

Campaign

Session source / medium

Device category

Select date range

Sessions
10,015

↑ 14.9%

Total users
8,931

↑ 9.7%

New users
8,600

↑ 8.2%

Bounce rate
15.10%

↑ 60.3%

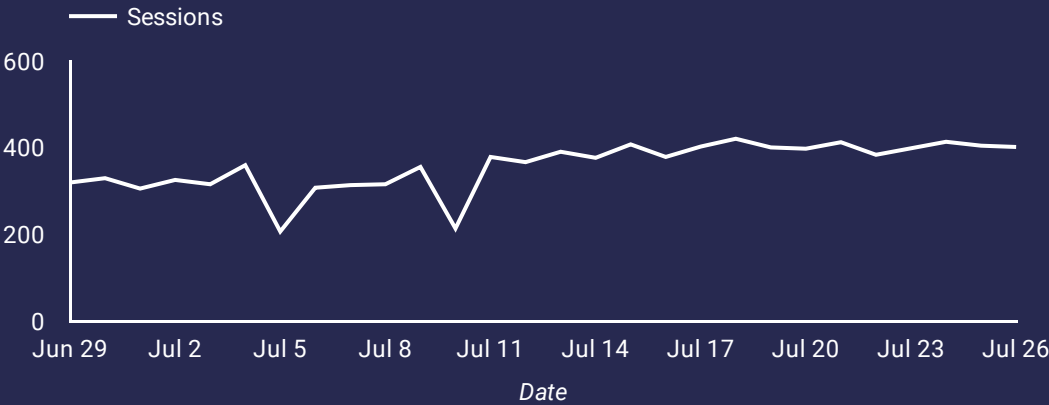
Engagement rate
84.90%

↓ -6.3%

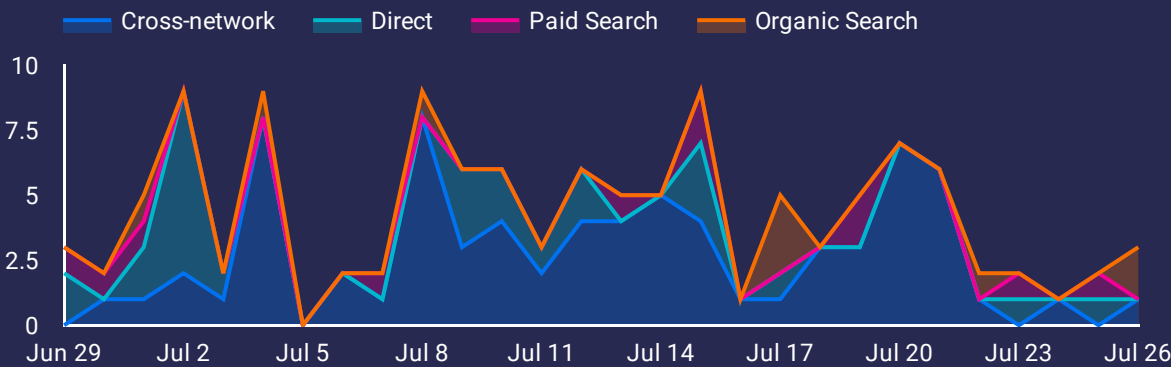
Average session duration
00:00:30

↓ -26.3%

website sessions over time



Traffic Source Performance Over Time



Top Traffic Sources

	Source / medium	Sessions ▾	% Δ
1.	google / cpc	85	30.8% ↑
2.	(direct) / (none)	26	73.3% ↑
3.	google / organic	9	-10.0% ↓

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Top Traffic By Region

	Region	Sessions ▾
1.	California	2,829
2.	Kansas	2,827
3.	(not set)	1,131
4.	New York	516
5.	North Carolina	508
6.	Virginia	208
7.	Florida	186
8.	New South Wales	179
9.	Indiana	168

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Performance By Campaign

	Session campaign	Sessions ▾	% Δ
1.	(organic)	8,726	21.2% ↑
2.	(direct)	676	19.2% ↑
3.	SSEO: PM-Broad	401	-25.3% ↓
4.	SSEO: Specialist/Doctor	107	17.6% ↑
5.	SSEO: General Transplant	99	-19.5% ↓
6.	(not set)	47	-50.0% ↓
7.	(referral)	17	-50.0% ↓
8.	SSEO: Branding	4	-63.6% ↓

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