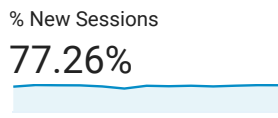
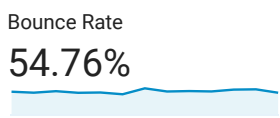
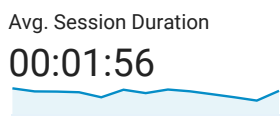
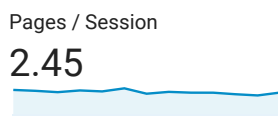
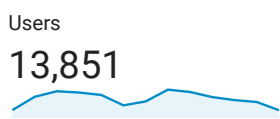
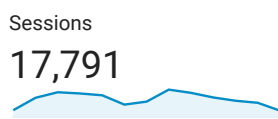
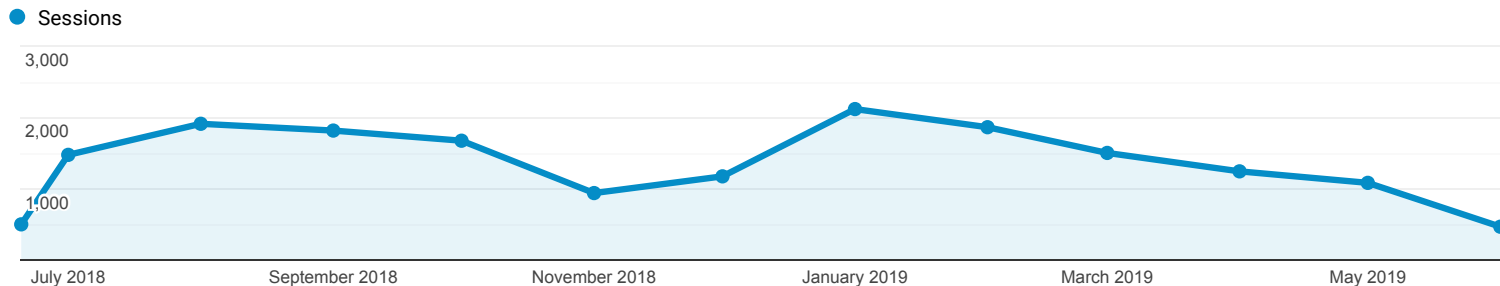


## Audience Overview

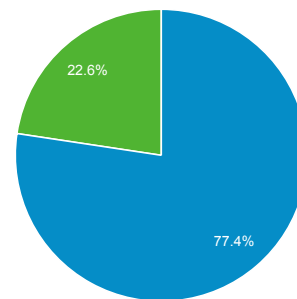
Jun 20, 2018 - Jun 19, 2019

All Users  
100.00% Sessions

### Overview



■ New Visitor ■ Returning Visitor



| Language  | Sessions | % Sessions |
|-----------|----------|------------|
| 1. en-us  | 17,094   | 96.08%     |
| 2. fr     | 201      | 1.13%      |
| 3. en-ca  | 106      | 0.60%      |
| 4. en-gb  | 93       | 0.52%      |
| 5. c      | 25       | 0.14%      |
| 6. fr-fr  | 24       | 0.13%      |
| 7. fi-fi  | 19       | 0.11%      |
| 8. ko-kr  | 16       | 0.09%      |
| 9. en     | 15       | 0.08%      |
| 10. pt-br | 15       | 0.08%      |

