

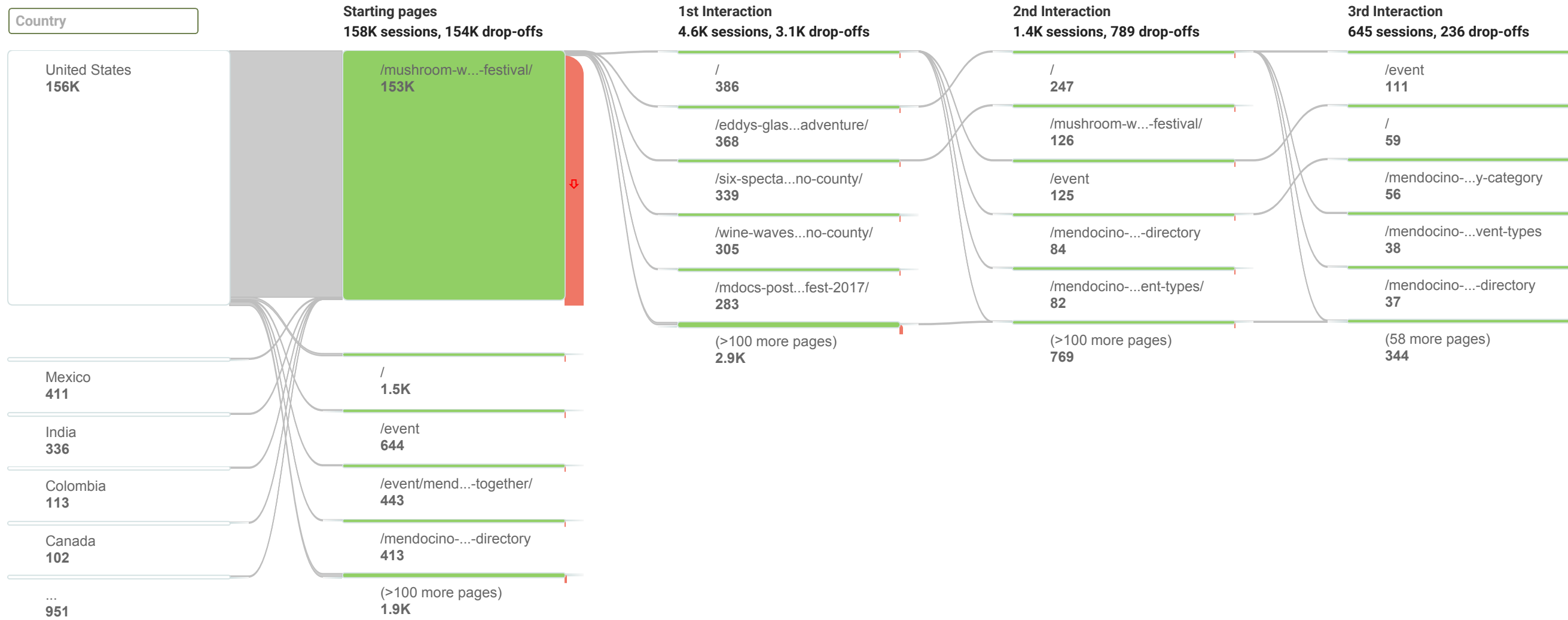


Oct 25, 2017 - Nov 2, 2017

Users Flow

All Users
100.00% Sessions

This report is based on 99K sessions (62.8% of sessions). [Learn more](#)



