Firstlink Insurance Web Analytics for March 2024
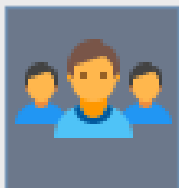
2060
Total Users

479
Total New Users

2180
Total Sessions
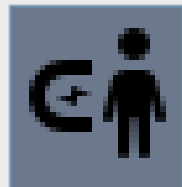
2958
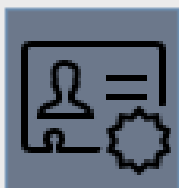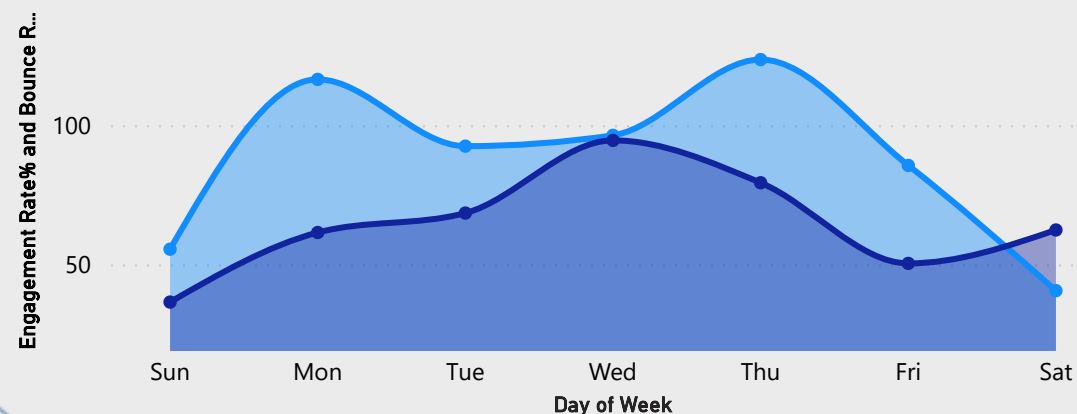Total Events

1293
Total Engaged Session

453.24
Bounce Rate

3/30/2024
Last Refreshed

1/30/2024   📅   3/30/2024   📅

Engagement Rate% vs Bounce Rate

● **Engagement Rate%** ● **Bounce Rate**

Engagement Rate% and Bounce R...

100

50

Sun   Mon   Tue   Wed   Thu   Fri   Sat

Day of Week

Total Sessions by Day of Week

Total Sessions

427
400
401
375
300
267
200
160
150

Sun   Mon   Tue   Wed   Thu   Fri   Sat

Day of Week
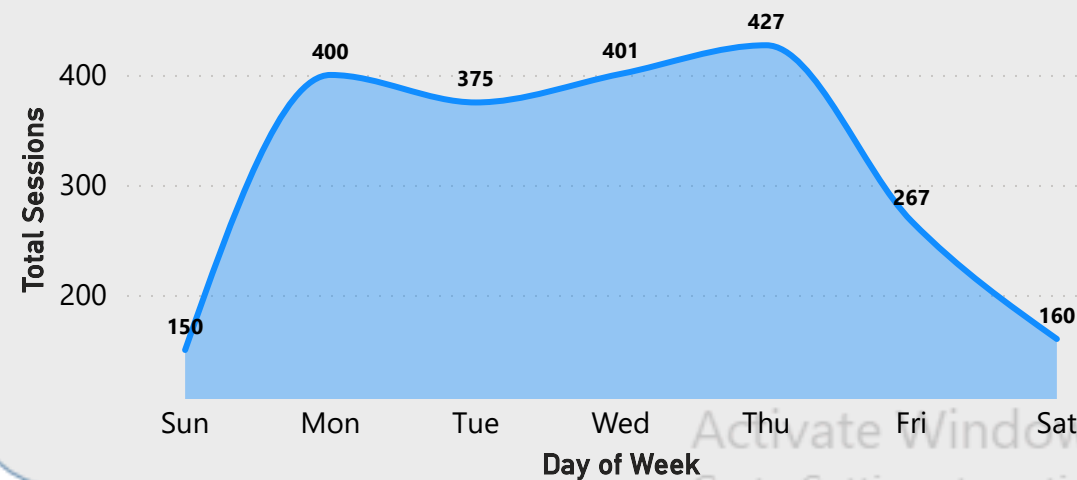
Monthly Comparisons

	CURRENT STATS	SAME PERIOD LAST YEAR	VARIANCE
TOTAL USERS	**2060** Total Users	**786** Total_User SPLY	**162.09%** Total UsersVar
NEW USERS	**479** Total New Users	**161** TNU SPLY	**197.52%** TNUVar
SESSIONS	**2180** Total Sessions	**827** Sessions SPLY	**163.60%** SessionsVar

