

Media • Communications • Publicity
Craig & Connie Leinicke
January 19, 2023

Asterisk (*) behind section headings indicates currently funded tasks.

From July 27, 2022 through January 19, 2023, the Media • Communications • Publicity efforts have pursued the following:

- Optimized web pages on GLM for search engine ranking, and monitored and updated platform and theme architecture, functionality, and plug-ins to maintain effectiveness and security.
- Modified GLM web pages as necessary, including further development of the CTJ “Resources” section (“**Presenting Couples**” section pw = **LME-pc**; pw = **007** for the “**Presentation Outlines • Mentality**” section).
- Uploaded documents as requested to GLM.
- Added, modified, and deleted GLM experience pages as needed.
- Assisted area registration couples as needed.
- Monitored and managed inquiries from info@godlovesmarriage.org email address.
- Added email addresses to national database as supplied by areas.
- Performed tasks as needed and/or requested by LME leadership and loving task couples.
- Updated and revised 9 application forms as needed.
- Monitored and troubleshoot registration system as needed.
- Modified Constant Contact eblast formatting as needed.
- Updated and uploaded LME experience documents with new WWME logos in place (*still in progress*).
- ILME.org website documents and information integration with GLM with build of an ILME Leadership page on GLM *in progress*.
- Created and added in-person and virtual experience web banner ads to GLM for encountered couples to send to churches for website posting.
- Created two church video slides, one 8.5” x 11” poster, one web banner ad, one bulletin insert, and six bulletin announcements (which can also be used for **1-minute radio ad copy**) for each upcoming experience. Added each to “Resources” section of GLM inside “Publicity & Inviting” for use in area promotional activities.

GodLovesMarriage.org Site Analytics*

- Google analytics are attached to the back of this report. Please note that these analytics are based on data accumulated for **only the prior 6-month period, rather than for a 12-month period**.
- Please note that this is the last official analytics report using Google Universal Analytics before we change to the Google Analytics 4 analytics system on March 31, 2023. (Google is sunsetting its Universal Analytics system, which has been its data collection system for a number of years, as of July 1, 2023.) We will pull a final Universal Analytics report from Google for January 18, 2023 to March 31, 2023 and retain its data for inclusion in our Summer 2023 Media Report.

Church & Video Eblasts*

- Created and sent eblasts to churches during this reporting period for areas requesting assistance for their scheduled experiences.
- Each eblast included – for church use – links to two church video slides, one 8.5” x 11” poster, one web banner ad, one bulletin insert, three video links, and six bulletin announcements for each upcoming experience.

2023 Priority Action Item: *Active updating of area email databases. We recommend that all areas 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 11 years old and seriously out of date. This negatively affects the open rates of eblasts as well as possible 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.

We recommend that the NARLME Marketing Development Team work with a designated couple from each area to make this update possible.

Social Media Management*

- Posted four (4) Spring/Fall LME Events on GLM Facebook page.
- Facebook “Likes” as of January 19, 2023 = 4,166.

2023 Priority Action Item: *We recommend that all Team Couples assigned to an experience as well as local community couples who are on Facebook “share” these experiences listed on the GLM Facebook page in their personal Facebook feeds to stimulate interest in these experiences among their personal Facebook friends.*

Trifold Brochures*

- Approximately 1,200 trifold brochures **without a registration fee** (from the early February 2022 printing) are in inventory at this time for use/distribution by both churches and areas.
- During its April 9, 2022 meeting, the NAR Board approved adding a QR code to the printed brochure. **This task is on hold until current inventory needs replenishing (typically when inventory reaches 300 brochures).**
- Emails we receive from churches and area couples responding to the offer of brochures are forwarded to each area’s Registration Couple and/or District Leaders for delivery to specific churches.
- No requests from churches were received during this reporting period. Several active LME areas have requested and received brochures for distribution in their local areas.
- Please contact the Leinickes if you wish to have brochures shipped for your area’s use.

Videos*

- Three (3) couples in the Michigan area volunteered and presented their personally written community talks for video recording by the Leinickes during the November 2022 Michigan Veterans Retreat. **These recordings are currently being edited by Leinicke/Spire staff to add to the LME YouTube channel, as well as to use in future LME encountered couple eblasts. We thank them – Piazzas, Zelnors, and Matlins – for their wonderful presentations!**

- A total of 23 GLM YouTube videos are currently on the GLM YouTube channel for use by encountered couples, churches, and areas for inviting activities.
- Promotional videos are linked from the main section of the GLM home page.
- The 10&10 presentation videos on YouTube are linked on the GLM website in the Community > Resources section for use by areas and Journey Groups.

2023 Priority Action Item #1: *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.*

2023 Priority Action Item #2: *NAR needs to make updating of the “How Was Your Weekend?” video from the 1980s/90s a main priority in the coming year to help interested couples move past their objections to attending an experience and register.*

Experience Materials*

- Following are in-experience materials that currently need updating to meet both the new outline and LME branding needs:
 - Presentation banners (Welcome, Feelings, etc which total approximately 9-10 banners)
 - Powerpoint presentation
 - Workbook
 - Handouts for registration table and presentations
- Additional in-experience materials (workbook cover, important handouts, care package handouts, admin documents, financial donation docs, etc) have been updated to meet our branding needs and uploaded to GLM.org > Resources > Presenting Couples (pw: 007)

2023 Priority Action Item: Area leadership should review all admin documents currently uploaded to GLM.org and contact Connie Leinicke at conniel@leinickegroup.com if documents you use but cannot find there are needed. She will be happy to brand and upload the documents you need.

