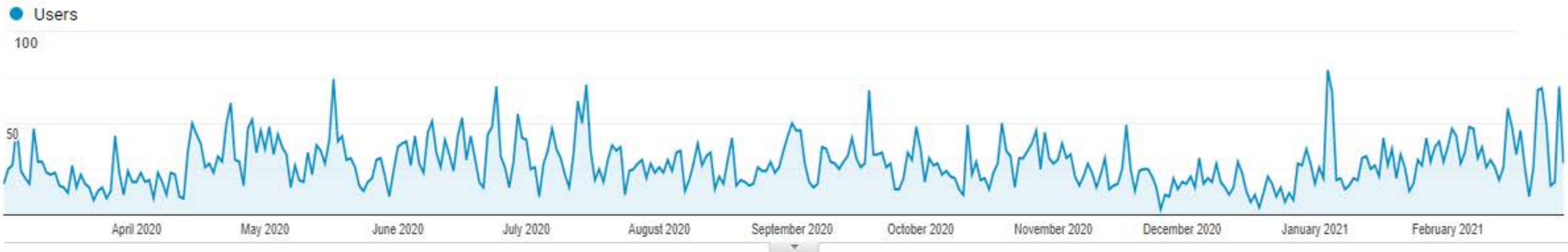
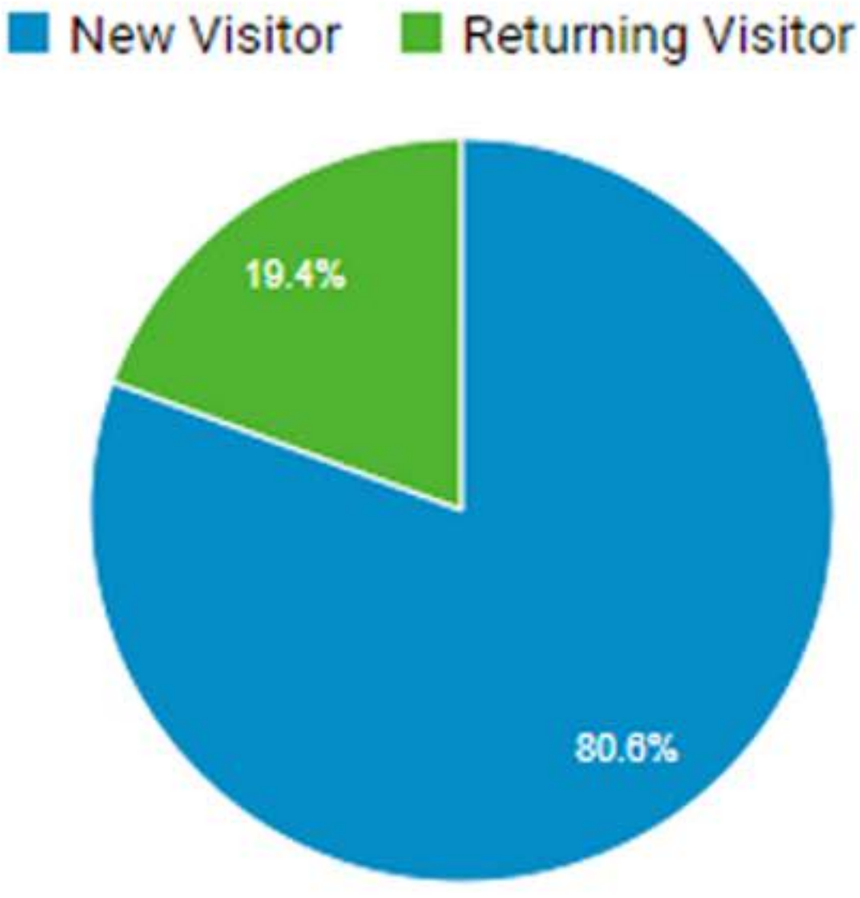
Audience Overview

SAVE EXPORT SHARE INSIGHTS



Users	New Users	Sessions	Number of Sessions per User	Pageviews	Pages / Session
4,981	4,813	12,828	2.58	59,339	4.63

