

All Traffic

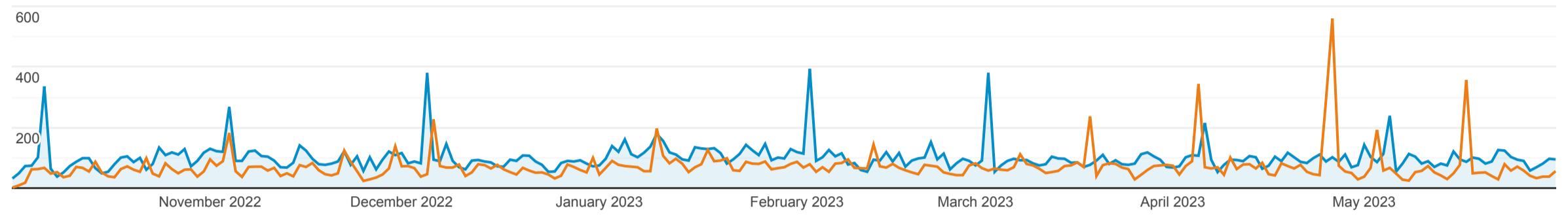
○ All Users
○ +0.00% Users

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

Explorer

Summary

Oct 1, 2022 - May 31, 2023: ● Users
Oct 1, 2021 - May 31, 2022: ● Users



Source / Medium	Acquisition			Behavior			Conversions Goal 3: Email Click ▾		
	Users ↓	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% ▲ 21,815 vs 14,409	47.30% ▲ 21,531 vs 14,617	39.58% ▲ 26,466 vs 18,961	24.72% ▲ 68.75% vs 55.12%	19.06% ▼ 2.04 vs 2.53	20.39% ▼ 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. (direct) / (none)									
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. google / organic									
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. google / cpc									
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. pinterest.com / referral									
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. google / local									
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. l.instagram.com / referral									
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. hs_email / email									
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. bing / organic										
Oct 1, 2022 - May 31, 2023	139 (0.63%)	135 (0.63%)	161 (0.61%)	47.20%	2.68	00:02:17	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Oct 1, 2021 - May 31, 2022	154 (1.02%)	148 (1.01%)	175 (0.92%)	50.86%	3.02	00:02:26	0.00%	0 (0.00%)	\$0.00 (0.00%)	
% Change	-9.74%	-8.78%	-8.00%	-7.18%	-11.44%	-5.99%	0.00%	0.00%	0.00%	
9. thespruce.com / referral										
Oct 1, 2022 - May 31, 2023	128 (0.58%)	127 (0.59%)	139 (0.53%)	74.82%	1.53	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Oct 1, 2021 - May 31, 2022	175 (1.16%)	174 (1.19%)	195 (1.03%)	88.72%	1.20	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)	
% Change	-26.86%	-27.01%	-28.72%	-15.67%	27.70%	310.41%	0.00%	0.00%	0.00%	
10. google / search										
Oct 1, 2022 - May 31, 2023	72 (0.33%)	66 (0.31%)	88 (0.33%)	0.00%	0.00	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Oct 1, 2021 - May 31, 2022	52 (0.35%)	51 (0.35%)	64 (0.34%)	0.00%	0.00	00:00:27	0.00%	0 (0.00%)	\$0.00 (0.00%)	
% Change	38.46%	29.41%	37.50%	0.00%	0.00%	-66.80%	0.00%	0.00%	0.00%	

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