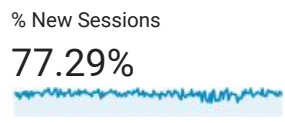
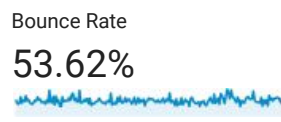
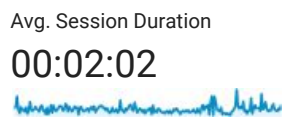
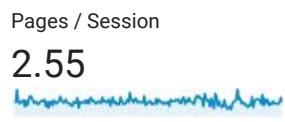
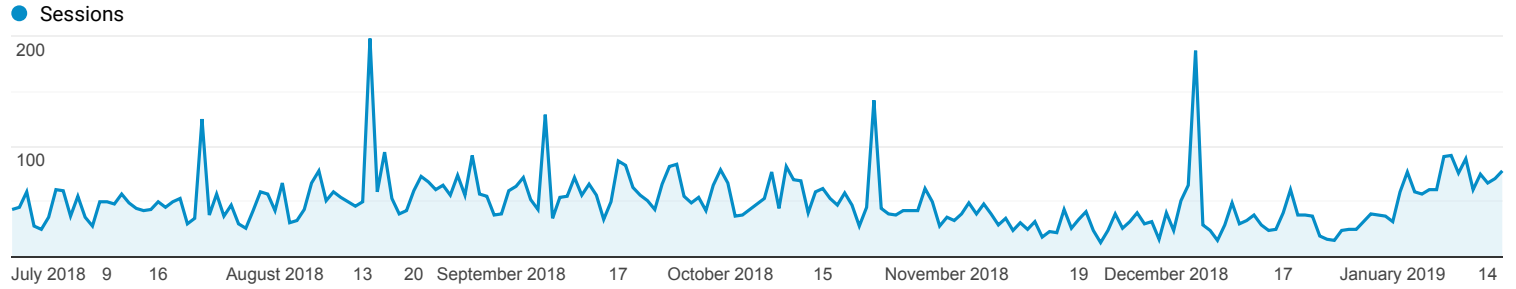


Audience Overview

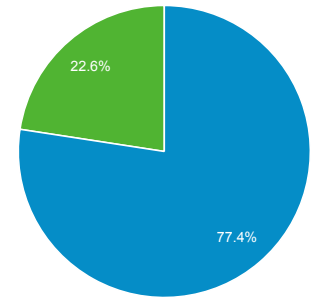
All Users
100.00% Sessions

Jun 26, 2018 - Jan 16, 2019

Overview



■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	9,889	95.96%
2. fr	160	1.55%
3. en-gb	49	0.48%
4. en-ca	47	0.46%
5. fr-fr	22	0.21%
6. pt-br	13	0.13%
7. en	12	0.12%
8. fi-fi	11	0.11%
9. en-ph	10	0.10%
10. en-au	7	0.07%