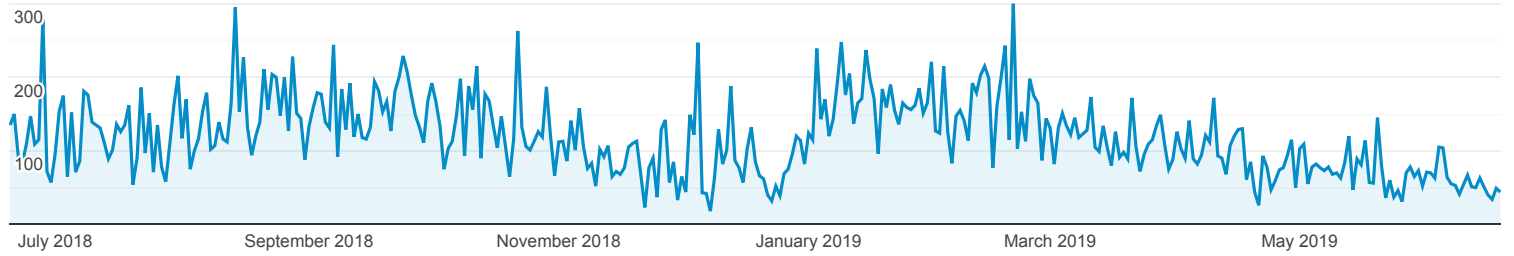
Overview

All Users  
100.00% Pageviews

Jun 20, 2018 - Jun 19, 2019

Overview

Pageviews



|                                       |  |   |   |                                    |
|---------------------------------------|--|---|---|------------------------------------|
| <p>Pageviews</p> <p><b>43,632</b></p> | <p>Unique Pageviews</p> <p><b>34,848</b></p> | <p>Avg. Time on Page</p> <p><b>00:01:20</b></p> | <p>Bounce Rate</p> <p><b>54.76%</b></p> | <p>% Exit</p> <p><b>40.78%</b></p> |
|---------------------------------------|--|---|---|------------------------------------|

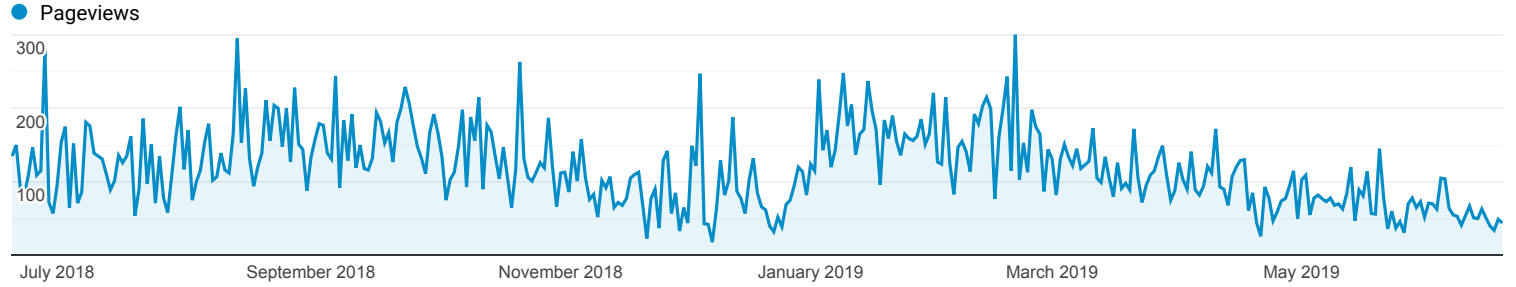
| Page                                       | Pageviews | % Pageviews |
|--|-----------|-------------|
| 1. /                                       | 13,460    | 30.85%      |
| 2. /events/                                | 5,582     | 12.79%      |
| 3. /what-happens/                          | 2,155     | 4.94%       |
| 4. /cost/                                  | 1,263     | 2.89%       |
| 5. /about-us/                              | 1,128     | 2.59%       |
| 6. /how-it-works/                          | 886       | 2.03%       |
| 7. /faqs/                                  | 835       | 1.91%       |
| 8. /apply-now/                             | 803       | 1.84%       |
| 9. /who-its-for/                           | 730       | 1.67%       |
| 10. /event/marriage-encounter-st-cloud-mn/ | 468       | 1.07%       |

