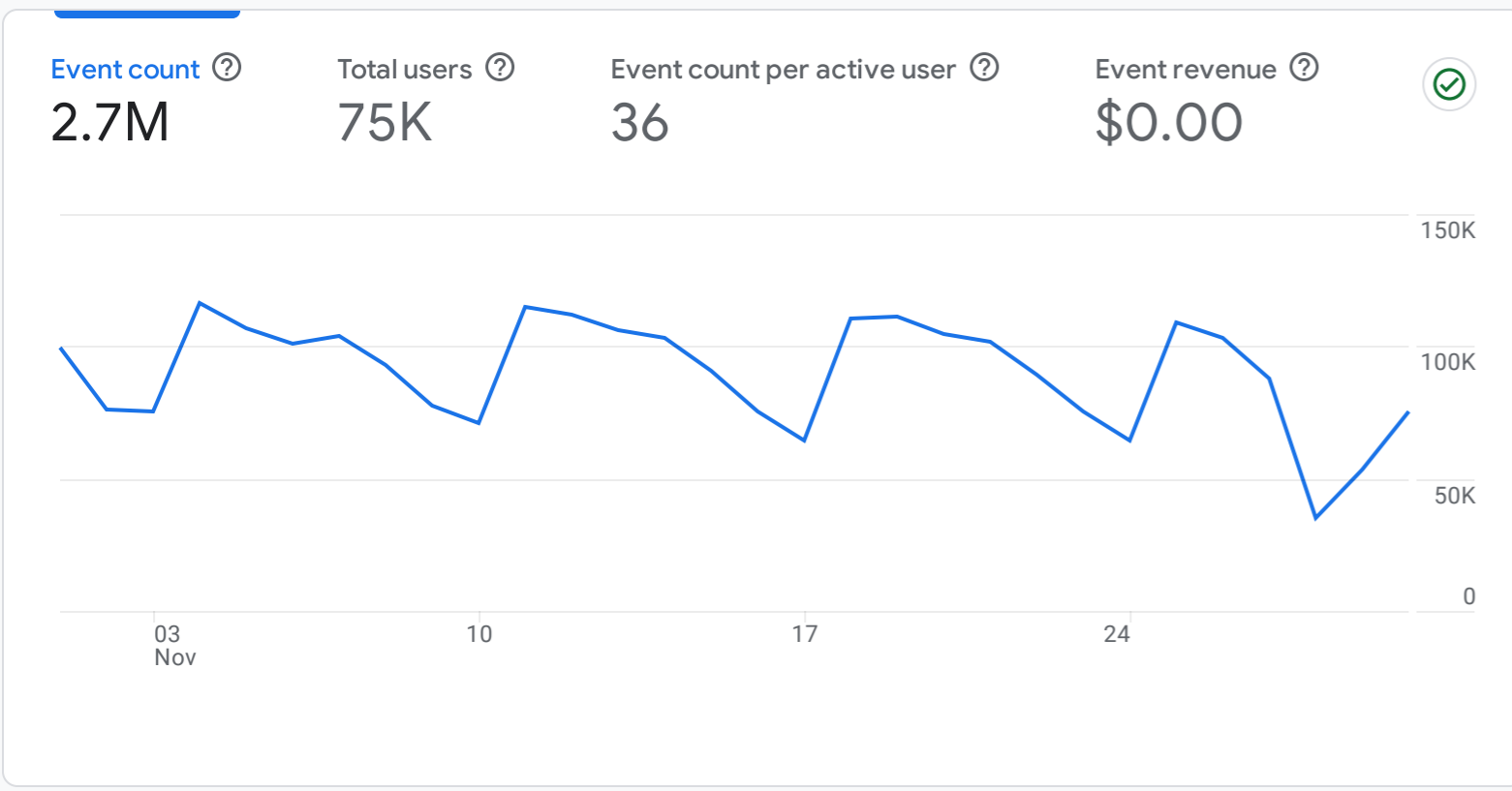


All Users Add comparison

Custom Nov 1 - Nov 30, 2024

