Channels

ALL » DEFAULT CHANNEL GROUPING: Social
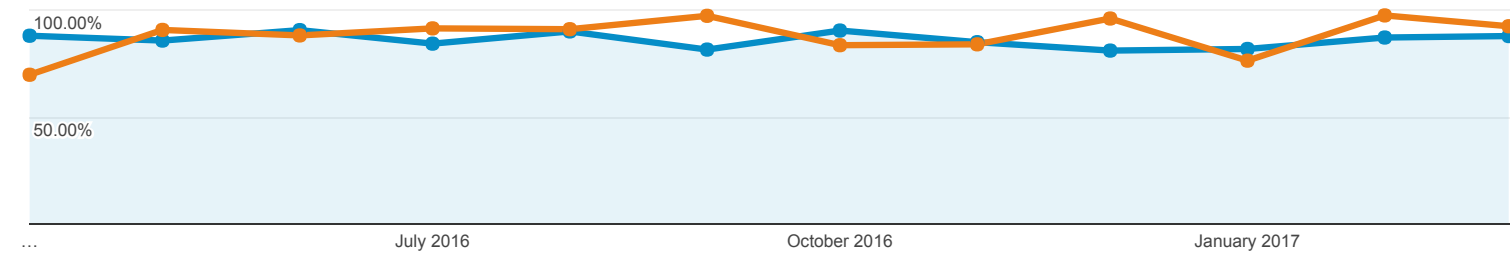
Apr 1, 2016 - Mar 31, 2017
Compare to: Apr 1, 2015 - Mar 31, 2016

All Users
-0.05% Sessions

Explorer

Summary

Apr 1, 2016 - Mar 31, 2017: ● % New Sessions
Apr 1, 2015 - Mar 31, 2016: ● % New Sessions

Social Network	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	33.71% 🔻 4,581 vs 6,911	7.15% 🔻 86.18% vs 92.82%	38.46% 🔻 3,948 vs 6,415	3.84% 🔺 89.22% vs 92.78%	19.41% 🔺 1.33 vs 1.12	132.98% 🔺 00:00:48 vs 00:00:21	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% $0.00 vs $0.00
1. Facebook									
Apr 1, 2016 - Mar 31, 2017	**3,344** (73.00%)	90.79%	**3,036** (76.90%)	91.36%	1.17	00:00:31	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	**6,306** (91.25%)	94.15%	**5,937** (92.55%)	93.47%	1.10	00:00:19	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**-46.97%**	**-3.57%**	**-48.86%**	**-2.26%**	**6.50%**	**67.97%**	**0.00%**	**0.00%**	**0.00%**
2. LinkedIn									
Apr 1, 2016 - Mar 31, 2017	**614** (13.40%)	70.68%	**434** (10.99%)	81.27%	2.01	00:02:00	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	**58** (0.84%)	91.38%	**53** (0.83%)	82.76%	1.74	00:01:45	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**958.62%**	**-22.65%**	**718.87%**	**-1.80%**	**15.23%**	**14.34%**	**0.00%**	**0.00%**	**0.00%**
3. Twitter									
Apr 1, 2016 - Mar 31, 2017	**453** (9.89%)	69.32%	**314** (7.95%)	82.56%	1.71	00:01:25	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	**428** (6.19%)	74.30%	**318** (4.96%)	83.64%	1.29	00:00:35	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**5.84%**	**-6.71%**	**-1.26%**	**-1.30%**	**32.17%**	**139.25%**	**0.00%**	**0.00%**	**0.00%**
4. reddit									
Apr 1, 2016 - Mar 31, 2017	**132** (2.88%)	98.48%	**130** (3.29%)	93.94%	1.09	00:00:04	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	**46** (0.67%)	91.30%	**42** (0.65%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**186.96%**	**7.86%**	**209.52%**	**-6.06%**	**9.09%**	**∞%**	**0.00%**	**0.00%**	**0.00%**
5. Stack Exchange									
Apr 1, 2016 - Mar 31, 2017	**16** (0.35%)	100.00%	**16** (0.41%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)

	Apr 1, 2015 - Mar 31, 2016								
	17 (0.25%)	88.24%	**15** (0.23%)	88.24%	1.12	00:00:54	0.00%	**0** (0.00%)	$0.00 (0.00%)
% Change	**-5.88%**	**13.33%**	**6.67%**	**13.33%**	**-10.53%**	**-100.00%**	**0.00%**	**0.00%**	**0.00%**

6. Naver

Apr 1, 2016 - Mar 31, 2017	**8** (0.17%)	87.50%	**7** (0.18%)	100.00%	1.00	00:00:00	0.00%	**0** (0.00%)	$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	**9** (0.13%)	100.00%	**9** (0.14%)	88.89%	1.11	00:00:02	0.00%	**0** (0.00%)	$0.00 (0.00%)
% Change	**-11.11%**	**-12.50%**	**-22.22%**	**12.50%**	**-10.00%**	**-100.00%**	**0.00%**	**0.00%**	**0.00%**

7. Weebly

Apr 1, 2016 - Mar 31, 2017	**6** (0.13%)	83.33%	**5** (0.13%)	83.33%	1.17	00:00:54	0.00%	**0** (0.00%)	$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	**0** (0.00%)	0.00%	**0** (0.00%)	0.00%	0.00	00:00:00	0.00%	**0** (0.00%)	$0.00 (0.00%)
% Change	**∞%**	**∞%**	**∞%**	**∞%**	**∞%**	**∞%**	**0.00%**	**0.00%**	**0.00%**

8. Yammer

Apr 1, 2016 - Mar 31, 2017	**4** (0.09%)	50.00%	**2** (0.05%)	50.00%	1.75	00:03:20	0.00%	**0** (0.00%)	$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	**0** (0.00%)	0.00%	**0** (0.00%)	0.00%	0.00	00:00:00	0.00%	**0** (0.00%)	$0.00 (0.00%)
% Change	**∞%**	**∞%**	**∞%**	**∞%**	**∞%**	**∞%**	**0.00%**	**0.00%**	**0.00%**

9. Ravelry

Apr 1, 2016 - Mar 31, 2017	**2** (0.04%)	100.00%	**2** (0.05%)	100.00%	1.00	00:00:00	0.00%	**0** (0.00%)	$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	**0** (0.00%)	0.00%	**0** (0.00%)	0.00%	0.00	00:00:00	0.00%	**0** (0.00%)	$0.00 (0.00%)
% Change	**∞%**	**∞%**	**∞%**	**∞%**	**∞%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**

10. Blogger

Apr 1, 2016 - Mar 31, 2017	**1** (0.02%)	100.00%	**1** (0.03%)	100.00%	1.00	00:00:00	0.00%	**0** (0.00%)	$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	**7** (0.10%)	100.00%	**7** (0.11%)	85.71%	1.43	00:03:01	0.00%	**0** (0.00%)	$0.00 (0.00%)
% Change	**-85.71%**	**0.00%**	**-85.71%**	**16.67%**	**-30.00%**	**-100.00%**	**0.00%**	**0.00%**	**0.00%**

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