

Views

508.8K

Active users

345.3K

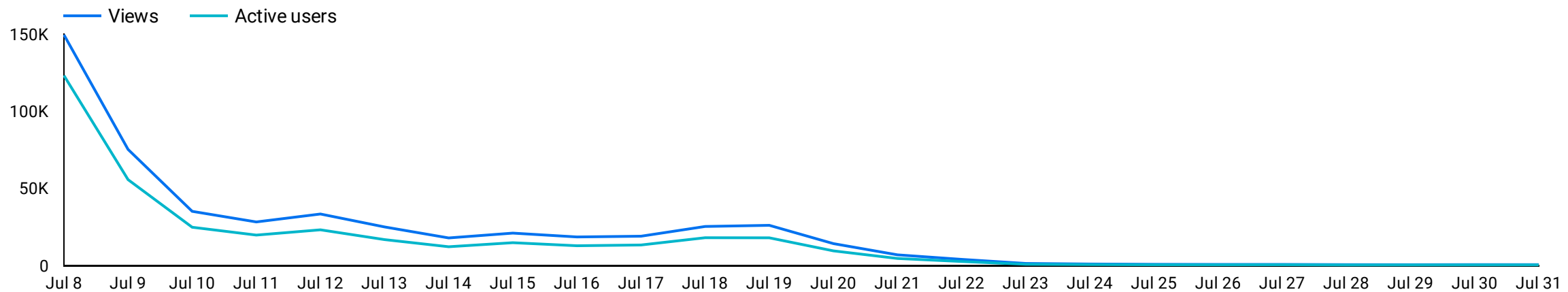
Avg. map pin clicks per user

6.9

Clicks to 'download the data'

11.3K

Views and users by day

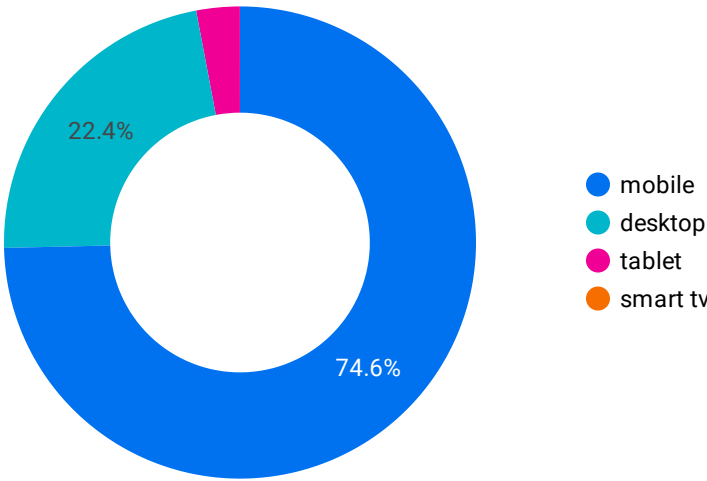


Views and users by page

	Page path	Views	Active users
1.	/page/where-buy-alcoholic-beverages	504.2K	341.9K
2.	/fr/page/ou-acheter-des-boissons-alcoolisees	4.6K	3.4K
Grand total		508.8K	345.3K

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Users by device type



Searches on map

211.1K

Clicks on map pins

2.39M

Clicks to Google Maps from a pin

41.5K

Clicks on map filters

495.6K

Searches on map

	Search term	Event count	
1.	london, ontario, canada	3.3K	
2.	hamilton, ontario, canada	3.2K	
3.	ottawa, ontario, canada	2.9K	
4.	barrie, ontario, canada	2.8K	
5.	toronto, ontario, canada	2.8K	
6.	brampton, ontario, canada	2.8K	
7.	mississauga, ontario, canada	2.7K	
8.	kitchener, ontario, canada	2.7K	
9.	sudbury district, ontario, canada	2.1K	
10.	burlington, ontario, canada	1.9K	
11.	oshawa, ontario, canada	1.8K	
12.	peterborough, ontario, canada	1.8K	
13.	oakville, ontario, canada	1.8K	
14.	guelph, ontario, canada	1.7K	
15.	windsor, ontario, canada	1.7K	
16.	toronto bee rescue meadery, mulmur, ...	1.6K	
17.	kingston, ontario, canada	1.6K	
18.	cambridge, ontario, canada	1.5K	
19.	whitby, ontario, canada	1.5K	
20.	thunder bay, ontario, canada	1.4K	

Clicks on map pins

	Pin name	City	Address	Clicks	
1.	mill street brewery	toronto	55 mill street	10.8K	
2.	reid's distillery	toronto	32 logan avenue	8.9K	
3.	great lakes brewing company	etobicoke	30 queen elizabeth ...	8.7K	
4.	maverick distillery limited	oakville	2140 winston park ...	7.8K	
5.	lcbo convenience outlet: pioneer gas	gormley	12717 woodbine av...	7K	
6.	the crawler beverage company	toronto	90 cawthra avenue ...	7K	
7.	lcbo convenience outlet: esso	caledon	14010 hurontario s...	6.8K	
8.	junction craft brewing	toronto	150 symes road	6.4K	
9.	national dry company ltd.	north york	30 arrow road	5.9K	
10.	magnotta brewery and distillery	woodbrid...	271 chrislea road	5.6K	

Clicks on map filters

	Checkbox name	Checkbox state	Event count	
1.	beer	unselected	99.3K	
2.	cider	unselected	97.5K	
3.	wine	unselected	91K	
4.	lcbo-convenience-outlet	unselected	60.8K	
5.	spirits	unselected	52.4K	

Sessions

476.1K

Engaged sessions

329.5K

Engagement rate

69.2%

Average session duration

02:53

	Traffic source	Engaged sessions	Engaged sessions (% of total)	Engagement rate	Avg. session duration
1.	Email	86.6K	26%	76%	02:39
2.	Paid Search	72.8K	22%	69%	03:16
3.	Referral	62.4K	19%	78%	03:15
4.	Organic Search	58.9K	18%	72%	03:15
5.	Direct	28K	8%	60%	02:37
6.	Organic Social	23.9K	7%	69%	01:55
7.	Paid Social	1.7K	1%	14%	15
8.	Unassigned	159	+0%	21%	02:42
9.	Paid Display & Vid...	20	+0%	87%	02:16
10.	Organic Video	1	+0%	25%	07:44
	Grand total	329.5K	100%	69%	02:53

Notes:

Session default channel group: the channels from which users arrived at the site when starting a new session.

Sessions: the total number of sessions. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: An engaged session is a session that lasts longer than 10 seconds, has a key events, or has at least 2 pageviews or screenviews.

Engagement rate: the percentage of engaged sessions out of total sessions on the site.

Average session duration: the average duration (displayed in minutes:seconds) of users' sessions.