

Acquisition Overview

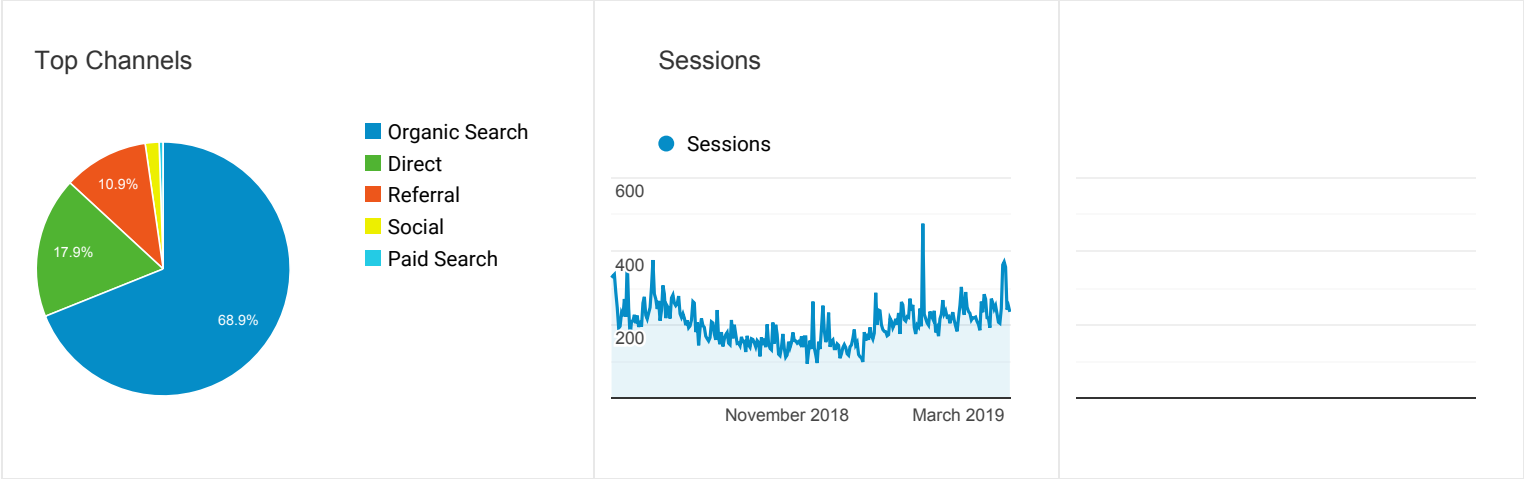
 All Users
100.00% Sessions

Jul 1, 2018 - Apr 6, 2019

Primary Dimension:

Top Channels


Edit Channel Grouping



Acquisition				Behavior					
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓			
	56,196	78.41%	44,062	49.10%	2.75	00:02:39			
1 Organic Search	38,733	<div></div>		48.00%	<div></div>				
2 Direct	10,082	<div></div>		60.35%	<div></div>				
3 Referral	6,099	<div></div>		36.10%	<div></div>				
4 Social	991	<div></div>		56.21%	<div></div>				
5 Paid Search	291	<div></div>		53.95%	<div></div>				

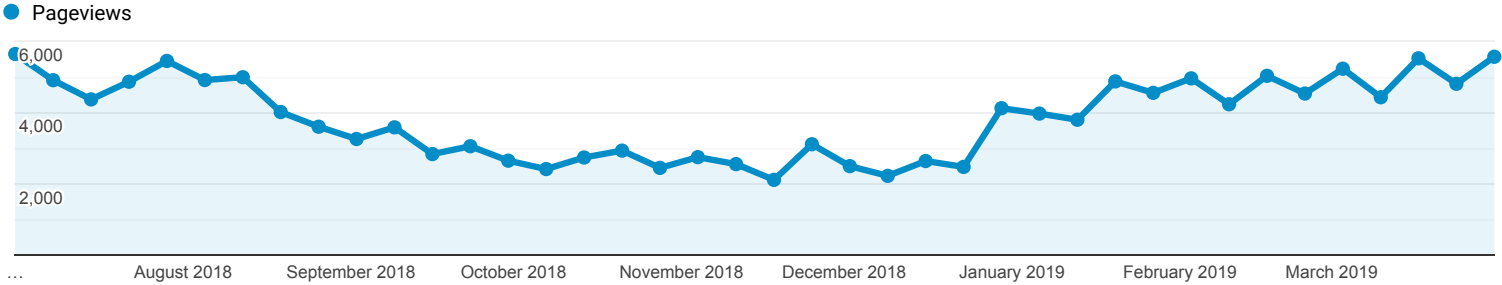
To see all 5 Channels click [here](#).

