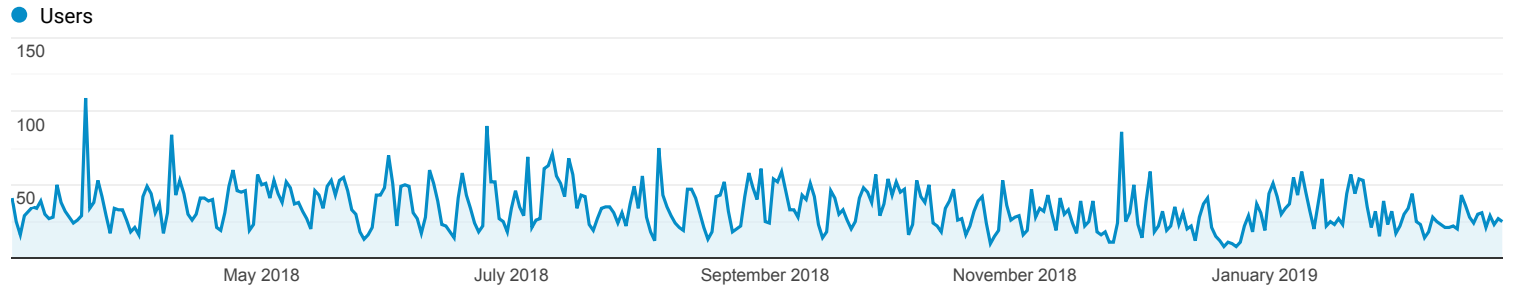


Audience Overview

Mar 1, 2018 - Feb 28, 2019

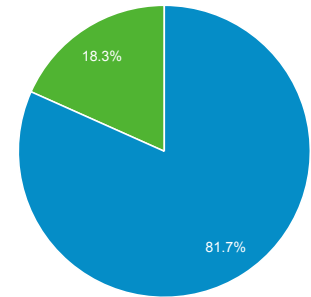
All Users
100.00% Users

Overview



Users 5,738	New Users 5,487	Sessions 15,083
Number of Sessions per User 2.63	Pageviews 49,833	Pages / Session 3.30
Avg. Session Duration 00:04:01	Bounce Rate 42.00%	

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	5,219	90.96%
2. fr	257	4.48%
3. en-gb	47	0.82%
4. fr-fr	29	0.51%
5. c	27	0.47%
6. fi-fi	25	0.44%
7. pt-br	14	0.24%
8. en	13	0.23%
9. es-es	13	0.23%
10. en-ca	9	0.16%

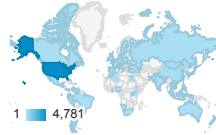
Location

All Users
100.00% Users

Mar 1, 2018 - Feb 28, 2019

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
	5,738 % of Total: 100.00% (5,738)	5,488 % of Total: 100.02% (5,487)	15,083 % of Total: 100.00% (15,083)	42.00% Avg for View: 42.00% (0.00%)	3.30 Avg for View: 3.30 (0.00%)	00:04:01 Avg for View: 00:04:01 (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	4,781 (83.25%)	4,530 (82.54%)	14,008 (92.87%)	38.78%	3.46	00:04:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. France	282 (4.91%)	282 (5.14%)	282 (1.87%)	78.37%	1.22	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. China	106 (1.85%)	106 (1.93%)	106 (0.70%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. India	85 (1.48%)	85 (1.55%)	90 (0.60%)	81.11%	1.42	00:00:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. United Kingdom	51 (0.89%)	50 (0.91%)	52 (0.34%)	73.08%	1.27	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Philippines	49 (0.85%)	49 (0.89%)	50 (0.33%)	78.00%	1.52	00:00:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Russia	33 (0.57%)	33 (0.60%)	33 (0.22%)	75.76%	1.24	00:04:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Germany	25 (0.44%)	25 (0.46%)	25 (0.17%)	92.00%	1.28	00:00:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Nigeria	24 (0.42%)	24 (0.44%)	29 (0.19%)	62.07%	1.62	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Canada	22 (0.38%)	20 (0.36%)	32 (0.21%)	71.88%	2.84	00:01:50	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 76

Location

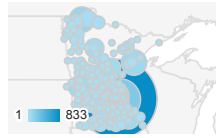
ALL » COUNTRY: United States » REGION: Minnesota

