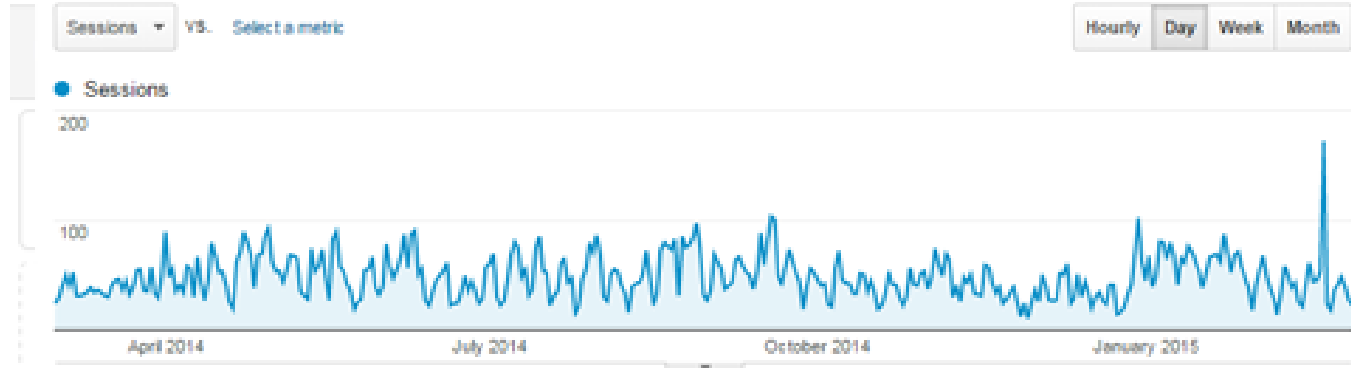


Hits

Audience Overview

Mar 1, 2014 - Feb 28, 2015



Language	Sessions	% Sessions
1. en-us	16,519	94.13%
2. pt-br	281	1.60%
3. en-gb	124	0.71%
4. en	92	0.52%
5. sv	61	0.35%
6. fr	42	0.24%
7. it-it	35	0.20%
8. tr	34	0.19%
9. es-es	32	0.18%
10. es	21	0.12%

Sessions: 17,550

Users: 7,054

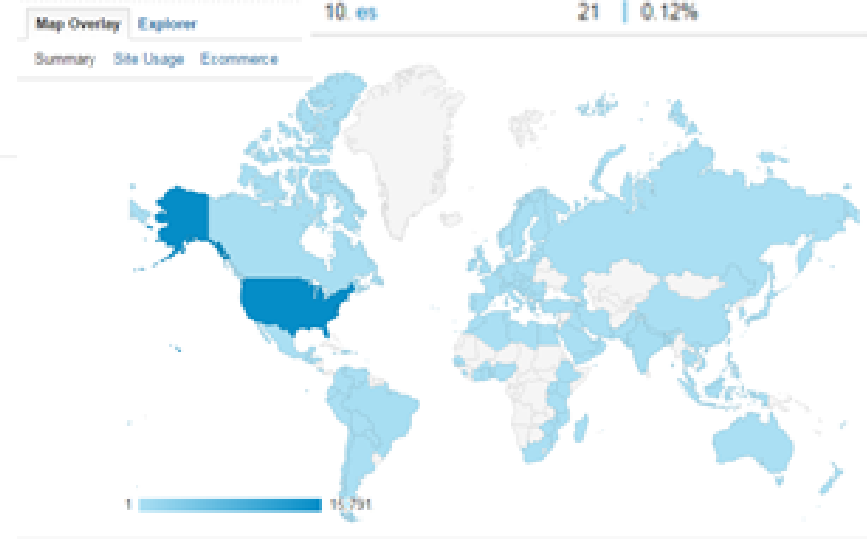
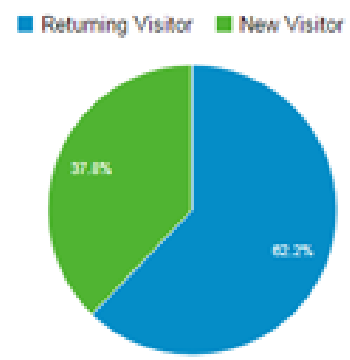
Pageviews: 66,919

