## DEALERLEADS our shoppers, your customers



DealerLeads.com "We have a better mousetrap."



## PARTNER CASE STUDY #47

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## MILDENBERGER MOTORS

www.mildenbergermotors.com

## **OUR SIX FOCAL POINTS**

#### Media Buy / The Budget

Monthly Spend. How much traffic will be purchased? Budget is entirely up to the dealer, should be based on # of vehicles in stock on the lot.

#### **Bounce Rate Comparison**

The comparative traffic quality in relationship to the other top media providers per dealers google analytics report average.

#### Page View / SRP View / VDP Views

The average number of pages a customer viewed while navigating the different areas of your dealerships website.



#### Time On Site

The average amount of time shoppers spent looking at VDP's, SRP's and other areas of your dealerships website.

#### City Locale

The city in which the traffic originated from and its relevance in relationship to your dealerships location and or campaign.

### Traffic Sustainability

Can the media provider sustain consistent quality of traffic over long periods of time to insure dealerships growth?







This Dealer Leads case study involves an up-close, in-depth, and detailed investigation of a specific dealership. We attempt to be clear, clean, and concise by offering accurate redacted Google Analytic views. It's about the math, and we mean that literally.

You won't find cool pictures of pretty people doing extraordinary things. There are no pie charts, bar graphs, or staircases with lightning bolt arrows pointing upward showing how much money you will make. At the end of the month, your P&L statement is all about the math, and so is this case study.

We will show our program's dominating influence on our other dealership partners across the U.S. month after month, year after year, and hope we can fit into your future marketing objectives.

## THE MATH

### Introducing DealerLeads.com

The following slide will show our platform's cumulative total for this client. It represents the entire time this dealership has been on our platform while using Google Analytics for tracking, accountability, and transparency.



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Referrals Google Ads Search Console	Primary Dimension: Source / Medium Source Plot Rows Secondary dimension - Sort	2018 Medium Keyword Other Type: Default Acquisition Users • ↓ 150,247 % of Total: 100.00%	New Users ) 151,154 % of Total: 100.06%	201 Sessions (*) 259,795 % of Total 100.00%	Behavior Bounce Rate ? 43.01% Avg for View: 43.01%	Pages / Session ? 2.78 Avg for View: 2.78	2020 Avg. Session Duration  OC:02:32 Avg for View: 03.02:32	Gcal Conversion Rate • 2.83% Avg for View: 2.83%	Gcal Completions ? 7,356 % of Total: 100.00%	B E 2
Referrals Google Ads Search Console	Primary Dimension: Source / Medium Source Plot Rows Secondary dimension  Sorr Source / Medium	2018 Medium Keyword Other : Type: Default ▼ Acquisition Users ① ↓ 150,247 % of Total: 100.00% (150,247)	New Users ) 151,154 % of Total: 100.06% (151,061)	201 Sessions ? 259,795 % of Total 100.00% (259,795)	Behavior Bounce Rate ? 43.01% Avg for View: 43.01% (0.00%)	Pages / Session ? 2.78 Avg for View: 2.78 (0.00%)	2020 Avg. Session Duration (*) 00:02:32 Avg for View. 03.02.32 (0.00%)	Gcal Conversion Rate • 2.83% Avg for View: 2.83% (0.00%) 2.79%	Gcal Completions ? 7,356 % of Total: 100.00% (7,356)	E ≥ ≥ ≤ III Gcal Value ? \$279.00 \$50.00 (17.925)
Referrals Google Ads Search Console	Primary Dimension: Source / Medium Source Plot Rows Secondary dimension  Sort Source / Medium  1.	2018 Medium Keyword Other Type: Default Acquisition Users (? ↓ 150,247 % of Total: 100.00% (150,247) 43,029 (26.28%)	New Users 151,154 % of Total: 100.06% (151,061) 40,001 (26.46%)	201 Sessions (*) 259,795 % of Total 100.00% (259,795) 56,750 (25.69%)	19 Behavior Dounce Rate ? 43.01% Avg for View: 43.01% (0.00%) 54.75%	Pages / Session 2.78 Avg for View: 2.78 (0.00%) 2.33	2020 Avg. Session Duration (*) D0:02:32 Avg for View: 03:02:32 (0:00%)	Gcal Conversion Rate 2.83% Avg for View. 2.83% (0.00%) 2.79% 3.49%	Gcal Completions ? 7,356 % of Total: 100.00% (7,356) 1,859 (25.27%)	BEL & III
Referrals Google Ads Search Console	Primary Dimension: Source / Medium Source Plot Rows Secondary dimension  Sort Source / Medium  1.	2018 Medium Keyword Other Type: Default - Acquisition Users 2 4 150,247 % of Total: 100.00% (150,247) 43,029 (26.28%) 40,072 (24.47%)	New Users 151,154 % of Total: 100.06% (151,061) 40,001 (26.46%) 40,614 (26.87%)	201 Sessions (*) 259,795 % of Total 100.00% (259,795) 56,750 (25.69%) 55,038 (25.03%)	19 Behavior Bounce Rate ? 43.01% Avg for View: 43.01% (0.00%) 54.75% 45.85%	Pages / Session • 2.78 Avg for View: 2.78 (0.00%) 2.33 2.57	2020 Avg. Session Duration	Commension Rate         Image: Commensis andition Rate         Image: Commension Rate	Gcal Completions ? 7,356 % of Total: 100.00% (7,356) 1,859 (25.27%) 2,268 (30.83%)	E E E E III Gcal Value () \$279.00 \$of Total: 100.003 (\$279.00 \$50.00 (17.925) \$116.00 (41.585) \$37.00 (13.265)
Referrals Google Ads Search Console	Primary Dimension: Source / Medium Source Plot Rows Secondary dimension • Sor: Source / Medium • 1. 2. 3.	2018 Medium Keyword Other Type: Default - Acquisition Users • 4 150,247 % of Total: 100.00% (150,247) % of Total: 100.00% (150,247) % of Total: 100.00% (150,247) % of Total: 100.00% (150,247) 30,998 (18.93%)	New Users () 151,154 % of Total: 100.06% (151,061) 40,001 (26.46%) 40,614 (26.87%) 27,274 (18.04%)	201 Sessions (*) 259,795 % of Total 100.00% (259,795) 56,750 (25.69%) 65,038 (25.03%) 50,954 (19.61%)	19 Behavior Dounce Rate ⑦ 43.01% Avg for View: 43.01% (0.00%) 54.75% 45.85% 26.01%	Pages / Session ? 2.78 Avg for View: 2.78 (0.00%) 2.33 2.57 3.45	2020 Avg. Session Duration (*) 00:02:32 Avg for View: 03:02:32 (0.00%) 00:01:54 00:02:54 00:03:24	Commension Rate         Image: Commensis andition Rate         Image: Commension Rate	Gcal Completions         ?           7,356         % of Total: 100.00% (7,356)           1,859 (25.27%)         2,268 (30.83%)           1,930 (25.24%)         1,930 (25.24%)	E E E E III Gcal Value ? \$279.00 \$of Total: 100.003 (\$279.00 \$50.00 (17.92% \$116.00 (41.58%)
Referrals Google Ads Search Console	Primary Dimension: Source / Medium Source Plot Rows Secondary dimension  Sorr Source / Medium  1. 2. 3. 4. dealerleads.com / referral	2018 Medium Keyword Other Type: Default ▼ Acquisition Users ① ↓ 150,247 % of Total: 100.00% (150,247) % of Total: 100.00% (150,247) 30,998 (18.93%) 17,096 (10.44%)	New Users () 151,154 % of Total: 100.06% (151,061) 40,001 (26.46%) 40,614 (26.87%) 27,274 (18.04%) 15,166 (10.03%)	201 Sessions ? 259,795 % of Total 100.00% (259,795) 66,750 (25.69%) 65,038 (25.03%) 50,954 (19.61%) 21,576 (8.31%)	Behavior Bounce Rate ? 43.01% Avg for View: 43.01% Avg for View: 43.01% (0.00%) 54.75% 45.85% 26.01% 33.76%	Pages / Session ? 2.78 Avg for View: 2.78 (0.00%) 2.33 2.57 3.45 2.90	2020 Avg. Session Duration (*) 00:02:32 Avg for View: 03.02.32 (0.00%) 00:01:54 00:02:54 00:03:24	Cal Conversion Rate         2.83%           2.83%         2.83%           Avg for View: 2.83%         (0.00%)           2.79%         3.49%           3.79%         2.93%	Gcal Completions         ?           7,356         % of Total: 100.00% (7,356)           1,859 (25.27%)         2,268 (30.83%)           1,930 (26.24%)         633 (8.61%)	<ul> <li>E</li></ul>
Referrals Google Ads Search Console	Primary Dimension: Source / Medium Source Plot Rows Secondary dimension  Sor: Source / Medium  Sor: 1. 1. 2. 3. 4. dealerleads.com / referral 5.	2018 Medium Keyword Other Type: Default ▼ Acquisition Users ⑦ ↓ 150,247 % of Total: 100.00% (150,247) % of Total: 100.00% (150,247) 150,247) 100.00% (150,247) (1	New Users 151,154 % of Total: 100.06% (151,061) 40,001 (26.46%) 40,614 (26.87%) 27,274 (18.04%) 15,166 (10.03%)	201 Sessions (*) 259,795 % of Total 100.00% (259,795) 56,750 (25.69%) 55,038 (25.03%) 50,954 (19.61%) 21,576 (8.31%) 24,642 (9.49%)	19 Behavior Bounce Rate ? Avg for View: 43.01% Avg for View: 43.01% (0.00%) 54.75% 45.85% 26.01% 33.76%	Pages / Session 2.78 Avg for View: 2.78 (0.00%) 2.33 2.57 3.45 2.90 3.11	2020 Avg. Session Duration (*)	Coal Conversion Rate           2.83%           Avg for View. 2.83%           (0.00%)           2.79%           3.49%           3.79%           2.93%           0.41%	Gcal Completions         ?           7,356         % of Total: 100.00% (7,356)           1,859 (25.27%)         2,268 (30.83%)           1,930 (26.24%)         633 (8.61%)           100 (1.36%)         100 (1.36%)	<ul> <li>E</li></ul>
Referrals Google Ads Search Console	Primary Dimension: Source / Medium Source Plot Rows Secondary dimension  Sorr Source / Medium  Sorr 1. 1. 2. 3. 4. dealerleads.com / referral 5. 6	2018         Medium       Keyword       Other -         Type:       Default *          Acquisition           Users ()       ↓          150,247       % of Total: 100.00% (150,247)       ↓         43,029 (26.28%)           40,072 (24.47%)       30,998 (18.93%)          17,096 (10.44%)           3,210 (1.96%)	New Users 151,154 % of Total: 100.06% (151,061) 40,001 (26.46%) 40,614 (26.87%) 27,274 (18.04%) 15,166 (10.03%) 10,974 (7.26%) 2,851 (1.89%)	201 Sessions (*) (259,795) % of Total 100.00% (259,795) 66,750 (25.69%) 65,038 (25.03%) 50,954 (19.61%) 21,576 (8.31%) 24,642 (9.49%) 5,690 (2.19%)	19 Behavior Bounce Rate • A3.01% Avg for View: 43.01% (0.00%) 54.75% 45.85% 26.01% 33.76% 44.03% 23.11%	Pages / Session • 2.78 Avg for View: 2.78 (0.00%) 2.33 2.57 3.45 2.90 3.11 3.60	2020 Avg. Session Duration	Coal Conversion Rate           2.83%           Avg for View. 2.83%           (0.00%)           2.79%           3.49%           3.79%           2.93%           0.41%           1.85%	Gcal Completions         ?           7,356         % of Total: 100.00% (7,356)           1,859 (25.27%)         2,268 (30.83%)           1,930 (26.24%)         633 (8.61%)           100 (1.36%)         105 (1.43%)	<ul> <li>E E E E III</li> <li>Ccal Value ?</li> <li>\$279.00</li> <li>\$279.00</li> <li>\$50.00 (17.929</li> <li>\$50.00 (17.929</li> <li>\$116.00 (41.589</li> <li>\$37.00 (13.269</li> <li>\$39.00 (13.989</li> <li>\$39.00 (13.989</li> <li>\$39.00 (13.989</li> <li>\$30.00 (13.989</li> </ul>
Referrals > Google Ads > Search Console	Primary Dimension: Source / Medium Source   Plot Rows Secondary dimension Sort   Source / Medium  Source   1 1   2 3   4. dealerleads.com / referral   5. 6   7.	2018         Medium Keyword Other -         Type:       Default *         Acquisition       *         150,247       *         % of Total: 100.00% (150,247)       *         150,247       *         43,029 (26.28%)       40,072 (24.47%)         30,998 (18.93%)       11,735 (7.17%)         11,735 (7.17%)       3,210 (1.96%)         1,695 (1.04%)       1,695 (1.04%)	New Users         I           151,154         % of Total: 100.06% (151,061)           40,001 (26.46%)         40,614 (26.87%)           27,274 (18.04%)         15,166 (10.03%)           10,974 (7.26%)         2,851 (1.89%)           868 (0.57%)         868 (0.57%)	201 Sessions (*) Sessions (*	19 Behavior Bounce Rate	Pages / Session ? 2.78 Avg for View: 2.78 (0.00%) 2.33 2.57 3.45 2.90 3.11 3.60 1.51	2020 Avg. Session Duration (*) CO:O2:32 Avg for View: 03:02:32 (0.00%) OC:01:54 OC:02:54 OC:02:20 OC:02:20 OC:01:44 OC:03:53 OC:01:11	Goal Conversion Rate         2.83%         Avg for View: 2.83%         (0.00%)         2.79%         3.49%         3.79%         2.93%         0.41%         1.85%         0.70%         3.43%	Gcal Completions         ?           7,356         % of Total: 100.00%           % of Total: 100.00%         (7,356)           1,859         (25.27%)           2,268         (30.83%)           1,930         (26.24%)           633         (8.61%)           100         (1.36%)           105         (1.43%)           26         (0.35%)	<ul> <li>E</li></ul>

Let's talk quickly about **conversions**. We use Google Analytics views to track two goal types: hard goal conversions and soft goal conversions.

A hard goal conversion completion is anytime your dealership gets the customer's information. (i.e.), a lead form completion from a VDP, a click-to-call, a click-tochat, a click-to-text, or any CTA on your website that can capture customers' information in some form is considered a hard goal conversion. When one of these events occurs, Google Analytics records a completion under Google Goals.

The Google Analytics dashboard allows an indepth comparison of several traffic sources simultaneously, based entirely on the math in an unbiased reporting platform. In this case study, we are looking at hard goal conversions and hard goal completion conversion rates.

## HARD GOAL CONVERSIONS

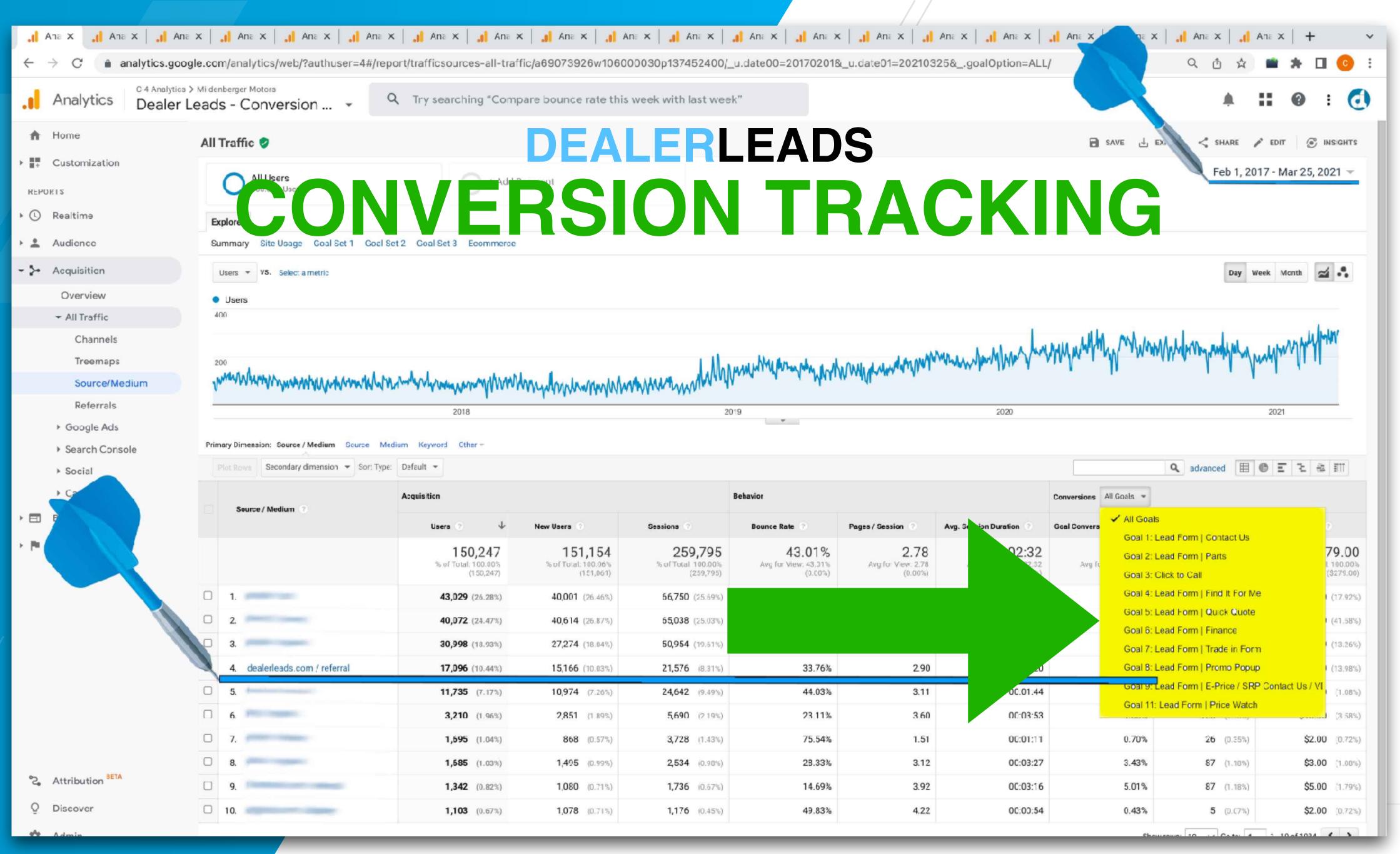
### Introducing DealerLeads.com

We use Google Goals to track these goal events' completion, then compare our conversion rates to our competitors. We focus on these metrics in this case study and our monthly reporting to our clients.











The following two slides document our ability to maintain consistent shopper traffic patterns to the dealer's website, as well as the originating city location of that traffic.

Traffic sustainability: This metric shows our ability to maintain a constant, consistent, reliable supply of SHOPPER / CUSTOMER traffic to any particular dealership website month after month, year after year. These metrics are necessary for a dealership to maintain controllable growth patterns and predictable inventory turn rates.

City Location: We document our platform's consistent, relevant local shopper traffic to the dealership's website from locations where the dealership can sell cars. It's that simple.

# **OUR TRAFFIC & CITY LOCATION**

### Introducing DealerLeads.com

The dealer Leads program provides an economically viable, predictable, sustainable, trackable program dealers rely on to turn inventory quickly and grow their dealerships.