Promotional Materials*

- Following the August 2022 semi-annual meeting, the NAR Board asked the Leinickes to research and coordinate vendors and pricing for promotional experience (and conference booth) materials for approval by the Board. Following Board approval, the Leinickes designed, built digital print quality files, and ordered the following promotional pieces from 5 different vendors:
 - 500 GLM.org branded pens with stylus (Budget: \$535)
 - 6 table banner stands (3 each of 2 designs) (Budget: \$220)
 - 3 table GLM.org branded runners (Budget: \$170)
 - 2000 mini circle stickers (Budget: \$105)
 - 100 each of 2 different window clings (Budget: \$210)
 - 500 notebook/candle stickers (Budget: \$190)
 - *Total Budget:* Approximately \$1,430 plus tax and shipping where applicable
 - Some delays in printing and delivery occurred due to material shortages and/or vendor equipment issues. However, all have been successfully delivered to the Leinickes, and the Leinickes foresee shipping the last two items received (notebook/candle stickers and window clings) in the next few days to the following areas: Western District, Michigan Area, and Northeast Area. All other areas expressing a desire for these materials have received them via USPS or personal delivery by the Leinickes.

- Conference materials on hand and recommended for use at local/regional church conferences also include:
 - Three 36” x 96” GLM banners (*need updating with new WWME logo and printing*).
 - One white GLM-branded 8-foot table skirt
 - White GLM-branded pens (as giveaway items; each active area has received 100 pens)
 - GLM/LME brochures in packets of 50 for distribution to church staff
 - Several GLM-branded polo shirts (on the “endangered” list as inventory is very low)
 - A basket with a sign offering a “free” experience to a random winner who completes a booth form
- The Zelnors staffed an LME “booth/table” at the Sept 2022 Best Practices in Ministry in-person conference in Michigan and offered a free experience to the winner of a drawing (*this couple attended Michigan’s Fall 2022 experience!*).
- The Prestons and Hartmans (and perhaps the Leinickes) will staff an LME “booth/table” at the February 2023 Best Practices in Ministry in-person conference in Phoenix AZ during this reporting period.

2023 Action Item: *We encourage each leadership couple to attend at least one church-related conference – regional, state, or national – during 2023 as ambassadors to remind the larger church organizations of the existence and mission of Lutheran Marriage Encounter. Our newly branded Conference materials can support your outreach at events.*

Encountered Couples Email Database*

We remind all areas to send the post-experience “Allowed Contact” form to the Leinickes at conniel@leinickegroup.com to add newly encountered couples to the Constant Contact “Couples” database, including Virtual Experience couple lists!

Action Item: Active areas can submit their current list of active LME encountered couples to Connie Leinicke for updating of their list. Please contact Connie at conniel@leinickegroup.com if you would like her to download the current list in our database for your area.

LME App Development*

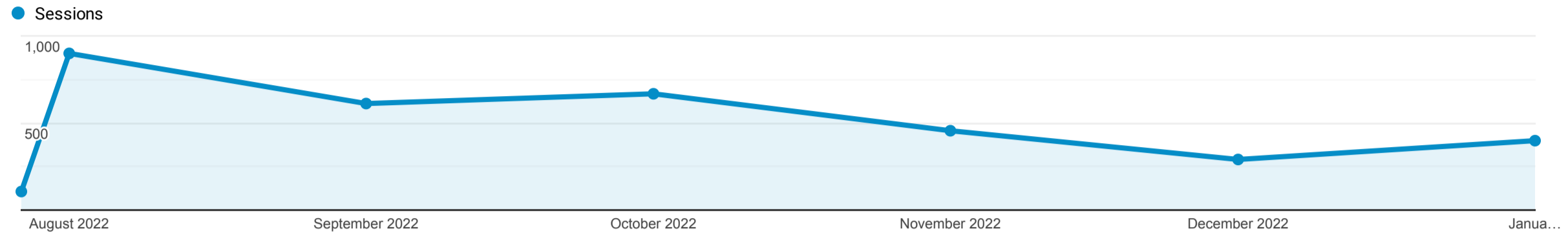
We look forward to learning more from the Brooks and the Coles regarding progress in their collaboration with Lutheran university students. **NOTE:** If this project requires another professional developer to assist Ryan (rather than continuing to work at connecting with an interested and available graduate student to help accomplish the project), we recommend our trusted partner Glen Keune of Spire Consulting, who also works on a contract basis for WWME as its development specialist and who consulted with Ryan early in the development of this App.

Audience Overview

Jul 27, 2022 - Jan 18, 2023

All Users
100.00% Sessions

Overview



Sessions
3,419

Users
2,233

Pageviews
9,202

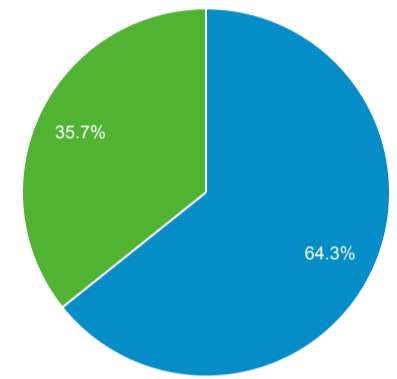
Pages / Session
2.69

Avg. Session Duration
00:02:27

Bounce Rate
58.91%

% New Sessions
64.23%

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	3,079	90.06%
2. zh-cn	156	4.56%
3. en	50	1.46%
4. en-gb	22	0.64%
5. c	20	0.58%
6. en-ca	20	0.58%
7. fi-fi	10	0.29%
8. da-dk	9	0.26%
9. en-us@posix	7	0.20%
10. en-ph	6	0.18%

