



growth hacking for

JUMPCUT

A REPORT

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purpose

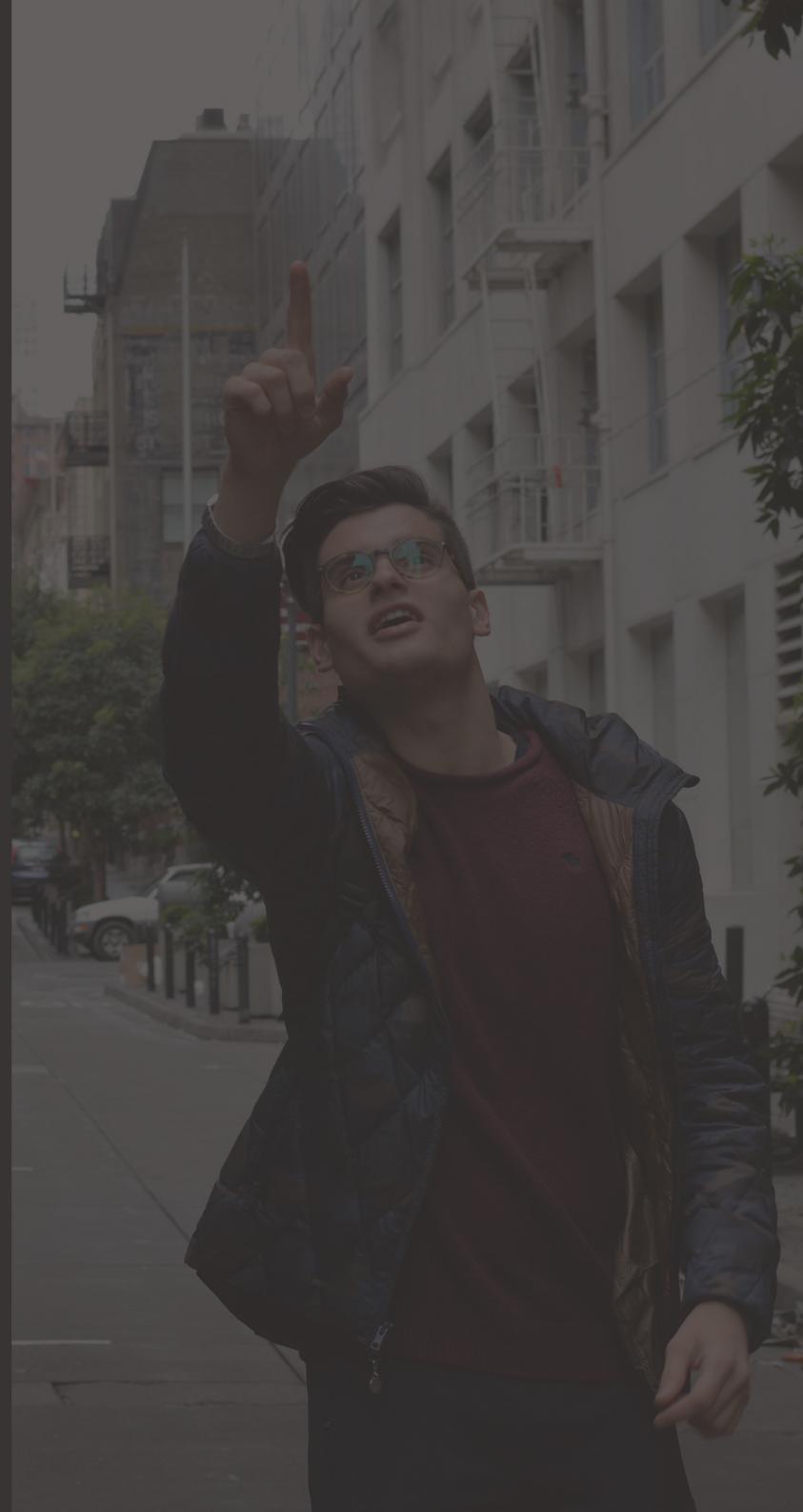
Jumpcut creates captivating online courses. The founders are successful YouTubers who are passionate about bringing their expertise in the entertainment industry to the online education space.

In 2016, Jumpcut Academy released their first course “YouTube Influencer 101 Course.” Now, Jumpcut offers two main courses, Viral Academy and Automated Income Machine, with nine and six bonus courses available to students respectively.

Growing the Jumpcut brand entails growing their student base and brand awareness. Designing growth hacks entails specifying the growth goal in focus. Any marketing initiative could contribute to both growth goals, but ultimately one growth goal will take precedent over another.

Growth hacking for Jumpcut is an interesting project because the company has to balance their short-term and long-term growth. Attracting and converting more leads into Jumpcut Academy students contributes to Jumpcut’s bottom line by expanding revenue from sales.

With immediate plans to expand their course offerings, Jumpcut has to broaden their brand awareness beyond YouTube influencing and social media marketing. The brand positioning should emphasize the company’s strength in creating captivating online courses.



A woman with dark hair tied back is wearing clear safety goggles and a teal shirt. She is looking at a wall covered with various colored sticky notes (yellow, green, orange, red) and a pencil. Her right hand is pointing towards the notes.

DECONSTRUCTING THE BRAND

JUMPCUT

the brand components

brand voice

The Jumpcut brand is anthropomorphized by co-founders Kong and Jesse. The personification of the brand invokes the attachment theory wherein the interpersonal customer interactions with Kong and Jesse build the strength and quality of the brand-to-consumer relationship (Fournier & Alvarez, 2012). Notably, the consistency of Kong and Jesse being the face of the video content and marketing messages further enhances the conversational tone that is used to portray a interpersonal relationship (see *Exhibit 1*).