Pages

All Users  
100.00% Pageviews

Jun 20, 2018 - Jun 19, 2019

Explorer



| Page                                       | Pageviews   | Unique Pageviews                                    | Avg. Time on Page                                       | Entrances   | Bounce Rate   | % Exit  | Page Value   |
|--|---|---|---|---|---|---|--|
|  | <b>43,632</b><br>% of Total:<br>100.00%<br>(43,632) | <b>34,848</b><br>% of Total:<br>100.00%<br>(34,848) | <b>00:01:20</b><br>Avg for View:<br>00:01:20<br>(0.00%) | <b>17,791</b><br>% of Total:<br>100.00%<br>(17,791) | <b>54.76%</b><br>Avg for View:<br>54.76%<br>(0.00%) | <b>40.78%</b><br>Avg for View:<br>40.78%<br>(0.00%) | <b>&lt;\$0.01</b><br>% of Total:<br>100.00%<br>(<\$0.01) |
| 1. /                                       | <b>13,460</b><br>(30.85%)                           | 10,151<br>(29.13%)                                  | 00:01:17  | 9,726<br>(54.67%)                                   | 41.51%  | 44.99%  | \$0.00<br>(0.00%)  |
| 2. /events/                                | <b>5,582</b><br>(12.79%)                            | 4,027<br>(11.56%)                                   | 00:01:04  | 1,104<br>(6.21%)                                    | 49.18%  | 31.91%  | \$0.00<br>(0.00%)  |
| 3. /what-happens/                          | <b>2,155</b><br>(4.94%)                             | 1,845<br>(5.29%)                                    | 00:01:41  | 789<br>(4.43%)                                      | 64.39%  | 40.88%  | \$0.00<br>(0.00%)  |
| 4. /cost/                                  | <b>1,263</b><br>(2.89%)                             | 1,110<br>(3.19%)                                    | 00:01:10  | 185<br>(1.04%)                                      | 75.14%  | 31.43%  | \$0.00<br>(0.00%)  |
| 5. /about-us/                              | <b>1,128</b><br>(2.59%)                             | 971<br>(2.79%)                                      | 00:02:11  | 326<br>(1.83%)                                      | 63.50%  | 45.92%  | \$0.00<br>(0.00%)  |
| 6. /how-it-works/                          | <b>886</b><br>(2.03%)                               | 758<br>(2.18%)                                      | 00:02:17  | 155<br>(0.87%)                                      | 74.84%  | 33.75%  | \$0.00<br>(0.00%)  |
| 7. /faqs/                                  | <b>835</b><br>(1.91%)                               | 716<br>(2.05%)                                      | 00:00:54  | 100<br>(0.56%)                                      | 86.00%  | 25.75%  | \$0.00<br>(0.00%)  |
| 8. /apply-now/                             | <b>803</b><br>(1.84%)                               | 660<br>(1.89%)                                      | 00:00:29  | 104<br>(0.58%)                                      | 64.42%  | 15.82%  | \$0.00<br>(0.00%)  |
| 9. /who-its-for/                           | <b>730</b><br>(1.67%)                               | 646<br>(1.85%)                                      | 00:00:50  | 96<br>(0.54%)                                       | 75.00%  | 28.08%  | \$0.00<br>(0.00%)  |
| 10. /event/marriage-encounter-st-cloud-mn/ | <b>468</b><br>(1.07%)                               | 408<br>(1.17%)                                      | 00:01:50  | 265<br>(1.49%)                                      | 78.87%  | 63.25%  | \$0.00<br>(0.00%)  |

