

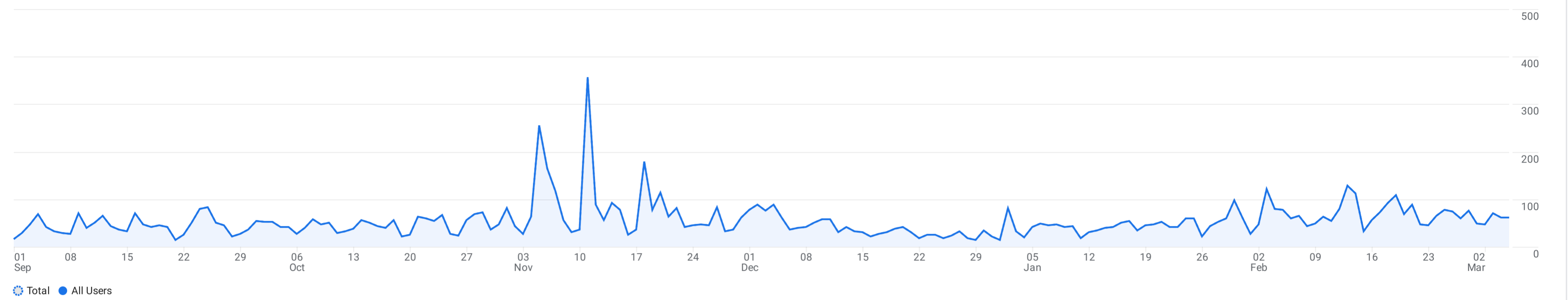
All Users Add comparison +

Custom Sep 1, 2024 - Mar 5, 2025

Audiences: Audience name ✓

Add filter +

Total users by Audience name over time



Audience name		Total users	New users	Sessions	Views per session	Average session duration	Total revenue
<input checked="" type="checkbox"/>	Total	8,191 100% of total	8,144 100% of total	11,781 100% of total	4.10 Avg 0%	4m 02s Avg 0%	\$0.00
<input checked="" type="checkbox"/>	1 <a href="#">All Users</a>	8,191	8,144	11,781	4.10	4m 02s	\$0.00

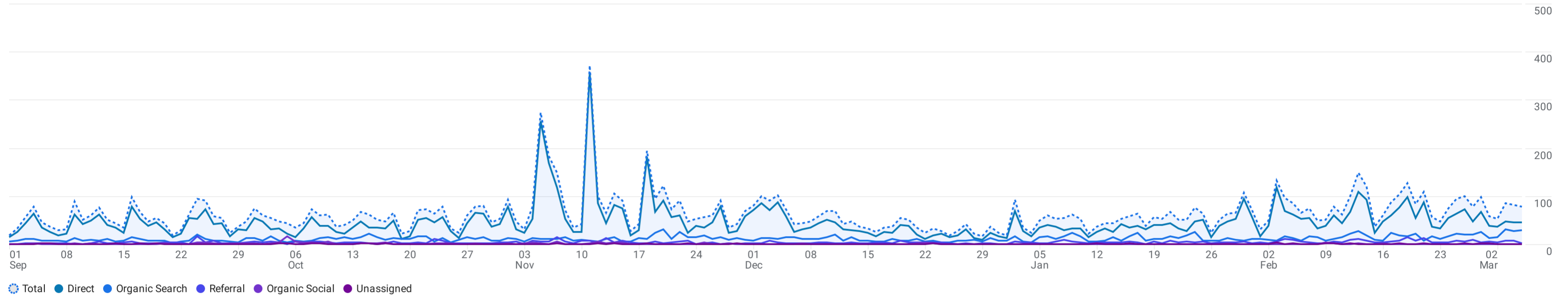
All Users Add comparison

Custom Sep 1, 2024 - Mar 5, 2025

Traffic acquisition: Session primary channel group (Default Channel Group)

