▲∞%)
	Laos	46 (▼50.00%)	67.39% (▲12.73%)	31 (▼43.64%)	47.83% (▼18.52%)	2.37 (▲34.57%)	0:04:45 (▲115.21%)	8.70% (▲100.00%)	4 (▲0.00%)	$0.00 (▲∞%)
	Cameroon	46 (▼43.90%)	73.91% (▲18.84%)	34 (▼33.33%)	56.52% (▼17.24%)	2.17 (▲30.12%)	0:03:51 (▲4.79%)	8.70% (▲256.52%)	4 (▲100.00%)	$0.00 (▲∞%)
	Madagascar	50 (▼18.03%)	76.00% (▲7.81%)	38 (▼11.63%)	48.00% (▼22.95%)	2.44 (▲40.42%)	0:06:03 (▲122.30%)	0.00% (▼100.00%)	0 (▼100.00%)	$0.00 (▲∞%)
	Kyrgyzstan	52 (▼40.23%)	86.54% (▲17.64%)	45 (▼29.69%)	82.69% (▲2.77%)	1.29 (▼6.59%)	0:00:23 (▼64.96%)	0.00%	0	$0.00 (▲∞%)
	Cayman Islands	54 (▼28.00%)	70.37% (▲22.74%)	38 (▼11.63%)	64.81% (▲24.64%)	2.06 (▲2.10%)	0:01:37 (▼34.76%)	3.70% (▲38.89%)	2 (▲0.00%)	$0.00 (▲∞%)
	Congo (DRC)	55 (▼22.54%)	65.45% (▲13.35%)	36 (▼12.20%)	63.64% (▲15.85%)	1.71 (▼35.11%)	0:03:17 (▼52.60%)	0.00% (▼100.00%)	0 (▼100.00%)	$0.00 (▲∞%)
	Ethiopia	56 (▼24.32%)	76.79% (▲23.52%)	43 (▼6.52%)	71.43% (▲25.85%)	1.93 (▲1.22%)	0:03:36 (▲19.91%)	0.00%	0	$0.00 (▲∞%)
	Uganda	58 (▼13.43%)	70.69% (▼5.28%)	41 (▼18.00%)	55.17% (▼7.59%)	2.22 (▼5.69%)	0:02:41 (▲4.12%)	0.00% (▼100.00%)	0 (▼100.00%)	$0.00 (▲∞%)
	Cape Verde	65 (▼12.16%)	33.85% (▼28.44%)	22 (▼37.14%)	49.23% (▼17.20%)	2.68 (▲5.93%)	0:04:58 (▼3.33%)	3.08% (▼62.05%)	2 (▼66.67%)	$0.00 (▲∞%)
	Sint Maarten	70 (▼7.89%)	48.57% (▲2.54%)	34 (▼5.56%)	55.71% (▼9.91%)	2.51 (▲29.11%)	0:02:17 (▼7.98%)	8.57% (▲62.86%)	6 (▲50.00%)	$0.00 (▲∞%)
	Haiti	73 (▼31.13%)	53.42% (▼7.16%)	39 (▼36.07%)	60.27% (▼1.71%)	2.04 (▼0.75%)	0:02:55 (▲13.53%)	0.00% (▼100.00%)	0 (▼100.00%)	$0.00 (▲∞%)
	Afghanistan	74 (▼14.94%)	71.62% (▲3.85%)	53 (▼11.67%)	59.46% (▼17.89%)	1.80 (▼9.09%)	0:02:39 (▼11.12%)	2.70% (▼70.61%)	2 (▼75.00%)	$0.00 (▲∞%)
	Bermuda	77 (▼11.49%)	61.04% (▼19.54%)	47 (▼28.79%)	59.74% (▼14.80%)	2.31 (▲38.70%)	0:02:45 (▲61.61%)	5.19% (▲125.97%)	4 (▲100.00%)	$0.00 (▲∞%)
	Monaco	78 (▼29.73%)	67.95% (▼10.21%)	53 (▼36.90%)	65.38% (▲6.73%)	2.06 (▼26.80%)	0:02:15 (▼7.75%)	5.13% (▲42.31%)	4 (▲0.00%)	$0.00 (▲∞%)
	Palestine	87 (▼21.62%)	60.92% (▲5.66%)	53 (▼17.19%)	58.62% (▲0.11%)	1.75 (▼20.84%)	0:01:54 (▼27.07%)	0.00% (▼100.00%)	0 (▼100.00%)	$0.00 (▲∞%)
	Belize	88 (▼32.82%)	69.32% (▲9.41%)	61 (▼26.51%)	62.50% (▲2.34%)	1.84 (▼6.16%)	0:02:25 (▲32.85%)	4.55% (▲48.86%)	4 (▲0.00%)	$0.00 (▲∞%)
	Uzbekistan	98 (▼31.94%)	67.35% (▲79.59%)	66 (▲22.22%)	63.27% (▲2.36%)	2.40 (▲19.07%)	0:03:26 (▼27.12%)	0.00% (▼100.00%)	0 (▼100.00%)	$0.00 (▲∞%)
	Nepal	99 (▼55.00%)	71.72% (▲9.57%)	71 (▼50.69%)	64.65% (▲4.58%)	2.06 (▲18.36%)	0:02:55 (▲15.51%)	6.06% (▲33.33%)	6 (▼40.00%)	$0.00 (▲∞%)
	Fiji	101 (▼4.72%)	68.32% (▼8.33%)	69 (▼12.66%)	63.37% (▲3.34%)	1.98 (▲5.48%)	0:02:37 (▲24.26%)	3.96% (▼30.03%)	4 (▼33.33%)	$0.00 (▲∞%)
	French Guiana	113 (▼31.93%)	65.49% (▼13.72%)	74 (▼41.27%)	67.26% (▲0.58%)	1.65 (▼18.48%)	0:01:25 (▼42.52%)	1.77% (▼51.03%)	2 (▼66.67%)	$0.00 (▲∞%)
	Tanzania	126 (▼11.27%)	64.29% (▼3.91%)	81 (▼14.74%)	61.90% (▼5.48%)	2.03 (▼0.17%)	0:02:56 (▲10.01%)	0.00% (▼100.00%)	0 (▼100.00%)	$0.00 (▲∞%)
	Faroe Islands	128 (▼28.89%)	81.25% (▲19.88%)	104 (▼14.75%)	42.19% (▲20.54%)	5.18 (▲20.61%)	0:05:42 (▲7.61%)	10.94% (▲228.13%)	14 (▲133.33%)	$0.00 (▲∞%)
	Côte d'Ivoire	128 (▼18.47%)	64.84% (▲14.39%)	83 (▼6.74%)	57.81% (▼15.17%)	2.86 (▲50.14%)	0:05:04 (▲77.15%)	23.44% (▲819.92%)	30 (▲650.00%)	$0.00 (▲∞%)
	Nicaragua	128 (▼30.43%)	73.44% (▼6.16%)	94 (▼34.72%)	69.53% (▼3.81%)	1.71 (▲11.24%)	0:02:26 (▲112.85%)	4.69% (▲∞%)	6 (▲∞%)	$0.00 (▲∞%)

