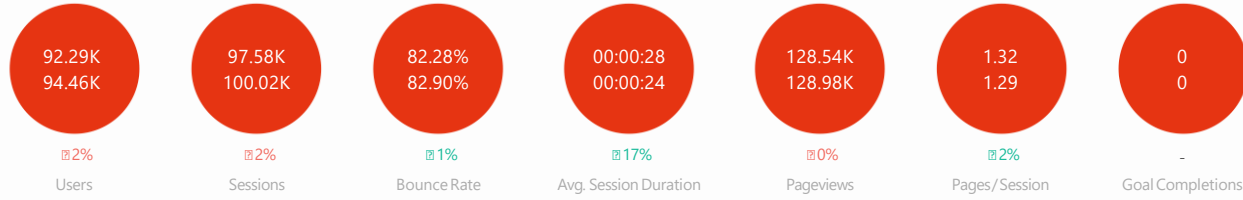
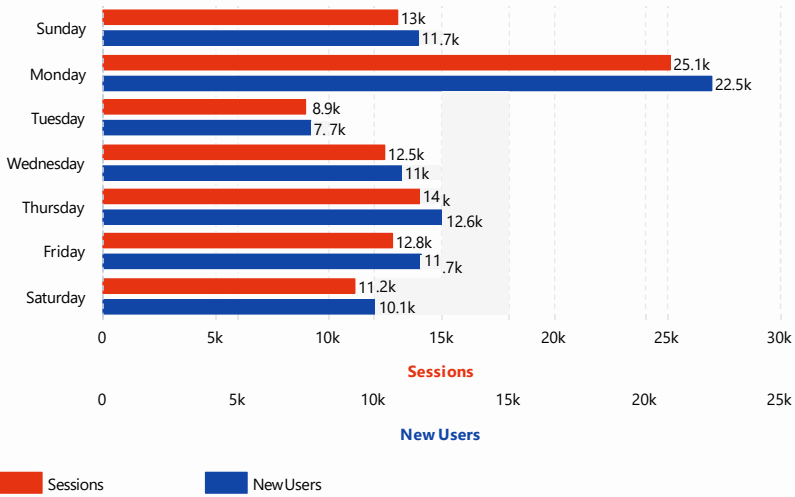


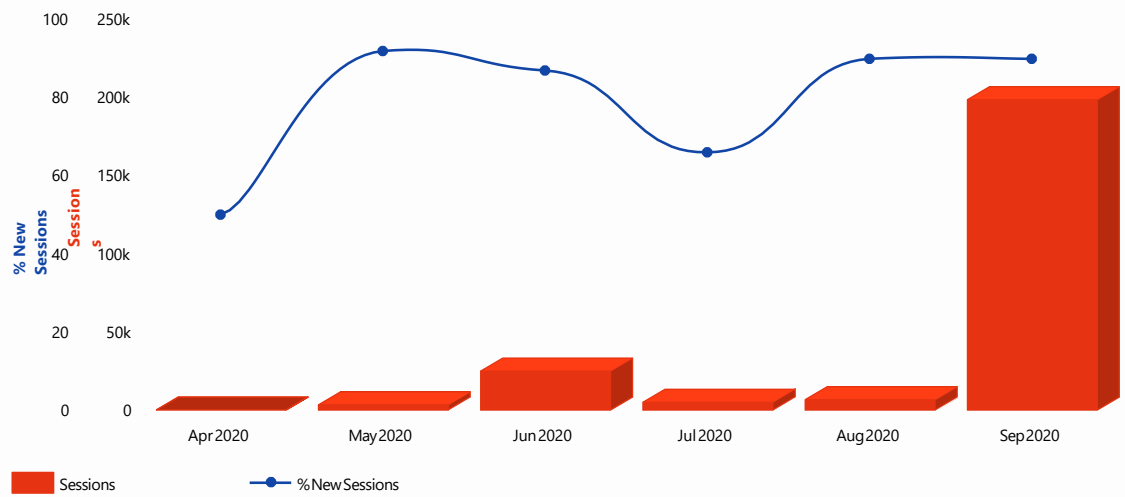
Overall Traffic Compared To Prior Period



