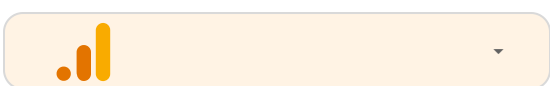


GIES ONLINE MARKETING DASHBOARD

Gies Online Summary Stats



Jan 15, 2025 - Apr 15, 2025

Summary

Active users

445.4K

15.0% vs. Prev Period

New users

441.9K

10,519.4%

New User %

97%

32.3%

Pct Engaged

30%

1.7%

Pageviews per User

2.1

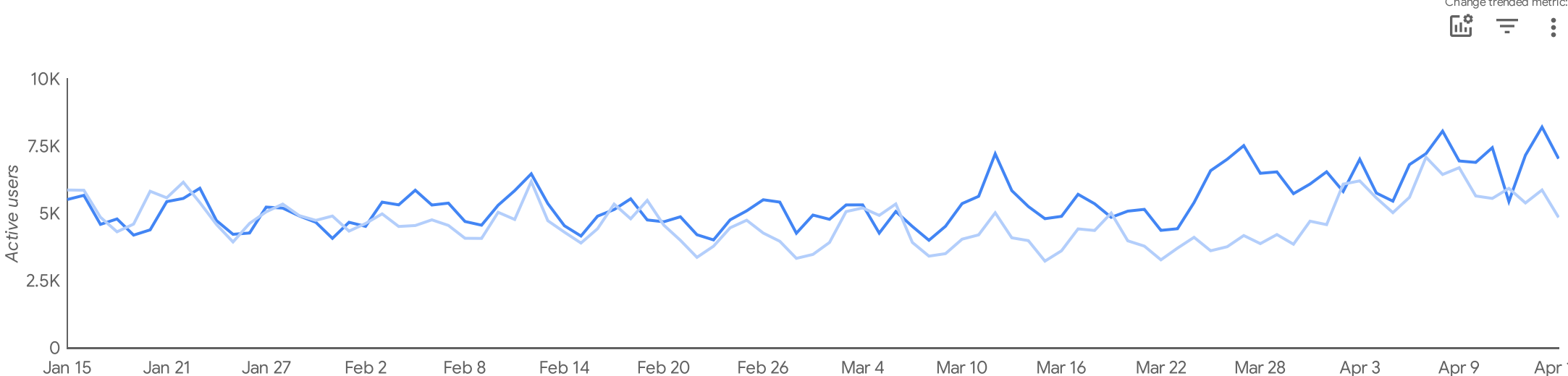
-5.7%

Engagement Time

00:00:31

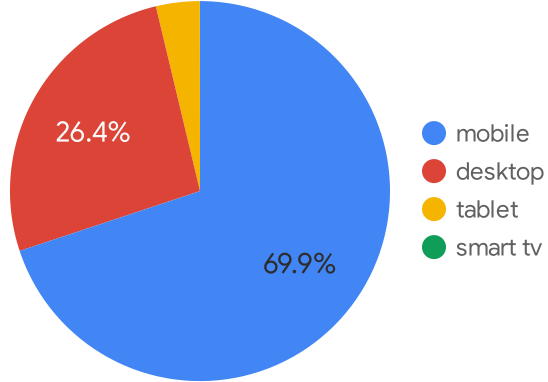
-4.8%

Trends

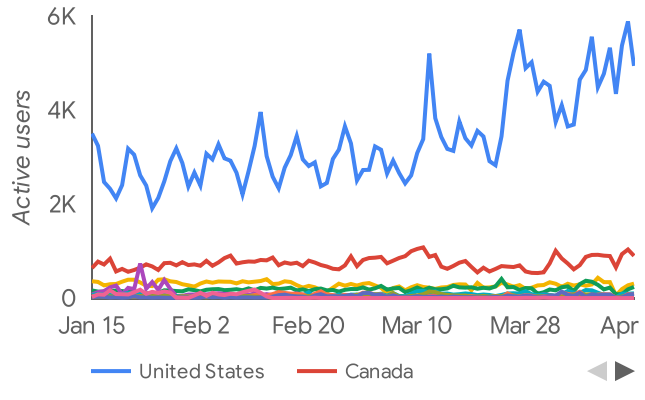
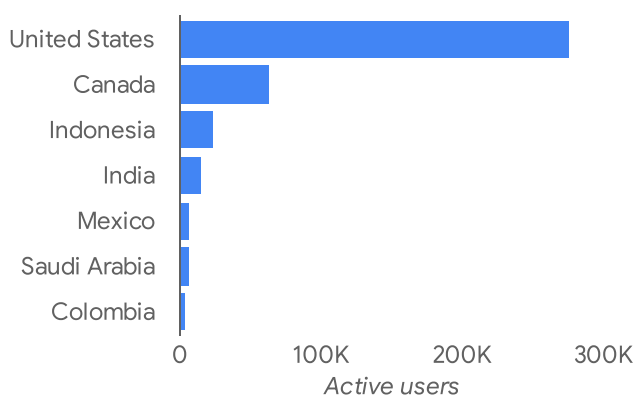