	Country	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	Kosovo	143 (▼26.29%)	80.42% (▲34.49%)	115 (▼0.86%)	62.24% (▼3.41%)	2.54 (▲27.58%)	0:02:28 (▲22.86%)	4.20% (▲35.66%)	6 (▲0.00%)	$0.00 (▲∞%)
	Guam	147 (▼21.81%)	55.78% (▼8.81%)	82 (▼28.70%)	73.47% (▲15.10%)	1.55 (▼30.90%)	0:02:05 (▼49.73%)	2.72% (▼14.74%)	4 (▼33.33%)	$0.00 (▲∞%)
	Senegal	153 (▼9.47%)	60.13% (▼7.62%)	92 (▼16.36%)	52.94% (▼19.40%)	2.37 (▲20.05%)	0:04:17 (▲43.18%)	5.23% (▲120.92%)	8 (▲100.00%)	$0.00 (▲∞%)
	Paraguay	159 (▼29.02%)	66.67% (▲4.43%)	106 (▼25.87%)	63.52% (▼2.54%)	1.79 (▼1.94%)	0:02:37 (▼7.24%)	1.26% (▼64.78%)	2 (▼75.00%)	$0.00 (▲∞%)
	Myanmar (Burma)	180 (▼13.88%)	56.67% (▲2.10%)	102 (▼12.07%)	65.00% (▲3.70%)	2.03 (▲5.42%)	0:03:49 (▲29.20%)	3.33% (▲16.11%)	6 (▲0.00%)	$0.00 (▲∞%)
	Mozambique	202 (▼9.01%)	72.28% (▼0.34%)	146 (▼9.32%)	67.33% (▲9.10%)	1.97 (▼8.53%)	0:02:30 (▲15.79%)	1.98% (▲∞%)	4 (▲100.00%)	$0.00 (▲∞%)
	Andorra	221 (▼2.21%)	60.18% (▲9.68%)	133 (▲7.26%)	61.54% (▲0.06%)	1.93 (▼13.39%)	0:02:16 (▲2.40%)	1.81% (▼31.83%)	4 (▼33.33%)	$0.00 (▲∞%)
	Ghana	230 (▼20.14%)	60.87% (▲4.35%)	140 (▼16.67%)	49.57% (▼0.87%)	2.97 (▲4.20%)	0:04:23 (▼20.87%)	7.83% (▼13.31%)	18 (▼30.77%)	$0.00 (▲∞%)
	Bolivia	240 (▼16.96%)	70.83% (▲7.74%)	170 (▼10.53%)	64.58% (▼1.25%)	1.86 (▲8.28%)	0:02:31 (▲21.32%)	5.00% (▲3.21%)	12 (▼14.29%)	$0.00 (▲∞%)
	New Caledonia	270 (▼10.60%)	48.52% (▼13.30%)	131 (▼22.49%)	57.04% (▼7.89%)	2.00 (▼14.29%)	0:03:38 (▲10.20%)	5.19% (▲11.85%)	14 (▲0.00%)	$0.00 (▲∞%)
	Honduras	276 (▼16.11%)	69.20% (▲7.90%)	191 (▼9.48%)	65.22% (▲2.17%)	1.80 (▼4.64%)	0:02:11 (▼18.07%)	0.72% (▼90.83%)	2 (▼92.31%)	$0.00 (▲∞%)
	Montenegro	288 (▼7.40%)	56.60% (▼1.11%)	163 (▼8.43%)	66.32% (▼0.84%)	2.21 (▲8.33%)	0:02:29 (▲13.07%)	0.00% (▼100.00%)	0 (▼100.00%)	$0.00 (▲∞%)
	French Polynesia	288 (▼6.49%)	49.65% (▲1.95%)	143 (▼4.67%)	58.68% (▼4.37%)	2.02 (▼23.20%)	0:02:38 (▼34.97%)	4.86% (▲∞%)	14 (▲600.00%)	$0.00 (▲∞%)
	El Salvador	308 (▼14.21%)	71.43% (▲13.46%)	220 (▼2.65%)	65.58% (▲12.65%)	1.96 (▼14.04%)	0:02:26 (▼33.08%)	1.30% (▼78.81%)	4 (▼81.82%)	$0.00 (▲∞%)
	Martinique	320 (▼9.60%)	55.63% (▲11.88%)	178 (▲1.14%)	59.69% (▼1.26%)	2.48 (▲22.66%)	0:02:59 (▲37.88%)	6.25% (▲453.13%)	20 (▲400.00%)	$0.00 (▲∞%)
	Mauritius	332 (▼27.19%)	53.61% (▲5.38%)	178 (▼23.28%)	64.16% (▲7.56%)	2.13 (▼4.10%)	0:03:30 (▲13.17%)	3.01% (▲∞%)	10 (▲150.00%)	$0.00 (▲∞%)
	Bahamas	364 (▼10.78%)	49.45% (▼2.06%)	180 (▼12.62%)	57.14% (▼10.33%)	2.10 (▼1.01%)	0:03:00 (▼11.85%)	3.85% (▲12.09%)	14 (▲0.00%)	$0.00 (▲∞%)
	Kenya	365 (▼32.41%)	70.68% (▲6.92%)	258 (▼27.73%)	62.47% (▲1.91%)	2.06 (▲2.12%)	0:02:39 (▲10.74%)	3.29% (▲121.92%)	12 (▲50.00%)	$0.00 (▲∞%)