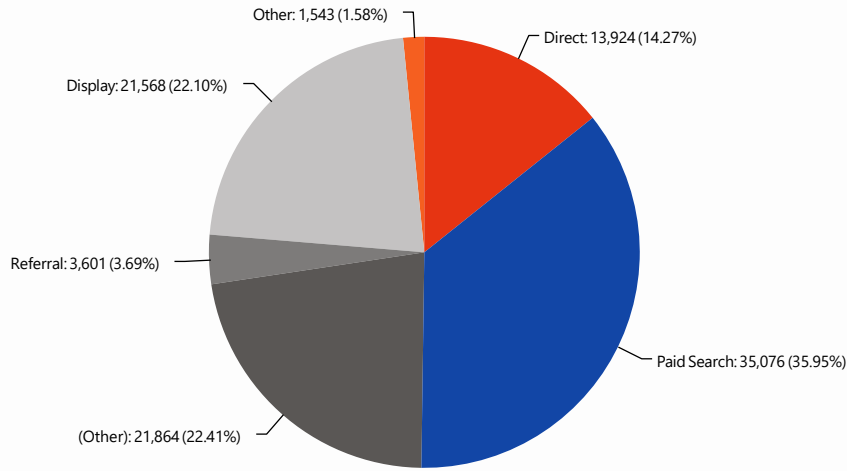
Which days do we get the most traffic on?



How does our traffic trend over past 6 months?



Where does our traffic come from?



What are the top traffic sources?

Source	Sessions	New Users
google	35,502	31,839
FB_Propellant	14,388	13,359
(direct)	13,924	12,666
youtube	8,252	5,949
facebook	7,516	6,978
PROG_Propellant	7,291	6,887
programmatic	5,979	5,745
beyonce.com	746	706
hbconnect.com	709	706
track.ecampaignstats.com	705	8

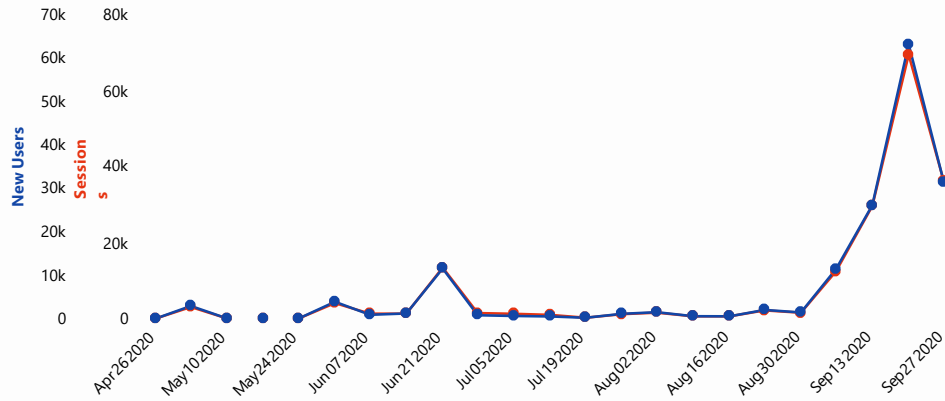
How are my individual website pages performing?

Grid contains more rows, but they have been clipped.