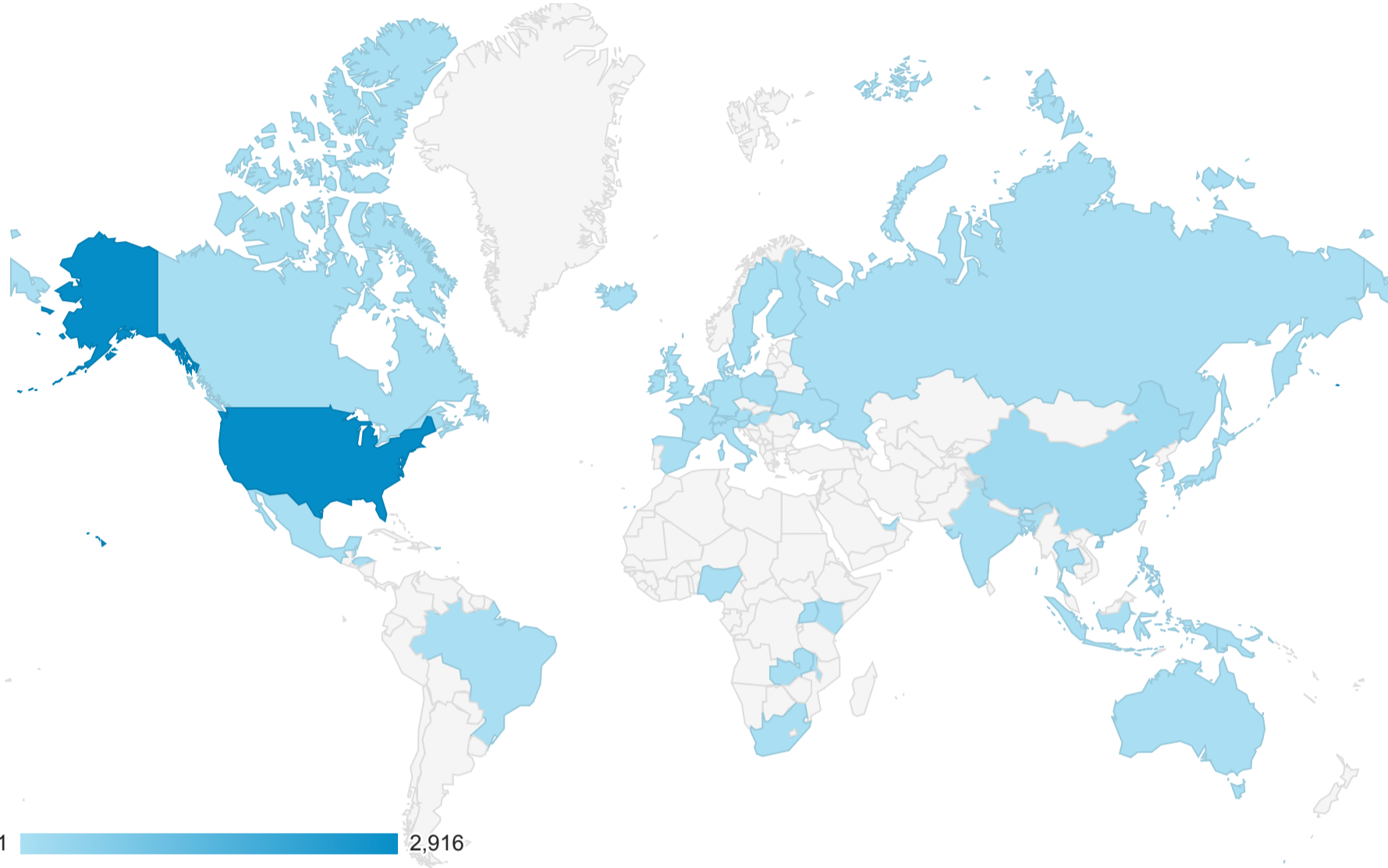
Jul 27, 2022 - Jan 18, 2023

Location

All Users
100.00% Sessions

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)	
	3,419 % of Total: 100.00% (3,419)	64.26% Avg for View: 64.23% (0.05%)	2,197 % of Total: 100.05% (2,196)	58.91% Avg for View: 58.91% (0.00%)	2.69 Avg for View: 2.69 (0.00%)	00:02:27 Avg for View: 00:02:27 (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	2,916 (85.29%)	59.16%	1,725 (78.52%)	54.29%	2.88	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)	
2. 🇨🇳 China	186 (5.44%)	100.00%	186 (8.47%)	97.85%	1.03	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)	
3. 🇨🇦 Canada	44 (1.29%)	77.27%	34 (1.55%)	63.64%	2.32	00:02:03	0.00%	0 (0.00%)	\$0.00 (0.00%)	
4. 🇵🇭 Philippines	24 (0.70%)	91.67%	22 (1.00%)	87.50%	1.29	00:00:57	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. (not set)	23 (0.67%)	100.00%	23 (1.05%)	82.61%	1.17	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. 🇫🇷 France	20 (0.58%)	100.00%	20 (0.91%)	90.00%	1.25	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)	
7. 🇭🇰 Hong Kong	19 (0.56%)	100.00%	19 (0.86%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
8. 🇫🇮 Finland	16 (0.47%)	87.50%	14 (0.64%)	75.00%	1.56	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)	
9. 🇸🇬 Singapore	16 (0.47%)	100.00%	16 (0.73%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
10. 🇲🇽 Mexico	12 (0.35%)	100.00%	12 (0.55%)	83.33%	1.17	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Rows 1 - 10 of 46

