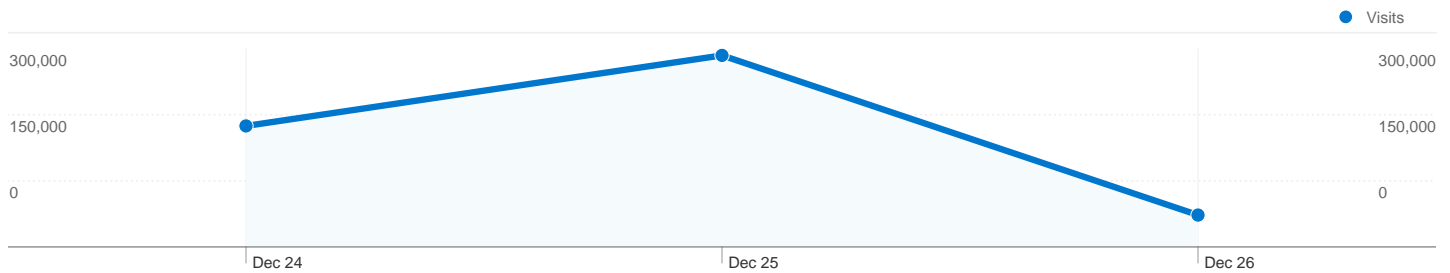


# Is It Christmas? Dashboard

Dec 24, 2011 - Dec 26, 2011  
Comparing to: Site



## Site Usage

520,962 Visits

80.48% Bounce Rate

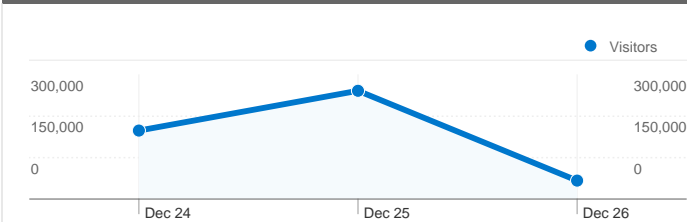
688,000 Pageviews

00:00:42 Avg. Time on Site

1.32 Pages/Visit

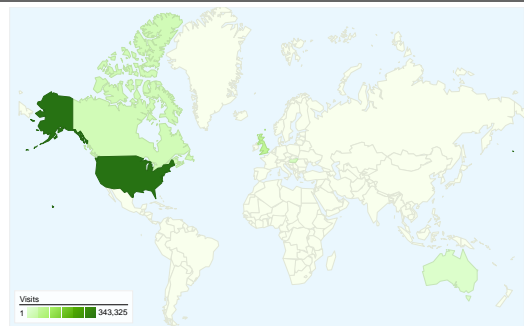
76.02% % New Visits

## Visitors Overview

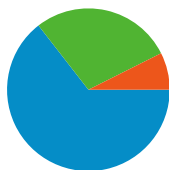


Visitors  
428,218

## Map Overlay



## Traffic Sources Overview



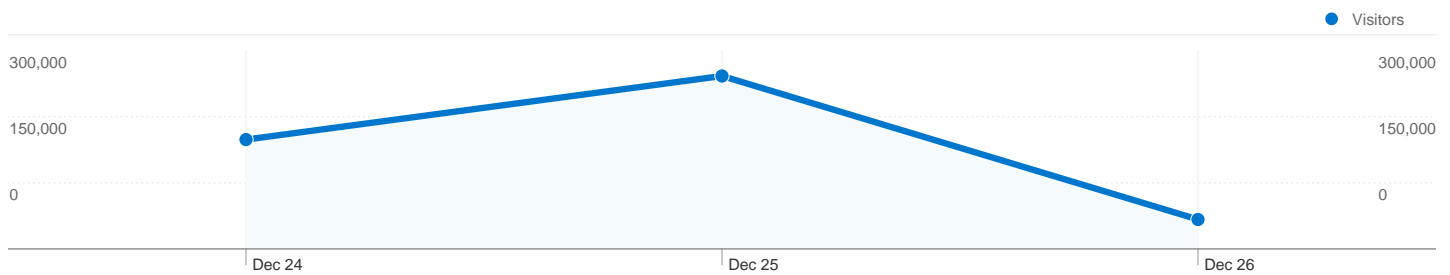
- Referring Sites**  
335,959.00 (64.49%)
- Direct Traffic**  
146,440.00 (28.11%)
- Search Engines**  
38,545.00 (7.40%)
- Other**  
18 (> 0.00%)

## Content Overview

Pages	Pageviews	% Pageviews
/	687,299	99.90%
/webstore/detail/app/free/cbfhld	94	0.01%
/???=	81	0.01%
?mid=54	22	> 0.00%
/isitchristmas/	20	> 0.00%

