

Media • Communications • Publicity

Craig & Connie Leinicke

January 20, 2022

From January 2021 through January 20, 2022, the Media • Communications • Publicity efforts have pursued the following:

- Optimize for search engine ranking, monitor, and update platform and theme architecture, functionality, and plug-ins to maintain effectiveness and security
- Modify GLM web pages as necessary, including further development of the CTJ “Resources” section for access only by specific site visitors (pw = LME-pc)
- Upload documents as requested to Resources section of GLM
- Add, modify, and delete GLM Experience pages as needed
- Assist area registration couples as needed
- Monitor and manage inquiries from info@godlovesmarriage.org email address
- Add email addresses to national database as supplied by areas
- Post Winter/Spring 2022 LME Events on GLM Facebook page
- Perform tasks as needed and/or requested by LME leadership and loving task couples
- Update and troubleshoot 7 application forms as needed
- Monitor and troubleshoot registration system as needed
- Modify Constant Contact eblast formatting as needed
- Send publicity to ELCA, LCMS, and NALC churches in North America via eblasts for all areas desiring them (PA and WA choose to do their own publicity)

GodLovesMarriage.org Site Analytics*

- Traffic Google analytics are attached to the back of this report. Please note that these analytics are based on data accumulated for the prior 12-month period.

Church & Video Eblasts*

- Eblasts were sent to churches during this reporting period for areas requesting assistance for their scheduled Experiences.
- **Action Item:** *Active updating of area email databases. All areas are invited to find volunteer couples to contact each church in their area to update their current active church email database...OR one motivated volunteer can perform a master state-by-state update using internet research as well as phone calls to churches as needed. The lists we created in 2012 are now 10 years old and seriously out of date. This negatively affects the open rates of eblasts as well as attendance rates at experiences. Since church staff move frequently, performing this task across all areas will result in a current email database and also provide an ongoing capability for reporting of bounced church emails for regular updating at least once or twice each year.*

Social Media Management*

- Facebook “Likes” as of January 20, 2022 = 4,218
- **Action Item:** *We recommend that all Team Couples assigned to an Experience as well as local community couples who are on Facebook “share” these Events listed on the GLM Facebook page in their personal Facebook feeds to stimulate interest in these experiences among their personal Facebook friends.*
- Several different LME areas (District I, Minnesota, etc.) have built Facebook pages for their own couples to access.

Action Item: To move toward building a cohesive “community” of LME-encountered couples across North America rather than segmentation among areas and/or districts, all social media pages should use the NARLME-approved branding rather than the Catholic version of branding. Please feel free to contact the Leinickes to discuss or download graphics from the Resources section of GLM if needed.

Trifold Brochures

Approximately 2,000 trifold brochures (with the \$100 registration fee listed) remain in stock and are available to areas for use. Emails we receive from churches and area couples responding to the offer of brochures are forwarded to each area’s Application Couple and/or District Leaders for delivery to specific churches. Very few requests are being received. *NAR Execs have approved a run of 3000 brochures with updated WWME logo and no registration cost listed to meet a current request from the MI area publicity couple. A quantity of brochures from this run will be shipped to the MI area the week of February 1, 2022. The remainder is available to all other areas desiring brochures. Please contact the Leinicke if you wish to have some shipped for your area’s use.*

Videos*

A total of 23 GLM YouTube videos with the new WWME logo and updated social media platforms, are uploaded to the GLM YouTube channel for use. Promotional videos are linked from the main section of the GLM home page. The 10&10 presentation videos are linked on GLM in the Community > Resources section for use by areas and Journey Groups.

Action Item: NAR Board members and other dynamic LME couples are invited to “present” talks for use in a future video. Please contact us if you are interested or know a couple who could provide a dynamic presentation that we can video.

Conference Materials

Conference materials recommended for use at local/regional church conferences include: three 3’ x 8’ GLM banners, one white GLM branded 8-foot table skirt, white GLM branded pens (as giveaway items, but these are now on the “endangered” list as inventory is very low), GLM/LME brochures in packets of 25, several GLM branded polo shirts (also on the “endangered” list as inventory is very low), and a basket with a sign offering a “free” application fee to a random winner who completes a booth form.

- No in-person conferences were attended during this reporting period due to the covid 19 pandemic.
- **Action Item:** We encourage each leadership couple to accept our challenge to attend at least one church-related conference – regional, state, or national – during 2022 as ambassadors of Lutheran Marriage Encounter, if covid 19 restrictions allow.
- **Action Item:** NAR leadership has asked for a cost estimate to produce 3 tabletop pull-up banners plus a table drape for use at conferences in the Western District. This estimate is currently in progress.

Encountered Couples Email Database*

This reminder is for all areas to please send the Post-Weekend “Allowed Contact” form to the Leinicke at conniel@leinickegroup.com for addition of newly encountered couples to the Constant Contact “Couples” database, including Virtual Experience couple lists.

LME App Development

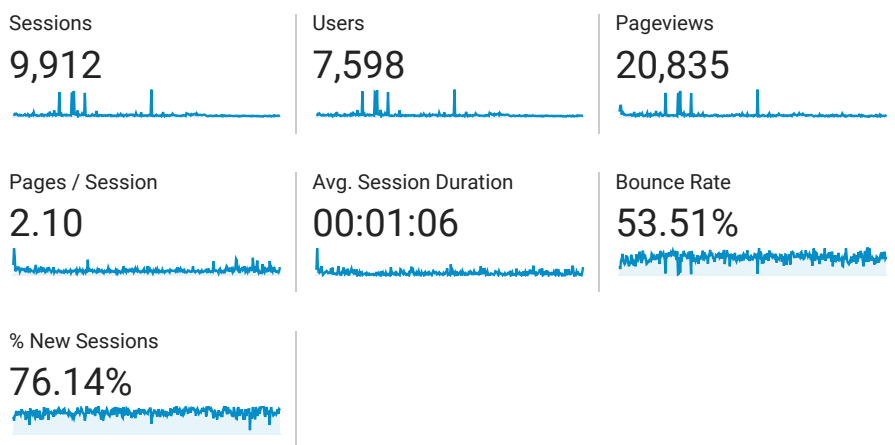
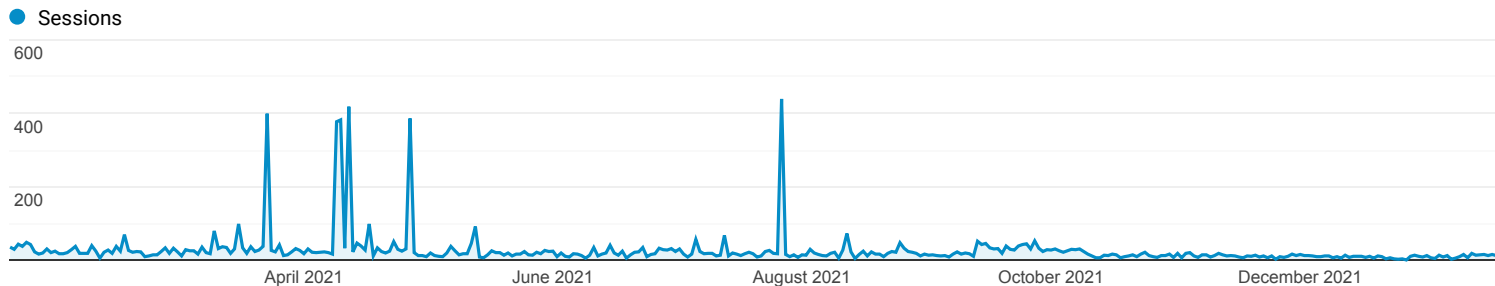
With all App Committee members on January 9, 2021, answered questions and further discussed App development again with NARLME Board. We look forward to learning more from the Brooks and the Coles regarding progress in their collaboration with Lutheran university graduate students.

