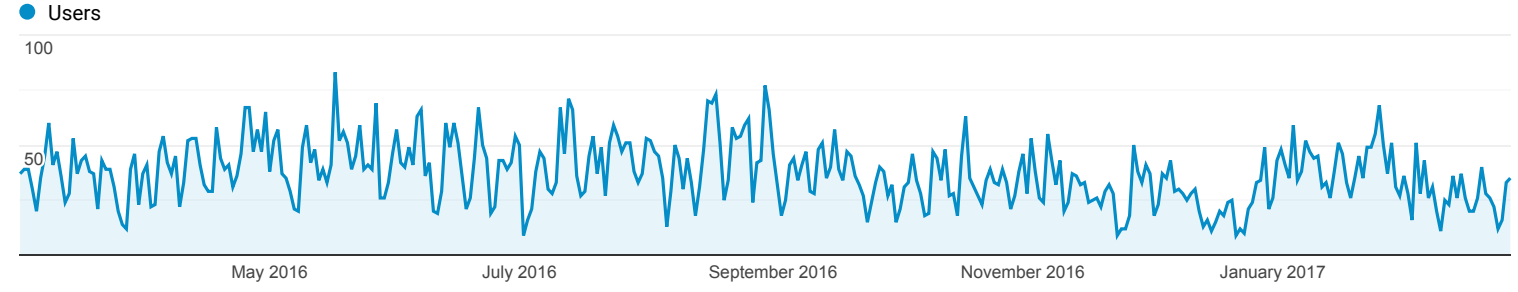


Audience Overview

Mar 1, 2016 - Feb 28, 2017

All Users
100.00% Users

Overview



| | | | |
|---|---|---|--|
| <p>Users</p> <p>6,772</p> | <p>New Users</p> <p>6,459</p> | <p>Sessions</p> <p>16,460</p> | <p>There is no data for this view.</p> |
| <p>Number of Sessions per User</p> <p>2.43</p> | <p>Pageviews</p> <p>55,835</p> | <p>Pages / Session</p> <p>3.39</p> | |
| <p>Avg. Session Duration</p> <p>00:03:57</p> | <p>Bounce Rate</p> <p>41.43%</p> | | |

| Language | Users | % Users |
|---------------------------------|-------|---------|
| There is no data for this view. | | |

Location

All Users
0.00% Users

Mar 1, 2016 - Feb 28, 2017

Map Overlay

Summary



| Country | Acquisition | | | Behavior | | | Conversions | | |
|-------------------|----------------------------------|--|--|--|--|--|--|----------------------------------|--|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 0 % of Total: 0.00% (0) | 6,461 % of Total: 100.03% (6,459) | 16,460 % of Total: 100.00% (16,460) | 41.43% Avg for View: 41.43% (0.00%) | 3.39 Avg for View: 3.39 (0.00%) | 00:03:57 Avg for View: 00:03:57 (0.00%) | 0.00% Avg for View: 0.00% (0.00%) | 0 % of Total: 0.00% (0) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. United States | 0 (0.00%) | 4,957 (76.72%) | 14,695 (89.28%) | 37.75% | 3.61 | 00:04:19 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 2. United Kingdom | 0 (0.00%) | 271 (4.19%) | 274 (1.66%) | 51.82% | 1.94 | 00:00:06 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 3. Brazil | 0 (0.00%) | 146 (2.26%) | 146 (0.89%) | 100.00% | 1.00 | 00:00:00 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 4. Sweden | 0 (0.00%) | 128 (1.98%) | 133 (0.81%) | 98.50% | 1.04 | 00:00:02 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 5. Philippines | 0 (0.00%) | 123 (1.90%) | 143 (0.87%) | 72.03% | 1.57 | 00:00:47 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 6. India | 0 (0.00%) | 95 (1.47%) | 114 (0.69%) | 75.44% | 1.63 | 00:00:54 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 7. China | 0 (0.00%) | 81 (1.25%) | 82 (0.50%) | 97.56% | 1.09 | 00:00:05 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 8. Canada | 0 (0.00%) | 74 (1.15%) | 142 (0.86%) | 48.59% | 2.99 | 00:04:28 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 9. (not set) | 0 (0.00%) | 60 (0.93%) | 62 (0.38%) | 50.00% | 1.95 | 00:00:00 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 10. Italy | 0 (0.00%) | 40 (0.62%) | 40 (0.24%) | 35.00% | 2.30 | 00:00:00 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

