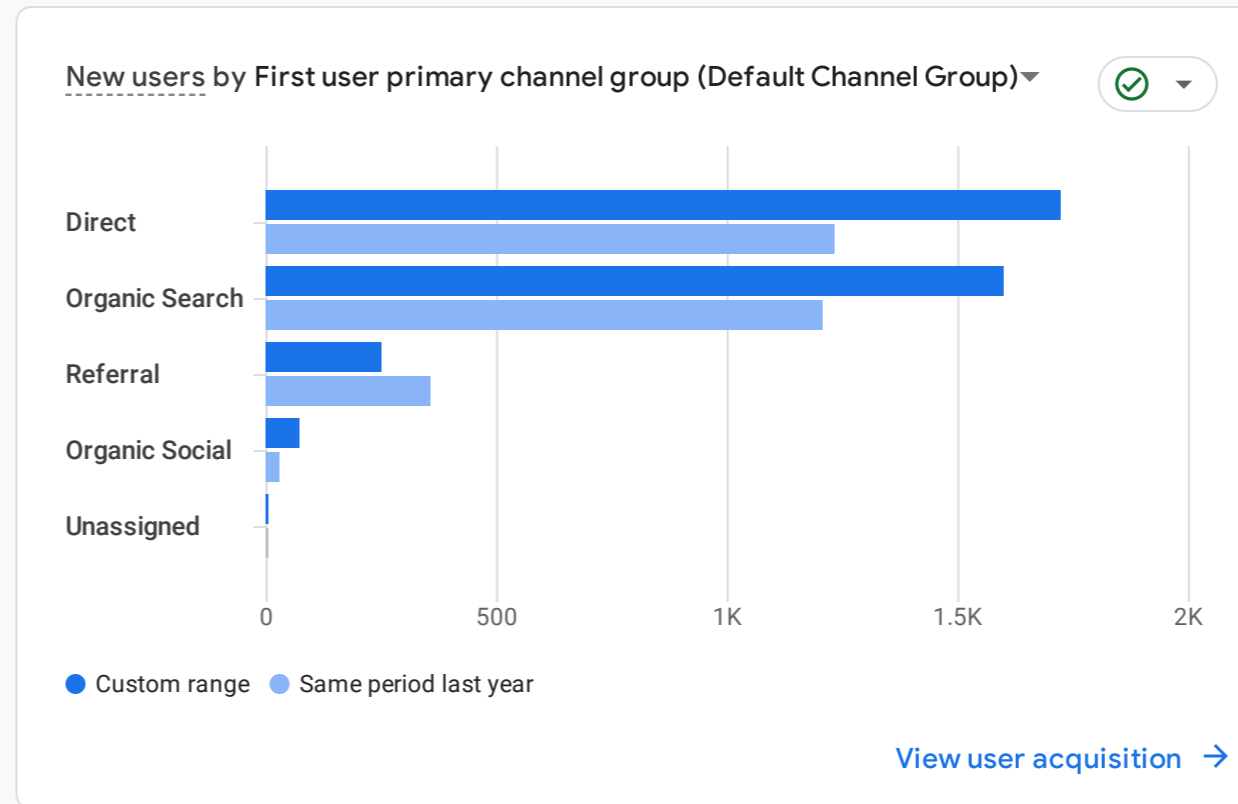
