

All Traffic

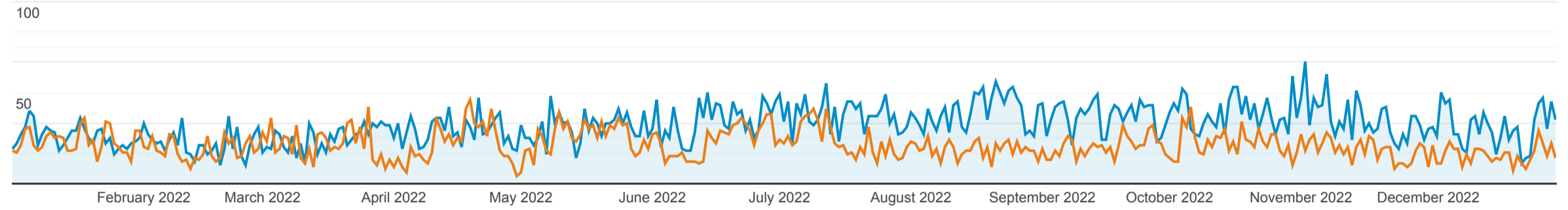
All Users
+0.00% Users

Jan 1, 2022 - Dec 31, 2022
Compare to: Jan 1, 2021 - Dec 31, 2021

Explorer

Summary

Jan 1, 2022 - Dec 31, 2022: ● Users
Jan 1, 2021 - Dec 31, 2021: ● Users



Source / Medium	Acquisition			Behavior			Conversions Goal 2: Contact Form Completion		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Contact Form Completion (Goal 2 Conversion Rate)	Contact Form Completion (Goal 2 Completions)	Contact Form Completion (Goal 2 Value)
	45.60% ↑ 10,035 vs 6,892	45.78% ↑ 10,046 vs 6,891	60.81% ↑ 13,481 vs 8,383	22.71% ↓ 42.35% vs 54.79%	19.46% ↑ 2.28 vs 1.91	5.78% ↓ 00:01:45 vs 00:01:51	100.00% ↑ 1.34% vs 0.00%	100.00% ↑ 181 vs 0	0.00% \$0.00 vs \$0.00
1. google / cpc									
Jan 1, 2022 - Dec 31, 2022	3,878 (37.18%)	3,737 (37.20%)	4,820 (35.75%)	46.74%	2.06	00:01:11	1.00%	48 (26.52%)	\$0.00 (0.00%)
Jan 1, 2021 - Dec 31, 2021	2,669 (37.35%)	2,581 (37.45%)	2,885 (34.41%)	71.37%	1.54	00:01:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	45.30%	44.79%	67.07%	-34.51%	33.37%	9.64%	∞%	∞%	0.00%
2. google / organic									
Jan 1, 2022 - Dec 31, 2022	3,821 (36.63%)	3,632 (36.15%)	4,972 (36.88%)	36.67%	2.53	00:02:12	1.65%	82 (45.30%)	\$0.00 (0.00%)
Jan 1, 2021 - Dec 31, 2021	2,760 (38.63%)	2,636 (38.25%)	3,426 (40.87%)	42.12%	2.18	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	38.44%	37.78%	45.13%	-12.95%	16.01%	-8.42%	∞%	∞%	0.00%
3. (direct) / (none)									
Jan 1, 2022 - Dec 31, 2022	2,008 (19.25%)	2,003 (19.94%)	2,814 (20.87%)	45.59%	2.15	00:01:47	1.31%	37 (20.44%)	\$0.00 (0.00%)
Jan 1, 2021 - Dec 31, 2021	971 (13.59%)	971 (14.09%)	1,192 (14.22%)	57.89%	1.77	00:01:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	106.80%	106.28%	136.07%	-21.24%	21.77%	0.75%	∞%	∞%	0.00%
4. bing / organic									
Jan 1, 2022 - Dec 31, 2022	143 (1.37%)	136 (1.35%)	169 (1.25%)	30.18%	2.66	00:01:50	1.78%	3 (1.66%)	\$0.00 (0.00%)
Jan 1, 2021 - Dec 31, 2021	81 (1.13%)	75 (1.09%)	107 (1.28%)	40.19%	2.67	00:03:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	76.54%	81.33%	57.94%	-24.91%	-0.60%	-43.25%	∞%	∞%	0.00%
5. theknot.com / referral									
Jan 1, 2022 - Dec 31, 2022	141 (1.35%)	132 (1.31%)	183 (1.36%)	36.07%	2.51	00:02:34	1.09%	2 (1.10%)	\$0.00 (0.00%)
Jan 1, 2021 - Dec 31, 2021	147 (2.06%)	140 (2.03%)	167 (1.99%)	31.14%	2.40	00:02:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-4.08%	-5.71%	9.58%	15.83%	4.68%	-1.05%	∞%	∞%	0.00%
6. wilmingtonandbeaches.com / referral									
Jan 1, 2022 - Dec 31, 2022	73 (0.70%)	69 (0.69%)	100 (0.74%)	39.00%	2.22	00:01:56	1.00%	1 (0.55%)	\$0.00 (0.00%)
Jan 1, 2021 - Dec 31, 2021	55 (0.77%)	49 (0.71%)	64 (0.76%)	46.88%	2.06	00:02:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	32.73%	40.82%	56.25%	-16.80%	7.64%	-3.83%	∞%	∞%	0.00%
7. yahoo / organic									
Jan 1, 2022 - Dec 31, 2022	68 (0.65%)	63 (0.63%)	86 (0.64%)	44.19%	2.21	00:01:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2021 - Dec 31, 2021	48 (0.67%)	48 (0.70%)	54 (0.64%)	46.30%	2.02	00:02:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	41.67%	31.25%	59.26%	-4.56%	9.45%	-29.26%	0.00%	0.00%	0.00%

8. eventective.com / referral										
Jan 1, 2022 - Dec 31, 2022	55 (0.53%)	51 (0.51%)	61 (0.45%)	22.95%	3.33	00:02:39	3.28%	2 (1.10%)	\$0.00 (0.00%)	
Jan 1, 2021 - Dec 31, 2021	84 (1.18%)	78 (1.13%)	106 (1.26%)	32.08%	2.87	00:03:40	0.00%	0 (0.00%)	\$0.00 (0.00%)	
% Change	-34.52%	-34.62%	-42.45%	-28.45%	16.04%	-27.58%	∞%	∞%	0.00%	
9. l.facebook.com / referral										
Jan 1, 2022 - Dec 31, 2022	48 (0.46%)	45 (0.45%)	52 (0.39%)	46.15%	2.10	00:01:34	1.92%	1 (0.55%)	\$0.00 (0.00%)	
Jan 1, 2021 - Dec 31, 2021	53 (0.74%)	51 (0.74%)	54 (0.64%)	48.15%	2.28	00:01:31	0.00%	0 (0.00%)	\$0.00 (0.00%)	
% Change	-9.43%	-11.76%	-3.70%	-4.14%	-7.97%	3.82%	∞%	∞%	0.00%	
10. m.facebook.com / referral										
Jan 1, 2022 - Dec 31, 2022	29 (0.28%)	28 (0.28%)	30 (0.22%)	46.67%	2.10	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Jan 1, 2021 - Dec 31, 2021	39 (0.55%)	39 (0.57%)	53 (0.63%)	64.15%	1.62	00:01:54	0.00%	0 (0.00%)	\$0.00 (0.00%)	
% Change	-25.64%	-28.21%	-43.40%	-27.25%	29.42%	-45.94%	0.00%	0.00%	0.00%	

Rows 1 - 10 of 52