Audience Overview

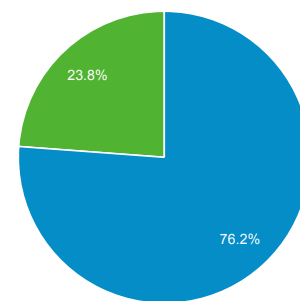
Jan 19, 2021 - Jan 19, 2022

All Users
100.00% Sessions

Overview



■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	7,238	73.02%
2. zh-cn	579	5.84%
3. en-gb	558	5.63%
4. en-us.utf-8	294	2.97%
5. en	127	1.28%
6. en-ca	94	0.95%
7. c	86	0.87%
8. es-es	61	0.62%
9. id	57	0.58%
10. de	54	0.54%

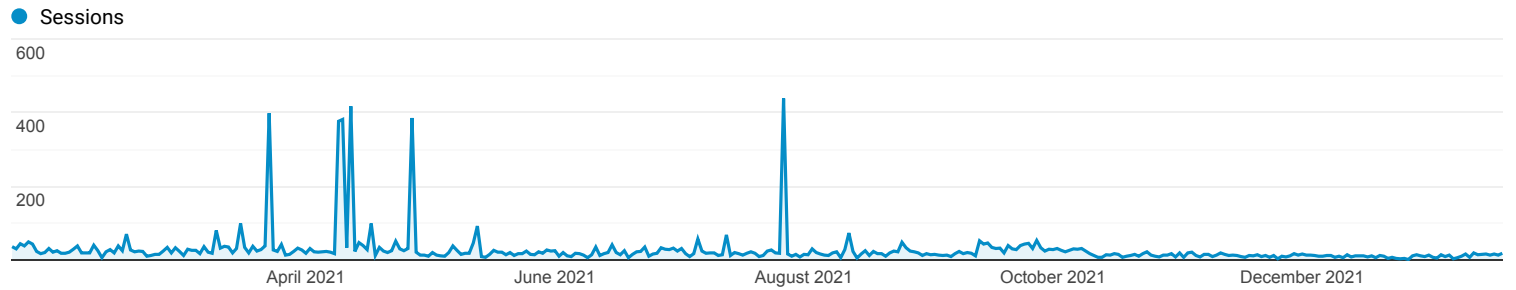
New vs Returning

All Users
100.00% Sessions

Jan 19, 2021 - Jan 19, 2022

Explorer

Summary



User Type	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)
	9,912 <small>% of Total: 100.00% (9,912)</small>	76.18% <small>Avg for View: 76.14% (0.05%)</small>	7,551 <small>% of Total: 100.05% (7,547)</small>	53.51% <small>Avg for View: 53.51% (0.00%)</small>	2.10 <small>Avg for View: 2.10 (0.00%)</small>	00:01:06 <small>Avg for View: 00:01:06 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. New Visitor	7,551 <small>(76.18%)</small>	100.00%	7,551 <small>(100.00%)</small>	59.34%	1.87	00:00:50	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
2. Returning Visitor	2,361 <small>(23.82%)</small>	0.00%	0 <small>(0.00%)</small>	34.86%	2.83	00:01:56	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>

Rows 1 - 2 of 2

Channels

Jan 19, 2021 - Jan 19, 2022

Industry Vertical

Country / Region

Size by daily sessions

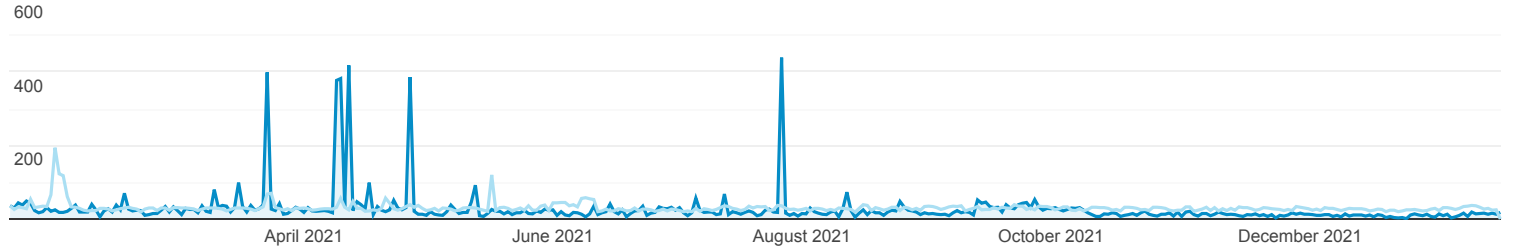
There are 51,438 web properties contributing to this benchmark

