## **SESSION**

Time spend on website, From initial click till final interaction

1

# SOURCE TYPES

From Where Website Traffic
Comes
from(Social,Referral,Organic)

# **BOUNCE SESSIONS**

Single Page Sessions having session duration of 0 seconds

# WEBSITE TRAFFIC ANALYTICS (TERMS)

## **CAMPAIGNS**

Efforts to promote the content, products

# PAGE VIEWS PER SESSION

Count of Website Pages viewed during a single session

3 4

# BOUNCE RATE

Bounced Sessions / Total
Sessions