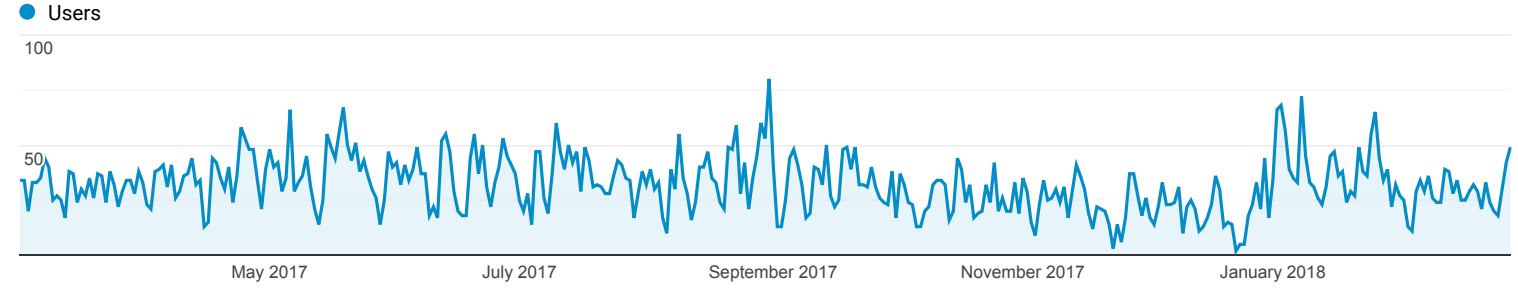


Audience Overview

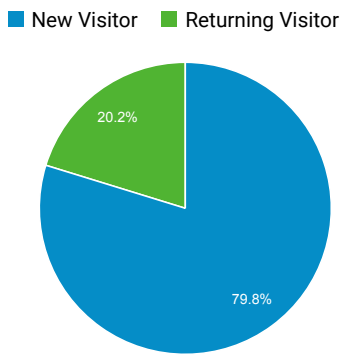
Mar 1, 2017 - Feb 28, 2018

All Users
100.00% Users

Overview



Users 5,418	New Users 5,187	Sessions 14,242
Number of Sessions per User 2.63	Pageviews 50,641	Pages / Session 3.56
Avg. Session Duration 00:04:21	Bounce Rate 40.25%	



Language	Users	% Users
1. en-us	5,115	94.41%
2. en-gb	103	1.90%
3. sv	23	0.42%
4. c	22	0.41%
5. zh-cn	16	0.30%
6. en	13	0.24%
7. de	12	0.22%
8. (not set)	8	0.15%
9. es	7	0.13%
10. sv-se	7	0.13%

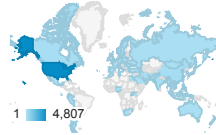
Location

All Users
100.00% Users

Mar 1, 2017 - Feb 28, 2018

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
	5,418 % of Total: 100.00% (5,418)	5,191 % of Total: 100.08% (5,187)	14,242 % of Total: 100.00% (14,242)	40.25% Avg for View: 40.25% (0.00%)	3.56 Avg for View: 3.56 (0.00%)	00:04:21 Avg for View: 00:04:21 (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	4,807 (88.59%)	4,580 (88.23%)	13,545 (95.11%)	38.44%	3.65	00:04:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. China	114 (2.10%)	114 (2.20%)	114 (0.80%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Philippines	74 (1.36%)	75 (1.44%)	86 (0.60%)	66.28%	1.81	00:01:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. India	66 (1.22%)	66 (1.27%)	79 (0.55%)	54.43%	1.97	00:01:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Canada	45 (0.83%)	41 (0.79%)	87 (0.61%)	52.87%	2.97	00:02:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Sweden	32 (0.59%)	31 (0.60%)	34 (0.24%)	97.06%	1.03	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Nigeria	29 (0.53%)	29 (0.56%)	31 (0.22%)	67.74%	1.65	00:02:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Germany	26 (0.48%)	26 (0.50%)	26 (0.18%)	84.62%	1.50	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Pakistan	19 (0.35%)	19 (0.37%)	21 (0.15%)	61.90%	1.95	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. United Kingdom	18 (0.33%)	17 (0.33%)	19 (0.13%)	78.95%	1.32	00:00:22	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 73

Location

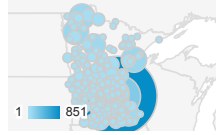
ALL » COUNTRY: [United States](#) » REGION: [Minnesota](#)