1/30/2024 📅
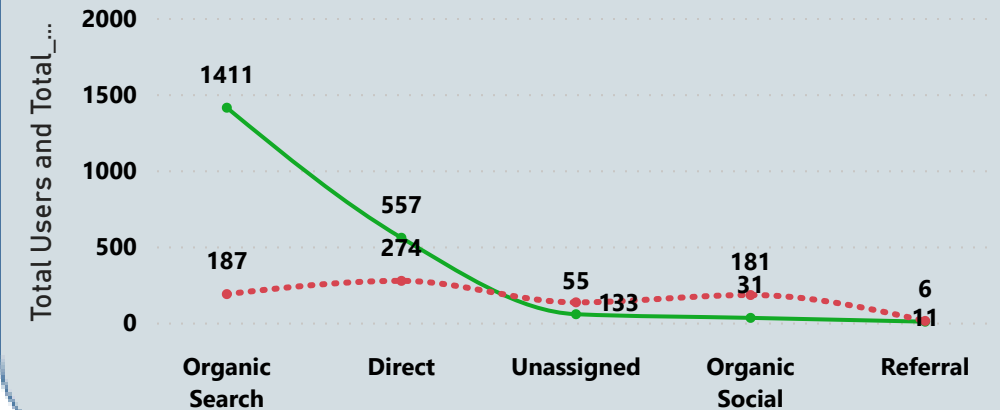
3/30/2024 📅

3/30/2024
Last Refreshed

Current & SPLY Users vs DefaultChannelGroup

● Total Users ● Total_User SPLY

Total Users: Organic Search 1411, Direct 557, Unassigned 55, Organic Social 181, Referral 6
Total_User SPLY: Organic Search 187, Direct 274, Unassigned 133, Organic Social 31, Referral 11

Total Sessions and Sessions SPLY by Day of Week

● Total Sessions ● Sessions SPLY

Days: Sun, Mon, Tue, Wed, Thu, Fri, Sat
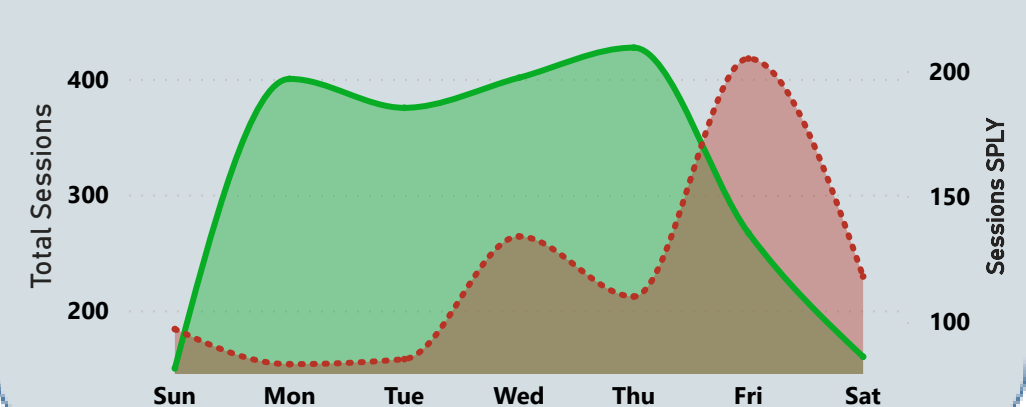
country	Total Events	Total Engaged Session	Total Sessions
Malawi	93	42	57
South Africa	88	44	69
United Kingdom	90	44	71
United States	334	19	317
Zimbabwe	1877	919	1277
Total	2482	1068	1791