In the videos, customers feel as though Jesse/Kong is speaking directly to them. In subsequent marketing emails, the conversation feels like it picks up from the previous interaction because the personas and brand tone are kept consistent.

associations

Jumpcut's brand is a co-created entity of the relationship between customer and brand. A dimension of brand co-creation entails associating the brand identity to the consumer identity (Fournier & Alvarez, 2012). When the customers finish the course, they are likely to attribute their success to Jumpcut. By feeling that the company was instrumental in their successful learning, customers' success becomes Jumpcut's success.

Jumpcut also leverages the reputation of their instructors in the industry. By featuring successful YouTubers, Jumpcut immediately gets associated with the positive association that these YouTubers bring, but more importantly, associates Jumpcut with success – which is a crucial affiliation for an outcome-focused product like Jumpcut Academy.

community

Unlike most online courses, Jumpcut emphasizes community involvement by increasing the student's tangible involvement.

The course brings together students to complete daily challenges to complement the learning experience (see *Exhibit 2*). Additionally, Jumpcut brings together a network of students to support each other, give tangible advice, and serve as a source of motivation.

Currently, the YouTube Influencer 101 Course is the company's only course offering. As the inaugural product of Jumpcut, the course is foundational to the construction of the brand. The success of the students who take the YouTube Influencer course will reflect directly on the success of Jumpcut. The program is divided into five stages:



Jumpcut's value proposition is distinct from its competitors because Jumpcut delivers the expertise of industry practitioners with engaging production quality.

Jumpcut employs their expertise in creating binge-worthy content by utilizing choice architecture to reduce the need for conscious effort or self control by producing captivating and engaging videos. Unlike most online courses, like MOOCs on Udemy or Coursera, Jumpcut courses are not just recorded lectures or videos of a whiteboard.

In the first video that potential customers watch, Jesse leverages the impact of messaging by capitalizing on the framing effect to persuade watchers to purchase the course (Datta & Mullainathan, 2012). For example, Jumpcut emphasizes on what customers are losing by not acting now – they demonstrate how the customers' inaction is harming them. The first video is marketed as free tips from a professional on how to start a YouTube channel – and the tip is to just start. This trigger of taking action coincides with the course offering, which frames a mental mode of customers to fit the trigger of taking an action, in this case, enrolling in the Jumpcut course.

Regardless of whether the student ends up enrolling in the Jumpcut Academy, the promotional video motivates students with aspirations of becoming a YouTube star to start. This is a form of pull marketing because even if the lead does not convert into a customer now, Jumpcut would have created a larger addressable market by expanding the pool of aspiring YouTubers.

Motivating aspiring YouTuber leverages the motivation driven by maintaining a positive self-concept (Touré-Tillery & Fishbach, 2018). Self-signaling focuses on the extent to which the aspiring YouTubers can make internal attributions to their goal-related action, such as beginning the course.

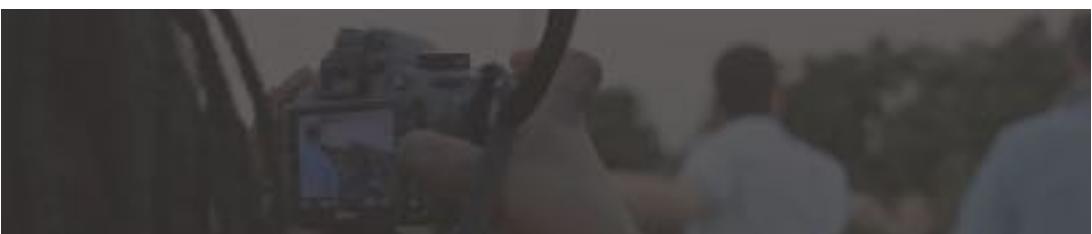


value proposition

Jumpcut Academy costs \$997 (one-time payment for Lifetime Access) or \$197 per month. Compared to large online course providers Coursera (\$49 per course) and Udemy (ranges from \$9 to \$300), Jumpcut Academy charges a price above the market rate (MyLeanMBA, 2017). However, comparing Jumpcut and Coursera/Udemy may not be a fair comparison given the different operations and value propositions.

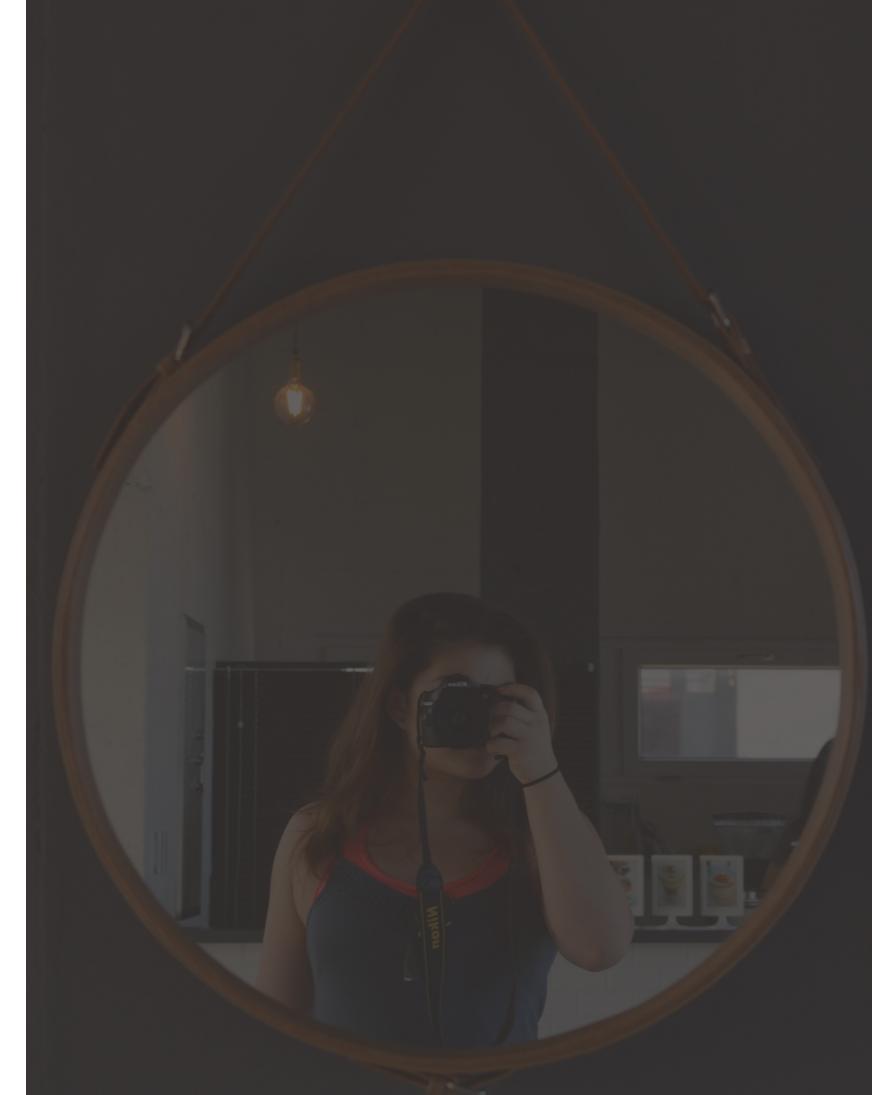
The \$997 price tag serves a psychological benefit to students because the price represents the dedication to putting in time and effort in growing their YouTube channel. The monetary commitment serves as a device to facilitate self-control and self-discipline (Datta & Mullainathan, 2012).

