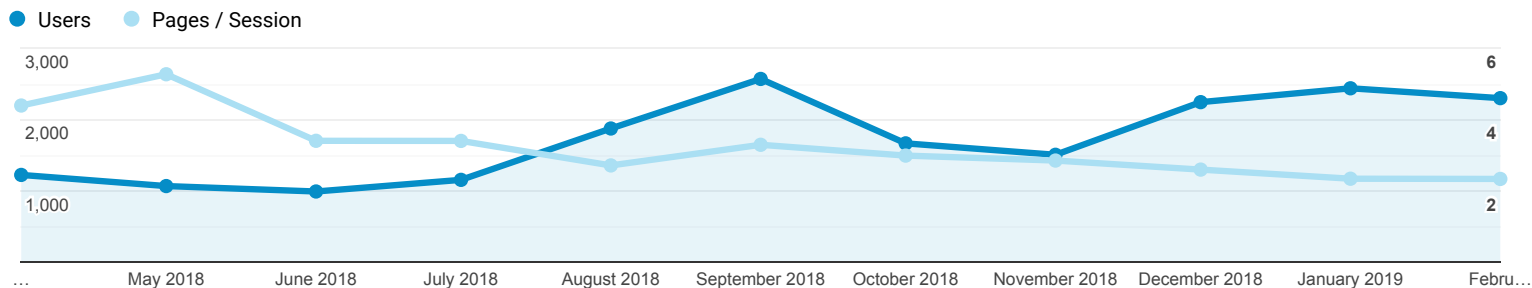


## Audience Overview

Apr 1, 2018 - Feb 28, 2019

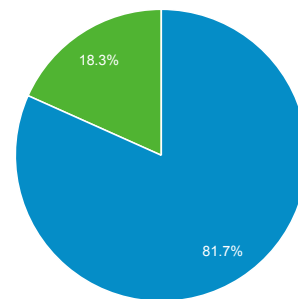
All Users  
100.00% Users

### Overview



<b>Users</b> 16,433	<b>New Users</b> 15,998	<b>Sessions</b> 27,023
<b>Number of Sessions per User</b> 1.64	<b>Pageviews</b> 82,134	<b>Pages / Session</b> 3.04
<b>Avg. Session Duration</b> 00:02:31	<b>Bounce Rate</b> 53.34%	

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	15,642	95.40%
2. fr	299	1.82%
3. c	210	1.28%
4. en-gb	60	0.37%
5. fi-fi	26	0.16%
6. ko-kr	22	0.13%
7. fr-fr	21	0.13%
8. pt-br	16	0.10%
9. en	14	0.09%
10. en-ca	14	0.09%

