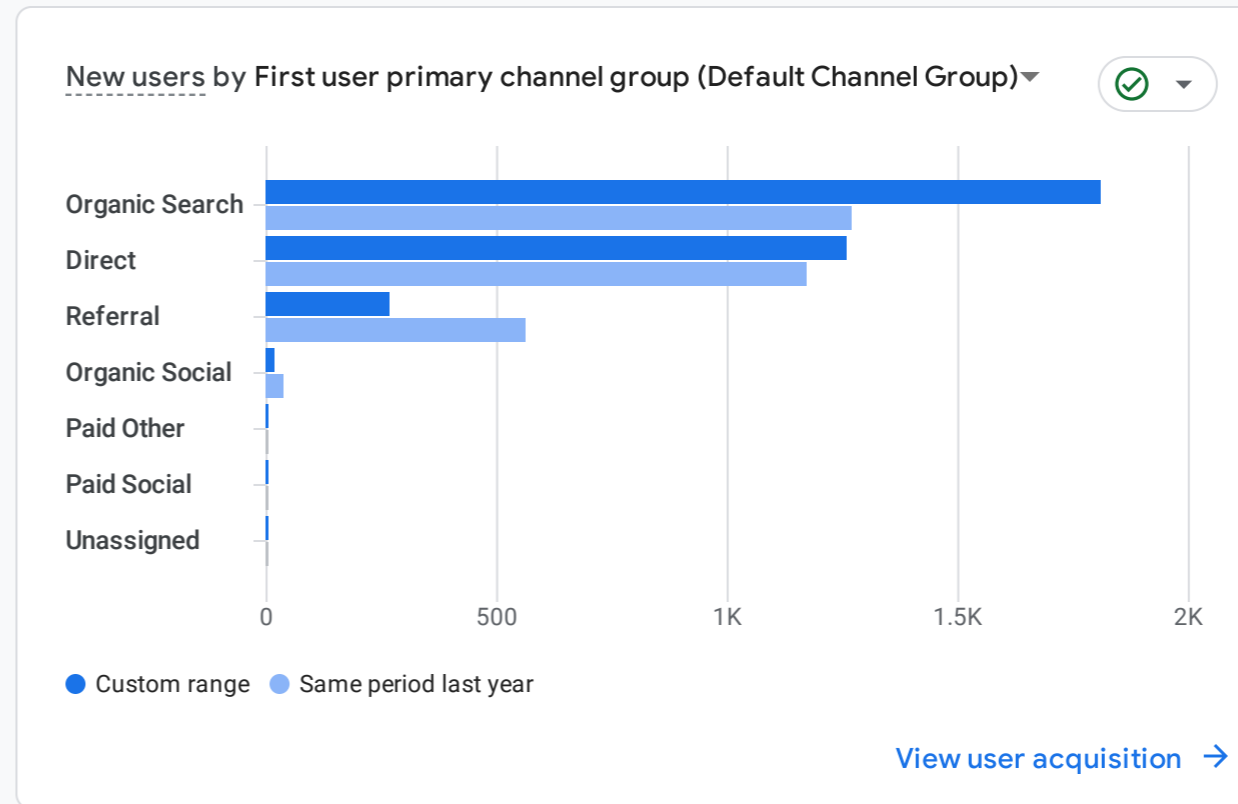