People & Society

All

0-99

Sessions Benchmark Sessions



Default Channel Grouping	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	Bounce Rate
	10.53% ↓ 9,912 vs 11,079	4.13% ↑ 76.14% vs 73.12%	6.84% ↓ 7,547 vs 8,101	1.99% ↓ 2.10 vs 2.14	21.90% ↓ 00:01:06 vs 00:01:24	11.59% ↓ 53.51% vs 60.53%
1. Referral	1.85% 2,752 vs 2,702	28.62% 63.88% vs 49.67%	31.00% 1,758 vs 1,342	-14.18% 1.96 vs 2.28	-77.75% 00:00:18 vs 00:01:19	-70.29% 14.68% vs 49.41%
2. Direct	-5.71% 3,867 vs 4,101	7.92% 85.29% vs 79.03%	1.76% 3,298 vs 3,241	3.41% 2.03 vs 1.97	-0.71% 00:01:17 vs 00:01:17	23.55% 75.23% vs 60.89%
3. Social	-53.15% 1,005 vs 2,145	12.46% 89.65% vs 79.72%	-47.31% 901 vs 1,710	-32.41% 1.38 vs 2.04	-62.99% 00:00:26 vs 00:01:10	34.19% 85.77% vs 63.92%
4. Organic Search	-63.63% 2,235 vs 6,146	-4.47% 70.02% vs 73.30%	-65.26% 1,565 vs 4,505	21.14% 2.74 vs 2.26	30.18% 00:02:02 vs 00:01:34	-20.23% 48.81% vs 61.19%
5. Email	-98.54% 43 vs 2,954	-22.95% 44.19% vs 57.35%	-98.88% 19 vs 1,694	-24.42% 1.81 vs 2.40	41.24% 00:02:53 vs 00:02:03	16.93% 65.12% vs 55.69%
6. (Other)	-99.75% 10 vs 3,958	35.83% 100.00% vs 73.62%	-99.66% 10 vs 2,914	-48.22% 1.00 vs 1.93	-100.00% 00:00:00 vs 00:01:11	59.21% 100.00% vs 62.81%
7. Display	-100.00% 0 vs 7,241	-100.00% 0.00% vs 78.70%	-100.00% 0 vs 5,699	-100.00% 0.00 vs 1.55	-100.00% 00:00:00 vs 00:00:31	-100.00% 0.00% vs 71.15%
8. Other Advertising	-100.00% 0 vs 4,588	-100.00% 0.00% vs 85.07%	-100.00% 0 vs 3,903	-100.00% 0.00 vs 1.68	-100.00% 00:00:00 vs 00:01:51	-100.00% 0.00% vs 67.87%
9. Paid Search	-100.00% 0 vs 5,620	-100.00% 0.00% vs 81.17%	-100.00% 0 vs 4,562	-100.00% 0.00 vs 2.10	-100.00% 00:00:00 vs 00:01:00	-100.00% 0.00% vs 62.79%

Rows 1 - 9 of 9

Acquisition Overview

All Users
100.00% Sessions

Jan 19, 2021 - Jan 19, 2022

Primary Dimension:

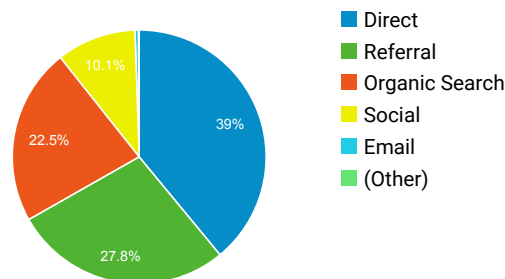
Conversion:

Top Channels

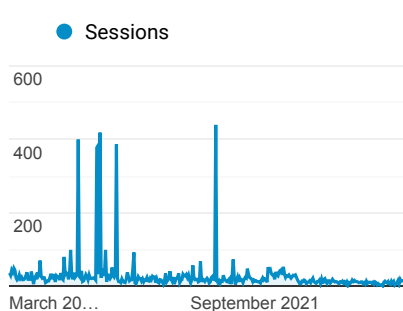
Goal 1: Submit Application Form

[Edit Channel Grouping](#)

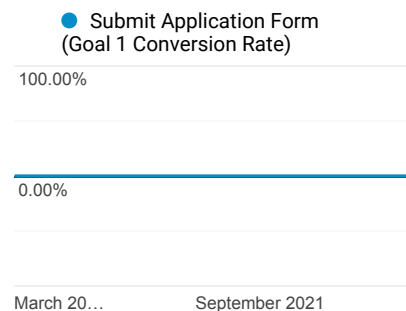
Top Channels



Sessions



Conversions



	Acquisition			Behavior			Conversions		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Goal 1 Conversion Rate ↓	Goal 1 Completion ↓	Goal 1 Value ↓
	9,912	76.14%	7,547	53.51%	2.10	00:01:06	0.00%	0	\$0.00
1 Direct	3,867			75.23%			0.00%		
2 Referral	2,752			14.68%			0.00%		
3 Organic Search	2,235			48.81%			0.00%		
4 Social	1,005			85.77%			0.00%		
5 Email	43			65.12%			0.00%		
6 (Other)	10			100.00%			0.00%		

To see all 6 Channels click [here](#).