Rows 1 - 10 of 705

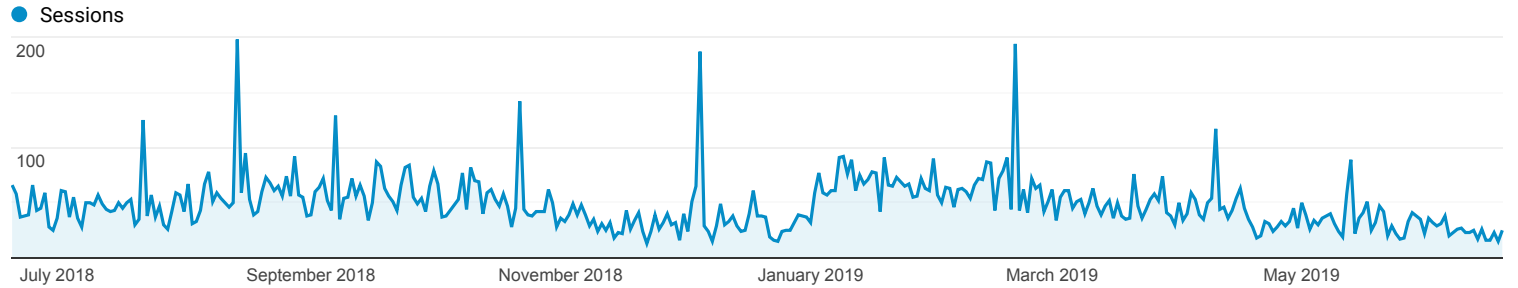
## Landing Pages

All Users  
100.00% Entrances

Jun 20, 2018 - Jun 19, 2019

### Explorer

#### Summary



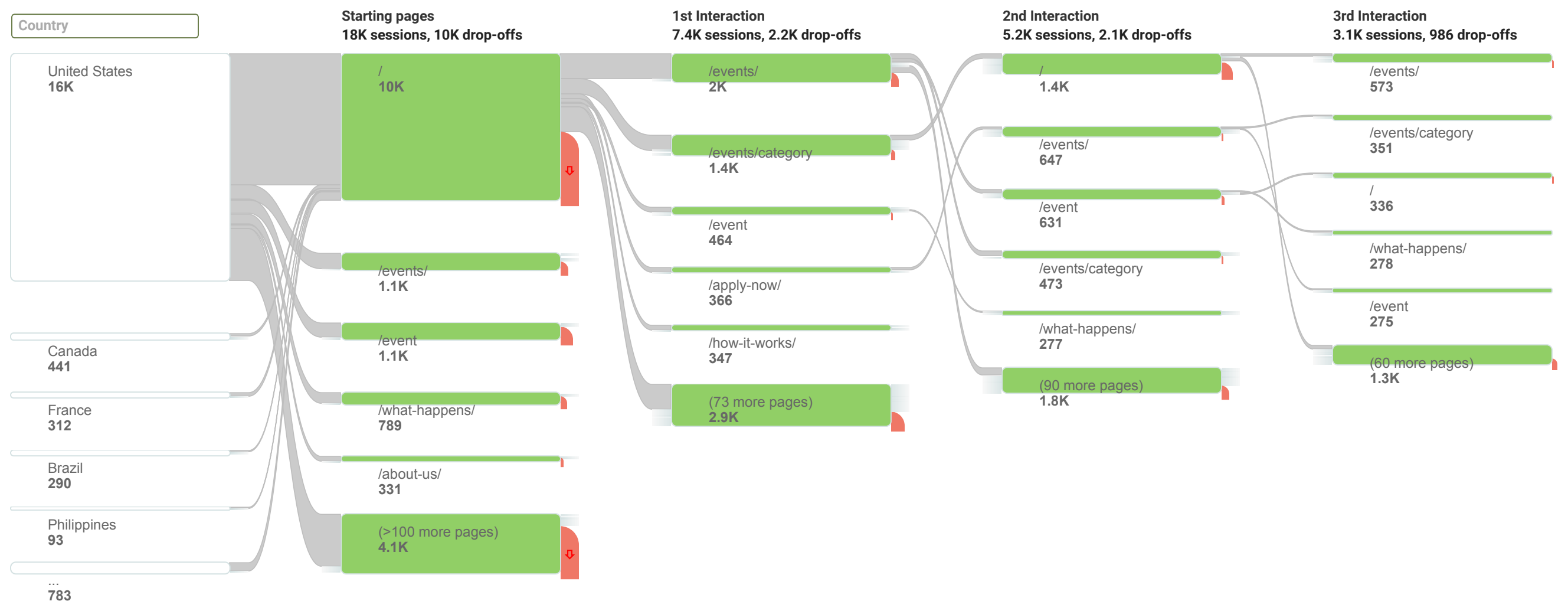
| Landing Page  | Acquisition                                      |  |  | Behavior   |  |  | Conversions <span>Goal 1: Submit Application Form</span> |  |  |
|---|--|--|--|--|--|--|--|--|--|
|   | Sessions   | % New Sessions                                   | New Users  | Bounce Rate                                      | Pages / Session                              | Avg. Session Duration                                | Submit Application Form (Goal 1 Conversion Rate)         | Submit Application Form (Goal 1 Completions) | Submit Application Form (Goal 1 Value)             |
|   | <b>17,791</b><br>% of Total: 100.00%<br>(17,791) | <b>77.38%</b><br>Avg for View: 77.26%<br>(0.15%) | <b>13,767</b><br>% of Total: 100.15%<br>(13,746) | <b>54.76%</b><br>Avg for View: 54.76%<br>(0.00%) | <b>2.45</b><br>Avg for View: 2.45<br>(0.00%) | <b>00:01:56</b><br>Avg for View: 00:01:56<br>(0.00%) | <b>&lt;0.01%</b><br>Avg for View: <0.01%<br>(0.00%)      | <b>1</b><br>% of Total: 100.00%<br>(1)       | <b>\$45.00</b><br>% of Total: 100.00%<br>(\$45.00) |
| 1. /  | <b>9,726</b><br>(54.67%)                         | 83.74%   | 8,145<br>(59.16%)                                | 41.51%   | 2.90   | 00:02:19   | 0.00%  | 0<br>(0.00%)                                 | \$0.00<br>(0.00%)                                  |
| 2. /events/   | <b>1,104</b><br>(6.21%)                          | 58.88%   | 650<br>(4.72%)                                   | 49.18%   | 2.71   | 00:02:20   | 0.00%  | 0<br>(0.00%)                                 | \$0.00<br>(0.00%)                                  |
| 3. /what-happens/                                   | <b>789</b><br>(4.43%)                            | 80.74%   | 637<br>(4.63%)                                   | 64.39%   | 2.01   | 00:01:25   | 0.00%  | 0<br>(0.00%)                                 | \$0.00<br>(0.00%)                                  |