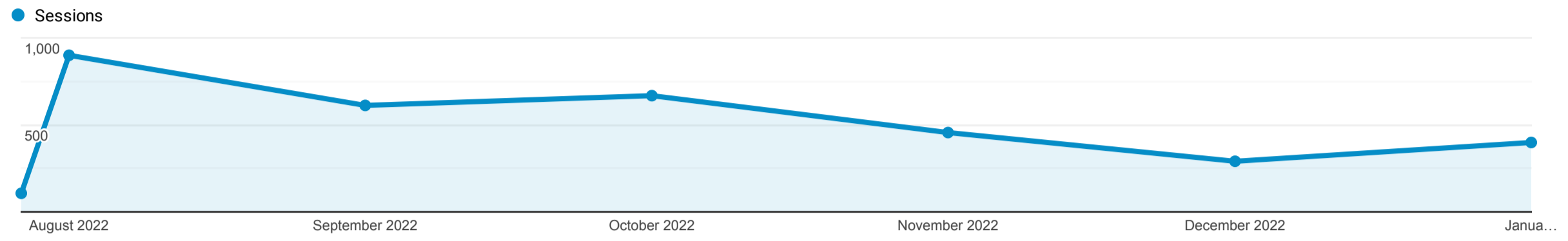
Overview

Jul 27, 2022 - Jan 18, 2023

All Users
100.00% Sessions

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)	
	3,419 % of Total: 100.00% (3,419)	64.26% Avg for View: 64.23% (0.05%)	2,197 % of Total: 100.05% (2,196)	58.91% Avg for View: 58.91% (0.00%)	2.69 Avg for View: 2.69 (0.00%)	00:02:27 Avg for View: 00:02:27 (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	1,862 (54.46%)	56.44%	1,051 (47.84%)	55.69%	3.17	00:03:14	0.00%	0 (0.00%)	\$0.00 (0.00%)	
2. mobile	1,511 (44.19%)	73.46%	1,110 (50.52%)	62.87%	2.11	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)	
3. tablet	46 (1.35%)	78.26%	36 (1.64%)	58.70%	2.52	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Rows 1 - 3 of 3

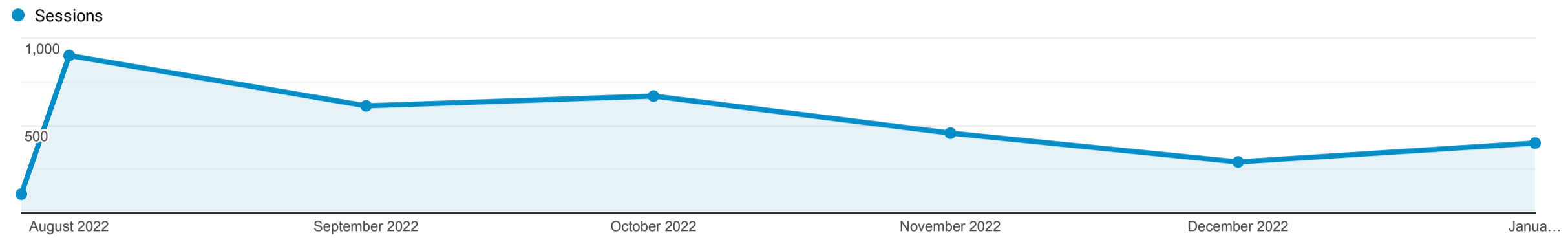
Browser & OS

Jul 27, 2022 - Jan 18, 2023

All Users
100.00% Sessions

Explorer

Summary



Browser	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)	
	3,419 % of Total: 100.00% (3,419)	64.26% Avg for View: 64.23% (0.05%)	2,197 % of Total: 100.05% (2,196)	58.91% Avg for View: 58.91% (0.00%)	2.69 Avg for View: 2.69 (0.00%)	00:02:27 Avg for View: 00:02:27 (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. Chrome	1,454 (42.53%)	69.88%	1,016 (46.24%)	54.95%	3.05	00:02:33	0.00%	0 (0.00%)	\$0.00 (0.00%)	
2. Safari	1,013 (29.63%)	74.43%	754 (34.32%)	63.38%	2.08	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)	
3. Edge	521 (15.24%)	16.51%	86 (3.91%)	53.55%	3.21	00:05:12	0.00%	0 (0.00%)	\$0.00 (0.00%)	
4. Firefox	129 (3.77%)	43.41%	56 (2.55%)	32.56%	4.21	00:03:07	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. Mozilla Compatible Agent	101 (2.95%)	100.00%	101 (4.60%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. Safari (in-app)	51 (1.49%)	98.04%	50 (2.28%)	68.63%	1.75	00:00:51	0.00%	0 (0.00%)	\$0.00 (0.00%)	
7. Android Browser	39 (1.14%)	100.00%	39 (1.78%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
8. Android Webview	34 (0.99%)	100.00%	34 (1.55%)	67.65%	2.03	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)	
9. Samsung Internet	32 (0.94%)	78.12%	25 (1.14%)	62.50%	1.72	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00%)	
10. (not set)	22 (0.64%)	100.00%	22 (1.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Rows 1 - 10 of 15

