



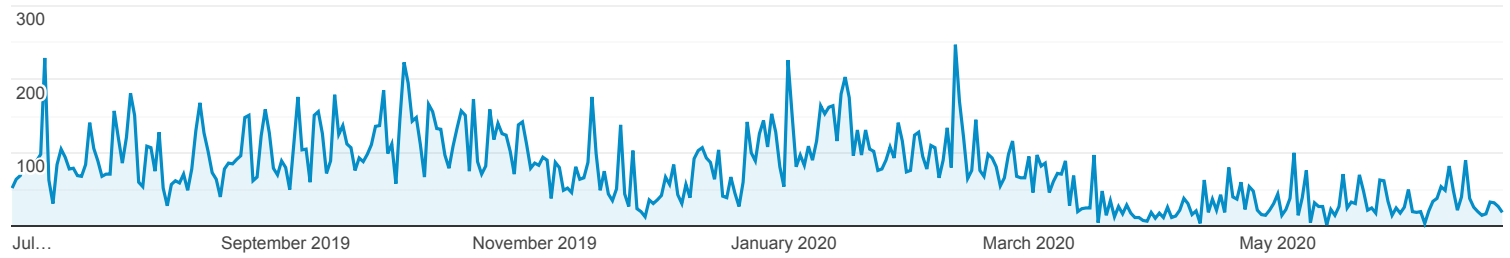
Overview

All Users
100.00% Pageviews

Jun 26, 2019 - Jun 25, 2020

Overview

Pageviews



Pageviews 28,582	Unique Pageviews 22,595	Avg. Time on Page 00:01:39	Bounce Rate 56.83%	% Exit 42.30%
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Page	Pageviews	% Pageviews
1. /	9,128	31.94%
2. /events/	3,450	12.07%
3. /what-happens/	1,176	4.11%
4. /about-us/	958	3.35%
5. /cost/	789	2.76%
6. /apply-now/	572	2.00%
7. /faqs/	521	1.82%
8. /how-it-works/	515	1.80%
9. /event/marriage-encounter-sioux-falls-sd/	473	1.65%
10. /event/marriage-encounter-colorado-springs-co-4/	444	1.55%

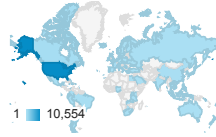
Location

All Users
100.00% Sessions

Jun 26, 2019 - Jun 25, 2020

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)
	12,090 % of Total: 100.00% (12,090)	75.81% Avg for View: 75.74% (0.09%)	9,165 % of Total: 100.09% (9,157)	56.83% Avg for View: 56.83% (0.00%)	2.36 Avg for View: 2.36 (0.00%)	00:02:15 Avg for View: 00:02:15 (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	10,554 (87.30%)	73.08%	7,713 (84.16%)	53.78%	2.49	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Canada	229 (1.89%)	90.39%	207 (2.26%)	70.31%	1.91	00:01:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. France	224 (1.85%)	99.11%	222 (2.42%)	91.96%	1.15	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Argentina	170 (1.41%)	100.00%	170 (1.85%)	96.47%	1.05	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Brazil	128 (1.06%)	97.66%	125 (1.36%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. (not set)	88 (0.73%)	100.00%	88 (0.96%)	94.32%	1.11	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. China	79 (0.65%)	97.47%	77 (0.84%)	93.67%	1.06	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Philippines	65 (0.54%)	92.31%	60 (0.65%)	80.00%	1.31	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. United Kingdom	38 (0.31%)	92.11%	35 (0.38%)	42.11%	2.42	00:11:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. India	36 (0.30%)	91.67%	33 (0.36%)	91.67%	1.14	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 90

Frequency & Recency

All Users
100.00% Sessions

Jun 26, 2019 - Jun 25, 2020

Distribution

Count of Sessions

Sessions
12,090
% of Total: 100.00% (12,090)

Pageviews
28,582
% of Total: 100.00% (28,582)

Count of Sessions	Sessions	Pageviews
1	9,165	21,347
2	1,216	2,901
3	428	950
4	232	589
5	145	357
6	96	187
7	76	179
8	57	119
9-14	205	577
15-25	218	631
26-50	169	484
51-100	83	261

