



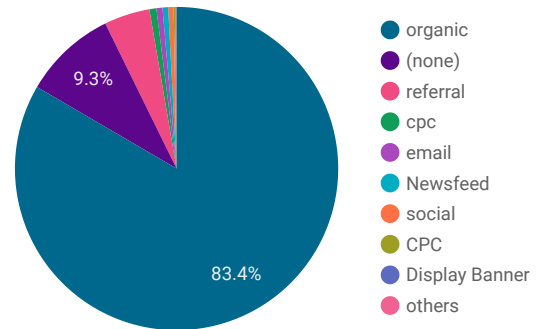
Traffic and Engagement

Data compared to previous year

Sessions 14,413,706 ↑ 111.4%	Users 10,705,746 ↑ 100.9%	Pageviews 24,017,203 ↑ 96.9%	Bounce Rate 53.4% ↓ -9.9%
Avg. Session Duration 00:01:59 ↑ 5.0%	Homepage Bounce Rate 38.4% ↑ 2.5%	Pages / Session 1.67 ↓ -6.9%	**Please see Glossary at end of report for definitions of all terms

Traffic and Engagement by Medium

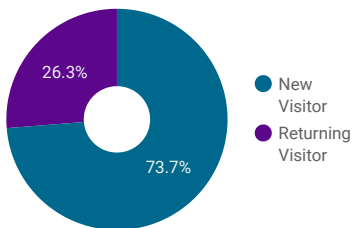
Medium	Sessions	% Δ	Bounce Rate
1. organic	12,023,336	128.9% ↑	52.1%
2. (none)	1,342,209	59.0% ↑	58.8%
3. referral	659,120	58.9% ↑	54.2%
4. cpc	100,608	85.8% ↑	66.3%
5. email	87,298	139.1% ↑	48.7%



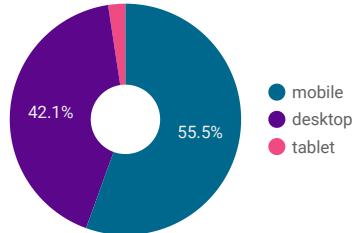
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Visitor Behavior and Technology

New vs. Returning Visitor Sessions



Sessions by Device Category



Device Category	Sessions
1. mobile	8,003,934
2. desktop	6,062,224
3. tablet	347,549

Sessions Year over Year

