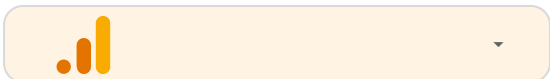


# GIES BUSINESS MARKETING DASHBOARD

## Gies Business Summary Stats



Jan 15, 2025 - Apr 15, 2025

### Summary

Active users

356.6K

▲19.0% vs. Prev Period

New users

335.9K

▲7341.9%

New User %

92%

▲38.9%

Pct Engaged

38%

▼-16.2%

Pageviews per User

2.4

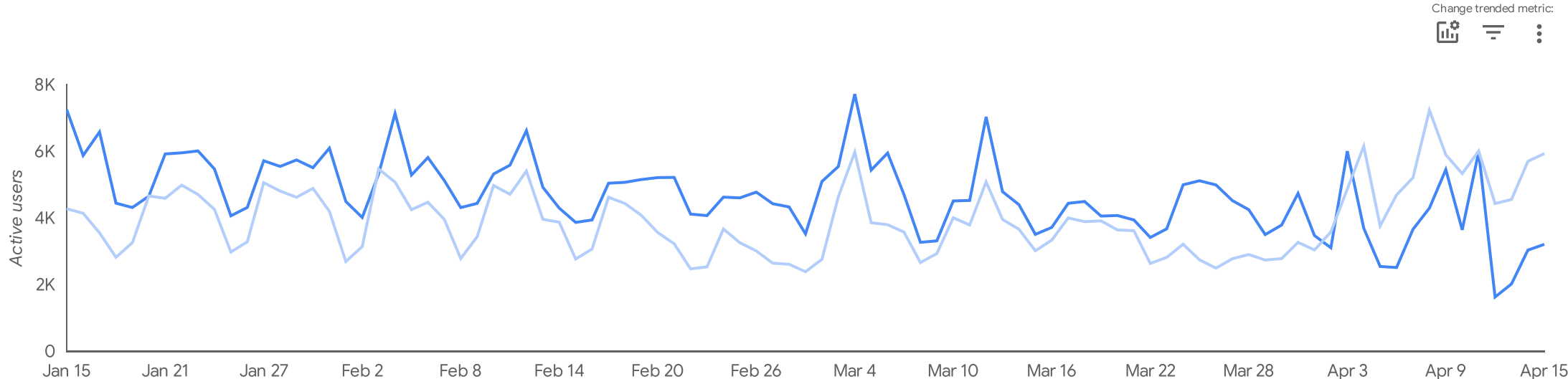
▼-12.7%

Engagement Time

00:00:45

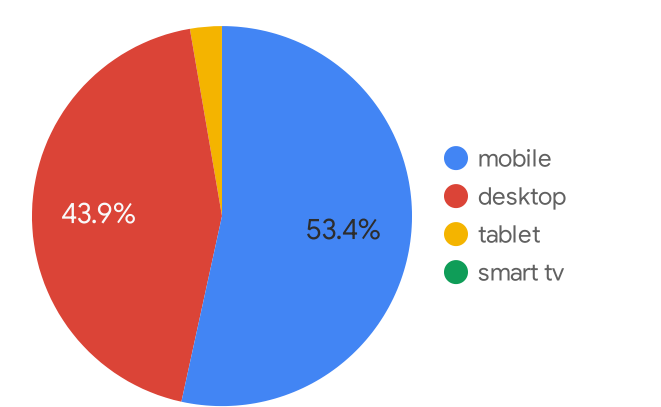
▼-25.9%

### Trends

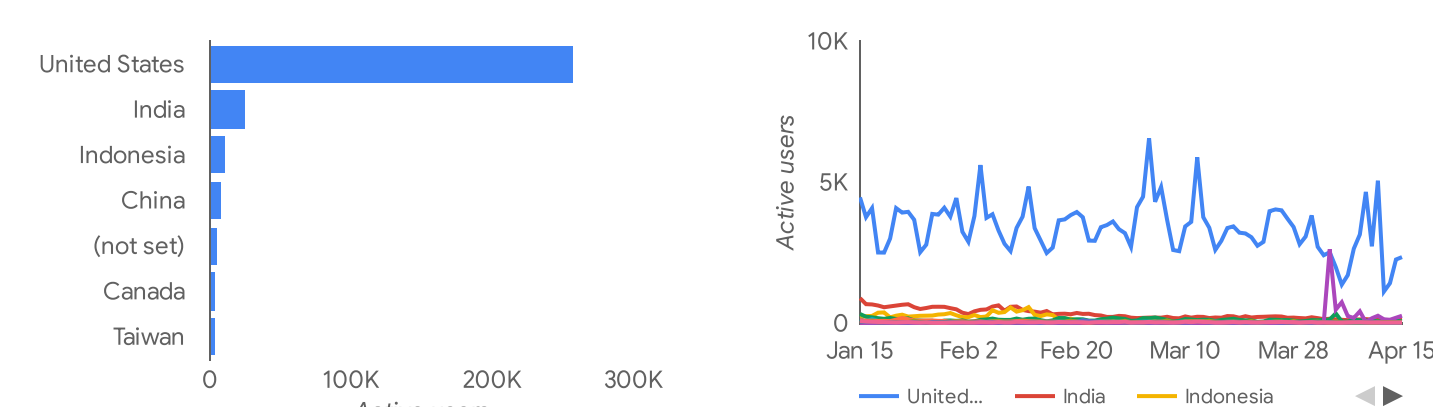


