

Audience Overview ✓

SAVE EXPORT SHARE INSIGHTS

Jan 1, 2022 - Jan 27, 2022
Compare to: Dec 1, 2021 - Dec 31, 2021

All Users
+0.00% Users

+ Add Segment

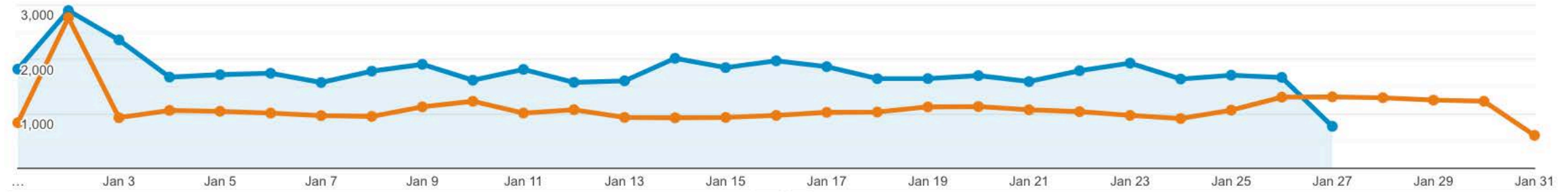
Overview

Users vs. Select a metric

Hourly Day Week Month

Jan 1, 2022 - Jan 27, 2022: ● Users

Dec 1, 2021 - Dec 31, 2021: ● Users



Users

40.52%
44,116 vs 31,395



New Users

38.84%
42,575 vs 30,665



Sessions

40.86%
52,658 vs 37,384



Number of Sessions per User

0.24%
1.19 vs 1.19



Pageviews

31.09%
86,468 vs 65,963



Pages / Session

-6.94%
1.64 vs 1.76



Avg. Session Duration

-9.11%
00:00:58 vs 00:01:04



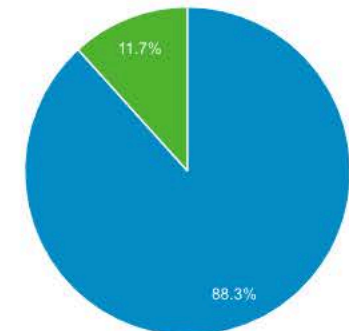
Bounce Rate

4.33%
76.09% vs 72.92%

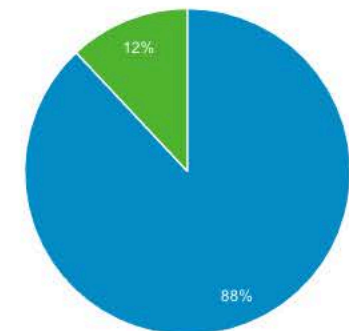


■ New Visitor ■ Returning Visitor

Jan 1, 2022 - Jan 27, 2022



Dec 1, 2021 - Dec 31, 2021



Demographics	City	Users	% Users
Language	1. San Francisco		
Country	Jan 1, 2022 - Jan 27, 2022	5,818	12.96%
City	Dec 1, 2021 - Dec 31, 2021	4,151	12.77%
System	% Change	40.16%	1.45%
Browser	2. San Jose		
Operating System	Jan 1, 2022 - Jan 27, 2022	3,161	7.04%
Service Provider	Dec 1, 2021 - Dec 31, 2021	2,110	6.49%
Mobile	% Change	49.81%	8.44%
Operating System	3. Sacramento		
Service Provider	Jan 1, 2022 - Jan 27, 2022	2,916	6.49%
Screen Resolution	Dec 1, 2021 - Dec 31, 2021	2,049	6.30%
	% Change	42.31%	3.01%
	4. Charlotte		
	Jan 1, 2022 - Jan 27, 2022	1,970	4.39%
	Dec 1, 2021 - Dec 31, 2021	2,046	6.29%
	% Change	-3.71%	-30.30%
	5. Oakland		
	Jan 1, 2022 - Jan 27, 2022	988	2.20%
	Dec 1, 2021 - Dec 31, 2021	672	2.07%
	% Change	47.02%	6.42%
	6. Stockton		
	Jan 1, 2022 - Jan 27, 2022	918	2.04%
	Dec 1, 2021 - Dec 31, 2021	531	1.63%
	% Change	72.88%	25.14%
	7. (not set)		
	Jan 1, 2022 - Jan 27, 2022	886	1.97%
	Dec 1, 2021 - Dec 31, 2021	769	2.37%
	% Change	15.21%	-16.60%
	8. Los Angeles		
	Jan 1, 2022 - Jan 27, 2022	708	1.58%
	Dec 1, 2021 - Dec 31, 2021	791	2.43%
	% Change	-10.49%	-35.21%
	9. Santa Rosa		
	Jan 1, 2022 - Jan 27, 2022	613	1.37%
	Dec 1, 2021 - Dec 31, 2021	432	1.33%
	% Change	41.90%	2.71%
	10. Roseville		
	Jan 1, 2022 - Jan 27, 2022	568	1.26%
	Dec 1, 2021 - Dec 31, 2021	411	1.26%
	% Change	38.20%	0.04%