



Traffic Overview

Jan 1, 2024 - Dec 31, 2024

With ClientID

Region

Device Type

Page Category

Page Subcategory

UTM Source

UTM Medium

UTM Campaign

UTM Content

URL

Sessions
94,322

↑ 260.2%

Users
66,376

↑ 282.2%

Session per User
1.4

↓ -5.5%

Pageview per User
2.4

↓ -28.4%

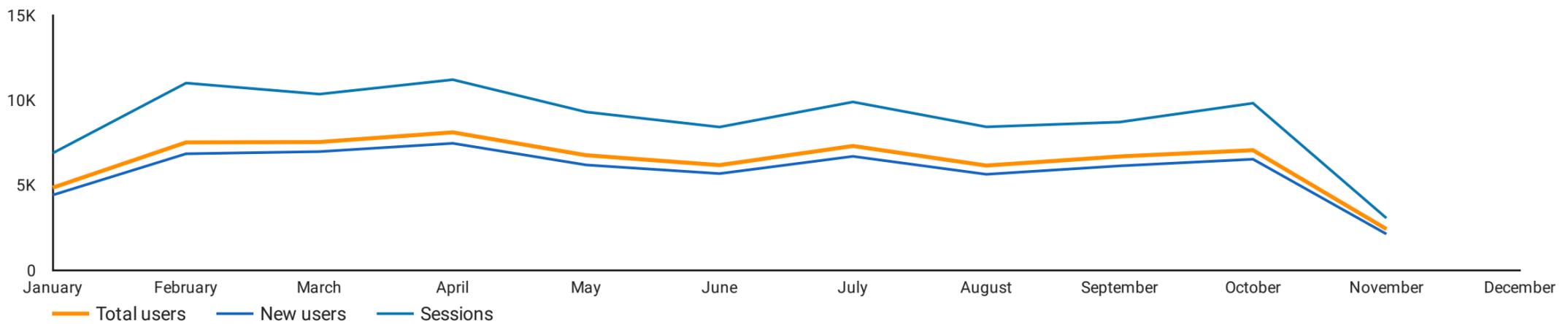
Bounce Rate
44.75%

↓ -9.8%

