



Google Analytics Performance Report

Aug 1, 2021 - Aug 31, 2021

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1.82K
Users



1.77K
New Users



2.13K
Sessions



6.24K
Page Views



0.56%
Bounce Rate



1.17
Number of Sessions per
User

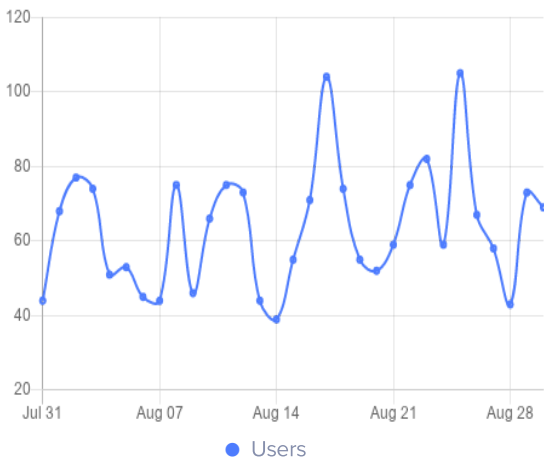


00:01:14
Avg Session Duration

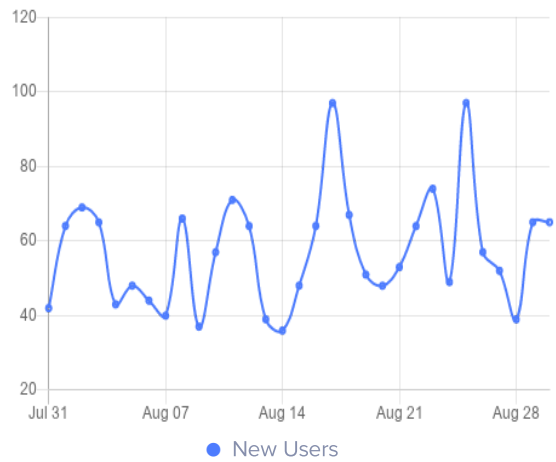


2.93
Pages per Session

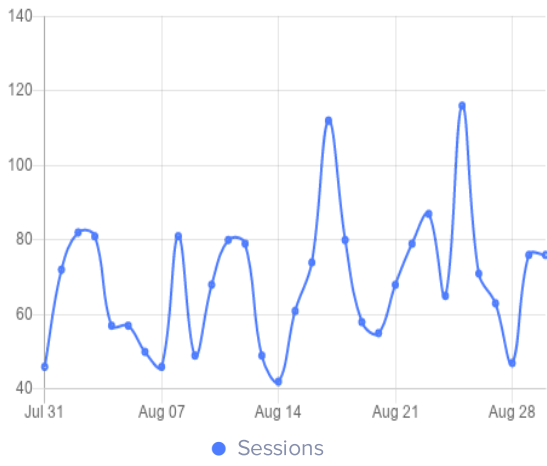
Users



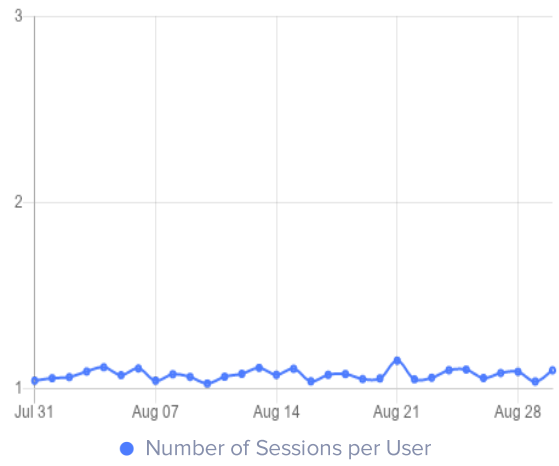
New Users



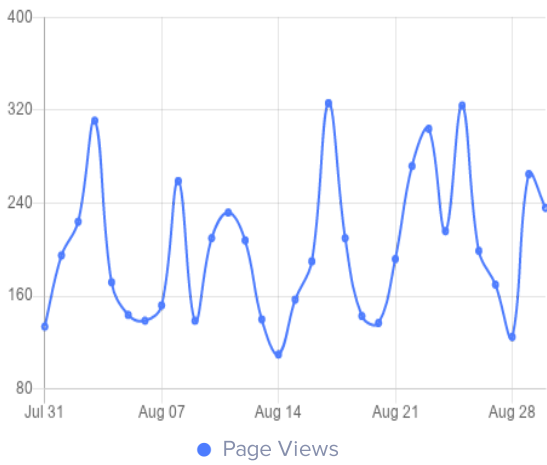
Sessions



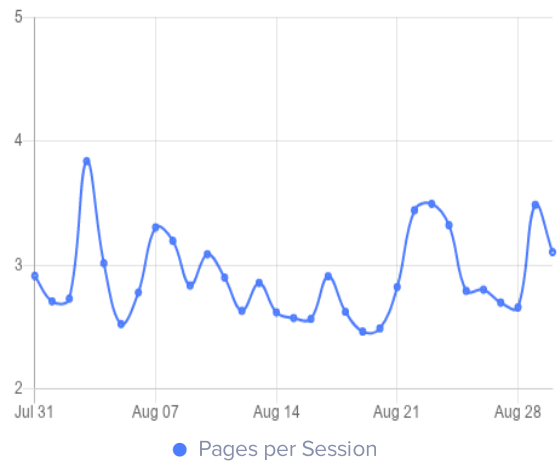
Number of Sessions per User



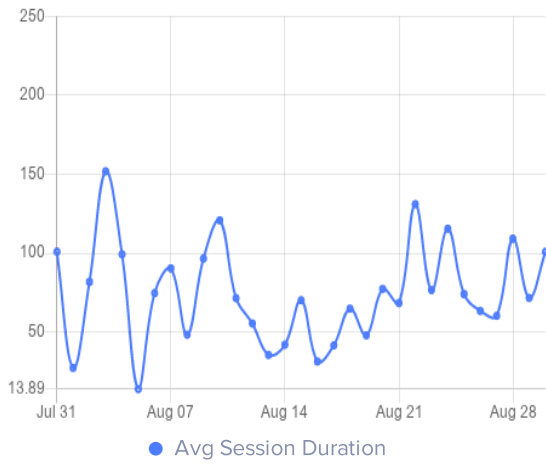
Page Views



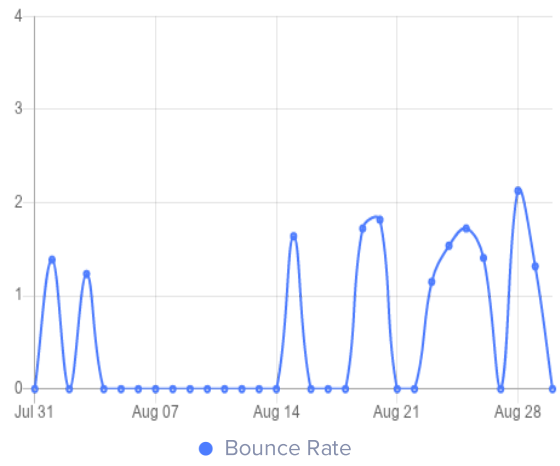
Pages per Session