Mar 1, 2017 - Feb 28, 2018



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
	3,806 % of Total: 70.25% (5,418)	3,556 % of Total: 68.56% (5,187)	11,159 % of Total: 78.35% (14,242)	36.59% Avg for View: 40.25% (-9.09%)	3.66 Avg for View: 3.56 (2.92%)	00:04:31 Avg for View: 00:04:21 (3.80%)	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	851 (18.56%)	703 (19.77%)	1,864 (16.70%)	45.92%	2.87	00:02:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Saint Paul	214 (4.67%)	177 (4.98%)	352 (3.15%)	40.06%	3.28	00:03:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Eden Prairie	118 (2.57%)	96 (2.70%)	469 (4.20%)	52.88%	2.71	00:03:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. St. Cloud	117 (2.55%)	95 (2.67%)	334 (2.99%)	41.02%	3.57	00:04:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Maple Grove	97 (2.12%)	81 (2.28%)	171 (1.53%)	46.78%	2.77	00:03:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Duluth	89 (1.94%)	70 (1.97%)	429 (3.84%)	22.61%	5.47	00:07:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Lake Crystal	88 (1.92%)	87 (2.45%)	97 (0.87%)	1.03%	3.72	00:02:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Thief River Falls	76 (1.66%)	70 (1.97%)	151 (1.35%)	31.79%	4.04	00:04:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. St. Louis Park	75 (1.64%)	37 (1.04%)	157 (1.41%)	37.58%	3.92	00:04:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Champlin	73 (1.59%)	50 (1.41%)	317 (2.84%)	27.76%	4.45	00:05:06	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 277

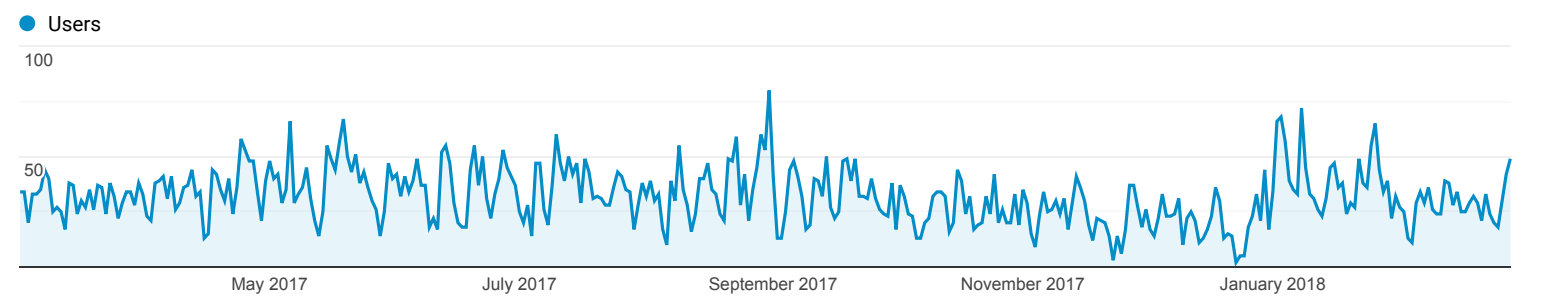
Browser & OS

All Users
100.00% Users

Mar 1, 2017 - Feb 28, 2018

Explorer

Summary



Browser	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	5,418 % of Total: 100.00% (5,418)	5,191 % of Total: 100.08% (5,187)	14,242 % of Total: 100.00% (14,242)	40.25% Avg for View: 40.25% (0.00%)	3.56 Avg for View: 3.56 (0.00%)	00:04:21 Avg for View: 00:04:21 (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	2,420 (44.66%)	2,319 (44.67%)	7,221 (50.70%)	36.37%	3.96	00:05:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Safari	1,250 (23.07%)	1,201 (23.14%)	3,037 (21.32%)	52.39%	2.44	00:02:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Internet Explorer	792 (14.62%)	762 (14.68%)	1,682 (11.81%)	23.96%	4.47	00:05:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Firefox	312 (5.76%)	293 (5.64%)	1,034 (7.26%)	46.71%	2.85	00:04:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Edge	228 (4.21%)	210 (4.05%)	602 (4.23%)	29.40%	4.74	00:06:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Safari (in-app)	124 (2.29%)	123 (2.37%)	165 (1.16%)	72.12%	1.58	00:01:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Android Webview	110 (2.03%)	109 (2.10%)	139 (0.98%)	72.66%	1.70	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Sogou web spider	49 (0.90%)	49 (0.94%)	49 (0.34%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Samsung Internet	34 (0.63%)	34 (0.65%)	45 (0.32%)	60.00%	1.80	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Amazon Silk	26 (0.48%)	23 (0.44%)	130 (0.91%)	59.23%	2.52	00:02:06	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 22