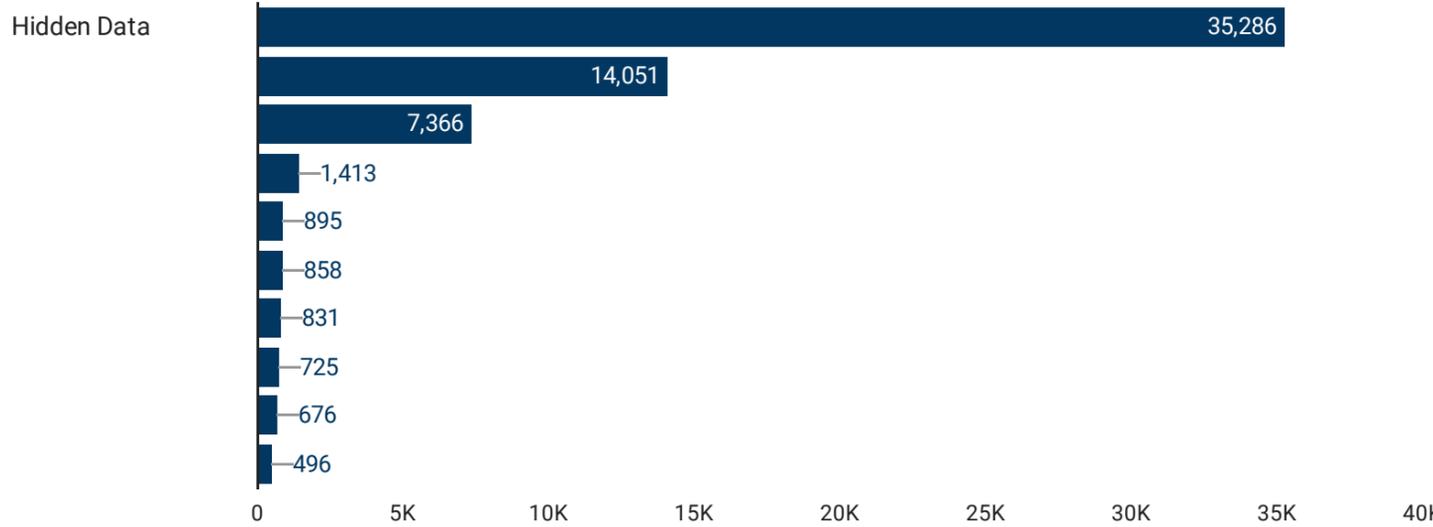
AVG. Engagement Time
00:01:45

↑ 6.4%

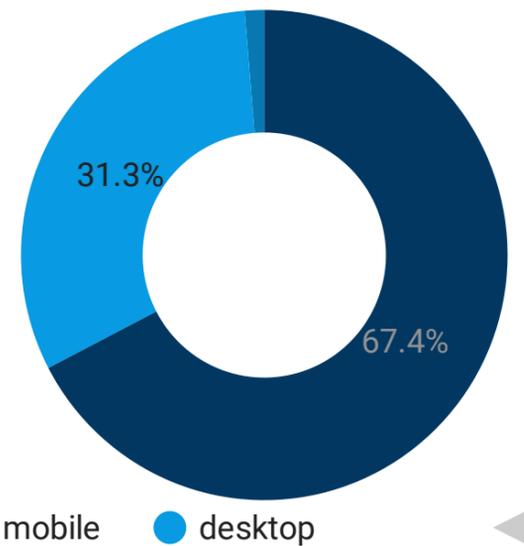
Users / New Users / Sessions by Month



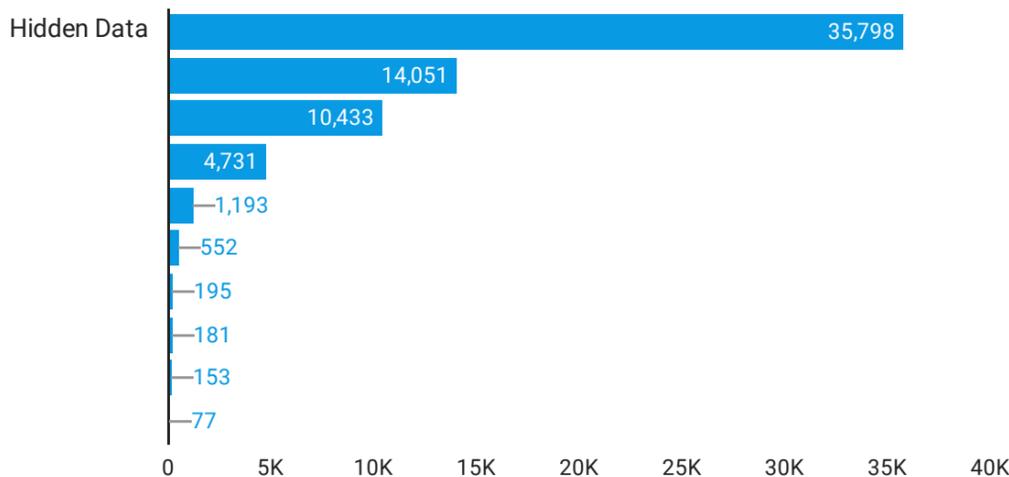
TOP-10 Traffic Source by Users



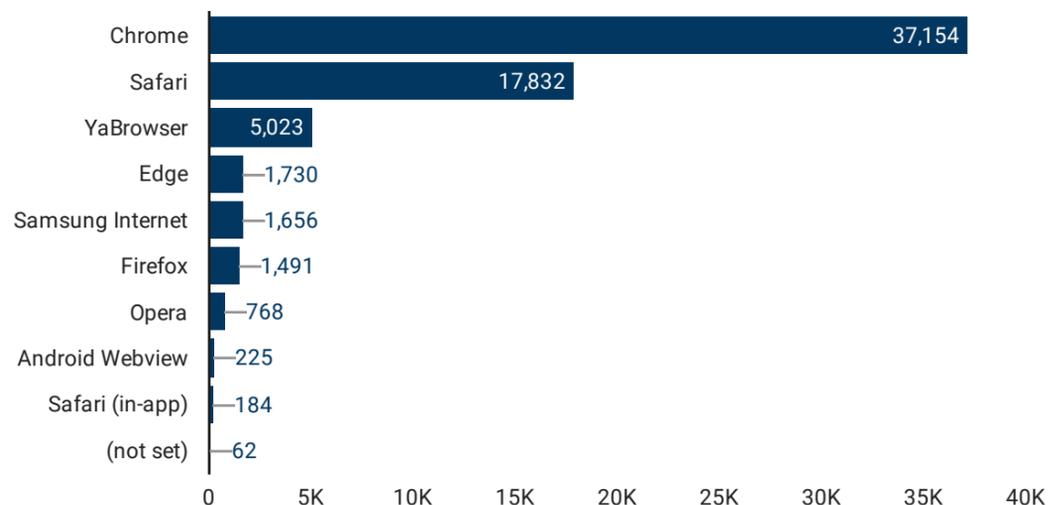
Users by Device type



TOP-10 Traffic Medium by Users



Users by Browser





Pages Overview

Jan 1, 2024 - Dec 31, 2024

