

GIES BUSINESS MARKETING DASHBOARD

Gies Business Summary Stats



Gies Website--2019 Redesign - GA

Oct 29, 2024 - Nov 27, 2024

Summary

Active users

100.5K

11.0% vs. Prev Period

New users

86.3K

9.5%

New User %

85%

-2.1%

Pct Engaged

46%

-10.1%

Pageviews per User

2.7

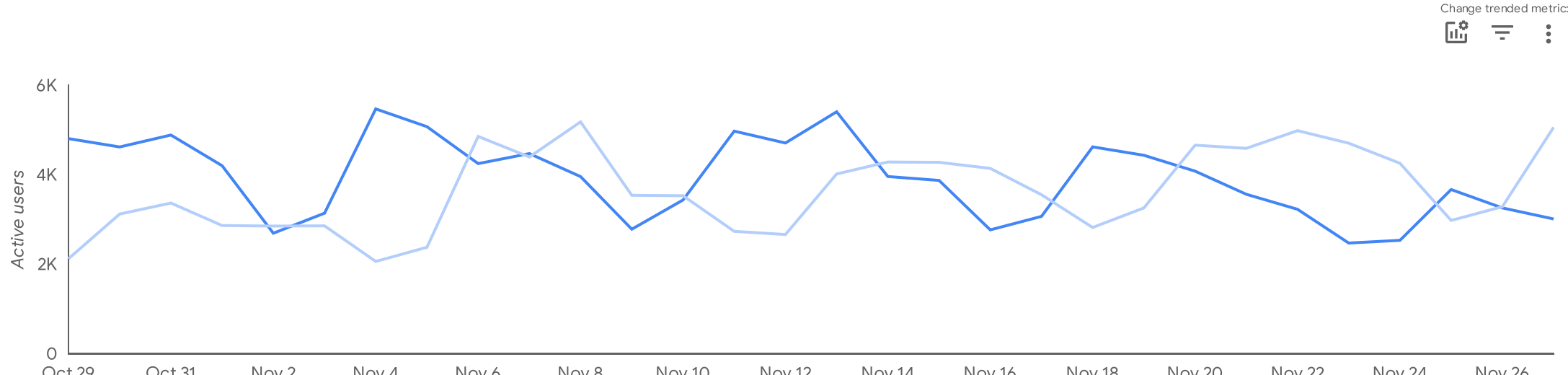
-10.5%

Engagement Time

00:01:01

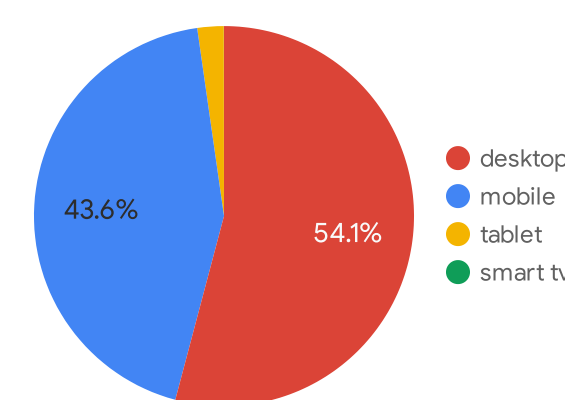
-25.4%

Trends

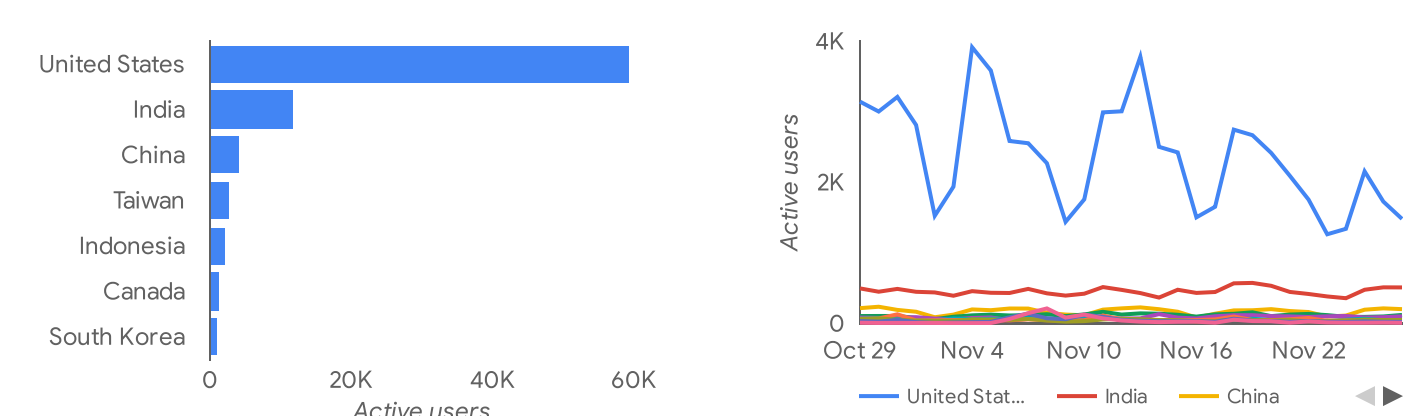


Gies Business Technology and Geography Stats

