



Focus Acquisition

Default Chann...

Device

Campaign

La Wild

Gender

Age

Country

1 nov. 2022 - 30 nov. 2022

Analyse des données

Users

66 415

↑ 4.8%

New Users

58 871

↑ 3.4%

Sessions

92 283

↑ 8.5%

Bounce Rate

42,23 %

↓ -8.1%

AVG Duration

03:35

↑ 3.2%

Pageviews

481 831

↑ 9.8%

Pages / Session

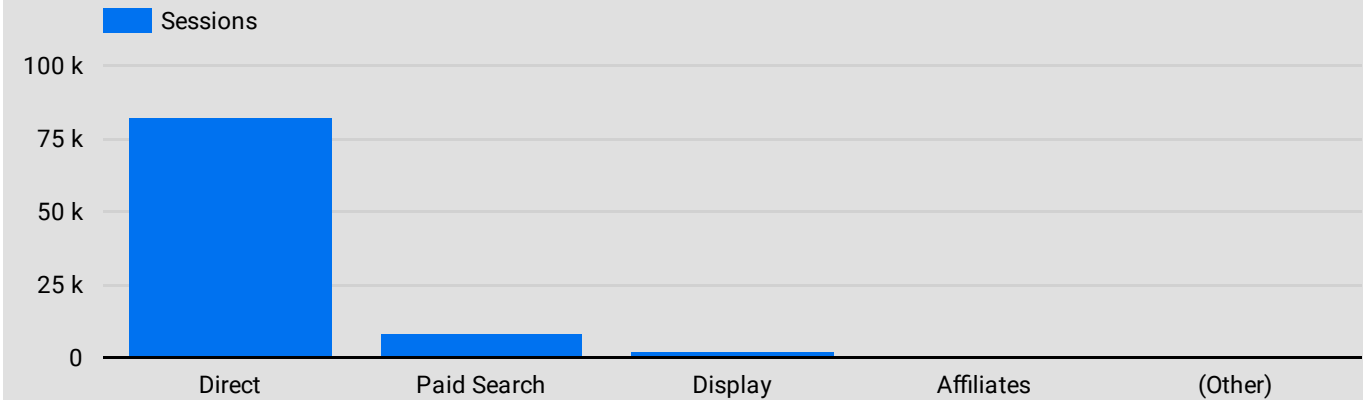
5,22

↑ 1.2%

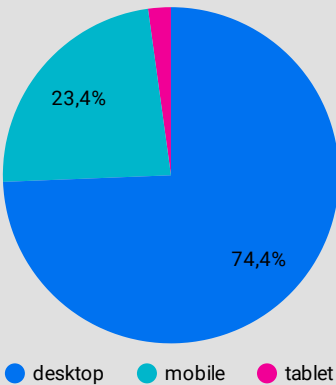
Session / Use

1,39

↑ 3.5%



Sessions / Device



| Source | | Channel | Users | Sessions | Bounce Rate ... | Duration | P / S | S / U |
|--------|-----------|-------------|--------|----------|-----------------|----------|-------|-------|
| 1. | Partners | (Other) | 1 | 1 | 100 % | 00 | 1 | 1 |
| 2. | google | Display | 1 698 | 1 880 | 87,98 % | 23 | 1,15 | 1,11 |
| 3. | dfa | Display | 13 | 15 | 86,67 % | 01:49 | 1,27 | 1,15 |
| 4. | (not set) | (Other) | 6 | 6 | 83,33 % | 33 | 1,33 | 1 |
| 5. | Partners | Affiliates | 137 | 156 | 71,79 % | 01:59 | 1,93 | 1,14 |
| 6. | google | Paid Search | 5 947 | 8 039 | 50,11 % | 02:42 | 4,63 | 1,35 |
| 7. | bing | Paid Search | 257 | 303 | 46,2 % | 02:15 | 3,57 | 1,18 |
| 8. | (direct) | Direct | 58 778 | 81 883 | 40,32 % | 03:45 | 5,39 | 1,39 |