Additionally, Jumpcut does not offer discounts to their courses because they believe providing the course for a lower price or for free diminishes the value of the course and therefore leads to poorer learning outcomes.

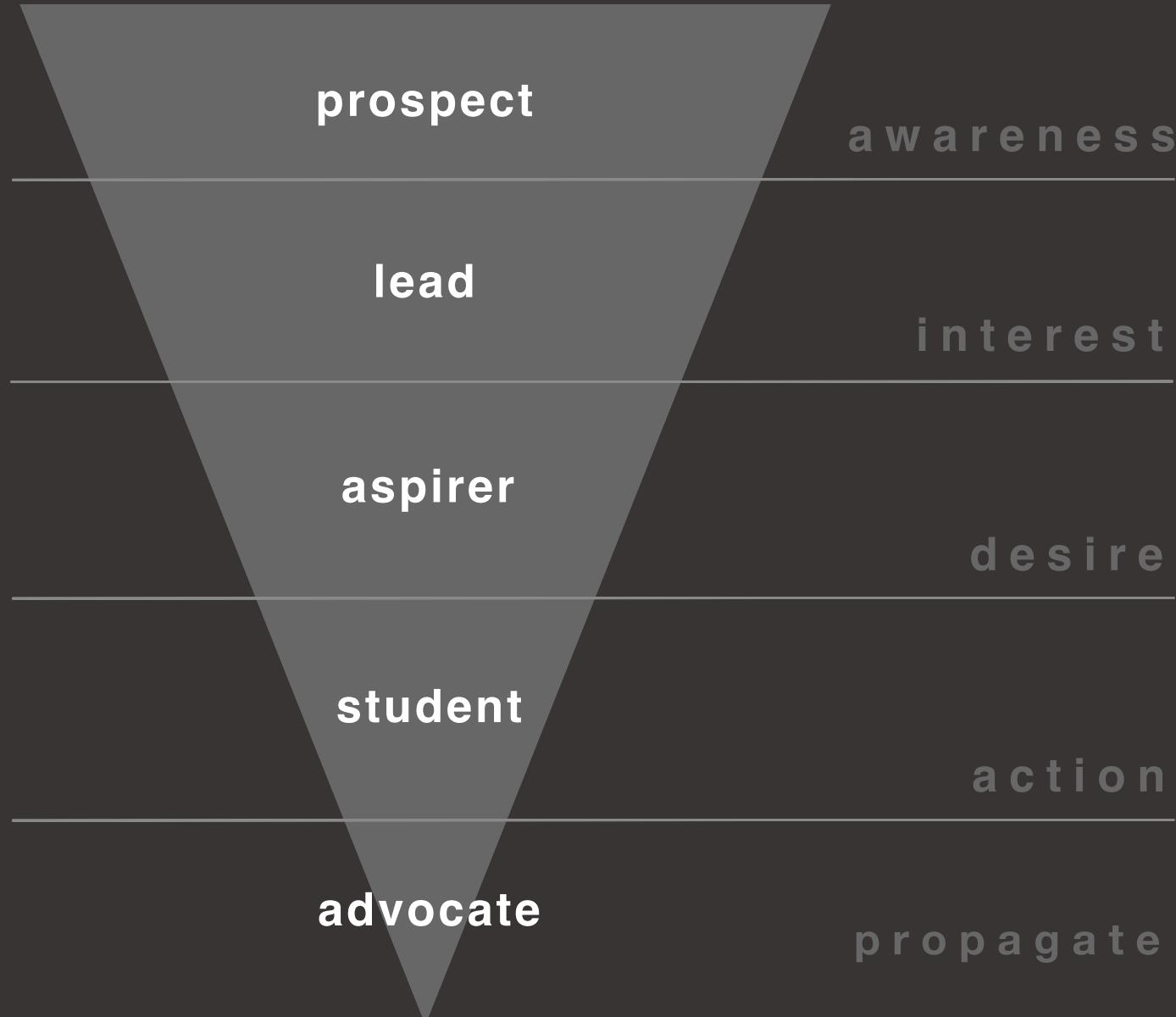


The community aspect of the Jumpcut Academy further enforces the motivation and inspiration for aspiring YouTubers. The company leverages the natural instinct of humans to form social bonds through their community program, which both explicitly and implicitly promotes these virtues (Baumeister & Leary, 1995).

The community increases the tendency of members to form strong in-group bonds which serve as a resistance against giving up the art. If a member voices their struggles, be it issues with growing their channel or losing motivation, the broader community would soften the threat of losing a member by offering help. Jumpcut values the community behavior that fosters bonds based on the members' dreams of becoming a breakout YouTube star because it retains students as customers and potential brand advocates.



