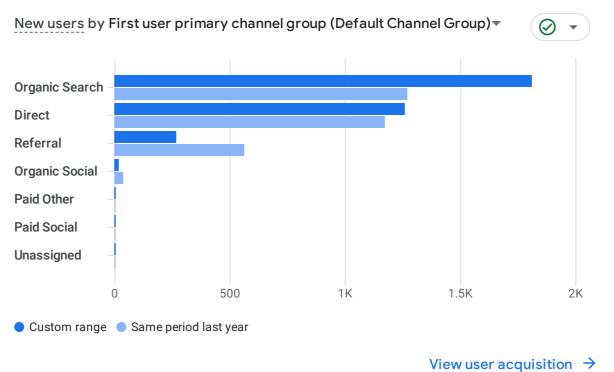
Estuary Transit District . Analytics RiverValleyTransit.com

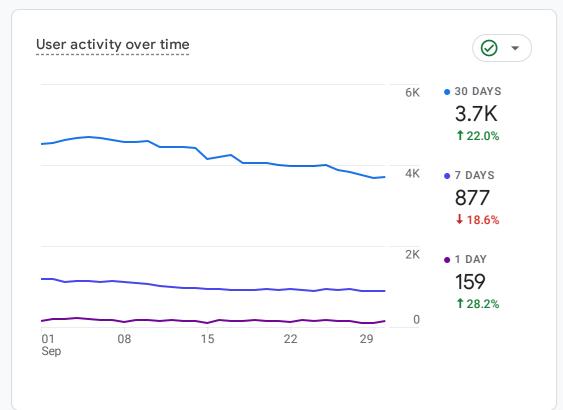
All Users Add comparison +

Reports snapshot





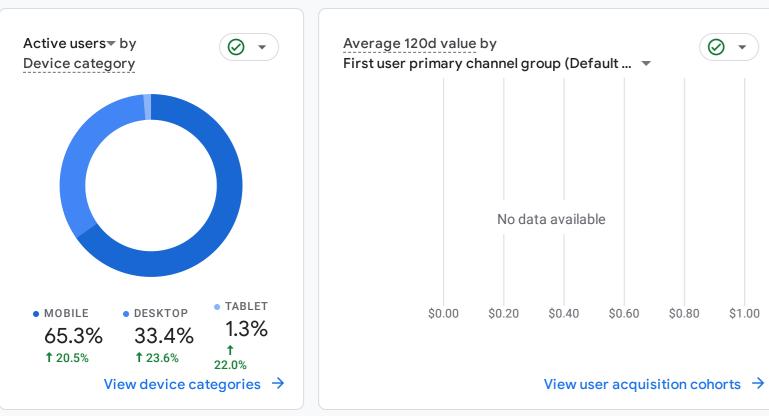
HOW ARE ACTIVE USERS TRENDING?



User activity by cohort Ø • Based on device data only Week 0 Week 1 Week 2 Week 3 Week 4 Week 5 All Users 100.0% 4.5% 1.6% 1.0% 1.2% 1.0% Oct 27 - Nov 2 Nov 3 - Nov 9 Nov 10 - Nov 16 Nov 17 - Nov 23 Nov 24 - Nov 30 Dec 1 - Dec 7 6 weeks ending Dec 7 View retention \rightarrow

HOW WELL DO YOU RETAIN YOUR USERS?

WHERE DOES YOUR AVERAGE 120D VALUE COME FROM?



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Custom Sep 1 - Sep 30, 2024 Compare: Sep 1 - Sep 30, 2023

Sessions • by Session primary channel group •		Ø •	
SESSION PRIMARY CHAN		SESSIONS	
Organic Search	4.1K	† 50.9%	
Direct	1.8K	1 2.2%	
Referral	431	↓68.0%	
Unassigned	246	1 ,950.0%	
Organic Social	20	↓ 57.4%	
Paid Social	8	-	
Paid Other	6	-	

View traffic acquisition \rightarrow

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class			
PAGE TITLE AND SCREEN		VIEWS	
Schedules Archive - River Val	3.2K	↓9.0%	
Home - River Valley Transit	2.8K	↓5.6%	
Meriden/Middletown - River	1.2K	↑ 86.8%	
Page not found - River Valley	54	↓96.8%	
Newfield Street - River Valley	616	↓13.5%	
Saybrook Road - River Valley	333	↓65.8%	
– Westlake Drive - River Valley	508	↓27.0%	

View pages and screens \rightarrow

WHAT ARE YOUR TOP EVENTS?

EVENT NAME	EVEN	T COUNT
page_view	15K	↓2.6%
user_engagement	11K	↓1.6%
session_start	6.7K	1 3.0%
first_visit	3.4K	1 10.7%
scroll	2K	↓12.1%
click	849	↓38.9%
_ file_download	463	1 15.5%

View events \rightarrow