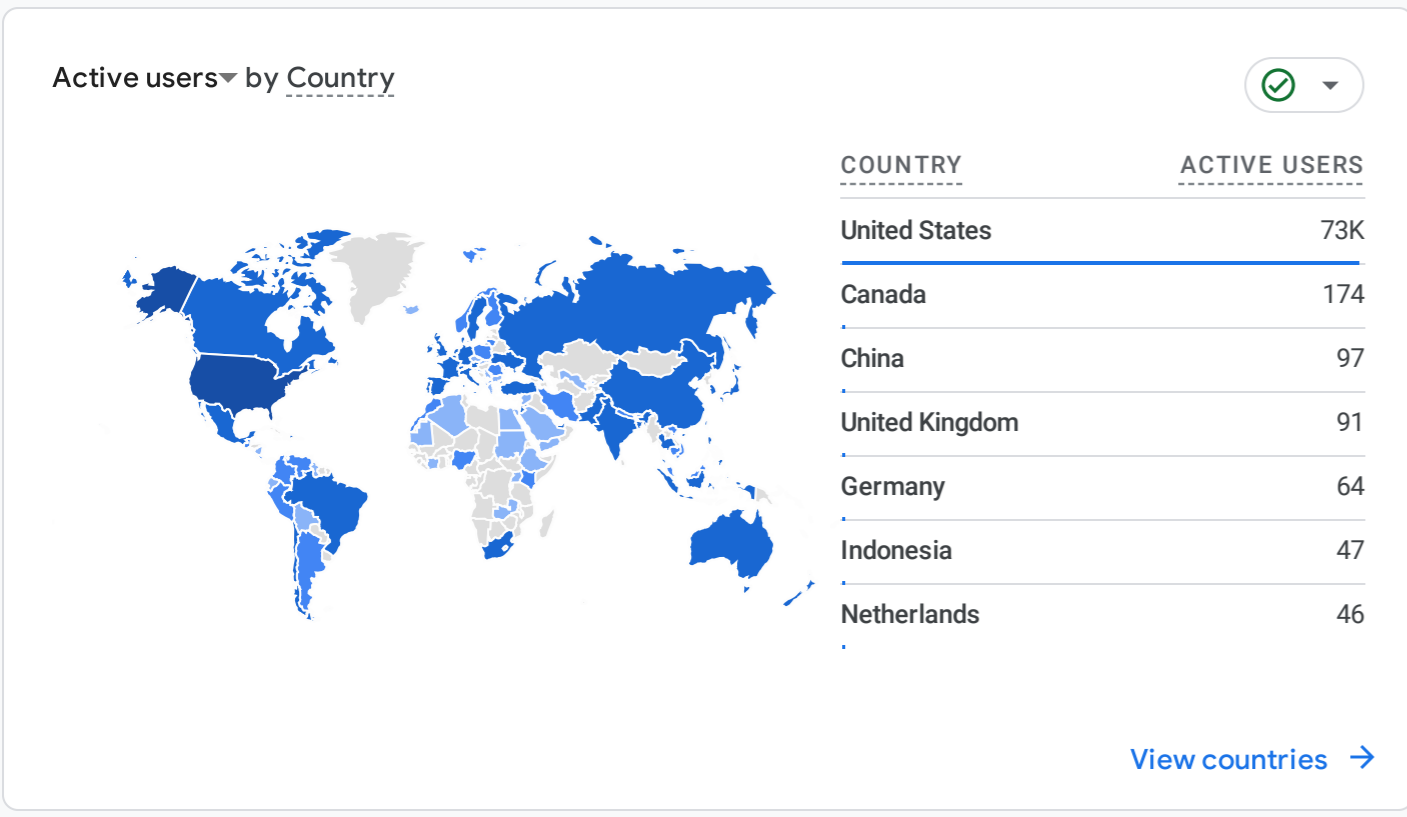
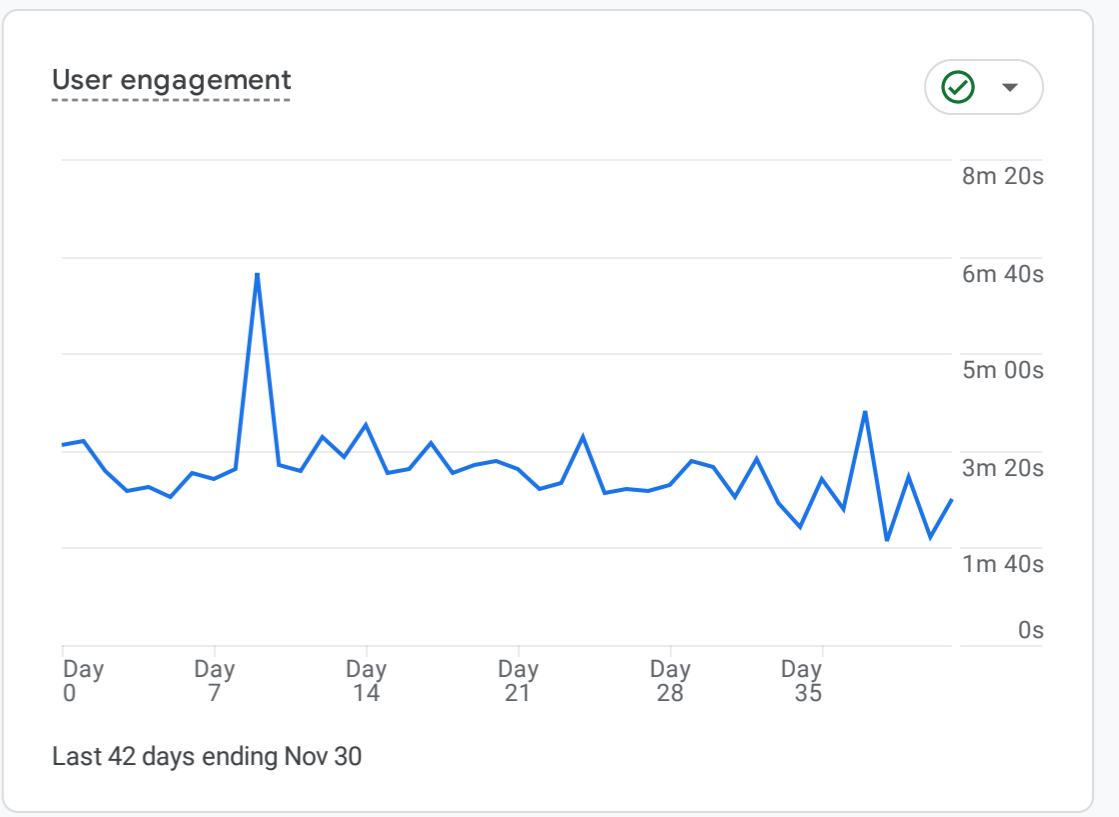
Reports snapshot