Avg. Session Duration	Bounce Rate
00:04:55	37.35%



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Browser & OS

Browser	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	4,981 % of Total: 100.00% (4,981)	4,816 % of Total: 100.06% (4,813)	12,828 % of Total: 100.00% (12,828)	37.35% Avg for View: 37.35% (0.00%)	4.63 Avg for View: 4.63 (0.00%)	00:04:55 Avg for View: 00:04:55 (0.00%)
1. Chrome	**2,762** (55.31%)	2,659 (55.21%)	7,293 (56.85%)	35.36%	5.22	00:05:42
2. Safari	**1,366** (27.35%)	1,351 (28.05%)	2,885 (22.49%)	46.76%	3.25	00:02:52
3. Edge	**248** (4.97%)	214 (4.44%)	1,578 (12.30%)	20.03%	5.43	00:06:37
4. Firefox	**130** (2.60%)	118 (2.45%)	307 (2.39%)	46.58%	3.79	00:03:24
5. Safari (in-app)	**101** (2.02%)	99 (2.06%)	119 (0.93%)	73.11%	1.50	00:00:35
6. Internet Explorer	**93** (1.86%)	85 (1.76%)	213 (1.66%)	29.58%	4.20	00:03:51
7. Android Webview	**89** (1.78%)	89 (1.85%)	109 (0.85%)	49.54%	2.30	00:01:24
8. 'Mozilla	**45** (0.90%)	45 (0.93%)	45 (0.35%)	100.00%	1.00	00:00:00
9. UC Browser	**42** (0.84%)	42 (0.87%)	42 (0.33%)	100.00%	1.00	00:00:00
10. Android Browser	**36** (0.72%)	35 (0.73%)	36 (0.28%)	97.22%	1.08	00:00:01

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Primary Dimension: **Device Category**

Plot Rows | Secondary dimension | Sort Type: Default

Device Category	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	4,981 % of Total: 100.00% (4,981)	4,816 % of Total: 100.06% (4,813)	12,828 % of Total: 100.00% (12,828)	37.35% Avg for View: 37.35% (0.00%)	4.63 Avg for View: 4.63 (0.00%)	00:04:55 Avg for View: 00:04:55 (0.00%)
1. desktop	**3,165** (63.47%)	3,042 (63.16%)	9,110 (71.02%)	32.41%	5.26	00:05:58
2. mobile	**1,696** (34.01%)	1,655 (34.36%)	3,499 (27.28%)	49.64%	3.02	00:02:19
3. tablet	**126** (2.53%)	119 (2.47%)	219 (1.71%)	46.12%	3.72	00:02:44

Mobile Device Info	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	1,822 % of Total: 36.58% (4,981)	1,774 % of Total: 36.86% (4,813)	3,718 % of Total: 28.98% (12,828)	49.44% Avg for View: 37.35% (32.36%)	3.06 Avg for View: 4.63 (-33.84%)	00:02:21 Avg for View: 00:04:55 (-52.31%)
1. Apple iPhone	**1,032** (56.58%)	1,017 (57.33%)	2,154 (57.93%)	49.54%	2.91	00:02:20
2. Apple iPad	**84** (4.61%)	82 (4.62%)	164 (4.41%)	42.07%	3.88	00:02:55
3. Samsung SM-G960U Galaxy S9	**48** (2.63%)	43 (2.42%)	140 (3.77%)	44.29%	4.01	00:02:50
4. Huawei EML-AL00 P20	**42** (2.30%)	42 (2.37%)	42 (1.13%)	100.00%	1.00	00:00:00
5. Samsung SM-G973U Galaxy S10	**33** (1.81%)	31 (1.75%)	49 (1.32%)	44.90%	3.41	00:02:05
6. Samsung SM-G970U Galaxy S10e	**25** (1.37%)	23 (1.30%)	91 (2.45%)	45.05%	2.73	00:00:55
7. Samsung SM-G950U Galaxy S8	**24** (1.32%)	22 (1.24%)	53 (1.43%)	37.74%	5.66	00:02:53
8. Samsung SM-G965U Galaxy S9+	**22** (1.21%)	21 (1.18%)	43 (1.16%)	27.91%	3.72	00:02:35
9. Samsung SM-N960U Galaxy Note9	**20** (1.10%)	18 (1.01%)	33 (0.89%)	45.45%	2.70	00:01:45
10. Apple iPhone XR	**18** (0.99%)	18 (1.01%)	26 (0.70%)	76.92%	1.31	00:00:19

