

GIES ONLINE MARKETING DASHBOARD

Gies Online Summary Stats



Gies Online Hub

Feb 16, 2025 - Feb 22, 2025

Summary

Active users

32.8K

↓ -4.6% vs. Prev Period

New users

30.1K

↓ -6.7%

New User %

84%

↑ 0.6%

Pct Engaged

29%

↑ 4.9%

Pageviews per User

2.1

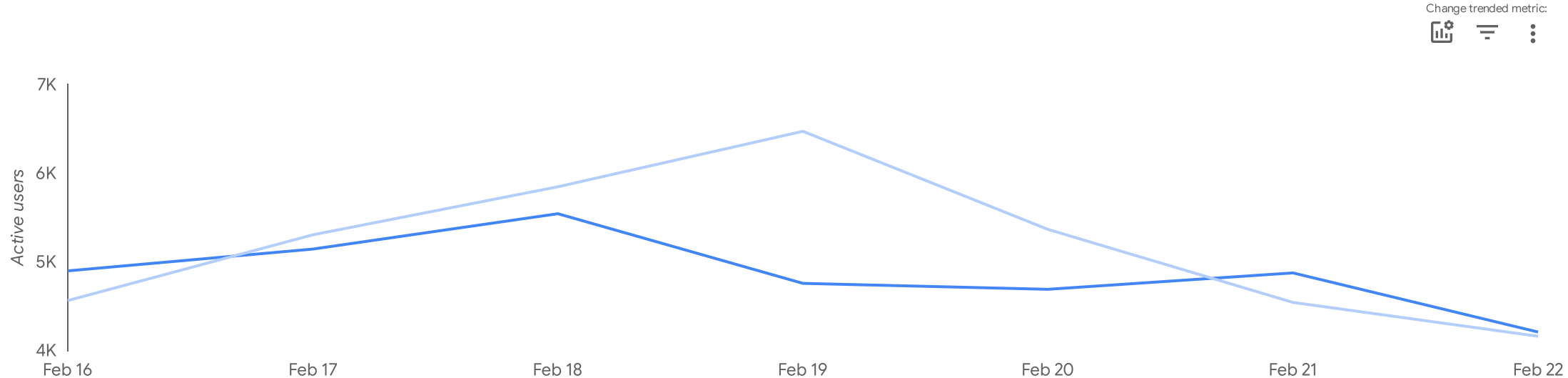
↓ -0.6%

Engagement Time

00:00:30

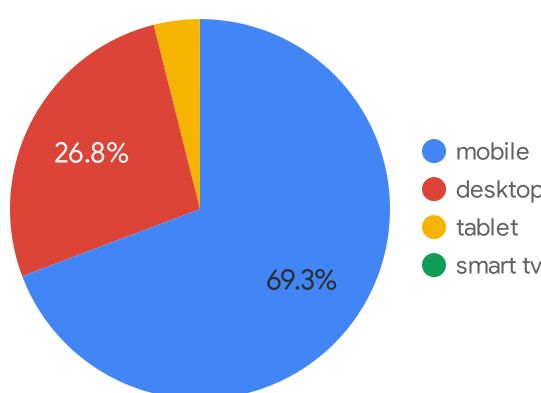
↑ 15.5%

Trends

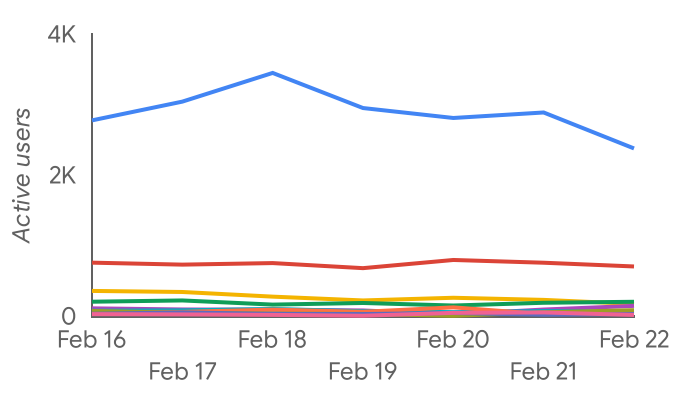
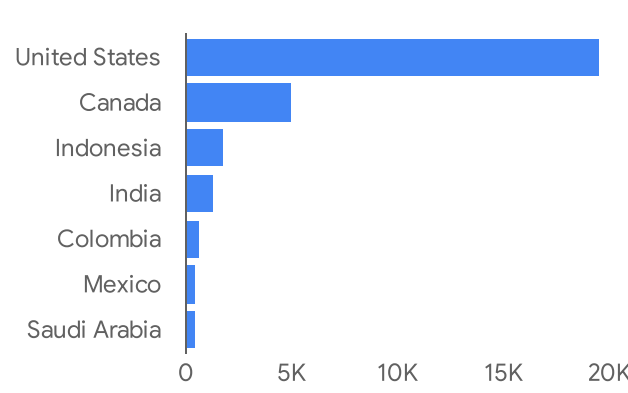