# Is It Christmas? Visitors Overview

Dec 24, 2011 - Dec 26, 2011  
Comparing to: Site



**428,218 people visited this site**

**520,962 Visits**

**428,218 Absolute Unique Visitors**

**688,000 Pageviews**

**1.32 Average Pageviews**

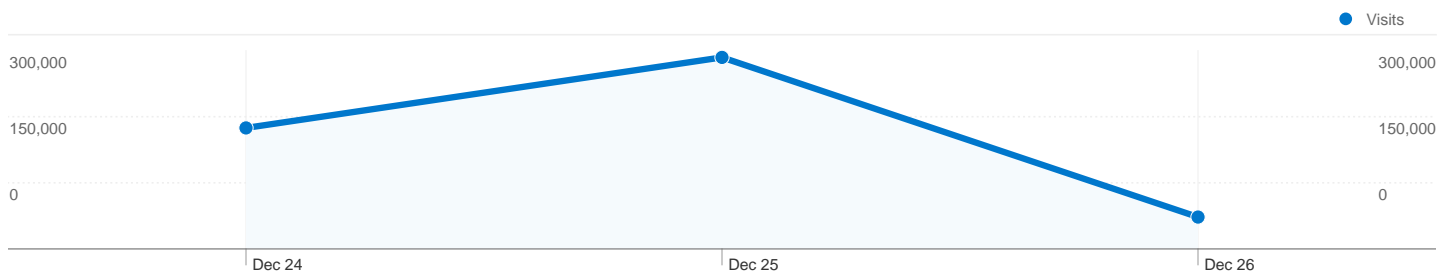
**00:00:42 Time on Site**

**80.48% Bounce Rate**

**76.02% New Visits**

## Technical Profile

Browser	Visits	% visits
Chrome	196,354	37.69%
Firefox	102,878	19.75%
Safari	101,960	19.57%
Mozilla Compatible Agent	52,941	10.16%
Internet Explorer	29,867	5.73%

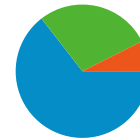


All traffic sources sent a total of 520,962 visits

28.11% Direct Traffic

64.49% Referring Sites

7.40% Search Engines



■ Referring Sites  
335,959.00 (64.49%)

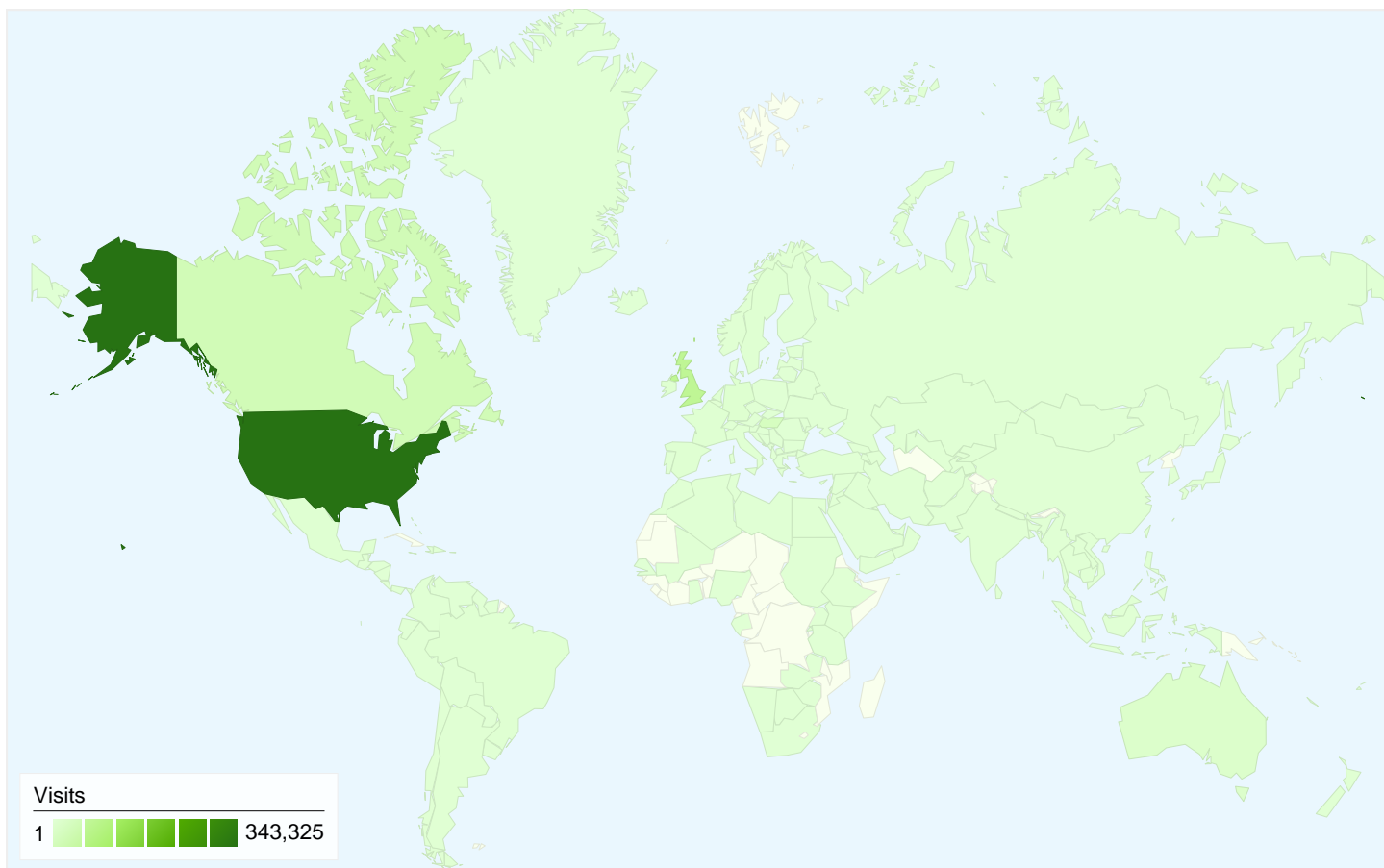
■ Direct Traffic  
146,440.00 (28.11%)