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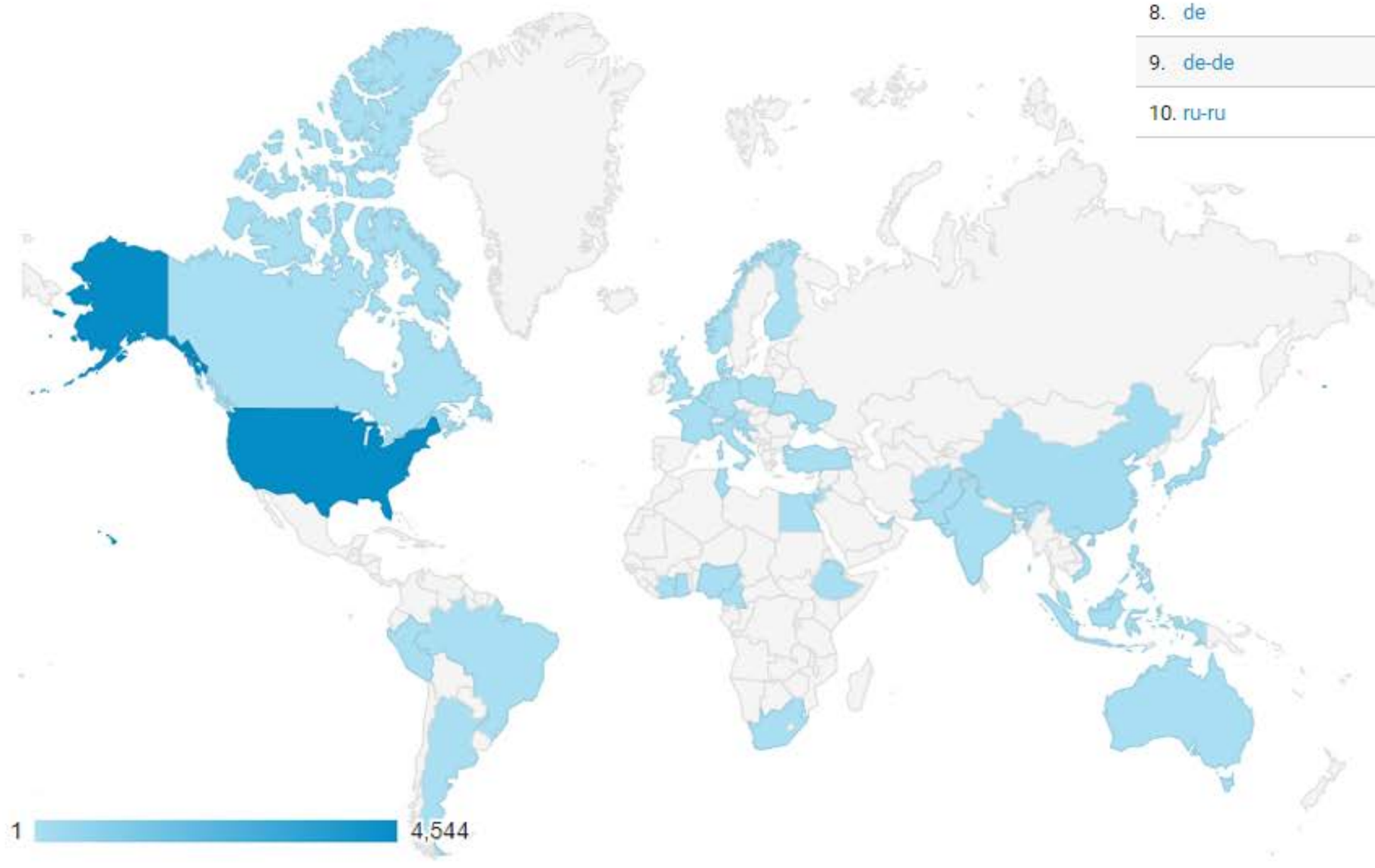
Location

Map Overlay | Explorer

Summary | Site Usage | Ecommerce

Users



	Language	Users	% Users
1.	en-us	4,289	85.54%
2.	en	559	11.15%
3.	c	51	1.02%
4.	zh-cn	49	0.98%
5.	en-gb	18	0.36%
6.	pl-pl	8	0.16%
7.	en-ca	4	0.08%
8.	de	3	0.06%
9.	de-de	3	0.06%
10.	ru-ru	3	0.06%

