

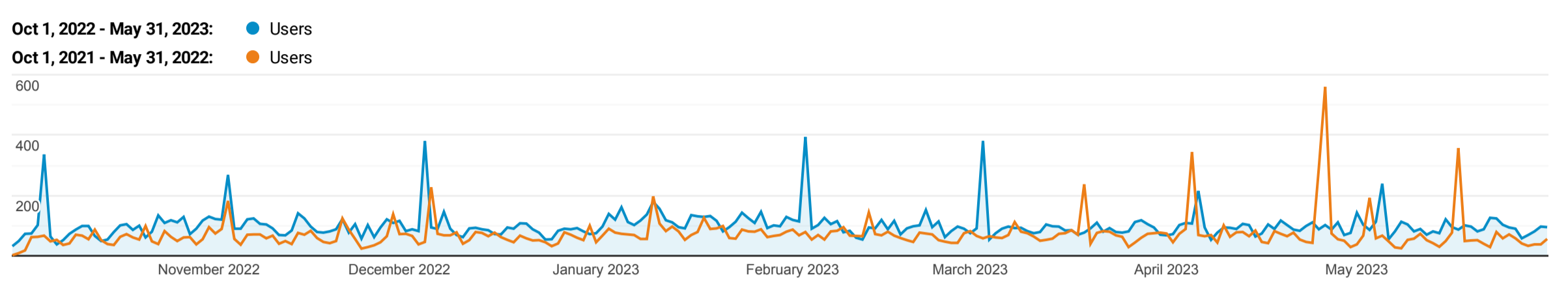
All Traffic

○ All Users  
○ +0.00% Users

Oct 1, 2022 - May 31, 2023  
 Compare to: Oct 1, 2021 - May 31, 2022

Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions <span>Goal 3: Email Click ▾</span>		
	Users <span>↓</span>	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Email Click (Goal 3 Conversion Rate)	Email Click (Goal 3 Completions)	Email Click (Goal 3 Value)
	51.40% <span>↑</span> 21,815 vs 14,409	47.30% <span>↑</span> 21,531 vs 14,617	39.58% <span>↑</span> 26,466 vs 18,961	24.72% <span>↑</span> 68.75% vs 55.12%	19.06% <span>↓</span> 2.04 vs 2.53	20.39% <span>↓</span> 00:01:29 vs 00:01:51	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. <a href="#">(direct) / (none)</a>									
Oct 1, 2022 - May 31, 2023	8,602 (38.86%)	8,605 (39.97%)	9,696 (36.64%)	83.46%	1.65	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 1, 2021 - May 31, 2022	5,259 (35.00%)	5,250 (35.92%)	6,401 (33.76%)	60.51%	2.34	00:01:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	63.57%	63.90%	51.48%	37.93%	-29.25%	-30.94%	0.00%	0.00%	0.00%
2. <a href="#">google / organic</a>									
Oct 1, 2022 - May 31, 2023	4,486 (20.26%)	4,261 (19.79%)	5,751 (21.73%)	58.13%	2.32	00:01:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 1, 2021 - May 31, 2022	6,620 (44.06%)	6,416 (43.89%)	8,528 (44.98%)	49.94%	2.82	00:02:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-32.24%	-33.59%	-32.56%	16.39%	-17.73%	-16.63%	0.00%	0.00%	0.00%
3. <a href="#">google / cpc</a>									
Oct 1, 2022 - May 31, 2023	3,024 (13.66%)	2,850 (13.24%)	3,916 (14.80%)	54.49%	2.39	00:01:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 1, 2021 - May 31, 2022	1,873 (12.47%)	1,762 (12.05%)	2,476 (13.06%)	56.99%	2.20	00:01:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	61.45%	61.75%	58.16%	-4.37%	8.68%	16.87%	0.00%	0.00%	0.00%
4. <a href="#">pinterest.com / referral</a>									
Oct 1, 2022 - May 31, 2023	2,196 (9.92%)	2,193 (10.19%)	2,257 (8.53%)	93.35%	1.13	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 1, 2021 - May 31, 2022	113 (0.75%)	110 (0.75%)	133 (0.70%)	81.20%	1.83	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	1,843.36%	1,893.64%	1,596.99%	14.96%	-38.49%	-84.51%	0.00%	0.00%	0.00%
5. <a href="#">google / local</a>									
Oct 1, 2022 - May 31, 2023	1,858 (8.39%)	1,744 (8.10%)	2,377 (8.98%)	38.03%	2.84	00:02:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 1, 2021 - May 31, 2022	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
6. <a href="#">l.instagram.com / referral</a>									
Oct 1, 2022 - May 31, 2023	164 (0.74%)	161 (0.75%)	179 (0.68%)	34.64%	2.67	00:01:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 1, 2021 - May 31, 2022	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
7. <a href="#">hs_email / email</a>									
Oct 1, 2022 - May 31, 2023	144 (0.65%)	135 (0.63%)	212 (0.80%)	64.15%	1.96	00:01:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 1, 2021 - May 31, 2022	2 (0.01%)	2 (0.01%)	3 (0.02%)	66.67%	2.67	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	7,100.00%	6,650.00%	6,966.67%	-3.77%	-26.59%	10.41%	0.00%	0.00%	0.00%

