

# GIES ONLINE MARKETING DASHBOARD

## Gies Online Summary Stats



Gies Online Hub

Oct 29, 2024 - Nov 27, 2024

### Summary

Active users

127.1K

↓ -12.3% vs. Prev Period

New users

122.9K

↓ -11.8%

New User %

94%

↑ 0.7%

Pct Engaged

30%

↑ 1.7%

Pageviews per User

2.4

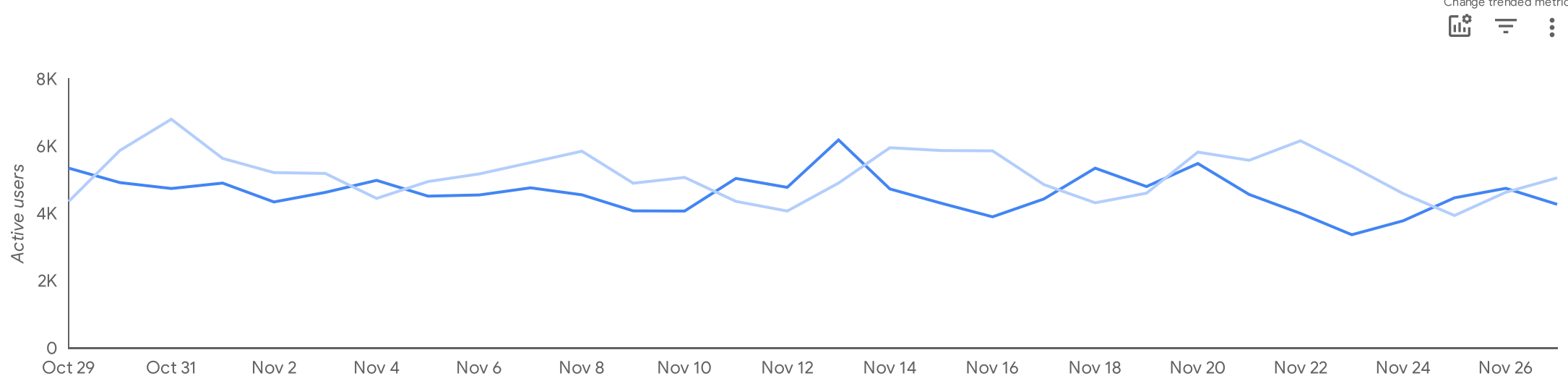
↑ 22.5%

Engagement Time

00:00:32

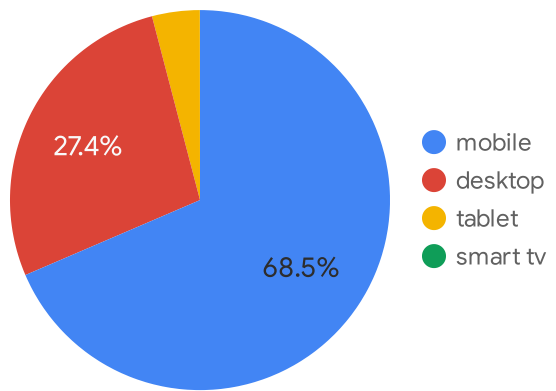
↓ -2.3%

### Trends

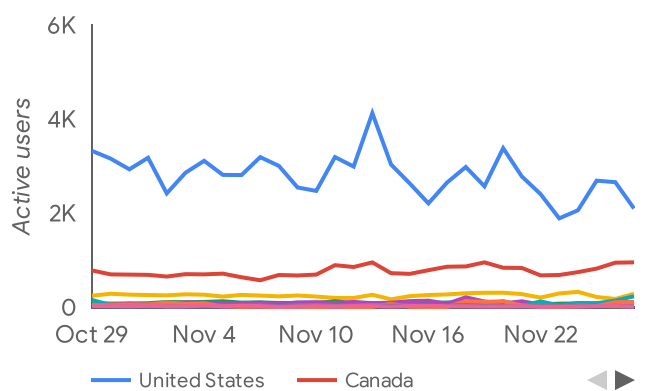
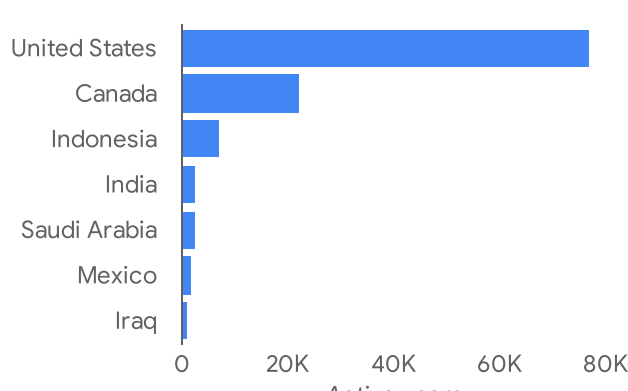


