

Audience Overview

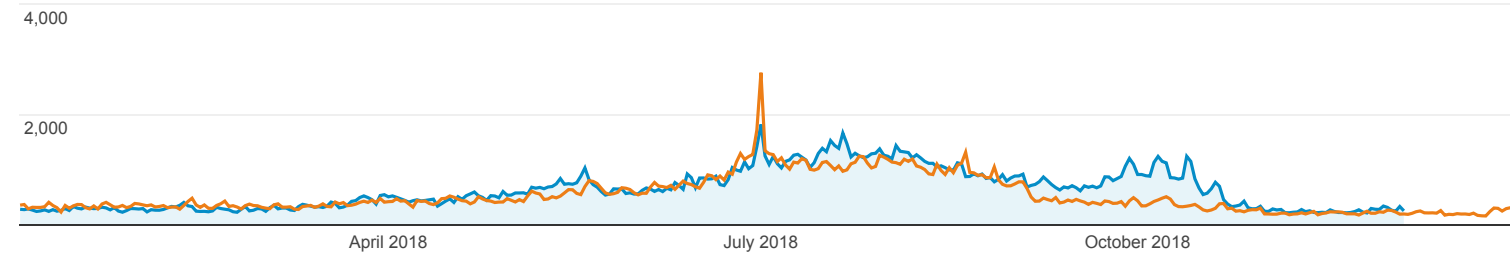
All Users
+0.00% Users

Jan 1, 2018 - Dec 5, 2018
Compare to: Jan 1, 2017 - Dec 31, 2017

Overview

Jan 1, 2018 - Dec 5, 2018: Users

Jan 1, 2017 - Dec 31, 2017: Users



Users

8.10%
171,885 vs 159,010



New Users

8.47%
171,046 vs 157,683



Sessions

12.07%
235,533 vs 210,163



Number of Sessions per User

3.68%
1.37 vs 1.32



Pageviews

-3.85%
567,353 vs 590,098



Pages / Session

-14.21%
2.41 vs 2.81



Avg. Session Duration

-13.33%
00:02:05 vs 00:02:24



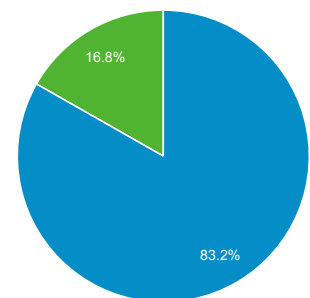
Bounce Rate

11.29%
53.19% vs 47.80%

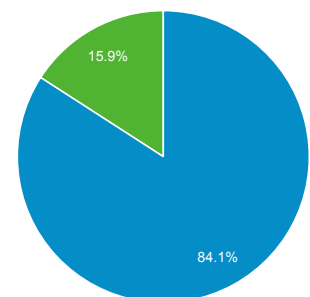


New Visitor Returning Visitor

Jan 1, 2018 - Dec 5, 2018



Jan 1, 2017 - Dec 31, 2017



Language

Users % Users

1. en-ca			
Jan 1, 2018 - Dec 5, 2018	80,302	46.38%	
Jan 1, 2017 - Dec 31, 2017	67,256	42.28%	
% Change	19.40%	9.71%	
2. en-us			
Jan 1, 2018 - Dec 5, 2018	60,632	35.02%	
Jan 1, 2017 - Dec 31, 2017	59,144	37.18%	
% Change	2.52%	-5.80%	
3. en-gb			
Jan 1, 2018 - Dec 5, 2018	24,681	14.26%	
Jan 1, 2017 - Dec 31, 2017	27,645	17.38%	
% Change	-10.72%	-17.97%	
4. zh-cn			

Jan 1, 2018 - Dec 5, 2018

952 0.55%

	Jan 1, 2018 - Dec 31, 2018	932		0.35%
	Jan 1, 2017 - Dec 31, 2017	384		0.24%
	% Change	147.92%		127.80%
5.	de-de			
	Jan 1, 2018 - Dec 5, 2018	830		0.48%
	Jan 1, 2017 - Dec 31, 2017	477		0.30%
	% Change	74.00%		59.88%
6.	en-au			
	Jan 1, 2018 - Dec 5, 2018	743		0.43%
	Jan 1, 2017 - Dec 31, 2017	527		0.33%
	% Change	40.99%		29.55%
7.	zh-tw			
	Jan 1, 2018 - Dec 5, 2018	742		0.43%
	Jan 1, 2017 - Dec 31, 2017	271		0.17%
	% Change	173.80%		151.58%
8.	de			
	Jan 1, 2018 - Dec 5, 2018	451		0.26%
	Jan 1, 2017 - Dec 31, 2017	591		0.37%
	% Change	-23.69%		-29.88%
9.	fr			
	Jan 1, 2018 - Dec 5, 2018	402		0.23%
	Jan 1, 2017 - Dec 31, 2017	320		0.20%
	% Change	25.62%		15.43%
10.	nl-nl			
	Jan 1, 2018 - Dec 5, 2018	367		0.21%
	Jan 1, 2017 - Dec 31, 2017	203		0.13%
	% Change	80.79%		66.12%