

## Audience Overview

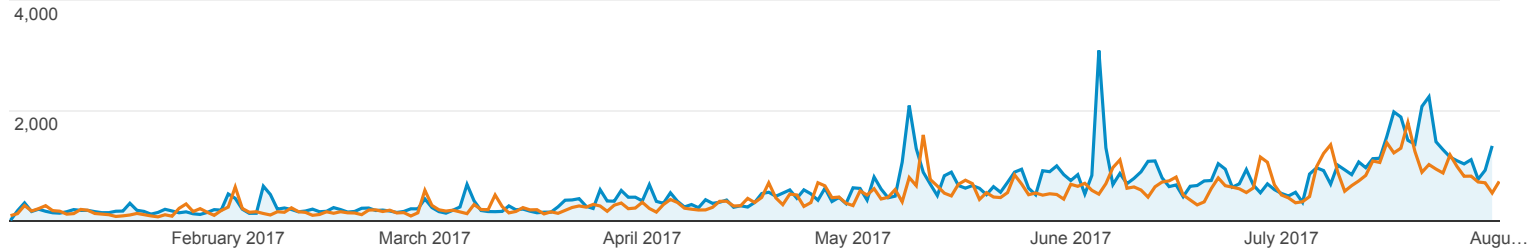
All Users  
+0.00% Sessions

Jan 1, 2017 - Jul 31, 2017  
Compare to: Jan 1, 2016 - Jul 31, 2016

### Overview

Jan 1, 2017 - Jul 31, 2017: Sessions

Jan 1, 2016 - Jul 31, 2016: Sessions



Sessions  
**24.82%**  
116,213 vs 93,104



Users  
**33.49%**  
46,953 vs 35,173



Pageviews  
**18.25%**  
313,146 vs 264,826



Pages / Session  
**-5.27%**  
2.69 vs 2.84



Avg. Session Duration  
**-7.79%**  
00:02:30 vs 00:02:43



Bounce Rate  
**11.08%**  
54.30% vs 48.88%

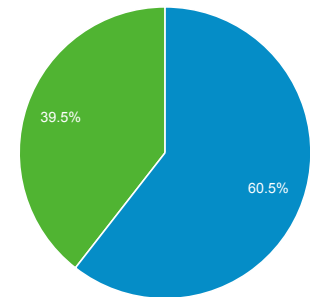


% New Sessions  
**6.81%**  
39.44% vs 36.93%

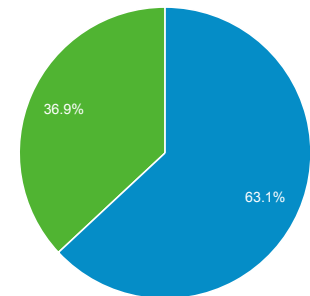


Returning Visitor New Visitor

Jan 1, 2017 - Jul 31, 2017



Jan 1, 2016 - Jul 31, 2016



### Language

Sessions % Sessions

Language	Period	Sessions	% Sessions
1. en-us	Jan 1, 2017 - Jul 31, 2017	114,926	98.89%
	Jan 1, 2016 - Jul 31, 2016	90,938	97.67%
	<b>% Change</b>	<b>26.38%</b>	<b>1.25%</b>
2. en-gb	Jan 1, 2017 - Jul 31, 2017	687	0.59%
	Jan 1, 2016 - Jul 31, 2016	141	0.15%
	<b>% Change</b>	<b>387.23%</b>	<b>290.35%</b>
3. en-ca	Jan 1, 2017 - Jul 31, 2017	185	0.16%
	Jan 1, 2016 - Jul 31, 2016	145	0.16%
	<b>% Change</b>	<b>27.59%</b>	<b>2.22%</b>
4. (not set)	Jan 1, 2017 - Jul 31, 2017		

	Jan 1, 2016 - Jul 31, 2016	51	0.04%
	<b>% Change</b>	<b>-83.00%</b>	<b>-86.38%</b>
5.	<a href="#">en</a>		
	Jan 1, 2017 - Jul 31, 2017	49	0.04%
	Jan 1, 2016 - Jul 31, 2016	397	0.43%
	<b>% Change</b>	<b>-87.66%</b>	<b>-90.11%</b>
6.	<a href="#">ja-jp</a>		
	Jan 1, 2017 - Jul 31, 2017	35	0.03%
	Jan 1, 2016 - Jul 31, 2016	26	0.03%
	<b>% Change</b>	<b>34.62%</b>	<b>7.85%</b>
7.	<a href="#">en-au</a>		
	Jan 1, 2017 - Jul 31, 2017	34	0.03%
	Jan 1, 2016 - Jul 31, 2016	212	0.23%
	<b>% Change</b>	<b>-83.96%</b>	<b>-87.15%</b>
8.	<a href="#">c</a>		
	Jan 1, 2017 - Jul 31, 2017	24	0.02%
	Jan 1, 2016 - Jul 31, 2016	58	0.06%
	<b>% Change</b>	<b>-58.62%</b>	<b>-66.85%</b>
9.	<a href="#">pt-br</a>		
	Jan 1, 2017 - Jul 31, 2017	17	0.01%
	Jan 1, 2016 - Jul 31, 2016	101	0.11%
	<b>% Change</b>	<b>-83.17%</b>	<b>-86.52%</b>
10.	<a href="#">zh-tw</a>		
	Jan 1, 2017 - Jul 31, 2017	13	0.01%
	Jan 1, 2016 - Jul 31, 2016	4	0.00%
	<b>% Change</b>	<b>225.00%</b>	<b>160.37%</b>