Add filter

Sessions by Session primary channel group (Default Channel Group) over time



Session primary...Channel Group)	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count	Key events	Session key event rate	Total revenue
Total	11,781 100% of total	6,600 100% of total	56.02% Avg 0%	1m 21s Avg 0%	13.59 Avg 0%	160,067 100% of total	0.00	0%	\$0.00
1 Direct	8,725	4,697	53.83%	1m 18s	14.16	123,549	0.00	0%	\$0.00
2 Organic Search	2,175	1,345	61.84%	1m 23s	11.23	24,432	0.00	0%	\$0.00
3 Referral	680	464	68.24%	1m 52s	15.45	10,509	0.00	0%	\$0.00
4 Organic Social	115	61	53.04%	29s	6.24	718	0.00	0%	\$0.00
5 Unassigned	39	0	0%	2m 24s	14.64	571	0.00	0%	\$0.00
6 Email	18	11	61.11%	2m 10s	16.00	288	0.00	0%	\$0.00

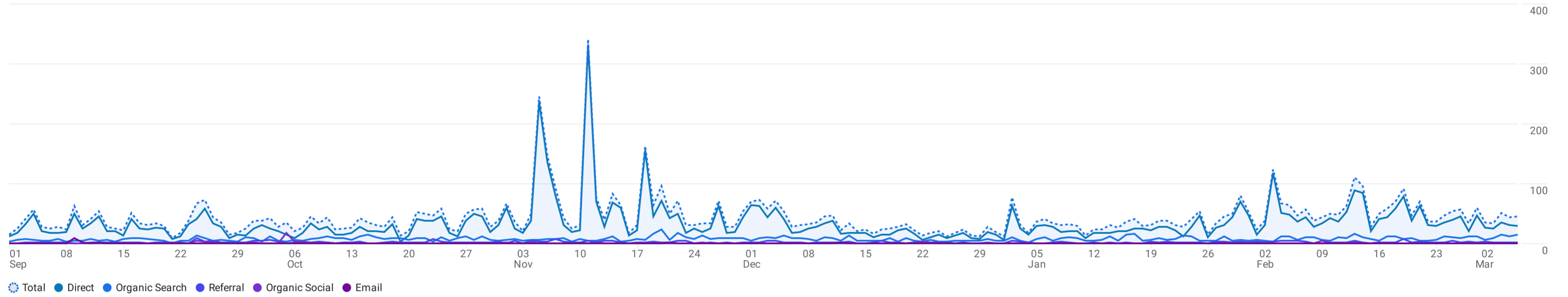
All Users Add comparison +

Custom Sep 1, 2024 - Mar 5, 2025

User acquisition cohorts: First user primary channel group (Default Channel Group)

Add filter +

New users by First user primary channel group (Default Channel Group) over time



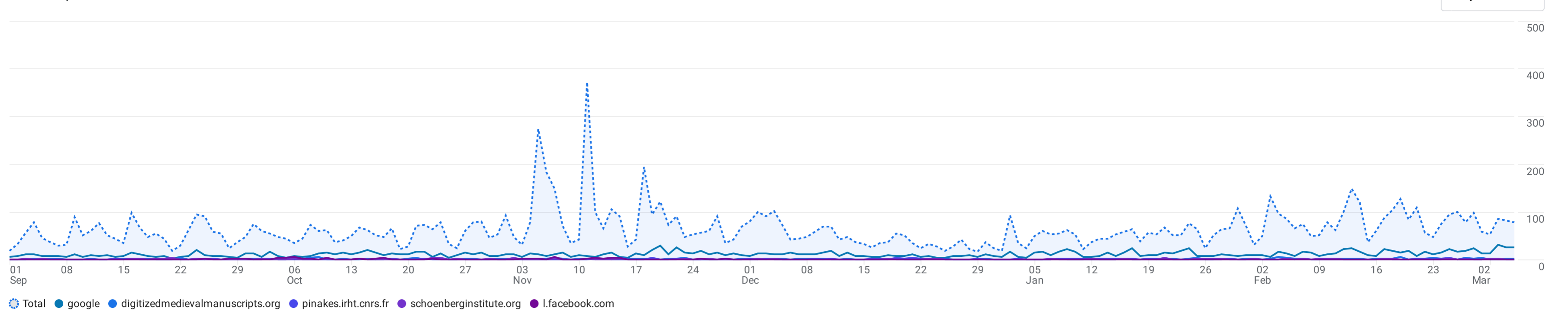
Plot rows		Search...	Rows per page: 10		1-5 of 5	
<input type="checkbox"/>	First user prim...Channel Group) +		↓ New users	Total revenue	Transactions	Average 120d value
<input checked="" type="checkbox"/>	Total		8,144 100% of total	\$0.00	0	\$0.00
<input checked="" type="checkbox"/>	1 Direct		6,365	\$0.00	0	\$0.00
<input checked="" type="checkbox"/>	2 Organic Search		1,369	\$0.00	0	\$0.00
<input checked="" type="checkbox"/>	3 Referral		340	\$0.00	0	\$0.00
<input checked="" type="checkbox"/>	4 Organic Social		57	\$0.00	0	\$0.00
<input checked="" type="checkbox"/>	5 Email		13	\$0.00	0	\$0.00