Primary Dimension: **Country** City Continent Sub Continent

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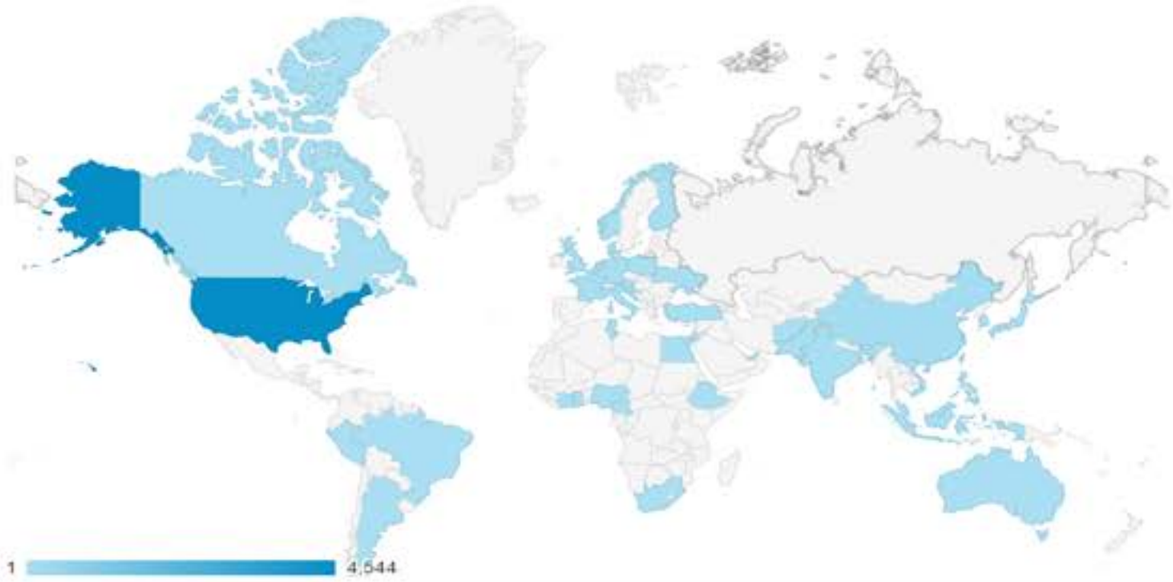

Primary Dimension: **Country** City Continent Sub Continent

Secondary dimension

Country	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	4,981 % of Total: 100.00% (4,981)	4,816 % of Total: 100.06% (4,813)	12,828 % of Total: 100.00% (12,828)	37.35% Avg for View: 37.35% (0.00%)	4.63 Avg for View: 4.63 (0.00%)	00:04:55 Avg for View: 00:04:55 (0.00%)
1. United States	**4,544** (91.21%)	4,378 (90.91%)	12,374 (96.46%)	35.46%	4.75	00:05:05
2. China	**126** (2.53%)	126 (2.62%)	126 (0.98%)	99.21%	1.01	<00:00:01
3. United Arab Emirates	**48** (0.96%)	48 (1.00%)	48 (0.37%)	97.92%	1.10	00:00:11
4. (not set)	**42** (0.84%)	42 (0.87%)	42 (0.33%)	90.48%	1.33	00:00:08
5. France	**32** (0.64%)	32 (0.66%)	32 (0.25%)	100.00%	1.00	00:00:00
6. India	**19** (0.38%)	19 (0.39%)	23 (0.18%)	60.87%	1.96	00:01:06
7. Canada	**15** (0.30%)	15 (0.31%)	18 (0.14%)	77.78%	1.28	00:00:08
8. Germany	**14** (0.28%)	14 (0.29%)	15 (0.12%)	73.33%	1.40	00:00:05
9. South Korea	**14** (0.28%)	14 (0.29%)	14 (0.11%)	100.00%	1.00	00:00:00
10. Netherlands	**12** (0.24%)	12 (0.25%)	12 (0.09%)	91.67%	1.08	00:00:02