Location

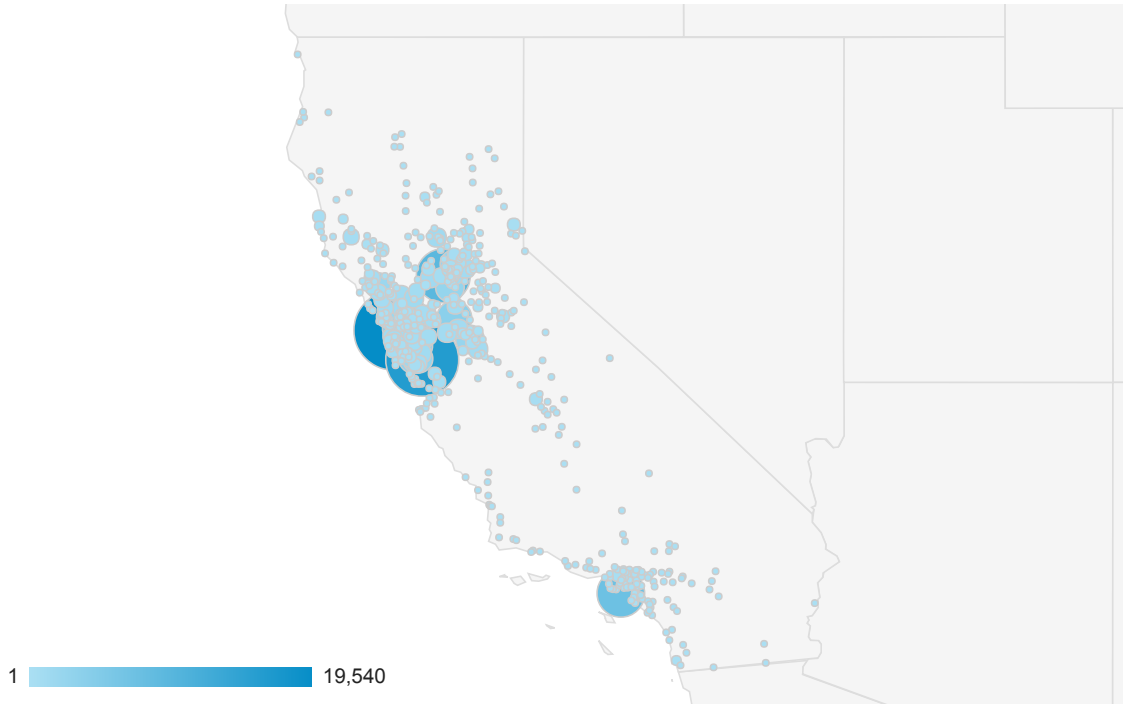
ALL » COUNTRY: United States » REGION: California

Oct 25, 2017 - Nov 2, 2017

All Users
95.33% Sessions

Map Overlay

Summary



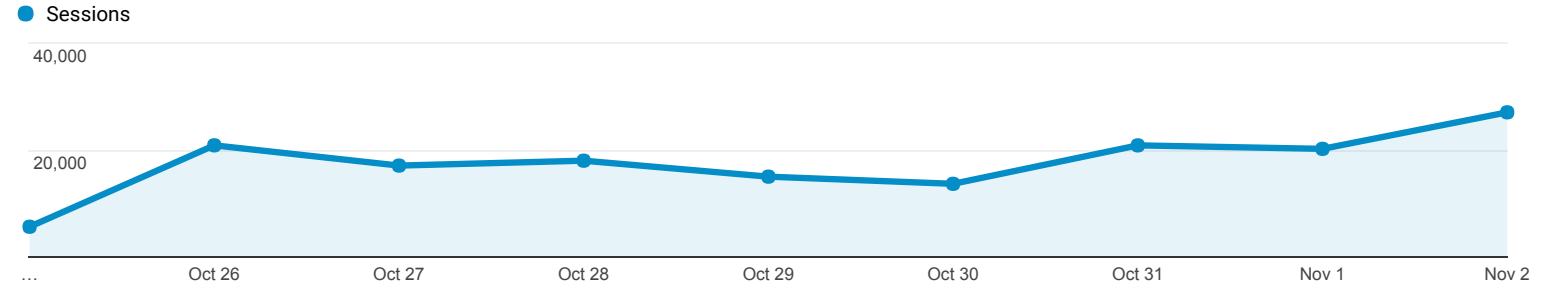
City	Acquisition			Behavior			Conversions Goal 1: Visitor's Guide Download		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visitor's Guide Download (Goal 1 Conversion Rate)	Visitor's Guide Download (Goal 1 Completions)	Visitor's Guide Download (Goal 1 Value)
	150,890 % of Total: 95.33% (158,290)	80.93% Avg for View: 81.40% (-0.58%)	122,116 % of Total: 94.77% (128,852)	94.74% Avg for View: 94.44% (0.32%)	1.09 Avg for View: 1.10 (-0.79%)	00:00:15 Avg for View: 00:00:15 (-4.65%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. San Francisco	19,540 (12.95%)	82.51%	16,122 (13.20%)	95.41%	1.08	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. San Jose	15,963 (10.58%)	80.43%	12,839 (10.51%)	97.31%	1.04	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Sacramento	9,382 (6.22%)	80.35%	7,538 (6.17%)	96.40%	1.05	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Long Beach	7,206 (4.78%)	99.96%	7,203 (5.90%)	72.68%	1.32	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Oakland	4,130 (2.74%)	81.28%	3,357 (2.75%)	95.79%	1.09	00:00:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Stockton	3,638 (2.41%)	66.88%	2,433 (1.99%)	97.14%	1.03	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Fremont	3,290 (2.18%)	76.32%	2,511 (2.06%)	97.69%	1.03	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Sunnyvale	2,757 (1.83%)	80.20%	2,211 (1.81%)	96.45%	1.04	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Elk Grove	2,446 (1.62%)	76.25%	1,865 (1.53%)	96.44%	1.09	00:00:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Santa Clara	2,403 (1.59%)	79.65%	1,914 (1.57%)	96.75%	1.05	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)

