

Pathways 30 days Metrics

Avg for 2 beta platforms

Before Range

After Range

Oct 14, 2024 - Nov 15, 2024

Oct 14, 2024 - Nov 15, 2024

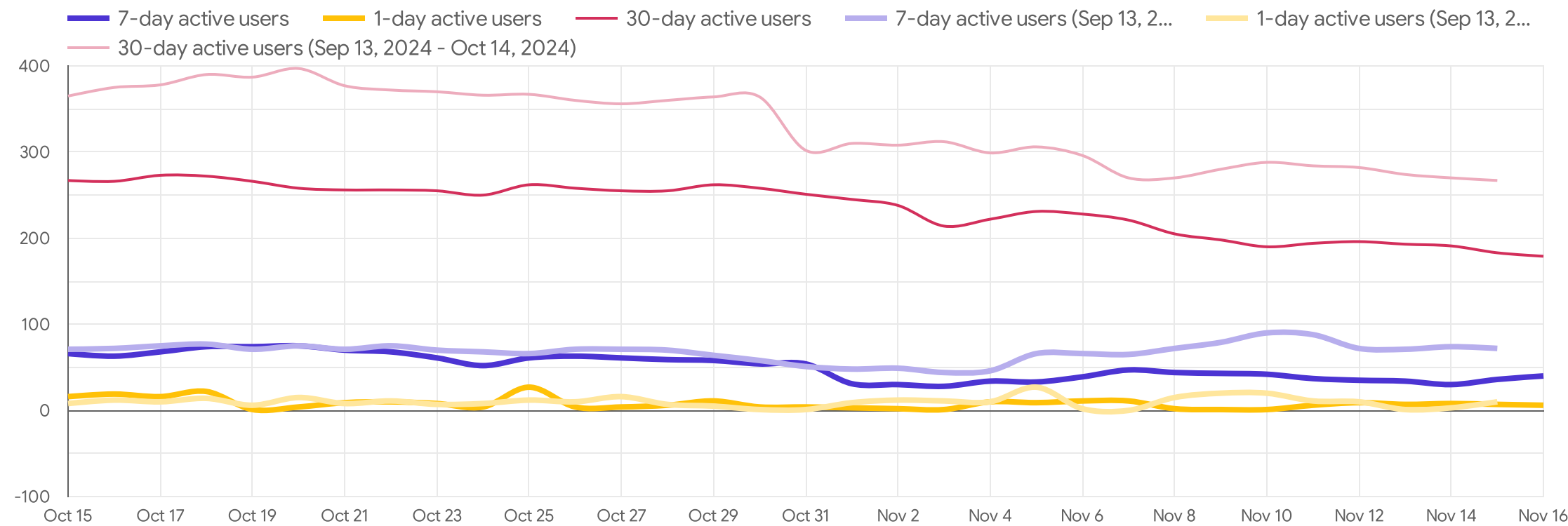
Before Pathways Sept 13, 2024 to Oct 14, 2024

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	<div><div></div><div><div>i</div>See details</div></div>	Bounce Rate	Events/User	Engagement Time	Views per Users
3.0%		46.4%	6.8	21	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%	<div><div></div><div><div>i</div>See details</div></div>	47s	3.7

Comparing Active Users



	Page path	Views	% Δ	7-day active ...	% 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

Pathways 30 days Metrics

OnePalouse

Before Pathways Sept 13, 2024 to Oct 13, 2024

30 Day Users

6,317

7 Day Users

1,113

New Users

125

% Return Users

21

Engaged Sessions

See details

See details

DAU / MAU

2.3%

DAU / WAU

12.9%

Bounce Rate

42.4%

Events/User

6.6

Engagement Time

21

Views per Users

2.1

After Pathways Oct 14, 2024 to Nov 13, 2024

30 Day Users

3,087

7 Day Users

706

New Users

72

% Return Users

15%

Engaged Sessions

56%

Views/Session

2.11

DAU/MAU

3.7%

DAU/WAU

16.1%

Bounce Rate

44.3%

Events/User

8.0

Engagement Time

56.8s

Views per Users

3.9

Comparing Active Users



	Page path	Views ▾	% Δ	7-day active ...	% Δ	Avg Duration	% Δ
1.	/	133	68.4% ↑	568	17.6% ↑	00:58:23	194.7% ↑
2.	/search	12	1,100.0% ↑	56	460.0% ↑	00:02:18	2,292.5% ↑
3.	/organizations	11	450.0% ↑	44	238.5% ↑	00:32:19	3,108.7% ↑
4.	/navigator	10	900.0% ↑	42	600.0% ↑	00:31:16	24,933.7% ↑
5.	/resources	10	-88.4% ↓	42	-90.3% ↓	00:02:31	-96.7% ↓
6.	/about	9	125.0% ↑	47	95.8% ↑	00:16:48	2,798.7% ↑
7.	/jobs	9	800.0% ↑	17	325.0% ↑	00:03:04	407.9% ↑
8.	/guides/washington-a-g...	8	-	29	-	00:05:44	-
9.	/guides	5	-54.5% ↓	31	34.8% ↑	00:01:59	71.0% ↑
10.	/guides/idaho-a-guide-f...	4	100.0% ↑	31	675.0% ↑	00:03:10	254.3% ↑