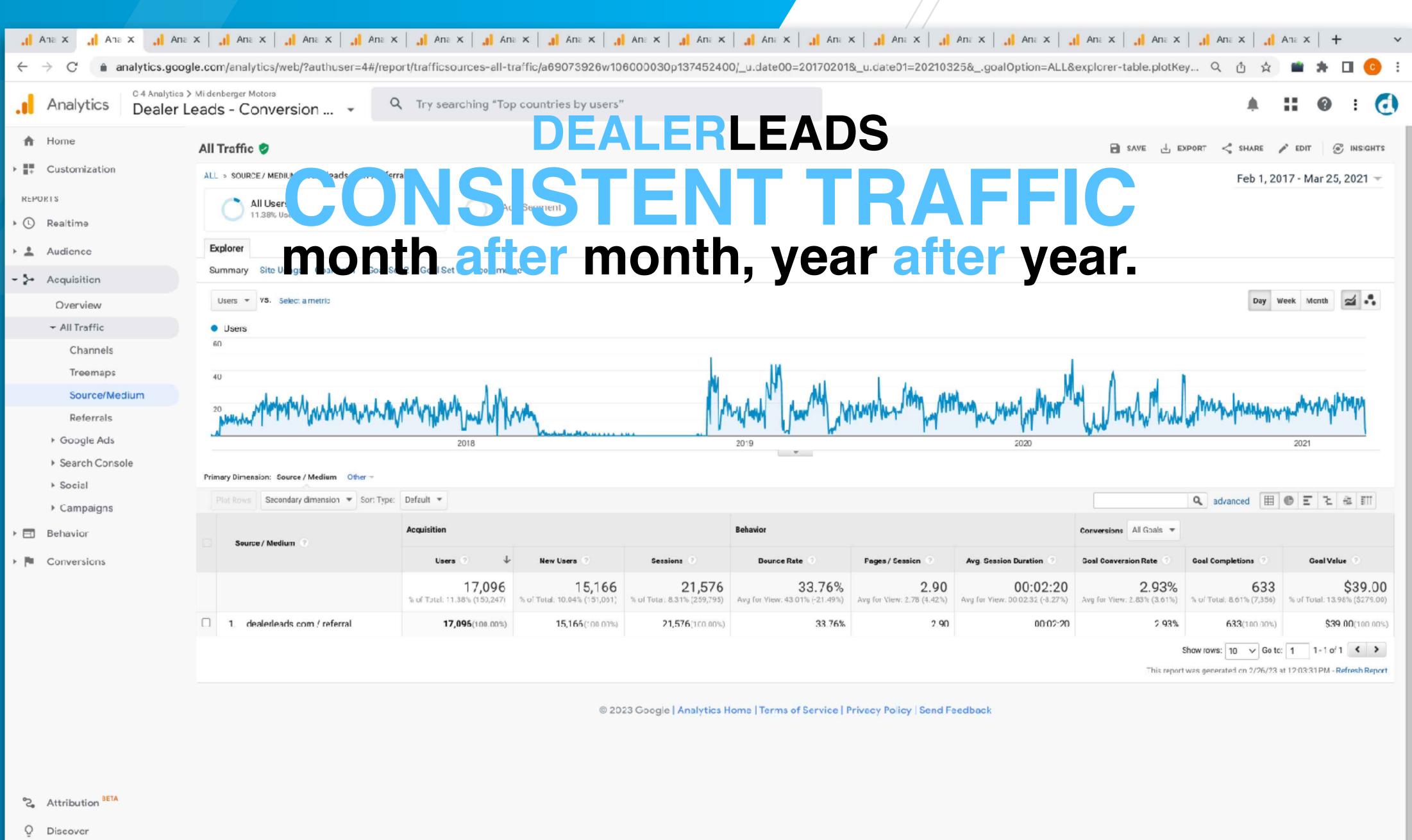




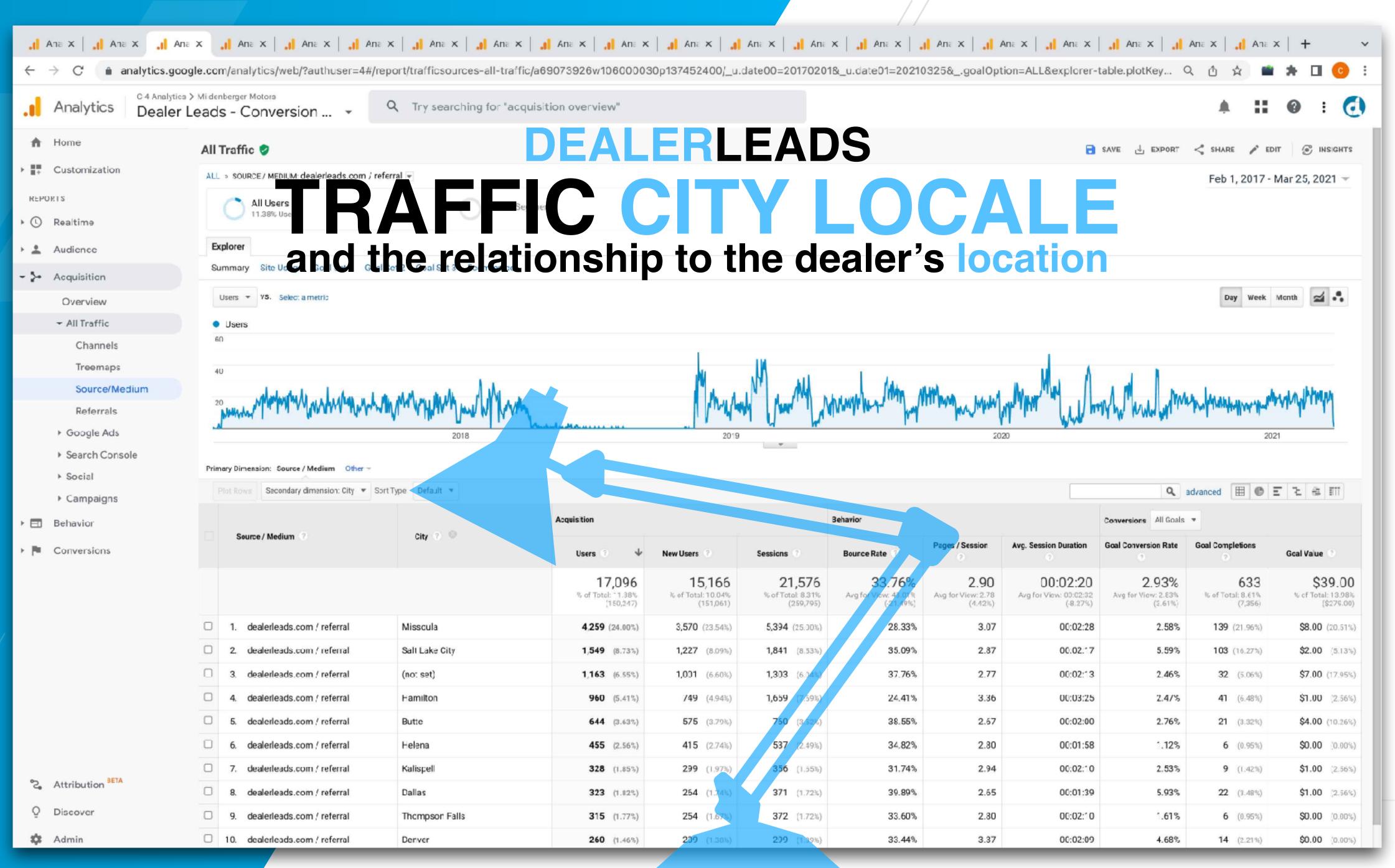














## LET'S GO Quarter by Quarter

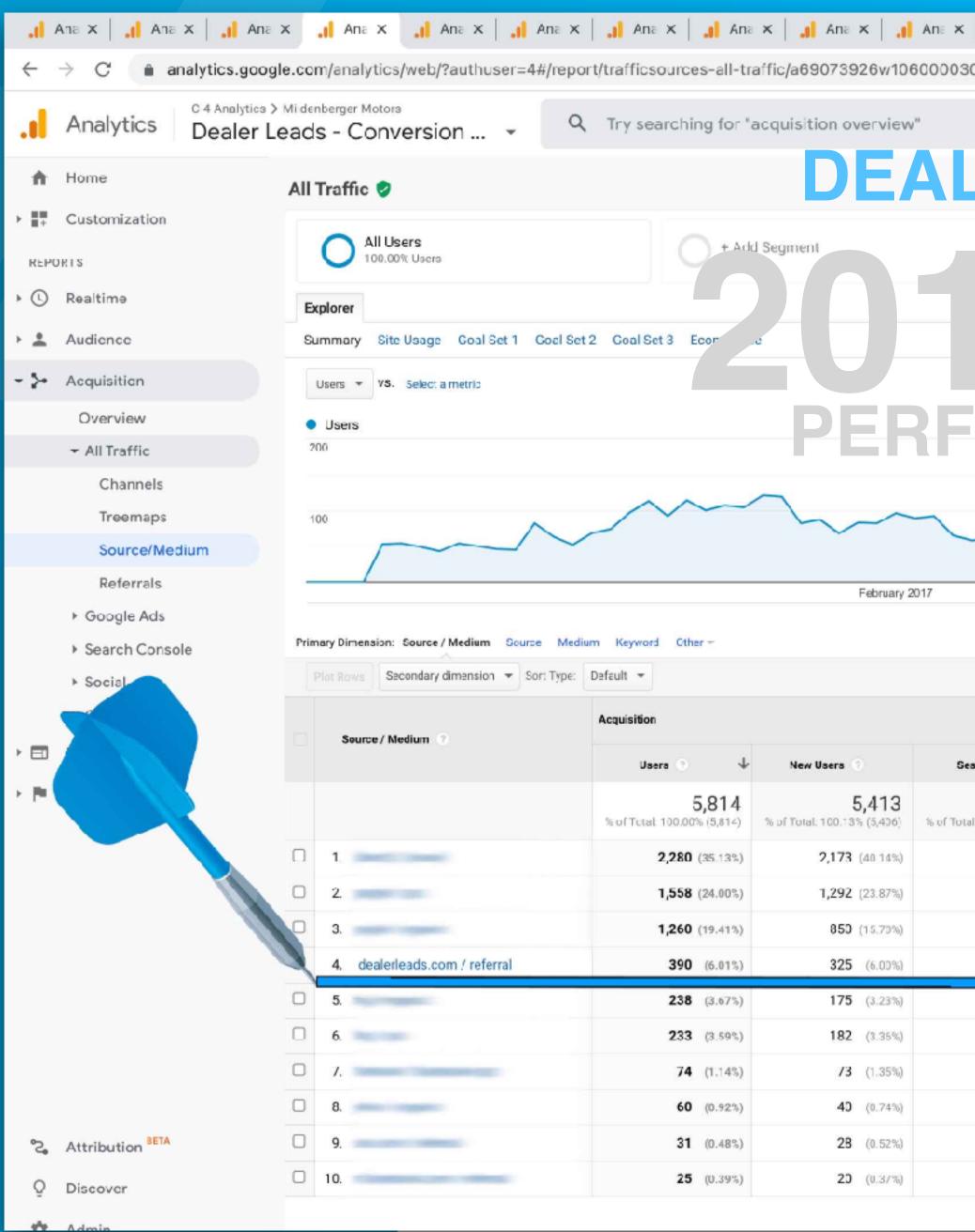
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2ND QUARTER REPORTING APR 1 thru JUN 30

**3RD QUARTER REPORTING** JUL 1 thru SEP 30

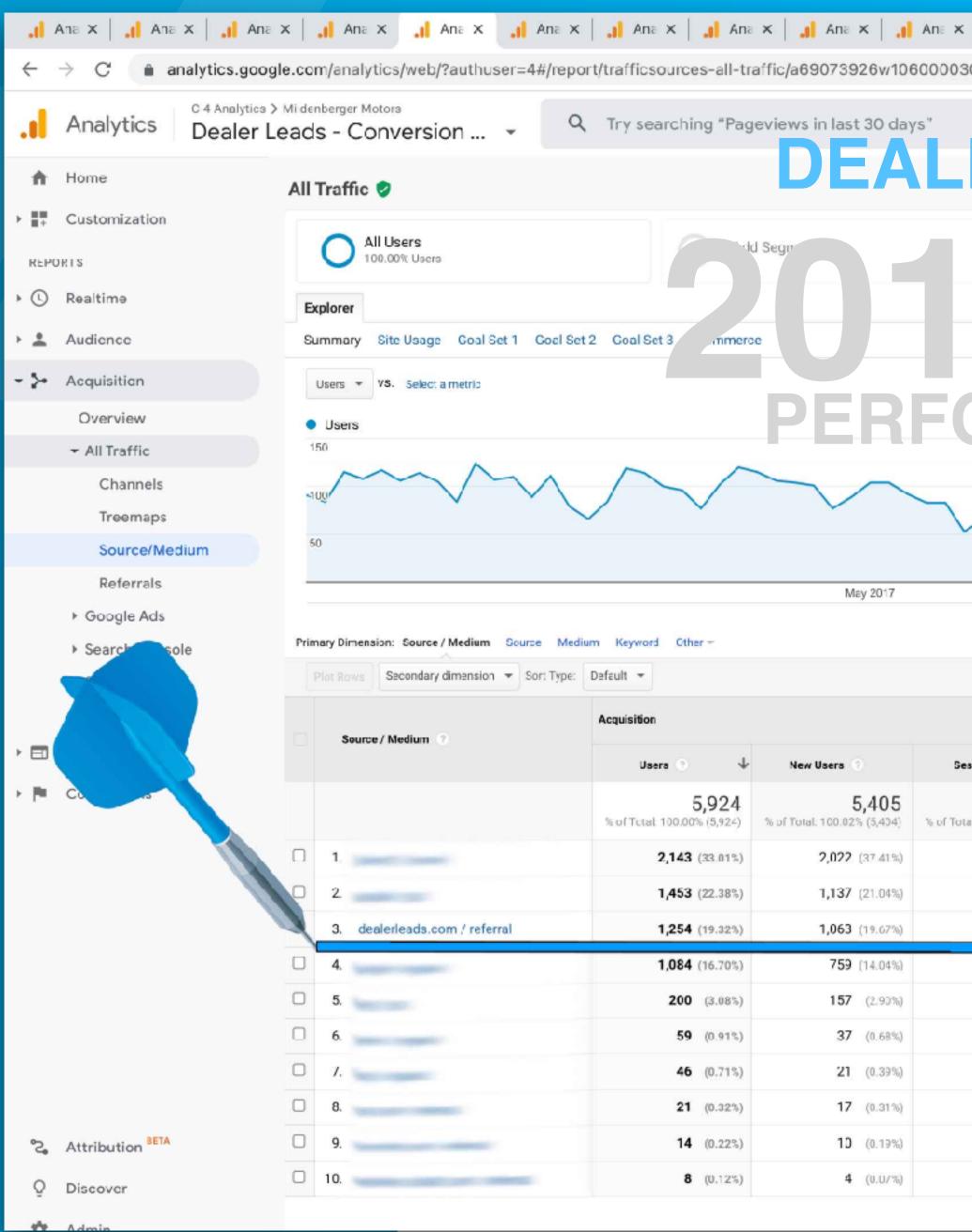
**4TH QUARTER REPORTING** OCT 1 thru DEC 31





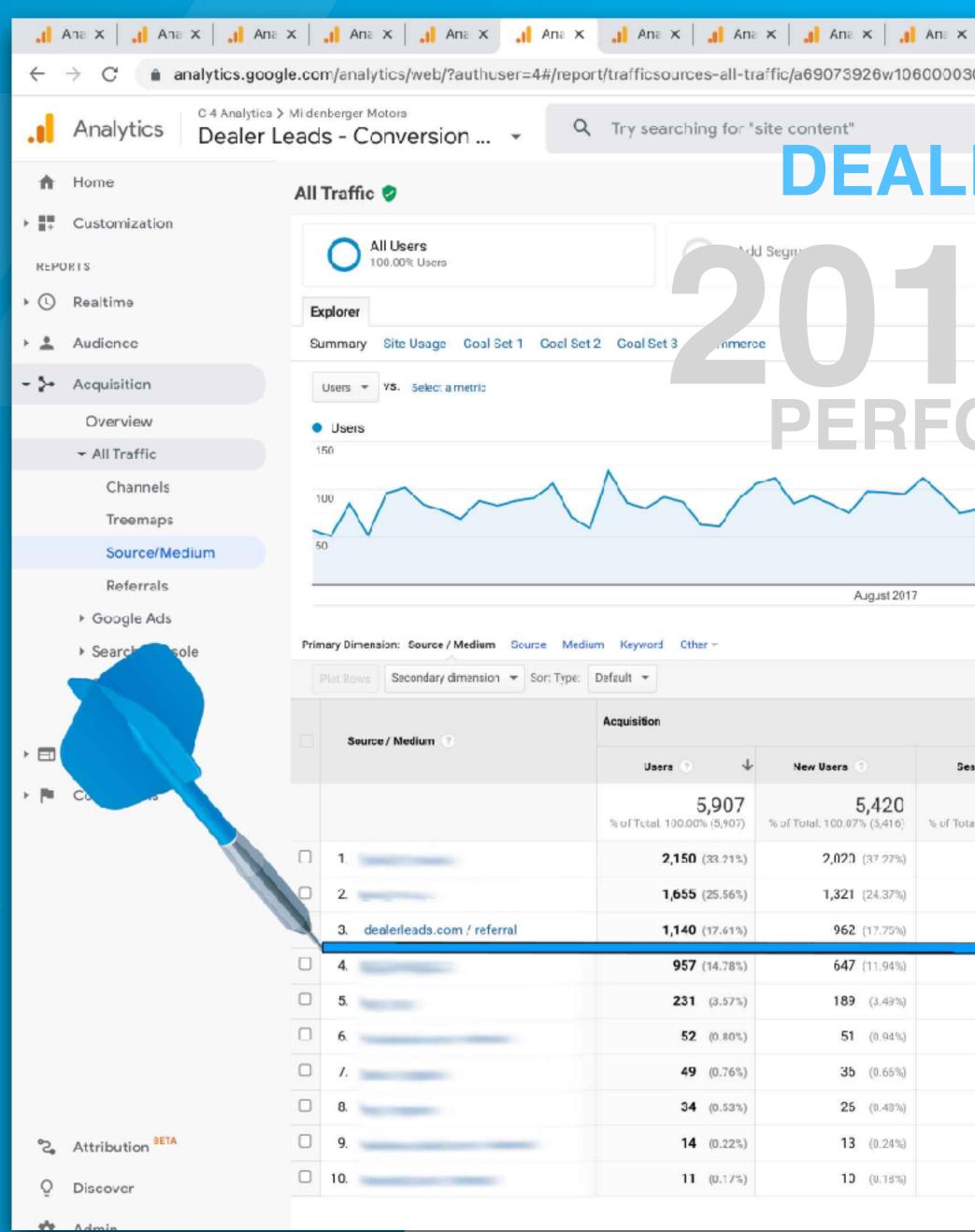
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ors (?) 10,272 00.00% (10,272) 3,520 (34.27%) 2,521 (24.54%) 2,022 (19.68%) 519 (5.05%)	Bounce Rate         Output           Dounce Rate         Output           21.50%         Output           Avg for View: 21.50% (0.00%)         Output           25.71%         Output           21.50%         Output           17.06%         Output           6.94%         Output	Pages / Session ? 6.11 Avg for View: 6.11 (0.00%) 5.52 6.18 7.49 8.03	Avg. Session Duration (*) 00:03:23 Avg for Yiew: 00:03:23 (0:00%) 00:02:39 00:02:49	Conversions         All Goals           Goal Conversion Rate         0           0.76%         0.76%           Avg for View: 0.76% (0.00%)         0.91%           0.36%         0.94%           2.50%         0.91%	Goal Completions ? 78 % of Total: 100.03% (78) 32 (41.03%) 9 (11.54%) 19 (24.36%) 13 (16.67%)	Goal Value         ?           \$0.00         \$0.00           % of Total: 0.00% (\$0.00%)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
ors () 10,272 00,00% (10,272) 3,520 (34.27%) 2,521 (24.54%) 2,022 (19.68%) 519 (5.05%) 461 (4.49%)	Bounce Rate         ?           21.50%         ?           Avg for View: 21.50% (0.00%)         ?           25.71%         ?           21.50%         ?           17.06%         ?           6.94%         13.02%	Pages / Session (*) 6.11 Avg for View: 6.11 (0.00%) 5.52 6.18 7.49 8.03	Avg. Session Duration (*) CO:O3:23 Avg for Yiew: D0:03:23 (C.00%) CO:03:36 CO:02:39 CO:02:49	Conversions         All Goals           Goal Conversion Rate         •           0.76%         •           Avg for View: 0.76% (0.00%)         •           0.91%         •           0.36%         •           0.94%         •           0.43%         •	Goal Completions       78         78       78         % of Total: 100.03% (78)       32         32       (41.03%)         9       (11.54%)         19       (24.36%)         13       (16.67%)         2       (2.56%)	Goal Value         ?           \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
IO,272         10,272         00.00% (10,272)         3,520 (34 27%)         2,521 (24.54%)         2,022 (19.68%)         519 (5.05%)         461 (4.49%)         3C8 (3.00%)	Behavior           Dounce Rate         ?           21.50%         ?           Avg for View: 21.50% (0.00%)         ?           25.71%         ?           21.50%         ?           17.06%         ?           13.02%         ?           20.13%         ?	Peges / Session (*) 6.11 Avg for View: 6.11 (0.00%) 5.52 6.18 7.49 8.03 5.97 4.95	Avg. Session Duration (*) COC:03:23 Avg for View: D0:03:25 (C.00%) COC:03:36 COC:02:49 COC:02:49 COC:02:49 COC:02:49	Conversions         All Goals           Goal Conversion Rate         •           0.76%         •           Avg for Yiew: 0.76% (0.00%)         •           0.91%         •           0.36%         •           0.94%         •           0.43%         •           0.43%         •	Goal Completions ?         78         % of Total: 100.00% (78)         32 (41.03%)         9 (11.54%)         19 (24.36%)         13 (16.67%)         2 (2.56%)         0 (0.00%)	Coal Value         ?           \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
IO,272         10,272         00.00% (10,272)         3,520 (34 57%)         2,521 (24.54%)         2,022 (13.68%)         519 (5.05%)         461 (4.49%)         308 (3.00%)         78 (0.76%)	Bounce Rate         Image: Comparison of the sector of	Pages / Session (*)         6.11         Avg for View: 6.11 (0.00%)         5.52         6.18         7.49         8.03         5.97         4.95         3.81	Avg. Session Duration (*) Avg. Session Duration (*) COC:O3:23 Avg for View: D0:03:23 (C.00%) COC:03:36 COC:03:39 COC:02:49 COC:02:49 COC:03:03 COC:03:03 COC:03:03 COC:03:03	Conversions       All Goals         Goal Conversion Rate       •         0.76%       •         Avg for Yiew: 0.76% (0.00%)       •         0.91%       •         0.36%       •         0.94%       •         0.43%       •         0.40%       •         0.00%       •	Goal Completions ?         78         % of Total: 100.00% (78)         32 (41.03%)         9 (11.54%)         19 (24.36%)         13 (16.67%)         2 (2.56%)         0 (0.00%)         0 (0.00%)	Goal Value         ?           \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)