Jumpcut conversion funnel



Attracting potential students for the YouTube Influencer 101 course follows a traditional conversion funnel model. Marketing initiatives can take two approaches to the funnel: bottom-up and top-down.

A **bottom-up approach** targets leads with interest and high-potential to convert into paying customers.

A **top-down approach** broadcasts marketing messaging to a broad audience to increase brand awareness.

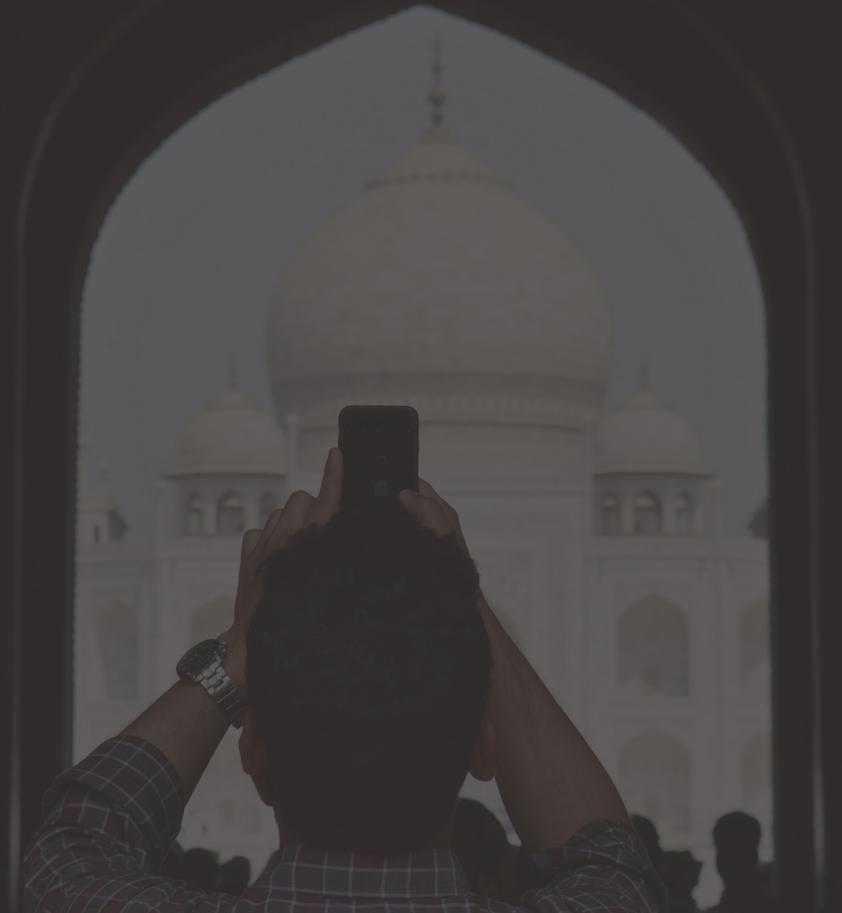
To investigate the efficacy of each approach, two growth hacks were implemented and their results are reported and analyzed below.

G R O W T H H A C K S



GROWTH HACK #1

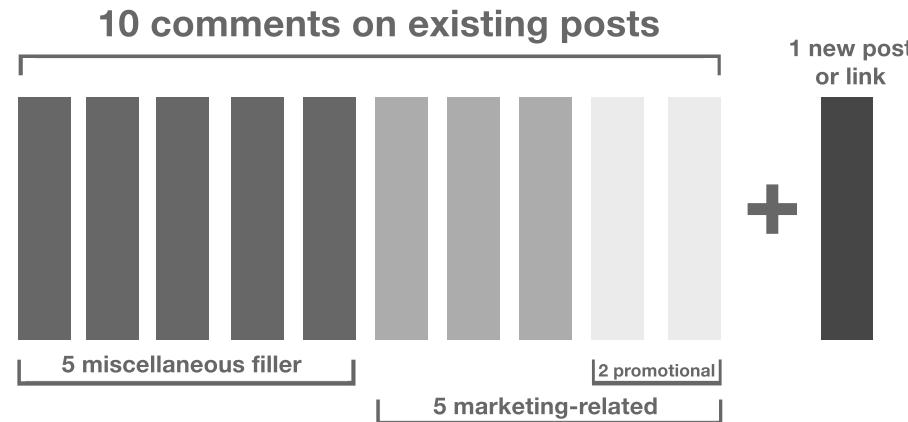
engaging in Reddit communities



To apply the bottom-up approach to growing Jumpcut, I proposed to engage in niche communities on the online platform Reddit.

I targeted subreddit communities that were related to YouTube influencing such as social media marketing, personal branding, video creators, and entrepreneurship. My promotional posts included links to posts on [the Jumpcut blog](#).

Reddit accounts have to be active to successfully engage in the Reddit community – it is a red flag to come across as a marketer on Reddit (Ong, 2017). To successfully engage, Reddit accounts need to accumulate and maintain karma. Karma is the engagement point metric on Reddit that rewards the maturity of the account, volume of engagement, and quality of engagement (upvotes). To accumulate karma, I set a daily posting goal with specific post breakdowns (visualized below) to ensure I was seeding the account with non-marketing related content but also driving traffic to Jumpcut's blog (see *Exhibit 3*).



The Reddit strategy aligns with the Jumpcut brand because as experts in growing an audience, Jumpcut advocates for the strategy of engaging in niche communities in some of their blog posts and marketing emails.

Additionally, Jumpcut maintains a conversational tone across their messaging. Engaging in discussions on online forums aligns well with the brand's identity of being casual and reputable.

seeding results

I seeded four Reddit accounts every day in February. The summary of the performance of different Reddit accounts are:

Account	alpha	beta	charlie	omega
Starting Karma	253	38	1	1
Ending Karma	580	123	17	2
Increase	297	85	16	1
Increase (%)	130%	224%	1600%	200%

***account names changed for the public presentation of this report.*

Across all accounts, there was a 212% median increase in Reddit karma. I am measuring my success using the median instead of the mean because there is a wide variance in results – one account experiencing a 1600% increase while another only 130%. Additionally, looking at the percentage of karma increase is not as comparable as the increase in karma. With the lowest increase in percentage, alpha actually doubled in karma points and drove the most traffic to the Jumpcut blog.