Pages / Session: 3.81

Avg. Session Duration: 00:04:51

Bounce Rate: 38.44%

% New Sessions: 37.79%



Browser	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	17,550 <small>% of Total: 100.00% (17,550)</small>	37.81% <small>Avg for View: 37.79% (0.05%)</small>	6,636 <small>% of Total: 100.05% (6,633)</small>	38.44% <small>Avg for View: 38.44% (0.00%)</small>	3.81 <small>Avg for View: 3.81 (0.00%)</small>	00:04:51 <small>Avg for View: 00:04:51 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Chrome	6,899 (39.31%)	43.24%	2,983 (44.95%)	47.92%	3.81	00:05:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Internet Explorer	4,850 (27.64%)	33.46%	1,623 (24.46%)	21.44%	4.37	00:05:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Safari	3,117 (17.76%)	30.57%	953 (14.36%)	43.82%	3.21	00:03:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Firefox	1,779 (10.14%)	36.31%	646 (9.73%)	28.33%	4.05	00:05:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Android Browser	473 (2.70%)	41.44%	196 (2.95%)	57.93%	2.50	00:03:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Amazon Silk	163 (0.93%)	20.25%	33 (0.50%)	41.72%	3.29	00:04:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Safari (in-app)	136 (0.77%)	83.82%	114 (1.72%)	80.15%	1.57	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. BlackBerry	38 (0.22%)	23.68%	9 (0.14%)	44.74%	2.63	00:02:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Opera Mini	30 (0.17%)	93.33%	28 (0.42%)	63.33%	1.57	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. IE with Chrome Frame	22 (0.13%)	50.00%	11 (0.17%)	27.27%	3.86	00:08:26	0.00%	0 (0.00%)	\$0.00 (0.00%)

Country	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	17,550 % of Total: 100.00% (17,550)	37.81% Avg for View: 37.79% (0.05%)	6,636 % of Total: 100.05% (6,633)	38.44% Avg for View: 38.44% (0.00%)	3.81 Avg for View: 3.81 (0.00%)	00:04:51 Avg for View: 00:04:51 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. United States	15,791 (89.98%)	32.28%	5,097 (76.81%)	33.43%	4.06	00:05:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Brazil	285 (1.62%)	100.00%	285 (4.29%)	99.65%	1.00	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. India	279 (1.59%)	98.21%	274 (4.13%)	83.51%	1.26	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Canada	202 (1.15%)	24.26%	49 (0.74%)	27.72%	3.84	00:05:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Philippines	139 (0.79%)	95.68%	133 (2.00%)	89.93%	1.27	00:00:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Sweden	89 (0.51%)	92.13%	82 (1.24%)	88.76%	1.25	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. United Kingdom	54 (0.31%)	96.30%	52 (0.78%)	90.74%	1.11	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Italy	41 (0.23%)	100.00%	41 (0.62%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Turkey	41 (0.23%)	100.00%	41 (0.62%)	97.56%	1.02	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. (not set)	33 (0.19%)	30.30%	10 (0.15%)	36.36%	6.15	00:06:40	0.00%	0 (0.00%)	\$0.00 (0.00%)

Region	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	15,791 <small>% of Total: 80.60% (17,550)</small>	32.28% <small>Avg for View: 37.79% (-14.60%)</small>	5,097 <small>% of Total: 76.64% (6,633)</small>	33.43% <small>Avg for View: 36.44% (-13.04%)</small>	4.06 <small>Avg for View: 3.81 (6.59%)</small>	00:05:17 <small>Avg for View: 00:04:51 (6.85%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Minnesota	13,462 (85.25%)	29.23%	3,935 (77.20%)	31.14%	4.26	00:05:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Wisconsin	392 (2.48%)	28.06%	110 (2.16%)	38.01%	3.15	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Virginia	199 (1.26%)	78.89%	157 (3.08%)	75.38%	1.85	00:01:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Illinois	176 (1.11%)	41.48%	73 (1.43%)	36.36%	3.49	00:03:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Michigan	125 (0.79%)	36.80%	46 (0.90%)	43.20%	2.81	00:03:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. North Dakota	118 (0.75%)	48.31%	57 (1.12%)	40.68%	3.46	00:04:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Nebraska	110 (0.70%)	40.00%	44 (0.86%)	50.91%	2.47	00:02:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. California	96 (0.61%)	68.75%	66 (1.29%)	53.12%	3.16	00:03:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Texas	93 (0.59%)	54.84%	51 (1.00%)	53.76%	2.38	00:02:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Colorado	81 (0.51%)	54.32%	44 (0.86%)	43.21%	3.32	00:03:04	0.00%	0 (0.00%)	\$0.00 (0.00%)

