**FINAL REPORT**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Channel | # Sessions | Bounce rate | Users | Pages / Session | Average session duration | % New sessions | Goal conversion rate | Goal completion |
| Direct | 57 | 64.91% | 15 | 1.46 | 00:04:17 | 8.14% | 3.51% | 5 |
| Organic search | 5 | 80.00% | 1 | 1.80 | 00:05:14 | 0.71% | 20.00% | 1 |
| Email | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| AdWords | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Referral | 87 | 6.90% | 24 | 0.00 | 00:00:00 | 12.43% | 0.00% | 0 |
| Social | 47 | 4.26% | 13 | 0.00 | 00:00:00 | 6.71% | 14.89% | 4 |
| Total | 196 | 25.00% | 28 | 2.26 | 00:06:43 | 14.29% | 5.10% | 10 |