## Gies Online Technology and Geography Stats

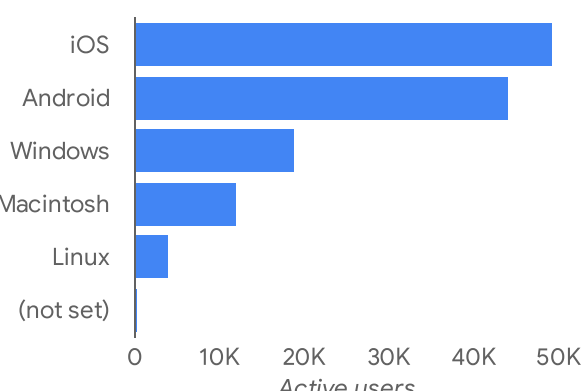
### Device Category



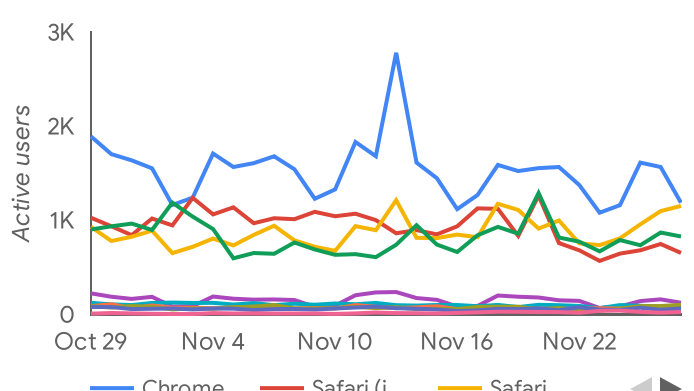
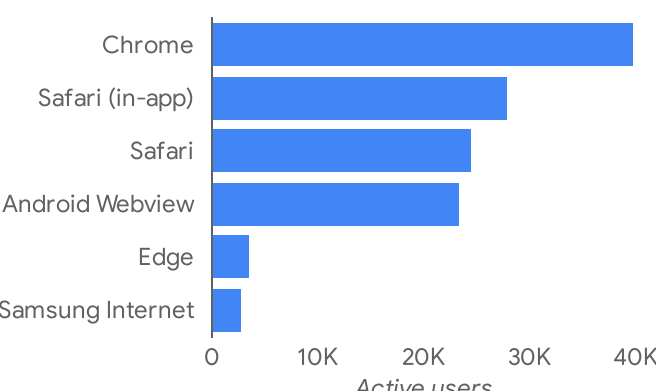
### Top Countries