	Libya	437 (▼0.23%)	60.64% (▼6.15%)	265 (▼6.36%)	71.17% (▼9.12%)	1.70 (▲6.69%)	0:02:07 (▲17.60%)	0.46% (▼74.94%)	2 (▼75.00%)	$0.00 (▲∞%)
	Albania	448 (▼29.89%)	54.24% (▲38.09%)	243 (▲3.19%)	58.26% (▲26.62%)	2.50 (▼24.50%)	0:04:31 (▼62.18%)	0.89% (▼71.47%)	4 (▼80.00%)	$0.00 (▲∞%)
	Bahrain	476 (▼12.34%)	51.26% (▲0.49%)	244 (▼11.91%)	61.76% (▲7.15%)	2.18 (▼0.08%)	0:03:12 (▲15.18%)	3.36% (▲14.08%)	16 (▲0.00%)	$0.00 (▲∞%)
	Panama	507 (▼25.44%)	63.12% (▲14.76%)	320 (▼14.44%)	60.75% (▲2.25%)	2.01 (▼9.00%)	0:02:55 (▼5.16%)	3.55% (▼53.57%)	18 (▼65.38%)	$0.00 (▲∞%)
	Cambodia	512 (▼9.38%)	56.45% (▲7.38%)	289 (▼2.69%)	63.09% (▲8.67%)	1.92 (▼13.52%)	0:02:35 (▼35.95%)	6.64% (▲44.31%)	34 (▲30.77%)	$0.00 (▲∞%)
	Réunion	532 (▼21.99%)	64.10% (▲10.95%)	341 (▼13.45%)	62.41% (▲0.62%)	2.09 (▲0.78%)	0:02:37 (▲10.10%)	4.51% (▲39.85%)	24 (▲9.09%)	$0.00 (▲∞%)
	Macau	557 (▼5.59%)	63.55% (▲2.73%)	354 (▼3.01%)	59.78% (▼0.92%)	2.09 (▲11.58%)	0:03:06 (▲19.05%)	5.75% (▲41.23%)	32 (▲33.33%)	$0.00 (▲∞%)
	Moldova	580 (▼15.08%)	71.72% (▼5.06%)	416 (▼19.38%)	75.86% (▼1.87%)	1.83 (▲8.73%)	0:01:29 (▲0.97%)	0.34% (▼∞%)	2 (▼50.00%)	$0.00 (▲∞%)
	Azerbaijan	591 (▼12.05%)	62.44% (▲1.10%)	369 (▼11.08%)	65.31% (▼1.15%)	2.02 (▼6.06%)	0:02:19 (▼28.16%)	3.05% (▲155.84%)	18 (▲125.00%)	$0.00 (▲∞%)
	Bosnia & Herzegovina	600 (▼1.80%)	57.17% (▼4.30%)	343 (▼6.03%)	69.83% (▲1.35%)	1.79 (▼3.90%)	0:02:09 (▼4.17%)	0.00% (▼100.00%)	0 (▼100.00%)	$0.00 (▲∞%)
	Iran	601 (▼3.06%)	63.39% (▲8.58%)	381 (▲5.25%)	63.06% (▼4.17%)	1.86 (▼1.34%)	0:02:50 (▼3.68%)	2.33% (▲∞%)	14 (▲250.00%)	$0.00 (▲∞%)
	Kazakhstan	697 (▼15.31%)	70.88% (▲3.06%)	494 (▼12.72%)	66.43% (▼0.78%)	1.97 (▲2.36%)	0:02:44 (▲6.31%)	1.43% (▲18.08%)	10 (▲0.00%)	$0.00 (▲∞%)
	Georgia	716 (▼4.15%)	55.73% (▲1.78%)	399 (▼2.44%)	64.53% (▼0.62%)	2.33 (▲0.77%)	0:03:35 (▲15.82%)	2.23% (▼16.54%)	16 (▼20.00%)	$0.00 (▲∞%)
	Iceland	735 (▼3.92%)	65.71% (▲9.76%)	483 (▲5.46%)	61.09% (▲7.18%)	2.17 (▼5.74%)	0:02:27 (▼5.94%)	5.44% (▲15.65%)	40 (▲11.11%)	$0.00 (▲∞%)
	Luxembourg	756 (▼14.96%)	66.80% (▲9.16%)	505 (▼7.17%)	65.08% (▲8.96%)	2.03 (▼9.31%)	0:02:13 (▲2.53%)	5.56% (▲76.39%)	42 (▲50.00%)	$0.00 (▲∞%)
	Costa Rica	758 (▼19.96%)	63.06% (▼2.42%)	478 (▼21.90%)	60.82% (▼4.49%)	2.09 (▲12.88%)	0:02:52 (▲25.65%)	2.37% (▼19.69%)	18 (▼35.71%)	$0.00 (▲∞%)
	Sri Lanka	824 (▼33.44%)	67.23% (▲5.49%)	554 (▼29.78%)	62.62% (▼6.37%)	1.93 (▲9.32%)	0:02:30 (▲18.54%)	3.16% (▲144.14%)	26 (▲62.50%)	$0.00 (▲∞%)
	Estonia	898 (▼12.39%)	60.69% (▲0.33%)	545 (▼12.10%)	59.80% (▼4.53%)	2.39 (▲4.76%)	0:03:41 (▲15.51%)	4.90% (▲39.51%)	44 (▲22.22%)	$0.00 (▲∞%)