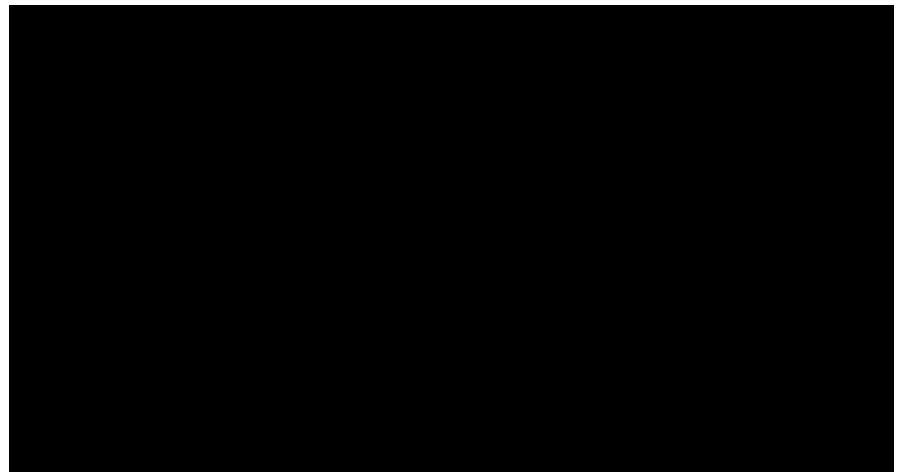
Accounts with accumulated karma have a higher chance of getting upvoted by the community (see *Exhibit 4*). Upvotes and karma are important to increase the visibility of the post in the online communities which should translate to traffic.



traffic results

Source / Medium	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
google / organic				
(direct) / (none)				
facebook.com / social				
twitter.com / social				
reddit.com / referral				
app.jumpcut.com / referral				
google / cpc				
jumpcut.com / referral				
facebook.com / referral				
news.ycombinator.com / referral				
Average				

In February, the Jumpcut blog acquired x sessions from Reddit. Reddit ranked the top referral source, but fared poorly on behavior metrics such as bounce rate, page per session, and average session duration when compared to the averages. Compared to the average of x%, Reddit's bounce rate indicates that x% of traffic exit the website without clicking on anything. The average page depth (indicated by page per session) for Reddit is x compared to the average of x – this means that Reddit users explored other blog posts less than users from other sources. Reddit's average session duration (x seconds) falls short to the average of a minute and 16 seconds, revealing that Reddit users stayed on the page shorter than users obtained from other sources (*See Exhibit 5 for previous month's data*).



One of my promotional comment was directed toward an existing customer of Jumpcut, demonstrating that I was targeting the right audience. Importantly, this user did not suspect I was promoting for Jumpcut.

conclusion

I proposed engaging in the Reddit community because I hypothesized that the traffic would be highly engaged albeit lower in volume. I assumed the traffic would consist of an engaged audience because manually seeding online content would mean the content would be tailored to a hyper-niched segment. However, the results did not prove my hypothesis. This endeavor taught me the importance of experimentation – based on the results, referring audiences from Reddit fares poorly as it does not translate to users who are engaging with the content. If the users do not read the blog posts, the content does not have the opportunity to inspire interest or desire to enroll in the Jumpcut Academy. In other words, unengaged users do not advance down the sales conversion funnel.

GROWTH HACK #2

*posting on
marketing
content
aggregator
Zest.is*

In the last 2 weeks of February, Zest ranked as one of the top referral sources. Zest is a Chrome New-Tab extension that aggregates marketing-related content. Upon investigation, posting Jumpcut blog posts on Zest showed the potential to reach a wide audience of marketers. I proposed to post links to Jumpcut's blog on Zest as a top-down growth hack.



I submitted Jumpcut blog posts and other marketing-related articles to Zest on a biweekly basis. Similar to my strategy with Reddit, I wanted to be perceived as part of the social market of Zest's community of marketers, sharing informative content that was independent of my responsibilities as a marketer. As Zest manually approves and selects which suggested content to feature on their site, appearing credible was important in increasing the chances of my submissions to be approved by the Zest team.

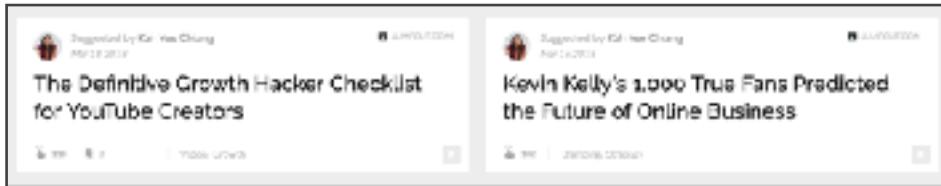
Traffic from the marketers audience segment is important because this segment could validate the content and strengthen Jumpcut's position as a thought leader in marketing. Additionally, the increased traffic may contribute to conversions to Jumpcut's course due to the traffic volume. After all, marketers could be aspiring YouTube stars and sign up for Jumpcut's course.

This growth hack focuses on long-term brand building by establishing the Jumpcut brand. However, it may not result in many conversions to Jumpcut's course because posting on Zest is driving traffic to the top of the conversion funnel.

This growth hack sets Jumpcut up for success when they release future courses because they are establishing a reputation beyond the niche of YouTube. Growth hack 2 is aligned with Jumpcut's brand because Jumpcut advocates for testing new strategies and trying out new things.



results



My two Zest submissions went live on the platform in the week of March 16-22, 2018. According to the number of users and number of sessions generated by each source, I calculated the sessions per user to evaluate which source, on average, created a longer lasting relationship. The sessions per user display the number of interactions each user generated from that specific source with Jumpcut's blog.