Overview

 All Users
100.00% Pageviews

Jul 1, 2018 - Apr 6, 2019

Overview



Pageviews

154,613

Unique Pageviews

122,946

Avg. Time on Page

00:01:30

Page	Pageviews	% Pageviews
1. /	32,834	21.24%
2. /things-to-do/activities	8,870	5.74%
3. /things-to-do/placestovisit	8,754	5.66%
4. /visitor-info/getting-here	7,421	4.80%
5. /visitor-info/maps-guides	6,094	3.94%
6. /things-to-do	5,960	3.85%
7. /where-to-stay	5,017	3.24%
8. /this-is-sitka	4,626	2.99%
9. /things-to-do/shopping	4,536	2.93%
10. /things-to-do/taste	3,754	2.43%

Location

All Users
100.00% Sessions

Jul 1, 2018 - Apr 6, 2019

Map Overlay

Summary



Continent	Acquisition			Behavior			Conversions	Goal 1: Visited Planner Request Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Planner Request Page (Goal 1 Conversion Rate)	Visited Planner Request Page (Goal 1 Completions)	Visited Planner Request Page (Goal 1 Value)	
	56,196 % of Total: 100.00% (56,196)	78.45% Avg for View: 78.41% (0.06%)	44,087 % of Total: 100.06% (44,062)	49.10% Avg for View: 49.10% (0.00%)	2.75 Avg for View: 2.75 (0.00%)	00:02:39 Avg for View: 00:02:39 (0.00%)	1.80% Avg for View: 1.80% (0.00%)	1,013 % of Total: 100.00% (1,013)	\$0.00 % of Total: 0.00% (0.00%)	
1. Americas	48,839 (86.91%)	77.14%	37,676 (85.46%)	47.51%	2.81	00:02:45	1.92%	936 (92.40%)	\$0.00 (0.00%)	
2. Europe	4,085 (7.27%)	87.93%	3,592 (8.15%)	59.14%	2.46	00:02:01	1.05%	43 (4.24%)	\$0.00 (0.00%)	
3. Asia	1,864 (3.32%)	87.77%	1,636 (3.71%)	69.21%	1.86	00:01:29	1.07%	20 (1.97%)	\$0.00 (0.00%)	
4. Oceania	1,070 (1.90%)	82.52%	883 (2.00%)	41.21%	3.21	00:03:04	1.12%	12 (1.18%)	\$0.00 (0.00%)	
5. Africa	255 (0.45%)	87.06%	222 (0.50%)	68.63%	2.00	00:01:32	0.78%	2 (0.20%)	\$0.00 (0.00%)	
6. (not set)	83 (0.15%)	93.98%	78 (0.18%)	79.52%	1.51	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)	

