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===== SITE Last | vs | KPIs DETAILS:
day | MA | ----- Post views 90K -16.5 1.43 views/vis. Post visitors
63K -10.2 ----- Post minutes 55K -41.4 0.86 minutes/vis.
----- * Post views were 60% of period's total page views
----- Page views 152K -18.6 2.09 views/vis. Page visitors 73K -13.5
----- Page minutes 78K -37.3 1.08 minutes/vis.
===== POST Last M | VISITOR Last M
TRAFFIC: day A | PROFILE: day A ----- | ----- Facebook 26 20 | New
59 58 Twitter 3 3 | Returning 41 42 Search 28 25 | ----- Other 9 9 | DE-
VICES: Direct 8 10 | Mobile 70 55 Internal 26 33 | Desktop 19 35
| Tablet 11 10 ----- MA = moving average (prior 90 days)
Due to rounding, numbers may not add up to 100% Google accounts for nearly all 'Search' views. Google News,
APIs account for most 'Other' views. =====

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