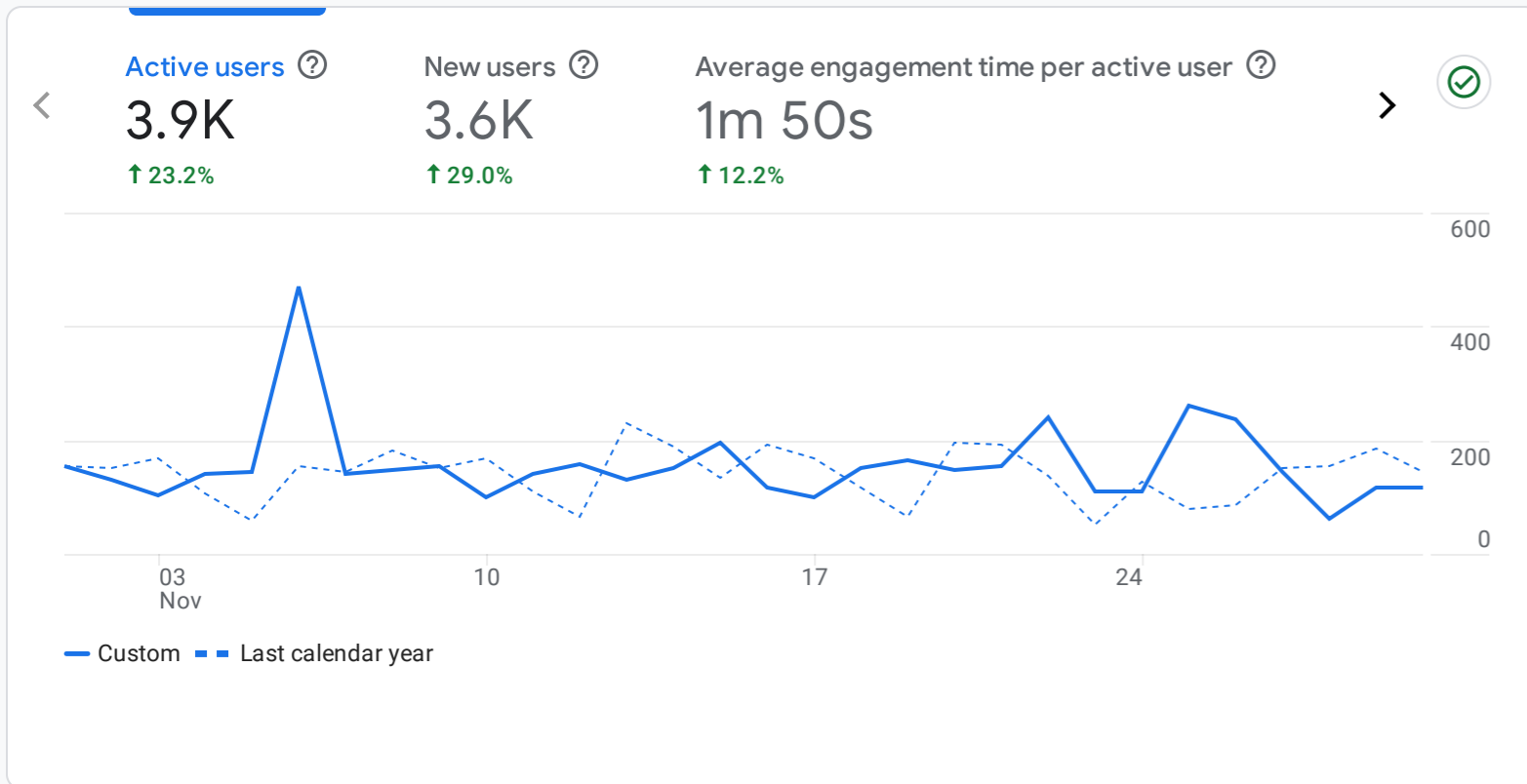