All Users Add comparison

Custom Sep 1, 2024 - Mar 5, 2025

Manual: Session manual source Add filter

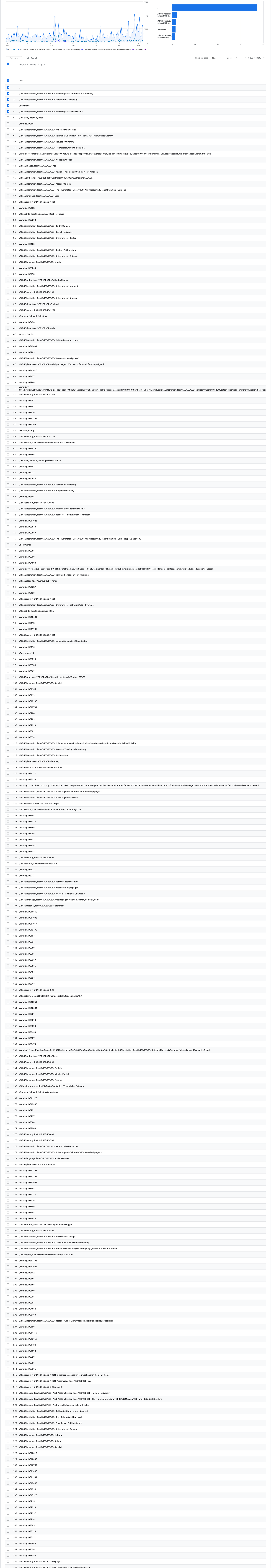
Sessions by Session manual source over time



