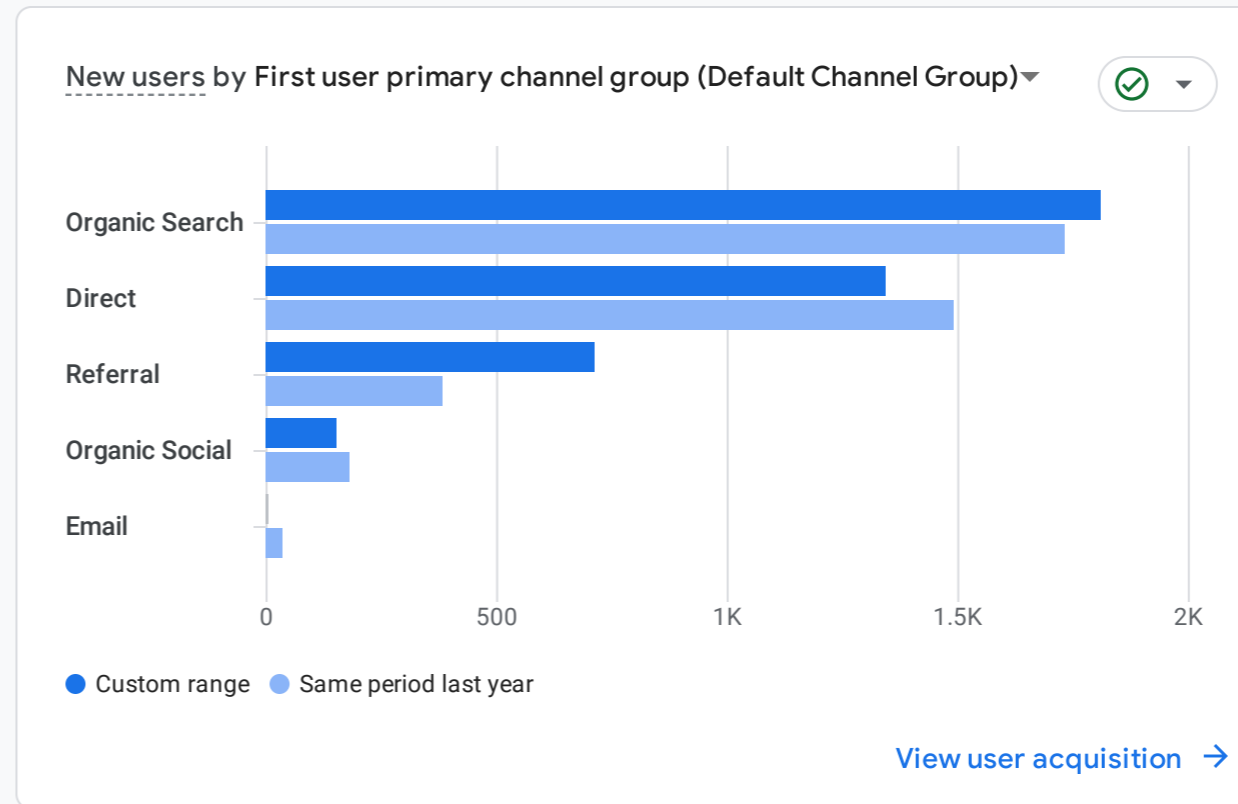
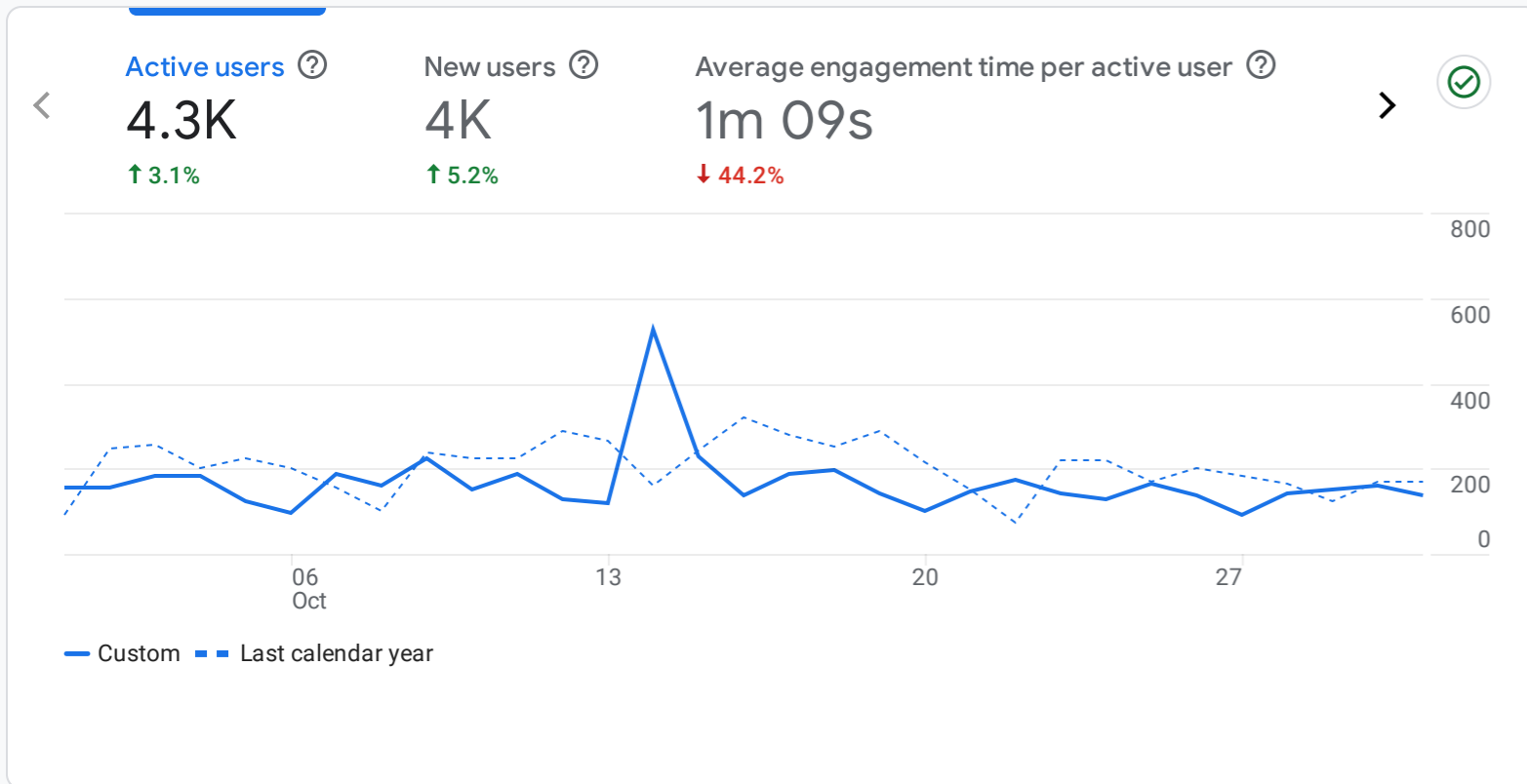