## Demographics: Age

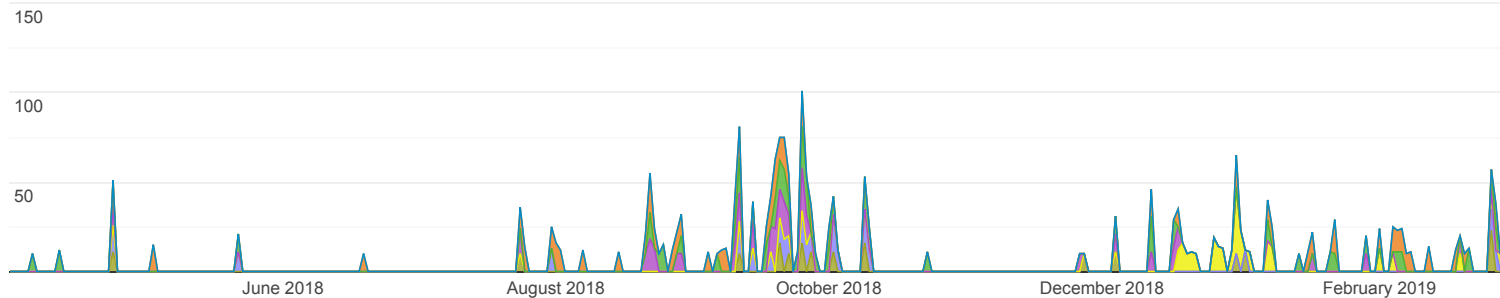
Apr 1, 2018 - Feb 28, 2019

All Users  
100.00% Users

Explorer

Summary

● Users ● 25-34 ● 45-54 ● 35-44 ● 18-24 ● 55-64 ● 65+



Age	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>5,804</b> % of Total: 35.32% (16,433)	<b>5,554</b> % of Total: 34.72% (15,998)	<b>9,842</b> % of Total: 36.42% (27,023)	<b>47.49%</b> Avg for View: 53.34% (-10.96%)	<b>3.39</b> Avg for View: 3.04 (11.65%)	<b>00:02:45</b> Avg for View: 00:02:31 (8.99%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. 25-34	<b>1,390</b> (22.73%)	<b>1,301</b> (23.42%)	<b>2,234</b> (22.70%)	50.13%	3.33	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. 45-54	<b>1,183</b> (19.34%)	<b>1,062</b> (19.12%)	<b>1,818</b> (18.47%)	53.36%	3.46	00:02:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. 35-44	<b>1,078</b> (17.63%)	<b>1,003</b> (18.06%)	<b>1,655</b> (16.82%)	51.18%	3.48	00:03:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. 55-64	<b>966</b> (15.79%)	<b>833</b> (15.00%)	<b>1,399</b> (14.21%)	48.68%	3.66	00:02:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. 18-24	<b>772</b> (12.62%)	<b>725</b> (13.05%)	<b>1,379</b> (14.01%)	36.69%	2.64	00:03:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. 65+	<b>727</b> (11.89%)	<b>630</b> (11.34%)	<b>1,357</b> (13.79%)	40.53%	3.80	00:02:31	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 6 of 6

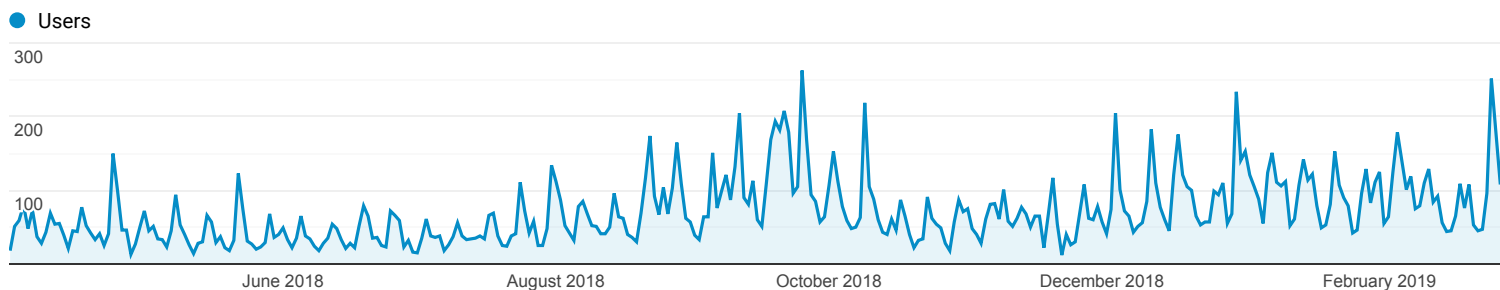
Overview

All Users  
100.00% Users

Apr 1, 2018 - Feb 28, 2019

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>16,433</b> % of Total: 100.00% (16,433)	<b>16,015</b> % of Total: 100.11% (15,998)	<b>27,023</b> % of Total: 100.00% (27,023)	<b>53.34%</b> Avg for View: 53.34% (0.00%)	<b>3.04</b> Avg for View: 3.04 (0.00%)	<b>00:02:31</b> Avg for View: 00:02:31 (0.00%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. desktop	<b>8,647</b> (52.96%)	<b>8,534</b> (53.29%)	<b>14,249</b> (52.73%)	47.06%	3.43	00:03:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	<b>6,712</b> (41.11%)	<b>6,544</b> (40.86%)	<b>11,126</b> (41.17%)	61.70%	2.49	00:01:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	<b>967</b> (5.92%)	<b>937</b> (5.85%)	<b>1,648</b> (6.10%)	51.09%	3.40	00:02:56	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