Audience Overview

All Users
100.00% Sessions

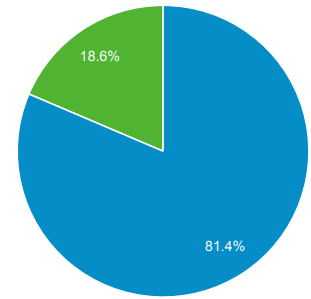
Oct 25, 2017 - Nov 2, 2017

Overview



Sessions 158,290	Users 129,437	Pageviews 173,351
Pages / Session 1.10	Avg. Session Duration 00:00:15	Bounce Rate 94.44%
% New Sessions 81.40%		

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	154,607	97.67%
2. es-419	829	0.52%
3. en-gb	549	0.35%
4. us	464	0.29%
5. es-us	286	0.18%
6. es	252	0.16%
7. zh-cn	223	0.14%
8. es-es	110	0.07%
9. en-ca	78	0.05%
10. zh-tw	78	0.05%

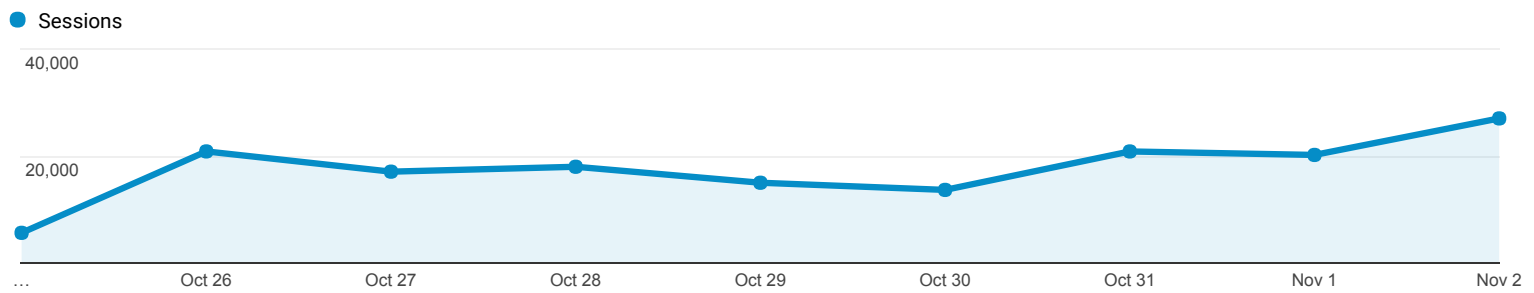
Landing Pages

All Users
100.00% Entrances

Oct 25, 2017 - Nov 2, 2017

Explorer

Summary



Landing Page	Acquisition			Behavior			Conversions Goal 1: Visitor's Guide Download		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visitor's Guide Download (Goal 1 Conversion Rate)	Visitor's Guide Download (Goal 1 Completions)	Visitor's Guide Download (Goal 1 Value)
	158,290 % of Total: 100.00% (158,290)	81.41% Avg for View: 81.40% (0.01%)	128,865 % of Total: 100.01% (128,852)	94.44% Avg for View: 94.44% (0.00%)	1.10 Avg for View: 1.10 (0.00%)	00:00:15 Avg for View: 00:00:15 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. /mushroom-wine-beer-festival/	1,405 (0.89%)	84.34%	1,185 (0.92%)	79.43%	1.43	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. /	1,002 (0.63%)	75.05%	752 (0.58%)	48.50%	2.95	00:03:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. /event/mendocino-strong-together/	433 (0.27%)	82.22%	356 (0.28%)	75.29%	1.27	00:00:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. /mendocino-county-events/category/event-types/	309 (0.20%)	75.40%	233 (0.18%)	39.81%	3.59	