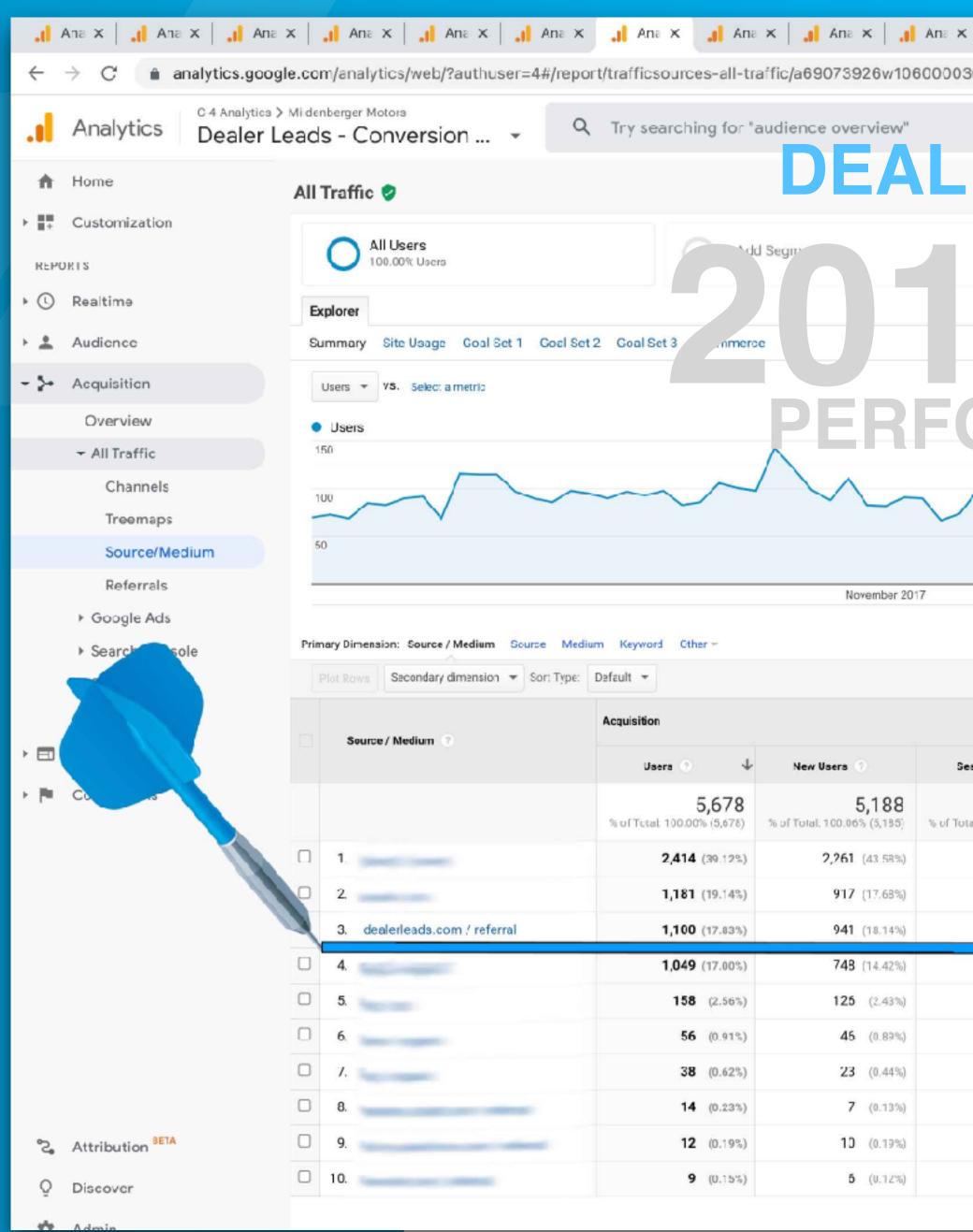
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<sup>™</sup> ? 9,742	21.65% Avg for View: 21.65% (0.00%)	<b>3.69</b> Avy for View: 3.69 (0.00%)	Avg. Session Duration (*) 00:02:48 Avg for View: 00:02:48 (0.00%)	Goal Conversion Rate (?) 2.32% Avg for View: 2.32% (0.00%)	Coal Completions	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00)
<b>9,742</b> 00.00% (9742) <b>991</b> (30.70%)	Rehavior Dounce Rate ③ 21.65% Avg fo: View: 21.65% (0.00%) 26.28%	3.69 Avg for View: 3.69 (0.00%) 3.55	Avg. Session Duration ③ 00:02:48 Avg for View: 00:02:48 (0.00%) 00:02:40	Goal Conversion Rate (?) 2.32% Avg for View: 2.32% (0.00%) 2.98%	Coal Completions	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
<b>9,742</b> 00.00% (9742) <b>991</b> (30.70%) <b>497</b> (25.63%)	Bounce Rate         Image: Color           21.65%         21.65%           Avg for View: 21.65% (0.00%)         26.28%           27.03%         27.03%	3.69 Avg for View: 3.69 (0.00%) 3.55 3.09	Avg. Session Duration 00:02:48 Avg for View: 00:02:48 (0.00%) 00:02:40	Goal Conversion Rate 2.32% Avg for View: 2.32% (0.00%) 2.98% 2.04%	Coal Completions ? 226 % of Total 100.00% (226) 89 (39.38%) 51 (22.57%)	Coal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
<b>9,742 9,742</b> 00.00% (9.742) <b>991</b> (30.70%) <b>497</b> (25.63%) <b>573</b> (16.10%)	tehavior Dounce Rate 21.65% Avg for View: 21.65% (0.00%) 26.28% 27.03% 12.97%	3.69 Avy for View: 3.69 (0.00%) 3.55 3.09 4.30	Avg. Session Duration () 00:02:48 Avg for View: 00:02:48 (0.00%) 00:02:40 00:02:40 00:02:39	Goal Conversion Rate ? 2.32% Avg for View: 2.32% (0.00%) 2.98% 2.04% 2.03%	Coel Completions ? 226 % of Total 100.00% (226) 89 (39.38%) 51 (22.57%) 32 (14.16%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
<b>9,742 9,742</b> 00.00% (9.742) <b>991</b> (30.70%) <b>497</b> (25.63%) <b>573</b> (16.15%) <b>787</b> (18.34%)	Dounce Rate •           21.65%           Avg for View: 21.65% (0.00%)           26.28%           27.03%           12.97%           14.05%	3.69 Avy for View: 3.69 (0.00%) 3.55 3.09 4.30 4.27	Avg. Session Duration () 00:02:48 Avg for View: 00:02:48 (0.00%) 00:02:40 00:02:39 00:03:26	Coal Conversion Rate         ?           2.32%         2.32%           Avg for View: 2.32% (0.00%)         2.98%           2.04%         2.04%           2.03%         2.57%	Coal Completions ? 226 % of Tetal 100.00% (226) 89 (39.38%) 51 (22.57%) 32 (14.16%) 46 (20.35%)	Goal Value         ?           \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
<b>9,742 9,742</b> 00.00% (9742) <b>991</b> (30 70%) <b>497</b> (25 63%) <b>573</b> (16 17%) <b>787</b> (18 34%) <b>288</b> (2.96%)	Dounce Rate         Ounce Rate           21.65%         21.65%           Avg for View: 21.65% (0.00%)         26.28%           27.03%         12.97%           14.05%         26.04%	3.69 Avg for View: 3.69 (0.00%) 3.55 3.09 4.30 4.27 3.12	Avg. Session Duration (*)           00:02:48           Avg for View: 00:02:48 (0.00%)           0C:02:40           0C:02:40           0C:02:39           0C:03:26           0C:01:59	Coal Conversion Rate         Image: Conversion Rate          Image: Conversi <th< td=""><td>Coal Completions       226         % of Testal 100.00% (226)       89 (39 38%)         51 (22.57%)       32 (14.16%)         46 (20.35%)       0 (0.00%)</td><td>Goal Value         ?           \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)</td></th<>	Coal Completions       226         % of Testal 100.00% (226)       89 (39 38%)         51 (22.57%)       32 (14.16%)         46 (20.35%)       0 (0.00%)	Goal Value         ?           \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
ns       ?         9,742       ,         991 (30 70%)       ,         497 (25 63%)       .         573 (16 10%)       .         787 (18 34%)       .         288 (2 96%)       .         119 (1 22%)       .	Bounce Rate         Output           21.65%         21.65%           Avg for View: 21.65% (0.00%)         26.28%           27.03%         27.03%           12.97%         14.05%           26.04%         26.04%           16.81%         16.81%	3.69 Avg for View: 3.69 (0.00%) 3.55 3.09 4.30 4.27 3.12 3.65	Avg. Session Duration ()           D0:02:48           Avg for View: 00:02:48 (0.00%)           OC:02:40           OC:02:40           OC:02:40           OC:02:40           OC:02:40           OC:02:40           OC:02:30	Goal Conversion Rate       ?         2.32%       ?         Avg for View: 2.32% (0.00%)       ?         2.98%       ?         2.04%       ?         2.03%       ?         2.57%       0.00%         0.84%       ?	Coal Completions       ?         226       % of Testal 100.00% (226)         % of Testal 100.00% (226)       89 (39.38%)         51 (22.57%)       51 (22.57%)         32 (14.16%)       46 (20.35%)         C (0.00%)       1 (0.44%)	Coal Value ?           \$0.00
<b>9,742 9,742</b> 00.00% (9742) <b>991</b> (30.70%) <b>497</b> (25.63%) <b>573</b> (16.10%) <b>787</b> (18.34%) <b>288</b> (2.96%) <b>119</b> (1.22%) <b>84</b> (0.86%)	Image: Dounce Rate         Image: Dounce Rate           Dounce Rate         Image: Dounce Rate           21.65%         2000%)           Avg for View: 21.65% (0.00%)         26.28%           27.03%         27.03%           12.97%         14.05%           26.04%         16.81%           16.81%         4.76%	3.69 Avy for View: 3.69 (0.00%) 3.55 3.09 4.30 4.30 4.27 3.12 3.65 5.36	Avg. Session Duration ()           00:02:48           00:02:48           00:02:40           00:02:40           00:02:40           00:02:40           00:02:40           00:02:40           00:02:40           00:02:32           00:02:32           00:02:32           00:02:32	Coal Conversion Rate ? 2.32% Avg for View: 2.32% (0.00%) 2.98% 2.04% 2.03% 2.03% 0.00%	Coal Completions ?         226         % of Tetal 100.00% (226)         89 (39.38%)         51 (22.57%)         32 (14.16%)         46 (20.35%)         C (0.00%)         1 (0.44%)         C (0.00%)	Goal Value ?           \$0.00
<b>9,742 9,742</b> 00.00% (9742) <b>991</b> (30.70%) <b>497</b> (25.63%) <b>573</b> (16.15%) <b>787</b> (18.34%) <b>288</b> (2.96%) <b>119</b> (1.22%) <b>84</b> (0.86%) <b>44</b> (0.45%)	Dounce Rate •           21.65%           21.65%           Avg for View: 21.65% (0.00%)           26.28%           27.03%           12.97%           14.05%           26.04%           16.81%           4.76%           13.64%	3.69 Avy for View: 3.69 (0.00%) 3.55 3.09 4.30 4.30 4.27 3.12 3.65 5.36 5.36	Avg. Session Duration ()           D0:02:48           D0:02:48           Avg for View: 00:02:48 (0.00%)           0C:02:40           0C:02:40           0C:02:40           0C:02:40           0C:02:40           0C:02:30           0C:02:31           0C:02:32           0C:02:32           0C:02:32           0C:02:32           0C:02:32	Coal Conversion Rate ? 2.32% Avg for View: 2.32% (0.00%) 2.98% 2.04% 2.03% 2.03% 0.00% 0.84% 0.00% 6.82%	Coal Completions ?         226         % of Testal 100.00% (226)         89 (39.38%)         51 (22.57%)         32 (14.16%)         46 (20.35%)         0 (0.00%)         1 (0.44%)         U (0.00%)         3 (1.93%)	Cool Value ?           \$0.00
<b>9,742 9,742</b> 00.00% (9742) <b>991</b> (30.70%) <b>497</b> (25.63%) <b>573</b> (16.15%) <b>787</b> (18.34%) <b>288</b> (2.96%) <b>119</b> (1.22%) <b>84</b> (0.86%)	Image: Dounce Rate         Image: Dounce Rate           Dounce Rate         Image: Dounce Rate           21.65%         2000%)           Avg for View: 21.65% (0.00%)         26.28%           27.03%         27.03%           12.97%         14.05%           26.04%         16.81%           16.81%         4.76%	3.69 Avy for View: 3.69 (0.00%) 3.55 3.09 4.30 4.30 4.27 3.12 3.65 5.36	Avg. Session Duration ()           00:02:48           00:02:48           00:02:40           00:02:40           00:02:40           00:02:40           00:02:40           00:02:40           00:02:40           00:02:32           00:02:32           00:02:32           00:02:32	Coal Conversion Rate ? 2.32% Avg for View: 2.32% (0.00%) 2.98% 2.04% 2.03% 2.03% 0.00%	Coal Completions ?         226         % of Tetal 100.00% (226)         89 (39.38%)         51 (22.57%)         32 (14.16%)         46 (20.35%)         C (0.00%)         1 (0.44%)         C (0.00%)	Cool Value ?           \$0.00





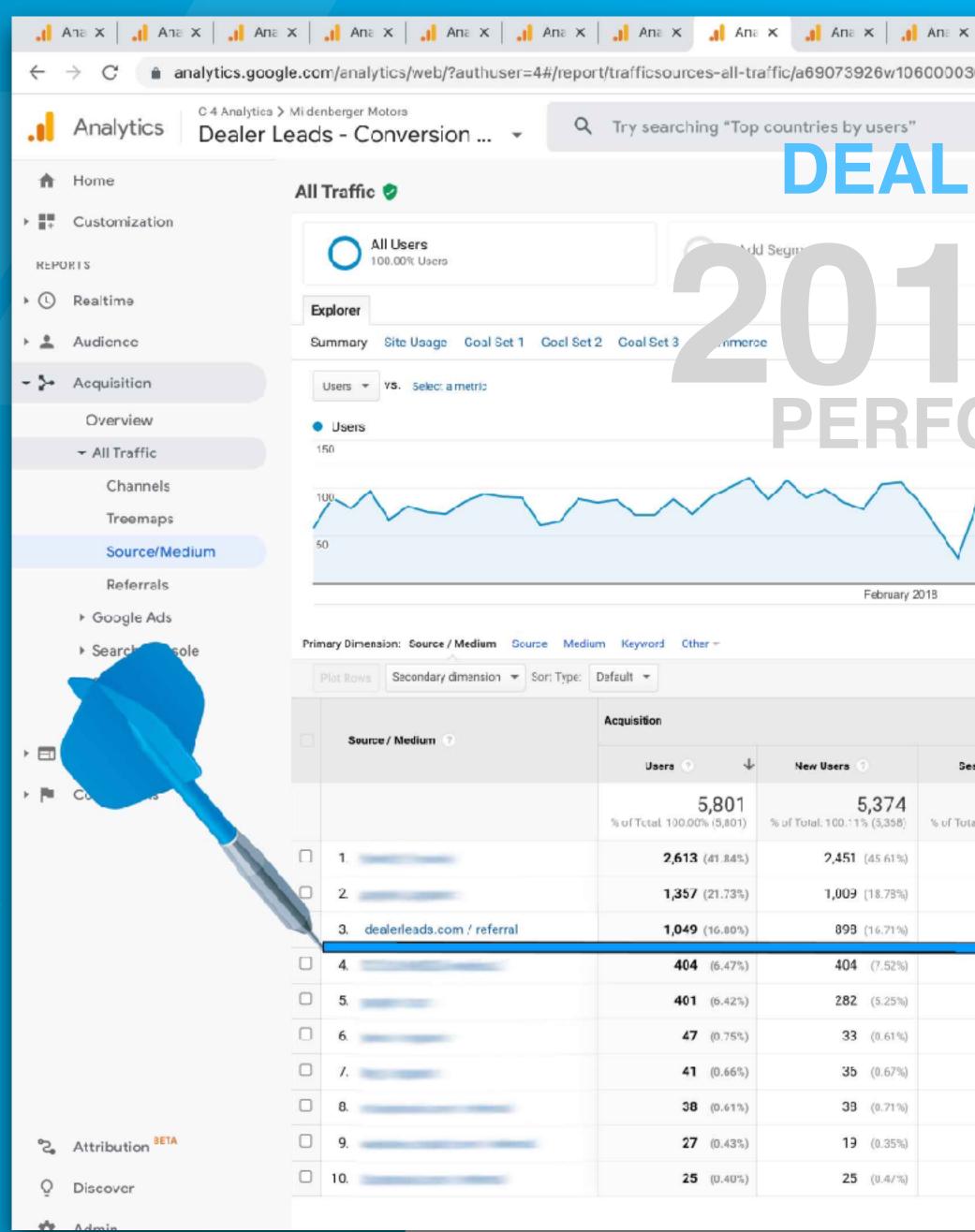
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Goal Value 💿 \$0.00	Coal Completions 💿	Conversions All Goals = Goal Conversion Rate ? 4.94%	Avg. Session Duration () 00:02:43	2.35	Behavior Dounce Rate 39.15%	<b>9,492</b> 00.03% (9.452)
Goal Value ? \$0.00 % of Total: 0.00% (\$0.00)	Coal Completions 469 % of Total 100.00% (469)	Conversions All Goals Goal Conversion Rate 4.94% Avg for View: 4.94% (0.00%)	Avg. Session Duration (*) 00:02:43 Avg for View: 00:02:43 (0.00%)	2.35 Avy for View: 2.35 (0.00%)	Behavior Dounce Rate 39.15% Avg for View: 39.15% (0.00%)	9,492 00.00% (9.452) ,206 (33.78%)
Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)	Coal Completions ? 469 % of Total 100.00% (469) 142 (30.28%)	Conversions All Goals • Goal Conversion Rate ? 4.94% Avg for View: 4.94% (0.00%) 4.43%	Avg. Session Duration (*) 00:02:43 Avg for View: 00:02:43 (0:0%) 00:02:43	2.35 Avg for View: 2.35 (0.00%) 2.26	Behavior Dounce Rate 39.15% Avg for View: 39.15% (0.00%) 41.98%	9,492 00.03% (9.452) ,206 (33.75%) ,595 (27.34%)
Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)	Coal Completions () 469 % of Total 100.00% (469) 142 (30.28%) 128 (27.29%)	Conversions All Goals Goal Conversion Rate ? 4.94% Avg for View: 4.94% (0.00%) 4.43% 4.93%	Avg. Session Duration ③ 00:02:43 Avg for View: 00:02:43 (0.00%) 00:02:43 00:02:23	2.35 Avg for View: 2.35 (0.00%) 2.26 2.01	Behavior Dounce Rate 39.15% Avg for View: 39.15% (0.00%) 41.98% 50.67%	9,492 00.00% (9.452) ,206 (33.75%) ,595 (27.34%) ,435 (15.12%)
Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)	Coal Completions ? 469 % of Tetal 100.00% (469) 142 (30.28%) 128 (27.29%) 77 (16.42%)	Conversions All Goals Goal Conversion Rate Avg for View: 4.94% (0.00%) 4.43% 4.93% 5.37%	Avg. Session Duration ()           00:02:43           Avg for View: 00:02:43 (0.00%)           00:02:23           00:02:23           00:02:24	2.35 Avy for View: 2.35 (0.00%) 2.26 2.67	Behavior           Dounce Rate •           39.15%           Avg for View: 39.15% (0.00%)           41.98%           50.67%           23.48%	9,492 00.00% (9.452) 2,206 (33.75%) 2,595 (27.34%) ,435 (15.12%)
Goal Value         ?           \$0.00         \$0.00           % of Total: 0.00% (\$0.00)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)	Coal Completions () 469 % of Testal 100.00% (469) 142 (30.28%) 128 (27.29%) 77 (16.42%) 99 (21.11%)	Conversions         All Goals           Goal Conversion Rate         •           4.94%         •           Avg for View: 4.94% (0.00%)         4.43%           4.93%         5.37%           5.47%         •	Avg. Session Duration (*)           00:02:43           Avg for View: 00:02:43 (0.00%)           00:02:23           00:02:23           00:02:23           00:02:23           00:02:24	2.35 Avy for View: 2.35 (0.00%) 2.26 2.67 2.79	Behavior           Dounce Rate •           39.15%           Avg for View: 39.15% (0.00%)           41.98%           50.67%           23.48%           25.16%	9,492 00.00% (9452) 2,206 (33.75%) 2,595 (27.34%) 4,355 (15.12%) 5,530 (16.12%)
Goal Value         ?           \$0.00         \$0.00           % of Total: 0.00% (\$0.00)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)	Coal Completions 469 % of Testal 100.00% (469) 142 (30.28%) 128 (27.29%) 77 (16.42%) 99 (21.11%) 7 (1.49%)	Conversions       All Goals         Goal Conversion Rate          Goal Conversion Rate          Avg for View:       4.94% (0.00%)         4 43%          4.93%          5.37%          6.47%          2.30%	Avg. Session Duration (*)           00:02:43           Avg for View: 00:02:43 (0.00%)           00:02:23           00:02:20           00:02:23           00:02:40           00:02:240	2.35 Avg for View: 2.35 (0.00%) 2.26 2.67 2.79 2.09	Behavior           Dounce Rate •           39.15%           Avg for View: 39.15% (0.00%)           41 98%           50.67%           23.48%           25.16%           55.59%	9,492 00.00% (9.452) 8,206 (33.75%) 2,595 (27.34%) 4,435 (15.12%) 5,300 (16.12%) 304 (3.20%)
Goal Value         ?           \$0.00         \$0.00           % of Total: 0.00% (\$0.00)         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)	Coal Completions ?         469         % of Testal 100.00% (469)         142 (30.28%)         128 (27.29%)         77 (16.42%)         99 (21.11%)         7 (1.49%)         2 (0.43%)	Conversions       All Goals         Goal Conversion Rate       ?         4.94%       ?         Avg for View: 494% (0.00%)       4 43%         4.93%       4.93%         5.37%       5.37%         6.47%       2.30%         3.64%       3.64%	Avg. Session Duration (*)           00:02:43           00:02:43           00:02:43           00:02:43           00:02:23           00:02:40           00:02:20           00:02:23           00:02:24	2.35 Avg Far View: 2.35 (0.00%) 2.01 2.67 2.79 2.09 2.05	Behavior           Dounce Rate •           39.15%           Avg for View: 39.15% (0.00%)           41.98%           50.67%           23.48%           25.16%           55.59%           45.45%	9,492 00.00% (9452) 2,006 (33.75%) 2,595 (27.34%) 4,435 (15.12%) 304 (3.20%) 55 (0.56%)
Goal Value         ?           \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)	Coal Completions ) 469 % of Tetal 100.00% (469) 142 (30.28%) 128 (27.29%) 77 (16.42%) 99 (21.11%) 7 (1.49%) 2 (0.43%) 1 (0.21%)	Conversions       All Goals         Goal Conversion Rate       •         4.94%       •         Avg for View: 4.94% (0.00%)       4.43%         4.93%       4.93%         5.37%       5.37%         6.47%       2.30%         3.64%       3.64%         1.52%       1.52%	Avg. Session Duration (*)         O0:02:43         O0:02:43         O0:02:43         O0:02:43         O0:02:23         O0:02:40         O0:02:24         O0:02:23         O0:02:23         O0:02:24         O0:02:25	2.35 Avy for View: 2.35 (0.00%) 2.267 2.67 2.79 2.09 2.05 2.77	Behavior           Dounce Rate •           39.15%           39.15%           Avg for View: 39.15% (0.00%)           41.98%           50.67%           23.48%           25.16%           55.59%           45.45%           22./3%	9,492 100.00% (9.452) 3,206 (33.75%) 2,595 (27.34%) 1,435 (15.12%) 304 (3.20%) 55 (0.55%) 66 (0.70%)