Gies Online Technology and Geography Stats

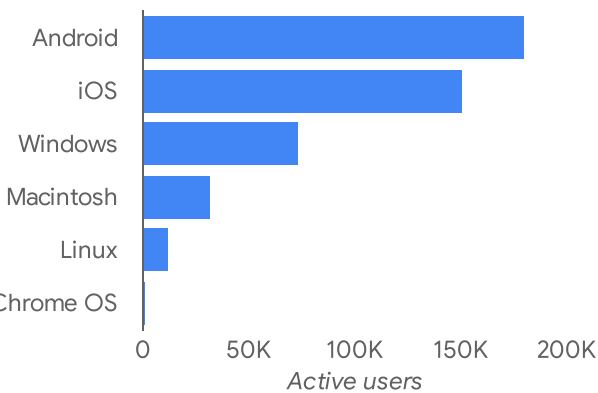
Device Category



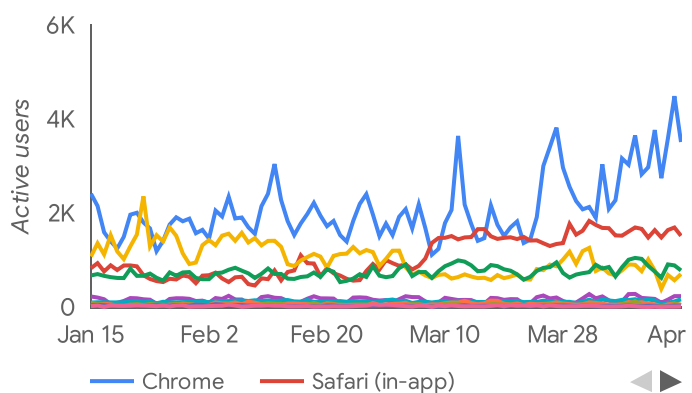
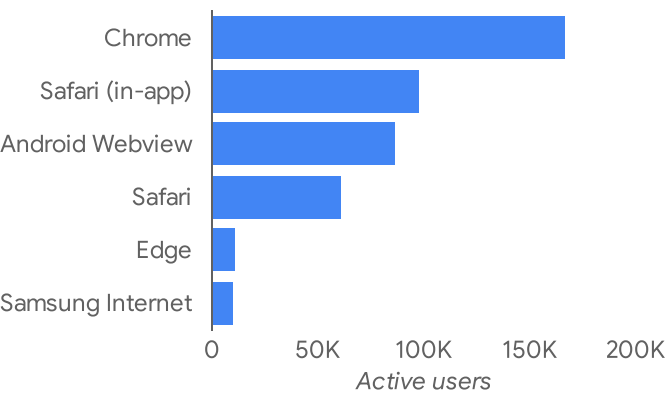
Top Countries