Gies Online Technology and Geography Stats

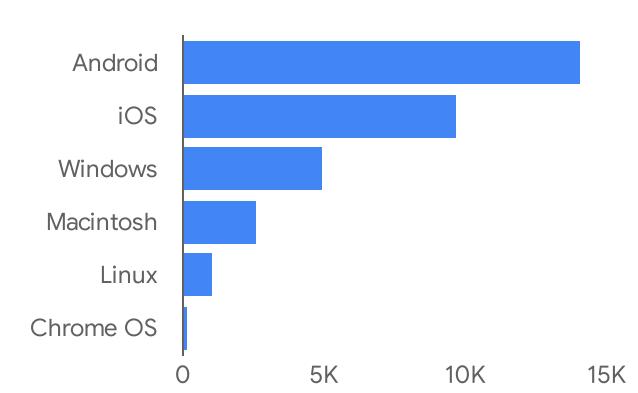
Device Category



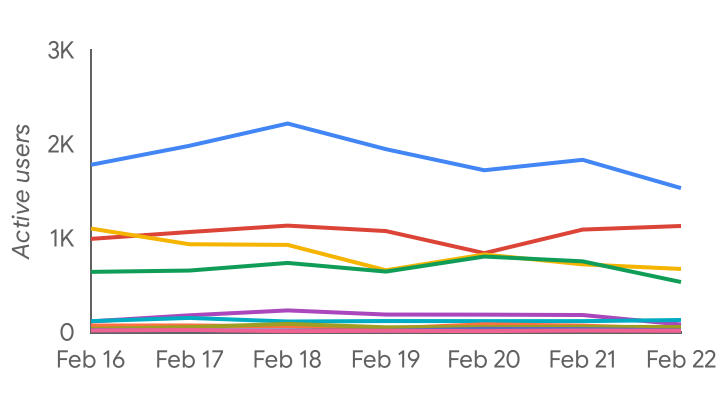
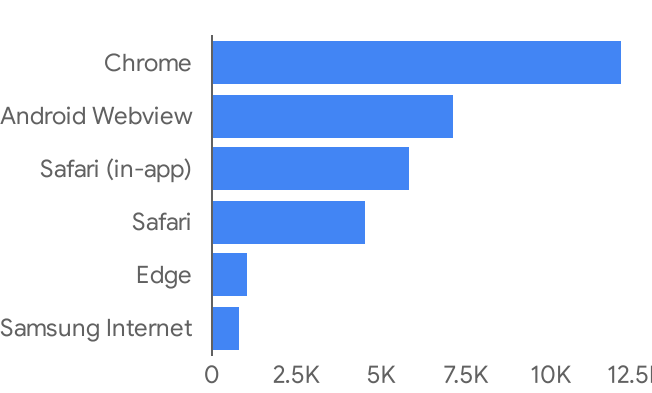
Top Countries