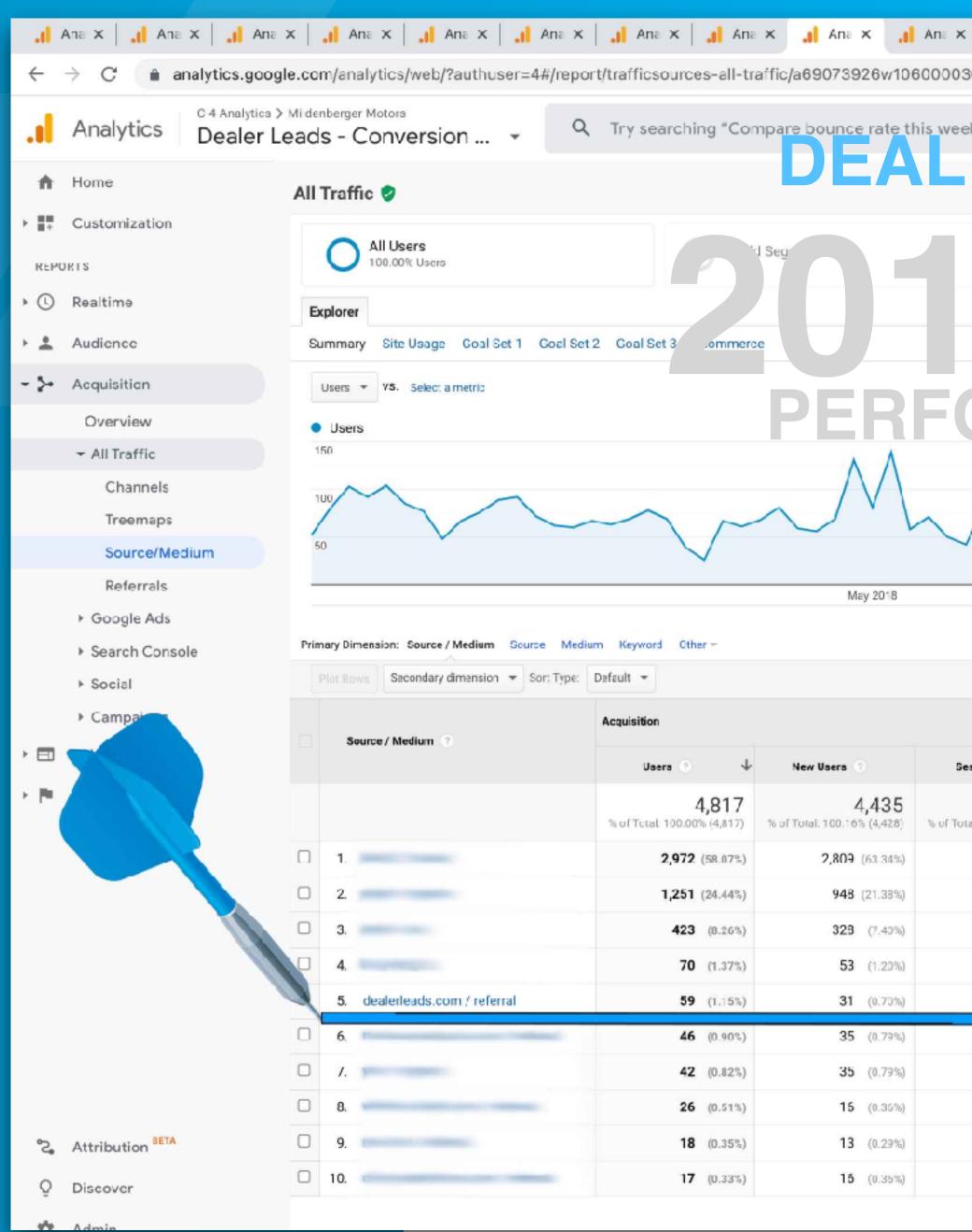
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9,278	Behavior	Pages / Session () 2.48 Avg for View: 2.48 (0.00%)	Avg. Session Duration () 00:03:07 Avg for View: 00:03:07 (0.00%)			
9,278	Behavior Dounce Rate 36.60%	2.48	00:03:07	Goal Conversion Rate 0	Coal Completions 💿	Goal Value 🧿 \$0.00
<b>9,278</b> Total: 100.03% (9.278)	Behavior Dounce Rate 36.60% Avg fo: View: 36.60% (0.00%)	2.48 Avy for View: 2.48 (0.00%)	00:03:07 Avg for View: 00:03:07 (0:00%)	Goal Conversion Rate ? 4.27% Avg for View: 427% (0.00%)	Coal Completions ? 396 % of Total 100.00% (396)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00)
<b>9,278</b> Total: 100.03% (9.278) <b>3,588</b> (38.67%)	Behavior Dounce Rate 36.60% Avg for View: 36.00% (0.00%) 42.20%	2.48 Avg for View: 2.48 (0.00%) 2.30	00:03:07 Avg for View: 00:03:07 (0:00%) 00:03:05	Goal Conversion Rate ? 4.27% Avg for View: 427% (0.00%) 3.40%	Coal Completions ? 396 % of Total 100.00% (396) 122 (30.81%)	Goal Value ⑦ \$0.00 % of Tota: 0.00% (\$0.00) \$0.00 (0.00%)
9,278 Total: 100.03% (9.278) 3,588 (38.67%) 1,798 (19.38%)	Behavior Dounce Rate 36.60% Avg for View: 36.00% (0.00%) 42.20% 47.27%	2.48 Avg for View: 2.48 (0.00%) 2.30 2.13	00:03:07 Avg for View: 00:03:07 (0:00%) 0C:03:05 0C:02:16	Goal Conversion Rate 4.27% Avg for View: 427% (0.00%) 3.40% 5.12%	Coal Completions ? 396 % of Total 100.00% (396) 122 (30.81%) 92 (23.23%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
9,278 Total: 100.03% (9.278) 3,588 (38.67%) 1,798 (19.38%) 1,429 (15.40%)	Behavior           Dounce Rate            36.60%           Avg for View: 36.60% (0.00%)           42.20%           47.27%           25.61%	2.48 Avg for View. 2.48 (0.00%) 2.30 2.13 2.76	00:03:07 Avg for View: 00:03:07 (0.00%) 0C:03:05 0C:02:16 0C:02:57	Goal Conversion Rate         •           4.27%         4.27%           Avg for View: 427% (0.00%)         3.40%           3.40%         5.12%           4.62%         4.62%	Coal Completions ? 396 % of Tetal 100.00% (396) 122 (30.81%) 92 (23.23%) 66 (16.67%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
9,278 Total: 100.03% (9278) 3,588 (38.67%) 1,798 (19.38%) 1,429 (15.40%) 1,807 (19.48%)	Behavior           Dounce Rate •           36.60%           Avg for View: 36.00% (0.00%)           42.20%           47.27%           25.61%           22.36%	2.48 Avy for View: 2.48 (0.00%) 2.30 2.13 2.76 2.94	00:03:07 Avg for View: 00:03:07 (0:00%) 0C:03:05 0C:02:16 0C:02:57 0C:04:01	Goal Conversion Rate         ?           4.27%         4.27%           Avg for View: 427% (0.00%)         3.40%           3.40%         5.12%           4.62%         5.87%	Coal Completions () 396 % of Tetat 100.00% (396) 122 (30.81%) 92 (23.23%) 66 (16.67%) 106 (26.77%)	Goal Value         ?           \$0.00         \$0.00%           % of Total: 0.00% (\$0.00%)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
9,278 Total: 100.03% (9278) 3,588 (38.67%) 1,798 (19.38%) 1,429 (15.40%) 1,807 (19.48%) 252 (2.72%)	Behavior           Dounce Rate           36.60%           Avg for View: 36.00% (0.00%)           42.20%           47.27%           25.61%           22.36%           51.59%	2.48 Avg for View: 2.48 (0.00%) 2.30 2.13 2.76 2.94 2.06	00:03:07 Avg for View: 00:03:07 (0:00%) 0C:03:05 0C:02:16 0C:02:57 0C:04:01 0C:02:25	Goal Conversion Rate       •         4.27%       •         Avg for View: 427% (0.00%)       3.40%         3.40%       5.12%         4.62%       5.87%         0.79%       0.79%	Coal Completions (*) 396 % of Testal 100.00% (396) 122 (30.81%) 92 (23.23%) 66 (16.67%) 106 (26.77%) 2 (0.51%)	Goal Value ③           \$0.00           \$0.00% (\$0.00%)           \$0.00 (0.00%)           \$0.00 (0.00%)           \$0.00 (0.00%)           \$0.00 (0.00%)           \$0.00 (0.00%)           \$0.00 (0.00%)           \$0.00 (0.00%)
9,278 Total: 100.03% (9278) 3,588 (38.67%) 1,798 (19.38%) 1,429 (15.40%) 1,807 (19.48%) 252 (2.72%) 105 (1.13%)	Behavior           Dounce Rate •           36.60%           Avg for View: 36.00% (0.00%)           42.20%           47.27%           25.61%           22.36%           51.59%           26.67%	2.48 Avg Far View: 2.48 (0.00%) 2.30 2.13 2.76 2.94 2.94 2.06 2.86	00:03:07 Avg for View: 00:03:07 (0:00%) 0C:03:05 0C:02:16 0C:02:57 0C:02:25 0C:02:25	Coal Conversion Rate 4.27% Avg for View: 427% (0.00%) 3.40% 5.12% 4.62% 5.87% 0.79% 2.86%	Coal Completions ) 396 % of Tetal 100.00% (396) 122 (30.81%) 92 (23.23%) 66 (16.67%) 106 (26.77%) 2 (0.51%) 3 (0.76%)	Goal Value ?           \$0.00
9,278 Total: 100.03% (9278) 3,588 (38.67%) 1,798 (19.38%) 1,429 (15.40%) 1,807 (19.48%) 252 (2.72%) 105 (1.13%) 48 (0.52%)	Behavior         Dounce Rate •         36.60%         36.60%         Avg for View: 36.60% (0.00%)         47.20%         47.27%         25.61%         22.36%         51.59%         26.67%         22.92%	2.48 Avy for View: 2.48 (0.00%) 2.30 2.13 2.76 2.94 2.94 2.96 2.86 3.19	00:03:07 Avg for View: 00:03:07 (0:00%) 0C:03:05 0C:02:16 0C:02:57 0C:02:25 0C:02:25 0C:07:07 0C:04:36	Coal Conversion Rate 4.27% Avg for View: 427% (0.00%) 3.40% 5.12% 4.62% 4.62% 0.79% 2.86% 2.08%	Coal Completions () 396 % of Tettal 100.00% (396) 122 (30.81%) 92 (23.23%) 66 (16.67%) 106 (26.77%) 2 (0.51%) 3 (0.76%) 1 (0.25%)	Goal Value ?           \$0.00
9,278 Total: 100.03% (9278) 3,588 (38.67%) 1,798 (19.38%) 1,429 (15.40%) 1,429 (15.40%) 252 (2.72%) 105 (1.13%) 48 (0.52%) 23 (0.20%)	Behavior           Dounce Rate •           36.60%           36.60%           Avg for View: 36.00% (0.00%)           47.20%           47.27%           25.61%           25.61%           25.61%           26.67%           22.92%           43.48%	2.48 Avy for View: 2.48 (0.00%) 2.30 2.13 2.76 2.94 2.94 2.94 2.94 2.86 3.19 5.04	00:03:07 Avg for View: 00:03:07 (0.00%) 00:03:05 00:02:16 00:02:57 00:02:57 00:04:01 00:04:01 00:04:36	Coal Conversion Rate 4.27% Avg for View: 427% (0.00%) 3.40% 5.12% 4.62% 4.62% 0.79% 2.86% 2.08% 0.00%	Coal Completions () 396 % of Testal 100.00% (396) 122 (30.81%) 92 (23.23%) 66 (16.67%) 66 (16.67%) 106 (26.77%) 2 (0.51%) 3 (0.76%) 1 (0.25%) C (0.00%)	Goal Value ?         \$0.00         \$0.00% (\$0.00%)         \$0.00       (0.00%)         \$0.00       (0.00%)         \$0.00       (0.00%)         \$0.00       (0.00%)         \$0.00       (0.00%)         \$0.00       (0.00%)         \$0.00       (0.00%)         \$0.00       (0.00%)         \$0.00       (0.00%)         \$0.00       (0.00%)         \$0.00       (0.00%)         \$0.00       (0.00%)





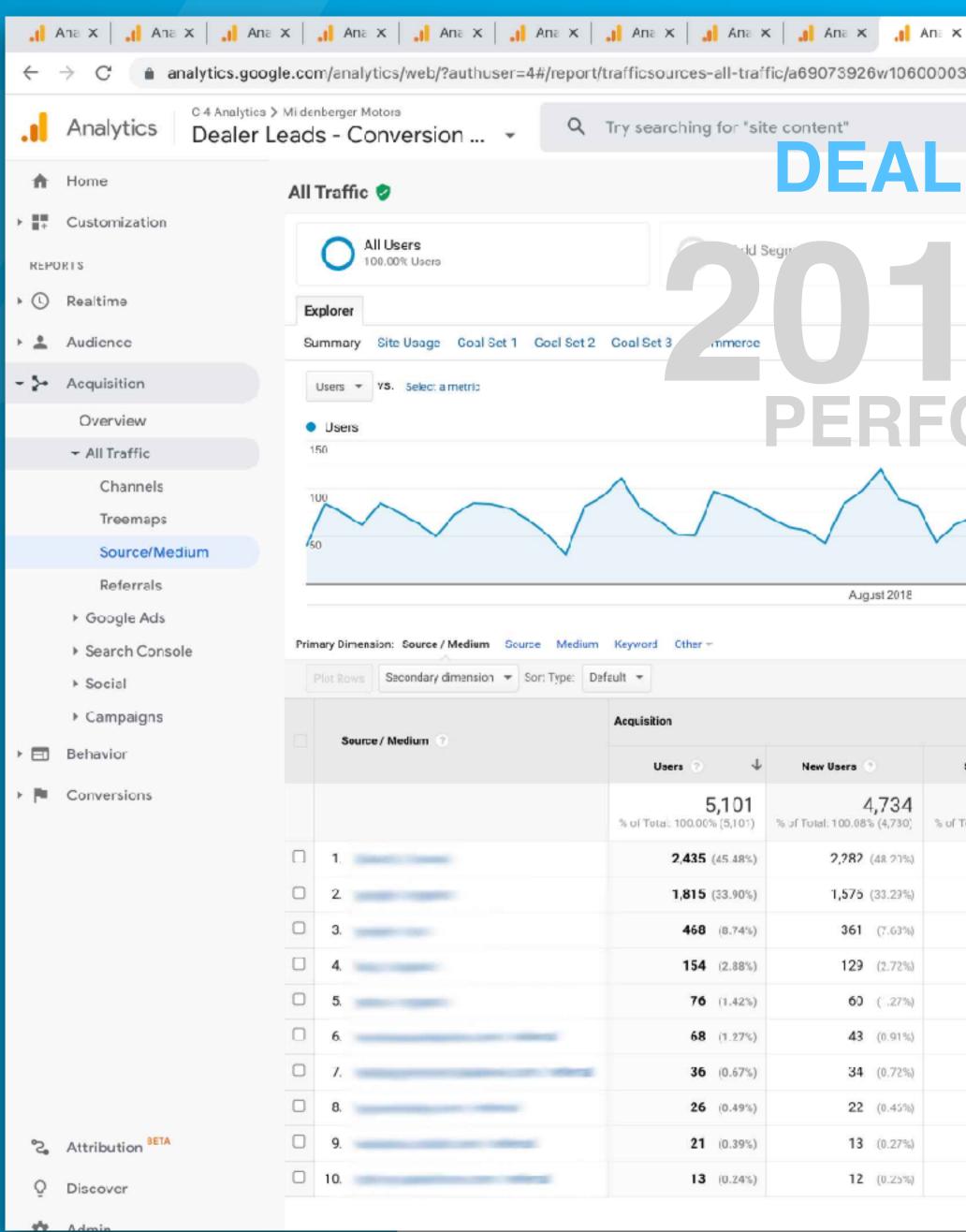
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ions	Dounce Rate 🕐	Pages / Session 📀	Avg. Session Duration 📀	Goal Conversion Rate	Coal Completions	Goal Value 🕜
9,223	37.47%	2.49	00:02:54	3.63%	335	\$0.00
00.00% (9223) Av	rg fo: View: 37.47% (0.00%) 43.80%	Avg for View: 2.49 (0.00%)	Avg for View: 00:02:54 (0.00%)	Avg for View: 3 63% (0.00%)	% of Tetal 100.00% (335) 11C (32.84%)	% of Total: 0.00% (\$0.00) \$0.00 (0.00%)
,736 (41177%) ,288 (24.81%)	24.43%	2.84	00:02:33	5.03%	115 (34.33%)	\$0.00 (0.00%)
,400 (1516%)	24.43%	2.53	00:03:25	4.71%	66 (19.70%)	\$0.00 (0.00%) \$0.00 (0.00%)
time fronte of	100.00%	1.00	00:00:00	0.00%	C (0.00%)	\$0.00 (0.00%)
404 (4.38%)	00.00.8		00:03:55	4.39%	29 (8.66%)	\$0.00 (0.00%)
		2,99				and a second
<b>404</b> (438%) <b>661</b> (717%) <b>59</b> (0.64%)	28.44%	2.99	00:02:44	3.39%	2 (0.60%)	\$0.00 (0.00%)
661 (7 17%) 59 (0 64%)	28.44% 27.12%	2.25	00:02:44		2 (0.60%) 1 (0.30%)	
<ul> <li>661 (7 17%)</li> <li>59 (0 64%)</li> <li>68 (0 74%)</li> </ul>	28.44% 27.12% 25.00%	2.25 3.24	00:05:11	1.47%	1 (0.30%)	\$0.00 (0.00%)
661 (7 17%) 59 (0 64%)	28.44% 27.12%	2.25				\$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)





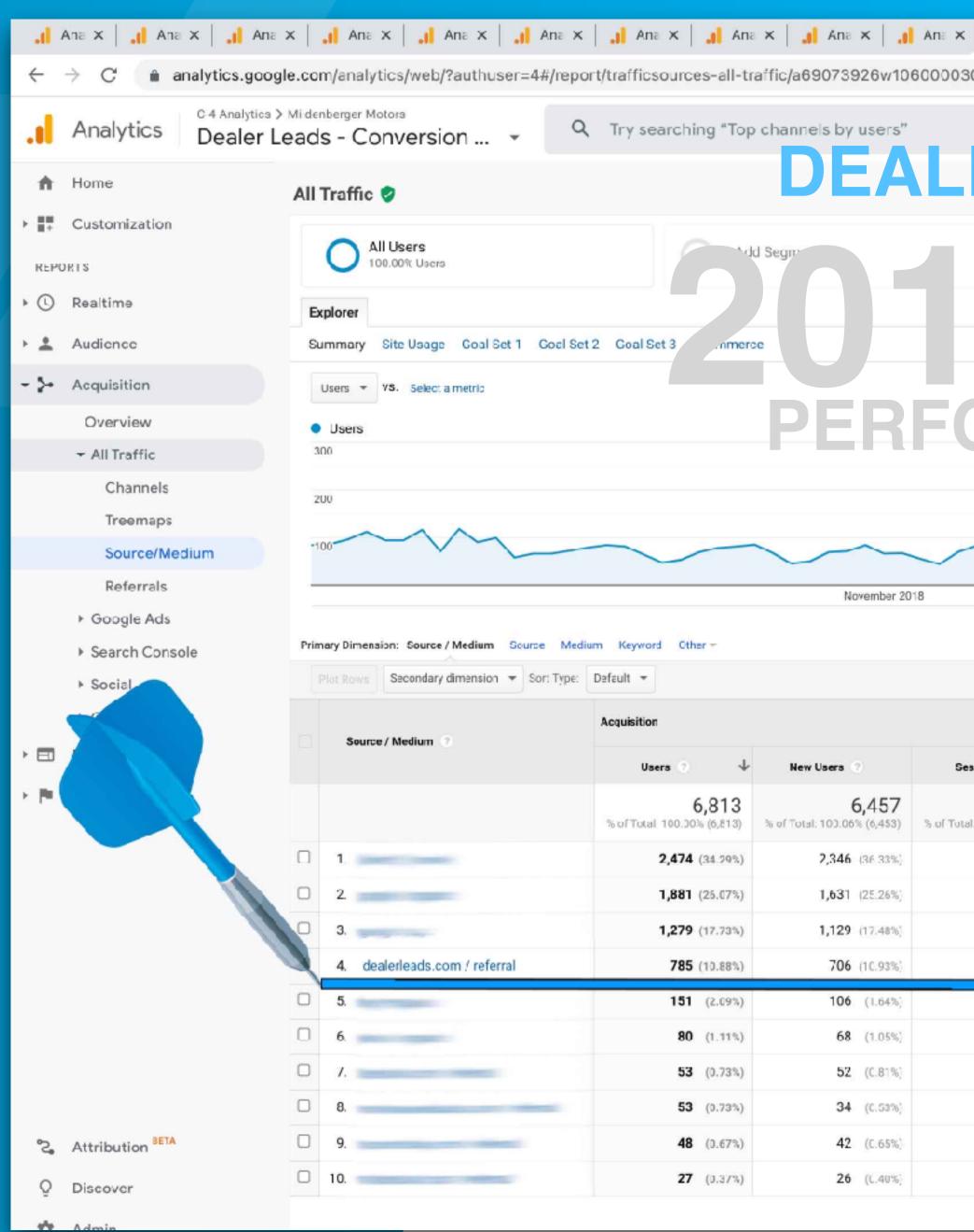
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			June 2013		Q advanced Ⅲ ●	E 2 6 III
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Sessions ? 7,788 Total: 100.03% (7788)	Behavior	Pages / Session (2) 2.65 Avg for View: 2.66 (0.00%)			A advanced     III     C	
7,788	Behavior Dounce Rate ① 41.26%	2.65	Avg. Session Puration ③ 00:03:07	Goal Conversion Rate ③ 3.09%	Q advanced III Coal Completions ?	Goal Value 🧿 \$0.00
<b>7,788</b> Total: 100.00% (7.788)	Behavior Dounce Rate 41.26% Avg for View: 41.26% (0.00%)	2.65 Avg for View: 2.66 (0.00%)	Avg. Session Duration ③ 00:03:07 Avg for View. 00:03:07 (0.00%)	Goal Conversion Rate ? 3.09% Avg for View: 3.09% (0.00%)	A advanced III Cod Completions (241)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00)
<b>7,788</b> Total: 100.03% (7.788) <b>4,133</b> (53.07%)	Behavior Dounce Rate • 41.26% Avg for View: 41.26% (0.00%) 50.54%	2.65 Avg for View: 2.66 (0.00%) 2.33	Avg. Session Puration ③ 00:03:07 Avg for View: 00:03:07 (0.00%) 00:02:31	Goal Conversion Rate ? 3.09% Avg for View: 3.09% (0.00%) 2.81%	advanced         Image: Cool Completions           Cool Completions         241           % of Tetal 100.00% (241)         116 (48.13%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
7,788 Total: 100.00% (7.788) 4,133 (53.07%) 1,973 (25.33%)	Behavior Dounce Rate 41.26% Avg fo: View: 41.26% (0.00%) 50 54% 25.04%	2.66 Avg for View: 2.06 (0.00%) 2.33 3.19	Avg. Session Duration (*) 00:03:07 Avg for View: 00:03:07 (0.00%) 00:02:31 00:03:29	Goal Conversion Rate 3.09% Avg for View: 3.09% (0.00%) 2.81% 3.50%	advanced       Image: Contract of the second s	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
7,788 Total: 100.00% (7.788) 4,133 (53.07%) 1,973 (25.33%) 635 (8.12%)	Behavior           Dounce Rate •           41.26%           Avg for View: 41.26% (0.00%)           50.54%           25.04%           32.44%	2.66 Avg for View: 2.06 (0.00%) 2.33 3.19 3.11	Avg. Session Duration () 00:03:07 Avg for View: 00:03:07 (0.00%) 00:02:31 00:03:29 00:03:33	Coal Conversion Rate ⑦ 3.09% Avg for View: 3.09% (0.00%) 2.81% 3.50% 5.04%	advanced       Image: Constraint of the second	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
7,788         Total: 100.00% (7788)         4,133 (53.07%)         1,973 (25.33%)         635 (8.12%)         116 (1.49%)	Behavior           Dounce Rate •           41.26%           Avg for View: 41.26% (0.00%)           50.54%           25.04%           32.44%           27.59%	2.65 Avg for View: 2.06 (0.00%) 2.33 3.19 3.11 2.97	Avg. Session Duration ()           00:03:07           Avg for View: 00:03:07 (0.00%)           00:02:31           00:03:29           00:03:33           00:03:58	Goal Conversion Rate         ?           3.09%         3.09%           Avg for View. 3.09% (0.00%)         2.81%           2.81%         3.50%           5.04%         1.72%	advanced       Image: Contract of the second s	Goal Value         ?           \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
7,788 Total: 100.00% (7788) 4,133 (53.07%) 1,973 (25.33%) 635 (8.15%) 116 (1.49%) 148 (1.90%)	Behavior           Dounce Rate           41.26%           Avg for View: 41.26% (0.00%)           50.54%           25.04%           32.44%           27.59%           44.59%	2.65 Avg for View: 2.66 (0.00%) 2.33 3.19 3.11 2.97 2.19	Avg. Session Duration ③           O0:03:07           Avg for View: 00:03:07 (0.00%)           OC:02:31           OC:03:29           OC:03:58           OC:02:32	Goal Conversion Rate 3.09% Avg for View: 3.09% (0.00%) 2.81% 3.50% 5.04% 1.72% 3.38%	Cod Completions         Image: Cod Completions           Cod Completions         241           % of Testat 100.00% (241)         116 (48 13%)           G9 (28.63%)         32 (13.28%)           32 (13.28%)         2 (0.83%)           5 (2.07%)         5 (2.07%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00
7,788         Total: 100.00% (7788)         4,133       (53.07%)         1,973       (25.33%)         635       (8.15%)         116       (1.45%)         148       (1.90%)         306       (3.93%)	Behavior           Dounce Rate •           41.26%           Avg for View: 41.26% (0.00%)           50.54%           25.04%           32.44%           27.59%           44.59%	2.65 Avg for View: 2.66 (0.00%) 2.33 3.19 3.11 2.97 2.19 2.38	Avg. Session Duration ()           O0:03:07           Avg for View: 00:03:07 (0.00%)           OC:02:31           OC:03:33           OC:03:58           OC:02:32           OC:05:45	Coal Conversion Rate 3.09% Avg for View: 3.09% (0.00%) 2.81% 3.50% 5.04% 1.72% 3.38% 0.98%	advanced       Image: Constraint of the second	Coal Value ?           \$0.00
7,788         4,133       (53.07%)         1,973       (25.33%)         635       (8.15%)         116       (1.45%)         148       (1.90%)         306       (3.93%)         77       (0.95%)	Behavior         Dounce Rate       •         41.26%       •         Avg for View: 41.26% (0.00%)       •         50.54%       •         25.04%       •         32.44%       •         27.59%       •         44.59%       •         27.27%       •	2.65 Avg for View: 2.06 (0.00%) 2.33 3.19 3.11 2.97 2.19 2.38 3.34	Avg. Session Duration ()           00:03:07           Avg for View: 00:03:07 (0.00%)           00:02:31           00:03:29           00:03:33           00:03:58           00:02:32           00:03:545	Coal Conversion Rate 3.09% Avg for View: 3.09% (0.00%) 2.81% 3.50% 5.04% 1.72% 3.38% 0.98% 3.90%	Coal Completions         ?           Coal Completions         ?           241 % of Tettat 100.00% (241)         ?           116         (48.13%)           69         (28.63%)           32         (13.28%)           2         (0.83%)           5         (2.07%)           3         (1.24%)	Goal Value ?           \$0.00
7,788         4,133       (53,07%)         1,973       (25,33%)         635       (8,12%)         116       (1,45%)         148       (1,90%)         306       (3,93%)         77       (0,95%)         65       (0,83%)	Behavior           Dounce Rate           41.26%           Avg for View: 41.26% (0.00%)           50.54%           25.04%           25.04%           32.44%           27.59%           44.59%           27.2/%           20.00%	2.65 Avg for View: 2.06 (0.00%) 2.33 3.19 3.11 2.97 2.19 2.38 3.34 3.34 3.91	Avg. Session Duration ()           00:03:07           Avg for View: 00:03:07 (0.00%)           0C:02:31           0C:03:29           0C:03:58           0C:02:32           0C:02:35           0C:05:45           0C:05:51	Coal Conversion Rate 3.09% Avg for View: 3.09% (0.00%) 2.81% 3.50% 5.04% 1.72% 3.38% 0.98% 3.90% 1.54%	advanced       Image: Constraint of the second	Goal Value (?)           \$0.00