Source / Medium	Users	Sessions	Sessions per User
google / organic			
facebook.com / social			
(direct) / (none)			
zest.is / referral			
facebook.com / referral			
google / cpc			
twitter.com / social			
jumpcut.com / referral			
m.facebook.com / referral			
app.jumpcut.com / referral			
Total			

The top medium driving traffic is organic search results on Google (see *Exhibit 6 for historical data*). Both my growth hacks, Reddit and Zest, drive referral traffic. Under the referral medium, Zest drove the most traffic. Overall, Zest ranked 4th. Also, Zest ranks second overall with 1.36 sessions per user on average, only losing to paid search (Google cost-per-click) that generated 1.4 sessions per user on average. I hypothesize that paid search traffic has the highest rate of engagement because the paid search can target hyper-specific audiences who are looking to engage in content or websites related to Jumpcut and the linked keywords to Jumpcut's blog.

bounce rate

Traffic from Zest had the lowest non-zero bounce rate. Zest's low bounce rate validates the quality of the traffic because it means the 97.88% of Zest users interact with the webpage by clicking at least once.

page per session

Zest had the sixth highest average page depth, falling behind Google organic traffic. This shows us that traffic from Zest does not tend to view multiple articles – users are referred to one article from Zest, they come to read that article, and on average view 1.39 other pages.

average page duration

Zest ranked third highest average session duration, beating out Google organic search, referrals from Jumpcut's main website, and Google paid search. Traffic from Zest on average stayed on the page for a minute and 45 seconds. The top three sources drove traffic with significantly higher average page duration, which signifies an audience that is processing and engaging with the content and the brand (*see Exhibit 7 for full table*).

Summary of the performance of Zest traffic on behavioral metrics (*see Exhibit 7 for full tables and results*).

Metric	Result	Rank (out of 10)
Bounce rate		
Average page depth (page per session)		
Average session duration		

conclusion

Overall, growth hack 2 has been successful in driving engaged traffic from Zest.

Although marketers are not Jumpcut's main customer segment (they could be), the main benefit from forming relationships with marketers is to build brand reputation in the industry, backed up by experts in the field. Inferring the level of engagement from the behavioral metrics, the marketers were a more engaged audience than Reddit users.

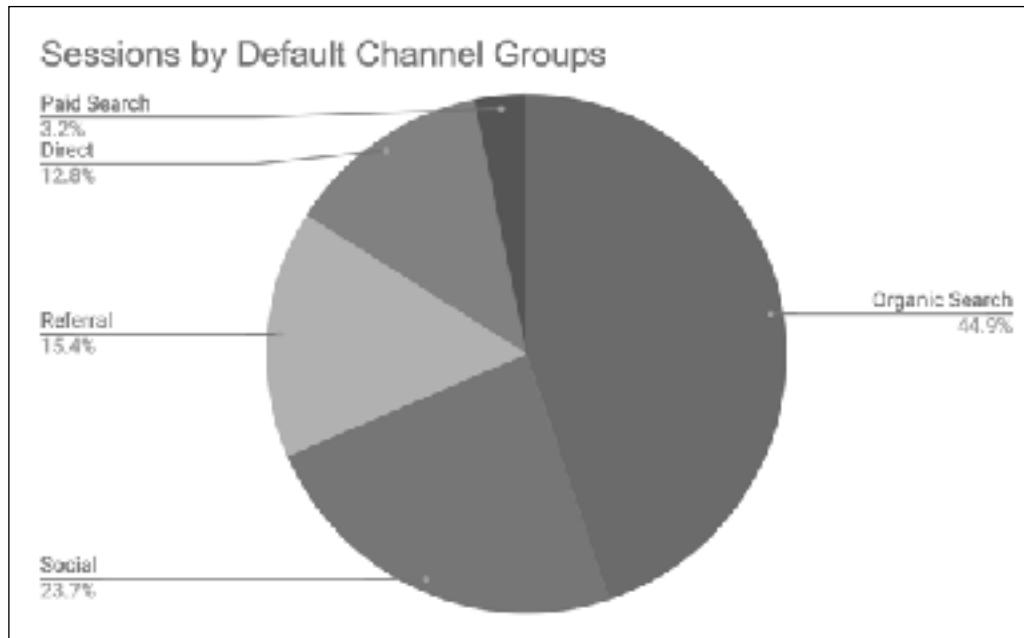
This growth hack is not a stand alone marketing strategy, rather delivers complementary benefits such as reaching a wide audience and creating backlinks for SEO.

A dark, atmospheric photograph showing a person from the side, wearing a red long-sleeved shirt and blue jeans. They are holding a black Nikon DSLR camera with a lens attached, looking through a window at a bright, hazy outdoor scene. The overall mood is contemplative and focused.

I N S I G H T S F O R G R O W T H

brand visibility

Future growth hacks could explore focusing on directing traffic from other channels to Jumpcut. The previous two hacks outlined in this report focused on increasing the Referral traffic. However, the largest contributing channel is Organic Search. I can infer from this that Jumpcut has an effective SEO strategy since a large audience is able to find Jumpcut through organic growth. Moving forward, it could be interesting to evaluate the tendencies of traffic driven by different channel groups to uncover tailored strategies to drive highly engaged traffic through respective channels. This is the current breakdown of sessions by default channel groups from Google Analytics:



Default Channel Grouping	Bounce Rate	Pages / Session	Avg. Session Duration
Organic Search			
Social			
Referral			
Direct			
Paid Search			

From the table above, paid search generates the lowest bounce rate and highest average page depth (Pages / Session). The direct channel has the highest average session duration – this channel represents traffic that is directly accessing Jumpcut blog's URL.

Paid search and advertising campaigns are the main marketing strategies of Jumpcut. Moving forward, Jumpcut could consider improving their SEO strategy to focus on the Organic Search channel. Working on SEO entails evaluating the current SEO strategy to evaluate which aspects are working and which are potential areas for experimentation and optimization.

