

# GIES BUSINESS MARKETING DASHBOARD

## Gies Business Summary Stats



Gies Website--2019 Redesign - GA4

Feb 16, 2025 - Feb 22, 2025

### Summary

Active users

31.9K

↓ -3.7% vs. Prev Period

New users

26.8K

↓ -4.6%

New User %

79%

↓ -1.7%

Pct Engaged

41%

↑ 3.4%

Pageviews per User

2.1

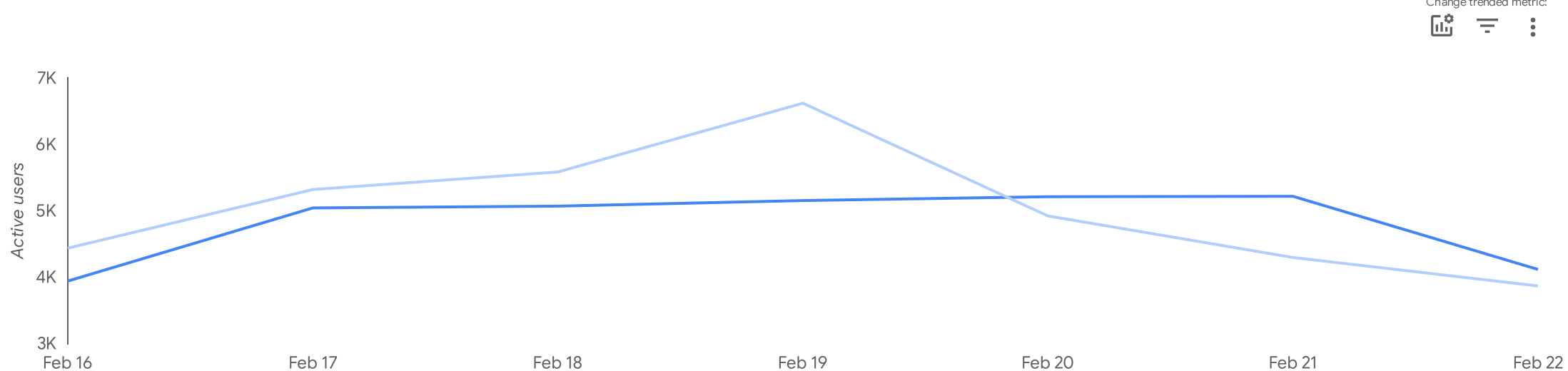
↓ -3.0%

Engagement Time

00:00:39

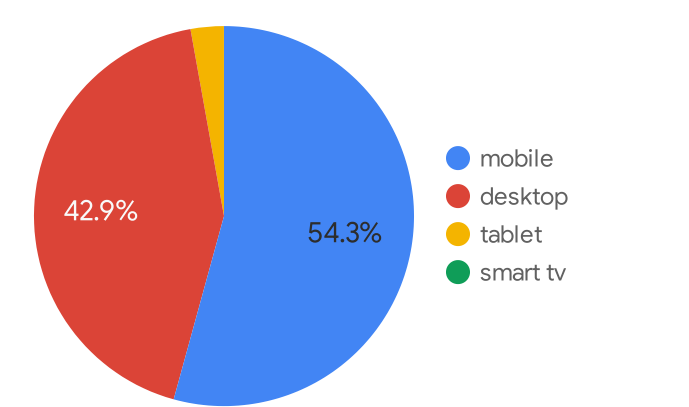
↓ -0.6%

### Trends

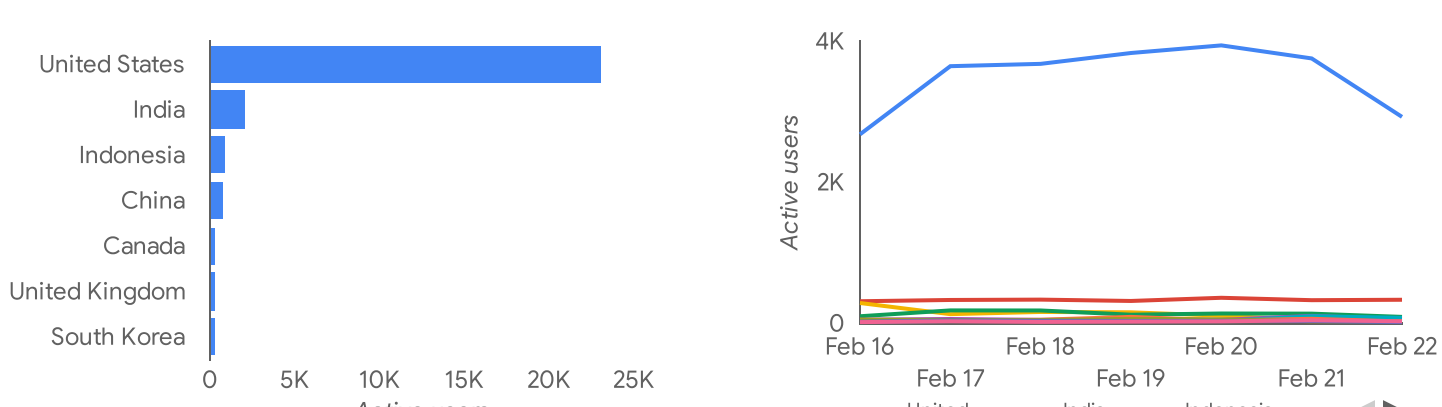