Channels

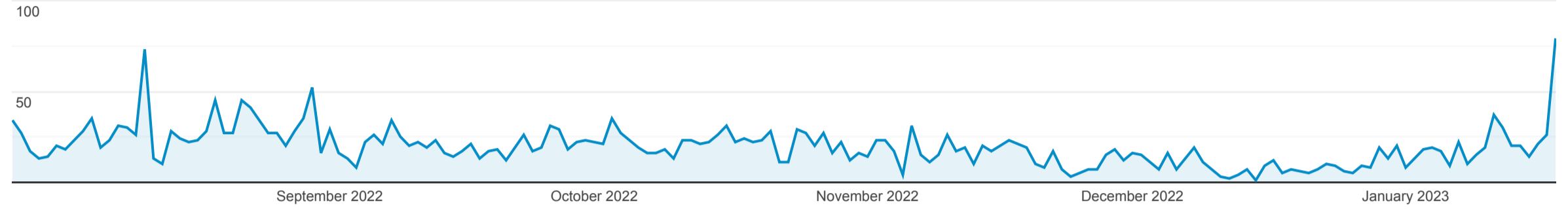
Jul 27, 2022 - Jan 18, 2023

All Users
100.00% Sessions

Explorer

Summary

Sessions



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)	
	3,419 % of Total: 100.00% (3,419)	64.26% Avg for View: 64.23% (0.05%)	2,197 % of Total: 100.05% (2,196)	58.91% Avg for View: 58.91% (0.00%)	2.69 Avg for View: 2.69 (0.00%)	00:02:27 Avg for View: 00:02:27 (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	1,580 (46.21%)	77.47%	1,224 (55.71%)	66.84%	2.25	00:01:48	0.00%	0 (0.00%)	\$0.00 (0.00%)	
2. Organic Search	1,179 (34.48%)	63.36%	747 (34.00%)	47.33%	3.29	00:02:26	0.00%	0 (0.00%)	\$0.00 (0.00%)	
3. Social	489 (14.30%)	29.24%	143 (6.51%)	65.24%	2.34	00:04:49	0.00%	0 (0.00%)	\$0.00 (0.00%)	
4. Referral	135 (3.95%)	56.30%	76 (3.46%)	44.44%	4.07	00:01:47	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. Email	36 (1.05%)	19.44%	7 (0.32%)	58.33%	2.11	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Rows 1 - 5 of 5

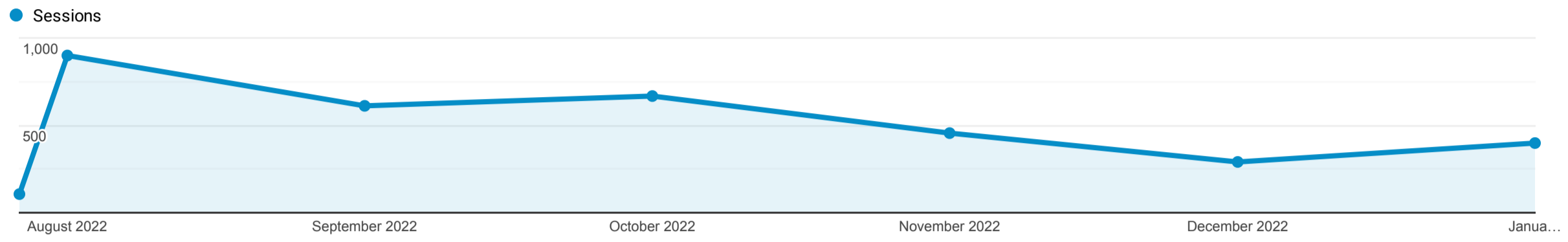
All Traffic

Jul 27, 2022 - Jan 18, 2023

All Users
100.00% Sessions

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)	
	3,419 % of Total: 100.00% (3,419)	64.26% Avg for View: 64.23% (0.05%)	2,197 % of Total: 100.05% (2,196)	58.91% Avg for View: 58.91% (0.00%)	2.69 Avg for View: 2.69 (0.00%)	00:02:27 Avg for View: 00:02:27 (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)	1,580 (46.21%)	77.47%	1,224 (55.71%)	66.84%	2.25	00:01:48	0.00%	0 (0.00%)	\$0.00 (0.00%)	
2. google / organic	1,018 (29.77%)	66.90%	681 (31.00%)	48.62%	3.14	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)	
3. l.facebook.com / referral	358 (10.47%)	4.75%	17 (0.77%)	57.82%	2.72	00:06:31	0.00%	0 (0.00%)	\$0.00 (0.00%)	
4. m.facebook.com / referral	83 (2.43%)	96.39%	80 (3.64%)	83.13%	1.29	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. yahoo / organic	70 (2.05%)	31.43%	22 (1.00%)	37.14%	3.40	00:02:38	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. bing / organic	65 (1.90%)	32.31%	21 (0.96%)	38.46%	5.32	00:02:34	0.00%	0 (0.00%)	\$0.00 (0.00%)	
7. wwme.org / referral	50 (1.46%)	82.00%	41 (1.87%)	30.00%	4.20	00:01:38	0.00%	0 (0.00%)	\$0.00 (0.00%)	
8. hs_email / email	33 (0.97%)	18.18%	6 (0.27%)	60.61%	2.09	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)	
9. paypal.com / referral	27 (0.79%)	3.70%	1 (0.05%)	66.67%	3.56	00:02:33	0.00%	0 (0.00%)	\$0.00 (0.00%)	
10. duckduckgo / organic	26 (0.76%)	88.46%	23 (1.05%)	46.15%	3.42	00:02:55	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Rows 1 - 10 of 34

