

Channels

All Users
+0.00% Users

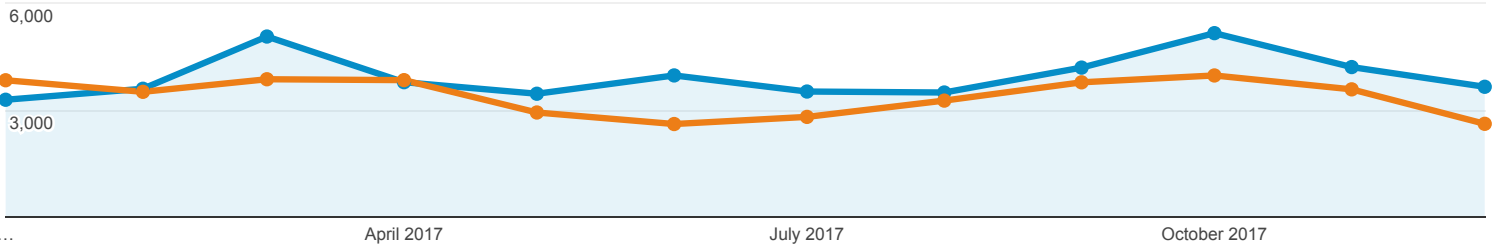
Jan 1, 2017 - Dec 31, 2017
Compare to: Jan 2, 2016 - Dec 31, 2016

Explorer

Summary

Jan 1, 2017 - Dec 31, 2017: ● Users

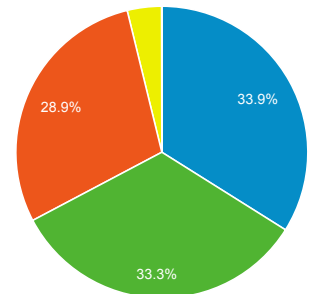
Jan 2, 2016 - Dec 31, 2016: ● Users



Default Channel Grouping	Users	Users
	18.24% 41,679 vs 35,250	18.24% 41,679 vs 35,250
1. Direct		
Jan 1, 2017 - Dec 31, 2017	15,142	33.92%
Jan 2, 2016 - Dec 31, 2016	9,326	24.52%
2. Organic Search		
Jan 1, 2017 - Dec 31, 2017	14,885	33.35%
Jan 2, 2016 - Dec 31, 2016	9,897	26.02%
3. Referral		
Jan 1, 2017 - Dec 31, 2017	12,906	28.91%
Jan 2, 2016 - Dec 31, 2016	16,530	43.45%
4. Social		
Jan 1, 2017 - Dec 31, 2017	1,691	3.79%
Jan 2, 2016 - Dec 31, 2016	2,275	5.98%
5. Email		
Jan 1, 2017 - Dec 31, 2017	10	0.02%
Jan 2, 2016 - Dec 31, 2016	12	0.03%
6. (Other)		
Jan 1, 2017 - Dec 31, 2017	5	0.01%
Jan 2, 2016 - Dec 31, 2016	0	0.00%

Contribution to total: Users

Jan 1, 2017 - Dec 31, 2017



Jan 2, 2016 - Dec 31, 2016