Session manual source	Active users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per active user	Events per session	Engagement rate	Key events	Event count	Total revenue
Total	8,186	11,781	6,600	1m 21s	0.81	13.59	56.02%	0.00	160,067	\$0.00
1 (not set)	6,379	8,759	4,697	1m 19s	0.74	14.17	53.62%	0.00	124,120	\$0.00
2 google	1,396	2,075	1,282	1m 20s	0.92	10.76	61.78%	0.00	22,335	\$0.00
3 digitizedmedievalmanuscripts.org	117	167	122	1m 36s	1.04	13.83	73.05%	0.00	2,309	\$0.00
4 pinakes.irht.cnrs.fr	32	68	39	33s	1.22	4.94	57.35%	0.00	336	\$0.00
5 schoenberginstitute.org	52	62	46	2m 00s	0.88	18.73	74.19%	0.00	1,161	\$0.00
6 i.facebook.com	11	53	35	50s	3.18	8.66	66.04%	0.00	459	\$0.00
7 github.com	1	45	27	1m 31s	27.00	17.20	60%	0.00	774	\$0.00
8 bing	28	42	29	2m 15s	1.04	24.24	69.05%	0.00	1,018	\$0.00
9 bsky.app	3	27	23	1m 39s	7.67	20.15	85.19%	0.00	544	\$0.00
10 library.upenn.edu	17	27	13	50s	0.76	17.74	48.15%	0.00	479	\$0.00
11 mail.google.com	8	27	14	57s	1.75	9.33	51.85%	0.00	252	\$0.00
12 pecia.blog.tudchentil.org	15	26	21	1m 05s	1.40	18.46	80.77%	0.00	480	\$0.00
13 libraries.rutgers.edu	19	24	16	1m 55s	0.84	17.21	66.67%	0.00	413	\$0.00
14 udconline.udc.gal	11	23	14	41s	1.27	7.61	60.87%	0.00	175	\$0.00
15 duckduckgo	9	20	12	1m 30s	1.33	11.35	60%	0.00	227	\$0.00
16 facebook.com	18	18	12	2s	0.67	3.78	66.67%	0.00	68	\$0.00
17 libcat.slu.edu	4	18	10	7m 01s	2.50	24.56	55.56%	0.00	442	\$0.00
18 substack	13	18	11	2m 10s	0.85	16.00	61.11%	0.00	288	\$0.00
19 chatgpt.com	7	15	10	19s	1.43	7.60	66.67%	0.00	114	\$0.00
20 libraryjuiceacademy.com	7	15	9	1m 38s	1.29	13.80	60%	0.00	207	\$0.00
21 lm.facebook.com	13	14	4	16s	0.31	4.57	28.57%	0.00	64	\$0.00
22 yahoo	4	14	8	47s	2.00	6.86	57.14%	0.00	96	\$0.00
23 library.ca.gov	11	13	9	42s	0.82	11.00	69.23%	0.00	143	\$0.00
24 sites.google.com	2	13	2	32s	1.00	4.46	15.38%	0.00	58	\$0.00
25 m.facebook.com	11	11	4	3s	0.36	3.55	36.36%	0.00	39	\$0.00
26 bibsoc.org.uk	5	9	6	1m 14s	1.20	8.78	66.67%	0.00	79	\$0.00
27 libguides.smith.edu	7	9	7	59s	1.00	10.89	77.78%	0.00	98	\$0.00
28 m.baidu.com	9	9	2	2s	0.22	4.22	22.22%	0.00	38	\$0.00
29 statics.teams.cdn.office.net	4	9	8	30m 10s	2.00	133.67	88.89%	0.00	1,203	\$0.00
30 sdbm.library.upenn.edu	2	8	7	40s	3.50	12.88	87.5%	0.00	103	\$0.00
31 at.search.yahoo.com	1	7	7	14m 28s	7.00	97.57	100%	0.00	683	\$0.00
32 libguides.uwf.edu	7	7	7	43s	1.00	12.43	100%	0.00	87	\$0.00
33 connect.archivists.org	2	6	4	54s	2.00	12.83	66.67%	0.00	77	\$0.00
34 canvas.ewu.edu	2	5	5	3m 11s	2.50	19.40	100%	0.00	97	\$0.00
35 baidu	4	4	0	0s	0.00	4.00	0%	0.00	16	\$0.00
36 canva.com	3	4	4	2m 11s	1.33	12.25	100%	0.00	49	\$0.00
37 guides.library.cornell.edu	3	4	3	9m 21s	1.00	90.75	75%	0.00	363	\$0.00
38 libguides.slu.edu	1	4	3	4m 45s	3.00	18.50	75%	0.00	74	\$0.00
39 weareborndigital.teamwork.com	1	4	1	2s	1.00	3.25	25%	0.00	13	\$0.00
40 cvdof.ucm.es	2	3	3	1m 03s	1.50	18.33	100%	0.00	55	\$0.00
