

Pathways 30 days Metrics

Avg for 2 beta platforms

Before Range

Oct 14, 2024 - Nov 15, 2024

After Range

Oct 14, 2024 - Nov 15, 2024

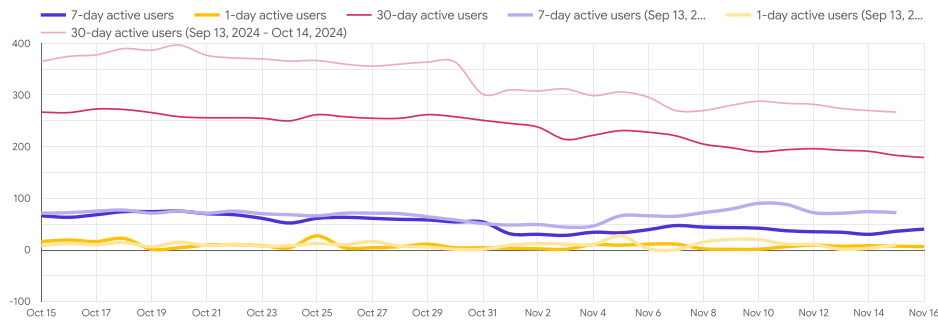
Before Pathways Sept 13, 2024 to Oct 14, 2024

30 Day Users	7 Day Users	New Users	% Return Users	Engaged Sessions	Views/Session
9,826	2,035	256	5%	54%	2.19
DAU / MAU	DAU / WAU	Bounce Rate	Events/User	Engagement Time	Views per Users
3.0%	14.3%	46.4%	6.8	26.2s	2.8

After Pathways Oct 15, 2024 to Nov 16, 2024

30 Day Users	7 Day Users	New Users	% Return Users	Engaged Sessions	Views/Session
7,748	1,664	185	13%	54%	2.27
DAU/MAU	DAU/WAU	Bounce Rate	Events/User	Engagement Time	Views per Users
3.4%	15.8%	45.9%	7.6	47s	3.7

Comparing Active Users



Page path		Views	% Δ	7-day active users	% Δ	Avg Duration	% Δ
1.	/	284	18.3% ↑	1,266	1.4% ↑	00:50:24	79.9% ↑
2.	/resources	44	-81.6% ↓	154	-77.5% ↓	00:12:24	-87.1% ↓
3.	/organizations	43	115.0% ↑	101	94.2% ↑	00:53:05	604.0% ↑
4.	/guides/entrepreneurship	35	-10.3% ↓	211	85.1% ↑	00:21:09	284.2% ↑
5.	/navigator	26	225.0% ↑	70	79.5% ↑	00:32:37	2,631.8% ↑
6.	/jobs	24	2,300.0% ↑	56	600.0% ↑	00:08:58	1,384.0% ↑
7.	/events	18	12.5% ↑	52	23.8% ↑	00:01:45	23.6% ↑
8.	/about	17	13.3% ↑	78	-22.8% ↓	00:14:27	219.8% ↑
9.	/users	16	166.7% ↑	60	114.3% ↑	00:06:42	1,474.7% ↑
10.	/guides	13	-60.6% ↓	78	-35.0% ↓	00:09:45	257.3% ↑

User Dashboard		Views	% Δ	7-day active users	% Δ	Avg Duration	% Δ	Views per user	% Δ
1.	Others	778	224.2% ↑	1,664	33.2% ↑	01:35:47	241.9% ↑	2.96	125.6% ↑

Highlights after 30 days

- While overall traffic to the platforms is down, this is outside of our control - depending more on our customer's marketing efforts and the marketing efforts of their stakeholders and partners.
- What is in our control is whether or not users find the platform useful and return. Almost all of our metrics tracking user engagement and retention show improvements
  - Some metrics only show modest improvements, such as DAU/WAU and DAU/MAU and Bounce Rate.
  - Other metrics have shown significant improvement:
    - Users are on average taking one more action, and viewing one more page
    - Return users has more than doubled, as has the average duration of an engaged session.
- Views, Return Visits, and Avg Time on Page has increased significantly platform-wide!
  - In fact, the Resources directory is the only the top level page to show a decrease in engagement.
- The views per user on the dashboard is 4 and the average time spent on the dashboard is 3 minutes! This means they are coming back to their dashboard many times and staying there for a significant amount of time