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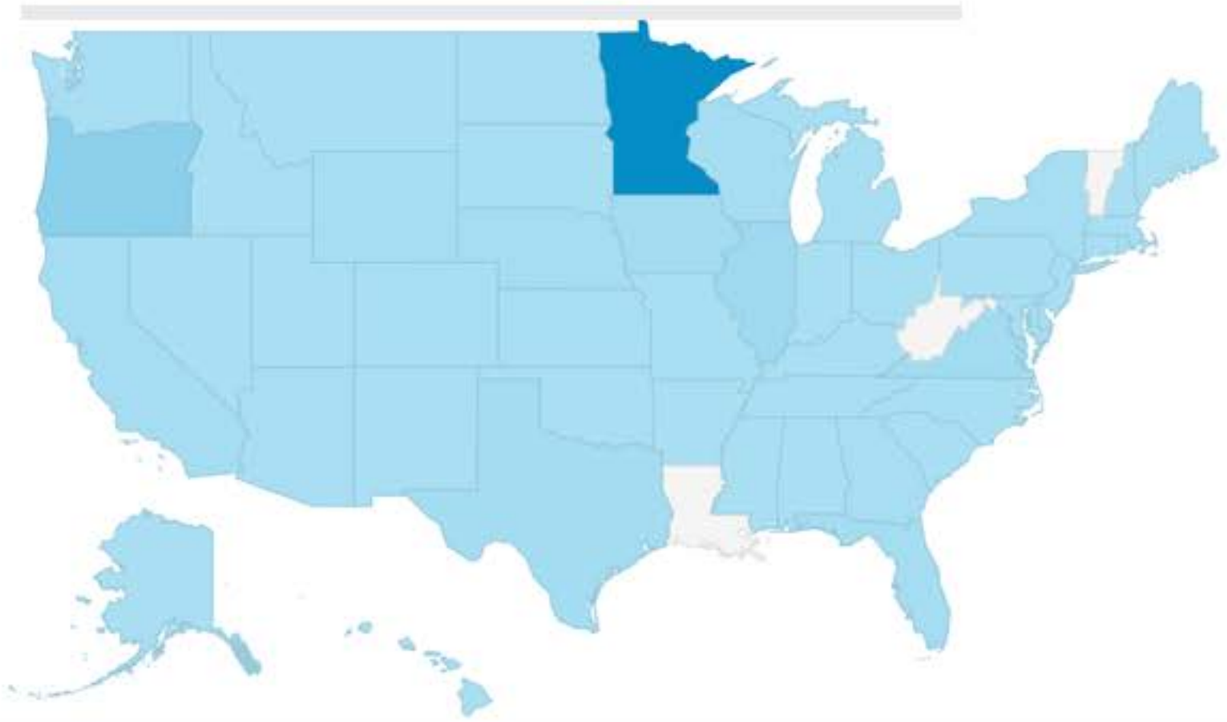

Region	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	4,544 % of Total: 91.23% (4,981)	4,378 % of Total: 90.96% (4,813)	12,374 % of Total: 96.46% (12,828)	35.46% Avg for View: 37.35% (-5.05%)	4.75 Avg for View: 4.63 (2.69%)	00:05:05 Avg for View: 00:04:55 (3.40%)
1. Minnesota	**2,884** (61.47%)	2,685 (61.33%)	10,030 (81.06%)	28.53%	5.00	00:05:25
2. Oregon	**525** (11.19%)	524 (11.97%)	525 (4.24%)	95.43%	1.11	00:00:03
3. Illinois	**199** (4.24%)	161 (3.68%)	304 (2.46%)	38.82%	3.46	00:02:30
4. (not set)	**132** (2.81%)	131 (2.99%)	132 (1.07%)	98.48%	1.13	00:00:07
5. Virginia	**119** (2.54%)	119 (2.72%)	121 (0.98%)	92.56%	1.13	00:00:23
6. Iowa	**105** (2.24%)	96 (2.19%)	172 (1.39%)	41.28%	7.44	00:10:58
7. Texas	**82** (1.75%)	79 (1.80%)	84 (0.68%)	80.95%	1.52	00:00:39
8. Florida	**75** (1.60%)	72 (1.64%)	200 (1.62%)	29.00%	7.74	00:10:47
9. California	**70** (1.49%)	68 (1.55%)	87 (0.70%)	72.41%	2.46	00:01:50
10. Nebraska	**65** (1.39%)	51 (1.16%)	194 (1.57%)	39.18%	10.88	00:12:54