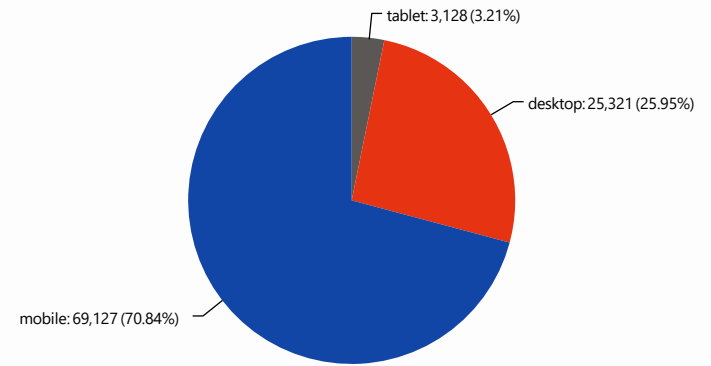
Page Title	Sessions	New Users	Pages / Session	Bounce Rate	Avg. Session Duration	Pageviews
<b>Total</b>	<b>97,576</b>	<b>87,173</b>	<b>1</b>	<b>82.28%</b>	<b>00:00:28</b>	<b>128,543</b>
[Redacted]	56,602	50,242	1	79.23%	00:00:30	71,872
[Redacted]	30,007	27,963	1	88.38%	00:00:20	35,141
[Redacted]	7,436	6,585	1	81.55%	00:00:32	10,356
[Redacted]	2,741	2,122	3	79.39%	00:01:00	7,565
[Redacted]	238	61	6	88.66%	00:00:10	1,392
[Redacted]	228	71	4	87.28%	00:00:29	986
[Redacted]	193	43	5	90.67%	00:00:18	934
[Redacted]	90	47	3	73.33%	00:03:05	251
[Redacted]	27	25	1	92.59%	00:00:03	31
[Redacted]	2	2	1	50.00%	00:00:10	2
[Redacted]	2	2	1	50.00%	00:00:18	2
[Redacted]	1	1	1	0.00%	00:01:10	1
[Redacted]	1	1	1	100.00%	00:00:00	1
[Redacted]	1	1	1	100.00%	00:00:00	1
[Redacted]	1	1	1	100.00%	00:00:00	1



How is my mobile traffic trending over the last 6 months?



What is the breakdown of my traffic by device?



What is the breakdown of engagement based on source and medium?

Grid contains more rows, but they have been clipped.

Source	Medium	Sessions	Avg. Session Duration	New Users	Bounce Rate	Avg. Time on Page
google	cpc	35,076	00:00:35	31,526	82.36%	00:02:08
FB_Propellant	Unregistered_Voters	14,388	00:00:06	13,359	94.06%	00:01:29
(direct)	(none)	13,924	00:00:51	12,666	76.90%	00:01:42
youtube	cpm	8,252	00:00:26	5,949	85.09%	00:01:48
facebook	cpm	7,336	00:00:15	6,817	95.11%	00:03:02
PROG_Propellant	Unregistered_Voters	7,291	00:00:15	6,887	90.77%	00:01:37
programmatic	cpm	5,979	00:00:21	5,745	32.53%	00:00:15
beyonce.com	referral	746	00:00:19	706	71.45%	00:00:44
hbcuconnect.com	referral	709	00:00:04	706	97.88%	00:02:19
track.ecampaignstats.com	referral	705	00:00:01	8	99.43%	00:02:59
eastads.simpli.k	referral	551	00:00:00	541	97.82%	00:00:20
google	organic	426	00:01:16	313	64.55%	00:01:53
m.facebook.com	referral	374	00:00:07	364	91.18%	00:01:12
instagram.com	referral	209	00:00:08	202	91.87%	00:01:32
ads.simpli.k	referral	198	00:00:00	197	93.94%	00:00:02
facebook	(not set)	180	00:00:23	161	92.78%	00:03:51

Performance overview by Device Category. How are new users finding us this month?