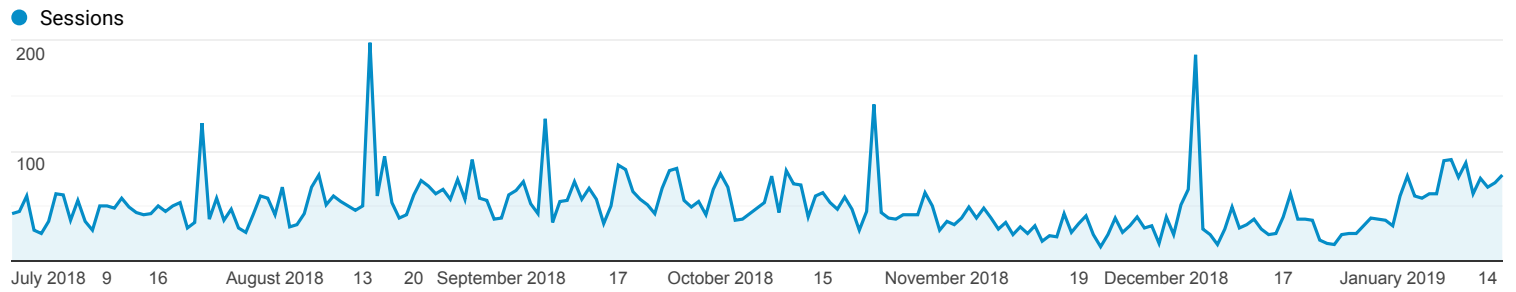
Overview

All Users
100.00% Sessions

Jun 26, 2018 - Jan 16, 2019

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions Goal 1: Submit Application Form		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Submit Application Form (Goal 1 Conversion Rate)	Submit Application Form (Goal 1 Completions)	Submit Application Form (Goal 1 Value)
	10,305 % of Total: 100.00% (10,305)	77.43% Avg for View: 77.29% (0.18%)	7,979 % of Total: 100.18% (7,965)	53.62% Avg for View: 53.62% (0.00%)	2.55 Avg for View: 2.55 (0.00%)	00:02:02 Avg for View: 00:02:02 (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. mobile	4,846 (47.03%)	74.31%	3,601 (45.13%)	54.93%	2.41	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. desktop	4,836 (46.93%)	80.81%	3,908 (48.98%)	53.12%	2.66	00:02:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	623 (6.05%)	75.44%	470 (5.89%)	47.35%	2.74	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

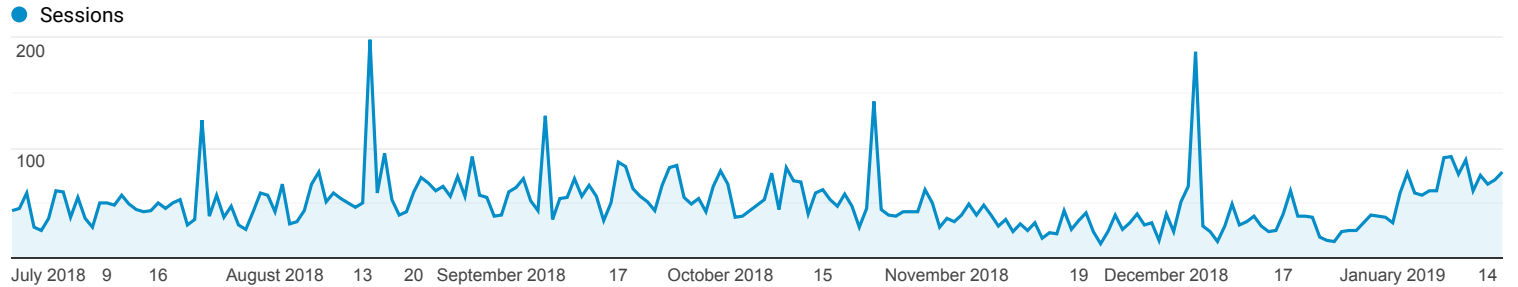
Channels

All Users
100.00% Sessions

Jun 26, 2018 - Jan 16, 2019

Explorer

Summary



Default Channel Grouping	Acquisition			Behavior			Conversions Goal 1: Submit Application Form		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Submit Application Form (Goal 1 Conversion Rate)	Submit Application Form (Goal 1 Completions)	Submit Application Form (Goal 1 Value)
	10,305 % of Total: 100.00% (10,305)	77.43% Avg for View: 77.29% (0.18%)	7,979 % of Total: 100.18% (7,965)	53.62% Avg for View: 53.62% (0.00%)	2.55 Avg for View: 2.55 (0.00%)	00:02:02 Avg for View: 00:02:02 (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. Direct	4,373 (42.44%)	82.92%	3,626 (45.44%)	55.32%	2.54	00:01:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Organic Search	3,725 (36.15%)	77.18%	2,875 (36.03%)	54.82%	2.47	00:01:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Referral	1,760 (17.08%)	61.31%	1,079 (13.52%)	44.66%	2.86	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Social	446 (4.33%)	89.24%	398 (4.99%)	62.56%	2.02	00:01:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Email	1 (0.01%)	100.00%	1 (0.01%)	0.00%	10.00	00:08:21	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 5 of 5