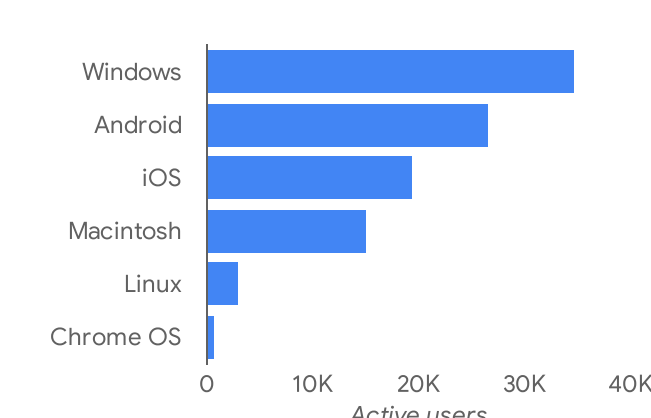
Device Category



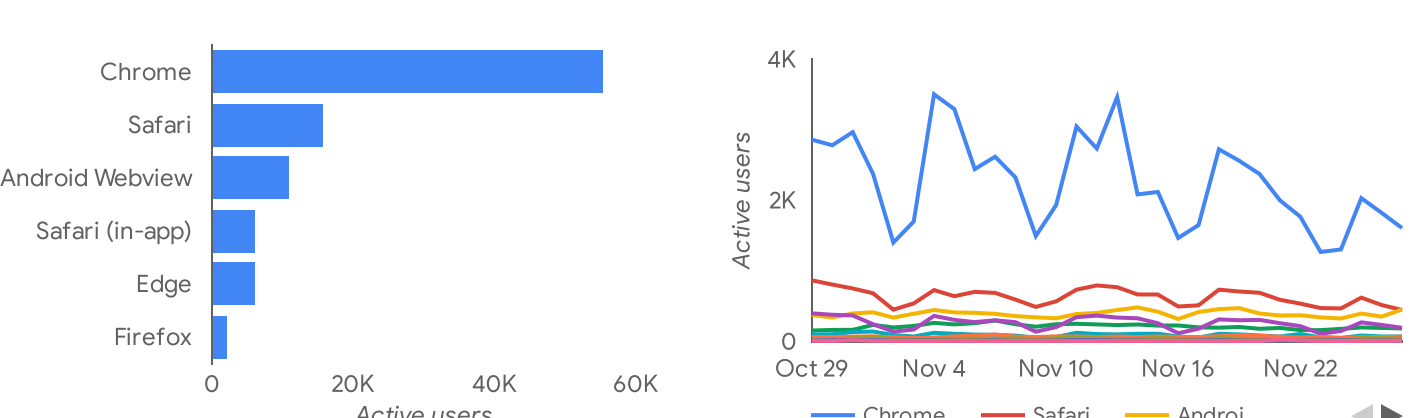
Top Countries



Operating System



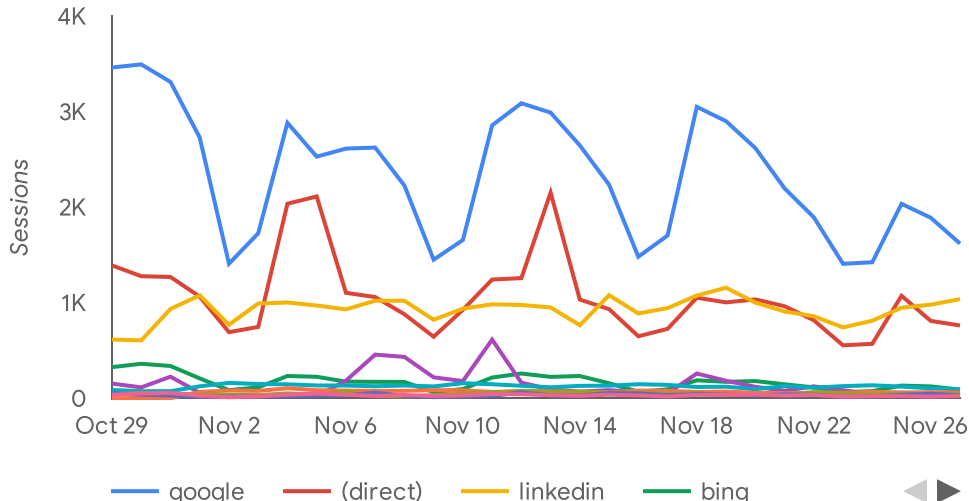
Browser



Gies Business Events, Traffic Source and Landing Pages

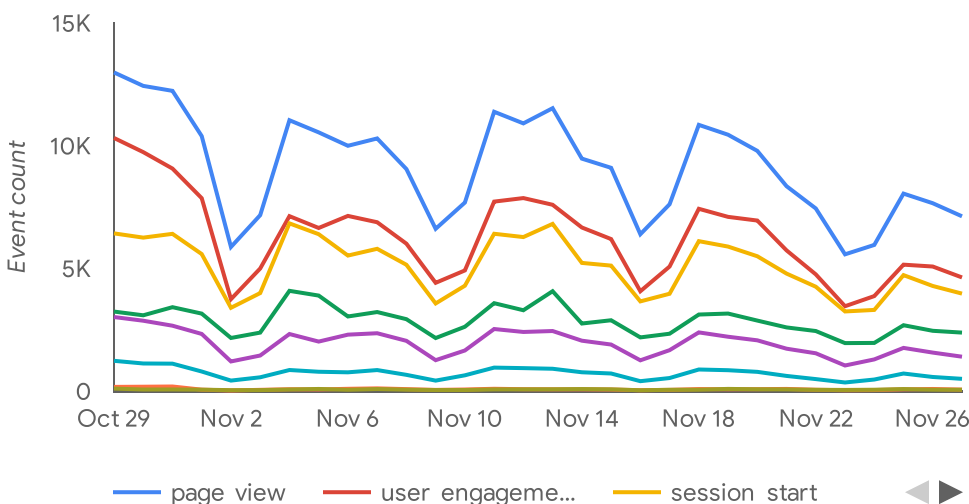
Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
google	organic	59,507	37.9%
(direct)	(none)	31,849	20.3%
linkedin	paid	26,995	17.2%
google	paid	11,481	7.3%
email	drip	4,100	2.6%