8. <a href="#">bing / organic</a>									
Oct 1, 2022 - May 31, 2023	<b>139</b> <small>(0.63%)</small>	<b>135</b> <small>(0.63%)</small>	<b>161</b> <small>(0.61%)</small>	<b>47.20%</b>	<b>2.68</b>	<b>00:02:17</b>	<b>0.00%</b>	<b>0</b> <small>(0.00%)</small>	<b>\$0.00</b> <small>(0.00%)</small>
Oct 1, 2021 - May 31, 2022	<b>154</b> <small>(1.02%)</small>	<b>148</b> <small>(1.01%)</small>	<b>175</b> <small>(0.92%)</small>	<b>50.86%</b>	<b>3.02</b>	<b>00:02:26</b>	<b>0.00%</b>	<b>0</b> <small>(0.00%)</small>	<b>\$0.00</b> <small>(0.00%)</small>
<b>% Change</b>	<b>-9.74%</b>	<b>-8.78%</b>	<b>-8.00%</b>	<b>-7.18%</b>	<b>-11.44%</b>	<b>-5.99%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
9. <a href="#">thespruce.com / referral</a>									
Oct 1, 2022 - May 31, 2023	<b>128</b> <small>(0.58%)</small>	<b>127</b> <small>(0.59%)</small>	<b>139</b> <small>(0.53%)</small>	<b>74.82%</b>	<b>1.53</b>	<b>00:00:46</b>	<b>0.00%</b>	<b>0</b> <small>(0.00%)</small>	<b>\$0.00</b> <small>(0.00%)</small>
Oct 1, 2021 - May 31, 2022	<b>175</b> <small>(1.16%)</small>	<b>174</b> <small>(1.19%)</small>	<b>195</b> <small>(1.03%)</small>	<b>88.72%</b>	<b>1.20</b>	<b>00:00:11</b>	<b>0.00%</b>	<b>0</b> <small>(0.00%)</small>	<b>\$0.00</b> <small>(0.00%)</small>
<b>% Change</b>	<b>-26.86%</b>	<b>-27.01%</b>	<b>-28.72%</b>	<b>-15.67%</b>	<b>27.70%</b>	<b>310.41%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
10. <a href="#">google / search</a>									
Oct 1, 2022 - May 31, 2023	<b>72</b> <small>(0.33%)</small>	<b>66</b> <small>(0.31%)</small>	<b>88</b> <small>(0.33%)</small>	<b>0.00%</b>	<b>0.00</b>	<b>00:00:09</b>	<b>0.00%</b>	<b>0</b> <small>(0.00%)</small>	<b>\$0.00</b> <small>(0.00%)</small>
Oct 1, 2021 - May 31, 2022	<b>52</b> <small>(0.35%)</small>	<b>51</b> <small>(0.35%)</small>	<b>64</b> <small>(0.34%)</small>	<b>0.00%</b>	<b>0.00</b>	<b>00:00:27</b>	<b>0.00%</b>	<b>0</b> <small>(0.00%)</small>	<b>\$0.00</b> <small>(0.00%)</small>
<b>% Change</b>	<b>38.46%</b>	<b>29.41%</b>	<b>37.50%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>-66.80%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>

Rows 1 - 10 of 719