	Country								
	Ecuador	899 (▼25.39%)	64.63% (▲2.33%)	581 (▼23.65%)	63.52% (▲0.44%)	2.14 (▼1.66%)	0:02:38 (▼10.38%)	4.00% (▲50.79%)	36 (▲12.50%)	$0.00 (▲∞%)
	Dominican Republic	911 (▼14.30%)	69.37% (▲6.41%)	632 (▼8.80%)	61.14% (▲4.49%)	2.21 (▼4.86%)	0:02:48 (▼11.86%)	2.63% (▲40.02%)	24 (▲20.00%)	$0.00 (▲∞%)
	(not set)	937 (▼24.01%)	70.22% (▼14.69%)	658 (▼35.17%)	55.50% (▼22.68%)	2.46 (▲21.31%)	0:02:51 (▲49.09%)	6.83% (▲133.94%)	64 (▲77.78%)	$0.00 (▲∞%)
	Uruguay	954 (▼30.92%)	54.09% (▼2.10%)	516 (▼32.37%)	64.15% (▲5.47%)	2.00 (▼11.43%)	0:03:05 (▼18.90%)	2.73% (▼37.27%)	26 (▼56.67%)	$0.00 (▲∞%)
	Latvia	1,129 (▼11.38%)	61.65% (▲4.03%)	696 (▼7.81%)	62.09% (▼2.46%)	2.20 (▲6.53%)	0:02:42 (▼0.11%)	3.19% (▲26.95%)	36 (▲12.50%)	$0.00 (▲∞%)
	Peru	1,187 (▼4.20%)	70.43% (▼0.04%)	836 (▼4.24%)	68.24% (▲4.25%)	1.84 (▼11.06%)	0:02:10 (▼12.27%)	1.68% (▼34.76%)	20 (▼37.50%)	$0.00 (▲∞%)
	Venezuela	1,277 (▼42.94%)	70.71% (▲12.56%)	903 (▼35.78%)	63.98% (▲5.05%)	1.94 (▼5.07%)	0:02:22 (▼16.21%)	0.63% (▼46.08%)	8 (▼69.23%)	$0.00 (▲∞%)
	Iraq	1,296 (▼5.33%)	77.08% (▲4.48%)	999 (▼1.09%)	86.96% (▲2.54%)	1.25 (▼7.01%)	0:00:44 (▼25.47%)	0.62% (▲∞%)	8 (▲0.00%)	$0.00 (▲∞%)
	Puerto Rico	1,314 (▼10.43%)	53.96% (▲7.84%)	709 (▼3.41%)	57.53% (▼2.99%)	2.29 (▲3.94%)	0:02:58 (▲1.07%)	6.09% (▲71.76%)	80 (▲53.85%)	$0.00 (▲∞%)
	Slovenia	1,370 (▼16.57%)	66.06% (▲11.59%)	905 (▼6.89%)	68.18% (▲1.31%)	1.86 (▼4.27%)	0:01:58 (▲3.77%)	1.17% (▼43.60%)	16 (▼52.94%)	$0.00 (▲∞%)
	Lithuania	1,552 (▼4.02%)	61.34% (▲7.58%)	952 (▲3.25%)	60.89% (▼1.34%)	2.55 (▲10.59%)	0:03:09 (▲2.55%)	1.42% (▼28.37%)	22 (▼31.25%)	$0.00 (▲∞%)
	Belarus	1,639 (▼5.21%)	64.86% (▼4.16%)	1,063 (▼9.15%)	60.04% (▼1.61%)	2.24 (▼3.86%)	0:02:42 (▼12.29%)	15.99% (▲68.53%)	262 (▲59.76%)	$0.00 (▲∞%)
	Chile	1,687 (▼11.30%)	70.90% (▲6.76%)	1,196 (▼5.30%)	64.32% (▼1.98%)	2.01 (▲2.27%)	0:02:26 (▲14.50%)	3.32% (▼14.68%)	56 (▼24.32%)	$0.00 (▲∞%)
	Bulgaria	1,751 (▼4.84%)	60.19% (▲1.15%)	1,054 (▼3.74%)	72.59% (▲4.84%)	1.73 (▼6.66%)	0:01:52 (▼10.13%)	1.60% (▲∞%)	28 (▲55.56%)	$0.00 (▲∞%)
	Vietnam	1,812 (▼21.01%)	68.54% (▲0.92%)	1,242 (▼20.28%)	69.15% (▼5.41%)	1.85 (▲9.59%)	0:02:13 (▲3.46%)	2.54% (▼21.30%)	46 (▼37.84%)	$0.00 (▲∞%)
	Colombia	1,853 (▼3.29%)	74.91% (▲2.95%)	1,388 (▼0.43%)	65.46% (▲4.69%)	1.99 (▲7.21%)	0:02:25 (▲25.22%)	2.37% (▲62.49%)	44 (▲57.14%)	$0.00 (▲∞%)
	Tunisia	1,901 (▼24.71%)	63.28% (▲2.10%)	1,203 (▼23.13%)	63.02% (▼2.97%)	2.20 (▲10.87%)	0:02:44 (▲6.29%)	2.10% (▼14.31%)	40 (▼35.48%)	$0.00 (▲∞%)
	Morocco	2,655 (▼23.66%)	62.94% (▼1.88%)	1,671 (▼25.10%)	62.94% (▼3.01%)	2.09 (▲8.15%)	0:02:49 (▲26.74%)	1.88% (▲21.29%)	50 (▼7.41%)	$0.00 (▲∞%)