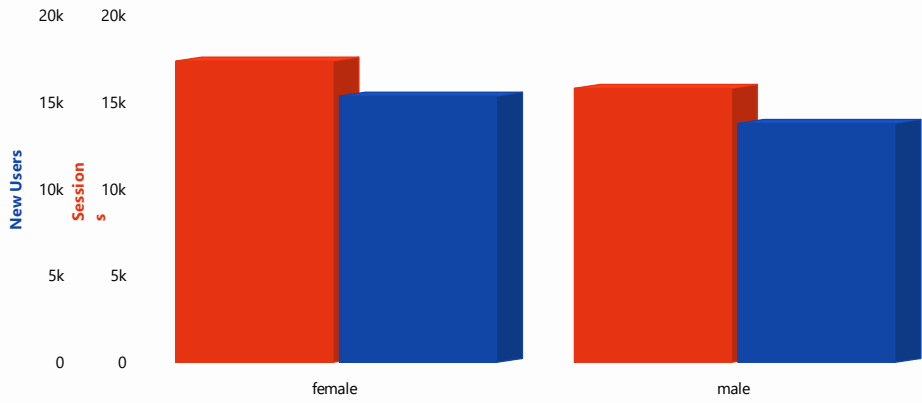
Device Category	Users	New Users	Sessions	Bounce Rate	Avg. Session Duration	Pageviews	Pages / Session	Goal Completions
mobile	<span>8%</span> 65,025 70,803	<span>9%</span> 60,964 66,647	<span>8%</span> 69,127 74,866	<span>1%</span> 88.76% 87.74%	<span>14%</span> 00:00:24 00:00:21	<span>9%</span> 80,333 88,652	<span>2%</span> 1 1	-0 0
tablet	<span>14%</span> 2,838 2,479	<span>15%</span> 2,638 2,289	<span>12%</span> 3,128 2,782	<span>5%</span> 84.27% 80.34%	<span>17%</span> 00:00:30 00:00:36	<span>8%</span> 3,967 3,674	<span>4%</span> 1 1	-0 0
<b>Total</b>	<b>67,863</b>	<b>63,602</b>	<b>72,255</b>	<b>88.57%</b>	<b>00:00:24</b>	<b>84,300</b>	<b>1</b>	<b>0</b>

Where are most of the traffic coming to our website from?

Grid contains more rows, but they have been clipped.

City	Region	Metro	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
<b>Total</b>			<b>97,576</b>	<b>87,173</b>	<b>82.28%</b>	<b>1.32</b>	<b>00:00:28</b>
Atlanta	Georgia	Atlanta GA	5,389	4,815	89.03%	1.16	00:00:20
Miami	Florida	Miami-Ft. Lauderdale FL	4,328	3,840	85.74%	1.24	00:00:32
Orlando	Florida	Orlando-Daytona Beach-Melbourne FL	3,657	3,234	84.30%	1.26	00:00:34
Philadelphia	Pennsylvania	Philadelphia PA	3,596	3,058	84.37%	1.25	00:00:26
Jacksonville	Florida	Jacksonville FL	2,736	2,420	84.69%	1.26	00:00:30
Quincy	Washington	Spokane WA	2,202	2,202	7.27%	2.85	00:00:12
Denver	Colorado	Denver CO	2,154	2,149	3.30%	2.93	00:00:12
Tampa	Florida	Tampa-St. Petersburg (Sarasota) FL	2,117	1,896	86.11%	1.23	00:00:29
Detroit	Michigan	Detroit MI	2,071	1,728	89.28%	1.17	00:00:25
(not set)	(not set)	(not set)	1,971	1,958	98.73%	1.02	00:00:01
Dallas	Texas	Dallas-Ft. Worth TX	1,642	1,479	89.28%	1.17	00:00:29
Houston	Texas	Houston TX	1,611	1,457	89.14%	1.14	00:00:19
Pittsburgh	Pennsylvania	Pittsburgh PA	1,293	1,112	84.76%	1.25	00:00:22
(not set)	Georgia	(not set)	1,059	971	87.06%	1.20	00:00:34
Milwaukee	Wisconsin	Milwaukee WI	1,044	886	89.66%	1.15	00:00:12

What is the gender breakdown of traffic coming to my website?



What is the age range of users visiting my website?

