Media Site Monthly Report
Jan 1, 2022 - Mar 31, 2022

Traffic and Engagement

Sessions
6,944
↑ 17.0%

Users
6,384
↑ 18.5%

Pageviews
9,674
↓ -13.4%

Bounce Rate
72.1%
↑ 25.9%

Avg. Session Duration
00:00:49
↓ -12.8%

Sessions Year over Year

Sessions
Users
Pageviews
Bounce Rate

January
February
March
April
May
June
July
August
September
October
November
December

Sessions
Sessions (previous year)

Traffic and Engagement by Medium

<table>
<thead>
<tr>
<th>Medium</th>
<th>Sessions</th>
<th>% Δ</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>(none)</td>
<td>4,011</td>
<td>9.5%</td>
<td>73.2%</td>
</tr>
<tr>
<td>organic</td>
<td>1,598</td>
<td>-2.1%</td>
<td>80.2%</td>
</tr>
<tr>
<td>referral</td>
<td>1,326</td>
<td>114.9%</td>
<td>59.1%</td>
</tr>
<tr>
<td>email</td>
<td>9</td>
<td>-62.5%</td>
<td>77.8%</td>
</tr>
</tbody>
</table>

Visitor Behavior and Technology

New vs. Returning Visitor Sessions

92.2%

Sessions by Device Category

<table>
<thead>
<tr>
<th>Device Category</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>desktop</td>
<td>4,482</td>
</tr>
<tr>
<td>mobile</td>
<td>2,335</td>
</tr>
<tr>
<td>tablet</td>
<td>127</td>
</tr>
</tbody>
</table>

**Please see Glossary at end of report for definitions of all terms**