## Gies Business Technology and Geography Stats

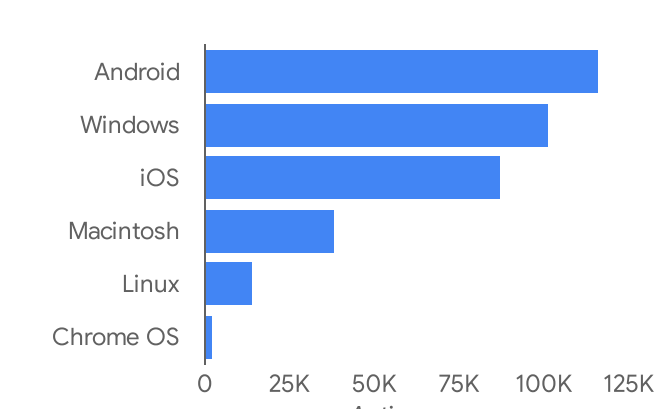
### Device Category



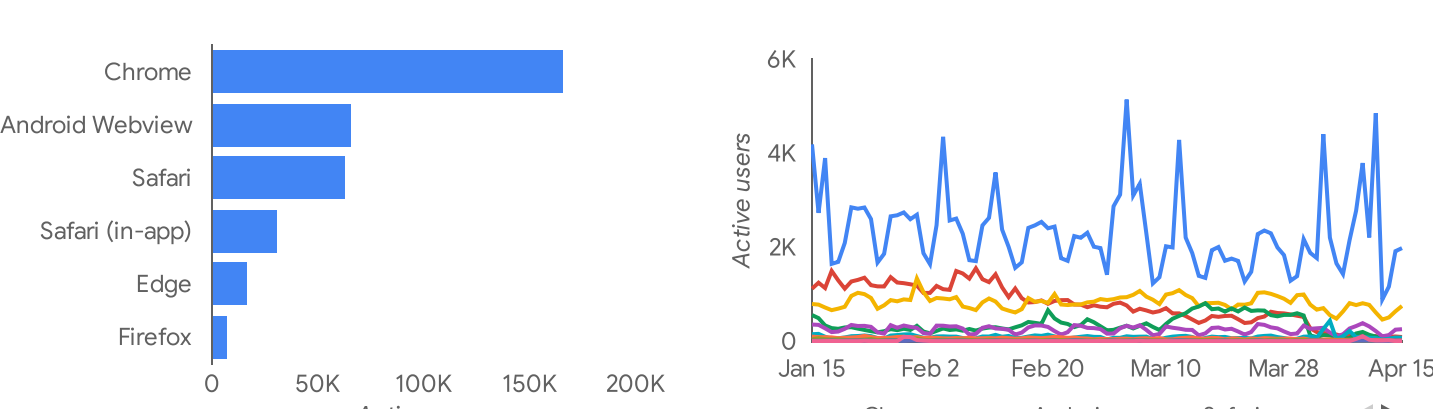
### Top Countries



### Operating System



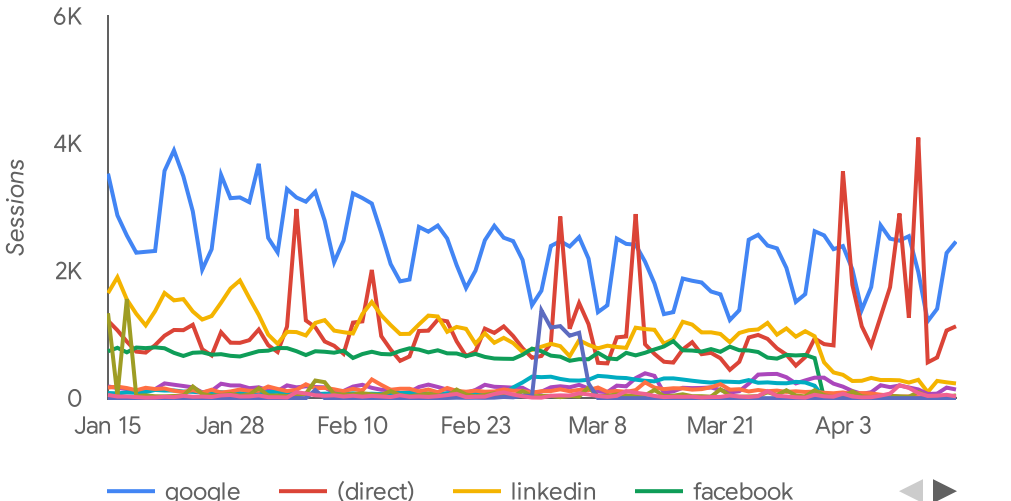
### Browser



## Gies Business Events, Traffic Source and Landing Pages

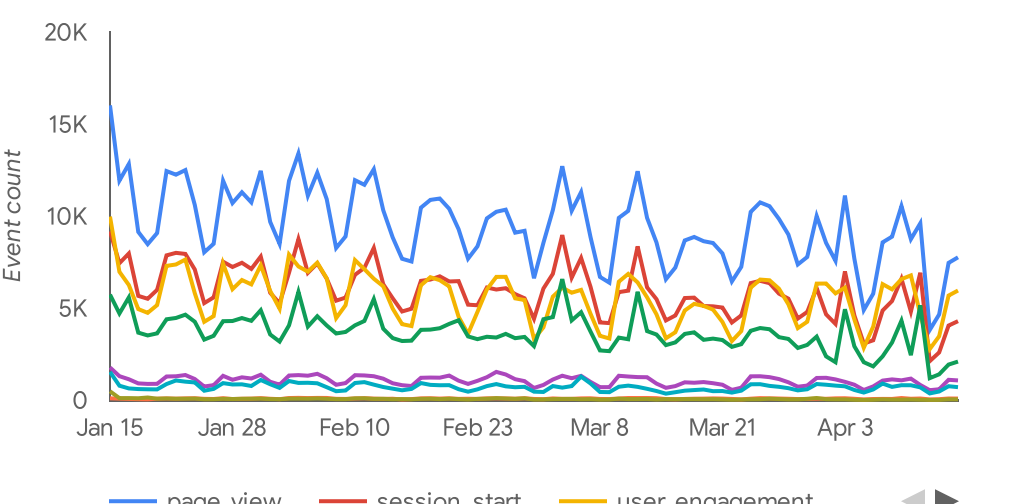
### Top Traffic Sources

Session source	Session medium	Sessions ▾	% Sessions
google	organic	176,035	31.3%
(direct)	(none)	98,788	17.6%
linkedin	paid	78,415	13.9%
facebook	display	38,573	6.9%
google	cpc	37,826	6.7%
