

Website Engagement Funnel Analysis

Behavioral Funnel using Web Analytics Data

channel ▾

☐

(Other)

☐

Affiliates

☐

Direct

☐

Display

☐

Organic Search

☐

Paid Search

☐

Referral

☐

Social

617K

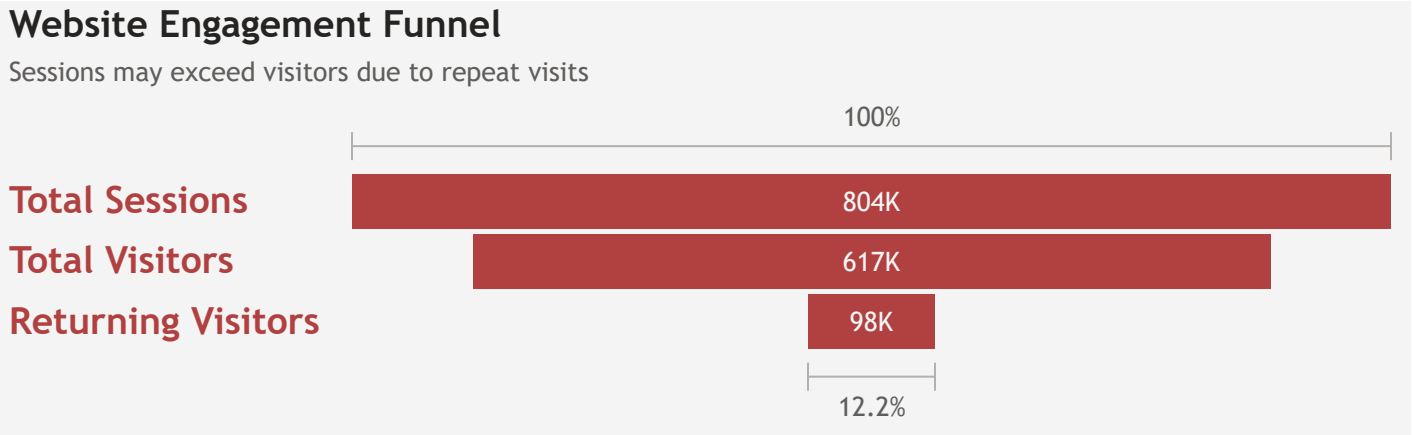
Total Visitors

804K

Total Sessions

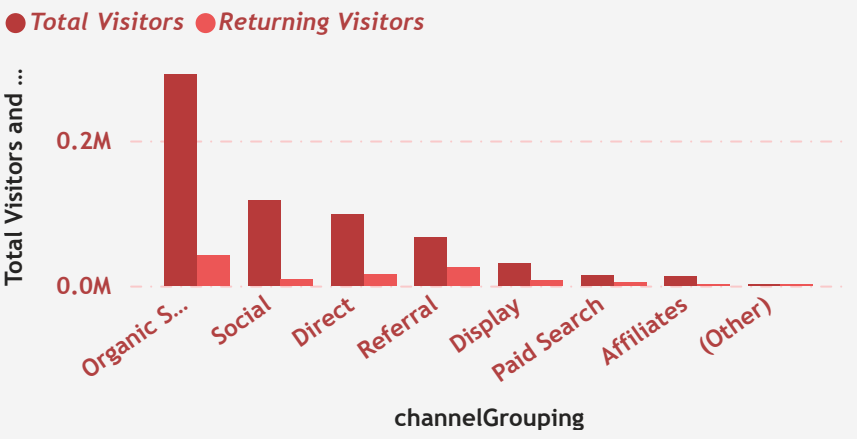
98K

Returning Visitors

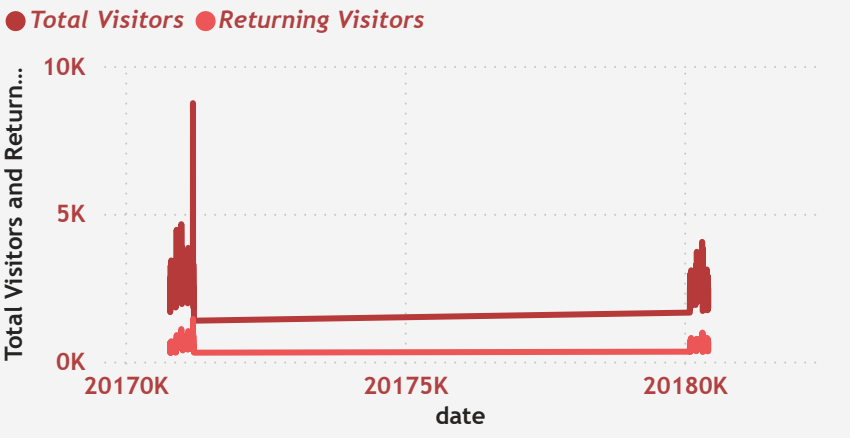


Visitor Engagem ent Gap	Visitor Engage ment Gap ▼	Session to Returning %	Engagemen t Drop-off %
1.30	-0.30	0.12	0.88

Channel-wise Funnel Performance



Engagement Trend Over Time



- High drop-off after first visit.
- Organic & Direct channels show higher retention.
- Paid traffic needs engagement optimization.