With ClientID | Region | Device Type | Page Category | Page Subcategory

UTM Source | UTM Medium | UTM Campaign | UTM Content | Root Category | URL

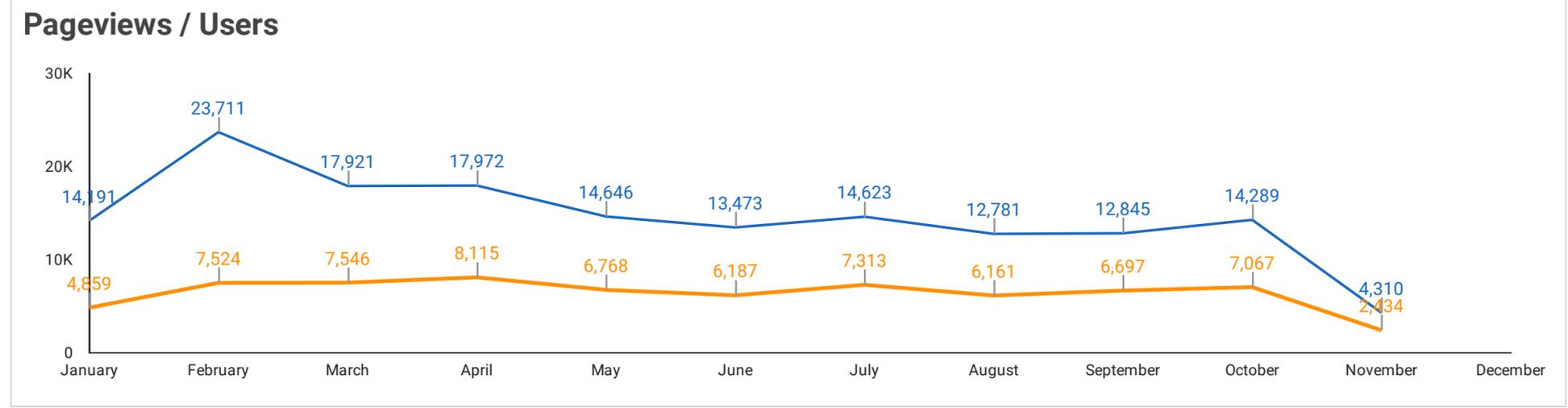
Sessions: 94,322 (↑ 260.2%)

Engaged Sessions: 52,138 (↑ 295.2%)

Pageviews: 160,762 (↑ 172.8%)

Pageviews per Session: 1.7 (↓ -24.3%)

Pageviews per User: 2.43 (↓ -28.4%)



