

Reports snapshot

Attachment C Website Key Performance Metrics

Active users

235K

New users

236K

Average engagement time per active user

1m 26s

Event count

1.9M

Top pages/screens

✓

PAGE TITLE AND SCREEN CLASS	VIEWS	ACTIVE USERS	EVENT COUNT	BOUNCE RATE
Invest Atlanta	114K	69K	360K	31.4%
Homebuyer Programs & Downpayment Assis...	54K	32K	159K	39.0%
Explore Affordable Apartments	28K	17K	102K	40.4%
What We Do Invest Atlanta	23K	13K	50K	11.9%
Meet The Team	20K	13K	56K	32.7%
Atlanta Small Business Loan Programs	19K	12K	61K	42.6%
Events	16K	11K	44K	29.6%

View pages and screens

Active users by First user source / medium

✓

FIRST USER SOURCE / ME...	ACTIVE USERS
google / organic	99K
(direct) / (none)	93K
bing / organic	6.4K
Master List - Invest Atlanta / ...	6.3K
atlantaga.gov / referral	5K
georgia.org / referral	1.7K
zillow / partner	1.5K

Sessions by Session source / me...

✓

SESSION SOURCE / ...	SESSIONS
google / organic	181K
(direct) / (none)	125K
bing / organic	14K
Master List - Invest A...	9.3K
atlantaga.gov / referral	8.8K
yahoo / organic	2.9K
georgia.org / referral	2.5K

New vs Returning users

✓

newreturning

Key events by Platform

✓

• WEB

100.0%

View tech details

Active users by City

✓

CITY	ACTIVE USERS
Atlanta	72K
New York	6.6K
Ashburn	5.8K
Miami	3.2K
Columbus	2.5K
Marietta	2.4K
Sandy Springs	2.2K

View cities

Active users by Audience name

✓

AUDIENCE NAME	ACTIVE USERS
All Users	235K

View audiences