Referral links drive traffic to the brand but also contribute to SEO efforts of building backlinks. Building backlinks is a form of off-page SEO strategy that would improve page authority and reputation in the eyes of search engine algorithms and ensure an inflow of high-quality inbound links.

The SEO strategy should reverse engineer the process of impression acquisition by analyzing keywords (short-tail and long-tail) to devise strategies to improve page rankings on search engine results pages.

scaling



Jumpcut should position itself as an education platform optimized for engagement, highlighting the company's strength in producing captivating content.

The brand is highly associated with the YouTubers circle in Los Angeles, which adds legitimacy to the YouTube Influencer 101 course due to the alignment of the expertise of Jumpcut's founders. Similarly, as Jumpcut expands the types of courses it offers, the brand needs to be associated with industry experts. Partnering with industry experts for the content expertise will give rise to course offerings that are well-regarded and established in the market, while Jumpcut provides the production expertise. Such consumer perception is important in attracting students, and creating the most informative and useful course that will translate to student success. Successful students could serve as brand advocates for Jumpcut by sharing their testimonies of success.

Jumpcut has the potential to reach a wider customer segment, both for their YouTube Influencer 101 course and future course offerings. The brand has established themselves with the backing of successful YouTubers. While foundational in establishing the company, strategies to diversify and broaden the brand associations with established influencers or companies would set the brand up to scale.

Jumpcut will be able to continue inspiring us to take ownership of our futures and successes; to follow our passions and achieve our dreams; to defy the traditional path of a boring but stable career; to design the life we want to live.

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APPENDIX

Exhibit 1: Kong and Jesse are the face of the Jumpcut brand in their videos and marketing messages.



How to "sell out" without losing your street cred

Kong <support@jumpcut.com> [Unsubscribe](#)
to me

Hey—Kong here,

Last email I called bullshit on the "starving artist" myth:

The idea that you need to suffer for your creative work - and work for slave wages.

Or this notion you should never "sell out." That you need to stay obscure and long fans.

Here's the thing: None of this rings true.

Not a single word of it.

So forget about the OLD way of looking at things...

Because today I want to share with you a brand NEW definition of "selling out"...

Here's what I mean. What would happen if instead of meaning this...

Exhibit 2: The course upgrades of the Jumpcut Academy course.

CONSTANTLY INNOVATING

We won't stop improving the program until every single one of our students becomes successful. Check out latest tool developments.

COURSE UPGRADE #1
VIRAL ACADEMY BOOTCAMP

An intense 4-week bootcamp designed to help you learn faster, earn more, and overcome challenges for the chance to win money & private one-on-one coaching with the instructors. Never learned how to use a green screen? No problem!

COURSE UPGRADE #2
PRIVATE COMMUNITY

Join the largest student community and receive access to video Q&A, advice, and motivation from the founders, as well as many other students. Get feedback, ask questions, and increase your chances of following your dream in life by 100% (from beginning to end).

COURSE UPGRADE #3
VIDEO REVIEW SYSTEM

Get the biggest and widest client base growing by 100%. You have to work for it. Just follow 8 simple steps to get started. Once you're there, you can branch out into whatever you want – from coaching, to consulting, to anything else you can imagine.

Exhibit 3: Snapshots of comments on Alpha account to represent the breakdown of comments based on the goals. There is a mix of Jumpcut-specific comments, marketing-related comments, and miscellaneous comments to build the authenticity of the Reddit