Page Category	Page Subcategory	Sessions	Views	Views per session	Bounce Rate, %	AVG. Engagement Time
Hidden Data	Hidden Data	25,416	26,747	1.05	44.43%	00:01:43
		9,147	10,512	1.15	31.26%	00:01:19
		1,099	7,367	6.7	6.19%	00:03:56
		6,106	6,806	1.11	31.25%	00:01:25
		4,883	6,154	1.26	41.74%	00:00:31
		4,602	4,925	1.07	43.61%	00:01:16
		3,091	4,605	1.49	33.71%	00:00:34
		4,121	4,570	1.11	44.07%	00:01:22
		4,075	4,411	1.08	22.48%	00:01:01
		3,772	4,411	1.17	2.49%	00:00:51
TOTAL		94,402	160,762	1.7	44.77%	00:01:39

Page Path	Sessions	Users	Views	Bounce Rate, %	AVG. Engagement Time
Hidden Data	8,386	5,191	8,119	52%	00:01:21
	1,086	821	7,255	6%	00:03:57
	6,247	5,448	6,991	47%	00:02:05
	4,883	2,811	6,154	42%	00:00:31
	3,091	2,073	4,605	34%	00:00:34
	2,088	941	2,912	10%	00:00:24
	2,684	2,482	2,782	21%	00:01:14
	2,183	1,386	2,642	37%	00:01:31
	2,177	1,639	2,278	38%	00:01:37
	1,329	702	2,261	23%	00:00:26
TOTAL	94,402	66,378	160,762	44.77%	00:01:39

Page Category	Page Title	Sessions	Users	Views	Bounce Rate, %	AVG. Engagement Time
Hidden Data	Hidden Data	8,392	5,194	8,125	52%	00:01:21
		5,930	5,171	6,606	48%	00:02:05
		4,182	2,901	5,923	26%	00:01:32
		4,851	2,802	5,716	42%	00:00:30
		2,161	1,002	3,007	11%	00:00:23
		2,674	2,473	2,769	21%	00:01:14
		2,246	1,416	2,703	37%	00:01:30
		1,345	718	2,278	23%	00:00:25
		2,171	1,634	2,267	38%	00:01:37
TOTAL		94,402	66,378	160,762	44.77%	00:01:39



Users Overview

Jan 1, 2024 - Dec 31, 2024

With ClientID

Region

Device Type

Page Category

Page Subcategory

UTM Source

UTM Medium

UTM Campaign

UTM Content

URL

Sessions
94,322

↑ 260.2%

Users
66,376

↑ 282.2%

New Users
64,782

↑ 276.4%

Bounce Rate
45%

↓ -9.8%

AVG. Sess Duration
00:03:10

↓ -9.2%

Pageviews
160,762

↑ 172.8%

Sessions / User
1.4

↓ -5.5%

New Users, %
98%

↓ -1.5%

Pageviews / Session
1.7

↓ -24.3%

AVG. engagement time
00:01:39

↑ 7.6%

User Type	Sessions	Pageviews (PV)	PV per session	Users	PV per user	Bounce Rate
with Salesforce ID	2,177	7,386	3.39	1,221	6.23	43.13%
without Salesforce ID	94,268	153,376	1.63	66,046	2.33	44.94%

Source / Medium	Campaign	Sessions	Pageviews (PV)	PV per session	Users	PV per user	Bounce Rate
Hidden Data	Hidden Data	126	467	3.71	2	233.5	40.48%
		33	174	5.27	1	174	24.24%
		5	113	22.6	1	113	0%
		154	961	6.24	12	80.08	29.22%
		97	396	4.08	6	66	29.9%
		57	494	8.67	8	61.75	19.3%
		12	42	3.5	1	42	33.33%
		69	209	3.03	5	41.8	42.03%
		22	39	1.77	1	39	50%
		18	117	6.5	3	39	27.78%
TOTAL		88,619	160,747	1.81	66,217	2.43	41.5%