facebook	paid	3,711	2.4%
bing	organic	3,588	2.3%
tiktok	paid	1,896	1.2%
programmatic	paid	1,412	0.9%



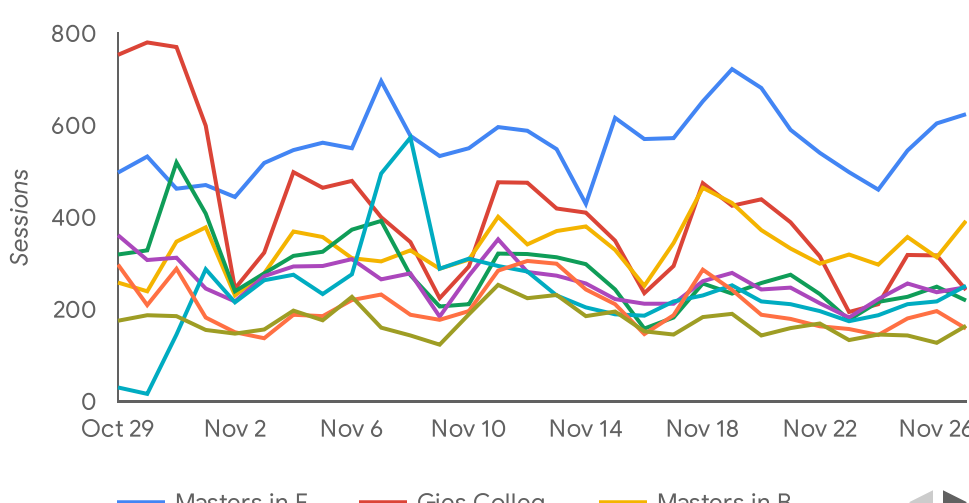
Top Events

Event name	Event count	% Events	Active users
page_view	274,135	34.8%	100,390
user_engagement	188,380	23.9%	53,728
session_start	153,331	19.4%	100,164
first_visit	86,322	10.9%	88,042
scroll	58,924	7.5%	28,386
click	21,873	2.8%	11,780
click_apply_grad	2,488	0.3%	1,365
file_download	2,046	0.3%	1,467
generate_lead	838	0.1%	654