	New Zealand	2,774 (▼8.12%)	65.57% (▲6.32%)	1,819 (▼2.31%)	59.44% (▲0.04%)	2.15 (▼0.45%)	0:02:59 (▲0.71%)	6.63% (▲0.13%)	184 (▼8.00%)	$0.00 (▲∞%)
	Ukraine	3,689 (▼1.57%)	70.18% (▲1.01%)	2,589 (▼0.58%)	65.30% (▲0.10%)	1.96 (▼1.36%)	0:02:20 (▼11.83%)	2.11% (▼7.85%)	78 (▼9.30%)	$0.00 (▲∞%)
	South Africa	3,890 (▼7.12%)	63.37% (▲5.86%)	2,465 (▼1.68%)	59.82% (▲4.78%)	2.28 (▼2.14%)	0:02:58 (▼10.97%)	3.08% (▼40.19%)	120 (▼44.44%)	$0.00 (▲∞%)
	Indonesia	4,068 (▼2.61%)	64.75% (▲3.19%)	2,634 (▲0.50%)	60.18% (▼0.45%)	1.99 (▼3.69%)	0:02:56 (▼0.67%)	2.26% (▼26.20%)	92 (▼28.13%)	$0.00 (▲∞%)
	Turkey	4,645 (▼9.98%)	65.68% (▼2.97%)	3,051 (▼12.65%)	67.10% (▼1.24%)	1.87 (▼1.40%)	0:01:58 (▼8.41%)	2.41% (▲5.44%)	112 (▼5.08%)	$0.00 (▲∞%)
	Japan	5,178 (▼2.01%)	71.11% (▼0.10%)	3,682 (▼2.10%)	65.10% (▲0.29%)	2.03 (▲5.11%)	0:03:09 (▲21.40%)	4.79% (▲6.33%)	248 (▲4.20%)	$0.00 (▲∞%)
	Philippines	5,670 (▼33.45%)	61.94% (▲18.70%)	3,512 (▼21.01%)	58.71% (▼9.85%)	2.10 (▲8.74%)	0:03:14 (▲15.66%)	2.57% (▼11.54%)	146 (▼41.13%)	$0.00 (▲∞%)
	Singapore	6,105 (▼12.66%)	66.57% (▲6.63%)	4,064 (▼6.87%)	60.02% (▲1.65%)	2.07 (▲0.40%)	0:02:35 (▼0.85%)	4.32% (▼11.62%)	264 (▼22.81%)	$0.00 (▲∞%)
	Argentina	6,763 (▼14.11%)	59.35% (▲6.46%)	4,014 (▼8.56%)	66.69% (▼1.37%)	1.87 (▲2.62%)	0:02:24 (▼12.42%)	2.37% (▲10.88%)	160 (▼4.76%)	$0.00 (▲∞%)
	Mexico	7,033 (▼29.36%)	65.39% (▲5.76%)	4,599 (▼25.29%)	61.71% (▲0.08%)	2.13 (▲6.74%)	0:02:41 (▲10.63%)	3.04% (▲0.98%)	214 (▼28.67%)	$0.00 (▲∞%)
	Thailand	7,070 (▼22.66%)	61.34% (▲2.42%)	4,337 (▼20.79%)	63.51% (▼0.95%)	1.95 (▼0.01%)	0:02:38 (▼6.56%)	4.16% (▼12.82%)	294 (▼32.57%)	$0.00 (▲∞%)
	China	7,284 (▼30.44%)	84.98% (▲1.25%)	6,190 (▼29.57%)	88.14% (▼2.72%)	1.29 (▲4.51%)	0:00:49 (▲20.15%)	1.10% (▲∞%)	80 (▲29.03%)	$0.00 (▲∞%)
	Portugal	10,659 (▼12.18%)	57.40% (▲2.92%)	6,118 (▼9.62%)	65.01% (▲2.04%)	1.92 (▼1.13%)	0:02:01 (▲3.62%)	1.69% (▼11.66%)	180 (▼22.41%)	$0.00 (▲∞%)
	Hong Kong	12,381 (▼6.10%)	61.76% (▼2.88%)	7,647 (▼8.80%)	57.44% (▼2.01%)	2.11 (▲4.19%)	0:03:03 (▲8.55%)	4.73% (▲15.14%)	586 (▲8.12%)	$0.00 (▲∞%)
	Malaysia	12,581 (▼7.23%)	63.34% (▼0.69%)	7,969 (▼7.86%)	58.80% (▼0.92%)	2.15 (▼0.07%)	0:03:08 (▼1.98%)	4.36% (▼2.20%)	548 (▼9.27%)	$0.00 (▲∞%)
	Taiwan	14,642 (▼3.90%)	65.91% (▼2.86%)	9,650 (▼6.65%)	62.70% (▼3.55%)	1.90 (▲5.77%)	0:02:53 (▲14.26%)	3.82% (▲16.54%)	560 (▲12.00%)	$0.00 (▲∞%)
	Denmark	15,021 (▼9.53%)	71.81% (▲1.77%)	10,787 (▼7.93%)	49.34% (▲13.31%)	3.01 (▼8.30%)	0:03:44 (▲8.35%)	7.39% (▲25.71%)	1,110 (▲13.73%)	$0.00 (▲∞%)
	Netherlands	21,016 (▼10.82%)	70.21% (▲9.71%)	14,755 (▼2.16%)	62.50% (▲13.42%)	2.26 (▼19.31%)	0:02:03 (▼26.71%)	2.98% (▲0.85%)	626 (▼10.06%)	$0.00 (▲∞%)