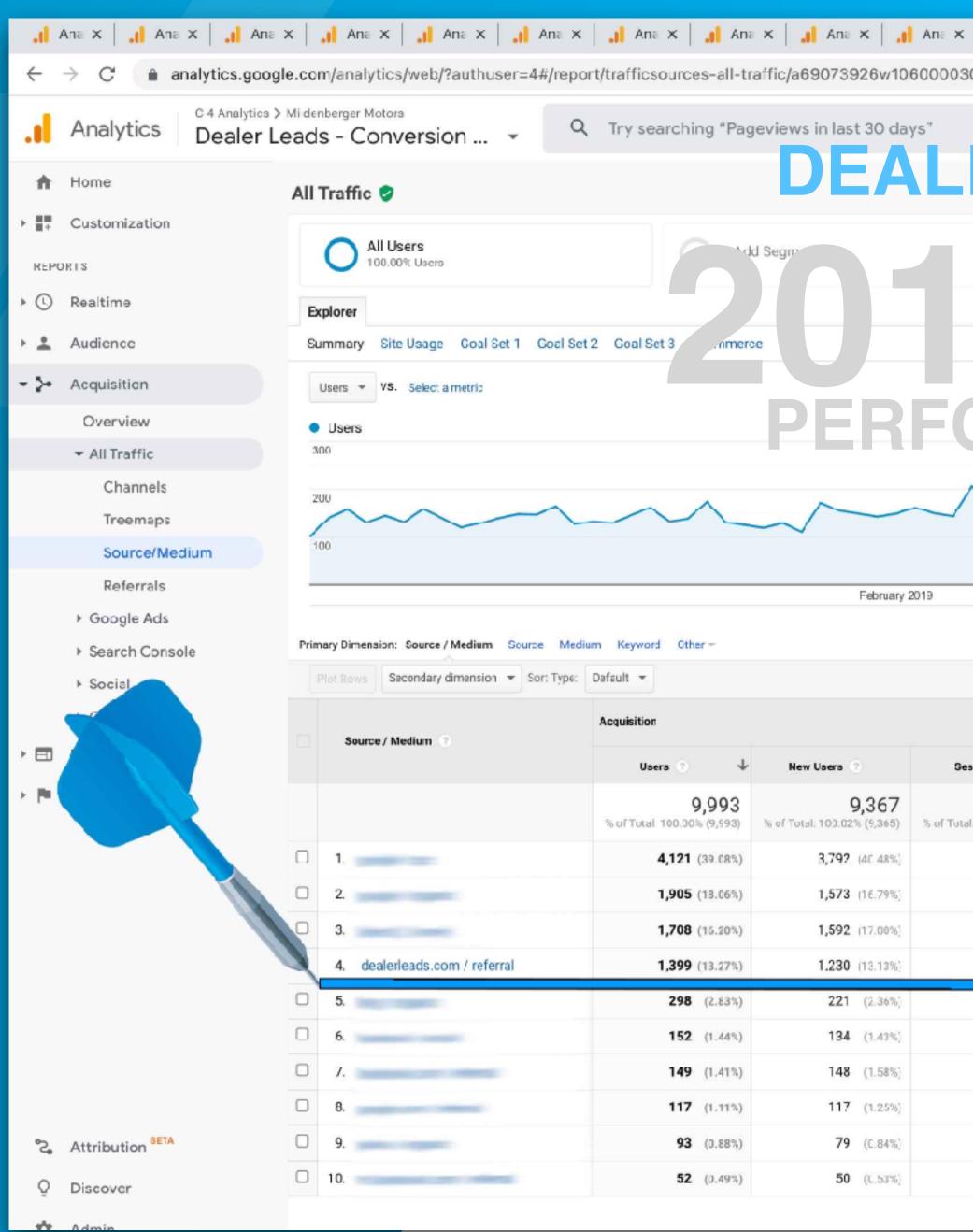
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8,3 Total: 100.00% (8 3,587 (43	Behavior Bcunce I (8,329) Avg for View (3.07%)	Rete ? 37.99% 37.99% (0.00%) 50.40%	2.89 Avg fo: View: 2.89 (0.00%) 2.41	Avg. Session Duration ③ 00:03:13 Avg for View: 00:03 13 (0.00%) 00:02:36	Conversions All Gcals • Goel Conversion Rate ? 3.66% Avg for View: 3.66% (0.00%) 3.65%	Goal Completions ? 305 % of Tota: 100 00% (305) 131 (42 95%)	Gosl Value \$ % of Total: 0.00% \$0.00	? 0.00 (\$C.00) (0.00%)
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8,3 Total: 100.00% (4 3,587 (43 2,840 (34 674 (8	Behavior           Docunce I           3229         Avg /or View           43.07%)            34.10%)            (8.09%)	Rete 37.99% 37.99% (0.00%) 50.40% 25.95% 28.49%	2.89 Avg fo: View: 2.89 (0.00%) 2.41 3.38 3.20	Avg. Session Duration (*) 00:03:13 Avg for View: 00:03 13 (0.00%) 00:02:36 00:03:31 00:03:04	Conversions All Gcals = Goel Conversion Rate ? 3.66% Avg for View: 3.66% (0.00%) 3.65% 3.80% 6.23%	Goal Completions ? 305 % of Total: 100 00% (305) 131 (42 95%) 108 (35.41%) 42 (13.77%)	Goal Value \$ % of Total: 0.00% \$0.00 \$0.00	?) 0.00 (\$C.00) (0.00%) (0.00%)
8,3 Fotal: 100.00% (4 3,587 (43 2,840 (34 674 (8 336 (4	Behavior           Behavior           Dounce I           3229         Avg for View           3307%)         Avg for View           84.10%)         Control of Con	Rete 37.99% (0.00%) 37.99% (0.00%) 50.40% 25.95% 28.49% 24.40%	2.89 Avg fo: View: 2.89 (0.00%) 2.41 3.38 3.20 3.35	Avg. Session Duretion (*) 00:03:13 Avg for View: 00:03:13 (0.00%) 00:02:36 00:03:31 00:03:04 00:04:09		Goal Completions ? 305 % of Tota: 100 00% (305) 131 (42 95%) 108 (35.41%) 42 (13.77%) 4 (1.31%)	Goal Value \$ % of Total: 0.00% \$0.00 \$0.00 \$0.00	?) 0.00 (\$C.00) (0.00%) (0.00%) (0.00%)
8,3 fotal: 100.00% (4 3,587 (43 2,840 (34 674 (4 336 (4 156 (1	Behavior           Behavior           Dounce I           3229         Avg for View           43 07%)         Avg for View           (8.09%)         Control of the second se	Rete 37.99% (0.00%) 37.99% (0.00%) 50.40% 25.95% 28.49% 24.40% 23.05%	2.89 Avg fo: View: 2.89 (0.00%) 2.41 3.38 3.20 3.35 3.35	Avg. Session Duration (*) 00:03:13 Avg for View: 00:03:13 (0.00%) 00:02:36 00:03:31 00:03:04 00:04:09 00:03:43	Conversions All Gcals • Goel Conversion Rate ? Goel Conversion Rate ? 3.66% Avg for View: 3.66% (0.00%) 3.65% 3.80% 6.23% 1.19% 6.41%	Goal Completions       305         305       305         % of Tota: 100.00% (305)       131         131       (42.95%)         108       (35.41%)         42       (13.77%)         4       (1.31%)         10       (3.28%)	Goal Value \$ % of Total: 0.00% \$0.00 \$0.00 \$0.00 \$0.00	?) 0.00 (\$C.00) (0.00%) (0.00%) (0.00%) (0.00%)
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8,3 50tal: 100.00% (4 3,587 (43 2,840 (34 674 (4 336 (4 156 (1) 311 (3 40 (0	Behavior           Behavior           Docunce I           3229         Avg /or View           3307%)         Avg /or View           43.07%)         Image: Comparison of the second of the	Rete 37.99% (0.00%) 37.99% (0.00%) 5C.40% 25.95% 22.42% 22.42% 23.05% 33.12% 5C.00%	2.89 Avg fo: View: 2.89 (0.00%) 2.41 3.38 3.20 3.35 3.35	Avg. Session Duration (*) 00:03:13 Avg for View: 00:03:13 (0.00%) 00:02:36 00:03:31 00:03:04 00:04:09 00:03:43	Conversions All Gcals • Goel Conversion Rate ? Goel Conversion Rate ? 3.66% Avg for View: 3.66% (0.00%) 3.65% 3.80% 6.23% 1.19% 6.41%	Goal Completions ?         305         305         % of Tota: 100 00% (305)         131 (42 95%)         108 (35.41%)         42 (13.77%)         4 (1.31%)         10 (3.28%)         1 (0.33%)	Goal Value \$ % of Total: 0.00% \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	?) 0.00 (SC.00) (0.00%) (0.00%) (0.00%) (0.00%) (0.00%)
Total: 100.00% (4 3,587 (43 2,840 (34 674 (8 336 (4 336 (4 311 (3 40 (0 27 (6	Behavior           Avg for View           Behavior	Rete 37.99% (0.00%) 37.99% (0.00%) 5C.40% 25.95% 28.49% 24.40% 23.08% 33.12%	2.89 Avg fo: View: 2.89 (0.00%) 2.41 3.38 3.20 3.20 3.35 3.35 2.81 2.81	Avg. Session Duration (*) (*) (*) (*) (*) (*) (*) (*)		Goal Completions       ?         305       305         % of Total: 100 00% (305)       305         131 (42 95%)       108 (35.41%)         108 (35.41%)       42 (13.77%)         4 (1.31%)       10 (3.28%)         1 (0.33%)       1 (0.33%)	Coal Value \$ % of Total: 0.00% \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	<ol> <li>2)</li> <li>0.00 (\$0.00%)</li> <li>(0.00%)</li> <li>(0.00%)</li> <li>(0.00%)</li> <li>(0.00%)</li> <li>(0.00%)</li> <li>(0.00%)</li> <li>(0.00%)</li> <li>(0.00%)</li> </ol>





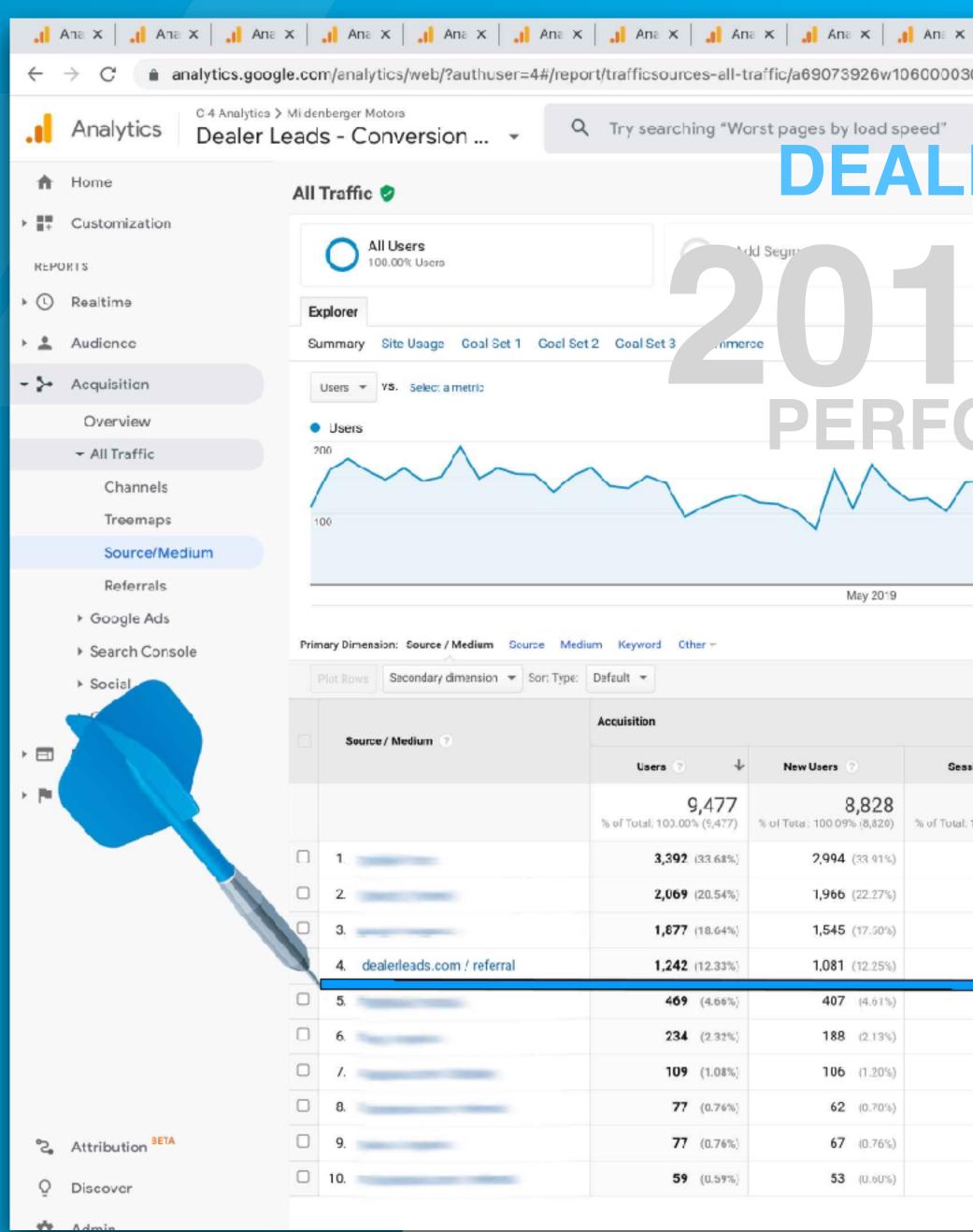
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<ul> <li>assions (?)</li> <li>10,759</li> <li>al: 100.00% (10,759)</li> <li>3,865 (35.92%)</li> <li>2,852 (26.51%)</li> </ul>	Counce Rate () 43.11% Avg for View: 43.11% (0.00%) 56.38% 27.59%	2.77 Avg for View: 2.77 (0.00%) 2.25 3.45	00:02:50 Avg for View: 00:02:50 (0.00%) 00:02:35 00:03:36	Goal Conversion Rate         ?           3.19%	Goel Completions () 343 % of Total: 100.00% (343) 139 (40.57%) 103 (30.03%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
essions ? 10,759 al. 100.00% (10,759) 3,865 (35.92%) 2,852 (26.51%) 1,855 (17.25%)	Eounce Rate (?)           43.11%           Avg for View: 43.11% (0.00%)           56.38%           27.59%           48.71%	2.77 Avg for View: 2.77 (0.00%) 2.25 3.45 2.59	00:02:50 Avg for View: 00.02:50 (0.00%) 00:02:35 00:03:36 00:02:19	Goal Conversion Rate         ?           3.19%         3.19%           Avg for View: 3.19% (0.00%)         3.60%           3.61%         3.61%	Goel Completions (?) 343 % of Total: 100.00% (343) 139 (40.52%) 103 (30.03%) 51 (14.87%)	Goal Value         ?           \$0.00         \$0.00           % of Total: 0.00% (\$0.00)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
essions ? 10,759 al. 100.00% (10,759) 3,865 (35.92%) 2,852 (26.51%) 1,855 (17.25%) 947 (8.83%)	Counce Rate ?           43.11%           Avg for View: 43.11% (0.00%)           56.38%           27.59%           48.71%           33.47%	2.77 Avg for View: 2.77 (0.00%) 2.25 3.45 2.59 2.94	00:02:50 Avg fo: View: 00.02:50 (0.00%) 00:02:35 00:02:19 00:02:34	Goal Conversion Rate         ?           3.19%         3.19%           Avg for View: 3.19% (0.00%)         3.60%           3.61%         3.61%           2.75%         2.53%	Goel Completions ?         343         % of Total: 100.00% (343)         139 (40.52%)         103 (30.03%)         51 (14.87%)         24 (7.00%)	Goal Value         ?           \$0.00         \$0.00           \$0.00 (0.00%)         \$0.00           \$0.00 (0.00%)         \$0.00           \$0.00 (0.00%)         \$0.00           \$0.00 (0.00%)         \$0.00           \$0.00 (0.00%)         \$0.00
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essions ? 10,759 al. 100.00% (10,759) 3,865 (35.92%) 2,852 (26.51%) 1,855 (17.25%) 947 (8.83%) 294 (2.73%) 122 (1.13%)	Counce Rate         •           43.11%         43.11%           Avg for View: 43.11% (0.00%)         56.38%           27.59%         48.71%           33.47%         33.47%           21.09%         18.35%	2.77 Avg for View: 2.77 (0.00%) 2.25 2.59 2.94 3.70 3.77	00:02:50 Avg for View: 00:02:50 (0:00%) 00:02:35 00:02:19 00:02:34 00:02:34	Coal Conversion Rate ? 3.19% Avg for View: 3.19% (0.00%) 3.60% 3.61% 2.75% 2.53% 2.53% 4.10%	Goel Completions ()         343         % of Total: 100.00% (343)         139 (40.57%)         103 (30.03%)         51 (14.87%)         24 (7.00%)         8 (2.33%)         5 (1.46%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00
essions ? 10,759 10,759; 3,865 (35.92%) 2,852 (26.51%) 1,855 (17.25%) 947 (8.83%) 294 (2.73%) 122 (1.13%) 53 (0.49%)	Counce Rate ?           43.11%           Avg for View: 43.11% (0.00%)           56.38%           27.59%           48.71%           33.47%           21.09%           18.85%           88.58%	2.77 Avg for View: 2.77 (0.00%) 2.25 2.59 2.94 3.70 3.77 1.32	00:02:50 Avg for View: 00.02:50 (0.00%) 00:02:35 00:03:36 00:02:19 00:02:34 00:02:34 00:03:54 00:00:11	Goal Conversion Rate ?         3.19%         Avg for View: 3.19% (0.00%)         3.60%         3.61%         2.75%         2.75%         2.72%         4.10%         0.00%	Goel Completions ?         343         % of Total: 100.00% (343)         139 (40.52%)         103 (30.03%)         51 (14.87%)         24 (7.00%)         8 (2.33%)         5 (1.46%)         0 (0.00%)	Goal Value         ?           \$0.00         \$0.00           \$0.00         (0.00\$)           \$0.00         (0.00\$)           \$0.00         (0.00\$)           \$0.00         (0.00\$)           \$0.00         (0.00\$)           \$0.00         (0.00\$)           \$0.00         (0.00\$)           \$0.00         (0.00\$)           \$0.00         (0.00\$)           \$0.00         (0.00\$)           \$0.00         (0.00\$)
essions ? 10,759 al: 100.00% (10,759) 3,865 (35.92%) 2,852 (26.51%) 1,855 (17.25%) 947 (8.83%) 294 (2.73%) 122 (1.13%) 53 (0.49%) 185 (1.73%)	Eounce Rate ?           43.11%           Avg for View: 43.11% (0.00%)           56.38%           27.59%           48.71%           33.47%           21.09%           18.35%           88.58%           31.72%	2.77 Avg for View: 2.77 (0.00%) 2.25 2.59 2.94 3.70 3.70 3.77 1.32 2.97	00:02:50 Avg for View: 00.02:50 (0.00%) 00:02:35 00:02:19 00:02:34 00:02:34 00:03:54 00:00:11 00:02:58	Goal Conversion Rate ?         3.19%         Avg for View: 3.19% (0.00%)         3.60%         3.61%         2.75%         2.75%         2.72%         4.10%         0.00%         0.54%	Goel Completions ?         343         % of Total: 100.00% (343)         139 (40.52%)         103 (30.03%)         51 (14.87%)         24 (7.00%)         8 (2.33%)         5 (1.46%)         0 (0.00%)         1 (0.29%)	Gooal Value         ?           \$0.00         \$0.00           \$0.00         \$0.00%           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)