All Users Add comparison

Custom Oct 1 - Oct 31, 2024 Compare: Oct 1 - Oct 31, 2023

Reports snapshot

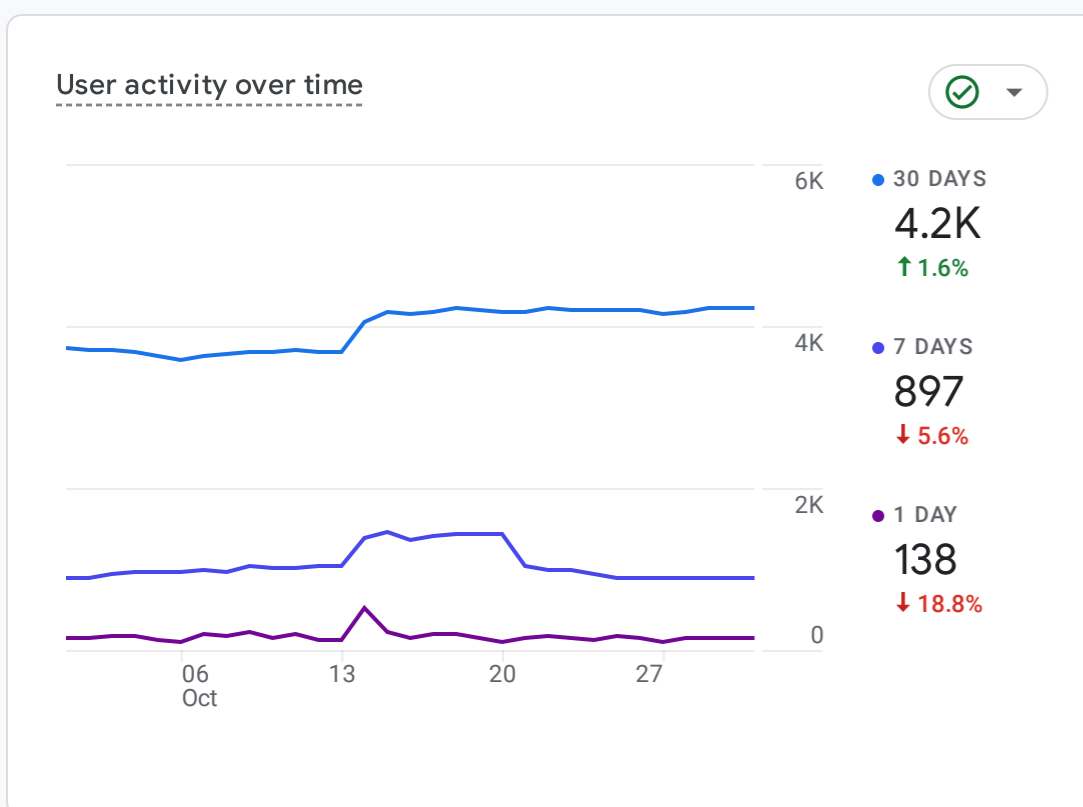


Sessions by Session primary channel group

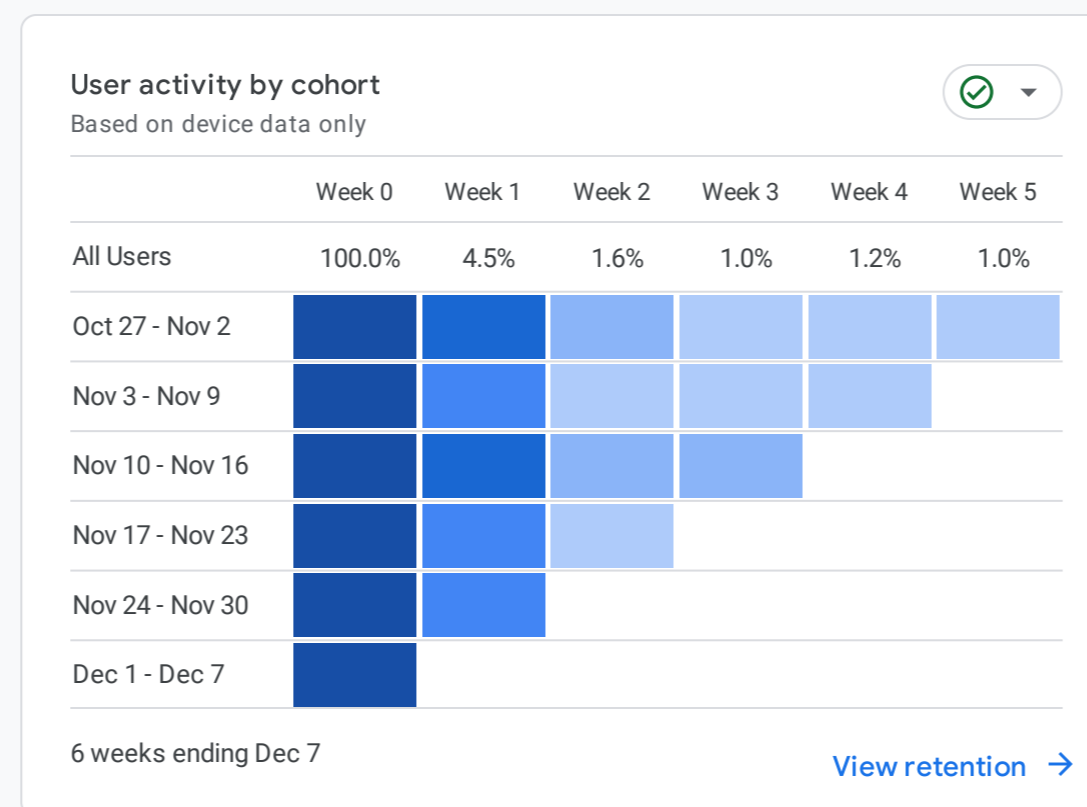
SESSION PRIMARY CHAN...	SESSIONS	% Change
Organic Search	3.9K	↓ 31.1%
Direct	1.9K	↓ 33.2%
Referral	898	↓ 23.6%
Organic Social	164	↓ 28.7%
Unassigned	216	↑ 928.6%
Email	0	↓ 100.0%

View traffic acquisition

HOW ARE ACTIVE USERS TRENDING?



HOW WELL DO YOU RETAIN YOUR USERS?



WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS	% Change
Schedules Archive - River Val...	2.9K	↓ 62.7%
Home - River Valley Transit	3.6K	↓ 23.8%
Meriden/Middletown - River ...	995	↓ 35.3%
Newfield Street - River Valley...	508	↓ 61.5%
Saybrook Road - River Valley ...	235	↓ 85.1%
Westlake Drive - River Valley ...	484	↓ 63.5%
Old Saybrook/Madison - Rive...	565	↓ 47.1%

View pages and screens

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT	% Change
page_view	15K	↓ 44.2%
user_engagement	10K	↓ 48.7%
session_start	7.1K	↓ 29.3%
first_visit	4K	↑ 5.2%
scroll	2K	↓ 41.4%
click	835	↓ 39.8%
file_download	340	↓ 68.4%

View events

WHERE DOES YOUR AVERAGE 120D VALUE COME FROM?