Operating System



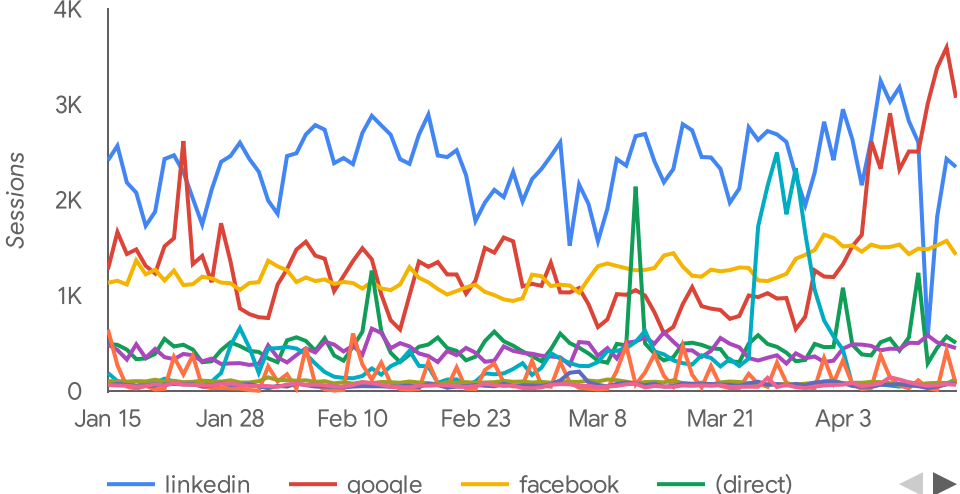
Browser



Gies Online Events, Traffic Source and Landing Pages

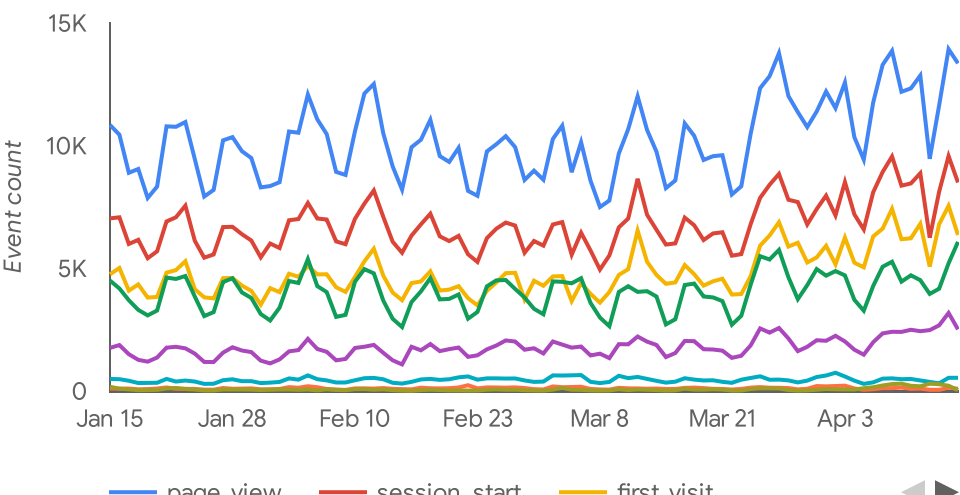
Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
linkedin	paid	219,480	34.9%
facebook	paid	110,128	17.5%
google	organic	62,064	9.9%
(direct)	(none)	43,850	7.0%
google	cpc	39,165	6.2%
programmatic	display	37,034	5.9%
bing	cpc	28,360	4.5%
google	paid	21,277	3.4%
slate_idgree_gc	email	12,790	2.0%



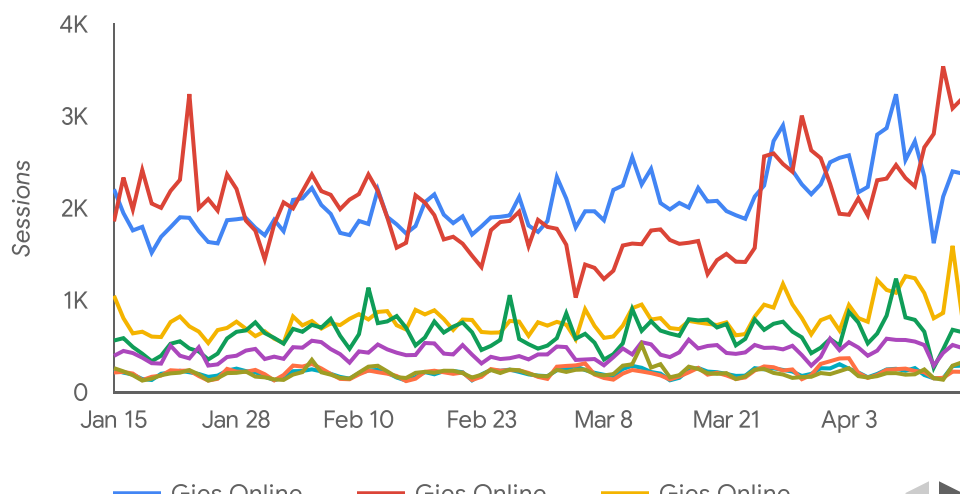
Top Events

Event name	Event count	% Events	Active users
page_view	932,970	35.8%	445,107
session_start	621,155	23.8%	444,694
first_visit	441,874	17.0%	435,033
user_engagement	369,277	14.2%	123,867
scroll	163,641	6.3%	87,041
click	42,156	1.6%	17,945
click_apply	10,810	0.4%	5,415
form_start	7,384	0.3%	6,489
video-progress	5,043	0.2%	1,142



