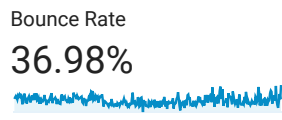
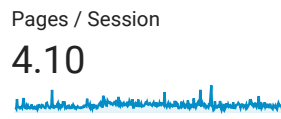
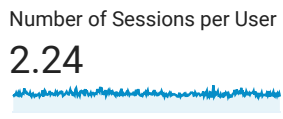
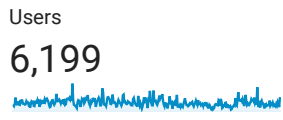
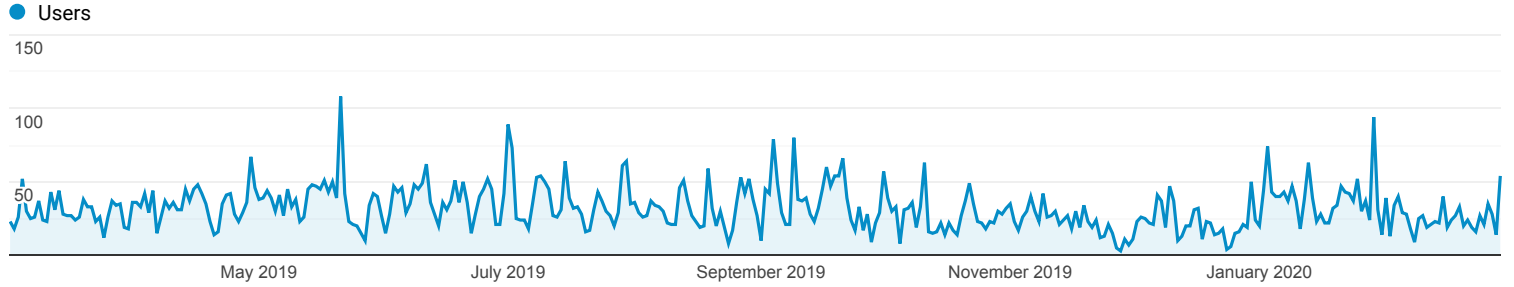


## Audience Overview

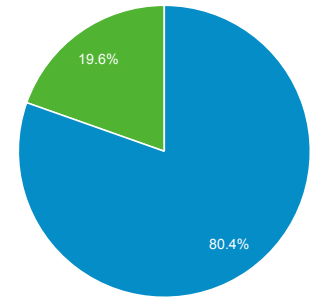
Mar 1, 2019 - Feb 29, 2020

All Users  
100.00% Users

### Overview



■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	5,965	96.47%
2. en-ca	73	1.18%
3. c	30	0.49%
4. en-gb	27	0.44%
5. zh-cn	21	0.34%
6. fr-fr	7	0.11%
7. en	6	0.10%
8. pl-pl	5	0.08%
9. es-es	4	0.06%
10. ko-kr	4	0.06%

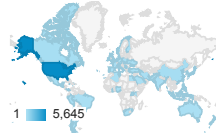
Location

All Users  
100.00% Users

Mar 1, 2019 - Feb 29, 2020

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>6,199</b> % of Total: 100.00% (6,199)	<b>5,954</b> % of Total: 100.07% (5,950)	<b>13,885</b> % of Total: 100.00% (13,885)	<b>36.98%</b> Avg for View: 36.98% (0.00%)	<b>4.10</b> Avg for View: 4.10 (0.00%)	<b>00:04:07</b> Avg for View: 00:04:07 (0.00%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. <a href="#">United States</a>	<b>5,645</b> (91.24%)	<b>5,419</b> (91.01%)	<b>13,324</b> (95.96%)	<b>35.10%</b>	<b>4.21</b>	<b>00:04:15</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
2. <a href="#">China</a>	<b>121</b> (1.96%)	<b>121</b> (2.03%)	<b>121</b> (0.87%)	<b>97.52%</b>	<b>1.02</b>	<b>00:00:01</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
3. <a href="#">Canada</a>	<b>99</b> (1.60%)	<b>95</b> (1.60%)	<b>102</b> (0.73%)	<b>91.18%</b>	<b>1.24</b>	<b>00:00:38</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
4. <a href="#">Japan</a>	<b>54</b> (0.87%)	<b>53</b> (0.89%)	<b>54</b> (0.39%)	<b>96.30%</b>	<b>1.04</b>	<b>00:00:05</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
5. <a href="#">India</a>	<b>40</b> (0.65%)	<b>40</b> (0.67%)	<b>44</b> (0.32%)	<b>68.18%</b>	<b>1.80</b>	<b>00:00:49</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
6. <a href="#">Philippines</a>	<b>24</b> (0.39%)	<b>23</b> (0.39%)	<b>28</b> (0.20%)	<b>60.71%</b>	<b>1.75</b>	<b>00:01:40</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
7. <a href="#">Germany</a>	<b>17</b> (0.27%)	<b>17</b> (0.29%)	<b>17</b> (0.12%)	<b>94.12%</b>	<b>1.24</b>	<b>00:01:11</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
8. <a href="#">France</a>	<b>16</b> (0.26%)	<b>16</b> (0.27%)	<b>16</b> (0.12%)	<b>50.00%</b>	<b>1.81</b>	<b>00:00:16</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
9. <a href="#">Nigeria</a>	<b>14</b> (0.23%)	<b>14</b> (0.24%)	<b>14</b> (0.10%)	<b>50.00%</b>	<b>1.86</b>	<b>00:01:47</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
10. <a href="#">United Kingdom</a>	<b>12</b> (0.19%)	<b>12</b> (0.20%)	<b>12</b> (0.09%)	<b>83.33%</b>	<b>1.17</b>	<b>00:00:02</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)