### Operating System



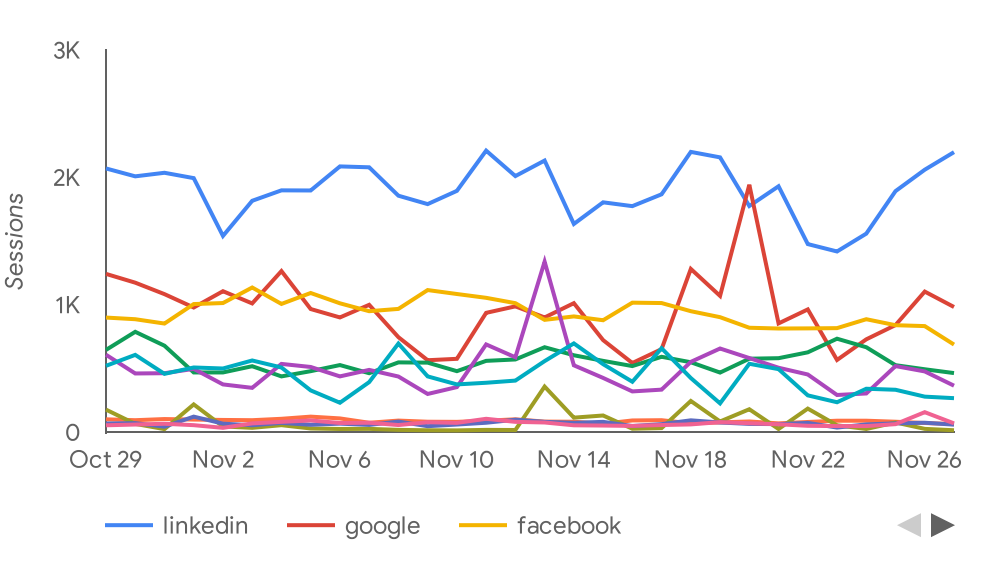
### Browser



## Gies Online Events, Traffic Source and Landing Pages

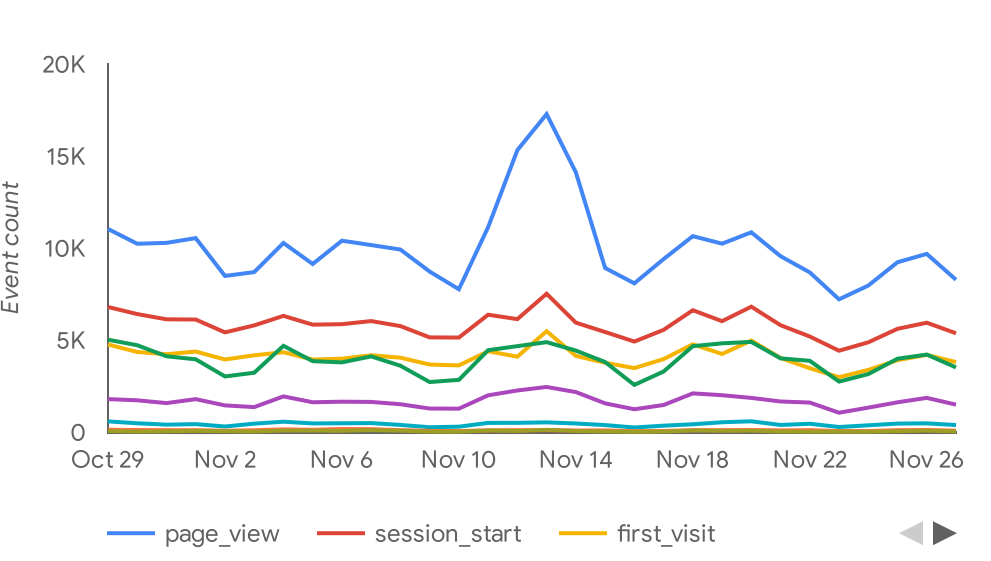
### Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
linkedin	paid	57,240	32.1%
facebook	paid	27,482	15.4%
google	organic	18,563	10.4%
programmatic	display	16,759	9.4%
(direct)	(none)	14,846	8.3%
bing	cpc	11,554	6.5%
google	paid	8,784	4.9%
reddit	paid	2,642	1.5%
slate_idgree_gc	email	2,358	1.3%



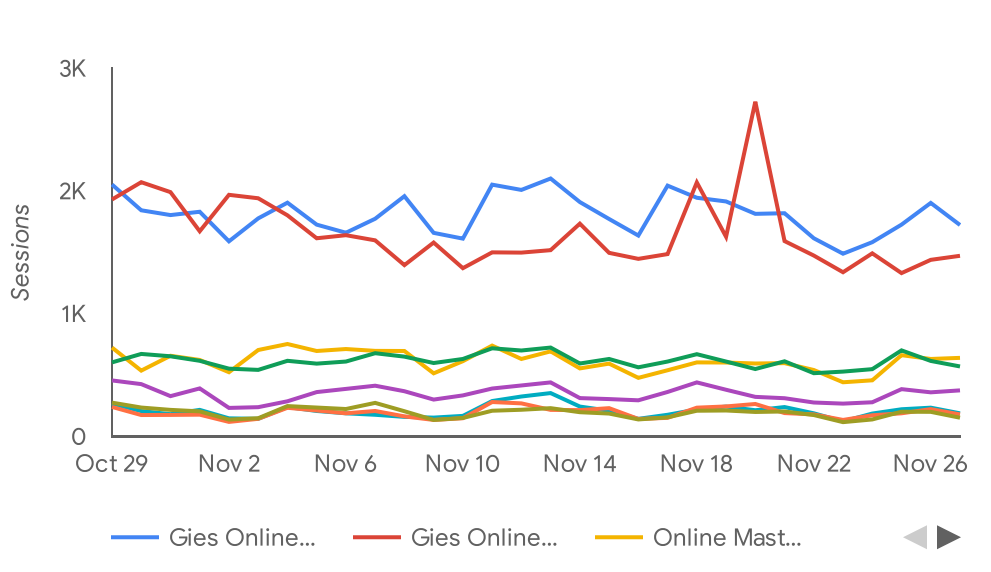
### Top Events

Event name	Event count	% Events	Active users
page_view	302,477	38.1%	127,036
session_start	175,560	22.1%	126,967
first_visit	122,900	15.5%	121,889
user_engagement	117,862	14.9%	37,948
scroll	50,556	6.4%	25,461
click	13,134	1.7%	6,334
click_apply	3,164	0.4%	1,885
form_start	1,840	0.2%	1,567
video-progress	1,741	0.2%	405