Landing Page - Overview

Jan 1, 2024 - Dec 31, 2024

Sessions
1,946
↑ 1,123.9%

Users
1,374
↑ 956.9%

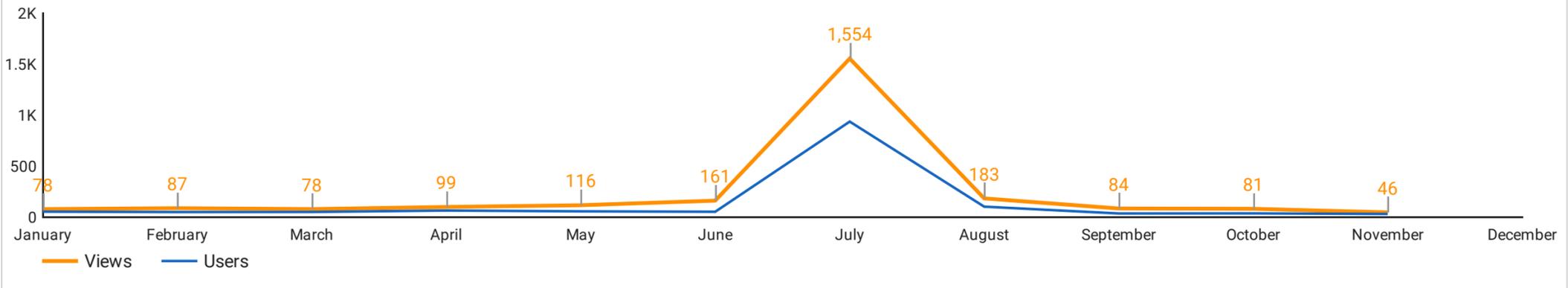
Views
2,567
↑ 1,350.3%

AVG. Session Duration
00:03:39
↑ 273.6%

AVG Pageview time
00:01:29
↑ 221.3%

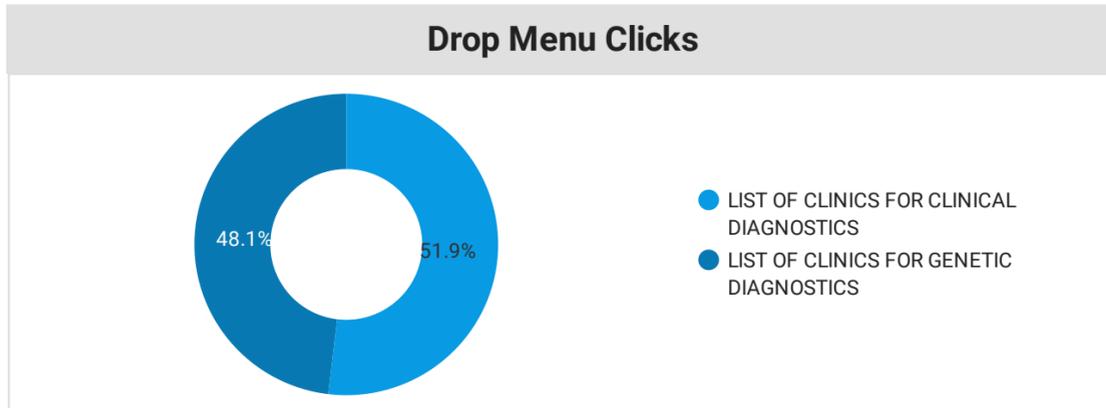
- Device Type
- Source / Medium
- Campaign
- LP Block
- Block Click
- Event Type