City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	13,462 <small>% of Total: 76.71% (17,550)</small>	29.23% <small>Avg for View: 37.79% (-22.66%)</small>	3,935 <small>% of Total: 59.32% (6,633)</small>	31.14% <small>Avg for View: 38.44% (-19.00%)</small>	4.26 <small>Avg for View: 3.81 (11.62%)</small>	00:05:41 <small>Avg for View: 00:04:51 (17.02%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Minneapolis	1,749 (12.99%)	33.28%	582 (14.79%)	32.59%	3.57	00:04:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Saint Paul	694 (5.16%)	34.73%	241 (6.12%)	27.96%	4.48	00:05:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Maple Grove	634 (4.71%)	24.45%	155 (3.94%)	29.65%	4.20	00:06:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Eden Prairie	612 (4.55%)	12.75%	78 (1.98%)	41.67%	3.27	00:04:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Saint Cloud	609 (4.52%)	28.08%	171 (4.35%)	25.94%	4.57	00:06:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Duluth	599 (4.45%)	8.18%	49 (1.25%)	25.21%	9.02	00:15:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Monticello	465 (3.45%)	18.06%	84 (2.13%)	34.62%	3.99	00:06:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Brainerd	357 (2.65%)	26.05%	93 (2.36%)	22.41%	4.36	00:06:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Rochester	304 (2.26%)	19.74%	60 (1.52%)	29.28%	3.82	00:04:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Burnsville	301 (2.24%)	19.93%	60 (1.52%)	23.92%	4.27	00:06:25	0.00%	0 (0.00%)	\$0.00 (0.00%)

Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	17,550 <small>% of Total: 100.00% (17,550)</small>	37.81% <small>Avg for View: 37.79% (0.05%)</small>	6,636 <small>% of Total: 100.05% (6,633)</small>	38.44% <small>Avg for View: 38.44% (0.00%)</small>	3.81 <small>Avg for View: 3.81 (0.00%)</small>	00:04:51 <small>Avg for View: 00:04:51 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. desktop	13,108 (74.69%)	38.66%	5,068 (76.37%)	34.77%	4.17	00:05:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	2,944 (16.77%)	37.64%	1,108 (16.70%)	51.12%	2.55	00:02:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	1,498 (8.54%)	30.71%	460 (6.93%)	45.66%	3.20	00:04:02	0.00%	0 (0.00%)	\$0.00 (0.00%)

Mobile Devices

Mobile Device Info	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	4,442 <small>% of Total: 25.31% (17,550)</small>	35.30% <small>Avg for View: 37.79% (-6.60%)</small>	1,568 <small>% of Total: 23.64% (6,633)</small>	49.28% <small>Avg for View: 38.44% (28.18%)</small>	2.77 <small>Avg for View: 3.81 (-27.46%)</small>	00:02:54 <small>Avg for View: 00:04:51 (-40.11%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Apple iPhone	1,479 (33.30%)	34.96%	517 (32.97%)	51.86%	2.48	00:02:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Apple iPad	1,117 (25.15%)	32.50%	363 (23.15%)	46.26%	3.09	00:03:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. (not set)	310 (6.98%)	38.06%	118 (7.53%)	31.94%	3.21	00:03:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Motorola XT907 DROID RAZR M 4G LTE	68 (1.53%)	17.65%	12 (0.77%)	39.71%	2.93	00:03:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Samsung SCH-I535 Galaxy S III	67 (1.51%)	29.85%	20 (1.26%)	53.73%	2.70	00:02:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Amazon KFTT Kindle Fire HD 7	66 (1.49%)	24.24%	16 (1.02%)	42.42%	2.77	00:03:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Microsoft Windows RT Tablet	66 (1.49%)	16.67%	11 (0.70%)	30.30%	4.42	00:06:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Samsung SM-G900T Galaxy S5	64 (1.44%)	12.50%	8 (0.51%)	42.19%	3.61	00:03:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Samsung SM-G900V Galaxy S5	58 (1.31%)	46.55%	27 (1.72%)	55.17%	2.34	00:01:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Amazon KFTHWI Kindle Fire HDX 7 3rd Gen	56 (1.26%)	14.29%	8 (0.51%)	35.71%	4.11	00:05:21	0.00%	0 (0.00%)	\$0.00 (0.00%)