| 4. /about-us/                                       | <b>326</b><br>(1.83%)                            | 55.21%   | 180<br>(1.31%)                                   | 63.50%   | 2.11   | 00:02:07   | 0.00%  | 0<br>(0.00%)                                 | \$0.00<br>(0.00%)                                  |
| 5. /event/marriage-encounter-s-t-cloud-mn/          | <b>265</b><br>(1.49%)                            | 80.38%   | 213<br>(1.55%)                                   | 78.87%   | 1.60   | 00:01:05   | 0.00%  | 0<br>(0.00%)                                 | \$0.00<br>(0.00%)                                  |
| 6. /event/marriage-encounter-millersburg-oh/        | <b>263</b><br>(1.48%)                            | 79.47%   | 209<br>(1.52%)                                   | 68.82%   | 2.03   | 00:01:47   | 0.00%  | 0<br>(0.00%)                                 | \$0.00<br>(0.00%)                                  |
| 7. /event/marriage-encounter-colorado-springs-co-3/ | <b>229</b><br>(1.29%)                            | 85.59%   | 196<br>(1.42%)                                   | 81.22%   | 1.52   | 00:00:53   | 0.00%  | 0<br>(0.00%)                                 | \$0.00<br>(0.00%)                                  |
| 8. /event/marriage-encounter-brooklyn-center-mn/    | <b>204</b><br>(1.15%)                            | 73.04%   | 149<br>(1.08%)                                   | 75.98%   | 1.67   | 00:00:57   | 0.00%  | 0<br>(0.00%)                                 | \$0.00<br>(0.00%)                                  |
| 9. /event/marriage-encounter-rochester-mn/          | <b>189</b><br>(1.06%)                            | 78.31%   | 148<br>(1.08%)                                   | 66.67%   | 1.95   | 00:01:21   | 0.00%  | 0<br>(0.00%)                                 | \$0.00<br>(0.00%)                                  |
| 10. /cost/  | <b>185</b><br>(1.04%)                            | 65.95%   | 122<br>(0.89%)                                   | 75.14%   | 2.21   | 00:02:12   | 0.00%  | 0<br>(0.00%)                                 | \$0.00<br>(0.00%)                                  |