Rows 1 - 10 of 66

**Location**

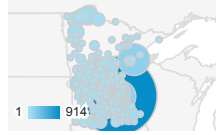
ALL » COUNTRY: United States » REGION: Minnesota

Mar 1, 2019 - Feb 29, 2020



Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>3,778</b> % of Total: 60.95% (6,199)	<b>3,498</b> % of Total: 58.79% (5,950)	<b>10,535</b> % of Total: 75.87% (13,885)	<b>30.37%</b> Avg for View: 36.98% (-17.88%)	<b>4.48</b> Avg for View: 4.10 (9.36%)	<b>00:04:42</b> Avg for View: 00:04:07 (14.54%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.00</b> % of Total: 0.00% (0.00)
1. Minneapolis	<b>914</b> (20.02%)	<b>741</b> (21.18%)	<b>1,839</b> (17.46%)	37.63%	3.69	00:03:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Saint Paul	<b>156</b> (3.42%)	<b>125</b> (3.57%)	<b>250</b> (2.37%)	32.00%	4.03	00:03:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Duluth	<b>153</b> (3.35%)	<b>125</b> (3.57%)	<b>652</b> (6.19%)	26.84%	8.63	00:11:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Maple Grove	<b>150</b> (3.29%)	<b>123</b> (3.52%)	<b>277</b> (2.63%)	35.02%	3.61	00:03:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. (not set)	<b>143</b> (3.13%)	<b>102</b> (2.92%)	<b>287</b> (2.72%)	23.34%	5.86	00:05:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Monticello	<b>128</b> (2.80%)	<b>98</b> (2.80%)	<b>658</b> (6.25%)	16.87%	5.55	00:04:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. St. Cloud	<b>126</b> (2.76%)	<b>99</b> (2.83%)	<b>335</b> (3.18%)	30.15%	4.25	00:03:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Eden Prairie	<b>97</b> (2.12%)	<b>83</b> (2.37%)	<b>430</b> (4.08%)	36.51%	3.35	00:04:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Lakeville	<b>96</b> (2.10%)	<b>87</b> (2.49%)	<b>236</b> (2.24%)	22.03%	4.92	00:04:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Baxter	<b>73</b> (1.60%)	<b>33</b> (0.94%)	<b>140</b> (1.33%)	21.43%	7.64	00:09:59	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 249