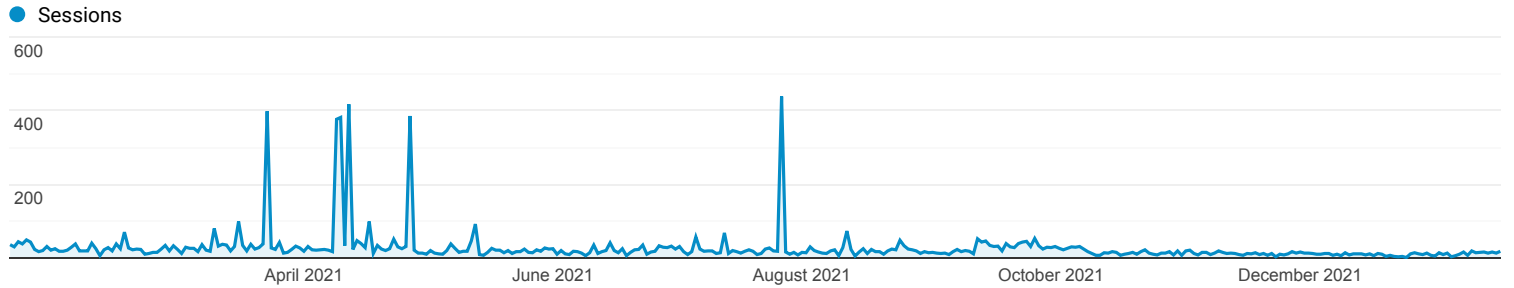
All Traffic

All Users
100.00% Sessions

Jan 19, 2021 - Jan 19, 2022

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)
	9,912 <small>% of Total: 100.00% (9,912)</small>	76.18% <small>Avg for View: 76.14% (0.05%)</small>	7,551 <small>% of Total: 100.05% (7,547)</small>	53.51% <small>Avg for View: 53.51% (0.00%)</small>	2.10 <small>Avg for View: 2.10 (0.00%)</small>	00:01:06 <small>Avg for View: 00:01:06 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. (direct) / (none)	3,867 <small>(39.01%)</small>	85.29%	3,298 <small>(43.68%)</small>	75.23%	2.03	00:01:17	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
2. godlovesmarriage.org / referral	2,248 <small>(22.68%)</small>	59.79%	1,344 <small>(17.80%)</small>	0.93%	2.02	00:00:10	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
3. google / organic	1,907 <small>(19.24%)</small>	69.69%	1,329 <small>(17.60%)</small>	48.72%	2.75	00:02:04	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
4. m.facebook.com / referral	803 <small>(8.10%)</small>	89.29%	717 <small>(9.50%)</small>	88.29%	1.26	00:00:18	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
5. baidu.com / referral	277 <small>(2.79%)</small>	99.64%	276 <small>(3.66%)</small>	100.00%	1.00	00:00:00	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
6. bing / organic	123 <small>(1.24%)</small>	81.30%	100 <small>(1.32%)</small>	45.53%	2.99	00:01:28	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
7. facebook.com / referral	123 <small>(1.24%)</small>	99.19%	122 <small>(1.62%)</small>	94.31%	1.11	00:00:07	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
8. duckduckgo / organic	108 <small>(1.09%)</small>	58.33%	63 <small>(0.83%)</small>	56.48%	2.23	00:01:57	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
9. yahoo / organic	92 <small>(0.93%)</small>	73.91%	68 <small>(0.90%)</small>	45.65%	2.75	00:02:27	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
10. wwme.org / referral	63 <small>(0.64%)</small>	69.84%	44 <small>(0.58%)</small>	31.75%	3.48	00:02:40	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>

Rows 1 - 10 of 58

Frequency & Recency

All Users
100.00% Sessions

Jan 19, 2021 - Jan 19, 2022

Distribution

Count of Sessions

Sessions

9,912

% of Total: 100.00% (9,912)

Pageviews

20,835

% of Total: 100.00% (20,835)

Count of Sessions	Sessions	Pageviews
1	7,551	14,153
2	1,220	2,747
3	432	1,008
4	176	474
5	87	299
6	59	151
7	50	150
8	37	215
9-14	120	348
15-25	60	188
26-50	62	520
51-100	23	86
101-200	35	496

Engagement

All Users
100.00% Sessions

Jan 19, 2021 - Jan 19, 2022

Distribution

Session Duration Bucket

Sessions
9,912
% of Total: 100.00% (9,912)

Pageviews
20,835
% of Total: 100.00% (20,835)

Session Duration Bucket	Sessions	Pageviews
0-10 seconds	7,529	9,776
11-30 seconds	469	1,059
31-60 seconds	430	1,229
61-180 seconds	718	2,870
181-600 seconds	487	2,934
601-1800 seconds	236	1,950
1801+ seconds	43	1,017

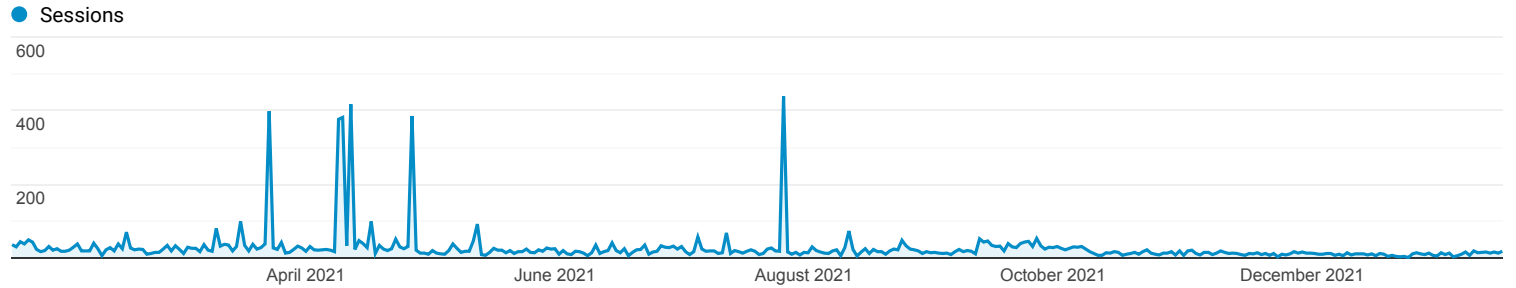
Overview

All Users
100.00% Sessions

Jan 19, 2021 - Jan 19, 2022

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)
	9,912 % of Total: 100.00% (9,912)	76.18% Avg for View: 76.14% (0.05%)	7,551 % of Total: 100.05% (7,547)	53.51% Avg for View: 53.51% (0.00%)	2.10 Avg for View: 2.10 (0.00%)	00:01:06 Avg for View: 00:01:06 (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. desktop	4,916 (49.60%)	75.61%	3,717 (49.23%)	50.83%	2.37	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	4,729 (47.71%)	76.95%	3,639 (48.19%)	56.88%	1.83	00:00:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	267 (2.69%)	73.03%	195 (2.58%)	43.07%	2.06	00:01:08	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