Event Count by Country

- 3.55%
- 3.75%
- 13.46%
- 75.62%

country
- ● Zimbabwe
- ● United States
- ● Malawi
- ● United Kingdom
- ● South Africa
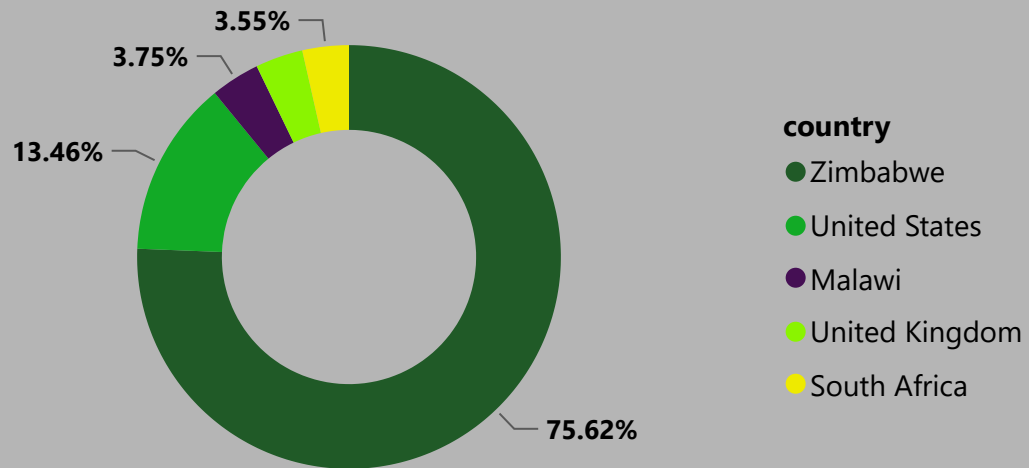
1/30/2024 📅	3/30/2024 📅

3/30/2024

Last Refreshed

Hits by Country

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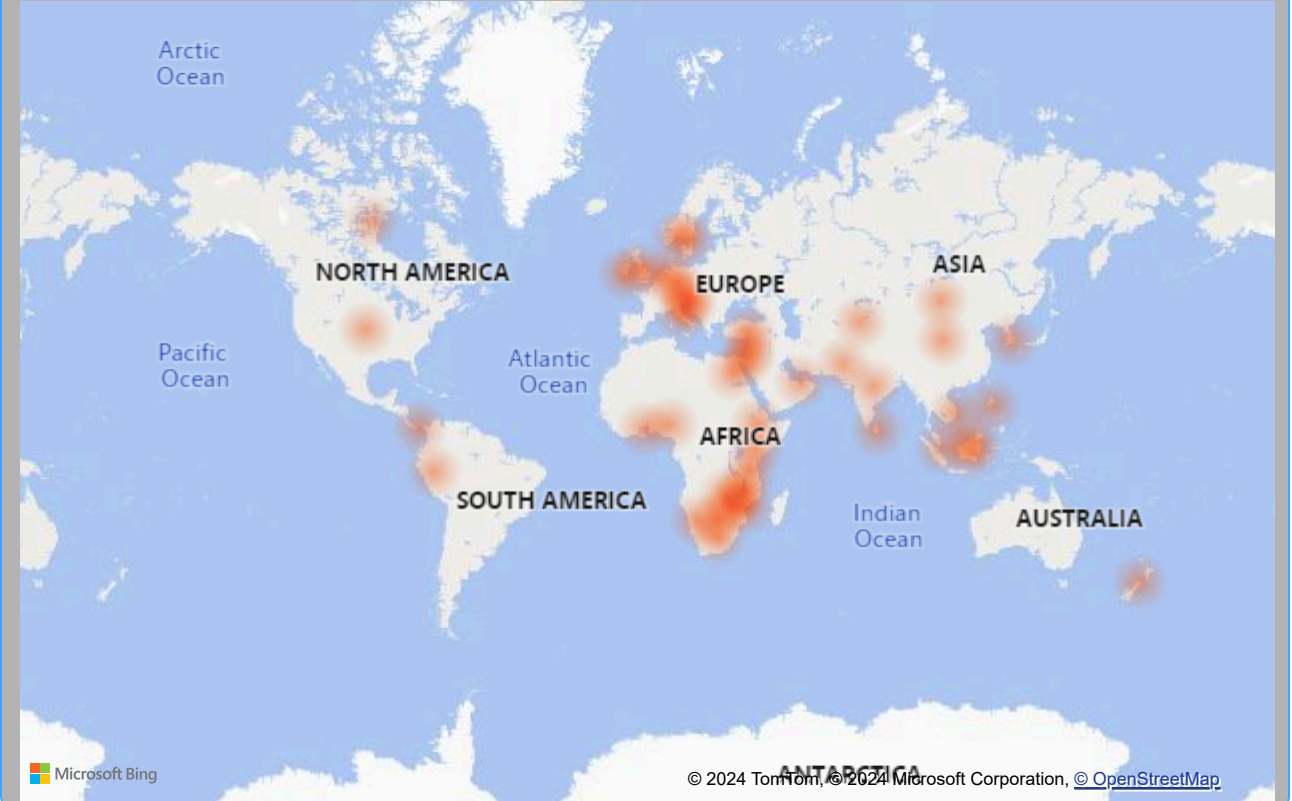
Zimbabwe accounted for 75.62% of Sum of eventCount.

Zimbawe dominates in all variables, sessions , events and users whilst United states and United Kingdom are following the race.