



How is paid search engagement?

Sessions

285

↑ 21.3%

Engagement rate

96.14%

↑ 2.2%

Average session duration

00:02:27

↑ 6.8%

Bounce rate

3.86%

↓ -35.2%

Sessions per user

1.13

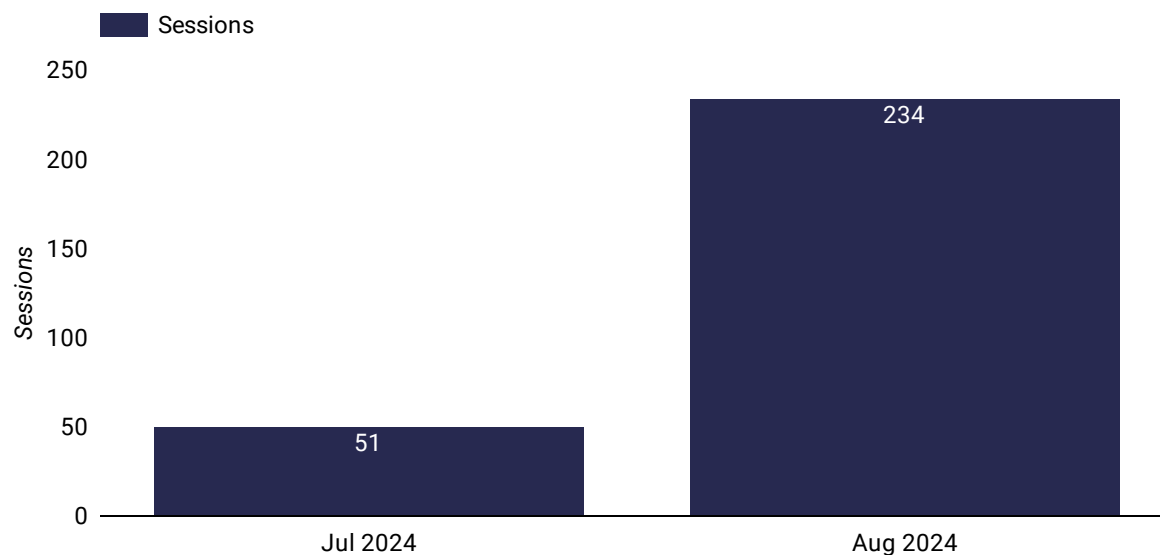
↑ 0.2%

page_view

2,109

↑ 26.1%

Paid Search Traffic By Months



Events Count By Paid Search

	Event name	Event count ▾
1.	page_view	
2.	user_engagement	
3.	session_start	
4.	first_visit	
5.	scroll	
6.	about_us	
7.	Form_Submission	

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Which device category is driving more Paid Search traffic?