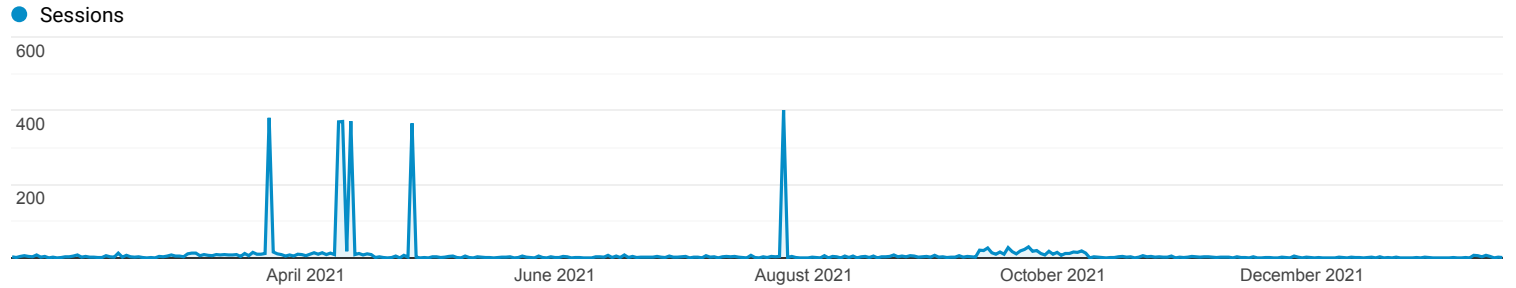
Referral Traffic

All Users
37.90% Sessions

Jan 19, 2021 - Jan 19, 2022

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)
	3,757 % of Total: 37.90% (9,912)	70.77% Avg for View: 76.14% (-7.05%)	2,659 % of Total: 35.23% (7,547)	33.70% Avg for View: 53.51% (-37.03%)	1.80 Avg for View: 2.10 (-14.29%)	00:00:20 Avg for View: 00:01:06 (-69.90%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (0.00)
1. godlovesmarriage.org	2,248 (59.83%)	59.79%	1,344 (50.55%)	0.93%	2.02	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. m.facebook.com	803 (21.37%)	89.29%	717 (26.97%)	88.29%	1.26	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. baidu.com	277 (7.37%)	99.64%	276 (10.38%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. facebook.com	123 (3.27%)	99.19%	122 (4.59%)	94.31%	1.11	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. wwme.org	63 (1.68%)	69.84%	44 (1.65%)	31.75%	3.48	00:02:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. l.facebook.com	56 (1.49%)	75.00%	42 (1.58%)	44.64%	3.14	00:02:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. paypal.com	47 (1.25%)	4.26%	2 (0.08%)	61.70%	2.11	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. sharefaith.com	43 (1.14%)	83.72%	36 (1.35%)	44.19%	2.12	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. lm.facebook.com	17 (0.45%)	94.12%	16 (0.60%)	52.94%	2.29	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. sotv.org	11 (0.29%)	90.91%	10 (0.38%)	27.27%	2.55	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 47

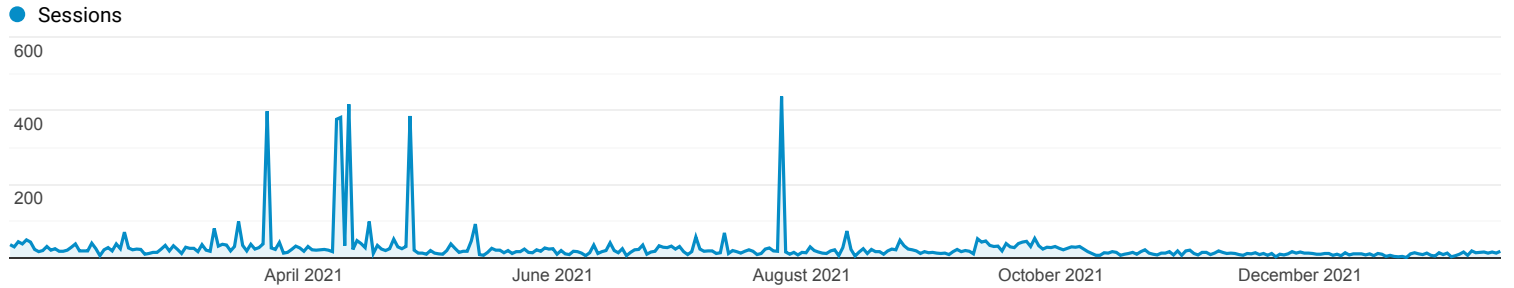
All Traffic

All Users
100.00% Sessions

Jan 19, 2021 - Jan 19, 2022

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)
	9,912 % of Total: 100.00% (9,912)	76.18% Avg for View: 76.14% (0.05%)	7,551 % of Total: 100.05% (7,547)	53.51% Avg for View: 53.51% (0.00%)	2.10 Avg for View: 2.10 (0.00%)	00:01:06 Avg for View: 00:01:06 (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)
11. l.facebook.com / referral	56 (0.56%)	75.00%	42 (0.56%)	44.64%	3.14	00:02:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. paypal.com / referral	47 (0.47%)	4.26%	2 (0.03%)	61.70%	2.11	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. hs_email / email	43 (0.43%)	44.19%	19 (0.25%)	65.12%	1.81	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. sharefaith.com / referral	43 (0.43%)	83.72%	36 (0.48%)	44.19%	2.12	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. lm.facebook.com / referral	17 (0.17%)	94.12%	16 (0.21%)	52.94%	2.29	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. sotv.org / referral	11 (0.11%)	90.91%	10 (0.13%)	27.27%	2.55	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. facebook / paid	10 (0.10%)	100.00%	10 (0.13%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. nmwusa-calendar.org / referral	10 (0.10%)	60.00%	6 (0.08%)	70.00%	2.20	00:01:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
19. godlovesmarriage.hubspotpag ebuilder.com / referral	6 (0.06%)	50.00%	3 (0.04%)	50.00%	3.17	00:02:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
20. app.hubspot.com / referral	5 (0.05%)	0.00%	0 (0.00%)	0.00%	3.80	00:02:37	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 11 - 20 of 58