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🇮🇳 India	21,958 (▼0.02%)	50.19% (▼0.83%)	11,021 (▼0.85%)	52.88% (▼6.13%)	2.44 (▼6.46%)	0:03:25 (▼2.41%)	1.85% (▲7.43%)	406 (▲7.41%)	$0.00 (▲∞%)
🇷🇺 Russia	22,128 (▼27.58%)	69.38% (▲1.60%)	15,352 (▼26.42%)	68.11% (▲1.71%)	1.87 (▼1.18%)	0:02:20 (▼2.54%)	2.24% (▼18.27%)	496 (▼40.81%)	$0.00 (▲∞%)
🇳🇴 Norway	31,815 (▼15.58%)	69.28% (▼2.10%)	22,042 (▼17.35%)	47.63% (▲16.28%)	2.96 (▼6.78%)	0:03:38 (▲0.20%)	9.54% (▲53.29%)	3,036 (▲29.41%)	$0.00 (▲∞%)
🇮🇹 Italy	37,268 (▼8.16%)	60.85% (▲2.81%)	22,677 (▼5.58%)	62.61% (▲0.13%)	2.18 (▲3.89%)	0:02:16 (▲4.39%)	2.77% (▲13.27%)	1,032 (▲4.03%)	$0.00 (▲∞%)
🇪🇸 Spain	39,188 (▼6.18%)	62.83% (▲6.76%)	24,623 (▲0.16%)	64.96% (▲2.48%)	1.95 (▲0.21%)	0:01:53 (▼2.65%)	3.03% (▲13.67%)	1,188 (▲6.64%)	$0.00 (▲∞%)
🇫🇷 France	45,342 (▼22.61%)	68.64% (▲1.19%)	31,122 (▼21.69%)	65.56% (▲0.11%)	2.01 (▼1.12%)	0:02:06 (▼1.49%)	3.68% (▲18.82%)	1,670 (▼8.04%)	$0.00 (▲∞%)
🇺🇸 United States	175,517 (▼6.67%)	69.00% (▲1.63%)	121,110 (▼5.14%)	60.93% (▲2.38%)	1.96 (▼0.01%)	0:02:04 (▼0.17%)	5.80% (▼6.64%)	10,174 (▼12.86%)	$0.00 (▲∞%)

