

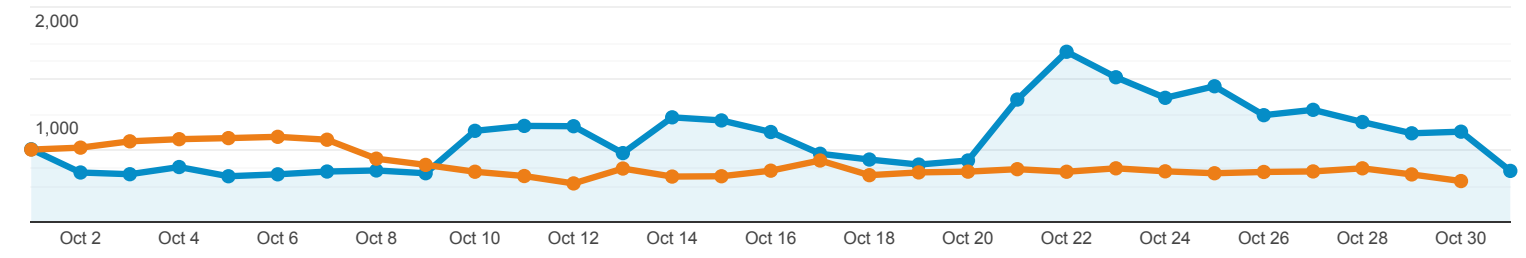
Audience Overview

All Users
+0.00% Users

Oct 1, 2020 - Oct 31, 2020
Compare to: Sep 1, 2020 - Sep 30, 2020

Overview

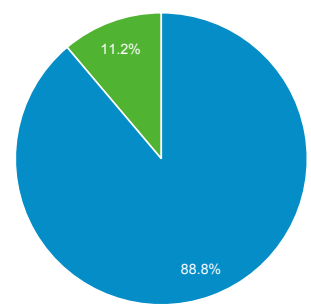
Oct 1, 2020 - Oct 31, 2020: ● Users
Sep 1, 2020 - Sep 30, 2020: ● Users



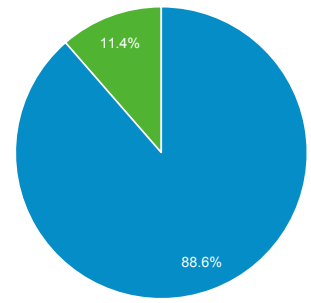
| | | |
|--|---|--|
| Users 53.66% 22,766 vs 14,816 | New Users 53.55% 22,129 vs 14,412 | Sessions 52.45% 26,317 vs 17,263 |
| Number of Sessions per User -0.79% 1.16 vs 1.17 | Pageviews 19.09% 59,329 vs 49,818 | Pages / Session -21.88% 2.25 vs 2.89 |
| Avg. Session Duration -32.25% 00:01:32 vs 00:02:16 | Bounce Rate 20.29% 68.15% vs 56.65% | |

■ New Visitor ■ Returning Visitor

Oct 1, 2020 - Oct 31, 2020



Sep 1, 2020 - Sep 30, 2020



| City | Users | % Users |
|----------------------------|----------------|---------------|
| 1. San Francisco | | |
| Oct 1, 2020 - Oct 31, 2020 | 3,728 | 16.18% |
| Sep 1, 2020 - Sep 30, 2020 | 2,192 | 14.48% |
| % Change | 70.07% | 11.78% |
| 2. San Jose | | |
| Oct 1, 2020 - Oct 31, 2020 | 1,344 | 5.83% |
| Sep 1, 2020 - Sep 30, 2020 | 494 | 3.26% |
| % Change | 172.06% | 78.81% |
| 3. Oakland | | |
| Oct 1, 2020 - Oct 31, 2020 | 677 | 2.94% |
| Sep 1, 2020 - Sep 30, 2020 | 408 | 2.69% |
| % Change | 65.93% | 9.05% |
| 4. Sacramento | | |
| Oct 1, 2020 - Oct 31, 2020 | 607 | 2.63% |

| | | | |
|--------------------------------|----------------|--|----------------|
| Sep 1, 2020 - Sep 30, 2020 | 513 | | 3.39% |
| % Change | 18.32% | | -22.24% |
| 5. Los Angeles | | | |
| Oct 1, 2020 - Oct 31, 2020 | 542 | | 2.35% |
| Sep 1, 2020 - Sep 30, 2020 | 449 | | 2.97% |
| % Change | 20.71% | | -20.67% |
| 6. (not set) | | | |
| Oct 1, 2020 - Oct 31, 2020 | 538 | | 2.33% |
| Sep 1, 2020 - Sep 30, 2020 | 547 | | 3.61% |
| % Change | -1.65% | | -35.36% |
| 7. Fremont | | | |
| Oct 1, 2020 - Oct 31, 2020 | 471 | | 2.04% |
| Sep 1, 2020 - Sep 30, 2020 | 129 | | 0.85% |
| % Change | 265.12% | | 139.96% |
| 8. Fort Bragg | | | |
| Oct 1, 2020 - Oct 31, 2020 | 378 | | 1.64% |
| Sep 1, 2020 - Sep 30, 2020 | 355 | | 2.34% |
| % Change | 6.48% | | -30.02% |
| 9. Sunnyvale | | | |
| Oct 1, 2020 - Oct 31, 2020 | 353 | | 1.53% |
| Sep 1, 2020 - Sep 30, 2020 | 107 | | 0.71% |
| % Change | 229.91% | | 116.82% |
| 10. Santa Rosa | | | |
| Oct 1, 2020 - Oct 31, 2020 | 333 | | 1.45% |
| Sep 1, 2020 - Sep 30, 2020 | 248 | | 1.64% |
| % Change | 34.27% | | -11.75% |