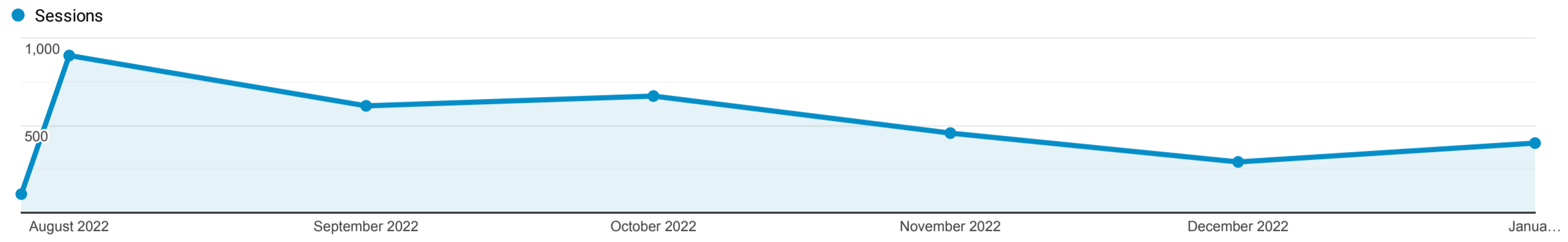
All Traffic

Jul 27, 2022 - Jan 18, 2023

All Users
100.00% Sessions

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)
	3,419 % of Total: 100.00% (3,419)	64.26% Avg for View: 64.23% (0.05%)	2,197 % of Total: 100.05% (2,196)	58.91% Avg for View: 58.91% (0.00%)	2.69 Avg for View: 2.69 (0.00%)	00:02:27 Avg for View: 00:02:27 (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. facebook.com / referral	22 (0.64%)	100.00%	22 (1.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. lm.facebook.com / referral	22 (0.64%)	90.91%	20 (0.91%)	90.91%	1.14	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. wihsradio.org / referral	21 (0.61%)	57.14%	12 (0.55%)	33.33%	2.95	00:02:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. godlovesmarriage.hubspotpagebuilder.com / referral	12 (0.35%)	8.33%	1 (0.05%)	16.67%	11.58	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. baidu.com / referral	6 (0.18%)	100.00%	6 (0.27%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. sotv.org / referral	4 (0.12%)	100.00%	4 (0.18%)	75.00%	1.25	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. hs_automation / email	3 (0.09%)	33.33%	1 (0.05%)	33.33%	2.33	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. dogpile.com / referral	2 (0.06%)	0.00%	0 (0.00%)	0.00%	2.50	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
19. youtube.com / referral	2 (0.06%)	100.00%	2 (0.09%)	0.00%	3.00	00:01:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
20. au.search.yahoo.com / referral	1 (0.03%)	100.00%	1 (0.05%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

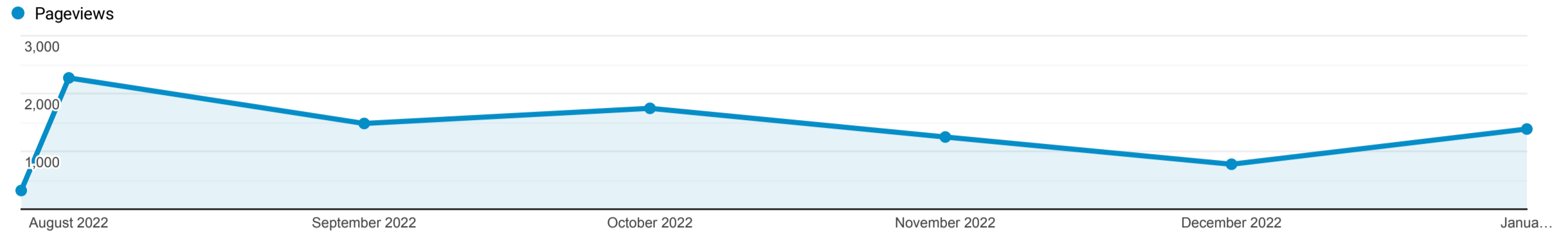
Rows 11 - 20 of 34

Content Drilldown

Jul 27, 2022 - Jan 18, 2023

All Users
100.00% Pageviews

Explorer



Page path level 1	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	9,202 % of Total: 100.00% (9,202)	6,990 % of Total: 100.00% (6,990)	00:01:27 Avg for View: 00:01:27 (0.00%)	58.91% Avg for View: 58.91% (0.00%)	37.15% Avg for View: 37.15% (0.00%)
1. /	2,674 (29.06%)	2,062 (29.50%)	00:02:27	51.06%	49.14%
2. /continuing-the-journey/	2,019 (21.94%)	1,202 (17.20%)	00:00:29	33.90%	6.93%
3. /event/	1,119 (12.16%)	973 (13.92%)	00:02:11	79.75%	59.25%
4. /events/	1,107 (12.03%)	864 (12.36%)	00:00:47	65.57%	30.62%
5. /download/	616 (6.69%)	445 (6.37%)	00:02:25	55.70%	36.04%
6. /apply-now/	333 (3.62%)	274 (3.92%)	00:02:10	79.73%	42.64%
7. /about-us/	247 (2.68%)	215 (3.08%)	00:01:43	58.16%	46.96%
8. /what-happens/	226 (2.46%)	199 (2.85%)	00:02:09	74.07%	52.65%
9. /faqs/	149 (1.62%)	133 (1.90%)	00:02:03	85.71%	41.61%
10. /cost/	145 (1.58%)	126 (1.80%)	00:00:43	78.95%	29.66%