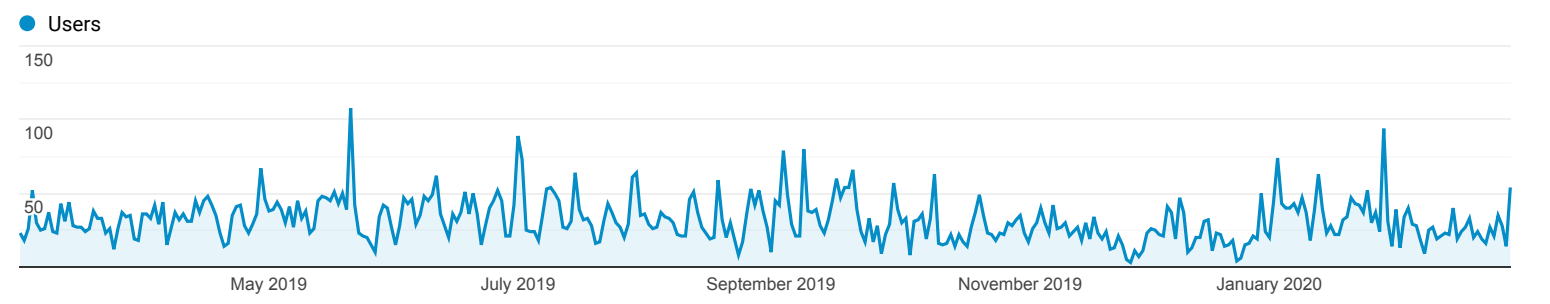
Browser & OS

**All Users**  
100.00% Users

Mar 1, 2019 - Feb 29, 2020

Explorer

Summary



Browser	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>6,199</b> % of Total: 100.00% (6,199)	<b>5,954</b> % of Total: 100.07% (5,950)	<b>13,885</b> % of Total: 100.00% (13,885)	<b>36.98%</b> Avg for View: 36.98% (0.00%)	<b>4.10</b> Avg for View: 4.10 (0.00%)	<b>00:04:07</b> Avg for View: 00:04:07 (0.00%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. Chrome	<b>2,752</b> (44.52%)	<b>2,640</b> (44.34%)	<b>7,229</b> (52.06%)	32.09%	4.62	00:04:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Safari	<b>2,068</b> (33.45%)	<b>2,014</b> (33.83%)	<b>3,758</b> (27.07%)	46.33%	3.07	00:02:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Internet Explorer	<b>334</b> (5.40%)	<b>312</b> (5.24%)	<b>706</b> (5.08%)	28.33%	4.10	00:04:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Edge	<b>255</b> (4.12%)	<b>236</b> (3.96%)	<b>928</b> (6.68%)	20.69%	6.11	00:08:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Safari (in-app)	<b>196</b> (3.17%)	<b>190</b> (3.19%)	<b>257</b> (1.85%)	63.04%	2.37	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Firefox	<b>184</b> (2.98%)	<b>172</b> (2.89%)	<b>451</b> (3.25%)	41.69%	3.50	00:03:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Android Webview	<b>126</b> (2.04%)	<b>126</b> (2.12%)	<b>158</b> (1.14%)	50.63%	2.27	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. liip	<b>68</b> (1.10%)	<b>68</b> (1.14%)	<b>68</b> (0.49%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Mozilla	<b>54</b> (0.87%)	<b>54</b> (0.91%)	<b>54</b> (0.39%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Samsung Internet	<b>43</b> (0.70%)	<b>43</b> (0.72%)	<b>96</b> (0.69%)	46.88%	2.22	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 22

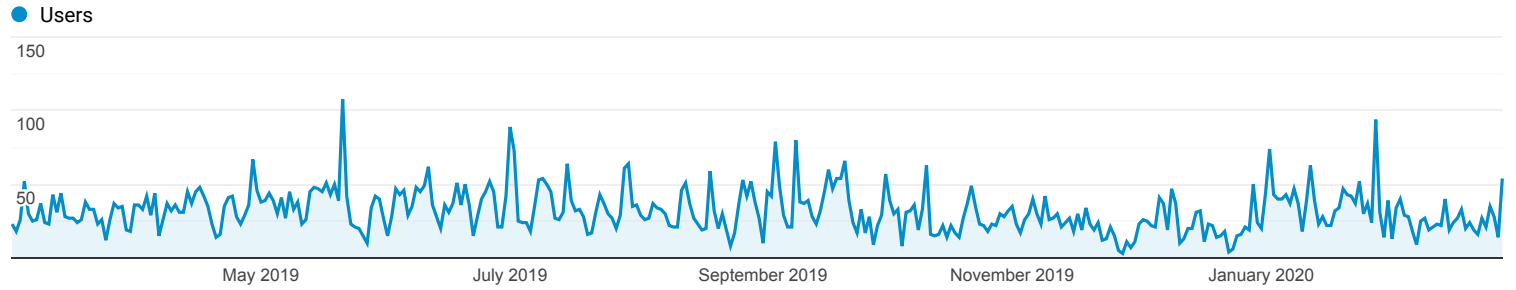
Overview

All Users  
100.00% Users

Mar 1, 2019 - Feb 29, 2020

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>6,199</b> % of Total: 100.00% (6,199)	<b>5,954</b> % of Total: 100.07% (5,950)	<b>13,885</b> % of Total: 100.00% (13,885)	<b>36.98%</b> Avg for View: 36.98% (0.00%)	<b>4.10</b> Avg for View: 4.10 (0.00%)	<b>00:04:07</b> Avg for View: 00:04:07 (0.00%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. desktop	<b>3,334</b> (53.91%)	<b>3,196</b> (53.68%)	<b>8,321</b> (59.93%)	29.88%	4.76	00:05:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	<b>2,510</b> (40.59%)	<b>2,440</b> (40.98%)	<b>4,959</b> (35.71%)	48.03%	3.01	00:02:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	<b>340</b> (5.50%)	<b>318</b> (5.34%)	<b>605</b> (4.36%)	43.97%	3.97	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