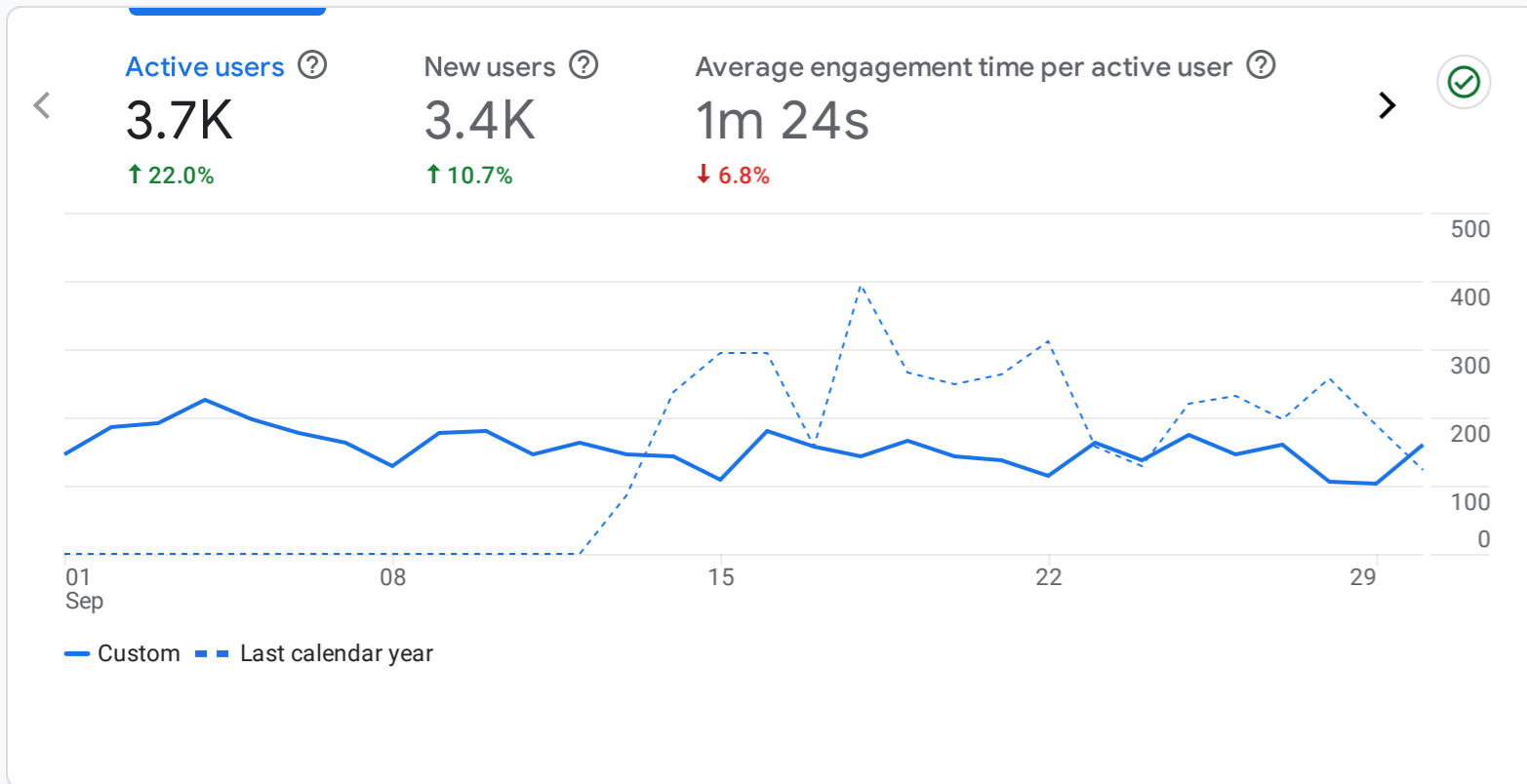