Rows 1 - 10 of 95

Location

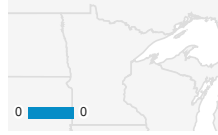
ALL » COUNTRY: United States » REGION: Minnesota

Mar 1, 2016 - Feb 28, 2017

All Users
0.00% Users

Map Overlay

Summary



| City | Acquisition | | | Behavior | | | Conversions | | |
|-----------------|----------------------------------|---|---|--|--|---|--|----------------------------------|--|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 0 % of Total: 0.00% (0) | 3,783 % of Total: 58.57% (6,459) | 12,183 % of Total: 74.02% (16,460) | 36.12% Avg for View: 41.43% (-12.80%) | 3.73 Avg for View: 3.39 (9.92%) | 00:04:34 Avg for View: 00:03:57 (15.76%) | 0.00% Avg for View: 0.00% (0.00%) | 0 % of Total: 0.00% (0) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. Minneapolis | 0 (0.00%) | 710 (18.77%) | 1,971 (16.18%) | 39.07% | 3.35 | 00:03:39 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 2. Saint Paul | 0 (0.00%) | 228 (6.03%) | 557 (4.57%) | 41.83% | 3.35 | 00:04:38 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 3. Maple Grove | 0 (0.00%) | 124 (3.28%) | 276 (2.27%) | 40.94% | 3.54 | 00:04:32 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 4. St. Cloud | 0 (0.00%) | 88 (2.33%) | 373 (3.06%) | 38.34% | 3.86 | 00:04:11 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 5. Eden Prairie | 0 (0.00%) | 84 (2.22%) | 600 (4.92%) | 49.33% | 2.62 | 00:03:31 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 6. Hutchinson | 0 (0.00%) | 72 (1.90%) | 118 (0.97%) | 51.69% | 2.31 | 00:02:11 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 7. Brainerd | 0 (0.00%) | 68 (1.80%) | 443 (3.64%) | 39.05% | 3.45 | 00:03:58 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 8. Champlin | 0 (0.00%) | 64 (1.69%) | 468 (3.84%) | 31.41% | 4.10 | 00:05:10 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 9. Blaine | 0 (0.00%) | 63 (1.67%) | 107 (0.88%) | 31.78% | 4.39 | 00:05:47 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 10. Monticello | 0 (0.00%) | 62 (1.64%) | 364 (2.99%) | 23.90% | 4.77 | 00:04:43 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

Rows 1 - 10 of 273

Browser & OS

All Users
0.00% Users

Mar 1, 2016 - Feb 28, 2017

Explorer

Summary

● Users

1

0

May 2016

July 2016

September 2016

November 2016

January 2017

| Browser | Acquisition | | | Behavior | | | Conversions | | |
|----------------------|----------------------------------|--|--|--|--|--|--|----------------------------------|--|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 0 % of Total: 0.00% (0) | 6,461 % of Total: 100.03% (6,459) | 16,460 % of Total: 100.00% (16,460) | 41.43% Avg for View: 41.43% (0.00%) | 3.39 Avg for View: 3.39 (0.00%) | 00:03:57 Avg for View: 00:03:57 (0.00%) | 0.00% Avg for View: 0.00% (0.00%) | 0 % of Total: 0.00% (0) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. Chrome | 0 (0.00%) | 3,566 (55.19%) | 8,436 (51.25%) | 42.90% | 3.44 | 00:03:55 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 2. Safari | 0 (0.00%) | 1,145 (17.72%) | 3,525 (21.42%) | 47.60% | 2.80 | 00:02:52 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 3. Internet Explorer | 0 (0.00%) | 837 (12.95%) | 2,203 (13.38%) | 23.69% | 4.35 | 00:05:03 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 4. Firefox | 0 (0.00%) | 415 (6.42%) | 1,278 (7.76%) | 42.57% | 3.20 | 00:05:24 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 5. Edge | 0 (0.00%) | 170 (2.63%) | 469 (2.85%) | 26.65% | 4.58 | 00:06:06 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 6. Safari (in-app) | 0 (0.00%) | 148 (2.29%) | 165 (1.00%) | 69.09% | 1.70 | 00:01:13 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 7. Amazon Silk | 0 (0.00%) | 41 (0.63%) | 134 (0.81%) | 53.73% | 3.18 | 00:02:46 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 8. Opera Mini | 0 (0.00%) | 35 (0.54%) | 36 (0.22%) | 80.56% | 1.19 | 00:00:15 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 9. Android Browser | 0 (0.00%) | 27 (0.42%) | 43 (0.26%) | 55.81% | 1.86 | 00:01:28 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 10. Opera | 0 (0.00%) | 22 (0.34%) | 43 (0.26%) | 39.53% | 3.09 | 00:01:20 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

