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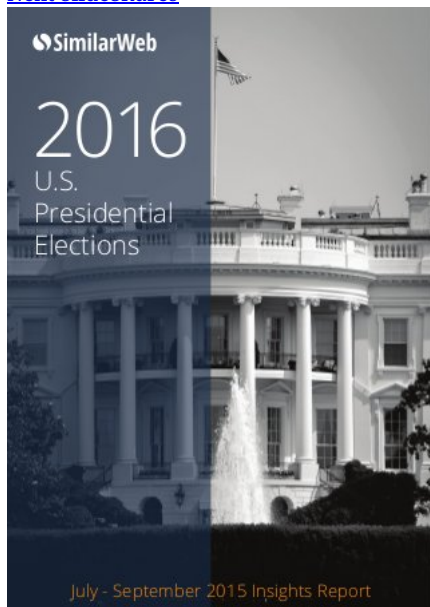
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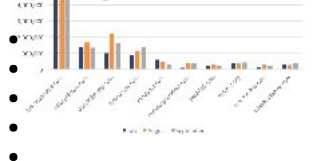
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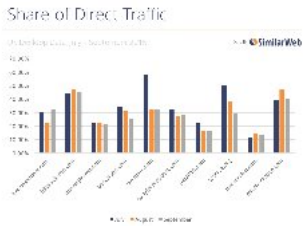
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Where is traffic coming from?

Sanders' brand is on the rise

Direct traffic is the sign of a strong brand, and so it should not surprise us that Hillary Clinton is a leader in direct traffic. Clinton not only has strong name recognition (both her and the rest of her family), but she has also been a candidate for the longest time (whether officially unofficially). It also helps that Clinton's domain is straight forward, while donaldtrump.com is not necessarily the first site that comes to mind for voters. GOP candidates with simply named domains get a substantive share of their traffic from direct visits, averaging 3.3% versus 23% for those that have domains that are not simply their name.com.

The only candidate that has seen an increase in his share of direct traffic is Bernie Sanders. His campaign website picked up steam throughout the summer, and his brand is on the rise. Approximately 40% of GOP candidate Mike Huckabee's website visits are from direct traffic, holding steady since July.



Check your spam folder

Email is a crucial part of any election campaign, both as a frustrating and an engagement tool. Getting constituents' emails is the top priority for every campaign, the first thing users see on every candidate's website is a place to enter their email address.

Looking at Sanders' relatively massive share of email traffic, we can assume that he is doing the best in capturing supporters' emails.

Only Marco Rubio and Clinton managed to increase the share of traffic to their website from mailings. However, there is a diminishing trend, with an average of 0.7% decrease from July to September - it is possible that this represents fatigue among email subscribers to the campaign.

