

Channels

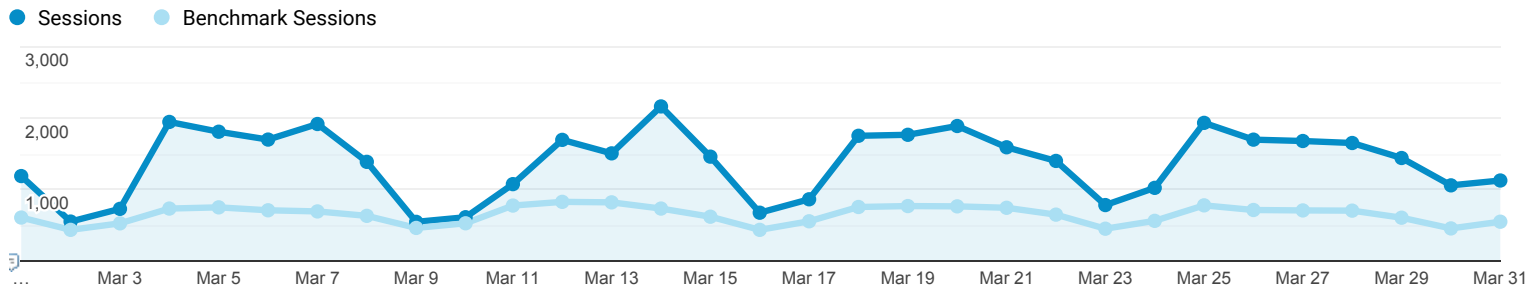
Mar 1, 2019 - Mar 31, 2019

Industry Vertical
Government
 Law & Government

Country / Region
All Regions
 Australia

Size by daily sessions
500-999

There are 59 web properties contributing to this benchmark



Default Channel Grouping	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	Bounce Rate
	112.81% ▲ 42,580 vs 20,008	12.71% ▲ 66.15% vs 58.69%	139.87% ▲ 28,166 vs 11,742	8.64% ▼ 2.18 vs 2.39	46.88% ▲ 00:03:10 vs 00:02:10	69.79% ▼ 17.27% vs 57.16%
1. Referral	246.45% 4,684 vs 1,352	46.05% 62.98% vs 43.12%	406.00% 2,950 vs 583	-23.42% 2.05 vs 2.68	29.01% 00:03:10 vs 00:02:27	-69.18% 16.48% vs 53.48%
2. (Other)	146.14% 1,435 vs 583	-54.85% 33.38% vs 73.93%	11.14% 479 vs 431	16.69% 1.87 vs 1.60	146.05% 00:02:51 vs 00:01:10	-84.39% 12.47% vs 79.93%
3. Organic Search	113.92% 27,722 vs 12,959	10.53% 66.59% vs 60.25%	136.44% 18,461 vs 7,808	-4.66% 2.23 vs 2.34	50.60% 00:03:07 vs 00:02:04	-69.19% 17.97% vs 58.32%
4. Direct	74.53% 7,737 vs 4,433	23.37% 72.86% vs 59.06%	115.32% 5,637 vs 2,618	-10.93% 2.25 vs 2.53	53.59% 00:03:34 vs 00:02:19	-71.05% 15.41% vs 53.21%
5. Social	-8.78% 914 vs 1,002	30.26% 66.30% vs 50.90%	18.82% 606 vs 510	-18.97% 1.50 vs 1.86	57.77% 00:02:01 vs 00:01:17	-62.35% 23.52% vs 62.48%
6. Email	-70.86% 88 vs 302	19.21% 37.50% vs 31.46%	-65.26% 33 vs 95	-43.22% 1.55 vs 2.72	-19.13% 00:02:09 vs 00:02:39	-73.29% 14.77% vs 55.30%
7. Display	-100.00% 0 vs 807	-100.00% 0.00% vs 55.51%	-100.00% 0 vs 448	-100.00% 0.00 vs 1.17	-100.00% 00:00:00 vs 00:00:18	-100.00% 0.00% vs 90.83%
8. Other Advertising	-100.00% 0 vs 427	-100.00% 0.00% vs 94.85%	-100.00% 0 vs 405	-100.00% 0.00 vs 1.06	-100.00% 00:00:00 vs 00:00:02	-100.00% 0.00% vs 97.66%
9. Paid Search	-100.00% 0 vs 2,772	-100.00% 0.00% vs 56.85%	-100.00% 0 vs 1,576	-100.00% 0.00 vs 3.32	-100.00% 00:00:00 vs 00:05:28	-100.00% 0.00% vs 54.00%

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