Mar 1, 2018 - Feb 28, 2019

 All Users
62.98% 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
	3,614 % of Total: 62.98% (5,738)	3,332 % of Total: 60.73% (5,487)	11,342 % of Total: 75.20% (15,083)	35.91% Avg for View: 42.00% (-14.50%)	3.54 Avg for View: 3.30 (7.25%)	00:04:20 Avg for View: 00:04:01 (7.94%)	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	833 (18.91%)	683 (20.50%)	2,096 (18.48%)	41.70%	2.96	00:03:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Saint Paul	212 (4.81%)	166 (4.98%)	413 (3.64%)	39.71%	3.34	00:03:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. St. Cloud	157 (3.56%)	116 (3.48%)	343 (3.02%)	38.78%	3.23	00:03:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Maple Grove	115 (2.61%)	95 (2.85%)	213 (1.88%)	34.27%	4.11	00:06:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Eden Prairie	96 (2.18%)	80 (2.40%)	536 (4.73%)	57.09%	2.31	00:04:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Golden Valley	92 (2.09%)	82 (2.46%)	188 (1.66%)	28.72%	3.71	00:03:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Roseau	89 (2.02%)	75 (2.25%)	244 (2.15%)	24.59%	3.52	00:04:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Monticello	82 (1.86%)	61 (1.83%)	403 (3.55%)	21.59%	4.36	00:04:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Duluth	74 (1.68%)	54 (1.62%)	510 (4.50%)	30.39%	5.54	00:07:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Champlin	71 (1.61%)	54 (1.62%)	303 (2.67%)	22.44%	4.01	00:04:15	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 260

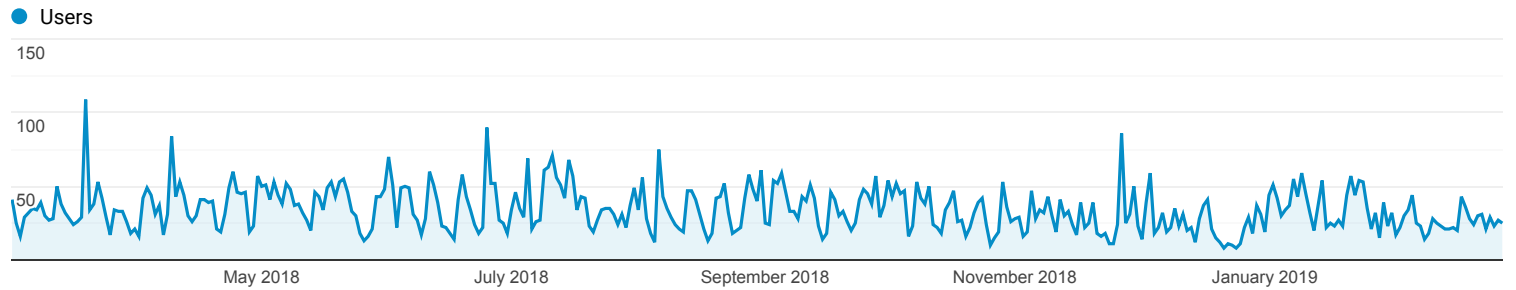
Browser & OS

All Users
100.00% Users

Mar 1, 2018 - Feb 28, 2019

Explorer

Summary



Browser	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	5,738 % of Total: 100.00% (5,738)	5,488 % of Total: 100.02% (5,487)	15,083 % of Total: 100.00% (15,083)	42.00% Avg for View: 42.00% (0.00%)	3.30 Avg for View: 3.30 (0.00%)	00:04:01 Avg for View: 00:04:01 (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	2,598 (45.25%)	2,481 (45.21%)	7,507 (49.77%)	37.38%	3.53	00:04:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Safari	1,304 (22.71%)	1,254 (22.85%)	3,438 (22.79%)	51.95%	2.46	00:02:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Internet Explorer	588 (10.24%)	552 (10.06%)	1,497 (9.93%)	29.19%	3.99	00:04:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Firefox	450 (7.84%)	431 (7.85%)	793 (5.26%)	51.95%	2.62	00:03:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Edge	391 (6.81%)	367 (6.69%)	1,012 (6.71%)	37.65%	5.08	00:07:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Safari (in-app)	155 (2.70%)	153 (2.79%)	198 (1.31%)	69.19%	1.57	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Android Webview	118 (2.06%)	117 (2.13%)	146 (0.97%)	72.60%	1.74	00:01:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Samsung Internet	50 (0.87%)	49 (0.89%)	160 (1.06%)	46.25%	2.37	00:03:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Opera	23 (0.40%)	23 (0.42%)	190 (1.26%)	55.79%	2.47	00:01:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Amazon Silk	21 (0.37%)	20 (0.36%)	73 (0.48%)	57.53%	2.53	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 23