Landing Pages

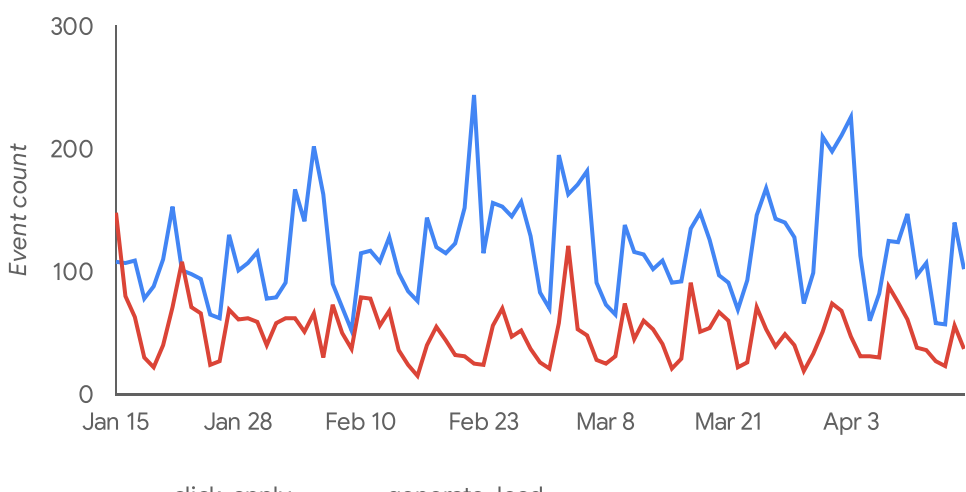
Page title	Sessions	% Sessions	Bounce rate
Gies Online MBA Program Overview iMB...	192,371	31%	66.1%
Gies Online Education Gies College of B...	181,758	29%	72.5%
Gies Online Masters in Management iMS...	71,452	11%	69.1%
Online Master's of Accounting iMSA at Illi...	56,417	9%	69.4%
Online Business Graduate Certificates Un...	40,814	6%	72.5%
Gies Online MBA Curriculum iMBA at Illin...	19,675	3%	25.9%
Gies Online MBA Admissions iMBA at Illin...	19,455	3%	22.3%
Online College Courses Gies College of ...	19,075	3%	16.4%
Explore All Online Programs	14,400	2%	27.0%



Gies Online Conversions and Top Pages

Conversions

Event name	Conversions	% Conversions	Active users
click_apply	10,810	70.2%	5,415
generate_lead	4,581	29.8%	3,807



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	48,019	5.1%	25,730
Gies Online MBA Curriculum iMBA at Illinois	https://giesonline.illinois.edu/explore-programs/online-mba/curricul...	25,076	2.7%	9,971
Gies Online MBA Admissions iMBA at Illinois	https://giesonline.illinois.edu/explore-programs/online-mba/admissi...	21,320	2.3%	10,143
Gies Online Education Gies College of Business	https://giesonline.illinois.edu/	15,864	1.7%	9,678
Gies Online Masters in Management iMSM at Illinois	https://giesonline.illinois.edu/explore-programs/online-masters-in-...	15,418	1.7%	7,418
Explore All Online Programs	https://giesonline.illinois.edu/explore-programs/explore-online-pro...	12,274	1.3%	8,320
Online Master's of Accounting iMSA at Illinois	https://giesonline.illinois.edu/explore-programs/online-masters-in-a...	12,187	1.3%	6,945
Request Information Gies Online UIUC	https://giesonline.illinois.edu/request-info	10,375	1.1%	7,725
Performance-Based Admissions Track PAT Program Gies Online	https://giesonline.illinois.edu/explore-programs/performance-based...	8,836	0.9%	4,976