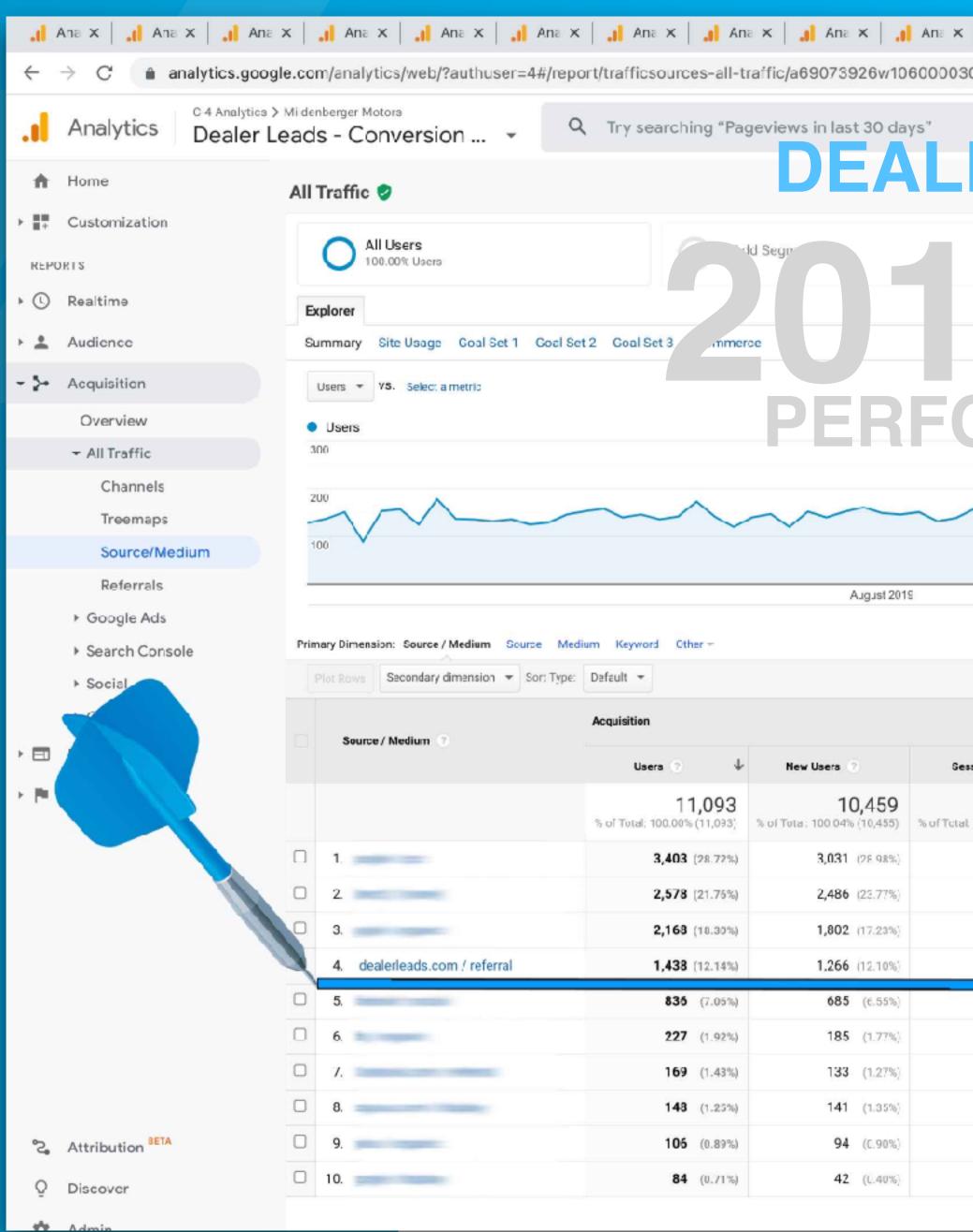
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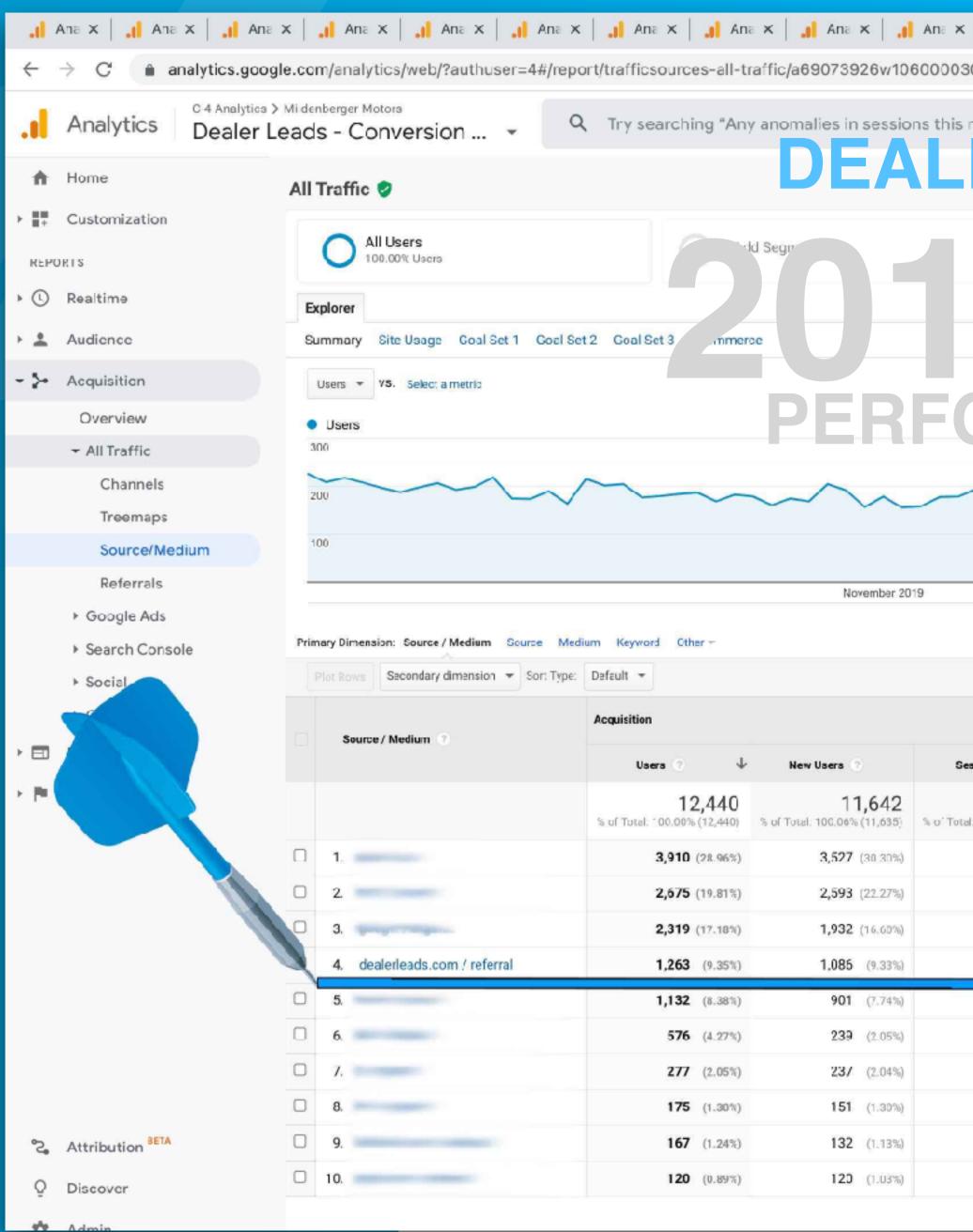
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<b>14,738</b> 100.00% (14,738)	Behavior Dounce Rate ③ 45.99% Avg for View: 45.99% (0.00%)	2.61	Avg. Session Duration ③ 00:02:23	Goal Conversion Rate ? 3.12%	Goal Completions	Goal Value 💿 \$16.00
<b>14,738</b> 100.00% (14,738) <b>4,915</b> (33.35%)	Behavior Dounce Rate ③ 45.99% Avg for View: 45.99% (0.00%)	<b>2.61</b> Avg for View. 2.61 (0.00%)	Avg. Session Duration ③ 00:02:23 Avg for View: 00:02:23 (0:00%)	Goal Conversion Rate ? 3.12% Avg for View: 3.12% (0.00%)	Goal Completions (*) 460 % of Total: 100.00% (460)	Goal Value \$16.00 % of Total: 100.00% (\$16.00)
<b>14,738</b> 100.00% (14,738)	Behavior           Dounce Rate            45.99%           Avg for View: 45.99% (0.00%)           59.96%           48.58%	2.61 Avg for View. 2.61 (0.00%) 2.10	Avg. Session Duration 00:02:23 Avg fo: View: 00:02:23 (0:00%) 00:01:37	Goal Conversion Rate ? 3.12% Avg for View: 3.12% (0.00%) 2.99%	Goal Completions ? 460 % of Total: 100.00% (460) 147 (31.96%)	Goal Value ? \$16.00 % of Total: 100.00% (\$16.00) \$0.00 (0.00%)
<b>14,738</b> 100.00% (14,738) <b>4,915</b> (33.35%) <b>3,306</b> (22.43%)	Behavior           Dounce Rate •           45.99%           Avg for View: 45.99% (0.00%)           59.96%           48.58%           25.18%	2.61 Avg for View. 2.61 (0.00%) 2.10 2.35	Avg. Session Duration 00:02:23 Avg for View: 00:02:23 (0:00%) 00:01:37 00:02:39	Goal Conversion Rate ? 3.12% Avg for View: 3.12% (0.00%) 2.99% 4.17%	Coal Completions (************************************	Goal Value (*) \$16.00 % of Total: 100.00% (\$16.00) \$0.00 (0.00%) \$16.00(100.00%)
14,738 100.00% (14,738) 4,915 (33.35%) 3,306 (22.43%) 2,875 (19.51%)	Behavior           Dounce Rate •           45.99%           Avg for View: 45.99% (0.00%)           59.96%           48.58%           25.18%	2.61 Avg for View. 2.61 (0.00%) 2.10 2.35 3.37	Avg. Session Duration (*) 00:02:23 Avg fo: View: 00:02:23 (0:00%) 00:01:37 00:02:39 00:03:18	Goal Conversion Rate         ?           3.12%         3.12% (0.00%)           Avg for View: 3.12% (0.00%)         2.99%           4.17%         3.59%	Goal Completions (*) 460 % of Total: 100.00% (460) 147 (31.96%) 138 (30.00%) 106 (23.04%)	Goal Value \$16.00 % of Total: 100.00% (\$16.00) \$0.00 (0.00%) \$16.00(100.00%) \$0.00 (0.00%)
14,738 100.00% (14,738) 4,915 (33.35%) 3,306 (22.43%) 2,875 (19.51%) 1,519 (10.31%)	Behavior           Dounce Rate •           45.99%           Avg for View: 45.99% (0.00%)           59.96%           48.58%           25.18%           40.22%	2.61 Avg for View. 2.61 (0 00%) 2.10 2.35 3.37 2.70	Avg. Session Duration (*) 00:02:23 Avg for View: 00:02:23 (0:00%) 00:01:37 00:02:39 00:03:18 00:02:26	Coal Conversion Rate ? 3.12% Avg for View: 3.12% (0.00%) 2.99% 4.17% 3.59% 2.37%	Goal Completions (*) 460 % of Total: 100.00% (460) 147 (31.96%) 138 (30.00%) 106 (23.04%) 36 (7.83%)	Goal Value ? \$16.00 % of Total: 100.00% (\$16.00) \$0.00 (0.00%) \$16.00(100.00%) \$0.00 (0.00%) \$0.00 (0.00%)
14,738 100.00% (14,738) 4,915 (33.25%) 3,306 (22.43%) 2,875 (19.51%) 1,519 (10.31%) 804 (5.46%)	Behavior           Dounce Rate •           45.99%           Avg for View: 45.99% (0.00%)           59.96%           48.58%           25.18%           40.22%           41.42%	2.61 Avg for View. 2.61 (0 00%) 2.10 2.35 3.37 2.70 3.94	Avg. Session Duration 00:02:23 Avg fo: View: 00:02:23 (0:00%) 00:01:37 00:02:39 00:02:16	Coal Conversion Rate 3.12% Avg for View: 3.12% (0.00%) 2.99% 4.17% 3.59% 2.37%	Goal Completions       460         % of Total: 100.00% (460)       147 (31.96%)         147 (31.96%)       138 (30.00%)         138 (30.00%)       106 (23.04%)         36 (7.83%)       3 (0.65%)	Goal Value         ?           \$16.00         \$16.00           % of Total: 100.00% (\$16.00)         \$0.00           \$0.00         (0.00%)           \$16.00(100.00%)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
14,738 100.00% (14,738) 4,915 (33.35%) 3,306 (22.43%) 2,875 (19.51%) 1,519 (10.31%) 804 (5.46%) 339 (2.30%)	Behavior           Dounce Rate (*)           45.99%           Avg for View: 45.99% (0.00%)           59.96%           48.58%           25.18%           40.22%           41.42%           27.43%           82.05%	2.61 Avg for View. 2.61 (0 00%) 2.10 2.35 3.37 2.70 3.94 3.22	Avg. Session Duration 00:02:23 Avg for View: 00:02:23 (0.00%) 00:01:37 00:02:39 00:02:30 00:02:16 00:02:16	Goal Conversion Rate       ?         3.12%	Coal Completions       ·         460       ·         % of Total: 100.00% (460)       ·         147 (31.96%)       ·         138 (30.00%)       ·         106 (23.04%)       ·         36 (7.83%)       ·         11 (2.39%)       ·	Goal Value         ?           \$16.00         \$16.00           % of Total: 100.00% (\$16.00)         \$0.00           \$0.00         (0.00%)           \$16.00(100.00%)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
100.00% (14,738)         4,915 (33.35%)         3,306 (22.43%)         2,875 (19.51%)         1,519 (10.31%)         804 (5.46%)         339 (2.30%)         117 (0.79%)	Behavior           Dounce Rate •           45.99%           Avg for View: 45.99% (0.00%)           59.96%           48.58%           48.58%           40.22%           41.42%           27.43%           82.05%           18.28%	2.61 Avg for View. 2.61 (0 00%) 2.10 2.35 3.37 2.70 3.94 3.22 1.53	Avg. Session Duration           00:02:23           Avg for View: 00:02:23 (0.00%)           00:01:37           00:02:39           00:02:26           00:02:26           00:02:16           00:02:23           00:02:10	Goal Conversion Rate       ?         3.12%	Goal Completions ?         460         % of Total: 100.00% (460)         147 (31.96%)         138 (30.00%)         138 (30.00%)         106 (23.04%)         36 (7.83%)         31 (0.65%)         11 (2.39%)         1 (0.22%)	Goal Value            \$16.00         \$16.00           % of Total: 100.00% (\$16.00)            \$0.00         (0.00%)           \$16.00(100.00%)            \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)





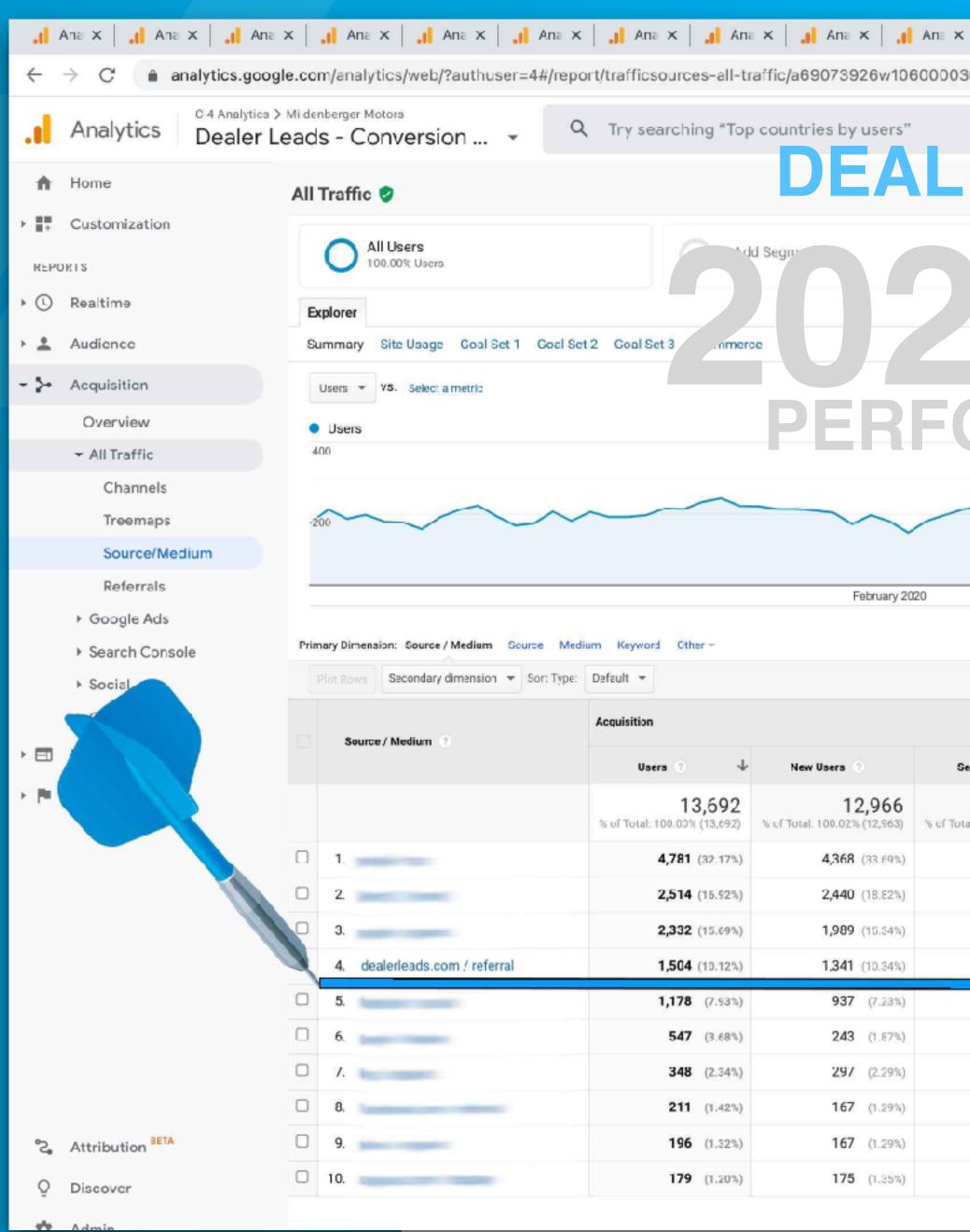
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Goal Value ③ \$159.00	Goal Completions	Goal Conversion Rate ③ 3.77%	Avg. Session Duration ③ 00:02:44	2.69	Behavior Dource Rate 43.66%	17,211
Goal Value ③ \$159.00 % of Total: 100.00% (\$159.00)	Goal Completions ? 648 % of Total: 100.00% (648)	Goal Conversion Rate া 3.77% Avg for View: 3.77% (0.00%)	Avg. Session Duration (?) 00:02:44 Avg for View: 00:02:44 (0.00%)	<b>2.69</b> Arg for View. 2.69 (0.00%)	Behavior Dource Rate 43.66% Avg for View: 43.66% (0.00%)	<b>17,211</b> at 100.00% (17.211)
Goal Value ③ \$159.00 % of Total: 100.00% (\$159.00) \$22.00 (13.84%)	Goal Completions ? 648 % of Total: 100.00% (648) 160 (24.67%)	Goal Conversion Rate ③ 3.77% Avg for View: 3.77% (0.00%) 3.34%	Avg. Session Duration (?) 00:02:44 Avg for View: 00:02:44 (0.00%) 00:01:58	2.69 Ary for View: 2.69 (0.00%) 2.38	Behavior Dource Rate 43.66% Avg for View: 43.65% (0.00%) 54.60%	<b>17,211</b> at 100.00% (17211) <b>4,791</b> (27.84%)
Goal Value \$159.00 % of Total: 100.00% (\$159.00) \$22 00 (13.84%) \$82.00 (51.57%)	Goal Completions ? 648 % of Total: 100.00% (648) 160 (24.67%) 207 (31.94%)	Goal Conversion Rate ③ 3.77% Avg for View: 3.77% (0.00%) 3.34% 4.88%	Avg. Session Duration (*) 00:02:44 Avg for View: 00:02:44 (0.00%) 00:01:58 00:03:20	2.69 Arg for View: 2.69 (0.00%) 2.38 2.38	Behavior           Dource Rate ()           43.66%           Avg for View: 43.66% (0.00%)           54.60%           42.23%	<b>17,211</b> at 100.00% (17211) <b>4,791</b> (27.84%) <b>4,239</b> (24.63%)
Goal Value ③ \$159.00 % of Total: 100.00% (\$159.00) \$22.00 (13.84%) \$82.00 (51.57%) \$21.00 (13.21%)	Goal Completions (?) 648 % of Total: 100.00% (648) 160 (24.69%) 207 (31.94%) 163 (25.15%)	Goal Conversion Rate         Image: Conversion Rate <th< td=""><td>Avg. Session Duration (****) 00:02:44 Avg for View: 00:02:44 (0:00%) 00:01:58 00:03:20 00:03:38</td><td>2.69 Ary for View: 2.69 (0.00%) 2.38 2.38 3.48</td><td>Behavior           Dource Rate ()           43.66%           Avg (or View: 43.66% (0.00%))           54.60%           42.23%           26.63%</td><td>17,211 at 100.00% (17211) 4,791 (27.84%) 4,239 (24.63%) 3,257 (18.92%)</td></th<>	Avg. Session Duration (****) 00:02:44 Avg for View: 00:02:44 (0:00%) 00:01:58 00:03:20 00:03:38	2.69 Ary for View: 2.69 (0.00%) 2.38 2.38 3.48	Behavior           Dource Rate ()           43.66%           Avg (or View: 43.66% (0.00%))           54.60%           42.23%           26.63%	17,211 at 100.00% (17211) 4,791 (27.84%) 4,239 (24.63%) 3,257 (18.92%)
Goal Value () \$159.00 % of Total: 100.00% (\$159.00) \$22.00 (13.84%) \$82.00 (51.57%) \$21.00 (13.21%) \$16.00 (10.06%)	Goal Completions ?         648         % of Total: 100.00% (648)         160 (24.63%)         207 (31.94%)         163 (25.15%)         63 (9.72%)	Goal Conversion Rate         3.77%           3.377%         (0.00%)           3.34%         3.34%           4.88%         5.00%           3.68%         3.68%	Avg. Session Duration (*) 00:02:44 Avg for View: 00:02:44 (0:00%) 00:01:58 00:03:20 00:03:38 00:02:21	2.69 Arg for View: 2.69 (0.00%) 2.38 2.38 3.46 2.63	Behavior           Dource Rate •           43.66%           Avg for View: 43.65% (0.00%)           54.60%           42.23%           26.63%           41.79%	17,211 at 100.00% (17211) 4,791 (27.84%) 4,239 (24.63%) 3,257 (18.92%) 1,711 (9.94%)
Goal Value \$159.00 % of Total: 100.00% (\$159.00) \$22 00 (13.84%) \$82.00 (51.57%) \$21.00 (13.21%) \$16.00 (10.06%) \$1.00 (0.63%)	Goal Completions ?         648         % of Total: 100.00% (648)         160 (24.63%)         207 (31.94%)         163 (25.15%)         63 (9.72%)         4 (0.62%)	Goal Conversion Rate         3.77%           Avg for View: 3.77% (0.00%)         3.34%           4.88%         5.00%           3.68%         0.29%	Avg. Session Duration (*) 00:02:44 Avg for View: 00:02:44 (0.00%) 00:01:58 00:03:20 00:03:38 00:02:21 00:01:52	2.69 Arg for View. 2.69 (0.00%) 2.38 2.38 3.46 2.63 2.94	Behavior           Dource Rate           43.66%           Arg for View: 43.66% (0.00%)           54.60%           42.23%           26.63%           41.79%	4,791 (77.84%) 4,239 (24.65%) 3,257 (18.92%) 1,711 (9.94%) 1,391 (8.08%)
Goal Value         •           \$159.00         \$159.00           % of Tottal: 100.00% (\$159.00)         \$22 00 (13.84%)           \$22 00 (13.84%)         \$82.00 (51.57%)           \$21.00 (13.21%)         \$16.00 (10.06%)           \$1.00 (0.63%)         \$1.00 (0.63%)           \$5.00 (3.14%)         \$14%)	Goal Completions ?         648         % of Total: 100.00% (648)         160 (24.63%)         207 (31.94%)         163 (25.15%)         63 (9.72%)         4 (0.62%)         9 (1.33%)	Goal Conversion Rate         Image: Conversion Rate          Image: Conversi <th< td=""><td>Avg. Session Duration D0:02:44 Avg for View: 00:02:44 (0.00%) 00:01:58 00:03:30 00:02:21 00:02:21 00:01:52 00:04:20</td><td>2.69 Arg for View. 2.69 (0.00%) 2.38 2.38 3.46 2.63 2.94 3.53</td><td>Behavior           Dource Rate           43.66%           43.66%           Avg for View: 43.66% (0.00%)           54.60%           42.23%           26.63%           41.79%           18.79%</td><td>17,211 at 100.00% (17211) 4,791 (27.84%) 4,239 (24.63%) 3,257 (18.92%) 1,711 (9.94%) 1,391 (8.08%) 346 (2.01%)</td></th<>	Avg. Session Duration D0:02:44 Avg for View: 00:02:44 (0.00%) 00:01:58 00:03:30 00:02:21 00:02:21 00:01:52 00:04:20	2.69 Arg for View. 2.69 (0.00%) 2.38 2.38 3.46 2.63 2.94 3.53	Behavior           Dource Rate           43.66%           43.66%           Avg for View: 43.66% (0.00%)           54.60%           42.23%           26.63%           41.79%           18.79%	17,211 at 100.00% (17211) 4,791 (27.84%) 4,239 (24.63%) 3,257 (18.92%) 1,711 (9.94%) 1,391 (8.08%) 346 (2.01%)
Coal Value ()           \$1 59.00           \$ 0' Total: 100.00% (\$159.00)           \$ 0' Total: 100.00% (\$159.00)           \$ 22 00 (13.84%)           \$82.00 (51.57%)           \$ 21.00 (13.21%)           \$ 16.00 (10.06%)           \$ 1.00 (0.63%)           \$ 5.00 (3.14%)           \$ 3.00 (1.89%)	Goal Completions ?         648         % of Total: 100.00% (648)         160 (24.63%)         207 (31.94%)         163 (25.15%)         63 (9.72%)         4 (0.62%)         9 (1.33%)         8 (1.23%)	Good Conversion Rate         Image: Conversion Rate           3.77%         Avg for View: 3.77% (0.00%)           3.34%         3.34%           4.88%         5.00%           5.00%         3.68%           0.29%         2.60%           4.15%         3.15%	Avg. Session Duration ()         00:02:44         Avg for View: 00:02:44 (0.00%)         00:01:58         00:03:20         00:03:38         00:02:21         00:01:52         00:04:20         00:04:20	2.69 Arg for View: 2.69 (0.00%) 2.38 2.38 3.48 2.63 2.63 2.94 3.53 4.43	Behavior         Dource Rate ()         43.66%         Avg (or View: 43.65% (0.00%))         54.60%         42.23%         26.63%         41.79%         18.79%         10.83%	17,211 4,791 (77.84%) 4,791 (77.84%) 4,239 (24.63%) 3,257 (18.92%) 1,711 (9.94%) 1,391 (8.06%) 346 (2.01%) 193 (1.12%)