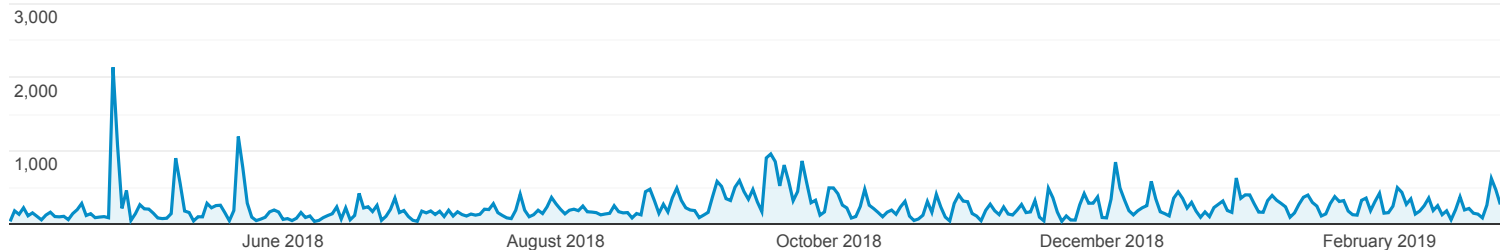
Pages

Apr 1, 2018 - Feb 28, 2019

All Users  
100.00% Pageviews

Explorer

● Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	<b>82,134</b> % of Total: 100.00% (82,134)	<b>62,375</b> % of Total: 100.00% (62,375)	<b>00:01:14</b> Avg for View: 00:01:14 (0.00%)	<b>26,929</b> % of Total: 100.00% (26,929)	<b>53.34%</b> Avg for View: 53.34% (0.00%)	<b>32.79%</b> Avg for View: 32.79% (0.00%)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. /	<b>11,296</b> (13.75%)	<b>8,831</b> (14.16%)	00:01:04	<b>8,203</b> (30.46%)	43.16%	40.89%	\$0.00 (0.00%)
2. /graduate-resources/deadlines-forms/	<b>2,807</b> (3.42%)	<b>2,170</b> (3.48%)	00:06:09	<b>1,490</b> (5.53%)	36.53%	67.72%	\$0.00 (0.00%)
3. /about-us/alumni-campus-facilities/	<b>2,041</b> (2.48%)	<b>1,554</b> (2.49%)	00:01:42	<b>1,304</b> (4.84%)	46.14%	50.81%	\$0.00 (0.00%)
4. /news-events/category/events/	<b>1,961</b> (2.39%)	<b>1,416</b> (2.27%)	00:00:48	<b>693</b> (2.57%)	61.18%	35.03%	\$0.00 (0.00%)
5. /homecoming-2018/	<b>1,822</b> (2.22%)	<b>1,320</b> (2.12%)	00:04:03	<b>991</b> (3.68%)	66.09%	56.26%	\$0.00 (0.00%)
6. /dearden-alumni-campus/facilities-overview/	<b>1,627</b> (1.98%)	<b>1,234</b> (1.98%)	00:01:20	<b>1,095</b> (4.07%)	58.36%	53.78%	\$0.00 (0.00%)
7. /alumni-relations/class-posters/	<b>1,565</b> (1.91%)	<b>824</b> (1.32%)	00:02:44	<b>549</b> (2.04%)	60.11%	40.26%	\$0.00 (0.00%)
8. /news-events/category/obituaries/	<b>1,545</b> (1.88%)	<b>910</b> (1.46%)	00:00:36	<b>116</b> (0.43%)	35.34%	17.22%	\$0.00 (0.00%)
9. /news-events/homecoming-2018/	<b>1,539</b> (1.87%)	<b>1,212</b> (1.94%)	00:02:26	<b>816</b> (3.03%)	45.67%	53.48%	\$0.00 (0.00%)
10. /graduate-resources/ces/	<b>1,461</b> (1.78%)	<b>966</b> (1.55%)	00:00:43	<b>421</b> (1.56%)	26.37%	16.36%	\$0.00 (0.00%)
11. /mhs-alumni-obituaries/	<b>1,341</b> (1.63%)	<b>675</b> (1.08%)	00:00:36	<b>246</b> (0.91%)	23.98%	14.84%	\$0.00 (0.00%)
12. /news-events/	<b>1,270</b> (1.55%)	<b>926</b> (1.48%)	00:00:38	<b>302</b> (1.12%)	44.04%	22.91%	\$0.00 (0.00%)
13. /communication/alumni-events/	<b>1,264</b> (1.54%)	<b>991</b> (1.59%)	00:00:59	<b>634</b> (2.35%)	67.19%	47.86%	\$0.00 (0.00%)
14. /dearden-alumni-campus/facilities-overview/purcell-friendship-hall/	<b>1,029</b> (1.25%)	<b>763</b> (1.22%)	00:01:18	<b>309</b> (1.15%)	64.40%	41.01%	\$0.00 (0.00%)
15. /stay-connected/	<b>871</b> (1.06%)	<b>599</b> (0.96%)	00:00:47	<b>200</b> (0.74%)	51.76%	22.62%	\$0.00 (0.00%)
16. /news-events/category/obituaries/page/2/	<b>845</b> (1.03%)	<b>485</b> (0.78%)	00:00:21	<b>8</b> (0.03%)	37.50%	4.38%	\$0.00 (0.00%)
17. /graduate-resources/	<b>767</b> (0.93%)	<b>602</b> (0.97%)	00:00:46	<b>187</b> (0.69%)	38.50%	17.34%	\$0.00 (0.00%)
18. /communication/alumni-news/	<b>712</b> (0.87%)	<b>505</b> (0.81%)	00:01:39	<b>74</b> (0.27%)	56.76%	27.67%	\$0.00 (0.00%)
19. /give-back/volunteer-opportunities/	<b>705</b> (0.86%)	<b>511</b> (0.82%)	00:02:14	<b>189</b> (0.70%)	59.04%	38.30%	\$0.00 (0.00%)
20. /news-events/category/obituaries/page/3/	<b>668</b> (0.81%)	<b>344</b> (0.55%)	00:00:18	<b>11</b> (0.04%)	81.82%	5.09%	\$0.00 (0.00%)