Operating System



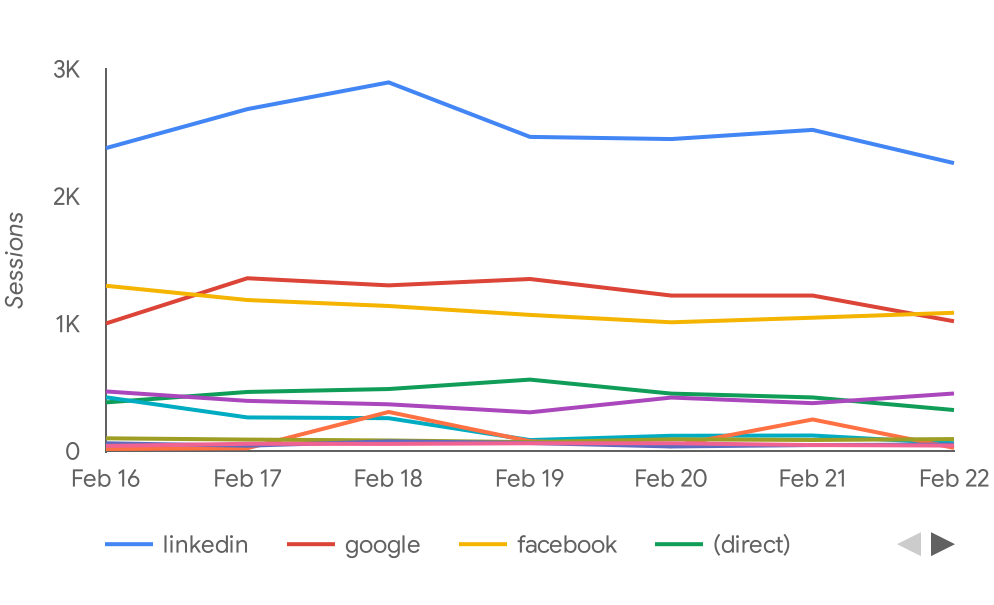
Browser



Gies Online Events, Traffic Source and Landing Pages

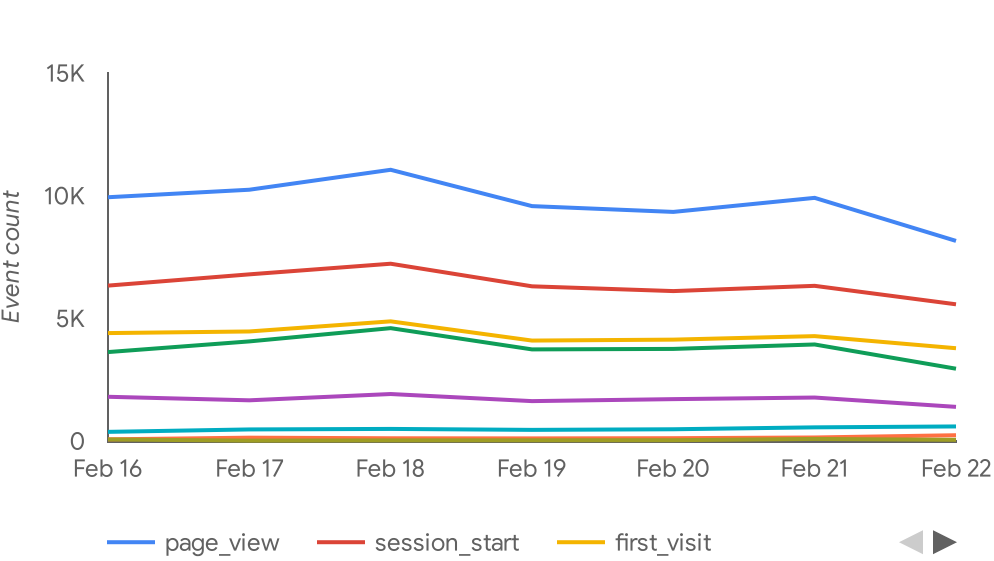
Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
linkedin	paid	17,591	39.2%
facebook	paid	7,895	17.6%
google	organic	4,705	10.5%
google	cpc	3,638	8.1%
(direct)	(none)	3,091	6.9%
programmatic	display	2,794	6.2%
bing	cpc	1,025	2.3%
slate_idegree_gc	email	740	1.6%
reddit	paid	623	1.4%
...



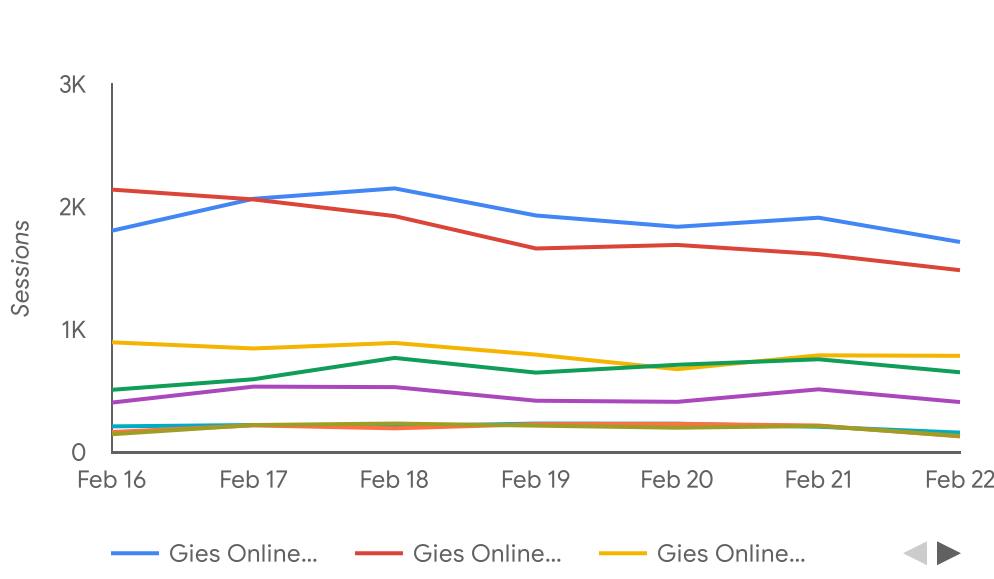
Top Events

Event name	Event count	% Events	Active users
page_view	68,268	36.4%	32,764
session_start	44,722	23.9%	32,736
first_visit	30,080	16.0%	30,045
user_engagement	26,711	14.2%	9,366
scroll	11,930	6.4%	6,563
click	3,478	1.9%	1,671
click_apply	974	0.5%	529
video-progress	358	0.2%	88
form_start	270	0.1%	245