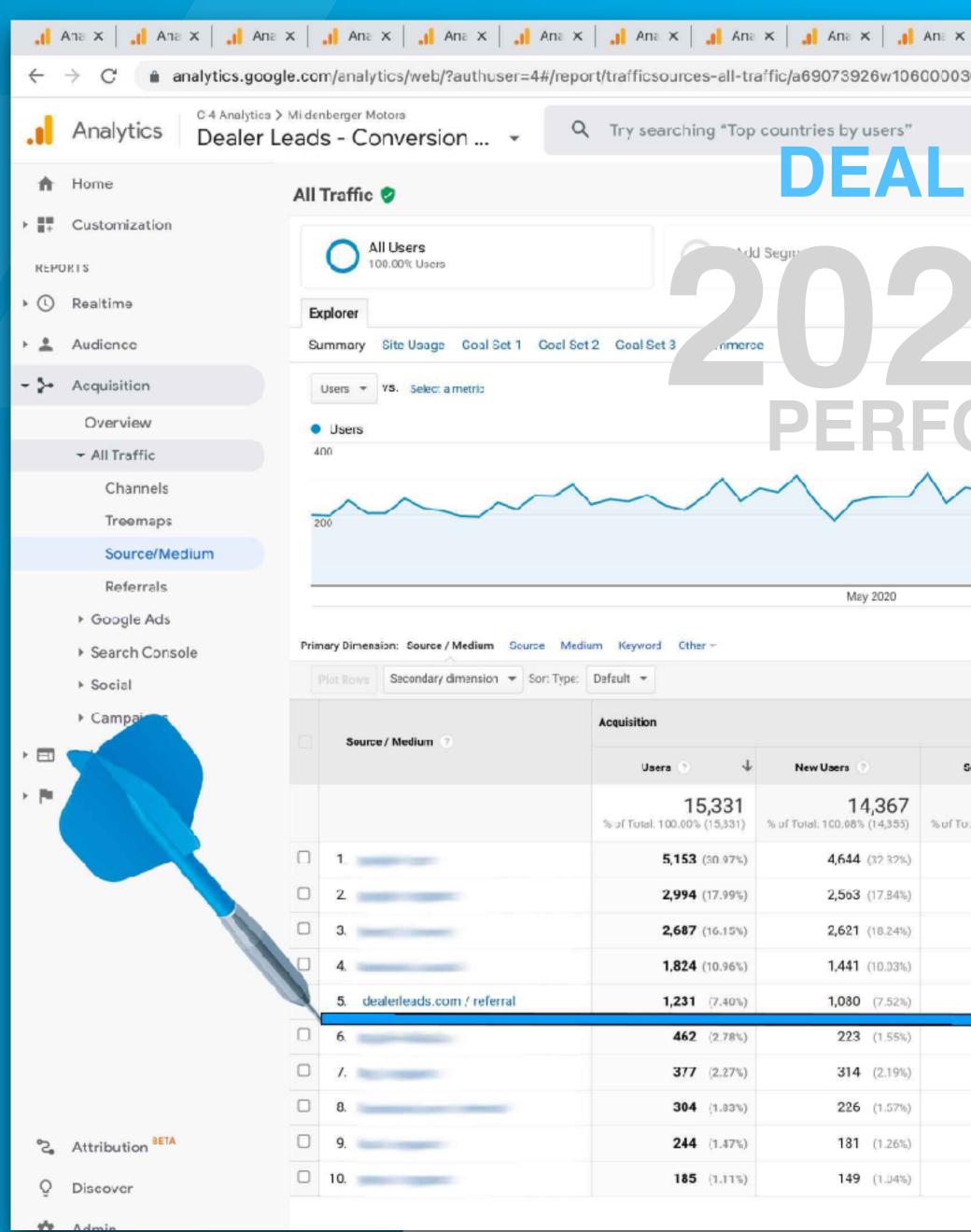
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20,104	Behavior Dounce Rate 0 47.64% Avg for View: 47.64% (0.00%)	<b>2.55</b> Avg for View: 2.55 (0.00%)	Avg. Session Duration ③ 00:02:31 Avg for View: 00:02:31 (0:00%)	Coal Conversion Rate ? 2.79% Avg for View: 2.75% (0.30%)	Goal Completions (*) 560 % of Total: 100.00% (560)	Goal Velue () \$99.00 % of Total: 100.00% (\$99.00)
20,104 100.00% (20,104) 5,722 (28.46%)	Behavior Dounce Rate 47.64% Avg for View: 47.64% (0.00%) 56.96%	2.55 Avg for View: 2.55 (0.00%) 2.21	Avg. Session Duration ③ 00:02:31 Avg for View: 00:02:31 (0.00%) 00:02:03	Coal Conversion Rate ? 2.79% Avg for View: 2.75% (0.30%) 3.23%	Goal Completions (*) 560 % of Total: 100.00% (560) 185 (33.04%)	Goal Velue \$99.00 % of Total: 100.00% (\$99.00) \$28.00 (28.28%)
20,104 00.00% (20,104) 5,722 (28.46%) 4,137 (20.58%) 3,482 (17.32%)	Behavior           Dounce Rate ?           47.64%           Avg for View: 47.64% (0.00%)           56.96%           46.92%	2.55 Avg for View: 2.55 (0.00%) 2.21 2.32	Avg. Session Duration (*)           00:02:31           Avg for View: 00:02:31 (0.00%)           00:02:03           00:02:03	Coal Conversion Rate 2.79% Avg for View: 2.75% (0.30%) 3.23% 3.05%	Coal Completions 2 560 % of Total: 100.00% (560) 185 (33.04%) 126 (22.50%)	Goal Value (************************************
20,104 00.00% (20,104) 5,722 (28.46%) 4,137 (20.58%) 3,482 (17.32%) 1,471 (7.32%)	Behavior           Dounce Rate ?           47.64%           Avg for View: 47.64% (0.00%)           56.96%           46.92%           28.12%	2.55 Avg for View: 2.55 (0.00%) 2.21 2.32 3.42	Arg. Session Duration (*)           00:02:31           Avg for View: 00:02:31 (0:00%)           00:02:03           00:02:03           00:02:03           00:02:03           00:03:09           00:03:29	Coal Conversion Rate ② 2.79% Avg for View: 2.75% (0.30%) 3.23% 3.05% 3.46%	Coel Completions ? 560 % of Total: 100.00% (560) 185 (33.04%) 126 (22.50%) 121 (21.61%)	Goal Value ? \$99.00 % of Total: 100.00% (\$99.00) \$28.00 (28.28%) \$17.00 (17.17%) \$15.00 (15.15%)
20,104 100.00% (20,104) 5,722 (28.46%) 4,137 (20.58%) 3,482 (17.32%) 1,471 (7.32%) 2,068 (10.29%)	Behavior           Dounce Rate           47.64%           47.64%           Avg for View: 47.64% (0.00%)           56.96%           46.92%           28.12%           39.43%	2.55 Avg for View: 2.55 (0.03%) 2.21 2.32 3.42 2.63	Avg. Session Duration (*)           00:02:31           00:02:02           00:02:03           00:02:03           00:02:03           00:03:09           00:02:12	Coal Conversion Rate 2.79% Avg for View: 2.79% (0.30%) 3.23% 3.05% 3.48% 3.67%	Coal Completions ? 560 % of Total: 100.00% (560) 185 (33.04%) 126 (22.50%) 121 (21.61%) 54 (9.64%)	Goal Value ? \$99.00 % of Total: 100.00% (\$99.00) \$28.00 (28.28%) \$17.00 (17.17%) \$15.00 (15.15%) \$22.00 (22.22%)
20,104 100.00% (20,104) 5,722 (28.46%) 4,137 (20.58%)	Behavior           Dounce Rate           47.64%           47.64%           Avg for View: 47.64% (0.00%)           56.96%           46.92%           28.12%           39.43%           49.03%	2.55 Avg for View: 2.55 (0.00%) 2.21 2.32 3.42 2.63 2.83	Avg. Session Duration            00:02:31           Avg for View: 00:02:31 (0.00%)           00:02:03           00:02:03           00:02:03           00:03:09           00:02:12           00:01:46	Coal Conversion Rate 2.79% Avg for View: 2.75% (0.30%) 3.23% 3.05% 3.46% 3.67%	Goel Completions         2           560         560           % of Total: 100.00% (560)         185 (33.04%)           126 (22.50%)         121 (21.61%)           54 (9.64%)         54 (9.64%)           7 (1.25%)         1.25%)	Goal Value         ?           \$99.00         \$99.00           % of Total: 100.00% (\$99.00)         \$28.00 (28.28%)           \$28.00 (28.28%)         \$17.00 (17.17%)           \$15.00 (15.15%)         \$22.00 (22.22%)           \$2.00 (20.2%)         \$2.02%)
20,104 100.00% (20,104) 5,722 (28.46%) 4,137 (20.58%) 3,482 (17.32%) 1,471 (7.32%) 2,068 (10.29%) 1,181 (5.87%)	Behavior           Dounce Rate ?           47.64%           Avg for View: 47.64% (0.00%)           56.96%           46.92%           28.12%           39.43%           49.03%           73.24%	2.55 Avg for View: 2.55 (0.00%) 2.21 2.32 3.42 2.63 2.83 1.57	Avg. Session Duration (*)           00:02:31           Avg for View: 00:02:31 (0.00%)           00:02:03           00:02:03           00:02:12           00:02:12	Coal Conversion Rate 2.79% Avg for View: 2.75% (0.30%) 3.23% 3.05% 3.46% 3.67% 0.34% 1.10%	Coal Completions         2           560         560           % of Total: 100.00% (560)         185 (33.04%)           185 (33.04%)         126 (22.50%)           121 (21.61%)         54 (9.64%)           54 (9.64%)         7 (1.25%)           13 (2.32%)         13 (2.32%)	Goal Value         ?           \$99.00         \$99.00           % of Total: 100.00% (\$99.00)         \$28.00 (78.28%)           \$28.00 (78.28%)         \$17.00 (17.17%)           \$15.00 (15.15%)         \$22.00 (22.22%)           \$22.00 (22.22%)         \$2.00 (2.02%)
100.00% (20,104)         5,722 (28.46%)         4,137 (20.58%)         3,482 (17.32%)         1,471 (7.32%)         2,068 (10.29%)         1,181 (5.87%)         427 (2.12%)	Behavior           Dounce Rate ?           47.64%           Avg for View: 47.64% (0.00%)           56.96%           46.92%           28.12%           39.43%           49.03%           73.24%           2°.1/8%	2.55 Avg for View: 2.55 (0.00%) 2.21 2.32 3.42 2.63 2.83 1.57 3.45	Arg. Session Duration (*)         00:02:31         00:02:31         Arg for View: 00:02:31 (0.00%)         00:02:03         00:02:03         00:02:12         00:01:46         00:01:27         00:04:15	Coal Conversion Rate 2.79% Avg for View: 2.75% (0.30%) 3.23% 3.05% 3.46% 3.46% 0.34% 1.10% 3.28%	Cool Completions         2           560         560           % of Total: 100.00% (560)         185 (33.04%)           126 (22.50%)         126 (22.50%)           121 (21.61%)         54 (9.64%)           54 (9.64%)         13 (2.32%)           13 (2.32%)         14 (2.50%)	Goal Value         ?           \$99.00         \$99.00           % of Total: 100.00% (\$99.00)         \$28.00 (78.28%)           \$28.00 (78.28%)         \$17.00 (17.17%)           \$15.00 (15.15%)         \$22.00 (22.22%)           \$200 (20.2%)         \$2.00 (2.02%)           \$4.00 (4.04%)         \$4.04%)