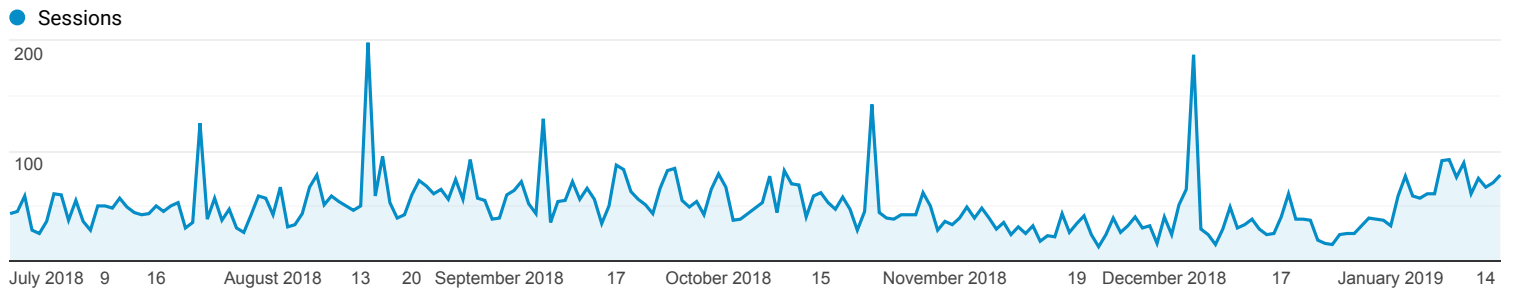
All Traffic

All Users
100.00% Sessions

Jun 26, 2018 - Jan 16, 2019

Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions Goal 1: Submit Application Form		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Submit Application Form (Goal 1 Conversion Rate)	Submit Application Form (Goal 1 Completions)	Submit Application Form (Goal 1 Value)
	10,305 % of Total: 100.00% (10,305)	77.43% Avg for View: 77.29% (0.18%)	7,979 % of Total: 100.18% (7,965)	53.62% Avg for View: 53.62% (0.00%)	2.55 Avg for View: 2.55 (0.00%)	00:02:02 Avg for View: 00:02:02 (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. (direct) / (none)	4,373 (42.44%)	82.92%	3,626 (45.44%)	55.32%	2.54	00:01:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. google / organic	3,215 (31.20%)	78.07%	2,510 (31.46%)	56.30%	2.41	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. ilme.org / referral	482 (4.68%)	61.00%	294 (3.68%)	28.84%	3.41	00:02:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. m.facebook.com / referral	341 (3.31%)	91.79%	313 (3.92%)	62.17%	1.99	00:01:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. bing / organic	282 (2.74%)	69.15%	195 (2.44%)	42.55%	3.11	00:02:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. godlovesmarriage.org / referral	246 (2.39%)	1.63%	4 (0.05%)	43.50%	2.84	00:02:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. wwme.org / referral	233 (2.26%)	79.40%	185 (2.32%)	45.06%	2.92	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. yahoo / organic	218 (2.12%)	73.85%	161 (2.02%)	50.46%	2.61	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. encounter.org / referral	103 (1.00%)	65.05%	67 (0.84%)	63.11%	2.03	00:01:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. em-ui.constantcontact.com / referral	77 (0.75%)	0.00%	0 (0.00%)	25.97%	5.53	00:18:51	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 115

