

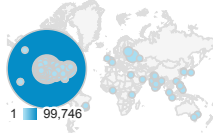
Location

All Users
100.00% Sessions

Jan 1, 2016 - Jan 1, 2017

Map Overlay

Summary



City	Acquisition			Behavior			Conversions Goal 1: Social 1		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Social 1 (Goal 1 Conversion Rate)	Social 1 (Goal 1 Completions)	Social 1 (Goal 1 Value)
	345,443 % of Total: 100.00% (345,443)	42.36% Avg for View: 42.34% (0.05%)	146,314 % of Total: 100.05% (146,246)	54.27% Avg for View: 54.27% (0.00%)	2.35 Avg for View: 2.35 (0.00%)	00:02:20 Avg for View: 00:02:20 (0.00%)	1.85% Avg for View: 1.85% (0.00%)	6,381 % of Total: 100.00% (6,381)	\$0.00 % of Total: 0.00% (\$0.00)
1. Salt Lake City	99,746 (28.87%)	28.81%	28,734 (19.64%)	52.99%	2.37	00:02:41	1.80%	1,800 (28.21%)	\$0.00 (0.00%)
2. Provo	11,508 (3.33%)	32.57%	3,748 (2.56%)	56.23%	2.25	00:02:10	1.72%	198 (3.10%)	\$0.00 (0.00%)
3. Sandy	9,920 (2.87%)	33.63%	3,336 (2.28%)	54.07%	2.29	00:02:00	1.70%	169 (2.65%)	\$0.00 (0.00%)
4. West Jordan	7,802 (2.26%)	41.37%	3,228 (2.21%)	53.33%	2.42	00:02:28	2.18%	170 (2.66%)	\$0.00 (0.00%)
5. West Valley City	7,258 (2.10%)	38.77%	2,814 (1.92%)	53.07%	2.35	00:02:21	1.83%	133 (2.08%)	\$0.00 (0.00%)
6. South Jordan	6,740 (1.95%)	38.98%	2,627 (1.80%)	54.61%	2.31	00:02:14	1.80%	121 (1.90%)	\$0.00 (0.00%)
7. Ogden	6,658 (1.93%)	37.10%	2,470 (1.69%)	52.45%	2.36	00:02:06	1.95%	130 (2.04%)	\$0.00 (0.00%)
8. Draper	6,335 (1.83%)	37.35%	2,366 (1.62%)	51.35%	2.42	00:02:17	1.99%	126 (1.97%)	\$0.00 (0.00%)
9. St. George	6,268 (1.81%)	32.95%	2,065 (1.41%)	55.17%	2.27	00:02:13	1.72%	108 (1.69%)	\$0.00 (0.00%)
10. Orem	5,835 (1.69%)	37.43%	2,184 (1.49%)	53.20%	2.36	00:02:16	2.01%	117 (1.83%)	\$0.00 (0.00%)

Rows 1 - 10 of 6059

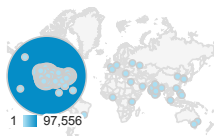
Location

All Users
100.00% Sessions

Jan 1, 2017 - Jan 1, 2018

Map Overlay

Summary



City	Acquisition			Behavior			Conversions Goal 1: Social 1		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Social 1 (Goal 1 Conversion Rate)	Social 1 (Goal 1 Completions)	Social 1 (Goal 1 Value)
	334,988 % of Total: 100.00% (334,988)	41.27% Avg for View: 41.26% (0.04%)	138,254 % of Total: 100.04% (138,205)	55.77% Avg for View: 55.77% (0.00%)	2.31 Avg for View: 2.31 (0.00%)	00:02:15 Avg for View: 00:02:15 (0.00%)	1.83% Avg for View: 1.83% (0.00%)	6,137 % of Total: 100.00% (6,137)	\$0.00 % of Total: 0.00% (\$0.00)
1. Salt Lake City	97,556 (29.12%)	28.33%	27,642 (19.99%)	53.30%	2.39	00:02:52	1.97%	1,925 (31.37%)	\$0.00 (0.00%)
2. Provo	10,683 (3.19%)	32.06%	3,425 (2.48%)	56.83%	2.30	00:02:09	1.98%	211 (3.44%)	\$0.00 (0.00%)
3. Sandy	9,399 (2.81%)	33.02%	3,104 (2.25%)	52.46%	2.29	00:01:54	1.48%	139 (2.26%)	\$0.00 (0.00%)
4. Murray	7,094 (2.12%)	36.12%	2,562 (1.85%)	56.33%	2.23	00:01:55	1.58%	112 (1.82%)	\$0.00 (0.00%)
5. West Jordan	6,817 (2.03%)	39.02%	2,660 (1.92%)	53.66%	2.28	00:02:08	1.67%	114 (1.86%)	\$0.00 (0.00%)
6. Ogden	6,745 (2.01%)	32.50%	2,192 (1.59%)	57.05%	2.15	00:01:44	1.45%	98 (1.60%)	\$0.00 (0.00%)
7. St. George	6,428 (1.92%)	35.77%	2,299 (1.66%)	57.00%	2.21	00:01:52	1.66%	107 (1.74%)	\$0.00 (0.00%)
8. Draper	6,372 (1.90%)	36.72%	2,340 (1.69%)	53.70%	2.39	00:02:09	2.32%	148 (2.41%)	\$0.00 (0.00%)
9. Orem	5,873 (1.75%)	35.13%	2,063 (1.49%)	56.84%	2.31	00:02:16	1.99%	117 (1.91%)	\$0.00 (0.00%)
10. South Jordan	5,689 (1.70%)	34.58%	1,967 (1.42%)	54.86%	2.32	00:02:00	1.92%	109 (1.78%)	\$0.00 (0.00%)