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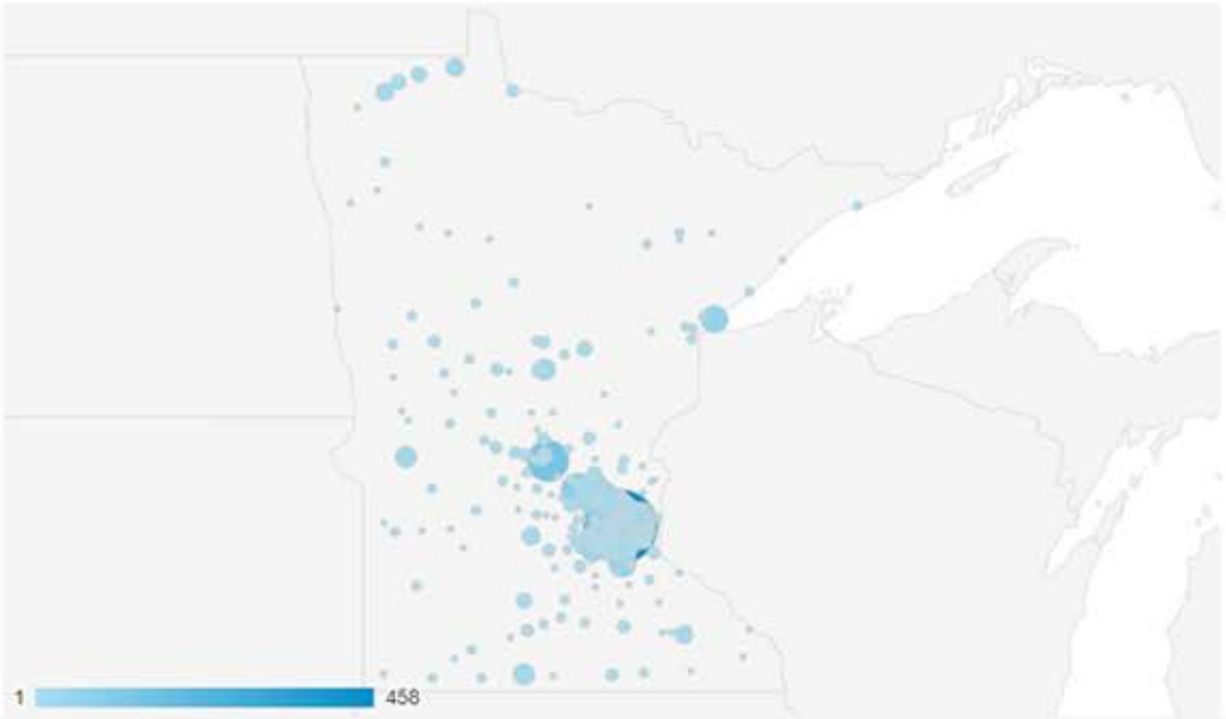

City	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	2,884 % of Total: 57.90% (4,981)	2,685 % of Total: 55.79% (4,813)	10,030 % of Total: 78.19% (12,828)	28.53% Avg for View: 37.35% (-23.60%)	5.00 Avg for View: 4.63 (8.04%)	00:05:25 Avg for View: 00:04:55 (10.12%)
1. Minneapolis	**458** (13.13%)	375 (13.97%)	966 (9.63%)	35.82%	3.98	00:04:14
2. (not set)	**145** (4.16%)	113 (4.21%)	343 (3.42%)	23.62%	5.08	00:05:09
3. St. Cloud	**143** (4.10%)	121 (4.51%)	577 (5.75%)	25.30%	5.03	00:05:29
4. Saint Paul	**141** (4.04%)	110 (4.10%)	216 (2.15%)	40.28%	3.84	00:05:20
5. Maple Grove	**140** (4.01%)	100 (3.72%)	285 (2.84%)	32.63%	4.70	00:05:08
6. Eden Prairie	**107** (3.07%)	95 (3.54%)	560 (5.58%)	49.11%	3.61	00:04:28
7. Monticello	**88** (2.52%)	70 (2.61%)	564 (5.62%)	13.65%	6.31	00:05:28
8. Champlin	**76** (2.18%)	66 (2.46%)	331 (3.30%)	14.80%	9.69	00:10:17
9. Brooklyn Park	**69** (1.98%)	50 (1.86%)	115 (1.15%)	33.04%	4.51	00:06:24
10. Duluth	**64** (1.84%)	53 (1.97%)	424 (4.23%)	22.64%	5.92	00:06:43

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