41 illuminatedmanuscripts.org	2	3	0	0s	0.00	3.00	0%	0.00	9	\$0.00
42 libguides.smes.org	2	3	2	9s	1.00	9.00	66.67%	0.00	27	\$0.00
43 nli.org.il	1	3	3	30s	3.00	6.33	100%	0.00	19	\$0.00
44 earlycultures.brown.edu	1	2	1	16s	1.00	6.50	50%	0.00	13	\$0.00
45 ecosia.org	2	2	2	17s	1.00	4.00	100%	0.00	8	\$0.00
46 i.messenger.com	1	2	2	6s	2.00	7.50	100%	0.00	15	\$0.00
47 lgapi-us.libapps.com	2	2	2	17s	1.00	11.00	100%	0.00	22	\$0.00
48 ntvmr.uni-muenster.de	2	2	2	50s	1.00	7.00	100%	0.00	14	\$0.00
49 s.brightspace.com	0	2	0	0s	0.00	2.00	0%	0.00	4	\$0.00
50 search.app	1	2	1	2m 22s	1.00	9.50	50%	0.00	19	\$0.00
51 slui.libapps.com	1	2	2	2m 43s	2.00	17.00	100%	0.00	34	\$0.00
52 t.co	2	2	0	0s	0.00	3.00	0%	0.00	6	\$0.00
53 wikidata.org	2	2	1	10s	0.50	4.00	50%	0.00	8	\$0.00
54 172.28.1.29:9123	1	1	1	23s	1.00	5.00	100%	0.00	5	\$0.00
55 172.28.1.30:9123	1	1	1	1m 59s	1.00	24.00	100%	0.00	24	\$0.00
56 ac1.axiellcollections.cloud	1	1	1	29s	1.00	6.00	100%	0.00	6	\$0.00
57 armenian-manuscripts-index.com	1	1	1	1m 05s	1.00	4.00	100%	0.00	4	\$0.00
58 auc-powerpoint.officeapps.live.com	1	1	1	1m 33s	1.00	12.00	100%	0.00	12	\$0.00
59 brynmawr.edu	1	1	1	13s	1.00	4.00	100%	0.00	4	\$0.00
60 ca.search.yahoo.com	1	1	1	3m 21s	1.00	7.00	100%	0.00	7	\$0.00
61 campusvirtual.udc.gal	1	1	1	2m 47s	1.00	19.00	100%	0.00	19	\$0.00
62 centralmethodist.libguides.com	1	1	0	1s	0.00	5.00	0%	0.00	5	\$0.00
63 classroom.google.com	1	1	1	50s	1.00	4.00	100%	0.00	4	\$0.00
64 db-live.artloss.com	1	1	0	2s	0.00	5.00	0%	0.00	5	\$0.00
65 ele.exeter.ac.uk	1	1	1	34s	1.00	4.00	100%	0.00	4	\$0.00
66 euc-word-edit.officeapps.live.com	1	1	1	33s	1.00	11.00	100%	0.00	11	\$0.00
67 fahnd.com	1	1	0	0s	0.00	4.00	0%	0.00	4	\$0.00
68 faq.library.upenn.edu	1	1	1	39s	1.00	6.00	100%	0.00	6	\$0.00
69 guides.tricolib.brynmawr.edu	1	1	0	6s	0.00	4.00	0%	0.00	4	\$0.00
70 it.search.yahoo.com	1	1	1	59s	1.00	4.00	100%	0.00	4	\$0.00
71 kathleenmccook.substack.com	1	1	1	2m 13s	1.00	12.00	100%	0.00	12	\$0.00
72 i.instagram.com	1	1	1	0s	1.00	5.00	100%	0.00	5	\$0.00
73 libguides.kzoo.edu	1	1	1	47s	1.00	14.00	100%	0.00	14	\$0.00
74 libraryh3lp.com	1	1	1	14s	1.00	10.00	100%	0.00	10	\$0.00
75 mail.yahoo.com	1	1	1	36s	1.00	11.00	100%	0.00	11	\$0.00
76 mailchi.mp	1	1	1	11s	1.00	4.00	100%	0.00	4	\$0.00
77 medium.com	1	1	1	11s	1.00	4.00	100%	0.00	4	\$0.00
78 nli.alma.exlibrisgroup.com	1	1	1	12s	1.00	5.00	100%	0.00	5	\$0.00
79 osu.instructure.com	1	1	0	5s	0.00	4.00	0%	0.00	4	\$0.00
80 pocket_saves	1	1	0	3s	0.00	4.00	0%	0.00	4	\$0.00
81 search-digital--criptorium-org.translate.goog	1	1	0	2s	0.00	5.00	0%	0.00	5	\$0.00
82 search.brave.com	1	1	0	9s	0.00	4.00	0%	0.00	4	\$0.00
83 smes.libapps.com	1	1	1	2s	1.00	4.00	100%	0.00	4	\$0.00
84 theorangeprss.substack.com	1	1	1	28s	1.00	4.00	100%	0.00	4	\$0.00
85 trello.com	1	1	1	37s	1.00	10.00	100%	0.00	10	\$0.00
86 usc-word-edit.officeapps.live.com	1	1	1	1m 00s	1.00	5.00	100%	0.00	5	\$0.00