All Users [Add comparison](#)

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

### Reports snapshot

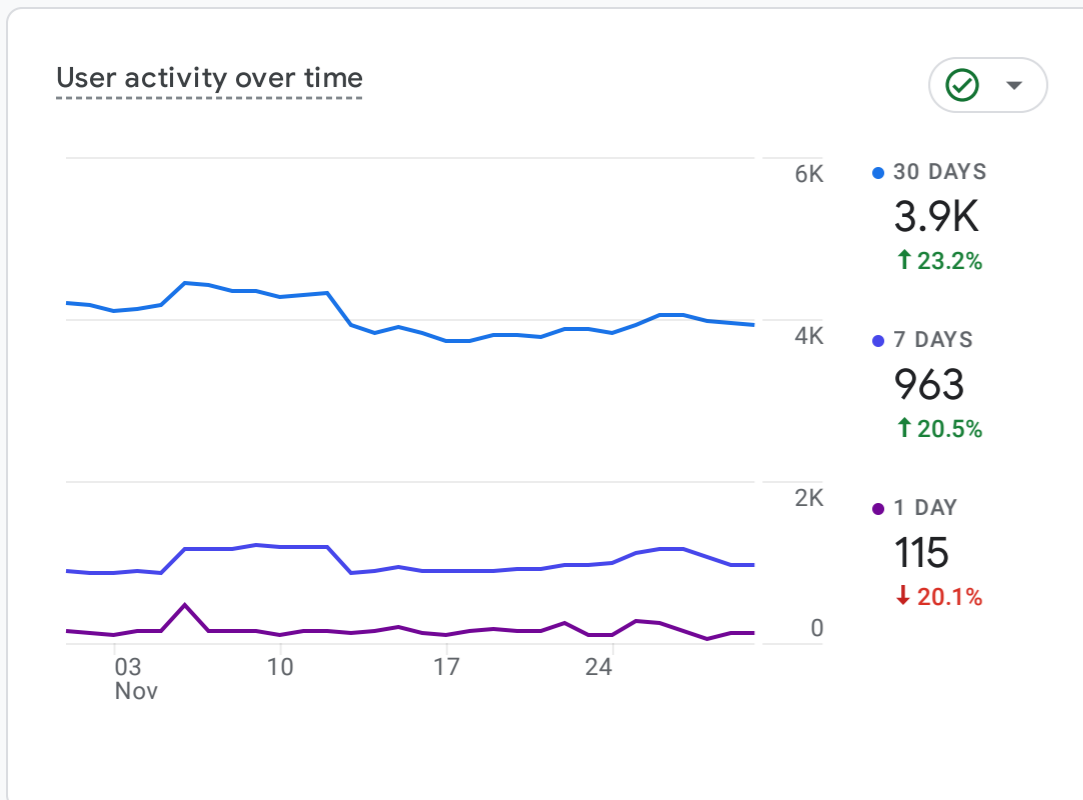


Sessions by Session primary channel group

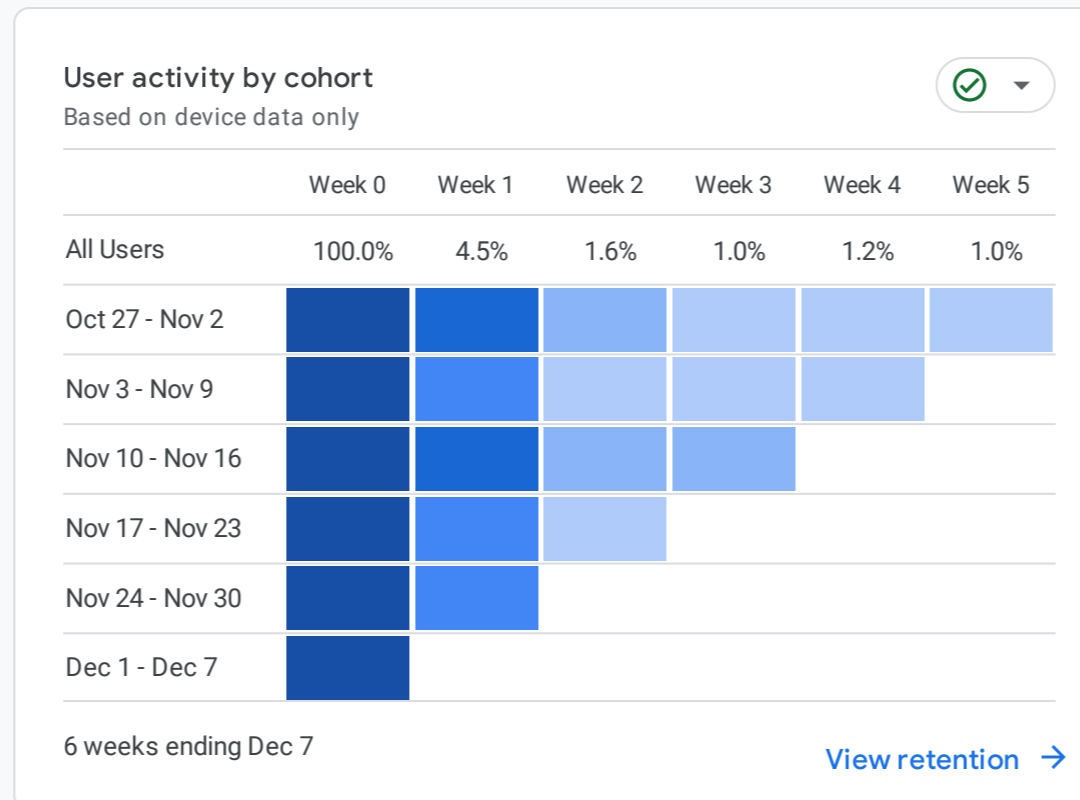
SESSION PRIMARY CHAN...	SESSIONS	
Organic Search	3.5K	↓ 1.6%
Direct	2K	↑ 4.6%
Referral	396	↓ 45.3%
Organic Social	74	↑ 34.5%
Unassigned	21	↑ 40.0%

[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	
Schedules Archive - River Val...	2.4K	↓ 39.6%
Home - River Valley Transit	2.4K	↓ 26.6%
Meriden/Middletown - River ...	1.1K	↑ 31.6%
Westlake Drive - River Valley ...	382	↓ 52.3%
Newfield Street - River Valley...	488	↓ 16.9%
Saybrook Road - River Valley ...	265	↓ 66.8%
Old Saybrook/Madison - Rive...	420	↓ 30.5%

[View pages and screens](#)

#### WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT	
page_view	23K	↑ 46.9%
user_engagement	8.8K	↓ 21.8%
session_start	6.3K	↑ 1.4%
first_visit	3.6K	↑ 29.0%
scroll	1.7K	↓ 18.9%
click	574	↓ 38.3%
file_download	197	↓ 31.8%

[View events](#)

#### WHERE DOES YOUR AVERAGE 120D VALUE COME FROM?

