

Address change for driver's licence, vehicle permit and health card

Step 1 active users

92.3K

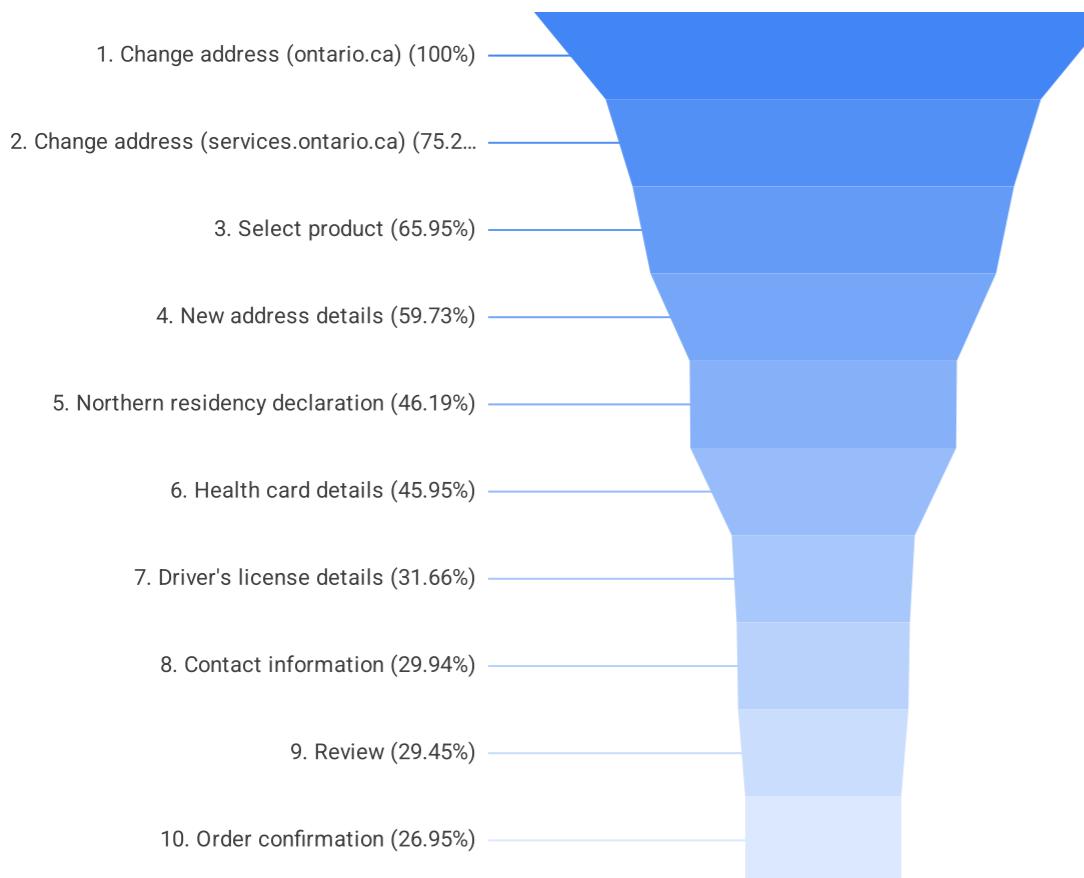
Step 10 active users

24.9K

Overall completion rate

27.0%

Address change goal funnel



Completion rate by traffic source

Traffic source	Step 1 active users	Step 10 active users	Completion %
Organic Search	73,483	21,493	29.25%
Direct	8,990	1,452	16.15%
Paid Search	5,172	1,389	26.86%
Referral	2,707	401	14.81%
Unassigned	1,647	87	5.28%

Notes:

Goal funnel:

The goal funnel visualizes the steps users take to complete an Address Change application.

Traffic source:

This chart breaks down the overall completion rate for the funnel based on the traffic source driving users to the start page.

Device type:

This chart breaks down the overall completion rate for the funnel based on the device type of users.

Completion rate by device type

Device type	Step 1 active users	Step 10 active users	Completion %
desktop	46,346	15,860	34.22%
mobile	45,139	8,753	19.39%
tablet	1,247	333	26.7%

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How many users complete and abandon each step?

Step	Elapsed time	Active users	Completion rate	Abandonments	Abandonment rate
1. Change address (ontario.ca)	null	92,301	75.26%	22,837	24.74%
2. Change address (services.ontario.ca)	00:00:46	69,464	87.63%	8,596	12.37%
3. Select product	00:00:37	60,868	90.57%	5,739	9.43%
4. New address details	00:00:27	55,129	77.34%	12,491	22.66%
5. Northern residency declaration	00:02:19	42,638	99.46%	230	0.54%
6. Health card details	00:00:21	42,408	68.91%	13,185	31.09%
7. Driver's license details	00:02:25	29,223	94.56%	1,589	5.44%
8. Contact information	00:01:43	27,634	98.35%	455	1.65%
9. Review	00:00:49	27,179	91.53%	2,302	8.47%
10. Order confirmation	00:00:45	24,877	null	null	null

Notes:

This heatmap displays more detailed information for each step of the goal funnel. This information helps show which steps users spend the most time on. It also highlights which steps users abandon the funnel most often.

Elapsed time:

Displays the average time elapsed between funnel steps

Completion rate:

Displays the percent of users that navigated to the next step in the goal funnel.

Abandonments:

Displays the percent of users that did not navigate to the next step in the goal funnel.