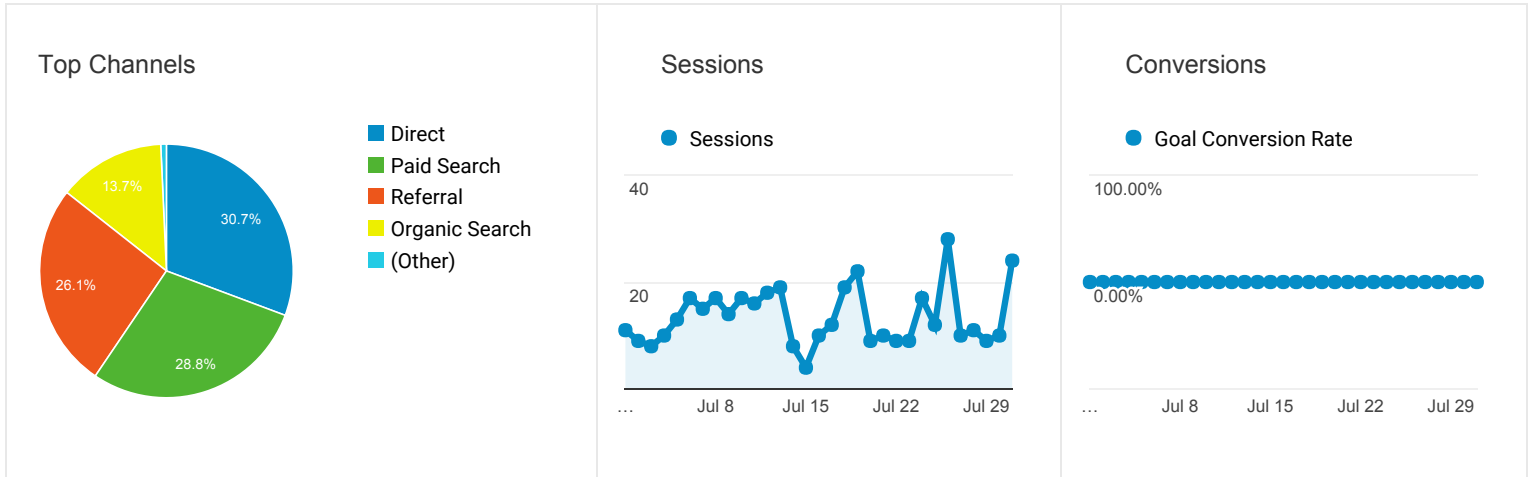


Acquisition Overview

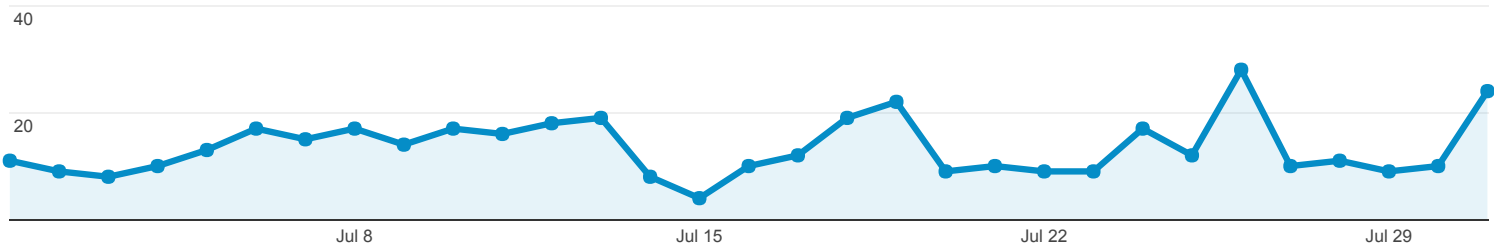


	Acquisition			Behavior		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	417	72.90%	304	56.12%	3.21	00:02:13
1 Direct	128	<div style="width: 77.34%;"></div>		77.34%	<div style="width: 77.34%;"></div>	
2 Paid Search	120	<div style="width: 47.50%;"></div>		47.50%	<div style="width: 47.50%;"></div>	
3 Referral	109	<div style="width: 48.62%;"></div>		48.62%	<div style="width: 48.62%;"></div>	
4 Organic Search	57	<div style="width: 38.60%;"></div>		38.60%	<div style="width: 38.60%;"></div>	
5 (Other)	3	<div style="width: 100.00%;"></div>		100.00%	<div style="width: 100.00%;"></div>	