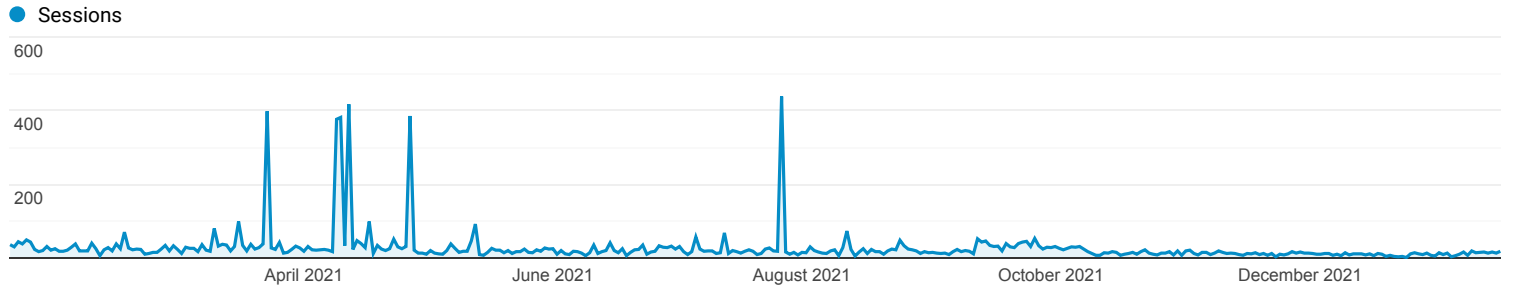
All Traffic

All Users
100.00% Sessions

Jan 19, 2021 - Jan 19, 2022

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)
	9,912 % of Total: 100.00% (9,912)	76.18% Avg for View: 76.14% (0.05%)	7,551 % of Total: 100.05% (7,547)	53.51% Avg for View: 53.51% (0.00%)	2.10 Avg for View: 2.10 (0.00%)	00:01:06 Avg for View: 00:01:06 (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)
21. calvary.org / referral	3 (0.03%)	100.00%	3 (0.04%)	33.33%	2.00	00:00:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
22. trinitylutheranvalde.com / referral	3 (0.03%)	66.67%	2 (0.03%)	66.67%	1.33	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
23. vaptcha.com / referral	3 (0.03%)	100.00%	3 (0.04%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
24. youtube.com / referral	3 (0.03%)	66.67%	2 (0.03%)	33.33%	3.67	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
25. 91004.stablerack.com / referral	2 (0.02%)	50.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
26. cn.bing.com / referral	2 (0.02%)	100.00%	2 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
27. ecosia.org / organic	2 (0.02%)	100.00%	2 (0.03%)	50.00%	2.00	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
28. iframe-toloka.com / referral	2 (0.02%)	100.00%	2 (0.03%)	0.00%	2.50	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
29. search.aol.com / referral	2 (0.02%)	100.00%	2 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
30. thecouplespost.org / referral	2 (0.02%)	0.00%	0 (0.00%)	50.00%	1.50	00:01:13	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 21 - 30 of 58

Content Drilldown

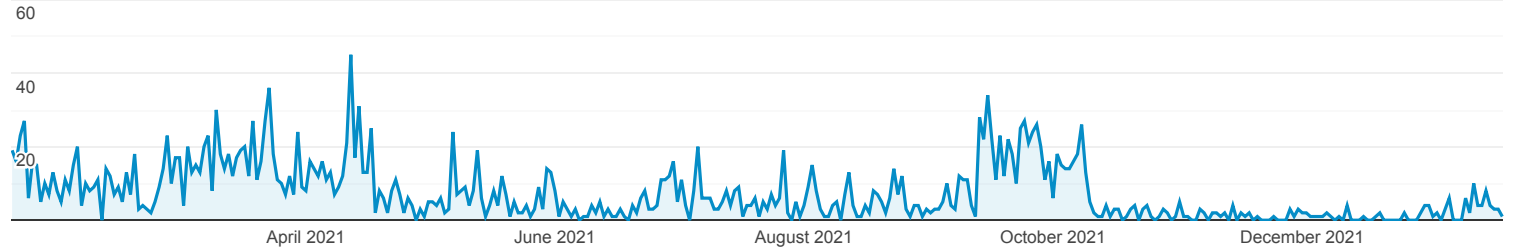
ALL » PAGE PATH LEVEL 1: /event/

Jan 19, 2021 - Jan 19, 2022

All Users
12.97% Pageviews

Explorer

Pageviews



Page path level 2	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	2,702 % of Total: 12.97% (20,835)	2,412 % of Total: 15.65% (15,408)	00:02:01 Avg for View: 00:01:00 (102.46%)	84.06% Avg for View: 53.51% (57.08%)	62.92% Avg for View: 47.57% (32.25%)
1. /virtual-experience-2/	773 (28.61%)	684 (28.36%)	00:02:05	89.02%	72.06%
2. /virtual-experience-6/	511 (18.91%)	484 (20.07%)	00:01:46	86.56%	76.13%
3. /marriage-encounter-lancaster-pa-3/	294 (10.88%)	249 (10.32%)	00:02:30	81.63%	54.08%
4. /virtual-experience-3/	217 (8.03%)	192 (7.96%)	00:01:48	67.68%	55.30%
5. /marriage-encounter-virtual-experience/	185 (6.85%)	156 (6.47%)	00:01:43	67.24%	51.89%
6. /marriage-encounter-cranberry-twp-pa/	125 (4.63%)	113 (4.68%)	00:02:14	85.71%	46.40%
7. /marriage-encounter-streetsboro-oh/	113 (4.18%)	103 (4.27%)	00:01:45	80.95%	45.13%
8. /hartville-oh/	102 (3.77%)	86 (3.57%)	00:02:15	75.00%	45.10%
9. /marriage-encounter-virtual-experience-2/	101 (3.74%)	92 (3.81%)	00:02:15	83.33%	56.44%
10. /marriage-encounter-battle-creek-mi/	75 (2.78%)	65 (2.69%)	00:01:52	76.47%	50.67%