Devices

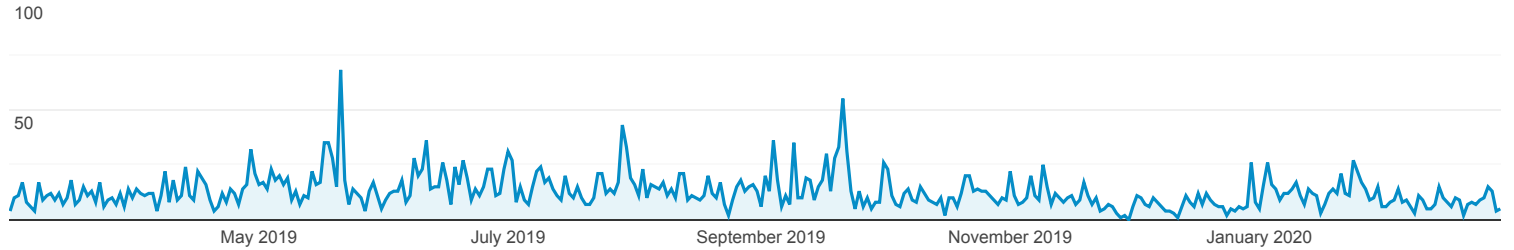
All Users  
45.98% Users

Mar 1, 2019 - Feb 29, 2020

Explorer

Summary

Users



Mobile Device Info	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>2,850</b> % of Total: 45.98% (6,199)	<b>2,758</b> % of Total: 46.35% (5,950)	<b>5,564</b> % of Total: 40.07% (13,885)	<b>47.59%</b> Avg for View: 36.98% (28.71%)	<b>3.11</b> Avg for View: 4.10 (-24.06%)	<b>00:02:20</b> Avg for View: 00:04:07 (-43.26%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. Apple iPhone	<b>1,624</b> (56.92%)	<b>1,584</b> (57.43%)	<b>2,989</b> (53.72%)	<b>49.65%</b>	<b>2.77</b>	<b>00:02:12</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
2. Apple iPad	<b>218</b> (7.64%)	<b>203</b> (7.36%)	<b>420</b> (7.55%)	<b>42.14%</b>	<b>4.14</b>	<b>00:02:47</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
3. Samsung SM-G960U Galaxy S9	<b>72</b> (2.52%)	<b>67</b> (2.43%)	<b>282</b> (5.07%)	<b>42.55%</b>	<b>4.15</b>	<b>00:03:17</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
4. Samsung SM-G965U Galaxy S9+	<b>52</b> (1.82%)	<b>51</b> (1.85%)	<b>117</b> (2.10%)	<b>29.91%</b>	<b>4.15</b>	<b>00:02:47</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
5. Microsoft Windows RT Tablet	<b>31</b> (1.09%)	<b>29</b> (1.05%)	<b>39</b> (0.70%)	<b>41.03%</b>	<b>2.74</b>	<b>00:01:21</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
6. Samsung SM-N960U Galaxy Note9	<b>30</b> (1.05%)	<b>29</b> (1.05%)	<b>76</b> (1.37%)	<b>34.21%</b>	<b>3.68</b>	<b>00:02:03</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
7. Samsung SM-G950U Galaxy S8	<b>29</b> (1.02%)	<b>27</b> (0.98%)	<b>83</b> (1.49%)	<b>31.33%</b>	<b>4.65</b>	<b>00:03:28</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
8. Samsung SM-G930V Galaxy S7	<b>24</b> (0.84%)	<b>23</b> (0.83%)	<b>31</b> (0.56%)	<b>41.94%</b>	<b>3.00</b>	<b>00:03:00</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
9. Apple iPhone 7	<b>22</b> (0.77%)	<b>20</b> (0.73%)	<b>27</b> (0.49%)	<b>74.07%</b>	<b>1.74</b>	<b>00:01:26</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
10. Apple iPhone 8 Plus	<b>20</b> (0.70%)	<b>21</b> (0.76%)	<b>32</b> (0.58%)	<b>62.50%</b>	<b>2.41</b>	<b>00:00:38</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)

Rows 1 - 10 of 284