May 01, 2015 - May 31, 2015
compared to: Mar 31, 2015 - Apr 30, 2015

Age

Gender

May 01, 2015 - May 31, 2015   Mar 31, 2015 - Apr 30, 2015

43.9%   56.1%   44.3%   55.7%

male   female   male   female
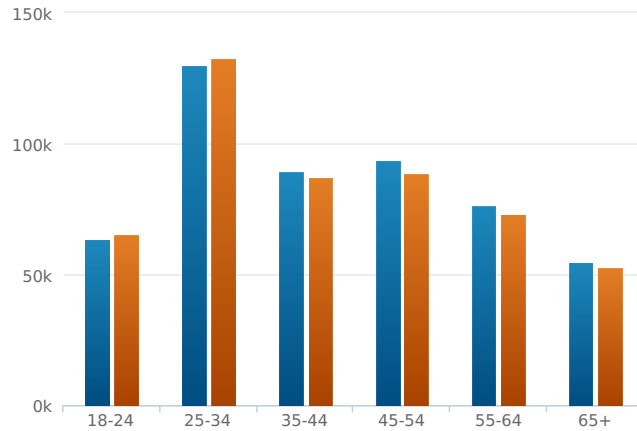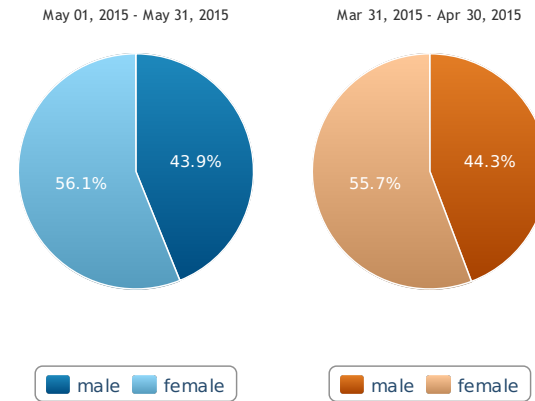
Sessions	% New Sessions	New Users
506,964 (▲1.54%)	63.77% (▲0.11%)	323,286 (▲1.65%)
Bounce Rate	**Pages/Session**	**Avg. Session Duration**
63.05% (▲2.80%)	2.09 (▼2.30%)	0:02:19 (▼2.96%)
Goal Conversion Rate	**Goal Completions**	**Goal Value**
4.40% (▲1.75%)	22,318 (▲3.31%)	$0.00 (▲∞%)

Age	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
45-54	93,651 (▲5.55%)	62.78% (▲0.63%)	58,793 (▲6.21%)	62.71% (▲4.28%)	2.10 (▼4.21%)	0:02:18 (▼4.94%)	4.40% (▼3.15%)	4,122 (▲2.23%)	$0.00 (▲∞%)
35-44	89,353 (▲2.79%)	64.75% (▼0.32%)	57,858 (▲2.47%)	63.14% (▲2.73%)	2.06 (▼2.95%)	0:02:15 (▼4.78%)	4.14% (▲3.37%)	3,700 (▲6.26%)	$0.00 (▲∞%)
55-64	76,363 (▲4.32%)	62.64% (▲0.76%)	47,830 (▲5.11%)	63.14% (▲2.85%)	2.09 (▼2.04%)	0:02:17 (▼3.82%)	4.88% (▲7.45%)	3,726 (▲12.09%)	$0.00 (▲∞%)
65+	54,395 (▲2.83%)	61.18% (▼0.62%)	33,278 (▲2.19%)	62.74% (▲2.48%)	2.10 (▼2.40%)	0:02:20 (▼4.40%)	5.03% (▲0.10%)	2,738 (▲2.93%)	$0.00 (▲∞%)

