

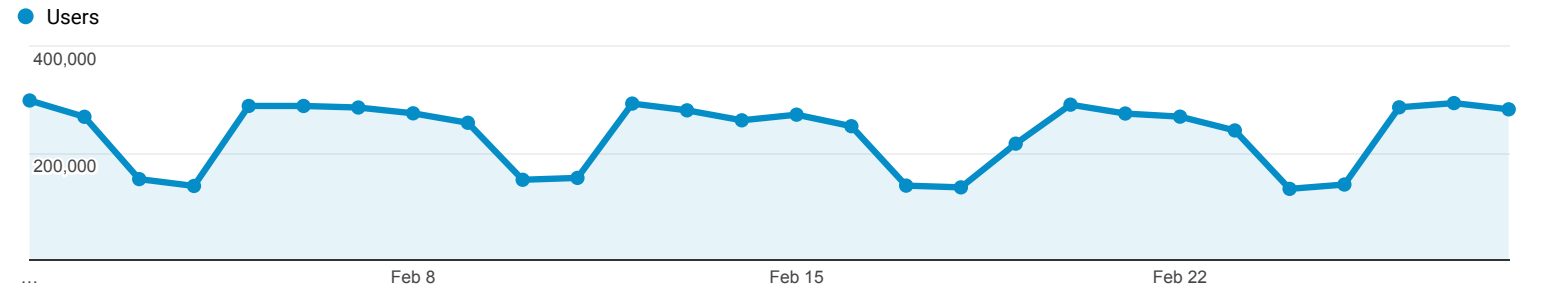


Sources - VA.gov-focused

Exclude VA Traffic
52.11% Users

Feb 1, 2018 - Feb 28, 2018

Exclude MHV, EBN, Vetsgov, Explore



Source / Medium	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Exclude VA Traffic	5,318,222 % of Total: 52.11% (10,206,738)	4,134,545 % of Total: 52.25% (7,913,308)	8,116,455 % of Total: 36.65% (22,145,199)	47.36% Avg for View: 36.56% (29.56%)	2.45 Avg for View: 4.52 (-45.82%)	00:02:44 Avg for View: 00:03:38 (-24.46%)
1. google / organic	2,550,987 (41.16%)	1,885,152 (45.60%)	3,473,538 (42.80%)	50.11%	2.25	00:02:44
2. (direct) / (none)	1,078,900 (17.41%)	979,454 (23.69%)	1,331,185 (16.40%)	52.36%	2.28	00:02:27
3. va.gov / referral	361,090 (5.83%)	78,425 (1.90%)	509,655 (6.28%)	26.60%	3.44	00:03:25
4. bing / organic	343,181 (5.54%)	230,684 (5.58%)	459,194 (5.66%)	38.09%	2.76	00:03:33
5. benefits.va.gov / referral	242,804 (3.92%)	97,257 (2.35%)	334,939 (4.13%)	28.80%	3.13	00:03:29
6. links.govdelivery.com / referral	143,485 (2.32%)	75,807 (1.83%)	212,701 (2.62%)	64.15%	1.63	00:01:42
7. myaccess.dmdc.osd.mil / referral	127,389 (2.06%)	2,850 (0.07%)	77,613 (0.96%)	33.83%	5.94	00:03:47
8. yahoo / organic	116,520 (1.88%)	80,902 (1.96%)	156,587 (1.93%)	41.16%	2.51	00:03:14
9. myhealth.va.gov / referral	90,745 (1.46%)	38,530 (0.93%)	110,664 (1.36%)	30.99%	3.49	00:03:54
10. Indeed.com / Job-Board	85,321 (1.38%)	64,100 (1.55%)	113,725 (1.40%)	50.30%	1.71	00:02:16
11. m.facebook.com / referral	60,117 (0.97%)	47,373 (1.15%)	68,583 (0.84%)	75.50%	1.40	00:00:55
12. index.va.gov / referral	52,366 (0.84%)	19,834 (0.48%)	67,220 (0.83%)	33.08%	2.72	00:03:02
13. cem.va.gov / referral	40,829 (0.66%)	15,253 (0.37%)	57,172 (0.70%)	31.46%	4.06	00:02:55
14. eauth.va.gov / referral	36,716 (0.59%)	17,271 (0.42%)	39,812 (0.49%)	32.55%	3.18	00:03:33
15. 185.0.0.1 / referral	34,317 (0.55%)	32,872 (0.80%)	41,030 (0.51%)	96.50%	1.03	00:00:20
16. 1.1.1.1 / referral	25,330 (0.41%)	20,695 (0.50%)	46,477 (0.57%)	96.51%	1.04	00:00:17
17. vets.gov / referral	19,511 (0.31%)	6,473 (0.16%)	24,189 (0.30%)	36.27%	2.74	00:03:37
18. govtsearches.com / referral	19,318 (0.31%)	10,733 (0.26%)	22,410 (0.28%)	31.90%	2.82	00:03:33
19. vacareers.va.gov / referral	19,141 (0.31%)	5,090 (0.12%)	24,799 (0.31%)	31.88%	3.19	00:02:14