## Gies Business Technology and Geography Stats

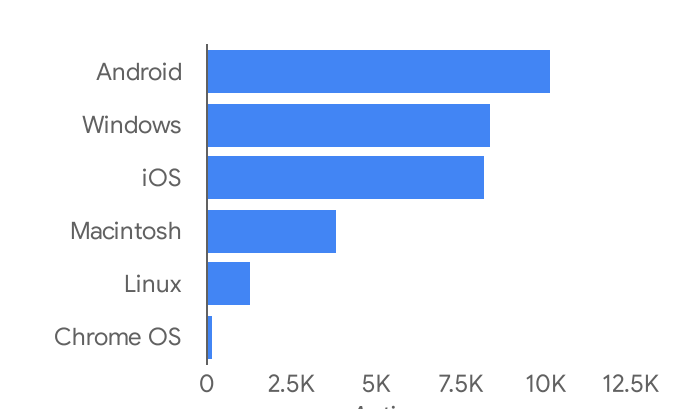
### Device Category



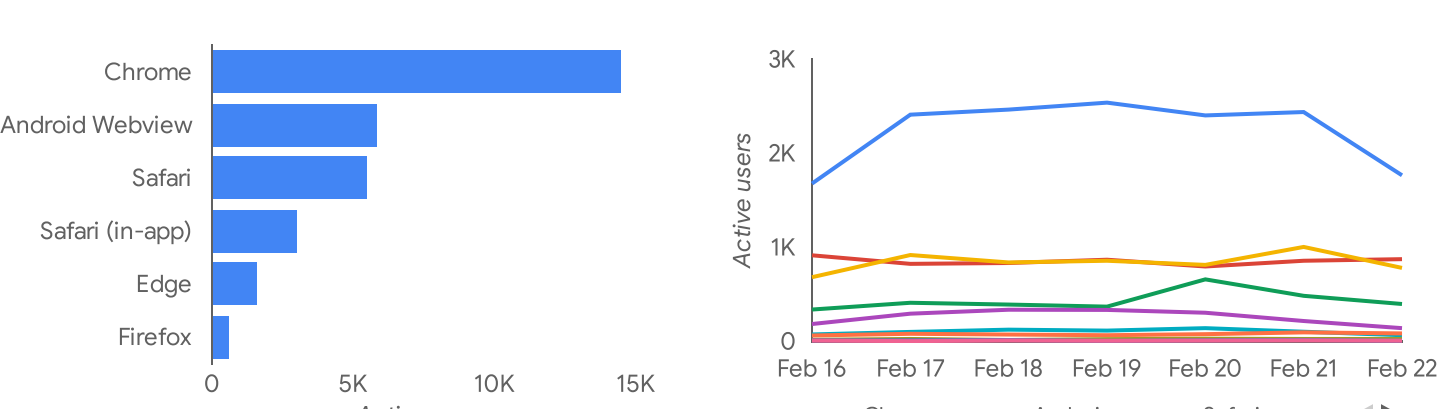
### Top Countries



### Operating System



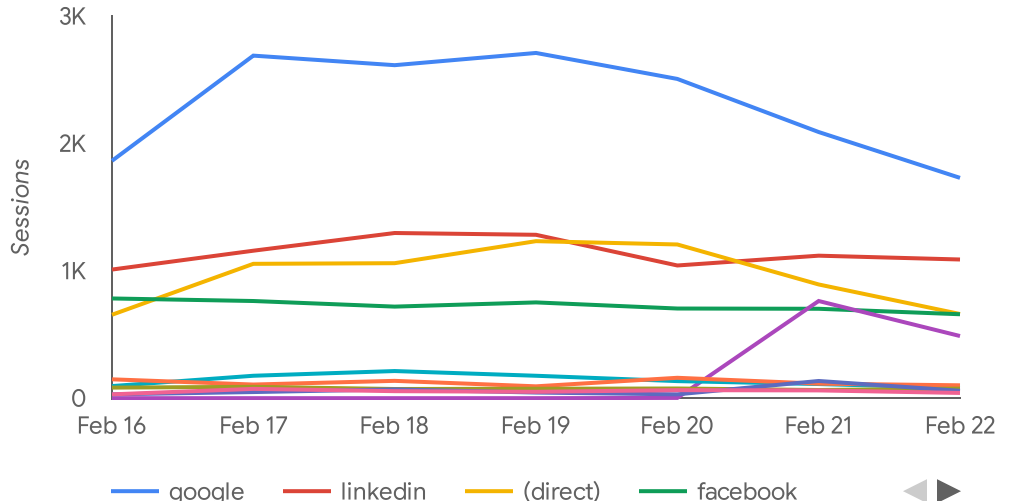
### Browser



## Gies Business Events, Traffic Source and Landing Pages

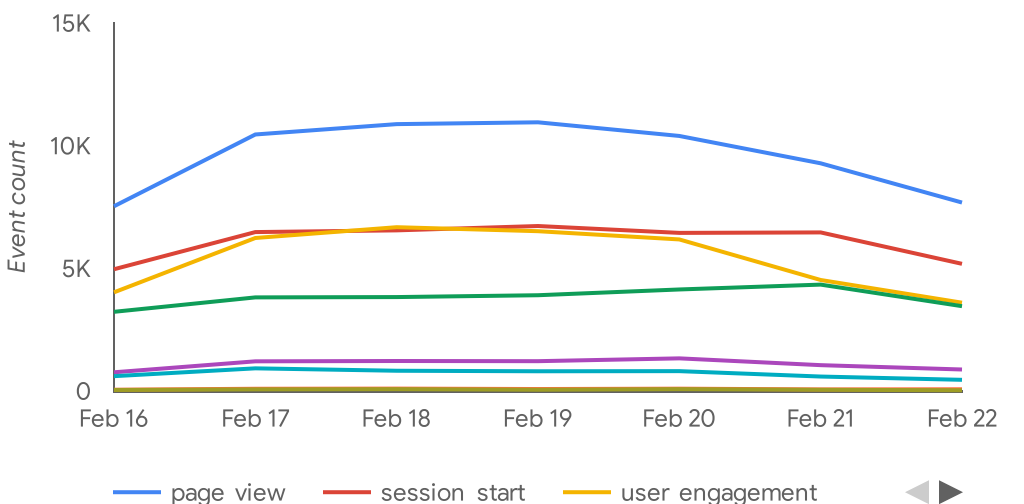
### Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
google	organic	12,967	30.2%
(direct)	(none)	6,629	15.4%
linkedin	paid	6,543	15.2%
facebook	display	3,475	8.1%