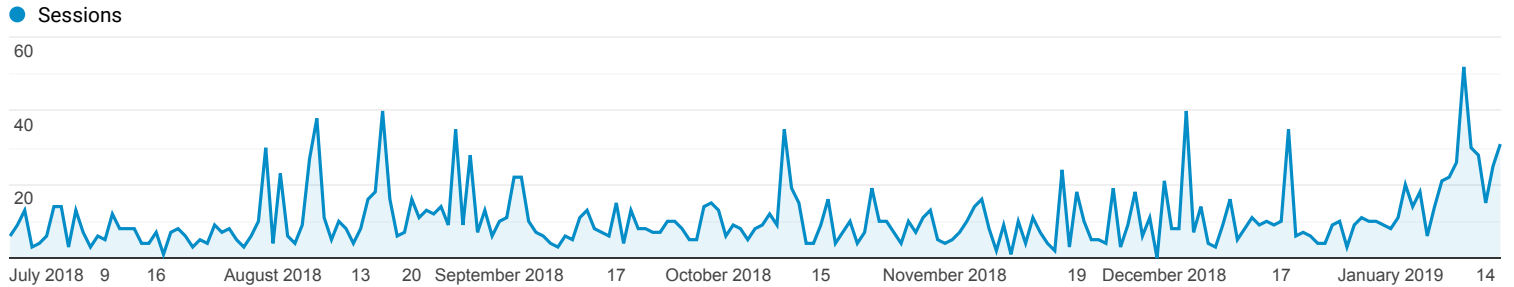
Referral Traffic

All Users
21.41% Sessions

Jun 26, 2018 - Jan 16, 2019

Explorer

Summary



Source	Acquisition			Behavior			Conversions Goal 1: Submit Application Form		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Submit Application Form (Goal 1 Conversion Rate)	Submit Application Form (Goal 1 Completions)	Submit Application Form (Goal 1 Value)
	2,206 % of Total: 21.41% (10,305)	66.95% Avg for View: 77.29% (-13.38%)	1,477 % of Total: 18.54% (7,965)	48.28% Avg for View: 53.62% (-9.97%)	2.69 Avg for View: 2.55 (5.58%)	00:02:41 Avg for View: 00:02:02 (31.53%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (0.00%)
1. ilme.org	482 (21.85%)	61.00%	294 (19.91%)	28.84%	3.41	00:02:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. m.facebook.com	341 (15.46%)	91.79%	313 (21.19%)	62.17%	1.99	00:01:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. godlovesmarriage.org	246 (11.15%)	1.63%	4 (0.27%)	43.50%	2.84	00:02:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. wwme.org	233 (10.56%)	79.40%	185 (12.53%)	45.06%	2.92	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. encounter.org	103 (4.67%)	65.05%	67 (4.54%)	63.11%	2.03	00:01:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. em-ui.constantcontact.com	77 (3.49%)	0.00%	0 (0.00%)	25.97%	5.53	00:18:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. facebook.com	59 (2.67%)	74.58%	44 (2.98%)	66.10%	1.92	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. duckduckgo.com	45 (2.04%)	82.22%	37 (2.51%)	51.11%	2.22	00:02:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. get-clickian.info	31 (1.41%)	100.00%	31 (2.10%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. 99-reasons-for-seo.com	27 (1.22%)	100.00%	27 (1.83%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 108