20.	iris.custhelp.com / referral	18,769 (0.30%)	5,536 (0.13%)	22,782 (0.28%)	26.28%	3.23	00:03:33
21.	govdelivery / email	14,853 (0.24%)	5,172 (0.13%)	12,615 (0.16%)	65.34%	2.66	00:01:30
22.	GovDelivery / email	12,342 (0.20%)	5,293 (0.13%)	17,494 (0.22%)	55.94%	1.57	00:02:26
23.	facebook.com / referral	11,721 (0.19%)	6,820 (0.16%)	14,343 (0.18%)	63.25%	1.71	00:01:43
24.	duckduckgo.com / referral	11,132 (0.18%)	8,824 (0.21%)	14,547 (0.18%)	50.58%	2.25	00:02:40
25.	explore.va.gov / referral	10,625 (0.17%)	4,035 (0.10%)	11,018 (0.14%)	42.14%	3.10	00:03:07
26.	t.co / referral	9,527 (0.15%)	6,627 (0.16%)	12,314 (0.15%)	79.15%	1.36	00:00:45
27.	publichealth.va.gov / referral	8,801 (0.14%)	3,440 (0.08%)	11,023 (0.14%)	29.77%	3.16	00:03:46
28.	gibill.custhelp.com / referral	8,615 (0.14%)	1,219 (0.03%)	10,681 (0.13%)	21.43%	2.77	00:03:32
29.	secure.guestinternet.com / referral	8,551 (0.14%)	7,373 (0.18%)	16,016 (0.20%)	89.65%	1.14	00:00:24
30.	INSIDExchange / Banners	8,012 (0.13%)	6,330 (0.15%)	10,304 (0.13%)	68.71%	1.91	00:01:29
31.	insurance.va.gov / referral	7,506 (0.12%)	4,436 (0.11%)	9,049 (0.11%)	40.66%	2.79	00:03:03
32.	searchencrypt.com / referral	7,172 (0.12%)	4,610 (0.11%)	9,135 (0.11%)	33.68%	2.89	00:03:39
33.	vettix.org / referral	7,148 (0.12%)	5,317 (0.13%)	8,040 (0.10%)	76.42%	1.50	00:01:05
34.	Twitter / Banners	7,070 (0.11%)	6,292 (0.15%)	10,863 (0.13%)	94.28%	1.07	00:00:27
35.	GOOGLE.COM / Pay-Per-Click	7,008 (0.11%)	5,210 (0.13%)	8,522 (0.10%)	30.09%	4.96	00:03:00
36.	r.search.aol.com / referral	6,996 (0.11%)	4,812 (0.12%)	10,734 (0.13%)	38.43%	2.36	00:02:31
37.	caregiver.va.gov / referral	6,852 (0.11%)	1,906 (0.05%)	9,511 (0.12%)	28.92%	3.28	00:04:08
38.	ptsd.va.gov / referral	6,808 (0.11%)	3,575 (0.09%)	8,132 (0.10%)	34.52%	2.68	00:02:55
39.	cbh.cox.com / referral	6,653 (0.11%)	6,328 (0.15%)	7,035 (0.09%)	97.87%	1.01	00:00:03
40.	militarytimes.com / referral	6,077 (0.10%)	5,361 (0.13%)	6,836 (0.08%)	27.43%	1.68	00:01:24
41.	ask / organic	6,057 (0.10%)	3,820 (0.09%)	8,349 (0.10%)	36.47%	2.62	00:03:14
42.	blogs.va.gov / referral	5,932 (0.10%)	2,019 (0.05%)	6,910 (0.09%)	40.48%	4.27	00:04:57
43.	ebenefits.va.gov / referral	5,740 (0.09%)	2,660 (0.06%)	6,057 (0.07%)	33.12%	3.35	00:03:52
44.	informationvine.com / referral	5,599 (0.09%)	3,310 (0.08%)	6,326 (0.08%)	33.91%	2.76	00:03:26
45.	ACQUISIO / Banners	5,441 (0.09%)	5,415 (0.13%)	5,999 (0.07%)	92.62%	1.15	00:00:16
46.	10.1.1.1 / referral	5,439 (0.09%)	4,406 (0.11%)	9,875 (0.12%)	97.07%	1.05	00:00:11
47.	l.facebook.com / referral	5,425 (0.09%)	3,115 (0.08%)	6,588 (0.08%)	58.23%	1.91	00:02:21
48.	fb / social	4,939 (0.08%)	2,567 (0.06%)	5,931 (0.07%)	75.79%	1.43	00:01:03
49.	hbexplorer.vacloud.us / referral	4,733 (0.08%)	368 (0.01%)	5,701 (0.07%)	23.05%	3.74	00:05:02
50.	auth.vgia.us / referral	4,700 (0.08%)	4,046 (0.10%)	6,766 (0.08%)	95.95%	1.05	00:00:15
51.	com.google.android.googlequicksearchbox / referral	4,660 (0.08%)	1,358 (0.03%)	6,020 (0.07%)	50.35%	3.20	00:03:26
52.	start.att.net / referral	4,609 (0.07%)	3,222 (0.08%)	6,729 (0.08%)	43.07%	2.64	00:03:16
53.	linkedin.com / referral	4,595 (0.07%)	3,428 (0.08%)	5,457 (0.07%)	58.46%	1.72	00:01:43