Rows 1 - 10 of 21

Overview

All Users
0.00% Users

Mar 1, 2016 - Feb 28, 2017

Explorer

Summary

Users

1

0

May 2016

July 2016

September 2016

November 2016

January 2017

| Device Category | Acquisition | | | Behavior | | | Conversions | | |
|-----------------|---|---|---|---|---|---|---|---|---|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 0 % of Total: 0.00% (0) | 6,461 % of Total: 100.03% (6,459) | 16,460 % of Total: 100.00% (16,460) | 41.43% Avg for View: 41.43% (0.00%) | 3.39 Avg for View: 3.39 (0.00%) | 00:03:57 Avg for View: 00:03:57 (0.00%) | 0.00% Avg for View: 0.00% (0.00%) | 0 % of Total: 0.00% (0) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. desktop | 0 (0.00%) | 4,479 (69.32%) | 11,217 (68.15%) | 36.98% | 3.75 | 00:04:38 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 2. mobile | 0 (0.00%) | 1,506 (23.31%) | 3,725 (22.63%) | 49.48% | 2.55 | 00:02:10 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 3. tablet | 0 (0.00%) | 476 (7.37%) | 1,518 (9.22%) | 54.55% | 2.84 | 00:03:18 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

Rows 1 - 3 of 3

Devices

All Users
0.00% Users

Mar 1, 2016 - Feb 28, 2017

Explorer

Summary

Users

1

0

May 2016

July 2016

September 2016

November 2016

January 2017

| Mobile Device Info | Acquisition | | | Behavior | | | Conversions | | |
|--------------------------------|----------------------------------|---|--|---|--|--|--|----------------------------------|--|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 0 % of Total: 0.00% (0) | 1,982 % of Total: 30.69% (6,459) | 5,243 % of Total: 31.85% (16,460) | 50.94% Avg for View: 41.43% (22.97%) | 2.63 Avg for View: 3.39 (-22.45%) | 00:02:30 Avg for View: 00:03:57 (-36.69%) | 0.00% Avg for View: 0.00% (0.00%) | 0 % of Total: 0.00% (0) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. Apple iPhone | 0 (0.00%) | 694 (35.02%) | 2,016 (38.45%) | 49.11% | 2.42 | 00:01:52 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 2. Apple iPad | 0 (0.00%) | 273 (13.77%) | 1,013 (19.32%) | 50.15% | 2.95 | 00:03:43 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 3. Samsung SM-G900V Galaxy S5 | 0 (0.00%) | 67 (3.38%) | 153 (2.92%) | 49.67% | 2.26 | 00:02:03 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 4. Google Nexus 7 | 0 (0.00%) | 64 (3.23%) | 65 (1.24%) | 98.46% | 1.03 | 00:00:02 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 5. (not set) | 0 (0.00%) | 59 (2.98%) | 200 (3.81%) | 33.00% | 2.92 | 00:03:35 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 6. Samsung SM-G920V Galaxy S6 | 0 (0.00%) | 38 (1.92%) | 73 (1.39%) | 57.53% | 2.41 | 00:01:44 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 7. Samsung SM-G930V Galaxy S7 | 0 (0.00%) | 29 (1.46%) | 85 (1.62%) | 57.65% | 2.16 | 00:02:08 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 8. Apple iPhone 6 | 0 (0.00%) | 25 (1.26%) | 28 (0.53%) | 60.71% | 1.89 | 00:01:31 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 9. Motorola XT1254 Droid Turbo | 0 (0.00%) | 20 (1.01%) | 61 (1.16%) | 32.79% | 3.38 | 00:02:10 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 10. Apple iPhone 5s | 0 (0.00%) | 17 (0.86%) | 19 (0.36%) | 57.89% | 1.84 | 00:01:06 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

Rows 1 - 10 of 270