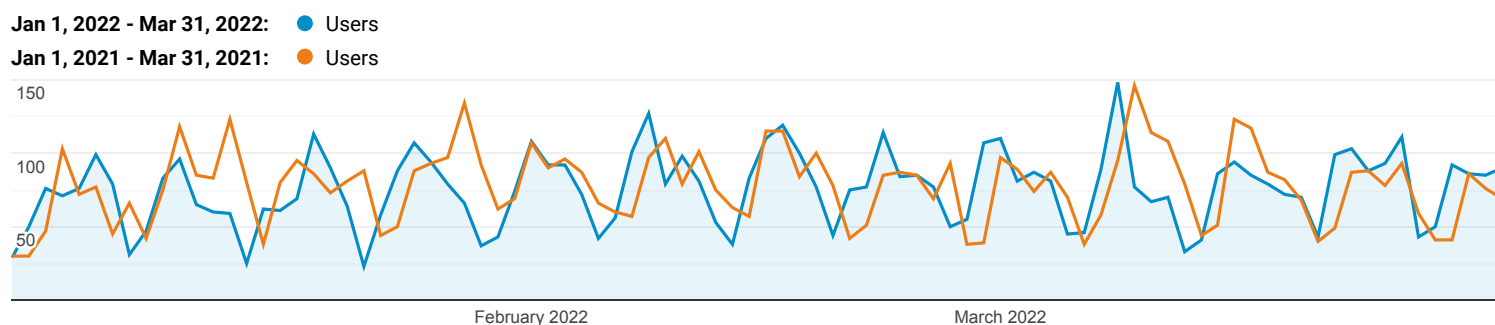


All Users
+0.00% Users

Jan 1, 2022 - Mar 31, 2022
Compare to: Jan 1, 2021 - Mar 31, 2021

Summary



Default Channel Grouping	Acquisition			Behavior			Conversions	Goal 1: Contact Us	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Contact Us (Goal 1 Conversion Rate)	Contact Us (Goal 1 Completions)	Contact Us (Goal 1 Value)
	4.04% 📉 6,030 vs 6,284	3.26% 📉 5,960 vs 6,161	2.54% 📉 7,474 vs 7,669	82.26% 📉 2.37% vs 13.35%	33.18% 📈 6.12 vs 4.60	11.71% 📈 00:01:36 vs 00:01:26	36.23% 📈 5.20% vs 3.82%	32.76% 📈 389 vs 293	0.00% \$0.00 vs \$0.00
1. Organic Search									
Jan 1, 2022 - Mar 31, 2022	3,897 (63.92%)	3,798 (63.72%)	4,911 (65.71%)	0.20%	6.59	00:01:47	6.39%	314 (80.72%)	\$0.00 (0.00%)
Jan 1, 2021 - Mar 31, 2021	4,265 (67.53%)	4,167 (67.64%)	5,193 (67.71%)	10.28%	4.70	00:01:30	4.78%	248 (84.64%)	\$0.00 (0.00%)
% Change	-8.63%	-8.86%	-5.43%	-98.02%	40.02%	18.57%	33.88%	26.61%	0.00%
2. Direct									
Jan 1, 2022 - Mar 31, 2022	1,829 (30.00%)	1,817 (30.49%)	2,134 (28.55%)	7.73%	5.20	00:01:13	2.86%	61 (15.68%)	\$0.00 (0.00%)
Jan 1, 2021 - Mar 31, 2021	1,505 (23.83%)	1,488 (24.15%)	1,847 (24.08%)	18.62%	4.50	00:01:21	1.95%	36 (12.29%)	\$0.00 (0.00%)
% Change	21.53%	22.11%	15.54%	-58.49%	15.73%	-10.33%	46.66%	69.44%	0.00%
3. Social									
Jan 1, 2022 - Mar 31, 2022	303 (4.97%)	294 (4.93%)	331 (4.43%)	0.30%	5.28	00:00:58	2.42%	8 (2.06%)	\$0.00 (0.00%)
Jan 1, 2021 - Mar 31, 2021	494 (7.82%)	472 (7.66%)	548 (7.15%)	25.91%	3.29	00:00:38	1.28%	7 (2.39%)	\$0.00 (0.00%)
% Change	-38.66%	-37.71%	-39.60%	-98.83%	60.42%	49.83%	89.21%	14.29%	0.00%
4. Referral									
Jan 1, 2022 - Mar 31, 2022	65 (1.07%)	49 (0.82%)	95 (1.27%)	1.05%	5.84	00:02:33	6.32%	6 (1.54%)	\$0.00 (0.00%)
Jan 1, 2021 - Mar 31, 2021	51 (0.81%)	34 (0.55%)	80 (1.04%)	5.00%	8.94	00:03:27	2.50%	2 (0.68%)	\$0.00 (0.00%)
% Change	27.45%	44.12%	18.75%	-78.95%	-34.63%	-25.93%	152.63%	200.00%	0.00%
5. (Other)									
Jan 1, 2022 - Mar 31, 2022	3 (0.05%)	2 (0.03%)	3 (0.04%)	0.00%	3.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2021 - Mar 31, 2021	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	3.00%	2.00%	3.00%	0.00%	3.00%	0.00%	0.00%	0.00%	0.00%

% Change	∞%	∞%	∞%	0.00%	∞%	0.00%	0.00%	0.00%	0.00%
6. Paid Search									
Jan 1, 2022 - Mar 31, 20...	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%)
Jan 1, 2021 - Mar 31, 20...	1 (0.02%)	0 (0.00%)	1 (0.01%)	0.00%	8.00	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-100.00%	0.00%	-100.00%	0.00%	-100.00%	-100.00%	0.00%	0.00%	0.00%

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