	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
18-24	63,396 (▼2.32%)	65.61% (▲1.42%)	41,594 (▼0.94%)	63.67% (▲1.92%)	2.09 (▼0.12%)	0:02:20 (▲2.76%)	3.81% (▼2.23%)	2,418 (▼4.50%)	$0.00 (▲∞%)
25-34	129,806 (▼2.12%)	64.66% (▼0.48%)	83,933 (▼2.59%)	63.01% (▲2.44%)	2.09 (▼1.74%)	0:02:24 (▼1.86%)	4.32% (▲2.94%)	5,614 (▲0.75%)	$0.00 (▲∞%)

Gender	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
female	303,070 (▲1.78%)	63.40% (▲0.12%)	192,140 (▲1.90%)	63.05% (▲2.52%)	2.09 (▼1.99%)	0:02:19 (▼1.81%)	3.85% (▲2.85%)	11,680 (▲4.68%)	$0.00 (▲∞%)
male	237,196 (▲0.34%)	64.60% (▲0.19%)	153,226 (▲0.53%)	63.20% (▲2.71%)	2.07 (▼2.38%)	0:02:19 (▼3.16%)	5.02% (▲1.21%)	11,916 (▲1.55%)	$0.00 (▲∞%)

May 01, 2015 - May 31, 2015
compared to: Mar 31, 2015 - Apr 30, 2015
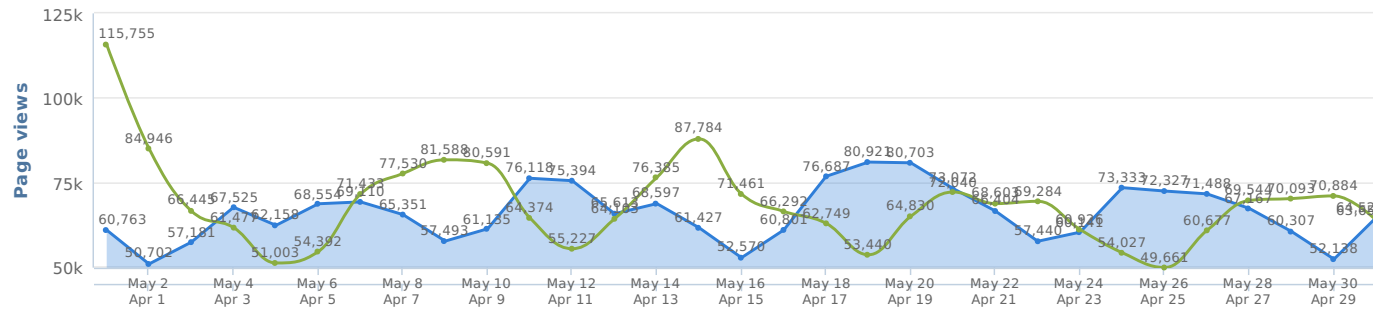
Traffic Overview

Page Views
2,037,141
Previous: **2,121,197** ▼ (-3.96%)

Unique Page Views
1,558,183
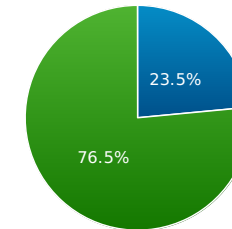Previous: **1,600,685** ▼ (-2.66%)

Avg. Time on Page
0:02:11
Previous: **444:38:05** ▼ (-2.66%)

Exit Rate
47.88%
Previous: **46.66%** ▲ (+2.61%)

Repeat Page Views
Unique Page Views

23.5%
76.5%

Top Traffic Pages (cont.) In order to provide you with a real life example, the URLs in the Top Pages table are being displayed as an image with customer identifiable data be blurred. The template is set to display the top 20 pages, but can be modified to display up to 100 results.

10000 Pages

Top Pages		
Source	**%**	**Page views**
	4.49%	91,508
	4.18%	85,190
	3.27%	66,521
	1.65%	33,645
	1.39%	28,283
	1.06%	21,595
	0.51%	10,390
	0.46%	9,269
	0.45%	9,171
	0.43%	8,801
	0.39%	7,947
	0.36%	7,264
	0.33%	6,812
	0.32%	6,546
	0.24%	4,819
	0.23%	4,647
	0.21%	4,369
	0.18%	3,701
	0.16%	3,348
	0.15%	3,138