	User Dashboard	Views ▾	% Δ	7-day active users	% Δ	Avg Duration	% Δ	Views per user	% Δ
1.	Others	333	321.5% ↑	706	46.2% ↑	01:34:39	377.8%...	2.92	155.1% ↑

Highlights after 30 days

- While overall traffic to the platforms is down, this is outside of our control - depending more on local marketing efforts.
- However, we do see significant improvements in metrics related to user retention
 - DAU/MAU improved by 5%, DAU/WAU improved by 15%
 - Return Users has more than doubled!
- Most metrics related to user engagement have also improved
 - Pages Views per User has also almost doubled, from 2.1 to 3.9. Meaning visitors are exploring more!
 - Events per User has increased by 20%, meaning they are performing about 2 more actions on the platform.
 - The most significant improvement is in the average duration of an engaged session, which changed form 15s (good) to 56s (GREAT)
- 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 almost 4! Meaning they are coming back to their dashboard many times! And average they are spending almost 3 minutes looking at it!

Pathways 30 days Metrics

Austin BCL

Before Pathways Sept 16, 2024 to Oct 16, 2024

30 Day Users	7 Day Users	New Users	% Return Users	Engaged Sessions	Views/Session
4,033	1,078	147	5%	51%	2.45
DAU / WAU		Bounce Rate	Events/User	Engagement Time	Views per Users
16.0%		48.9%	6.8	35.2s	

After Pathways Oct 17, 2024 to Nov 16, 2024

30 Day Users	7 Day Users	New Users	% Return Users	Engaged Sessions	Views/Session
4,291	870	103	<div><div></div><div>See details</div></div>	<div><div></div><div>See details</div></div>	2.47
DAU/MAU	DAU/WAU	Bounce Rate	Events/User	Engagement Time	Views per Users
3.1%	15.2%	47.5%	7.3	39.5s	3.5

Comparing Active Users

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Quota Error

This data set has been accessed too many times.

See details

Page path		Views ▾	% Δ	7-day active ...	% Δ	Avg Duration	% Δ
1.	/	122	-31.5% ↓	627	-18.7% ↓	00:56:40	64.1% ↑
2.	/guides/entrepreneurship	33	-19.5% ↓	200	60.0% ↑	00:21:02	274.4% ↑
3.	/resources	31	-79.1% ↓	93	-62.8% ↓	00:09:45	-63.3% ↓
4.	/organizations	31	72.2% ↑	50	22.0% ↑	00:26:37	307.6% ↑
5.	/jobs	13	1,200.0% ↑	36	1,700.0% ↑	00:05:13	723.9% ↑
6.	/navigator	13	62.5% ↑	20	-41.2% ↓	00:01:28	-15.9% ↓
7.	/events	12	0.0%	41	41.4% ↑	00:00:49	-26.3% ↓
8.	/users	9	800.0% ↑	30	328.6% ↑	00:08:18	8,559.6% ↑
9.	/guides	8	-63.6% ↓	46	-51.6% ↓	00:07:46	227.6% ↑
10.	/about	8	-27.3% ↓	32	-56.2% ↓	00:09:30	122.5% ↑

User Dashboard		Views ▾	% Δ	7-day active users	% Δ	Avg Duration	% Δ	Views per user	% Δ
1.	Others	390	119.1% ↑	870	12.8% ↑	01:54:19	231.0%...	2.95	100.8% ↑

Highlights after 30 days

- While overall traffic to the platforms is down, this is outside of our control - depending more on local marketing efforts.
- However, we do see significant improvements in metrics related to user engagement and mixed results in retention.
- In our engagement metrics we see
 - views per user and session have held steady
 - and we have a modest improvement in engaged sessions, events per user and bounce rate
 - average duration of engaged sessions has increased by 4 seconds.
 - We can see improvements in session duration for most pages on the platform.
- In our retention metrics
 - DAU/MAU and DAU/WAU are both down but return users has nearly doubled.
- We can also see significant gains in engagement with the Jobs and Users directories.
- The user dashboard is also showing significant usage, with a duration of over 3 minutes and 3 views per user.