■ Search Engines  
38,545.00 (7.40%)

■ Other  
18 (> 0.00%)

## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
facebook.com (referral)	172,602	33.13%	is it christmas	13,750	35.67%
(direct) ((none))	146,440	28.11%	(not provided)	5,705	14.80%
reddit.com (referral)	75,885	14.57%	isitchristmas.com	4,589	11.91%
google (organic)	36,863	7.08%	is it christmas yet	2,696	6.99%
m.facebook.com (referral)	24,556	4.71%	isitchristmas	2,661	6.90%

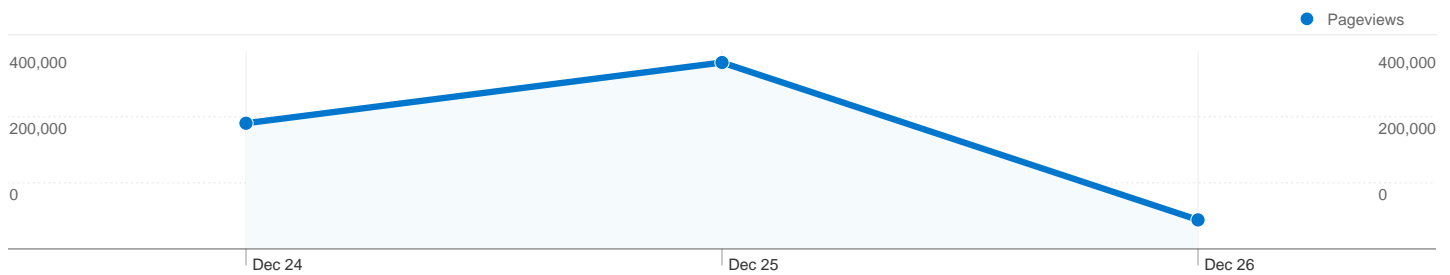


## 520,962 visits came from 175 countries/territories

### Site Usage

Visits 520,962 % of Site Total: 100.00%	Pages/Visit 1.32 Site Avg: 1.32 (0.00%)	Avg. Time on Site 00:00:42 Site Avg: 00:00:42 (0.00%)	% New Visits 76.35% Site Avg: 76.02% (0.43%)	Bounce Rate 80.48% Site Avg: 80.48% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	343,325	1.31	00:00:40	76.11%	80.99%
United Kingdom	64,770	1.31	00:00:43	76.66%	81.51%
Canada	29,991	1.33	00:00:38	79.24%	78.71%
Hungary	21,158	1.33	00:00:44	68.44%	80.07%
Australia	9,447	1.31	00:00:53	76.66%	82.00%
Germany	4,383	1.30	00:00:26	81.18%	79.06%
Ireland	3,846	1.39	00:00:44	76.96%	75.35%
France	2,905	1.35	00:00:37	77.62%	76.97%
Netherlands	2,405	1.50	00:00:27	82.79%	80.91%

Mexico	2,305	1.48	00:02:56	75.05%	74.32%
1 - 10 of 175					



Pages on this site were viewed a total of 688,000 times

688,000 Pageviews

521,084 Unique Views

80.48% Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/	687,299	99.90%
/webstore/detail/app/free/cbfhldfikhpifigocloifomfhljcnbha/is_it_chri	94	0.01%
/???=	81	0.01%
/?mid=54	22	> 0.00%
/isitchristmas/	20	> 0.00%