Network Referrals

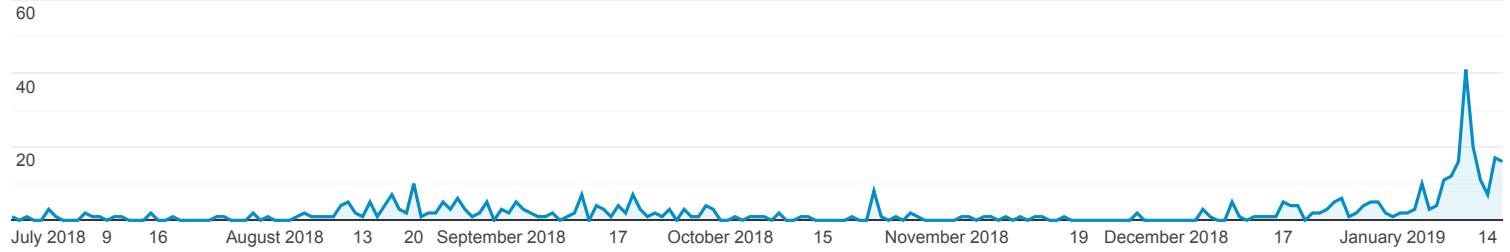
Jun 26, 2018 - Jan 16, 2019



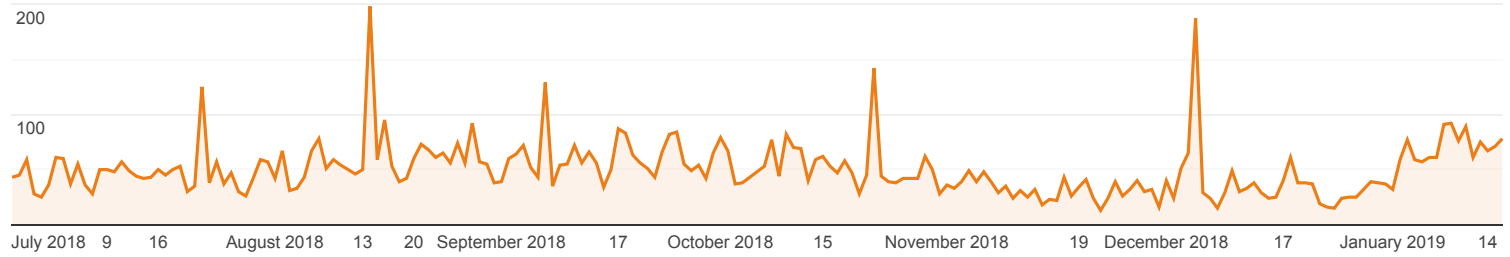
All Users
100.00% Sessions

Social Referral

Sessions via Social Referral



All Sessions



Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. Facebook	445 (99.78%)	899 (99.89%)	00:01:11	2.02
2. Pinterest	1 (0.22%)	1 (0.11%)	00:00:00	1.00

Rows 1 - 2 of 2



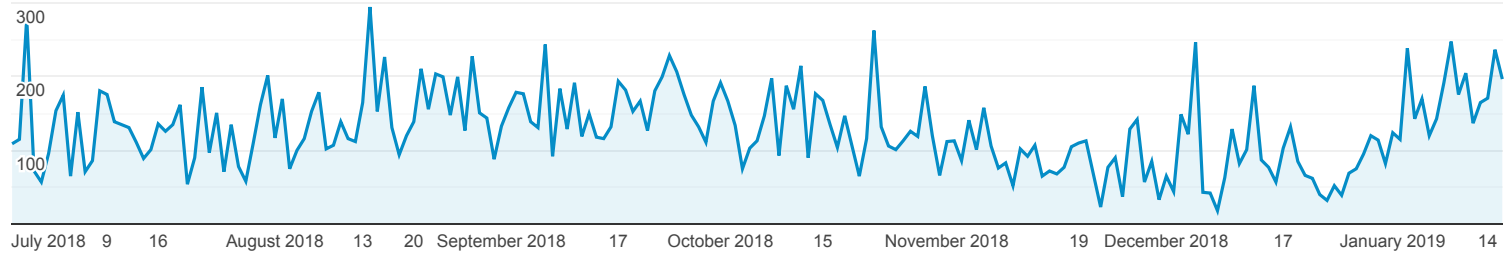
Overview

All Users
100.00% Pageviews

Jun 26, 2018 - Jan 16, 2019

Overview

Pageviews



Pageviews 26,245	Unique Pageviews 20,687	Avg. Time on Page 00:01:19	Bounce Rate 53.62%	% Exit 39.26%
-----------------------------------	------------------------------------------	---------------------------------------------	-------------------------------------	--------------------------------

Page	Pageviews	% Pageviews
1. /	7,895	30.08%
2. /events/	3,442	13.11%
3. /what-happens/	1,389	5.29%
4. /cost/	771	2.94%
5. /about-us/	704	2.68%
6. /how-it-works/	516	1.97%
7. /faqs/	484	1.84%
8. /apply-now/	477	1.82%
9. /who-its-for/	444	1.69%
10. /event/marriage-encounter-colorado-springs-co-2/	426	1.62%