Rows 1 - 10 of 451

# Users Flow

Jun 20, 2018 - Jun 19, 2019

All Users  
100.00% Sessions



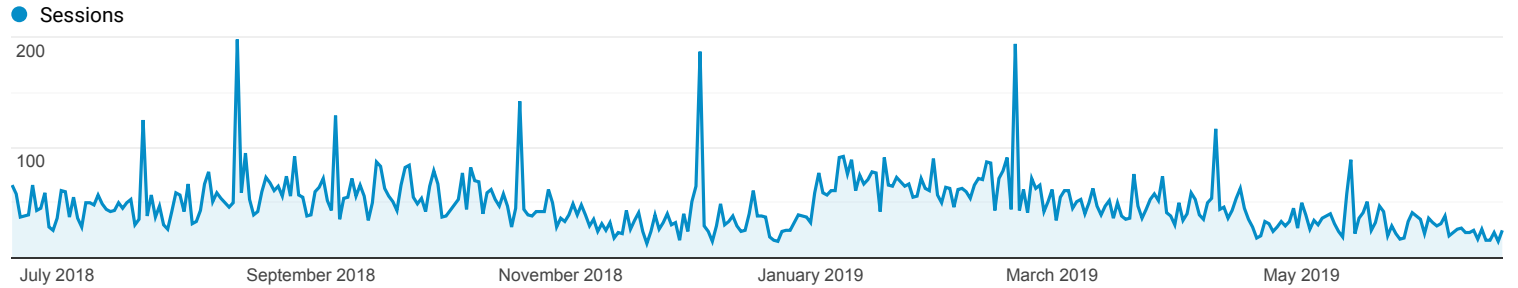
Overview

All Users  
100.00% Sessions

Jun 20, 2018 - Jun 19, 2019

Explorer

Summary



| Device Category | Acquisition                                      |  |  | Behavior   |  |  | Conversions <span>Goal 1: Submit Application Form</span> |  |  |
|-----------------|--|--|--|--|--|--|--|--|--|
|                 | 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)             |
|                 | <b>17,791</b><br>% of Total: 100.00%<br>(17,791) | <b>77.38%</b><br>Avg for View: 77.26%<br>(0.15%) | <b>13,767</b><br>% of Total: 100.15%<br>(13,746) | <b>54.76%</b><br>Avg for View: 54.76%<br>(0.00%) | <b>2.45</b><br>Avg for View: 2.45<br>(0.00%) | <b>00:01:56</b><br>Avg for View: 00:01:56<br>(0.00%) | <b>&lt;0.01%</b><br>Avg for View: <0.01%<br>(0.00%)      | <b>1</b><br>% of Total: 100.00%<br>(1)       | <b>\$45.00</b><br>% of Total: 100.00%<br>(\$45.00) |
| 1. mobile       | <b>8,437</b><br>(47.42%)                         | 74.40%   | <b>6,277</b><br>(45.59%)                         | 56.35%   | 2.31   | 00:01:43   | 0.01%  | <b>1</b><br>(100.00%)                        | <b>\$45.00</b><br>(100.00%)                        |
| 2. desktop      | <b>8,241</b><br>(46.32%)                         | 81.39%   | <b>6,707</b><br>(48.72%)                         | 54.01%   | 2.56   | 00:02:07   | 0.00%  | <b>0</b><br>(0.00%)                          | <b>\$0.00</b><br>(0.00%)                           |
| 3. tablet       | <b>1,113</b><br>(6.26%)                          | 70.35%   | <b>783</b><br>(5.69%)                            | 48.34%   | 2.74   | 00:02:21   | 0.00%  | <b>0</b><br>(0.00%)                          | <b>\$0.00</b><br>(0.00%)                           |