Event count by Event name

| EVENT NAME      | EVENT COUNT |
|-----------------|-------------|
| page_view       | 1.7M        |
| scroll          | 287K        |
| session_start   | 268K        |
| form_start      | 187K        |
| user_engagement | 161K        |
| first_visit     | 53K         |
| click           | 14K         |

[View events](#)



Active users by Device category

| DEVICE CATEGORY | ACTIVE USERS |
|-----------------|--------------|
| desktop         | 42K          |
| mobile          | 30K          |
| tablet          | 2.2K         |
| smart tv        | 3            |

Sessions by First user source / medium

| FIRST USER SOURCE / ME...          | SESSIONS |
|------------------------------------|----------|
| (direct) / (none)                  | 128K     |
| madisonpubliclibrary.org / re...   | 57K      |
| google / organic                   | 12K      |
| pocolibrary.org / referral         | 7.9K     |
| sunprairiepubliclibrary.org / r... | 6.7K     |
| midlibrary.org / referral          | 6.4K     |
| veronapubliclibrary.org / refe...  | 6.4K     |

Sessions by Session default ch...

| SESSION DEFAULT ... | SESSIONS |
|---------------------|----------|
| Referral            | 137K     |
| Direct              | 104K     |
| Organic Search      | 16K      |
| Organic Social      | 11K      |
| Unassigned          | 945      |

[View traffic acquisition](#)