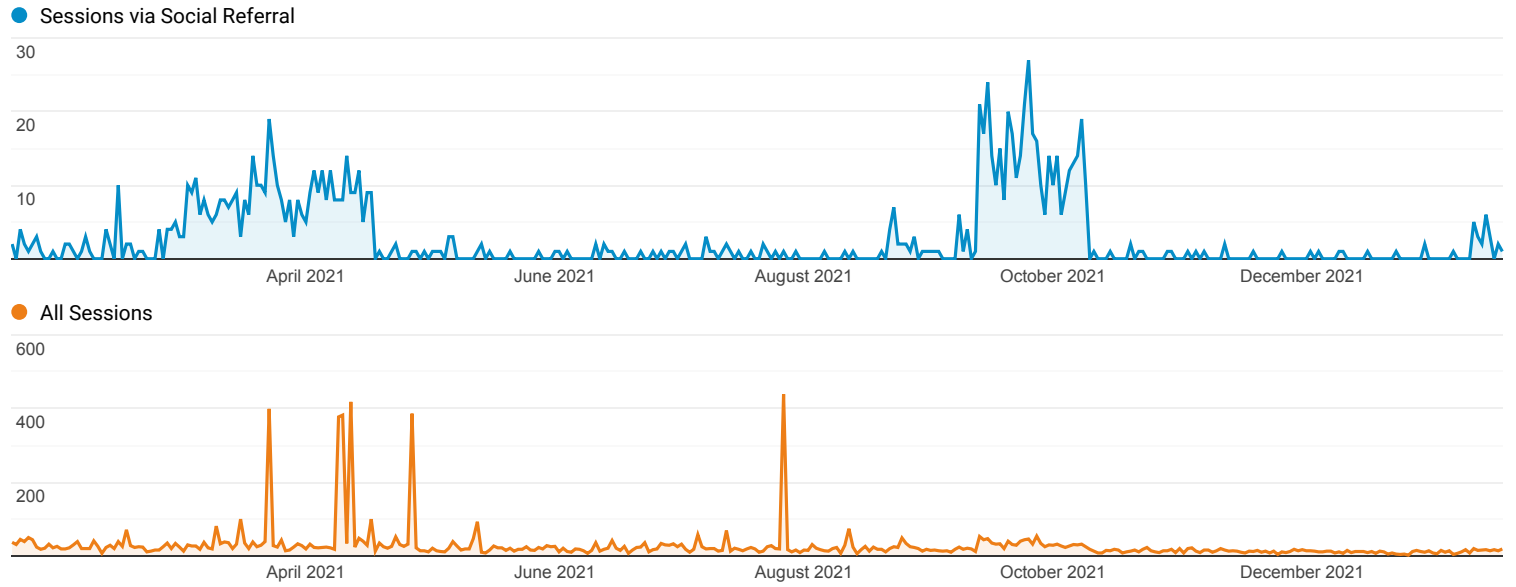
Rows 1 - 10 of 29

Landing Pages

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All Users
100.00% Sessions

Social Referral



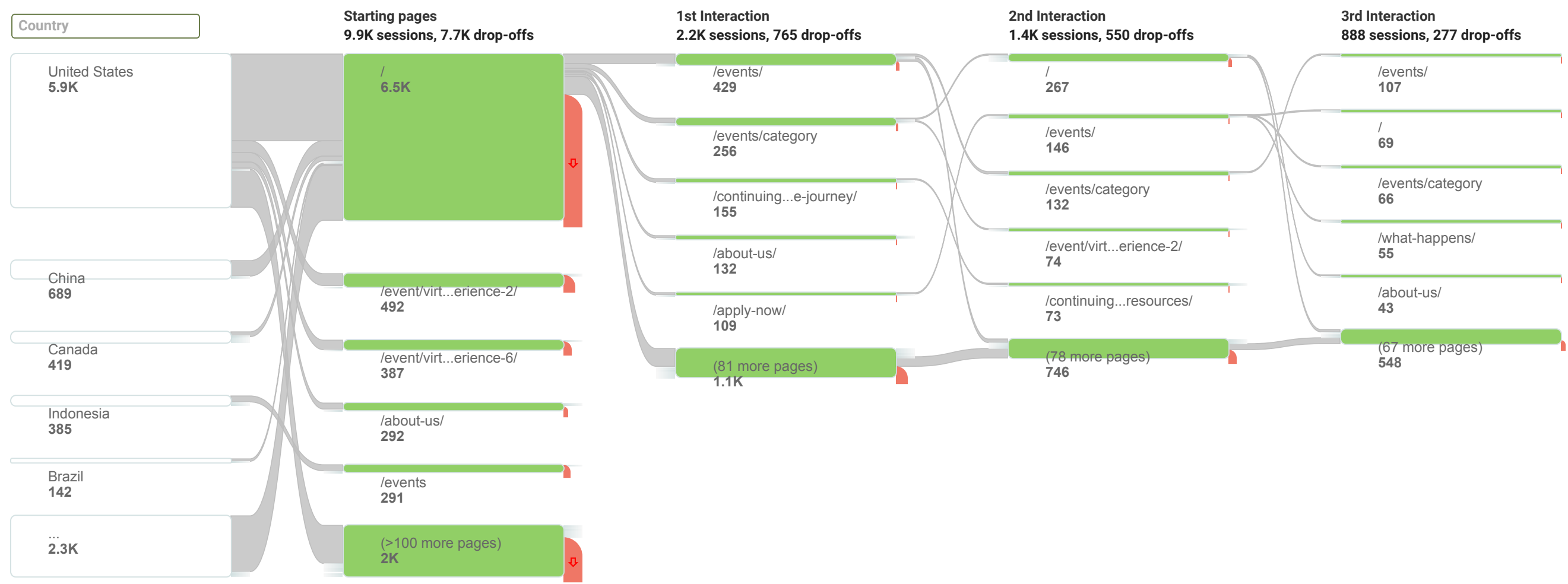
Shared URL	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. godlovesmarriage.org/event/virtual-experience-2/	318 (31.64%)	360 (26.03%)	00:00:09	1.13
2. godlovesmarriage.org/event/virtual-experience-6/	310 (30.85%)	377 (27.26%)	00:00:17	1.22
3. godlovesmarriage.org/	60 (5.97%)	156 (11.28%)	00:01:19	2.60
4. godlovesmarriage.org/event/virtual-experience-5/	15 (1.49%)	17 (1.23%)	00:00:05	1.13
5. godlovesmarriage.org/events/	6 (0.60%)	12 (0.87%)	00:00:36	2.00
6. www.godlovesmarriage.org/	3 (0.30%)	3 (0.22%)	00:00:00	1.00
7. godlovesmarriage.org/about-us/	2 (0.20%)	13 (0.94%)	00:01:20	6.50
8. godlovesmarriage.org/event/virtual-experience-3/	2 (0.20%)	4 (0.29%)	00:00:16	2.00
9. godlovesmarriage.org/?fbclid=IwAR0_xDYMitGfthH6sT2QOK2QBc5oYUcrAoWmiLGhX063oHDI9ko-c1hr1CE	1 (0.10%)	1 (0.07%)	00:00:00	1.00
10. godlovesmarriage.org/?fbclid=IwAR0-u1MTh1Zmmq_VAVwcE-rwQIXZyrIE2FaxWK1dhh6UDavbvEPC-vfJy8o	1 (0.10%)	1 (0.07%)	00:00:00	1.00