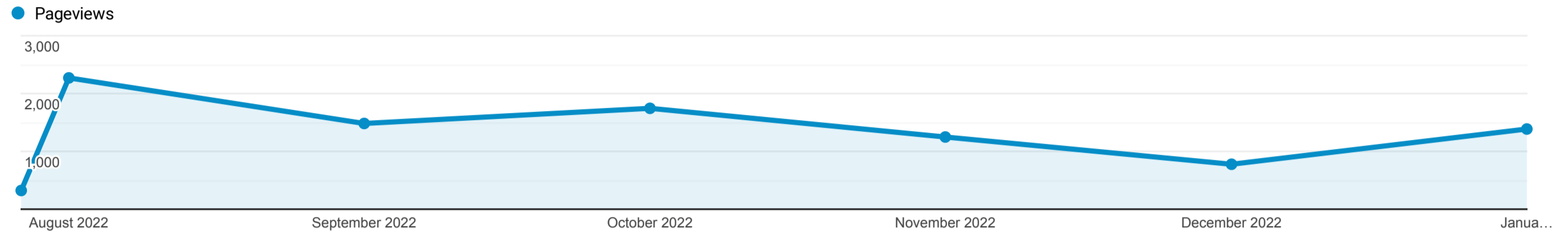
Rows 1 - 10 of 136

Content Drilldown

Jul 27, 2022 - Jan 18, 2023

All Users
100.00% Pageviews

Explorer



Page path level 1	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	9,202 % of Total: 100.00% (9,202)	6,990 % of Total: 100.00% (6,990)	00:01:27 Avg for View: 00:01:27 (0.00%)	58.91% Avg for View: 58.91% (0.00%)	37.15% Avg for View: 37.15% (0.00%)
11. /how-it-works/	115 (1.25%)	103 (1.47%)	00:02:31	76.19%	47.83%
12. /organizer/	61 (0.66%)	52 (0.74%)	00:01:23	14.63%	26.23%
13. /pastors-information/	61 (0.66%)	55 (0.79%)	00:00:54	50.00%	49.18%
14. /who-its-for/	51 (0.55%)	44 (0.63%)	00:00:44	100.00%	31.37%
15. /blog/	42 (0.46%)	39 (0.56%)	00:00:37	87.50%	47.62%
16. /2020/	23 (0.25%)	23 (0.33%)	00:01:04	100.00%	82.61%
17. /downloads/	16 (0.17%)	12 (0.17%)	00:00:28	0.00%	6.25%
18. /venue/	15 (0.16%)	15 (0.21%)	00:00:13	100.00%	86.67%
19. /?page_id=4993&preview=true	12 (0.13%)	2 (0.03%)	00:04:38	0.00%	8.33%
20. /kickoffs-deeper-preparation/	11 (0.12%)	6 (0.09%)	00:00:04	0.00%	0.00%

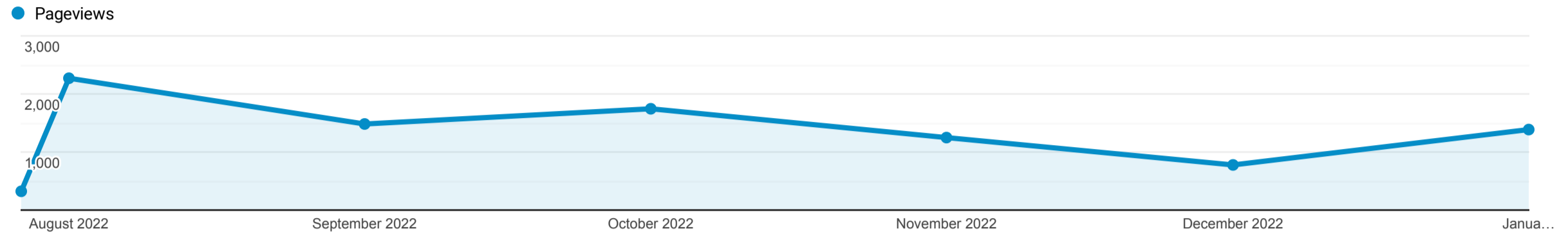
Rows 11 - 20 of 136

Pages

Jul 27, 2022 - Jan 18, 2023

All Users
100.00% Pageviews

Explorer



Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	9,202 % of Total: 100.00% (9,202)	6,990 % of Total: 100.00% (6,990)	00:01:27 Avg for View: 00:01:27 (0.00%)	3,419 % of Total: 100.00% (3,419)	58.91% Avg for View: 58.91% (0.00%)	37.15% Avg for View: 37.15% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	2,674 (29.06%)	2,062 (29.50%)	00:02:27	1,980 (57.91%)	51.06%	49.14%	\$0.00 (0.00%)
2. /events/	602 (6.54%)	419 (5.99%)	00:00:51	91 (2.66%)	50.55%	27.08%	\$0.00 (0.00%)
3. /continuing-the-journey/	505 (5.49%)	323 (4.62%)	00:00:26	27 (0.79%)	29.63%	7.92%	\$0.00 (0.00%)
4. /continuing-the-journey/resources/presenting-couples/	441 (4.79%)	176 (2.52%)	00:00:23	1 (0.03%)	100.00%	3.17%	\$0.00 (0.00%)
5. /continuing-the-journey/resources/	365 (3.97%)	233 (3.33%)	00:00:18	6 (0.18%)	16.67%	2.19%	\$0.00 (0.00%)
6. /event/marriage-encounter-virtual-experience-3/	252 (2.74%)	217 (3.10%)	00:01:55	79 (2.31%)	78.48%	56.35%	\$0.00 (0.00%)
7. /about-us/	247 (2.68%)	215 (3.08%)	00:01:43	98 (2.87%)	58.16%	46.96%	\$0.00 (0.00%)
8. /what-happens/	226 (2.46%)	199 (2.85%)	00:02:09	108 (3.16%)	74.07%	52.65%	\$0.00 (0.00%)
9. /continuing-the-journey/resources/presenting-couples/presentation-outlines-mentality-workbook-3re/	199 (2.16%)	141 (2.02%)	00:00:17	9 (0.26%)	22.22%	4.52%	\$0.00 (0.00%)
10. /event/marriage-encounter-battle-creek-mi-3/	179 (1.95%)	159 (2.27%)	00:02:43	106 (3.10%)	81.13%	68.72%	\$0.00 (0.00%)