Landing Pages

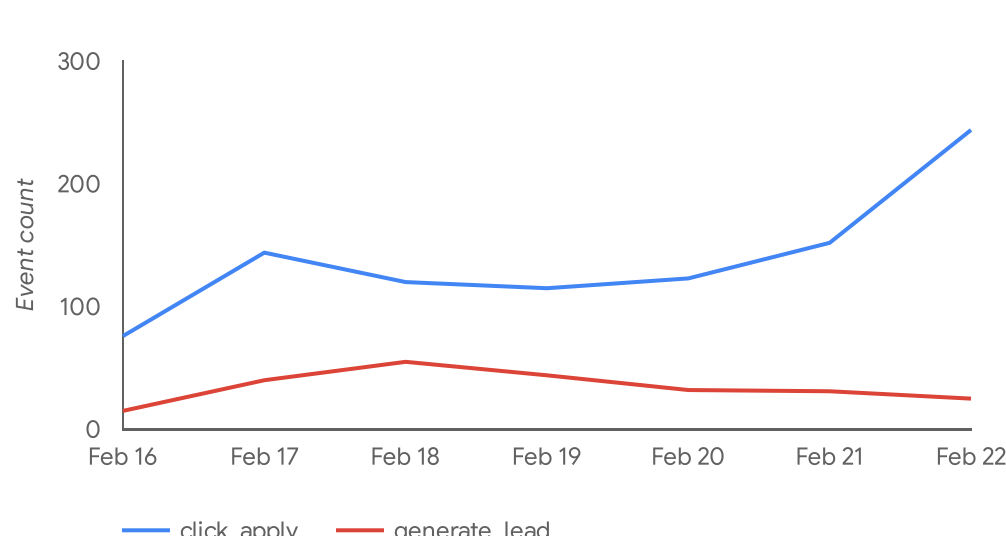
Page title	Sessions	% Sessions	Bounce rate
Gies Online MBA Program Overview iMB...	13,505	30%	69.6%
Gies Online Education Gies College of B...	12,623	28%	69.0%
Gies Online Masters in Management iMS...	5,623	13%	71.3%
Online Master's of Accounting iMSA at Illi...	4,685	10%	69.9%
Online Business Graduate Certificates Un...	3,295	7%	74.4%
Online College Courses Gies College of ...	1,482	3%	14.7%
Gies Online MBA Curriculum iMBA at Illin...	1,383	3%	25.7%
Gies Online MBA Admissions iMBA at Illin...	1,366	3%	19.5%
Explore All Online Programs	1,071	2%	20.4%



Gies Online Conversions and Top Pages

Conversions

Event name	Conversions	% Conversions	Active users
click_apply	974	80.1%	529
generate_lead	242	19.9%	219



Top Pages

Page title	Page location	Views	% Views	Active users
Gies Online MBA Program Overview iMBA at Illinois	https://giesonline.illinois.edu/explore-programs/online-mba	3,546	5.2%	2,267
Gies Online MBA Curriculum iMBA at Illinois	https://giesonline.illinois.edu/explore-programs/online-mba/curricul...	1,770	2.6%	871
Gies Online MBA Admissions iMBA at Illinois	https://giesonline.illinois.edu/explore-programs/online-mba/admissi...	1,560	2.3%	910
Gies Online Education Gies College of Business	https://giesonline.illinois.edu/	1,348	2.0%	763
Gies Online Masters in Management iMSM at Illinois	https://giesonline.illinois.edu/explore-programs/online-masters-in-...	1,158	1.7%	689
Explore All Online Programs	https://giesonline.illinois.edu/explore-programs/explore-online-pro...	981	1.4%	752
Online Master's of Accounting iMSA at Illinois	https://giesonline.illinois.edu/explore-programs/online-masters-in-a...	912	1.3%	607
Performance-Based Admissions Track PAT Program Gies Online	https://giesonline.illinois.edu/explore-programs/performance-based...	734	1.1%	461
Online Master's in Management Curriculum iMSM at Gies	https://giesonline.illinois.edu/explore-programs/online-masters-in-...	729	1.1%	384