

Channels

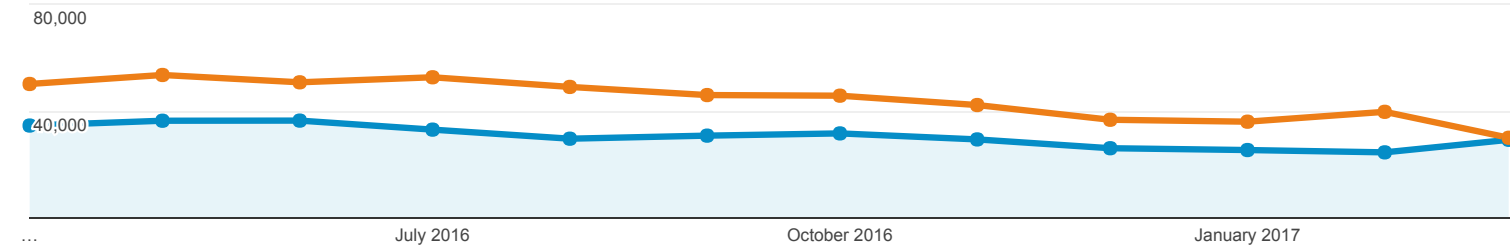
Apr 1, 2016 - Mar 31, 2017
Compare to: Apr 1, 2015 - Mar 31, 2016

All Users
+0.00% Sessions

Explorer

Summary

Apr 1, 2016 - Mar 31, 2017: Sessions
Apr 1, 2015 - Mar 31, 2016: Sessions



Default Channel Grouping	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	30.93% ↓ 368,314 vs 533,283	2.49% ↑ 77.27% vs 75.39%	29.22% ↓ 284,600 vs 402,068	0.65% ↑ 87.88% vs 88.45%	0.46% ↑ 1.23 vs 1.22	7.62% ↓ 00:00:42 vs 00:00:46	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. Referral									
Apr 1, 2016 - Mar 31, 2017	258,967 (70.31%)	80.31%	207,979 (73.08%)	88.21%	1.21	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	352,388 (66.08%)	78.00%	274,853 (68.36%)	88.93%	1.19	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-26.51%	2.97%	-24.33%	-0.81%	1.84%	3.32%	0.00%	0.00%	0.00%
2. Direct									
Apr 1, 2016 - Mar 31, 2017	72,358 (19.65%)	66.77%	48,313 (16.98%)	87.00%	1.27	00:00:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	89,689 (16.82%)	63.21%	56,692 (14.10%)	86.67%	1.36	00:01:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-19.32%	5.63%	-14.78%	0.38%	-6.40%	-36.29%	0.00%	0.00%	0.00%
3. Organic Search									
Apr 1, 2016 - Mar 31, 2017	31,086 (8.44%)	74.66%	23,210 (8.16%)	86.79%	1.25	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	82,144 (15.40%)	75.94%	62,379 (15.51%)	87.96%	1.22	00:00:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-62.16%	-1.68%	-62.79%	-1.33%	2.45%	2.75%	0.00%	0.00%	0.00%
4. Social									
Apr 1, 2016 - Mar 31, 2017	4,581 (1.24%)	86.18%	3,948 (1.39%)	89.22%	1.33	00:00:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	6,911 (1.30%)	92.82%	6,415 (1.60%)	92.78%	1.12	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-33.71%	-7.15%	-38.46%	-3.84%	19.41%	132.98%	0.00%	0.00%	0.00%
5. (Other)									
Apr 1, 2016 - Mar 31, 2017	1,322 (0.36%)	86.99%	1,150 (0.40%)	91.53%	1.14	00:00:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	2,130 (0.40%)	80.66%	1,718 (0.43%)	88.97%	1.20	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)

% Change	-37.93%	7.85%	-33.06%	2.88%	-5.13%	-40.29%	0.00%	0.00%	0.00%
6. Email									
Apr 1, 2016 - Mar 31, 2017	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	21 (0.00%)	52.38%	11 (0.00%)	66.67%	1.48	00:01:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	0.00%	0.00%	0.00%