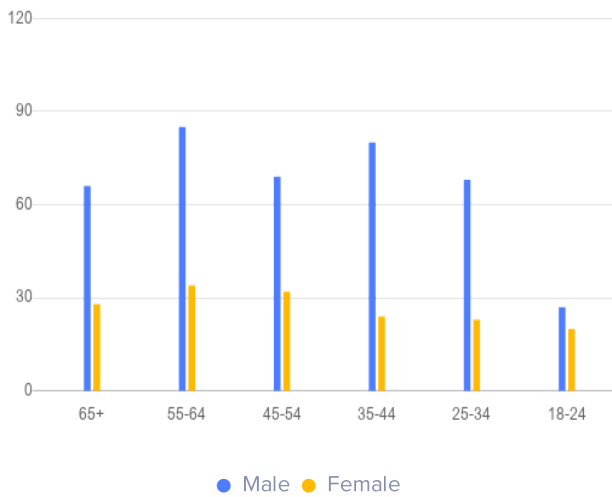
Avg Session Duration



Bounce Rate



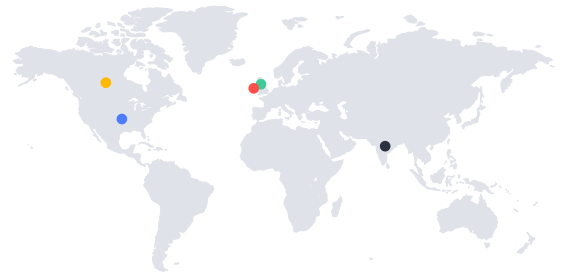
Users by Age and Gender







 **71%**

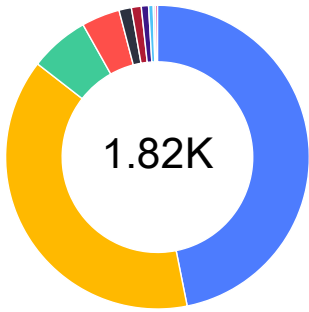
 **29%**

Users by Country



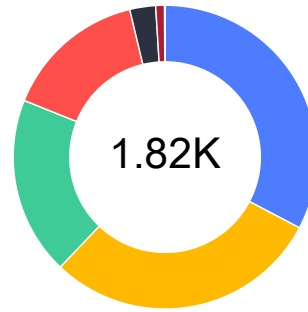
| | | | |
|--------------------------|-------|---|-----|
| United States of America | 1.59K |  | 87% |
| Canada | 93 |  | 5% |
| United Kingdom | 34 |  | 2% |
| Ireland | 11 |  | 1% |
| India | 9 | | 0% |
| China | 7 | | 0% |
| Netherlands the | 7 | | 0% |
| New Zealand | 7 | | 0% |
| Philippines | 6 | | 0% |
| Sweden | 6 | | 0% |

Technology
Browser



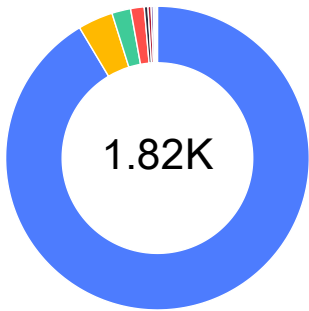
- Chrome (851)
- Safari (702)
- Edge (115)
- Firefox (74)
- Samsung Internet (24)
- Safari (in-app) (19)
- Android Webview (14)
- Amazon Silk (9)
- Android Runtime (4)
- Internet Explorer (4)

Technology
Operating System



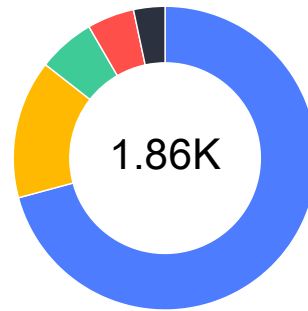
- iOS (595)
- Windows (535)
- Android (345)
- Macintosh (276)
- Linux (50)
- Chrome OS (17)
- (not set) (1)

Technology
Users by Language



- English (United States of America) (1.64K)
- English (United Kingdom) (67)
- English (Canada) (36)
- English (26)
- Chinese (China) (7)
- English (Australia) (6)
- French (Canada) (4)
- English (India) (3)
- French (France, French Republic) (3)
- German (2)

Top Channels



- Organic Search (1.31K)
- Direct (274)
- Referral (113)
- (Other) (93)
- Social (62)