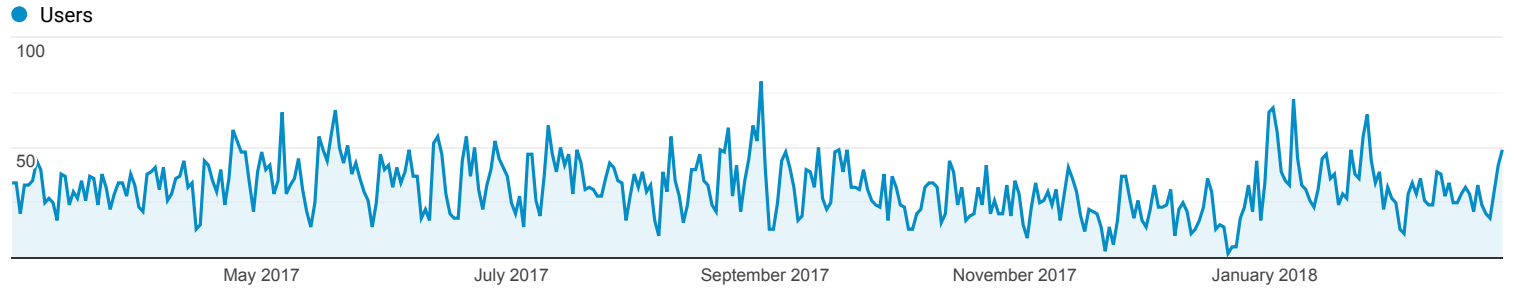
Overview

All Users
100.00% Users

Mar 1, 2017 - Feb 28, 2018

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
	5,418 % of Total: 100.00% (5,418)	5,191 % of Total: 100.08% (5,187)	14,242 % of Total: 100.00% (14,242)	40.25% Avg for View: 40.25% (0.00%)	3.56 Avg for View: 3.56 (0.00%)	00:04:21 Avg for View: 00:04:21 (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	3,430 (63.20%)	3,284 (63.26%)	9,350 (65.65%)	32.62%	4.19	00:05:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	1,651 (30.42%)	1,586 (30.55%)	3,867 (27.15%)	55.13%	2.30	00:01:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	346 (6.38%)	321 (6.18%)	1,025 (7.20%)	53.66%	2.53	00:02:50	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

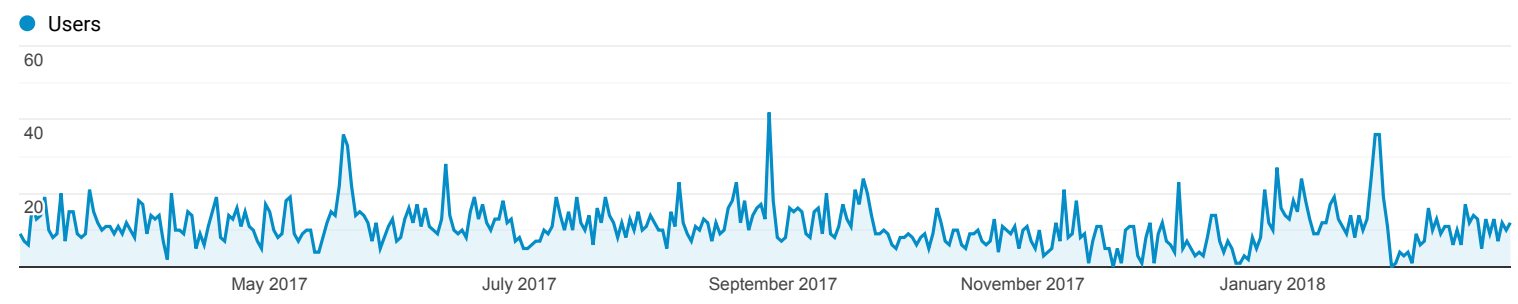
Devices

All Users
36.77% Users

Mar 1, 2017 - Feb 28, 2018

Explorer

Summary



Mobile Device Info	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,992 % of Total: 36.77% (5,418)	1,907 % of Total: 36.76% (5,187)	4,892 % of Total: 34.35% (14,242)	54.82% Avg for View: 40.25% (36.22%)	2.34 Avg for View: 3.56 (-34.08%)	00:02:04 Avg for View: 00:04:21 (-52.52%)	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	837 (41.66%)	808 (42.37%)	1,962 (40.11%)	54.13%	2.20	00:01:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Apple iPad	242 (12.05%)	227 (11.90%)	706 (14.43%)	53.97%	2.45	00:02:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Samsung SM-G930V Galaxy S7	67 (3.33%)	61 (3.20%)	194 (3.97%)	42.27%	3.58	00:03:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Samsung SM-G900V Galaxy S5	45 (2.24%)	43 (2.25%)	192 (3.92%)	56.25%	2.28	00:02:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Samsung SM-G920V Galaxy S6	41 (2.04%)	38 (1.99%)	80 (1.64%)	66.25%	2.15	00:01:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. (not set)	34 (1.69%)	31 (1.63%)	224 (4.58%)	77.23%	1.62	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Samsung SM-G930T Galaxy S7	28 (1.39%)	26 (1.36%)	99 (2.02%)	55.56%	2.25	00:01:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Motorola XT1585 Droid Turbo 2	21 (1.05%)	21 (1.10%)	42 (0.86%)	50.00%	2.76	00:02:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Microsoft Windows RT Tablet	19 (0.95%)	15 (0.79%)	33 (0.67%)	33.33%	3.45	00:03:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Samsung SM-G950F Galaxy S8	16 (0.80%)	15 (0.79%)	33 (0.67%)	57.58%	1.70	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 271