### Landing Pages

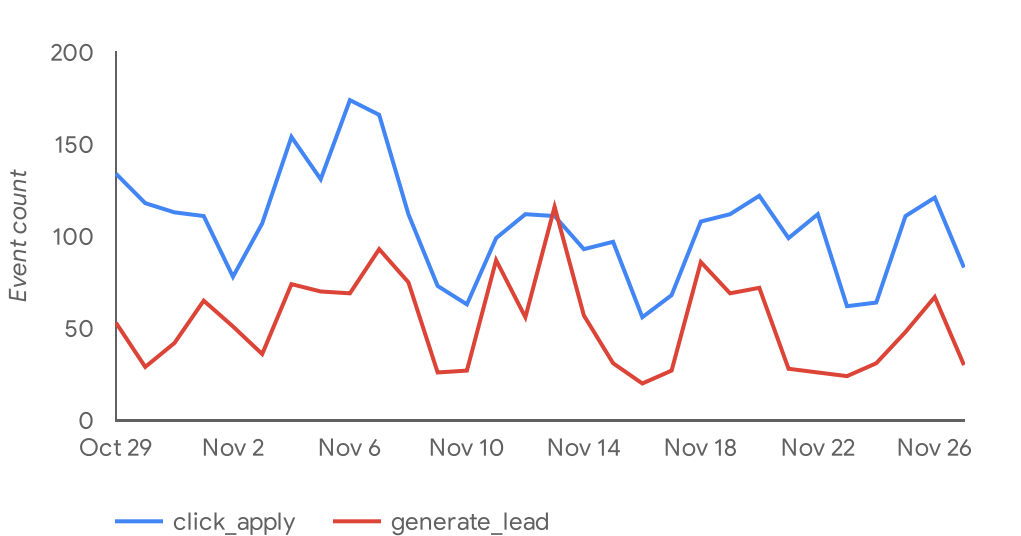
Page title	Sessions	% Sessions	Bounce rate
Gies Online MBA Program Overview   iMB...	54,823	31%	67.7%
Gies Online Education   Gies College of B...	49,379	28%	72.5%
Online Master's of Accounting   iMSA at Illi...	18,527	10%	68.6%
Gies Online Masters in Management   iMS...	18,410	10%	68.6%
Online Business Graduate Certificates   U...	10,568	6%	74.3%
Online College Courses   Gies College of ...	6,334	4%	17.9%
Gies Online MBA Curriculum   iMBA at Illin...	5,965	3%	24.0%
Gies Online MBA Admissions   iMBA at Illin...	5,825	3%	23.2%
Explore All Online Programs	4,604	3%	25.3%



## Gies Online Conversions and Top Pages

### Conversions

Event name	Conversions	% Conversions	Active users
click_apply	3,164	66.6%	1,885
generate_lead	1,585	33.4%	1,359



### 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	14,217	4.7%	7,994
Gies Online MBA Curriculum   iMBA at Illinois	https://giesonline.illinois.edu/explore-programs/online-mba/curric...	7,719	2.6%	3,296
Gies Online MBA Admissions   iMBA at Illinois	https://giesonline.illinois.edu/explore-programs/online-mba/admiss...	6,214	2.1%	3,369
Gies Online Education   Gies College of Business	https://giesonline.illinois.edu/	5,946	2.0%	3,487
Gies Online Masters in Management   iMSM at Illinois	https://giesonline.illinois.edu/explore-programs/online-masters-in-...	4,721	1.6%	2,535
Online Master's of Accounting   iMSA at Illinois	https://giesonline.illinois.edu/explore-programs/online-masters-in-...	4,096	1.4%	2,425
Explore All Online Programs	https://giesonline.illinois.edu/explore-programs/explore-online-pro...	3,954	1.3%	2,651
Performance-Based Admissions Track   PAT Program   Gies Online	https://giesonline.illinois.edu/explore-programs/performance-bas...	2,894	1.0%	1,712
Online Master's in Management Curriculum  iMSM at Gies	https://giesonline.illinois.edu/explore-programs/online-masters-in-...	2,706	0.9%	1,361