Rows 1 - 3 of 3

Devices

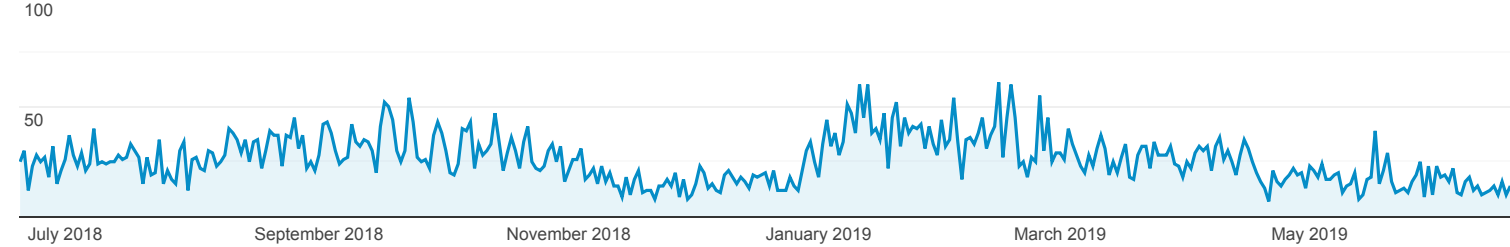
**All Users**  
53.68% Sessions

Jun 20, 2018 - Jun 19, 2019

Explorer

Summary

Sessions



| Mobile Device Info               | Acquisition                                    |   |  | Behavior   |   |   | Conversions <span>Goal 1: Submit Application Form</span> |  |  |
|----------------------------------|--|---|--|--|---|---|--|--|--|
|                                  | 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)             |
|                                  | <b>9,550</b><br>% of Total: 53.68%<br>(17,791) | <b>73.93%</b><br>Avg for View: 77.26%<br>(-4.32%) | <b>7,060</b><br>% of Total: 51.36%<br>(13,746) | <b>55.41%</b><br>Avg for View: 54.76%<br>(1.19%) | <b>2.36</b><br>Avg for View: 2.45<br>(-3.71%) | <b>00:01:47</b><br>Avg for View: 00:01:56<br>(-7.83%) | <b>0.01%</b><br>Avg for View: <-0.01%<br>(86.29%)        | <b>1</b><br>% of Total: 100.00%<br>(1)       | <b>\$45.00</b><br>% of Total: 100.00%<br>(\$45.00) |
| 1. Apple iPhone                  | <b>4,762</b><br>(49.86%)                       | 72.45%  | <b>3,450</b><br>(48.87%)                       | 57.22%   | 2.21  | 00:01:41  | 0.00%  | <b>0</b><br>(0.00%)                          | <b>\$0.00</b><br>(0.00%)                           |
| 2. Apple iPad                    | <b>821</b><br>(8.60%)                          | 69.67%  | <b>572</b><br>(8.10%)                          | 48.96%   | 2.69  | 00:02:24  | 0.00%  | <b>0</b><br>(0.00%)                          | <b>\$0.00</b><br>(0.00%)                           |
| 3. Samsung SM-G950U Galaxy S8    | <b>258</b><br>(2.70%)                          | 75.97%  | <b>196</b><br>(2.78%)                          | 48.45%   | 2.92  | 00:02:33  | 0.00%  | <b>0</b><br>(0.00%)                          | <b>\$0.00</b><br>(0.00%)                           |
| 4. Samsung SM-G930V Galaxy S7    | <b>173</b><br>(1.81%)                          | 70.52%  | <b>122</b><br>(1.73%)                          | 53.76%   | 2.33  | 00:02:10  | 0.00%  | <b>0</b><br>(0.00%)                          | <b>\$0.00</b><br>(0.00%)                           |
| 5. Samsung SM-G960U Galaxy S9    | <b>170</b><br>(1.78%)                          | 64.71%  | <b>110</b><br>(1.56%)                          | 57.06%   | 2.31  | 00:01:11  | 0.00%  | <b>0</b><br>(0.00%)                          | <b>\$0.00</b><br>(0.00%)                           |
| 6. Samsung SM-G965U Galaxy S9+   | <b>127</b><br>(1.33%)                          | 79.53%  | <b>101</b><br>(1.43%)                          | 54.33%   | 2.57  | 00:02:37  | 0.00%  | <b>0</b><br>(0.00%)                          | <b>\$0.00</b><br>(0.00%)                           |
| 7. Samsung SM-N950U Galaxy Note8 | <b>115</b><br>(1.20%)                          | 84.35%  | <b>97</b><br>(1.37%)                           | 50.43%   | 2.42  | 00:01:11  | 0.00%  | <b>0</b><br>(0.00%)                          | <b>\$0.00</b><br>(0.00%)                           |
| 8. (not set)                     | <b>114</b><br>(1.19%)                          | 68.42%  | <b>78</b><br>(1.10%)                           | 54.39%   | 2.44  | 00:01:55  | 0.00%  | <b>0</b><br>(0.00%)                          | <b>\$0.00</b><br>(0.00%)                           |
| 9. Samsung SM-G955U Galaxy S8+   | <b>106</b><br>(1.11%)                          | 85.85%  | <b>91</b><br>(1.29%)                           | 49.06%   | 2.88  | 00:01:46  | 0.00%  | <b>0</b><br>(0.00%)                          | <b>\$0.00</b><br>(0.00%)                           |
| 10. Apple iPhone 7               | <b>84</b><br>(0.88%)                           | 88.10%  | <b>74</b><br>(1.05%)                           | 63.10%   | 1.64  | 00:00:50  | 0.00%  | <b>0</b><br>(0.00%)                          | <b>\$0.00</b><br>(0.00%)                           |

Rows 1 - 10 of 528