21.	<a href="#">/about-us/alumni-campus-facilities/purcell-friendship-hall-reserve-facility-form/</a>	576 (0.70%)	499 (0.80%)	00:01:52	57 (0.21%)	61.82%	41.32%	\$0.00 (0.00%)
22.	<a href="#">/purcell-friendship-hall-photos/</a>	547 (0.67%)	329 (0.53%)	00:00:21	142 (0.53%)	26.06%	17.92%	\$0.00 (0.00%)
23.	<a href="#">/founders-hall-memorial-brick/</a>	540 (0.66%)	449 (0.72%)	00:03:41	413 (1.53%)	62.71%	56.11%	\$0.00 (0.00%)
24.	<a href="#">/graduate-resources/higher-education-support/</a>	521 (0.63%)	355 (0.57%)	00:01:51	44 (0.16%)	52.27%	18.81%	\$0.00 (0.00%)
25.	<a href="#">/stay-connected/alumni-near-me/</a>	515 (0.63%)	478 (0.77%)	00:01:05	26 (0.10%)	73.08%	28.93%	\$0.00 (0.00%)
26.	<a href="#">/graduate-resources/ces/faqs/</a>	483 (0.59%)	258 (0.41%)	00:01:53	69 (0.26%)	59.42%	26.92%	\$0.00 (0.00%)
27.	<a href="#">/stay-connected/update-my-information/</a>	446 (0.54%)	389 (0.62%)	00:02:46	41 (0.15%)	62.79%	29.60%	\$0.00 (0.00%)
28.	<a href="#">/contact-us/</a>	445 (0.54%)	385 (0.62%)	00:02:52	56 (0.21%)	71.19%	51.01%	\$0.00 (0.00%)
29.	<a href="#">/mhs-vs-girard-basketball-game/</a>	443 (0.54%)	384 (0.62%)	00:05:09	261 (0.97%)	83.91%	80.81%	\$0.00 (0.00%)
30.	<a href="#">/about-us/alumni-relations/</a>	420 (0.51%)	354 (0.57%)	00:01:27	119 (0.44%)	58.33%	37.86%	\$0.00 (0.00%)
31.	<a href="#">/alumni-relations/update-my-information/</a>	411 (0.50%)	344 (0.55%)	00:01:49	67 (0.25%)	46.27%	28.22%	\$0.00 (0.00%)
32.	<a href="#">/stay-connected/alumni-recognition/</a>	408 (0.50%)	341 (0.55%)	00:00:52	26 (0.10%)	44.44%	18.87%	\$0.00 (0.00%)
33.	<a href="#">/graduate-resources/request-diploma-transcripts/</a>	398 (0.48%)	358 (0.57%)	00:03:46	171 (0.64%)	47.40%	63.32%	\$0.00 (0.00%)
34.	<a href="#">/graduate-resources/ces/accessing-your-ces/</a>	386 (0.47%)	294 (0.47%)	00:02:28	77 (0.29%)	64.47%	35.49%	\$0.00 (0.00%)
35.	<a href="#">/breaking-news/</a>	364 (0.44%)	285 (0.46%)	00:00:45	51 (0.19%)	37.25%	15.66%	\$0.00 (0.00%)