google	cpc	3,079	7.2%
facebook	paid	1,566	3.6%
youtube.com	referral	1,249	2.9%
linkedin	display	895	2.1%
bing	organic	694	1.6%



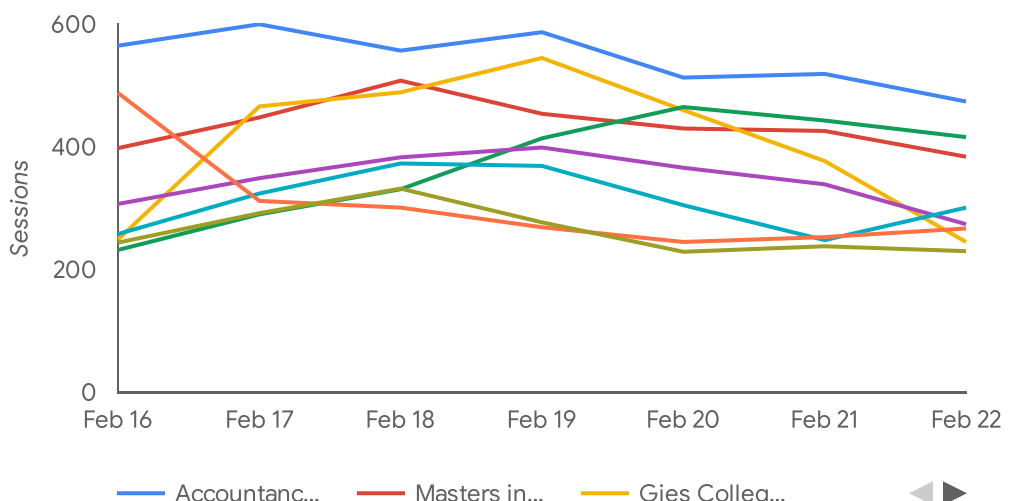
### Top Events

Event name	Event count	% Events	Active users
page_view	67,231	35.6%	31,869
session_start	42,863	22.7%	31,741
user_engagement	37,809	20.0%	13,876
first_visit	26,767	14.2%	26,782
scroll	7,730	4.1%	5,237
click	5,072	2.7%	3,122
file_download	613	0.3%	475
click_apply_grad	450	0.2%	340
view_search_results	401	0.2%	233