00:03:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. /event/mushroom-wine-beer-festival/	273 (0.17%)	67.03%	183 (0.14%)	48.72%	3.08	00:03:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. /mushroom-2017/	127 (0.08%)	63.78%	81 (0.06%)	59.84%	3.17	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. /mdocs-posts/mushroom-wine-beer-fest-2017/	95 (0.06%)	13.68%	13 (0.01%)	74.74%	1.57	00:00:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. /event/mendocino-county-2017-homebrew-festival/	85 (0.05%)	75.29%	64 (0.05%)	61.18%	1.47	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. /six-spectacular-beaches-in-mendocino-county/	84 (0.05%)	47.62%	40 (0.03%)	76.19%	1.46	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. /mendocino-county-bucket-list/	83 (0.05%)	77.11%	64 (0.05%)	48.19%	2.77	00:04:23	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 127498

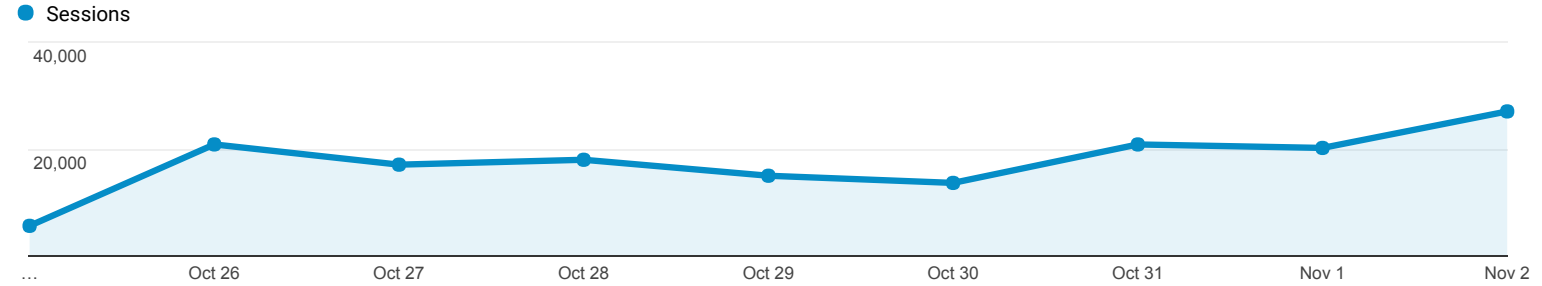
New vs Returning

All Users
100.00% Sessions

Oct 25, 2017 - Nov 2, 2017

Explorer

Summary



User Type	Acquisition			Behavior			Conversions Goal 1: Visitor's Guide Download		
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	158,290 % of Total: 100.00% (158,290)	81.41% Avg for View: 81.40% (0.01%)	128,865 % of Total: 100.01% (128,852)	94.44% Avg for View: 94.44% (0.00%)	1.10 Avg for View: 1.10 (0.00%)	00:00:15 Avg for View: 00:00:15 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. New Visitor	128,865 (81.41%)	100.00%	128,865 (100.00%)	94.47%	1.09	00:00:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Returning Visitor	29,425 (18.59%)	0.00%	0 (0.00%)	94.29%	1.13	00:00:23	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 2 of 2