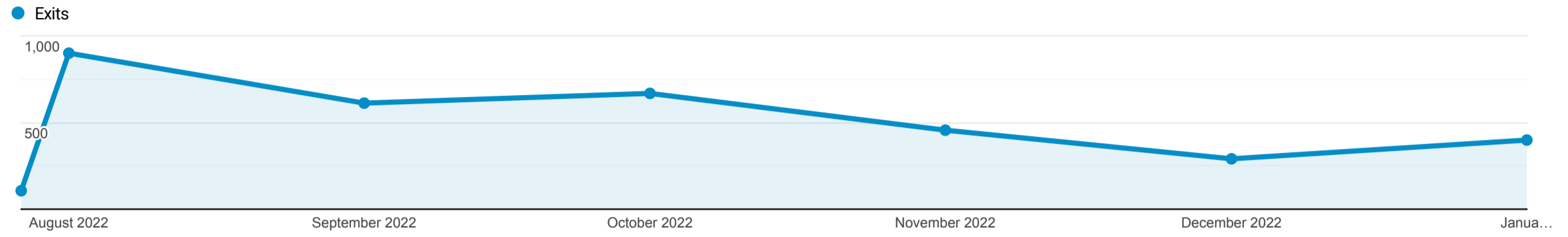
Rows 1 - 10 of 460

Exit Pages

Jul 27, 2022 - Jan 18, 2023

All Users
100.00% Exits

Explorer



Page	Exits	Pageviews	% Exit
	3,419 % of Total: 100.00% (3,419)	9,202 % of Total: 100.00% (9,202)	37.15% Avg for View: 37.15% (0.00%)
1. /	1,314 (38.43%)	2,674 (29.06%)	49.14%
2. /events/	163 (4.77%)	602 (6.54%)	27.08%
3. /event/marriage-encounter-virtual-experience-3/	142 (4.15%)	252 (2.74%)	56.35%
4. /event/marriage-encounter-battle-creek-mi-3/	123 (3.60%)	179 (1.95%)	68.72%
5. /what-happens/	119 (3.48%)	226 (2.46%)	52.65%
6. /about-us/	116 (3.39%)	247 (2.68%)	46.96%
7. /event/marriage-encounter-lincoln-ne/	103 (3.01%)	148 (1.61%)	69.59%
8. /event/streetsboro-oh/	76 (2.22%)	144 (1.56%)	52.78%
9. /download/cpo-lutheran-adaptation/	75 (2.19%)	152 (1.65%)	49.34%
10. /event/virtual-marriage-encounter-experience/	67 (1.96%)	113 (1.23%)	59.29%

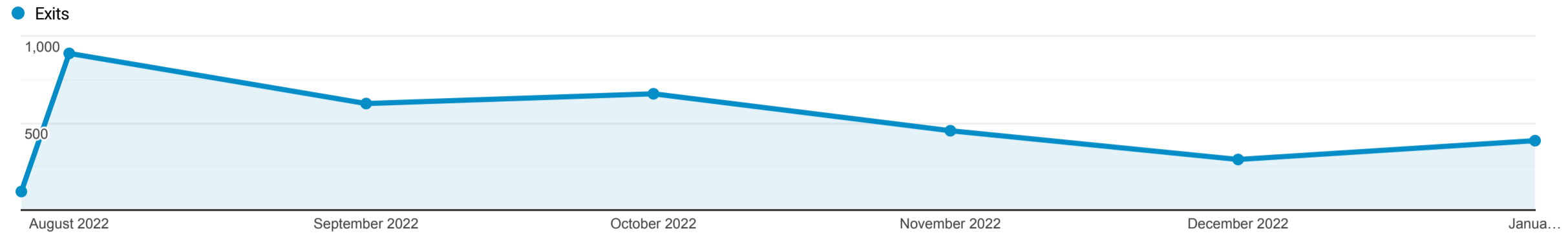
Rows 1 - 10 of 460

Exit Pages

Jul 27, 2022 - Jan 18, 2023

All Users
100.00% Exits

Explorer



Page	Exits	Pageviews	% Exit
	3,419 % of Total: 100.00% (3,419)	9,202 % of Total: 100.00% (9,202)	37.15% Avg for View: 37.15% (0.00%)
11. /faqs/	62 (1.81%)	149 (1.62%)	41.61%
12. /event/marriage-encounter-lenox-ma/	58 (1.70%)	121 (1.31%)	47.93%
13. /how-it-works/	55 (1.61%)	115 (1.25%)	47.83%
14. /apply-now/marriage-encounter-application-form-usa/	52 (1.52%)	98 (1.06%)	53.06%
15. /apply-now/	43 (1.26%)	157 (1.71%)	27.39%
16. /cost/	43 (1.26%)	145 (1.58%)	29.66%
17. /continuing-the-journey/	40 (1.17%)	505 (5.49%)	7.92%
18. /download/cpo-outlines-and-workbook-pages/	34 (0.99%)	58 (0.63%)	58.62%
19. /pastors-information/	28 (0.82%)	58 (0.63%)	48.28%
20. /continuing-the-journey/video-presentations/	23 (0.67%)	49 (0.53%)	46.94%

Rows 11 - 20 of 460