Rows 1 - 10 of 297

Users Flow

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All Users
100.00% Sessions



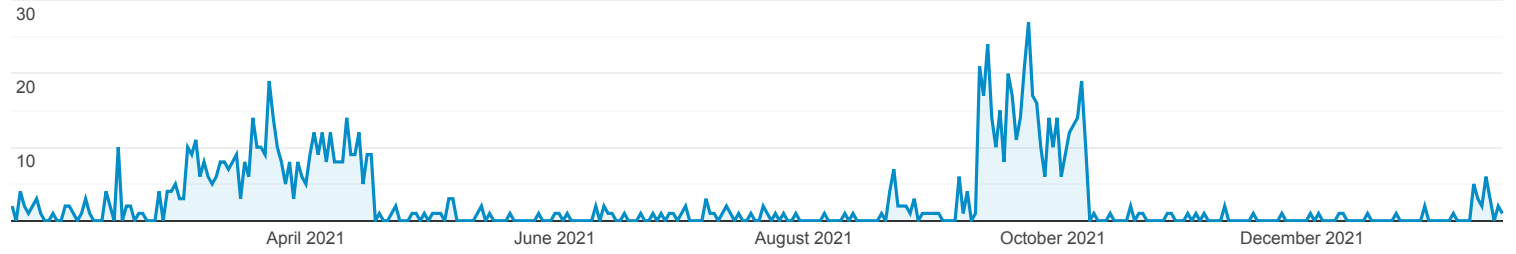
Network Referrals

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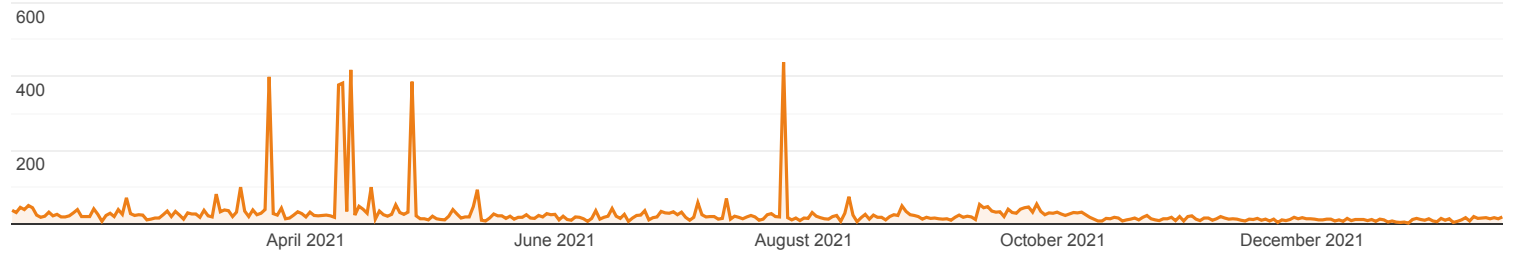
All Users
100.00% Sessions

Social Referral

Sessions via Social Referral



All Sessions



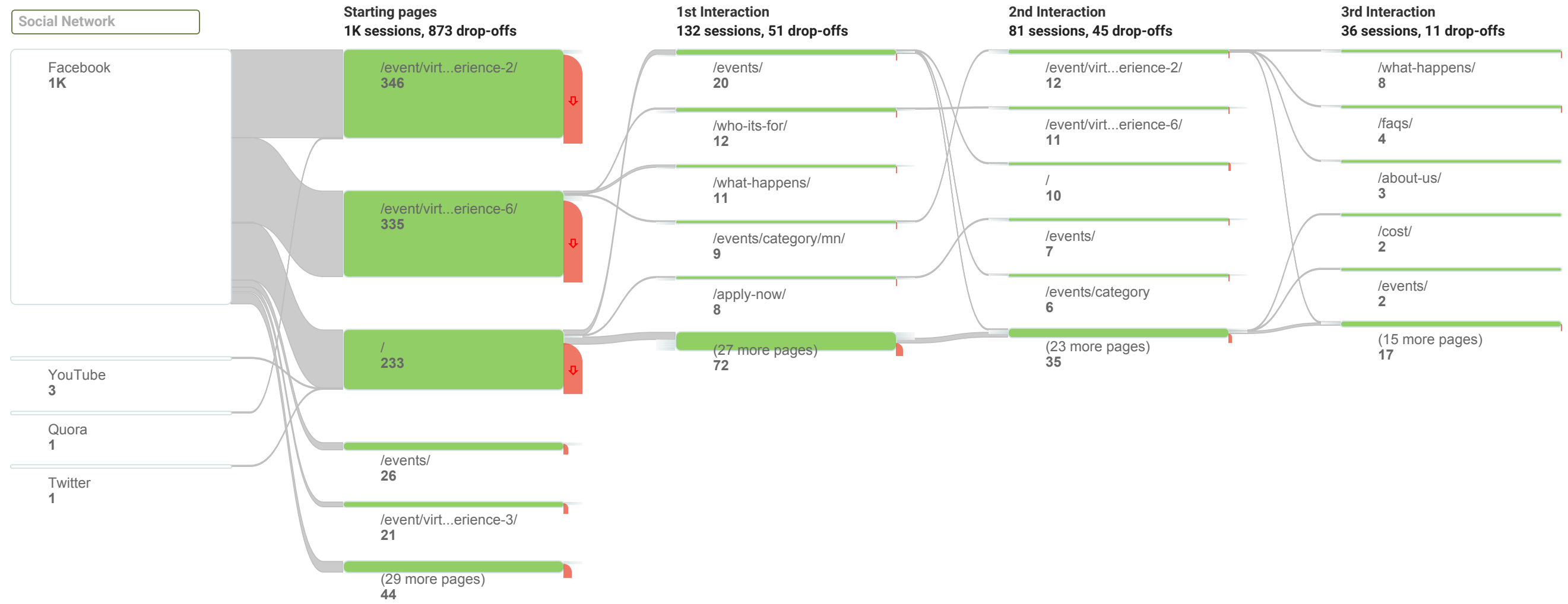
Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. Facebook	1,000 (99.50%)	1,363 (98.55%)	00:00:25	1.36
2. YouTube	3 (0.30%)	11 (0.80%)	00:01:20	3.67
3. Quora	1 (0.10%)	1 (0.07%)	00:00:00	1.00
4. Twitter	1 (0.10%)	8 (0.58%)	00:05:22	8.00

Rows 1 - 4 of 4

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Social Users Flow

All Users
100.00% Sessions



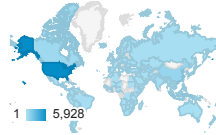
Location

All Users
100.00% Sessions

Jan 19, 2021 - Jan 19, 2022

Map Overlay

Summary



Country	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)
	9,912 % of Total: 100.00% (9,912)	76.18% Avg for View: 76.14% (0.05%)	7,551 % of Total: 100.05% (7,547)	53.51% Avg for View: 53.51% (0.00%)	2.10 Avg for View: 2.10 (0.00%)	00:01:06 Avg for View: 00:01:06 (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. United States	5,928 (59.81%)	75.37%	4,468 (59.17%)	60.41%	2.38	00:01:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. China	689 (6.95%)	95.79%	660 (8.74%)	88.53%	1.11	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Canada	419 (4.23%)	84.96%	356 (4.71%)	69.21%	1.94	00:01:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Indonesia	385 (3.88%)	93.51%	360 (4.77%)	83.12%	1.34	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Brazil	142 (1.43%)	89.44%	127 (1.68%)	57.04%	1.43	00:00:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. (not set)	130 (1.31%)	76.15%	99 (1.31%)	30.00%	1.71	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. India	110 (1.11%)	66.36%	73 (0.97%)	14.55%	1.87	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Japan	108 (1.09%)	61.11%	66 (0.87%)	8.33%	1.92	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Philippines	92 (0.93%)	72.83%	67 (0.89%)	27.17%	1.96	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Germany	91 (0.92%)	65.93%	60 (0.79%)	23.08%	1.81	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)

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