facebook	paid	16,260	2.9%
bing	organic	9,817	1.7%
linkedin	display	9,186	1.6%
programmatic	paid	7,933	1.4%
...	...	...	...



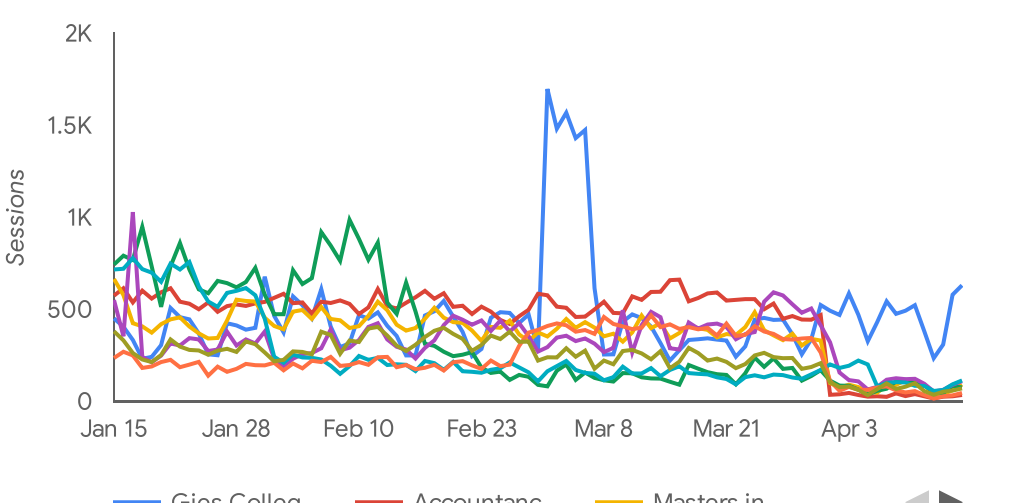
### Top Events

Event name	Event count ▾	% Events	Active users
page_view	865,940	35.6%	356,399
session_start	541,538	22.2%	355,173
user_engagement	508,686	20.9%	148,061
first_visit	335,855	13.8%	335,042
scroll	97,240	4.0%	54,023
click	65,647	2.7%	32,224
file_download	7,736	0.3%	4,992
click_apply_grad	6,316	0.3%	3,114
view_search_results	4,668	0.2%	2,658