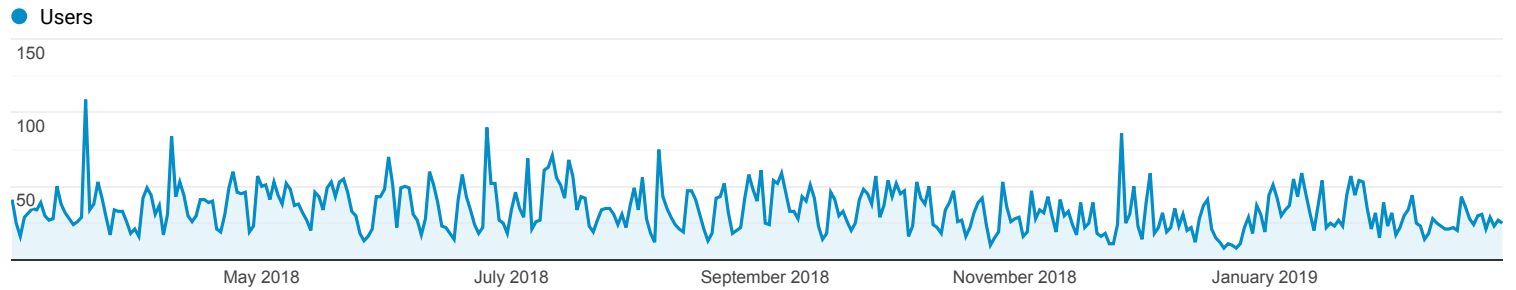
Overview

All Users
100.00% Users

Mar 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
	5,738 % of Total: 100.00% (5,738)	5,488 % of Total: 100.02% (5,487)	15,083 % of Total: 100.00% (15,083)	42.00% Avg for View: 42.00% (0.00%)	3.30 Avg for View: 3.30 (0.00%)	00:04:01 Avg for View: 00:04:01 (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	3,572 (62.24%)	3,405 (62.04%)	9,583 (63.54%)	36.35%	3.74	00:04:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	1,812 (31.57%)	1,751 (31.91%)	4,607 (30.54%)	52.16%	2.48	00:02:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	355 (6.19%)	332 (6.05%)	893 (5.92%)	50.28%	2.84	00:03:28	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

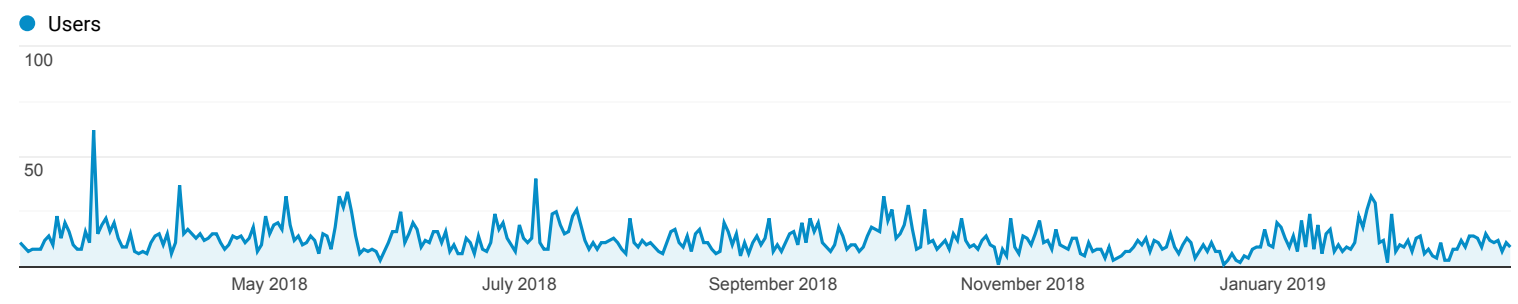
Devices

All Users
37.77% Users

Mar 1, 2018 - Feb 28, 2019

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
	2,167 % of Total: 37.96% Total: 5,738 (37.77%)	2,083 % of Total: 37.96% (5,487)	5,500 % of Total: 36.46% (15,083)	51.85% Avg for View: 42.00% (23.46%)	2.54 Avg for View: 3.30 (-23.11%)	00:02:31 Avg for View: 00:04:01 (-37.18%)	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	897 (41.18%)	868 (41.67%)	2,600 (47.27%)	51.50%	2.38	00:02:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Apple iPad	223 (10.24%)	208 (9.99%)	633 (11.51%)	50.55%	2.79	00:03:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Samsung SM-G930V Galaxy S7	73 (3.35%)	72 (3.46%)	155 (2.82%)	45.16%	3.32	00:03:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. (not set)	44 (2.02%)	44 (2.11%)	104 (1.89%)	50.00%	2.20	00:02:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Samsung SM-G950U Galaxy S8	36 (1.65%)	34 (1.63%)	97 (1.76%)	41.24%	4.57	00:03:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Microsoft Windows RT Tablet	27 (1.24%)	22 (1.06%)	67 (1.22%)	25.37%	3.58	00:04:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Samsung SM-G920V Galaxy S6	26 (1.19%)	25 (1.20%)	94 (1.71%)	53.19%	2.74	00:02:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Samsung SM-G960U Galaxy S9	26 (1.19%)	24 (1.15%)	73 (1.33%)	65.75%	2.16	00:02:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Apple iPhone 6s	25 (1.15%)	24 (1.15%)	30 (0.55%)	73.33%	1.33	00:00:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Samsung SM-N950U Galaxy Note8	25 (1.15%)	25 (1.20%)	44 (0.80%)	50.00%	3.11	00:01:28	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 311