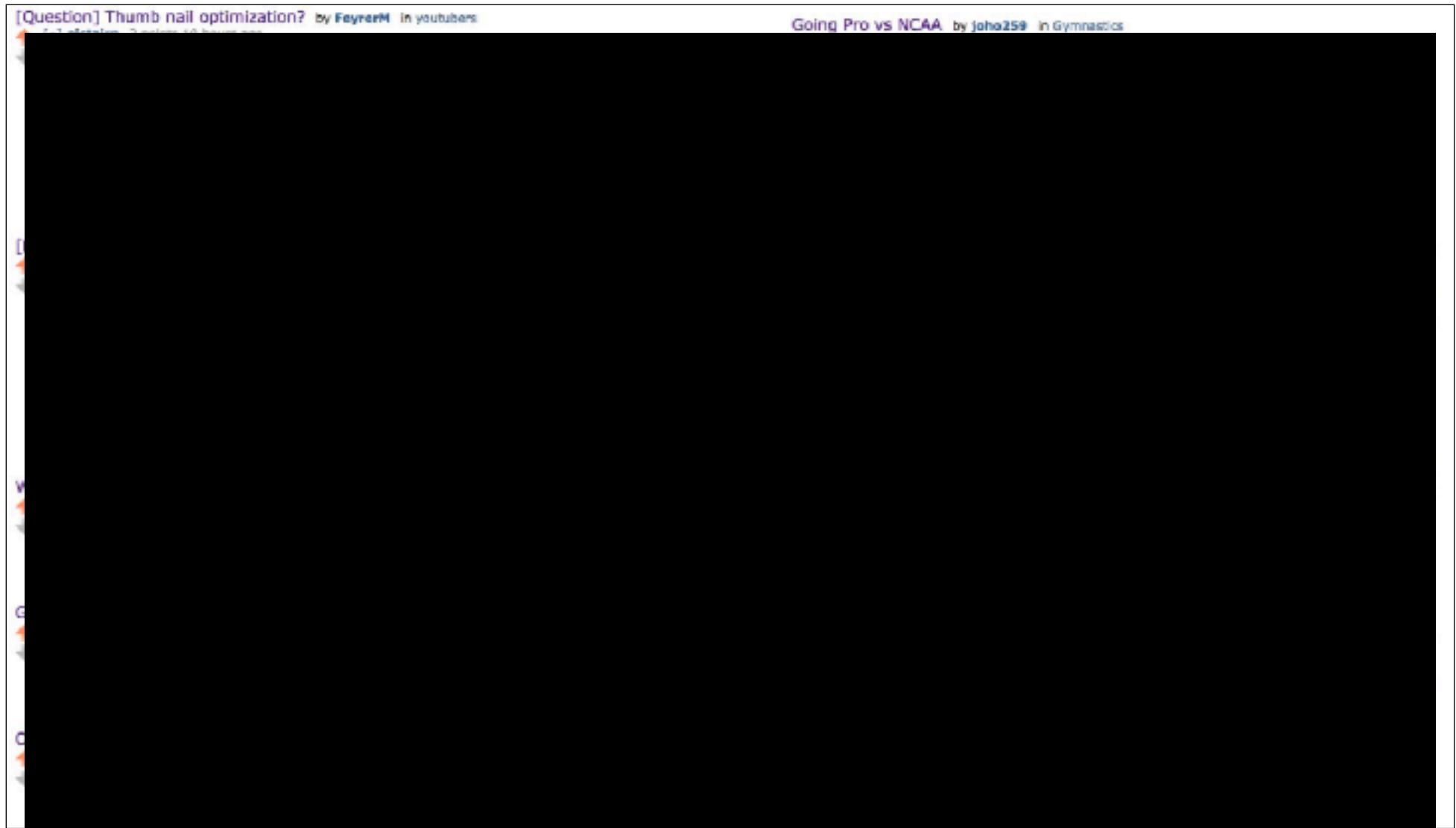


Exhibit 4: Top posts by Alpha vs. Omega. Alpha had more accumulated karma than Omega, which hypothetically increased the visibility of Alpha's comments over Omega, making Alpha an easier account to seed.



Exhibit 5: Summary of acquisition and behavioral data obtained from Google Analytics during the month of January 2018, the month before growth hack 1 was implemented.

Source / Medium	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
facebook.com / social						
google / organic						
(direct) / (none)						
twitter.com / social						
facebook.com / referral						
m.facebook.com / referral						
jumpcut.com / referral						
app.jumpcut.com / referral						
google / cpc						
reddit.com / referral						
Total						
Average						

Before growth hack 1 was implemented, Reddit was the lowest ranking source in January in terms of traffic volume. The bounce rate and page per session behavioral metrics were below average, but Reddit had an above average average session duration compared to the average.

Exhibit 6: Summary of acquisition and behavioral data obtained from Google Analytics for the week of March 9-15, the week before growth hack 2 was implemented.

Source / Medium	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
google / organic						
(direct) / (none)						
facebook.com / social						
twitter.com / social						
jumpcut.com / referral						
facebook.com / referral						
google / cpc						
app.jumpcut.com / referral						
m.facebook.com / referral						
l.instagram.com / referral						
Total						
Average						

The week before growth hack 2 was implemented, Zest was not even a top 10 source referral. However, in the second half of February, Zest appeared as a highly ranked sourced, which inspired the design of growth hack 2 to focus on submitting content to Zest.

Exhibit 7: Behavioral acquisition data for traffic on Jumpcut's blog, obtained from Google Analytics from 16-22 March 2018 (Refer to Exhibit 8 for definitions of column term headers).

Source / Medium	Bounce Rate
google / cpc	
m.facebook.com / referral	
zest.is / referral	
facebook.com / referral	
jumpcut.com / referral	
google / organic	
twitter.com / social	
facebook.com / social	
(direct) / (none)	
app.jumpcut.com / referral	

Table 1: Summary of bounce rate behavior data.

The bounce rate displays the percentage of single-page sessions in which there was no page activity or interaction – the higher the bounce rate, the lower the engagement. Traffic from Zest had the lowest non-zero bounce rate. Traffic from Google paid search, and Facebook mobile yielded zero bounce rates, align with my previous hypothesis with the engagement behavior of traffic generated from paid ads. Zest's low bounce rate validates the quality of the traffic because it means the x% of Zest users interact with the webpage at least once.

Source / Medium	Pages / Session
app.jumpcut.com / referral	
jumpcut.com / referral	
google / cpc	
(direct) / (none)	
google / organic	
zest.is / referral	
twitter.com / social	
facebook.com / referral	
facebook.com / social	
m.facebook.com / referral	

Table 2: Summary of average page depth (page per session) behavior data.

Zest shares the median average page depth ranking with organic Google traffic. The page per session represents the average number of pages viewed during a session (including repeated views of a single page). This shows us that traffic from Zest does not tend to view multiple articles – users are referred to one article from Zest, they come to read that article, and on average view x other pages. In comparison, referrals from Jumpcut's app drive three additional pages per session.

Source / Medium	Avg. Session Duration
app.jumpcut.com / referral	
(direct) / (none)	
zest.is / referral	
google / organic	
jumpcut.com / referral	
google / cpc	
facebook.com / social	
twitter.com / social	
facebook.com / referral	
m.facebook.com / referral	

Table 3: Summary of average session duration behavior data.

Zest ranked third highest average session duration, ahead of Google organic search, Jumpcut.com, and Google paid search. Zest sends the third highest engaged traffic.

Exhibit 8: Glossary of terms from Google Analytics report (definitions by Google).

1. **Source / Medium:** Source/Medium describes where your traffic comes from. The Source is the place users are before seeing your content, like a search engine or another website. The Medium describes how users arrived at your content. Values for Medium include "organic" for unpaid search traffic and "none" for direct traffic. Custom values you define for Source and Medium will also be included in this dimension.
2. **Users:** Users who have initiated at least one session during the date range. [Learn more](#) about how Analytics calculates the number of users.
3. **New Users:** The number of first-time users during the selected date range. [Learn more](#) about how Analytics calculates the number of users.
4. **Sessions:** Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.
5. **Bounce Rate:** The percentage of single-page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds. [Learn more](#)
6. **Pages / Sessions:** Pages/Session (Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are counted.
7. **Average Session Duration:** The average length of a Session.