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Location

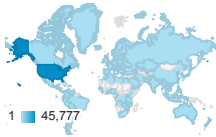
All Users

100.00% Sessions

Jul 1, 2018 - Apr 6, 2019

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions	Goal 1: Visited Planner Request Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Planner Request Page (Goal 1 Conversion Rate)	Visited Planner Request Page (Goal 1 Completions)	Visited Planner Request Page (Goal 1 Value)	
	56,196 % of Total: 100.00% (56,196)	78.45% Avg for View: 78.41% (0.06%)	44,087 % of Total: 100.06% (44,062)	49.10% Avg for View: 49.10% (0.00%)	2.75 Avg for View: 2.75 (0.00%)	00:02:39 Avg for View: 00:02:39 (0.00%)	1.80% Avg for View: 1.80% (0.00%)	1,013 % of Total: 100.00% (1,013)	\$0.00 % of Total: 0.00% (\$0.00)	
1. United States	45,777 (81.46%)	76.58%	35,055 (79.51%)	46.60%	2.83	00:02:48	1.95%	894 (88.25%)	\$0.00 (0.00%)	
2. Canada	1,598 (2.84%)	83.79%	1,339 (3.04%)	54.19%	2.67	00:02:29	2.13%	34 (3.36%)	\$0.00 (0.00%)	
3. United Kingdom	1,084 (1.93%)	84.87%	920 (2.09%)	43.73%	2.99	00:02:37	1.38%	15 (1.48%)	\$0.00 (0.00%)	
4. Australia	850 (1.51%)	81.29%	691 (1.57%)	41.18%	3.29	00:03:18	1.18%	10 (0.99%)	\$0.00 (0.00%)	
5. France	521 (0.93%)	94.24%	491 (1.11%)	67.37%	2.02	00:01:35	1.15%	6 (0.59%)	\$0.00 (0.00%)	
6. Poland	499 (0.89%)	90.38%	451 (1.02%)	86.57%	1.37	00:00:27	0.00%	0 (0.00%)	\$0.00 (0.00%)	
7. Brazil	407 (0.72%)	93.12%	379 (0.86%)	76.90%	1.74	00:01:08	0.98%	4 (0.39%)	\$0.00 (0.00%)	
8. Mexico	392 (0.70%)	82.40%	323 (0.73%)	59.69%	2.55	00:02:02	0.26%	1 (0.10%)	\$0.00 (0.00%)	
9. India	352 (0.63%)	90.62%	319 (0.72%)	66.48%	1.70	00:01:57	1.42%	5 (0.49%)	\$0.00 (0.00%)	
10. Germany	330 (0.59%)	88.18%	291 (0.66%)	53.03%	2.98	00:03:08	0.61%	2 (0.20%)	\$0.00 (0.00%)	

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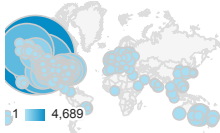
Location

All Users
100.00% Sessions

Jul 1, 2018 - Apr 6, 2019

Map Overlay

Summary



City	Acquisition			Behavior			Conversions	Goal 1: Visited Planner Request Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Planner Request Page (Goal 1 Conversion Rate)	Visited Planner Request Page (Goal 1 Completions)	Visited Planner Request Page (Goal 1 Value)	
	56,196 % of Total: 100.00% (56,196)	78.45% Avg for View: 78.41% (0.06%)	44,087 % of Total: 100.06% (44,062)	49.10% Avg for View: 49.10% (0.00%)	2.75 Avg for View: 2.75 (0.00%)	00:02:39 Avg for View: 00:02:39 (0.00%)	1.80% Avg for View: 1.80% (0.00%)	1,013 % of Total: 100.00% (1,013)	\$0.00 % of Total: 0.00% (0.00)	
1. Sitka	4,689 (8.34%)	53.68%	2,517 (5.71%)	46.81%	2.42	00:02:24	0.53%	25 (2.47%)	\$0.00 (0.00%)	
2. Seattle	2,616 (4.66%)	75.31%	1,970 (4.47%)	49.62%	2.27	00:02:00	0.84%	22 (2.17%)	\$0.00 (0.00%)	
3. (not set)	2,290 (4.08%)	86.42%	1,979 (4.49%)	68.65%	2.26	00:01:49	1.18%	27 (2.67%)	\$0.00 (0.00%)	
4. Anchorage	2,135 (3.80%)	75.22%	1,606 (3.64%)	44.40%	2.56	00:02:35	0.56%	12 (1.18%)	\$0.00 (0.00%)	
5. San Francisco	899 (1.60%)	74.97%	674 (1.53%)	52.06%	2.15	00:01:50	0.22%	2 (0.20%)	\$0.00 (0.00%)	
6. Juneau	744 (1.32%)	75.94%	565 (1.28%)	44.76%	2.32	00:02:09	0.40%	3 (0.30%)	\$0.00 (0.00%)	
7. New York	723 (1.29%)	80.22%	580 (1.32%)	50.07%	2.51	00:02:12	0.83%	6 (0.59%)	\$0.00 (0.00%)	
8. Chicago	637 (1.13%)	79.59%	507 (1.15%)	51.33%	2.56	00:02:19	1.26%	8 (0.79%)	\$0.00 (0.00%)	
9. Los Angeles	627 (1.12%)	77.19%	484 (1.10%)	51.67%	2.58	00:02:02	1.75%	11 (1.09%)	\$0.00 (0.00%)	
10. Ashburn	586 (1.04%)	98.81%	579 (1.31%)	98.12%	1.03	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)	

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