

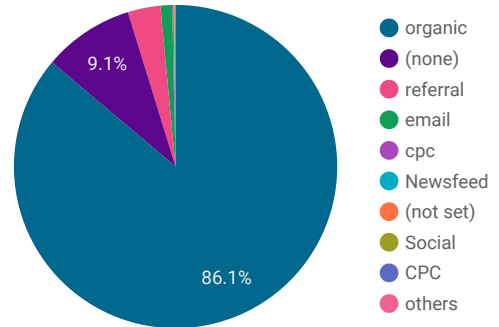
## Traffic and Engagement

Data compared to previous year

Sessions <b>3,869,922</b> ↑ 26.2%	Users <b>2,979,266</b> ↑ 27.0%	Pageviews <b>6,672,851</b> ↑ 28.6%	Bounce Rate <b>56.0%</b> ↑ 11.8%
Avg. Session Duration <b>00:02:02</b> ↓ -0.4%	Homepage Bounce Rate <b>44.9%</b> ↑ 34.1%	Pages / Session <b>1.72</b> ↑ 1.9%	<i>**Please see Glossary at end of report for definitions of all terms</i>

## Traffic and Engagement by Medium

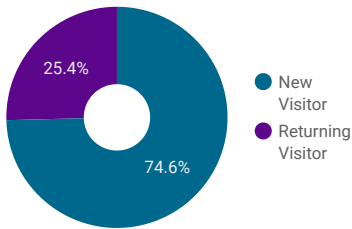
Medium	Sessions	% Δ	Bounce Rate
1. organic	3,333,814	30.8% ↑	54.9%
2. (none)	351,575	33.3% ↓	65.0%
3. referral	126,148	-36.3% ↓	57.0%
4. email	45,302	545.8% ↑	56.5%
5. cpc	4,646	-87.8% ↓	71.7%



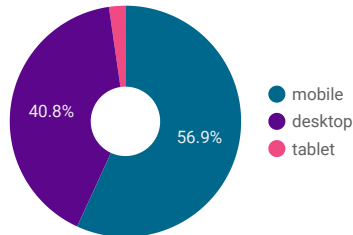
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## Visitor Behavior and Technology

New vs. Returning Visitor Sessions



Sessions by Device Category



Device Category

Sessions

1. mobile	2,200,203
2. desktop	1,580,836
3. tablet	88,882

## Sessions Year over Year