Landing Pages

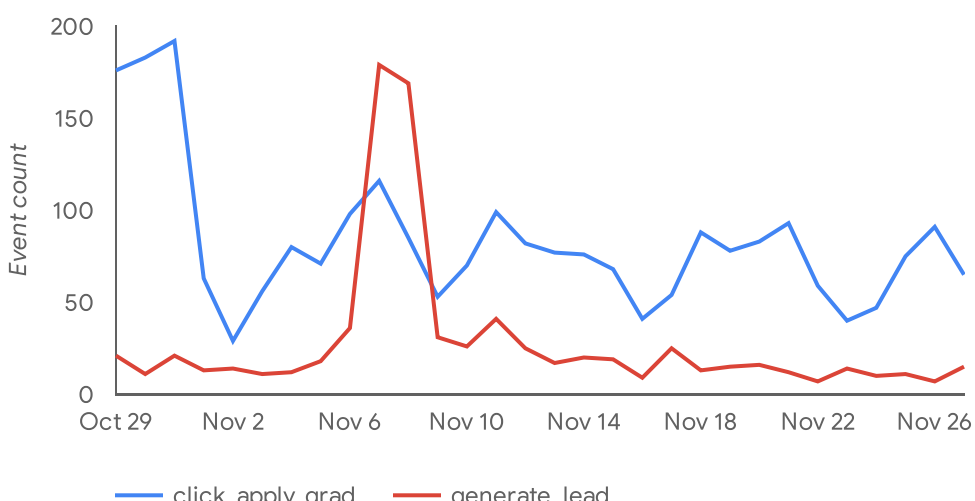
Page title	Sessions	% Sessions	Bounce rate
Masters in Finance Gies College MSF Pro...	16,876	11%	71.6%
Gies College of Business University of Illi...	12,023	8%	28.6%
Masters in Business Graduate Programs ...	9,961	6%	50.5%
Business Analytics Masters in Business A...	8,300	5%	46.9%
MSA Degree Master's Degree in Account...	7,720	5%	56.0%
Which Graduate Program is Right for You ...	7,319	5%	76.2%
Masters in Technology Management Gies...	6,364	4%	43.8%
Master of Accounting Science Gies Coll...	5,113	3%	64.9%
Graduate Accounting Programs Gies Col...	4,647	3%	74.2%



Gies Business Conversions and Top Pages

Conversions

Event name	Conversions	% Conversions	Active users
click_apply_grad	2,488	74.8%	1,365
generate_lead	838	25.2%	654



Top Pages

Page title	Page location	Views	% Views	Active users
Gies College of Business University of Illinois Business College	https://giesbusiness.illinois.edu/	13,820	5.0%	9,094
Masters in Finance Gies College MSF Program Masters of Finance	https://giesbusiness.illinois.edu/msf	4,329	1.6%	2,696
Business Majors and Minors Gies College Undergraduate Programs	https://giesbusiness.illinois.edu/undergraduate-hub/majors-and-min...	4,227	1.5%	2,967
Business Analytics Masters in Business Analytics MSBA	https://giesbusiness.illinois.edu/graduate-hub/business-analytics	4,118	1.5%	2,513
MSA Degree Master's Degree in Accounting	https://giesbusiness.illinois.edu/msa	3,980	1.5%	2,056
Master's in Finance Admissions Gies College of Business MSF	https://giesbusiness.illinois.edu/msf/admissions	3,447	1.3%	2,263
Masters in Management Gies College of Business MSM Degree	https://giesbusiness.illinois.edu/msm	3,401	1.2%	1,921
Masters in Business Graduate Programs Masters Degrees	https://giesbusiness.illinois.edu/graduate-hub/graduate	3,317	1.2%	2,390
Masters in Business Analytics Admissions Gies College of Business	https://giesbusiness.illinois.edu/graduate-hub/business-analytics/a...	3,086	1.1%	1,743