Rows 1 - 10 of 5767

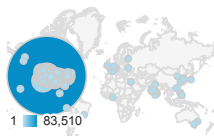
Location

All Users
100.00% Sessions

Jan 1, 2018 - Jan 1, 2019

Map Overlay

Summary



City	Acquisition			Behavior			Conversions Goal 1: Social 1		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Social 1 (Goal 1 Conversion Rate)	Social 1 (Goal 1 Completions)	Social 1 (Goal 1 Value)
	280,160 <small>% of Total: 100.00% (280,160)</small>	46.90% <small>Avg for View: 46.89% (0.04%)</small>	131,409 <small>% of Total: 100.04% (131,358)</small>	54.14% <small>Avg for View: 54.14% (0.00%)</small>	2.39 <small>Avg for View: 2.39 (0.00%)</small>	00:02:19 <small>Avg for View: 00:02:19 (0.00%)</small>	2.10% <small>Avg for View: 2.10% (0.00%)</small>	5,882 <small>% of Total: 100.00% (5,882)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Salt Lake City	83,510 <small>(29.81%)</small>	35.81%	29,904 <small>(22.76%)</small>	54.11%	2.37	00:02:54	2.07%	1,731 <small>(29.43%)</small>	\$0.00 <small>(0.00%)</small>
2. Provo	8,938 <small>(3.19%)</small>	36.16%	3,232 <small>(2.46%)</small>	53.90%	2.36	00:02:14	1.85%	165 <small>(2.81%)</small>	\$0.00 <small>(0.00%)</small>
3. Sandy	7,858 <small>(2.80%)</small>	42.56%	3,344 <small>(2.54%)</small>	56.49%	2.21	00:01:48	1.72%	135 <small>(2.30%)</small>	\$0.00 <small>(0.00%)</small>
4. Murray	6,268 <small>(2.24%)</small>	39.20%	2,457 <small>(1.87%)</small>	54.95%	2.24	00:01:56	1.68%	105 <small>(1.79%)</small>	\$0.00 <small>(0.00%)</small>
5. St. George	5,985 <small>(2.14%)</small>	39.26%	2,350 <small>(1.79%)</small>	54.64%	2.27	00:01:55	1.82%	109 <small>(1.85%)</small>	\$0.00 <small>(0.00%)</small>
6. Los Angeles	5,831 <small>(2.08%)</small>	61.57%	3,590 <small>(2.73%)</small>	55.65%	2.29	00:01:52	1.82%	106 <small>(1.80%)</small>	\$0.00 <small>(0.00%)</small>
7. (not set)	5,694 <small>(2.03%)</small>	67.02%	3,816 <small>(2.90%)</small>	64.65%	2.09	00:01:43	1.65%	94 <small>(1.60%)</small>	\$0.00 <small>(0.00%)</small>
8. West Jordan	5,678 <small>(2.03%)</small>	45.54%	2,586 <small>(1.97%)</small>	55.13%	2.26	00:02:01	1.74%	99 <small>(1.68%)</small>	\$0.00 <small>(0.00%)</small>
9. Ogden	5,382 <small>(1.92%)</small>	41.81%	2,250 <small>(1.71%)</small>	57.25%	2.25	00:01:55	1.88%	101 <small>(1.72%)</small>	\$0.00 <small>(0.00%)</small>
10. South Jordan	4,678 <small>(1.67%)</small>	43.50%	2,035 <small>(1.55%)</small>	51.90%	2.35	00:02:04	1.62%	76 <small>(1.29%)</small>	\$0.00 <small>(0.00%)</small>

Rows 1 - 10 of 4768