Affinity Category (reach)

| Interest | Reach(%) |
|--|----------|
| Banking & Finance/Avid Investors | 4 |
| Food & Dining/Cooking Enthusiasts/30 Minute Chefs | 4 |
| Shoppers/Value Shoppers | 3 |
| Home & Garden/Do-It-Yourselfers | 3 |
| Lifestyles & Hobbies/Outdoor Enthusiasts | 3 |
| Lifestyles & Hobbies/Business Professionals | 3 |
| News & Politics/Avid News Readers | 3 |
| Sports & Fitness/Health & Fitness Buffs | 3 |
| Sports & Fitness/Sports Fans | 3 |
| Vehicles & Transportation/Auto Enthusiasts | 3 |
| Lifestyles & Hobbies/Shutterbugs | 3 |
| Lifestyles & Hobbies/Green Living Enthusiasts | 2 |
| Travel/Travel Buffs | 2 |
| Technology/Technophiles | 2 |
| Beauty & Wellness/Frequently Visits Salons | 2 |
| Travel/Business Travelers | 2 |
| Lifestyles & Hobbies/Pet Lovers | 2 |
| Media & Entertainment/Book Lovers | 2 |
| Media & Entertainment/Movie Lovers | 2 |
| News & Politics/Avid News Readers/Entertainment News Enthusiasts | 2 |

Top Landing Pages

| Shared Url | Sessions | Pageviews | Avg Session Duration | Page / Session |
|---|--------------|----------------|----------------------|----------------|
| /mitsubishi-hyper-heat-want/ | 445 (20.92%) | 1.02K (16.44%) | 00:00:35 | 2.3 |
| /how-much-does-it-cost-to-use-mitsubishi-hyper-heating/ | 303 (14.25%) | 669 (10.73%) | 00:00:32 | 2.21 |
| / | 197 (9.26%) | 1.07K (17.15%) | 00:04:34 | 5.43 |
| /mitsubishi-hyper-heat-want/amp/ | 173 (8.13%) | 382 (6.13%) | 00:00:29 | 2.21 |
| /how-much-does-it-cost-to-use-mitsubishi-hyper-heating/amp/ | 164 (7.71%) | 374 (6.00%) | 00:01:03 | 2.28 |
| /amp/ | 123 (5.78%) | 633 (10.15%) | 00:02:28 | 5.15 |
| /contact-us/ | 35 (1.65%) | 140 (2.25%) | 00:01:45 | 4 |
| /mitsubishi-hyper-heat-mini-split-reviews/ | 35 (1.65%) | 84 (1.35%) | 00:00:43 | 2.4 |
| /mitsubishi-hyper-heat/ | 32 (1.50%) | 110 (1.76%) | 00:01:12 | 3.44 |
| /win-a-e-z-go-rxv-elite-golf-cart/amp/ | 32 (1.50%) | 68 (1.09%) | 00:00:13 | 2.13 |

Top Exit Pages

| Page | Exits | Pageviews | % Exit |
|---|--------------|--------------|--------|
| | 2.13K | 6.24K | 34.11% |
| /mitsubishi-hyper-heat-want/ | 435 (20.45%) | 977 (15.67%) | 44.52% |
| /how-much-does-it-cost-to-use-mitsubishi-hyper-heating/ | 304 (14.29%) | 670 (10.75%) | 45.37% |
| /mitsubishi-hyper-heat-want/amp/ | 166 (7.80%) | 368 (5.90%) | 45.11% |
| /how-much-does-it-cost-to-use-mitsubishi-hyper-heating/amp/ | 163 (7.66%) | 358 (5.74%) | 45.53% |
| / | 94 (4.42%) | 542 (8.69%) | 17.34% |
| /amp/ | 79 (3.71%) | 347 (5.57%) | 22.77% |
| /contact-us/ | 62 (2.91%) | 364 (5.84%) | 17.03% |
| /mitsubishi-hyper-heat/ | 35 (1.65%) | 138 (2.21%) | 25.36% |
| /thank-you-for-contacting-us/ | 35 (1.65%) | 88 (1.41%) | 39.77% |
| /mitsubishi-hyper-heat-mini-split-reviews/ | 34 (1.60%) | 82 (1.32%) | 41.46% |

Social Network

| Social Network | Sessions | Sessions(%) |
|----------------|----------|-------------|
| Facebook | 60 | 97 |
| Yelp | 2 | 3 |