

Media Site Monthly Report

Jan 1, 2021 - Dec 31, 2021



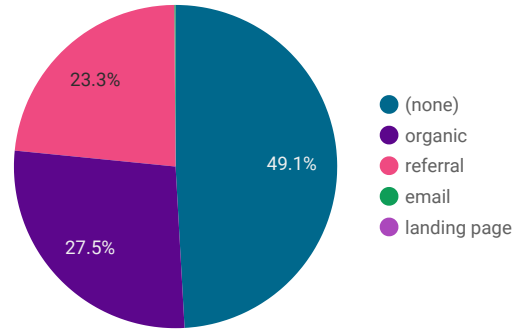
Traffic and Engagement

Data compared to previous year

Sessions 35,382 ↑ 50.5%	Users 32,783 ↑ 62.8%	Pageviews 47,552 ↓ -42.2%	Bounce Rate 66.2% ↑ 811.1%
Avg. Session Duration 00:00:49 ↓ -25.0%	Homepage Bounce Rate 75.1% ↓ -24.9%	Pages / Session 1.34 ↓ -61.6%	**Please see Glossary at end of report for definitions of all terms

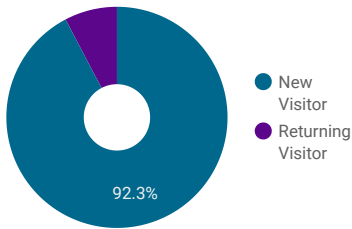
Traffic and Engagement by Medium

Medium	Sessions	% Δ	Bounce Rate
1. (none)	17,377	217.5% ↑	71.0%
2. organic	9,717	-20.7% ↓	66.2%
3. referral	8,242	42.8% ↑	56.0%
4. email	45	-	82.2%
5. landing page	1	-	0.0%

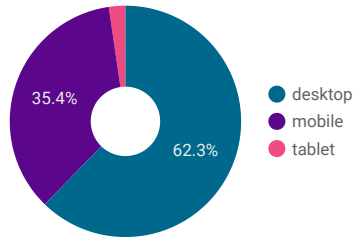


Visitor Behavior and Technology

New vs. Returning Visitor Sessions



Sessions by Device Category



Device Category	Sessions
1. desktop	22,035
2. mobile	12,528
3. tablet	819

Sessions Year over Year