### Custom Page path and query string

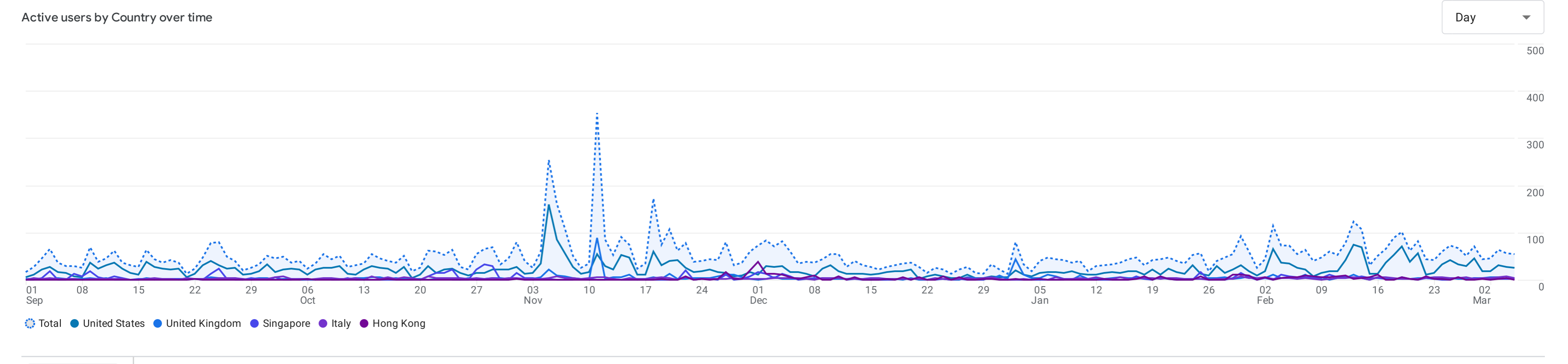
Add filter





### Demographic details: Country

Add filter



Country	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events	Key events All events	User key event rate All events	Total revenue
Total	8,186	8,144	6,600	56.02%	0.81	1m 56s	160,067	0.00	0%	\$0.00
1 United States	3,391	3,371	3,355	61.6%	0.99	2m 29s	84,820	0.00	0%	\$0.00
2 United Kingdom	601	597	412	54.64%	0.69	1m 15s	8,942	0.00	0%	\$0.00
3 Singapore	594	592	19	3.13%	0.03	1s	1,986	0.00	0%	\$0.00
4 Italy	398	395	409	66.29%	1.03	2m 27s	9,328	0.00	0%	\$0.00
5 Hong Kong	366	365	12	3.21%	0.03	3s	1,316	0.00	0%	\$0.00
6 Netherlands	270	270	134	41.49%	0.50	38s	2,504	0.00	0%	\$0.00
7 Spain	267	263	265	68.12%	0.99	2m 15s	6,162	0.00	0%	\$0.00
8 France	257	252	243	68.84%	0.95	2m 43s	6,514	0.00	0%	\$0.00
9 Canada	254	249	201	63.21%	0.79	1m 32s	4,632	0.00	0%	\$0.00
10 Germany	177	174	188	69.37%	1.06	4m 10s	4,027	0.00	0%	\$0.00
11 Ireland	174	178	65	34.03%	0.37	18s	1,217	0.00	0%	\$0.00
12 Austria	90	89	75	54.35%	0.83	3m 20s	2,879	0.00	0%	\$0.00
13 Australia	87	88	49	48.51%	0.56	50s	798	0.00	0%	\$0.00
14 Switzerland	74	73	56	57.73%	0.76	1m 41s	1,385	0.00	0%	\$0.00
15 Belgium	73	69	72	71.29%	0.99	2m 08s	1,891	0.00	0%	\$0.00
16 China	70	70	27	36.99%	0.39	37s	514	0.00	0%	\$0.00
17 Finland	59	62	25	38.46%	0.42	1m 14s	790	0.00	0%	\$0.00
18 India	58	57	44	59.46%	0.76	1m 19s	773	0.00	0%	\$0.00
19 Brazil	56	56	50	79.37%	0.89	2m 16s	1,064	0.00	0%	\$0.00
20 Türkiye	54	54	48	68.57%	0.89	1m 36s	1,258	0.00	0%	\$0.00
21 Mexico	51	51	27	51.92%	0.53	1m 17s	534	0.00	0%	\$0.00
22 Poland	51	49	56	67.47%	1.10	2m 56s	1,392	0.00	0%	\$0.00
23 Russia	48	47	48	58.54%	1.00	1m 45s	963	0.00	0%	\$0.00
24 Japan	37	37	37	75.51%	1.00	2m 57s	908	0.00	0%	\$0.00
25 Colombia	36	36	46	76.67%	1.28	3m 08s	1,180	0.00	0%	\$0.00
26 Czechia	36	36	34	66.67%	0.94	1m 03s	670	0.00	0%	\$0.00
27 Greece	33	33	36	81.82%	1.09	2m 15s	700	0.00	0%	\$0.00
28 Sweden	28	27	24	66.67%	0.86	51s	270	0.00	0%	\$0.00
29 Portugal	25	25	26	66.67%	1.04	1m 17s	335	0.00	0%	\$0.00