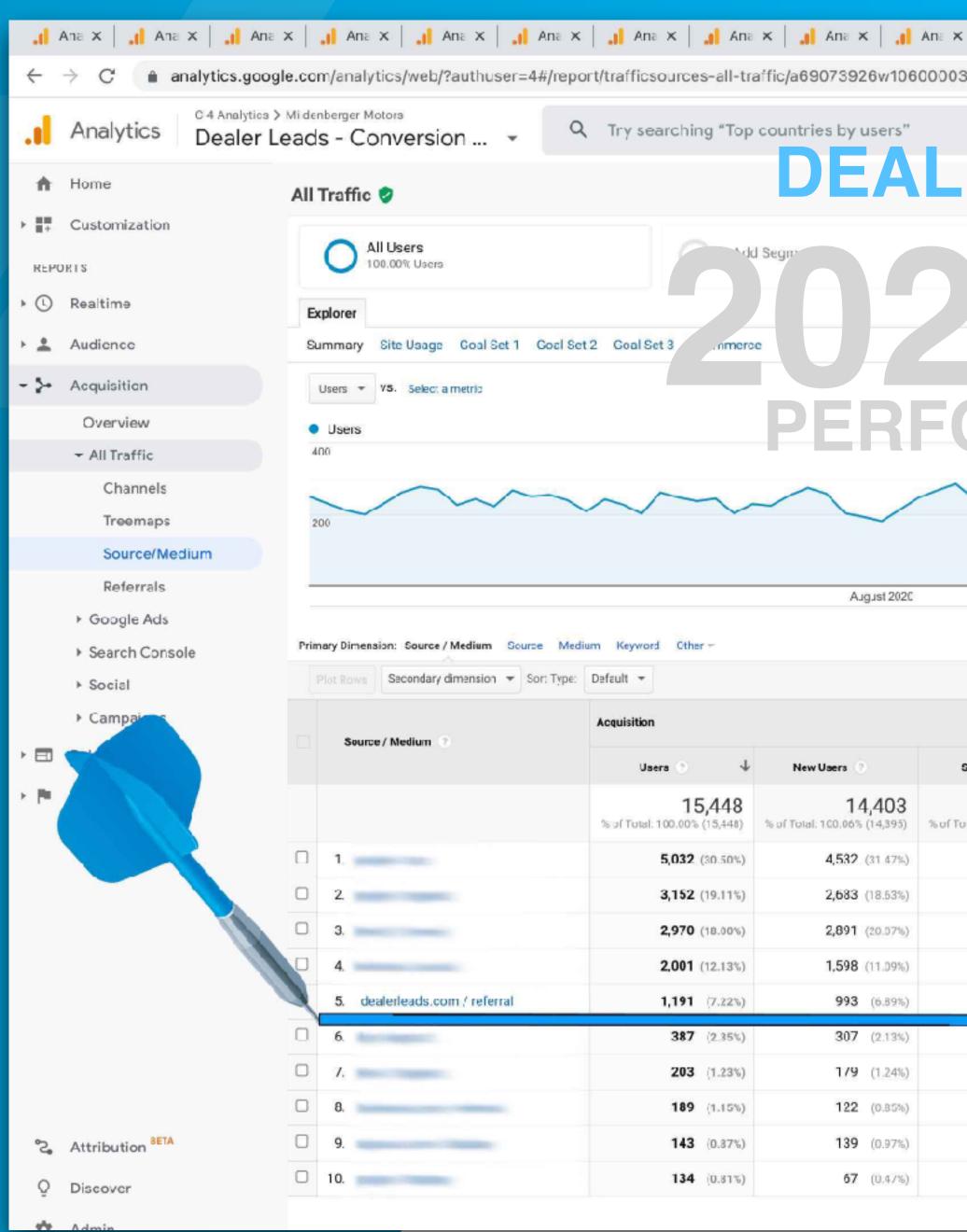
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Goel Value ? \$5.00 % of Total: 100.00% (\$5.00)	Goal Completions () 406 % of Total: 100.00% (406)	Goal Conversion Rate () 1.83% Avg for View: 1.83% (0.00%)	Avg. Session Euration ③ 00:02:20 Avg. for View: 00:02:20 (0.00%)	<b>2.56</b> Avg for View: 2.56 (0.00%)	Behavior Dounce Rate ③ 50.32% Avg for View: 50.32% (0.00%)	<b>22,146</b>
Goel Value ? \$5.00 % of Total: 100.00% (\$5.00) \$0.00 (0.00%)	Goal Completions ? 406 % of Total: 100.00% (406) 135 (33.25%)	Goal Conversion Rate () 1.83% Avg for View: 1.83% (0.00%) 1.92%	Avg. Session Euration ③ 00:02:20 Avg. for View: 00:02:20 (0.00%) 00:01:36	2.56 Avg for View. 2.56 (0.00%) 2.03	Behavior Dounce Rate ? 50.32% Avg for View: 50.32% (0.00%) 62.60%	<b>22,146</b> 00.00% (22,146) <b>7,016</b> (31.68%)
Goel Value ? \$5.00 % of Total: 100.00% (\$5.00) \$0.00 (0.00%) \$1.00 (20.00%)	Goal Completions ⑦ 406 % of Total: 100.00% (406) 135 (33.25%) 95 (23.40%)	Boal Conversion Rate         1           1.83%         1.83%           Avg for View: 1.83% (0.00%)         1.92%           1.92%         2.37%	Avg. Session Euration (*) 00:02:20 Avg. for View: 00:02:20 (0.00%) 00:01:36 00:03:18	2.56 Avg for View. 2.56 (0.00%) 2.03 2.53	Behavior Dounce Rate ⑦ 50.32% Avg fcr View: 50.32% (0.00%) 62.60% 50.10%	<b>22,146</b> 00.00% (22,146) <b>7,016</b> (31.68%) <b>4,014</b> (18.13%)
Coel Value ? \$5.00 % of Total: 100.00% (\$5.00) \$0.00 (0.00%) \$1.00 (20.00%) \$1.00 (20.00%)	Goal Completions       ?         406       \$         % of Total: 100.00% (406)       135 (33.25%)         95 (23.40%)       95 (23.40%)         106 (26.11%)       106 (26.11%)	Boal Conversion Rate         Image: Conversion Rate           1.83%         Conversion Rate           Avg for View: 1.83% (C.00%)         1.92%           1.92%         2.37%           3.04%         3.04%	Avg. Session Euration (?) 00:02:20 Avg for View: 00:02:20 (0.00%) 00:01:36 00:03:18 00:03:22	2.56 Avg for View: 2.56 (0.00%) 2.03 2.53 3.34	Behavior           Dounce Rate ⑦           \$50.32%           Avg fcr View: \$0.32% (0.00%)           62 60%           \$50.10%           29.15%	22,146 00.00% (22,146) 7,016 (31.68%) 4,014 (18.13%) 3,485 (15.74%)
Goei Value ? \$5.00 % of Total: 100.00% (\$5.00) \$0.00 (0.00%) \$1.00 (20.00%) \$1.00 (20.00%) \$1.00 (20.00%)	Goal Completions       ?         406       \$         % of Total: 100.00% (406)       135 (33 25%)         95 (23.40%)       95 (23.40%)         106 (26.11%)       18 (4.43%)	Cool Conversion Rate	Avg. Session Euration (?)           00:02:20           Avg. for View: 00:02:20 (0.00%)           00:01:36           00:03:18           00:03:22           00:03:21	2.56 Avg for View: 2.56 (0.00%) 2.03 2.53 3.34 2.48	Behavior           Dounce Rate ?           \$50.32%           Avg fcr View: \$0.32% (0.00%)           62 60%           \$50.10%           29.15%           47.06%	22,146 00.00% (22,146) 7,016 (31.68%) 4,014 (18.13%) 3,485 (15.74%) 1,732 (7.82%)
Cool Value         ?           \$5.00         \$5.00           % of Total: 100.00% (\$5.00)         \$0.00           \$0.00         (0.00%)           \$1.00         (20.00%)           \$1.00         (20.00%)           \$1.00         (20.00%)           \$1.00         (20.00%)           \$0.00         (0.00%)	Goal Completions       Completions         406         % of Total: 100.00% (406)         135 (33.25%)         95 (23.40%)         106 (26.11%)         18 (4.43%)         1 (6.25%)	Cool Conversion Rate  Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Conversion Rate Cool Con	Avg. Session Euration (*)           00:02:20           Avg. for View: 00:02:20 (0.00%)           00:01:36           00:03:18           00:03:22           00:02:01           00:02:01	2.56 Avg for View: 2.56 (0.00%) 2.03 2.53 3.34 2.48 3.28	Behavior           Dounce Rate           50.32%           Avg for View: 50.32% (0.00%)           62.60%           50.10%           29.15%           47.06%	22,146 00.00% (22,146) 7,016 (31.68%) 4,014 (18.13%) 3,485 (15.74%) 1,732 (7.82%) 2,279 (10.29%)
Cool Value         ?           \$5.00         \$5.00           % of Total: 100.00% (\$5.00)         \$0.00           \$0.00         (0.00%)           \$1.00         (20.00%)           \$1.00         (20.00%)           \$1.00         (20.00%)           \$1.00         (20.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)	Goal Completions       ?         406       \$         % of Total: 100.00% (406)       135 (33 25%)         95 (23.40%)       95 (23.40%)         106 (26.11%)       18 (4.43%)	Cool Conversion Rate 1.83% Avg for View: 1.83% (C.00%) 1.92% 2.37% 3.04% 1.04% 0.04%	Avg. Session Euration (?)           00:02:20           Avg. for View: 00:02:20 (0.00%)           00:01:36           00:03:18           00:03:22           00:03:21	2.56 Avg for View: 2.56 (0.00%) 2.03 2.53 3.34 2.48 3.28 3.28 1.52	Behavior           Dounce Rate ?           \$50.32%           Avg fcr View: \$0.32% (0.00%)           62 60%           \$50.10%           29.15%           47.06%	22,146 00.00% (22,146) 7,016 (31.68%) 4,014 (18.13%) 3,485 (15.74%) 1,732 (7.82%) 2,279 (10.29%)
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Cool Value         ?           \$5.00         \$5.00           % of Total: 100.00% (\$5.00)         \$0.00           \$0.00         (0.00%)           \$1.00         (20.00%)           \$1.00         (20.00%)           \$1.00         (20.00%)           \$1.00         (20.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)	Goal Completions ?         406         % of Total: 100.00% (406)         135 (33.25%)         95 (23.40%)         106 (26.11%)         18 (4.43%)         1 (6.25%)         10 (2.46%)	Cool Conversion Rate 1.83% Avg for View: 1.83% (C.00%) 1.92% 2.37% 3.04% 1.04% 0.04%	Avg. Session Euration (*)           00:02:20           Avg. for View: 00:02:20 (0.00%)           00:01:36           00:03:18           00:02:01           00:02:01           00:01:59           00:01:00	2.56 Avg for View: 2.56 (0.00%) 2.03 2.53 3.34 2.48 3.28 3.28 1.52	Behavior           Dounce Rate ⑦           \$50.32%           Avg fcr View: 50.32% (0.00%)           62.60%           \$50.10%           29.15%           47.06%           40.28%           76.15%	22,146 00.00% (22,146) 7,016 (31.68%) 4,014 (18.13%) 3,485 (15.74%) 1,732 (7.82%) 2,279 (10.29%) 1,065 (4.81%)
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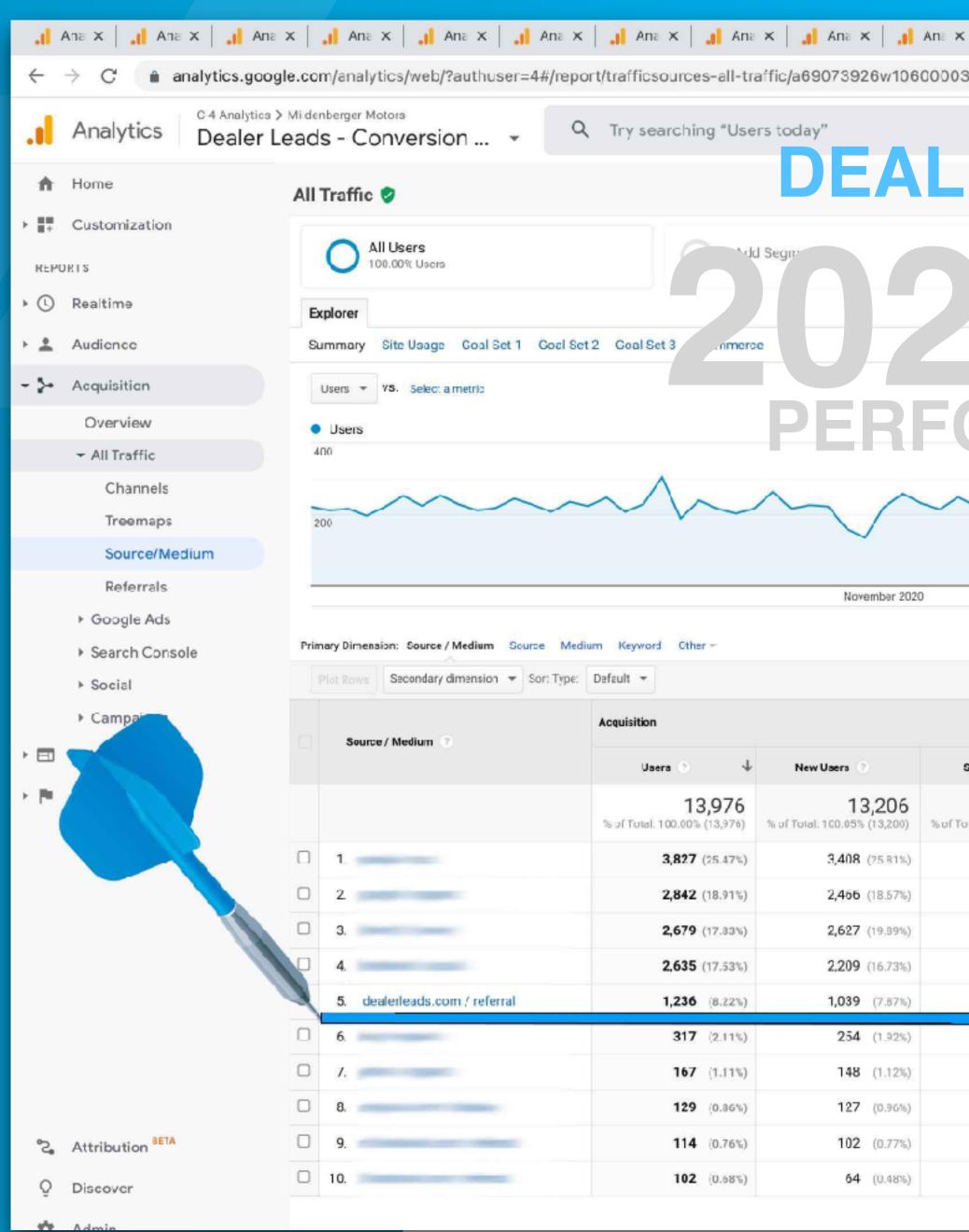
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<b>25,587</b> of Total: 100,00% (25,587) <b>7,472</b> (29,20%) <b>4,533</b> (17.72%)	Behavior           Dounce Rate •           45.96%           Avg for View: 45.96% (0.00%)           57.63%           29.10%	Pages / Session ? 2.62 Avg fo: View: 2.62 (0.00%) 2.13 3.10	June 2020 Avg. Session Duration 00:02:25 Avg for View: 00.02:25 (0.00%) 00:01:48 00:03:06	Conversions All Gcals + Goel Conversion Rate ? 2.03% Avg for View: 2.03% (0.00%) 1.83% 2.98%	Goal Completions ? 519 % of Tota: 100.00% (519) 137 (26.40%) 135 (26.01%)	Gosl Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
25,587 (To.al. 100.00% (25,587) 7,472 (29,20%) 4,533 (17.72%) 4,723 (18.46%) 3,655 (14.28%) 1,433 (5.50%)	Behavior           Dounce Rate •           45.96%           Avg for View: 45.96% (0.00%)           57.63%           29.10%           45.14%           43.47%           39.85%	Pages / Session ?           2.62           Avg for Vew: 2.62 (0.00%)           213           3.10           2.52           3.25           2.63	June 2020 Avg. Session Duration (*) 00:02:25 Avg for View: 00:02:25 (0:00%) 00:01:48 00:03:06 00:03:26 00:01:54 00:02:13	Conversions         All Gcals           Goel Conversion Rate         ?           2.03%         ?           Avg for View: 2.03% (0.00%)         1.83%           2.98%         3.28%           0.47%         1.74%	Goal Completions ?         519         % of Tota: 100.00% (519)         137 (26.4C%)         135 (26.01%)         155 (29.87%)         17 (3.28%)         25 (4.82%)	Gosl Value (*)           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00
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25,587 (Total: 100.00% (25,587) 7,472 (29,20%) 4,533 (17.72%) 4,723 (18.46%) 3,655 (14.28%) 1,433 (5.60%) 926 (3.62%) 5J4 (1.97%)	Behavior         Dounce Rate ()         45.96%         Avg for View: 45.95% (0.00%)         57.63%         29.10%         45.14%         43.47%         39.85%         76.24%         29.37%	Pages / Session •         2.62         Avg for View: 2.62 (0.00%)         2.13         3.10         2.52         3.25         2.63         1.43         3.27	June 2020 Avg. Session Duration (*) (*) (*) (*) (*) (*) (*) (*) (*) (*)	Conversions       All Gcals         Goel Conversion Rate       ?         2.03%       ?         Avg for View: 2.03% (0.00%)       1.83%         1.83%       2.98%         3.28%       3.28%         0.47%       1.74%         0.32%       0.99%	Goal Completions ?         519         % of Tota: 100 00% (519)         137 (26.4C%)         135 (26.01%)         135 (26.01%)         155 (29.87%)         17 (3.28%)         25 (4.82%)         3 (0.58%)         5 (0.96%)	Cosl Value ?           \$0.00





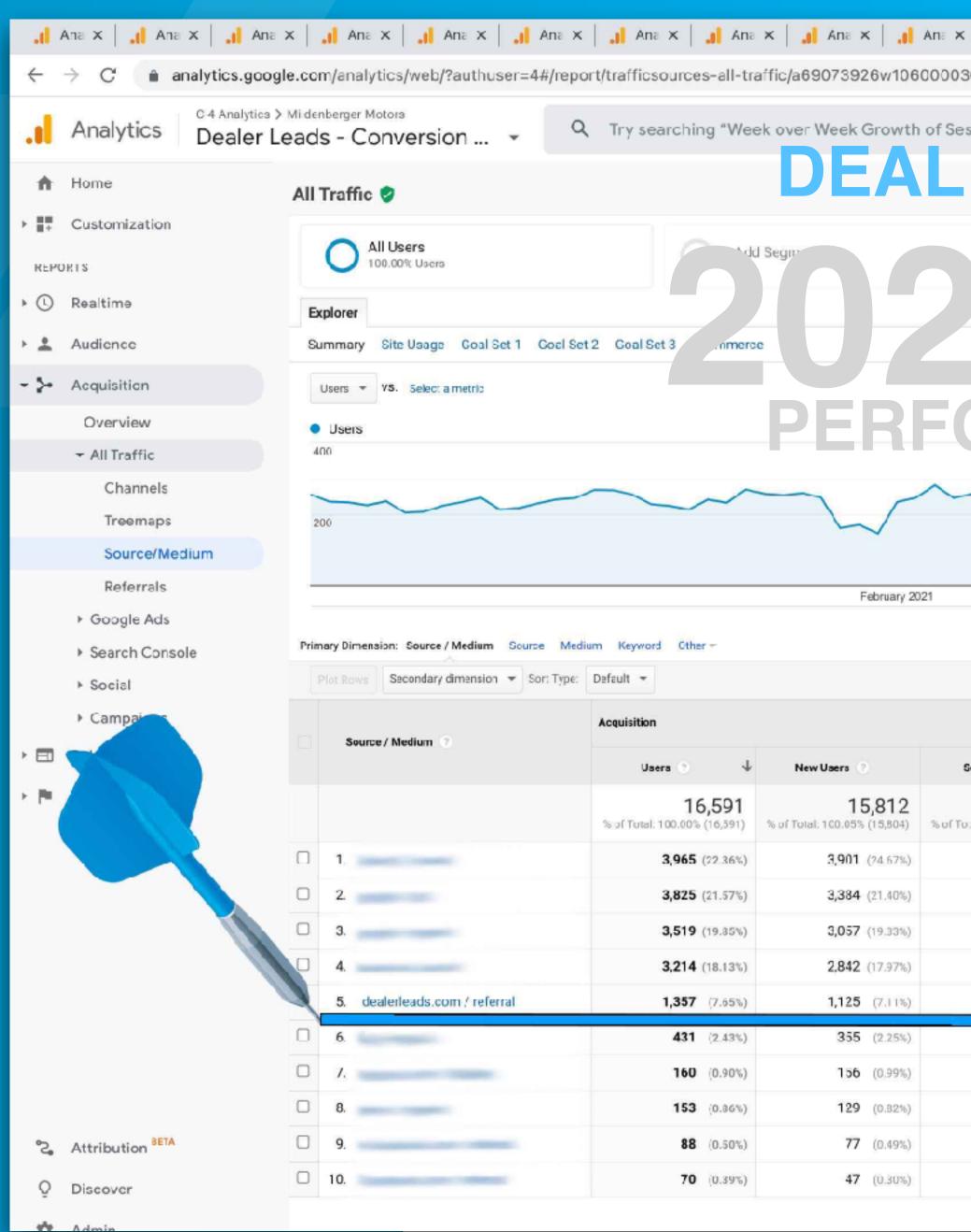
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4,713 (18.98%)	30.23%	3.03	00:02:56	4.33%	204 (25.22%)	\$0.00 (0.00%)
4,703 (18.94%)	47.33%	2.40	00:03:10	4.49%	211 (26.08%)	\$0.00 (0.00%)
3,927 (15.81%)	48.13%	2.82	00:01:25	0.51%	20 (2.47%)	A
						\$0.00 (0.00%)
1,437 (5.79%)	36.33%	2.62	00:02:03	2.85%	41 (5.07%)	\$0.00 (0.00%) \$0.00 (0.00%)
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	36.33%					\$0.00 (0.00%)
<b>532</b> (2.34%)	36.33% 23.37%	3.28	00:03:24	2.41%	<b>14</b> (1.73%)	\$0.00 (0.00%) \$0.00 (0.00%)
532 (2.34%) 259 (1.08%)	36.33% 23.37% 40.15%	3.28 2.38	00:03:24 00:02:31	2.41% 2.9/%	14 (1.73%) 8 (0.99%)	\$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
532       (2.34%)         259       (1.08%)         239       (0.96%)	36.33% 23.37% 40.15% 8.79%	3.23 2.38 3.64	00:03:24 00:02:31 00:02:42	2.41% 2.9/% 7.53%	14 (1.73%) 8 (0.99%) 18 (2.22%)	\$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)





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	00:02:31         3.85%         8 (1.21%)         \$0.00 (0.00%)           00:00:58         0.00%         0 (0.00%)         \$0.00 (0.00%)
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208 (0.94%)       35.55%       2.65         134 (0.61%)       42.54%       5.08	00:00:58 0.00% 0 (0.00%) \$0.00 (0.00%)





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		M	(arch 2021		▲ advanced III ●	E 2 4 III
	Behavior	M	(arch 2021	Conversions All Gcals *	▲ advanced III ●	E 2 4 III
Sessions		M Pages / Session	(arch 2021 Avg. Session Duration (?)		Q advanced III Constant	Gosl Value
26,338	Behavior			Conversions All Goals 💌		
26,338	Behavior Dounce Rate ? 43.20%	Pages / Session ? 2.74	Avg. Session Duration ? 00:02:17	Conversions All Gcals - Goal Conversion Rate ? 2.32%	Goal Completions ?	Gosl Value 💿 \$0.00
<b>26,338</b> o.al: 100.00% (26,338)	Behavior Dounce Rate () 43.20% Avg for View: 43.20% (0.00%)	Pages / Session ② 2.74 Avg for View: 2.74 (0.00%)	Avg. Session Duration (?) 00:02:17 Avg for View: 00.02 17 (0.00%)	Conversions All Gcals Goel Conversion Rate ? 2.32% Avg for View: 2.32% (0.00%)	Goal Completions ? 612 % of Tota: 100.00% (612)	Gosl Value (?) \$0.00 % of Total: 0.00% (\$0.00)
26,338 ocal: 100.00% (26,338) 5,655 (21.51%)	Behavior Dounce Rate (*) 43.20% Avg for View: 43.20% (0.00%) 55.80%	Pages / Session ② 2.74 Avg fo: View: 2.74 (0.00%) 2.13	Avg. Session Duration ? 00:02:17 Avg for View: 00:02 17 (0.00%) 00:02:04	Conversions All Gcals • Goal Conversion Rate ? 2.32% Avg for View: 2.32% (0.00%) 3.42%	Goal Completions ? 612 % of Tota: 100 00% (612) 194 (31.70%)	Gosl Value () \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
26,338 pral: 100.00% (26,338) 5,655 (21.51%) 5,291 (20.09%)	Behavior           Dounce Rate ?           43.20%           Avg for View: 43.20% (0.00%)           55.80%           57.65%	Pages / Session 2.74 Avg fo: V ev: 2.74 (0.00%) 2.13 2.13	Avg. Session Duration (*) 00:02:17 Avg for View: 00.02 17 (0.00%) 00:02:04 00:01:52	Conversions All Gcals • Goal Conversion Rate ? 2.32% Avg for View: 2.32% (0.00%) 3.42% 2.59%	Goal Completions ? 612 % of Tota: 100 00% (612) 194 (31 70%) 137 (22.39%)	Gosl Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
26,338 stal: 100.00% (26,338) 5,655 (21.51%) 5,291 (20.09%) 5,522 (20.97%)	Behavior           Dounce Rate ?           43.20%           Avg for View: 43.20% (0.00%)           55.80%           57.65%           25.43%	Pages / Session ? 2.74 Avg fo: View: 2.74 (0.00%) 2.13 2.13 3.27	Avg. Session Duration (*) 00:02:17 Avg for View: 00:02 17 (0.00%) 00:02:04 00:01:52 00:03:28	Conversions All Gcals Goel Conversion Rate 2.32% Avg for View: 2.32% (0.00%) 3.42% 2.59% 3.13%	Goal Completions ? 612 % of Tota: 100 00% (612) 194 (31.70%) 137 (22.39%) 173 (28.27%)	Goal Value         ()           \$0.00         \$0.00           % of Total: 0.00% (\$0.00)         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
26,338 2.31:100.00% (26,338) 5,655 (21.51%) 5,291 (20.09%) 5,522 (20.97%) 5,841 (22.18%)	Behavior           Dounce Rate ?           43.20%           43.20%           Avg for View: 43.20% (0.00%)           55.80%           57.65%           25.43%           38.03%	Pages / Session ?           2.74           Avg for View: 2.74 (0.00%)           2.13           2.13           3.27           3.33	Avg. Session Duration (*) 00:02:17 Avg for View: 00:02:17 (0.00%) 00:02:04 00:01:52 00:03:28 00:01:48	Conversions All Gcals  Cool Conversion Rate  Cool Conversion Rate	Goal Completions ? 612 % of Tota: 100 00% (612) 194 (31 70%) 137 (22.39%) 173 (28.27%) 25 (4.08%)	Goal Value         O           \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
26,338 2.31: 100.00% (26,338) 5,655 (21.51%) 5,291 (20.09%) 5,522 (20.97%) 5,841 (22.18%) 1,673 (6.35%)	Behavior           Dcunce Rate •           43.20%           43.20%           Avg for View: 43.20% (0.00%)           55.80%           57.65%           25.43%           38.03%           34.85%	Pages / Session           2.74           Avg fo: View: 2.74 (0.00%)           2.13           2.13           3.27           3.33           2.70	Avg. Session Duration (*)           OO:O2:17           OO:O2:17           Avg for View: 00.02 17 (0.00%)           OO:02:04           OO:01:52           OO:01:48           OO:02:16	Conversions         All Gcals           Goal Conversion Rate         ?           2.32%         ?           Avg for View: 2.32% (0.00%)         3.42%           2.59%         3.13%           0.43%         2.39%	Goal Completions       612         % of Tota: 100.00% (612)       194 (31.70%)         194 (31.70%)       137 (22.39%)         173 (28.27%)       25 (4.08%)         40 (6.54%)       40 (6.54%)	Goal Value         Image: Constraint of
26,338 cral: 100.00% (26,338) 5,655 (21,51%) 5,291 (20.09%) 5,522 (20.97%) 5,841 (22.18%) 1,673 (6.35%) 656 (2.49%)	Behavior           Dounce Rate ?           43.20%           43.20%           Arg for View: 43.20% (0.00%)           55.80%           57.65%           25.43%           38.03%           34.85%	Pages / Session           2.74           Avg for V ew: 2.74 (0.00%)           2.13           2.13           3.27           3.33           2.70	Avg. Session Duration (*) 00:02:17 Avg for View: 00.0217 (0.00%) 00:02:04 00:01:52 00:03:28 00:02:16	Conversions         All Gcals           Goal Conversion Rate         ?           2.32%         ?           Avg for View: 2.32% (0.00%)         3.42%           2.59%         3.13%           0.43%         2.39%           1.37%         1.37%	Goal Completions       ?         612       612         % of Tota: 100 00% (612)       194 (31 70%)         194 (31 70%)       137 (22.39%)         173 (22.39%)       173 (28.27%)         25 (4.08%)       40 (6.54%)         9 (1.47%)       147%)	Gosl Value            \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         \$0.00           \$0.00         \$0.00
26,338 o.al: 100.00% (26,338) 5,655 (21.51%) 5,291 (20.09%) 5,522 (20.97%) 5,841 (22.18%) 1,673 (6.35%) 656 (2.49%) 159 (0.64%)	Behavior         Dounce Rate (*)         43.20%         43.20%         Avg for View: 43.20% (0.00%)         55.80%         57.65%         57.65%         38.03%         34.85%         20.43%         25.44%         25.89%	Pages / Session ?           2.74           Avg for Vew: 2.74 (0.00%)           2.13           2.13           3.27           3.33           2.70           3.33           2.70	Avg. Session Duration (*) 00:02:17 Avg for View: 00:02 17 (0.00%) 00:02:04 00:02:16 00:02:16 00:02:16 00:02:16	Conversions         All Gcals           Goal Conversion Rate         ?           2.32%         ?           Avg for View: 2.32% (0.00%)         3.42%           3.42%         2.59%           3.13%         0.43%           2.39%         1.37%           0.000%         0.00%	Goal Completions ?         612         % of Tota: 100 00% (612)         194       (31 70%)         137       (22 39%)         173       (28 27%)         25       (4 08%)         40       (6 54%)         9       (1 47%)         0       (0 000%)	Gosl Value () \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)





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