36.	<a href="#">/about-us/gps/</a>	361 (0.44%)	290 (0.46%)	00:02:12	73 (0.27%)	65.75%	36.57%	\$0.00 (0.00%)
37.	<a href="#">/stay-connected/publications/</a>	356 (0.43%)	276 (0.44%)	00:01:31	28 (0.10%)	48.28%	24.72%	\$0.00 (0.00%)
38.	<a href="#">/2019-alumni-fellowship-weekend/</a>	353 (0.43%)	291 (0.47%)	00:04:37	198 (0.74%)	67.50%	62.89%	\$0.00 (0.00%)
39.	<a href="#">/services/diplomatranscripts/</a>	353 (0.43%)	305 (0.49%)	00:04:00	253 (0.94%)	83.00%	76.49%	\$0.00 (0.00%)
40.	<a href="#">/2018-fellowship-weekend-registration/</a>	349 (0.42%)	260 (0.42%)	00:03:10	204 (0.76%)	69.61%	55.87%	\$0.00 (0.00%)
41.	<a href="#">/dearden-alumni-campus/facilities-overview/dearden-house/</a>	346 (0.42%)	272 (0.44%)	00:01:16	151 (0.56%)	52.32%	35.55%	\$0.00 (0.00%)
42.	<a href="#">/about-us/</a>	319 (0.39%)	262 (0.42%)	00:00:28	43 (0.16%)	83.72%	26.02%	\$0.00 (0.00%)
43.	<a href="#">/news-events/category/news/</a>	318 (0.39%)	231 (0.37%)	00:00:37	110 (0.41%)	36.36%	20.75%	\$0.00 (0.00%)
44.	<a href="#">/graduate-resources/ces/whats-covered/</a>	316 (0.38%)	193 (0.31%)	00:01:59	43 (0.16%)	41.86%	26.90%	\$0.00 (0.00%)
45.	<a href="#">/news-events/alumni-senior-dinner-fellowship-weekend/</a>	299 (0.36%)	259 (0.42%)	00:01:15	114 (0.42%)	64.04%	43.81%	\$0.00 (0.00%)
46.	<a href="#">/graduate-resources/summer-housing/</a>	292 (0.36%)	241 (0.39%)	00:02:47	74 (0.27%)	78.48%	45.89%	\$0.00 (0.00%)
47.	<a href="#">/class-notes/</a>	291 (0.35%)	214 (0.34%)	00:00:30	9 (0.03%)	33.33%	12.71%	\$0.00 (0.00%)
48.	<a href="#">/news-events/alumni-reconnect-in-florida/</a>	286 (0.35%)	267 (0.43%)	00:03:09	212 (0.79%)	90.09%	80.77%	\$0.00 (0.00%)
49.	<a href="#">/news-events/category/obituaries/page/4/</a>	283 (0.34%)	162 (0.26%)	00:00:14	0 (0.00%)	0.00%	4.95%	\$0.00 (0.00%)
50.	<a href="#">/news-events/mhs-vs-girard-basketball-game/</a>	280 (0.34%)	248 (0.40%)	00:00:54	182 (0.68%)	43.41%	36.43%	\$0.00 (0.00%)

Rows 1 - 50 of 2618