30 Argentina	24	24	28	75.68%	1.17	2m 26s	595	0.00	0%	\$0.00
31 Israel	23	23	19	67.86%	0.83	1m 24s	303	0.00	0%	\$0.00
32 Chile	21	21	20	68.97%	0.95	1m 32s	376	0.00	0%	\$0.00
33 Norway	21	20	16	53.33%	0.76	1m 11s	229	0.00	0%	\$0.00
34 Egypt	20	19	26	56.52%	1.30	1m 15s	361	0.00	0%	\$0.00
35 Hungary	20	20	16	51.61%	0.80	1m 20s	266	0.00	0%	\$0.00
36 South Korea	18	18	10	55.56%	0.56	23s	125	0.00	0%	\$0.00
37 Indonesia	17	17	15	71.43%	0.88	57s	177	0.00	0%	\$0.00
38 Iran	17	15	39	70.91%	2.29	27m 15s	1,850	0.00	0%	\$0.00
39 Romania	17	17	16	76.19%	0.94	2m 20s	423	0.00	0%	\$0.00
40 Serbia	17	17	4	23.53%	0.24	12s	109	0.00	0%	\$0.00
41 Bulgaria	16	16	17	68%	1.06	2m 30s	280	0.00	0%	\$0.00
42 Algeria	15	14	39	68.42%	2.60	5m 43s	692	0.00	0%	\$0.00
43 Saudi Arabia	14	13	13	68.42%	0.93	1m 29s	212	0.00	0%	\$0.00
44 Slovakia	11	11	12	92.31%	1.09	2m 59s	327	0.00	0%	\$0.00
45 Denmark	10	10	8	53.33%	0.80	35s	157	0.00	0%	\$0.00
46 Ukraine	10	10	8	42.11%	0.80	24s	116	0.00	0%	\$0.00
47 Croatia	9	9	5	38.46%	0.56	1m 51s	159	0.00	0%	\$0.00
48 Philippines	9	9	10	76.92%	1.11	48s	123	0.00	0%	\$0.00
49 Taiwan	9	9	8	88.89%	0.89	1m 39s	91	0.00	0%	\$0.00
50 (not set)	8	8	2	22.22%	0.25	1m 34s	94	0.00	0%	\$0.00
51 New Zealand	8	8	6	60%	0.75	1m 45s	264	0.00	0%	\$0.00
52 United Arab Emirates	8	8	8	57.14%	1.00	6m 53s	556	0.00	0%	\$0.00
53 Lebanon	7	7	11	45.83%	1.57	2m 05s	183	0.00	0%	\$0.00
54 Morocco	7	7	6	54.55%	0.86	1m 34s	129	0.00	0%	\$0.00
55 Iraq	6	6	5	71.43%	0.83	4m 44s	130	0.00	0%	\$0.00
56 Latvia	6	6	6	100%	1.00	3m 44s	125	0.00	0%	\$0.00
57 Malaysia	6	6	3	50%	0.50	24s	42	0.00	0%	\$0.00
58 Peru	6	6	4	57.14%	0.67	36s	69	0.00	0%	\$0.00
59 Qatar	6	6	7	63.64%	1.17	5m 04s	110	0.00	0%	\$0.00
60 Costa Rica	5	5	6	66.67%	1.20	2m 55s	145	0.00	0%	\$0.00
61 Pakistan	5	5	4	66.67%	0.80	1m 58s	88	0.00	0%	\$0.00
62 Tunisia	5	5	3	50%	0.60	41s	47	0.00	0%	\$0.00
63 Yemen	5	5	9	81.82%	1.80	2m 49s	218	0.00	0%	\$0.00
64 Azerbaijan	4	4	4	100%	1.00	3m 33s	75	0.00	0%	\$0.00
65 Estonia	4	4	3	60%	0.75	32s	44	0.00	0%	\$0.00
66 Albania	3	3	1	33.33%	0.33	7m 47s	11	0.00	0%	\$0.00