# Audience Overview

Jul 1, 2017 - Jul 31, 2017

## Sessions



Sessions  
**417**

Pages / Session  
**3.21**

% New Sessions  
**72.90%**

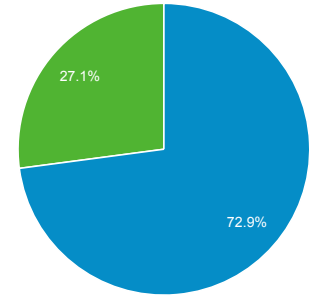
Users  
**326**

Avg. Session Duration  
**00:02:13**

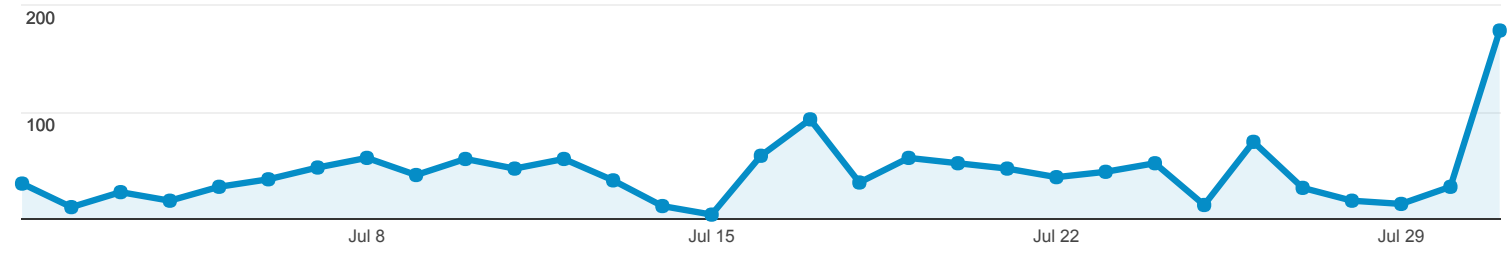
Pageviews  
**1,338**

Bounce Rate  
**56.12%**

■ New Visitor ■ Returning Visitor



## Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	1,338 % of Total: 100.00% (1,338)	1,031 % of Total: 100.00% (1,031)	00:01:00 Avg for View: 00:01:00 (0.00%)	417 % of Total: 100.00% (417)	56.12% Avg for View: 56.12% (0.00%)	31.17% Avg for View: 31.17% (0.00%)
1. /daytonabeach/index.cfm	<b>307</b> (22.94%)	<b>250</b> (24.25%)	00:00:58	<b>243</b> (58.27%)	51.85%	54.72%
2. /daytonabeach/index.cfm/action/packages/city/DAYTONA_BEACH/state/FL/track/38/	<b>143</b> (10.69%)	<b>112</b> (10.86%)	00:00:35	<b>105</b> (25.18%)	59.05%	53.85%
3. /daytonabeach/index.cfm/action/mysitepassw2/track/639/	<b>61</b> (4.56%)	<b>35</b> (3.39%)	00:00:59	<b>3</b> (0.72%)	66.67%	21.31%
4. /daytonabeach/index.cfm/action/courses/city/DAYTONA_BEACH/state/FL/track/38/	<b>47</b> (3.51%)	<b>33</b> (3.20%)	00:00:57	<b>2</b> (0.48%)	100.00%	27.66%
5. /daytonabeach/index.cfm/action/packages/city/DAYTONA_BEACH/state/FL/td/Y/track/38/	<b>33</b> (2.47%)	<b>25</b> (2.42%)	00:01:17	<b>1</b> (0.24%)	0.00%	9.09%
6. /daytonabeach/index.cfm/action/survey2/track/415/	<b>24</b> (1.79%)	<b>4</b> (0.39%)	00:00:05	<b>0</b> (0.00%)	0.00%	0.00%
7. /daytonabeach/index.cfm/action/mytrip_golf/track/247/	<b>20</b> (1.49%)	<b>12</b> (1.16%)	00:01:41	<b>1</b> (0.24%)	100.00%	25.00%
8. /daytonabeach/index.cfm/action/myTripLogin/track/293/	<b>20</b> (1.49%)	<b>19</b> (1.84%)	00:00:20	<b>0</b> (0.00%)	0.00%	5.00%
9. /daytonabeach/index.cfm/action/myTripLogin/track/38/	<b>15</b> (1.12%)	<b>12</b> (1.16%)	00:00:24	<b>0</b> (0.00%)	0.00%	0.00%
10. /daytonabeach/index.cfm/action/courses/city/DAYTONA_BEACH/state/FL/td/Y/track/38/	<b>14</b> (1.05%)	<b>8</b> (0.78%)	00:00:34	<b>1</b> (0.24%)	0.00%	14.29%