### Landing Pages

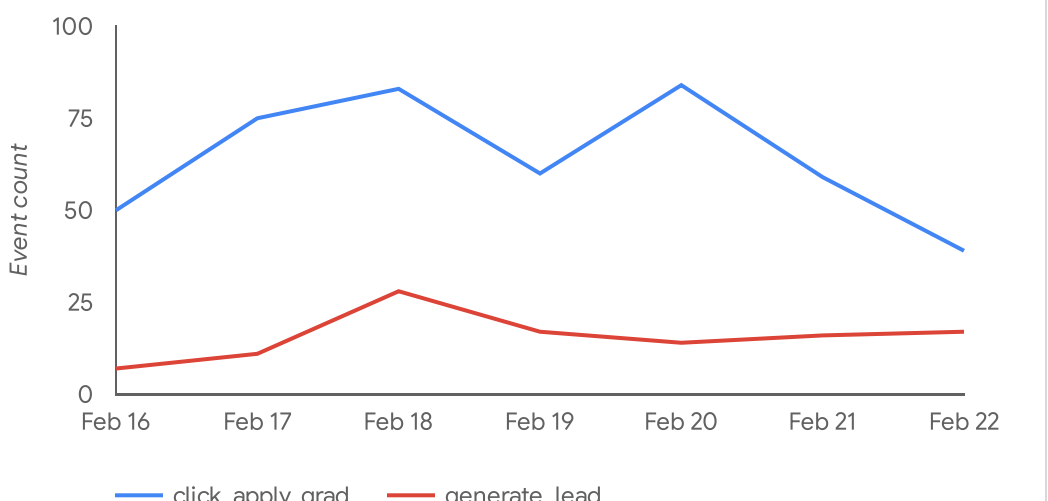
Page title	Sessions	% Sessions	Bounce rate
Accountancy   Gies College of Business D...	3,791	9%	85.8%
Masters in Management   Gies College of ...	3,086	7%	72.6%
Gies College of Business   University of Illi...	2,900	7%	34.1%
Business Analytics   Masters in Business A...	2,593	6%	46.2%
MSA Degree   Master's Degree in Accounti...	2,419	6%	64.2%
Which Graduate Program is Right for You   ...	2,179	5%	79.2%
Masters in Business   Graduate Programs   ...	2,128	5%	49.8%
Graduate Accounting Programs   Gies Coll...	1,839	4%	70.0%
Wolters' dynamic teaching approach wins n...	1,754	4%	81.3%



## Gies Business Conversions and Top Pages

### Conversions

Event name	Conversions	% Conversions	Active users
click_apply_grad	450	80.4%	340
generate_lead	110	19.6%	99



### Top Pages

Page title	Page location	Views	% Views	Active users
Gies College of Business   University of Illinois Business College	https://giesbusiness.illinois.edu/	3,129	4.7%	2,153
Wolters' dynamic teaching approach wins national acclaim	https://giesbusiness.illinois.edu/news/2025/02/20/wolters'-dynamic...	1,463	2.2%	1,286
Business Analytics   Masters in Business Analytics   MSBA	https://giesbusiness.illinois.edu/graduate-hub/business-analytics	940	1.4%	638
Business Majors and Minors   Gies College Undergraduate Programs	https://giesbusiness.illinois.edu/undergraduate-hub/majors-and-mi...	860	1.3%	612
Masters in Finance   Gies College MSF Program   Masters of Finance	https://giesbusiness.illinois.edu/msf	836	1.2%	566
Convocation Ceremonies   Gies College of Business Graduation	https://giesbusiness.illinois.edu/advancement/convocation	779	1.2%	496
Masters in Management   Gies College of Business   MSM Degree	https://giesbusiness.illinois.edu/msm	735	1.1%	423
MSA Degree   Master's Degree in Accounting	https://giesbusiness.illinois.edu/msa	729	1.1%	420
Intercollegiate Transfer (ICT)   Gies College of Business   UIUC	https://giesbusiness.illinois.edu/undergraduate-hub/admissions/int...	705	1.0%	413