67 Bangladesh	3	3	3	100%	1.00	2m 31s	37	0.00	0%	\$0.00
68 Dominican Republic	3	3	3	100%	1.00	36s	40	0.00	0%	\$0.00
69 Jordan	3	3	2	40%	0.67	4m 50s	72	0.00	0%	\$0.00
70 Kuwait	3	3	7	70%	2.33	1m 48s	80	0.00	0%	\$0.00
71 Lithuania	3	3	2	66.67%	0.67	4m 36s	38	0.00	0%	\$0.00
72 Moldova	3	3	3	100%	1.00	1m 21s	89	0.00	0%	\$0.00
73 Slovenia	3	3	2	50%	0.67	17s	13	0.00	0%	\$0.00
74 South Africa	3	3	3	75%	1.00	1m 22s	40	0.00	0%	\$0.00
75 Tanzania	3	3	2	66.67%	0.67	26s	32	0.00	0%	\$0.00
76 Venezuela	3	3	2	66.67%	0.67	45s	36	0.00	0%	\$0.00
77 Ethiopia	2	2	1	50%	0.50	1m 19s	50	0.00	0%	\$0.00
78 Georgia	2	2	1	33.33%	0.50	3s	9	0.00	0%	\$0.00
79 Ghana	2	2	1	50%	0.50	26s	18	0.00	0%	\$0.00
80 Honduras	2	2	3	60%	1.50	4m 15s	33	0.00	0%	\$0.00
81 Kenya	2	2	2	100%	1.00	30s	21	0.00	0%	\$0.00
82 Luxembourg	2	2	4	80%	2.00	39s	56	0.00	0%	\$0.00
83 Puerto Rico	2	2	2	100%	1.00	1m 56s	50	0.00	0%	\$0.00
84 Réunion	2	2	3	60%	1.50	10m 32s	106	0.00	0%	\$0.00
85 San Marino	2	2	2	50%	1.00	7s	16	0.00	0%	\$0.00
86 Antigua & Barbuda	1	1	0	0%	0.00	0s	3	0.00	0%	\$0.00
87 Armenia	1	1	1	25%	1.00	9s	10	0.00	0%	\$0.00
88 Bahrain	1	1	1	100%	1.00	14s	4	0.00	0%	\$0.00
89 Barbados	1	1	0	0%	0.00	6s	4	0.00	0%	\$0.00
90 Cuba	1	1	1	100%	1.00	33s	10	0.00	0%	\$0.00
91 Ecuador	1	1	1	100%	1.00	38s	19	0.00	0%	\$0.00
92 Iceland	1	1	1	100%	1.00	1m 22s	14	0.00	0%	\$0.00
93 Kazakhstan	1	0	1	50%	1.00	5s	10	0.00	0%	\$0.00
94 Kosovo	1	1	1	100%	1.00	3m 29s	10	0.00	0%	\$0.00
95 Kyrgyzstan	1	1	1	100%	1.00	50s	15	0.00	0%	\$0.00
96 Liberia	1	1	1	100%	1.00	0s	4	0.00	0%	\$0.00
97 Libya	1	1	0	0%	0.00	0s	3	0.00	0%	\$0.00
98 Malta	1	1	1	50%	1.00	2m 38s	28	0.00	0%	\$0.00
99 Montenegro	1	1	1	100%	1.00	29s	8	0.00	0%	\$0.00
100 Nigeria	1	1	0	0%	0.00	0s	3	0.00	0%	\$0.00
101 Oman	1	1	1	100%	1.00	6s	5	0.00	0%	\$0.00
102 Palestine	1	1	1	100%	1.00	2s	5	0.00	0%	\$0.00
103 Paraguay	1	1	0	0%	0.00	4s	5	0.00	0%	\$0.00
104 Rwanda	1	1	0	0%	0.00	2s	4	0.00	0%	\$0.00
105 Syria	1	1	1	100%	1.00	14s	4	0.00	0%	\$0.00
106 Uruguay	1	1	1	100%	1.00	23s	8	0.00	0%	\$0.00
107 Thailand	0	0	0	0%	0.00	0s	2	0.00	0%	\$0.00