All Users Add comparison

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

Reports snapshot

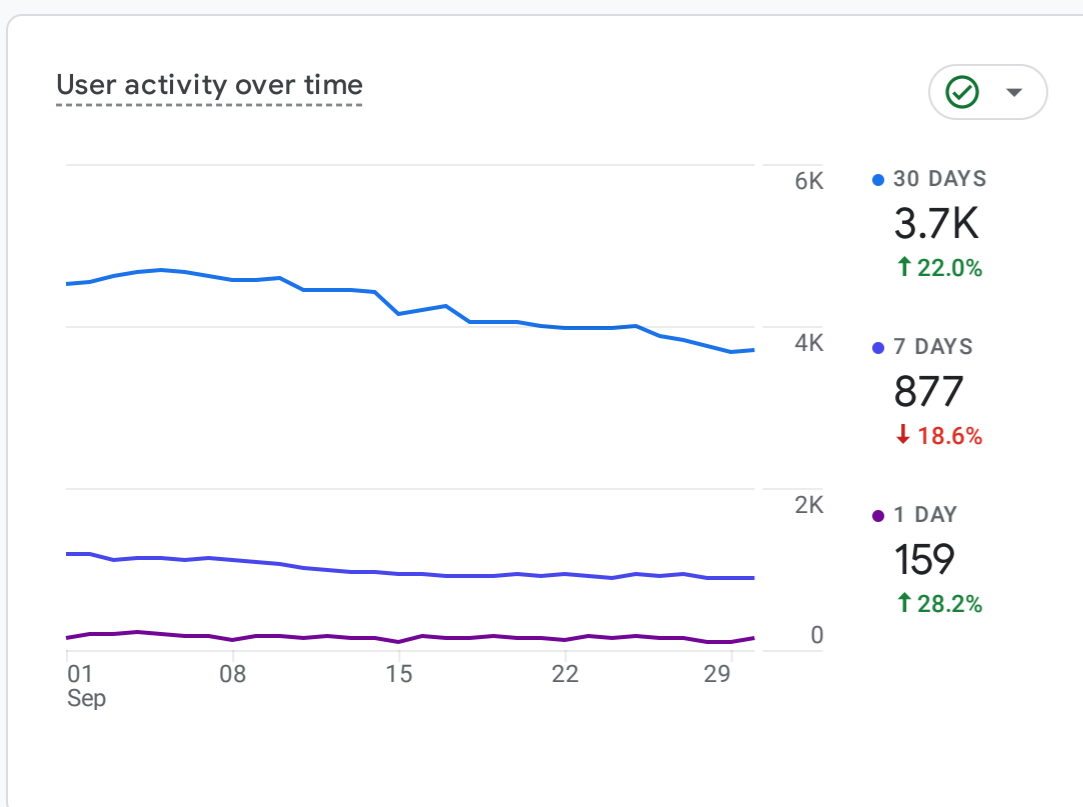


Sessions by Session primary channel group

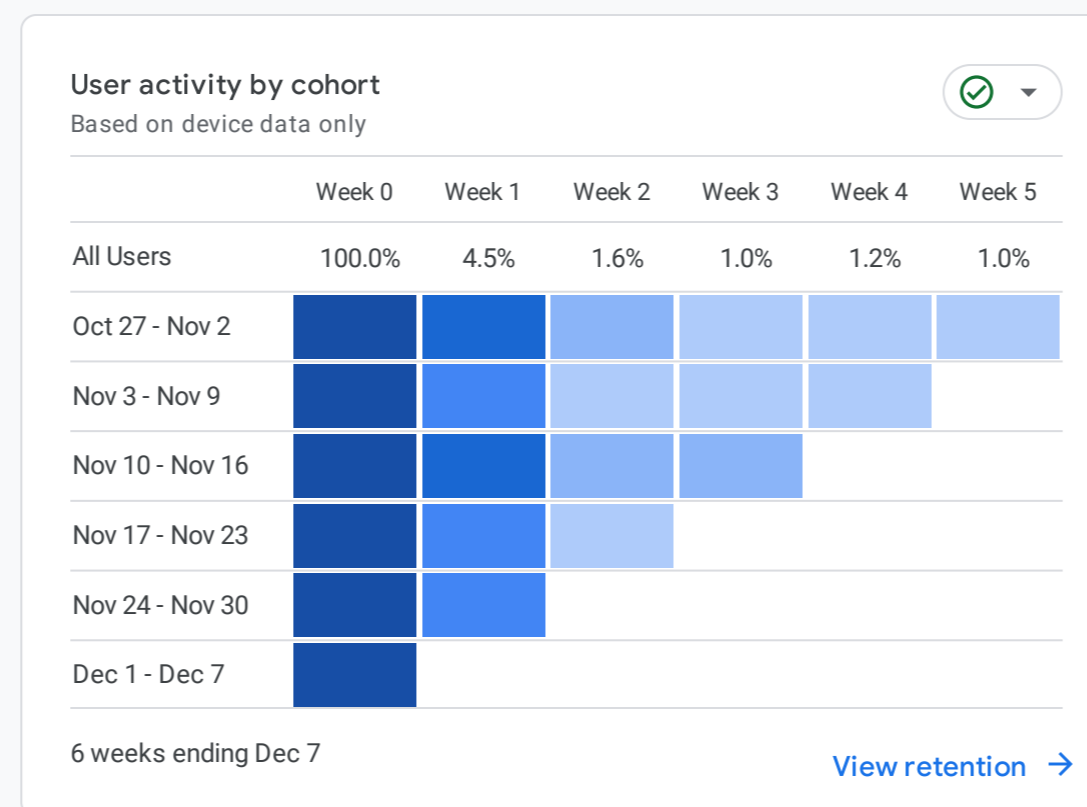
SESSION PRIMARY CHAN...	SESSIONS	%
Organic Search	4.1K	↑ 50.9%
Direct	1.8K	↑ 2.2%
Referral	431	↓ 68.0%
Unassigned	246	↑ 1,950.0%
Organic Social	20	↓ 57.4%
Paid Social	8	-
Paid Other	6	-

[View traffic acquisition](#)

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	%
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](#)

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT	%
page_view	15K	↓ 2.6%
user_engagement	11K	↓ 1.6%
session_start	6.7K	↑ 13.0%
first_visit	3.4K	↑ 10.7%
scroll	2K	↓ 12.1%
click	849	↓ 38.9%
file_download	463	↑ 15.5%

[View events](#)

WHERE DOES YOUR AVERAGE 120D VALUE COME FROM?