Pageviews and Users by Month

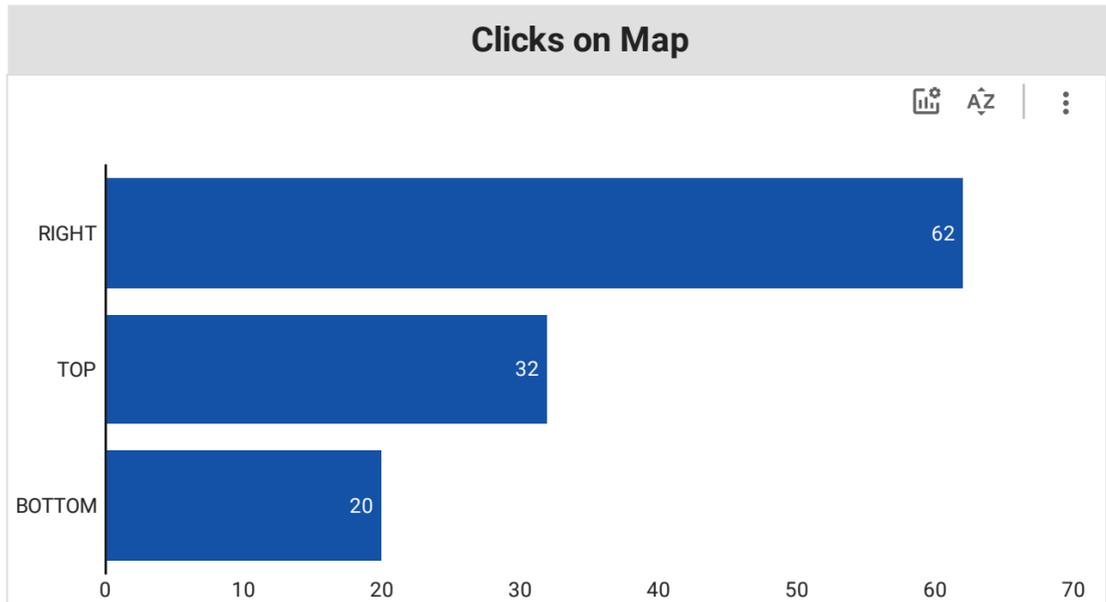


Landing Page Events

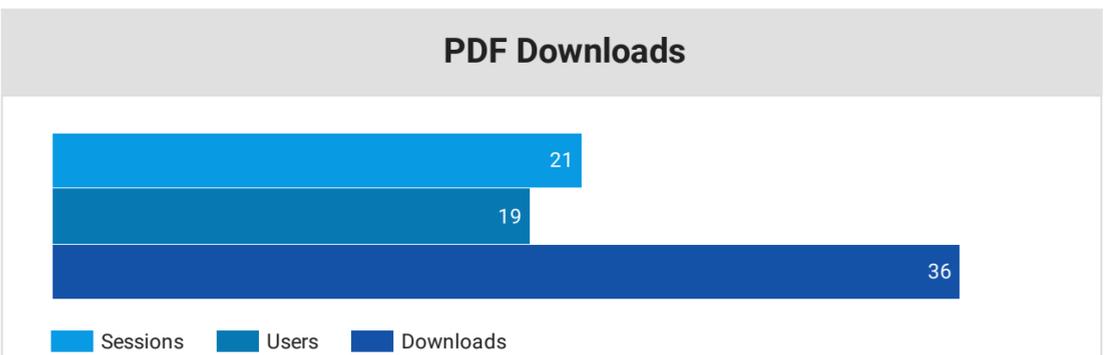
Header Clicks	Sessions	Users	Clicks
SYMPTOMS	19	19	27
KNOWLEDGE LIBRARY	18	17	22
CLINIC MAP	18	18	22
KEY POINTS	17	16	24
EXPRESS TEST	12	12	15
BRIEF ON VAT	6	6	10
Grand total	47	43	120



Test Started	Sessions	Users	Clicks
DECREASED NIGHT VISION	23	23	46
NYSTAGMUS	21	21	38
VISUAL FIELD NARROWING	20	20	49
SUBNORMAL/ABSENT FULL-FIELD ERG	19	19	35
DIFFICULTY ADAPTING TO DARKNESS	14	13	23
Grand total	33	32	191



Test Result	Sessions	Users	Clicks
CLICK SHOW RESULT	52	50	114
CLICK TRY AGAIN	9	8	16
Grand total	52	50	130



LP Scrolls, %	Sessions	Sessions, %	Users	Scrolls
25	462	95.85%	423	9,578
50	332	68.88%	311	5,799
75	198	41.08%	185	3,194
90	164	34.02%	155	3,449
100	91	18.88%	88	958
Grand total	482	100%	440	22,978