### Landing Pages

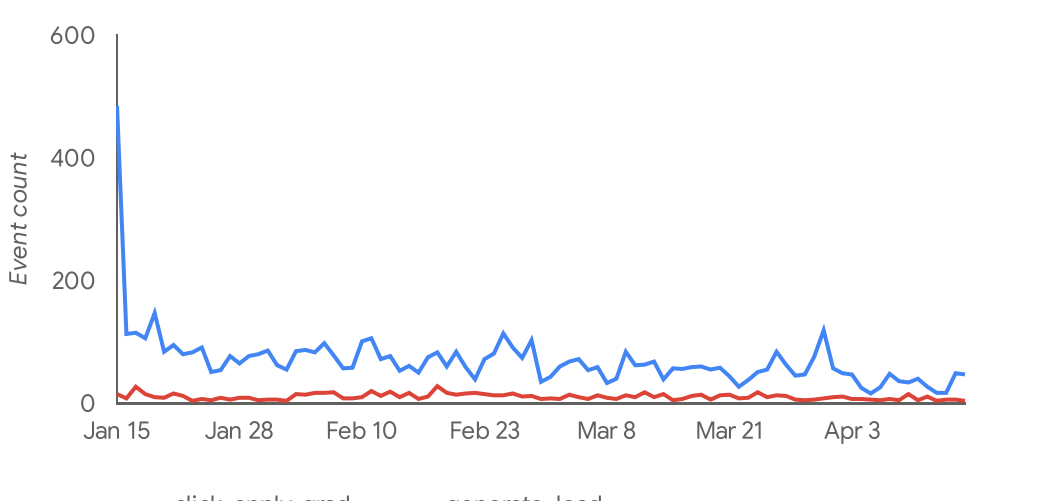
Page title	Sessions ▾	% Sessions	Bounce rate
Gies College of Business   University of Illi...	41,124	7%	39.8%
Accountancy   Gies College of Business D...	40,797	7%	86.6%
Masters in Management   Gies College of ...	33,412	6%	70.9%
Masters in Business   Graduate Programs   ...	31,932	6%	56.2%
Business Analytics   Masters in Business A...	29,773	5%	49.1%
Masters in Finance   Gies College MSF Pro...	22,616	4%	46.1%
Master of Accounting Science   Gies Colle...	22,128	4%	79.7%
MSA Degree   Master's Degree in Accounti...	22,056	4%	61.3%
Which Graduate Program is Right for You   ...	21,840	4%	78.9%



## Gies Business Conversions and Top Pages

### Conversions

Event name	Conversions ▾	% Conversions	Active users
click_apply_grad	6,316	86.6%	3,114
generate_lead	980	13.4%	850



### Top Pages

Page title	Page location	Views ▾	% Views	Active users
Gies College of Business   University of Illinois Business College	https://giesbusiness.illinois.edu/	39,257	4.5%	24,717
Business Majors and Minors   Gies College Undergraduate Programs	https://giesbusiness.illinois.edu/undergraduate-hub/majors-and-mi...	12,206	1.4%	7,923
Masters in Finance   Gies College MSF Program   Masters of Finance	https://giesbusiness.illinois.edu/msf	11,702	1.4%	6,339
Business Analytics   Masters in Business Analytics   MSBA	https://giesbusiness.illinois.edu/graduate-hub/business-analytics	11,313	1.3%	6,154
MSA Degree   Master's Degree in Accounting	https://giesbusiness.illinois.edu/msa	9,535	1.1%	4,607
Convocation Ceremonies   Gies College of Business Graduation	https://giesbusiness.illinois.edu/advancement/convocation	9,039	1.0%	4,185
Intercollegiate Transfer (ICT)   Gies College of Business   UIUC	https://giesbusiness.illinois.edu/undergraduate-hub/admissions/int...	8,969	1.0%	4,085
Masters in Management   Gies College of Business   MSM Degree	https://giesbusiness.illinois.edu/msm	8,566	1.0%	4,399
Faculty & Staff Directory	https://giesbusiness.illinois.edu/faculty-research/faculty-staff-direct...	7,931	0.9%	5,239