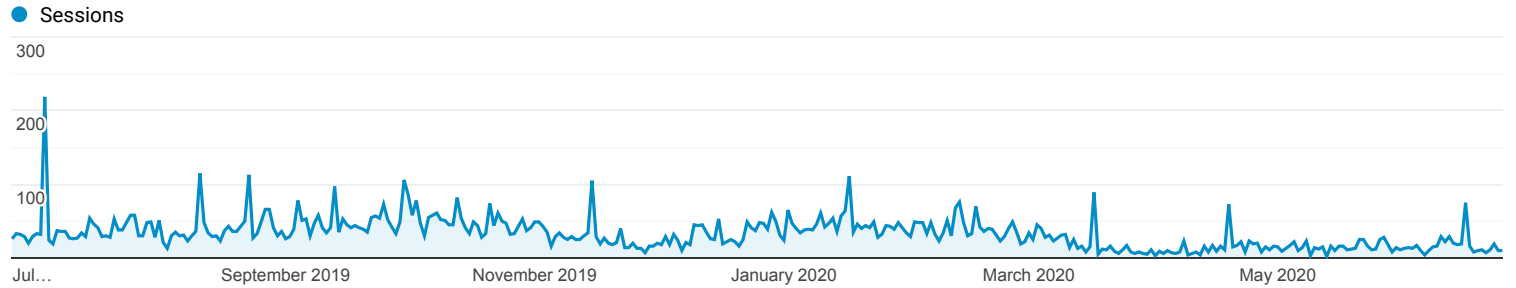
Overview

All Users
100.00% Sessions

Jun 26, 2019 - Jun 25, 2020

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)
	12,090 <small>% of Total: 100.00% (12,090)</small>	75.81% <small>Avg for View: 75.74% (0.09%)</small>	9,165 <small>% of Total: 100.09% (9,157)</small>	56.83% <small>Avg for View: 56.83% (0.00%)</small>	2.36 <small>Avg for View: 2.36 (0.00%)</small>	00:02:15 <small>Avg for View: 00:02:15 (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. mobile	5,802 <small>(47.99%)</small>	73.04%	4,238 <small>(46.24%)</small>	58.34%	2.17	00:01:56	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
2. desktop	5,777 <small>(47.78%)</small>	78.41%	4,530 <small>(49.43%)</small>	55.67%	2.56	00:02:34	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>
3. tablet	511 <small>(4.23%)</small>	77.69%	397 <small>(4.33%)</small>	52.84%	2.35	00:02:12	0.00%	0 <small>(0.00%)</small>	\$0.00 <small>(0.00%)</small>

Rows 1 - 3 of 3

Acquisition Overview

All Users
100.00% Sessions

Jun 26, 2019 - Jun 25, 2020

Primary Dimension:

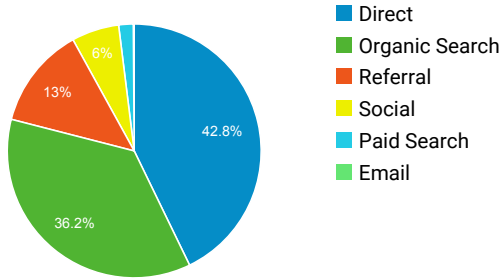
Conversion:

Top Channels

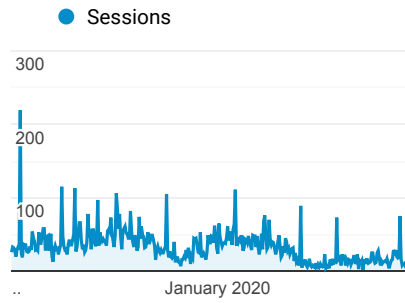
Goal 1: Submit Application Form

[Edit Channel Grouping](#)

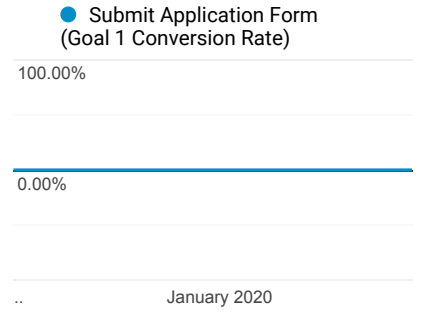
Top Channels



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 ↓
	12,090	75.74%	9,157	56.83%	2.36	00:02:15	0.00%	0	\$0.00
1 Direct	5,176			60.18%			0.00%		
2 Organic Search	4,376			52.67%			0.00%		
3 Referral	1,569			43.72%			0.00%		
4 Social	731			75.51%			0.00%		
5 Paid Search	224			91.96%			0.00%		
6 Email	14			50.00%			0.00%		

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

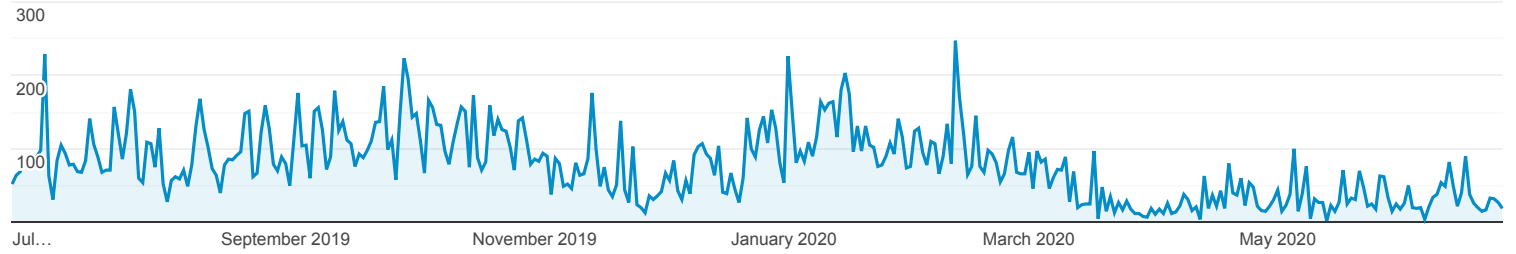
Content Drilldown

All Users
100.00% Pageviews

Jun 26, 2019 - Jun 25, 2020

Explorer

Pageviews



Page path level 1	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	28,582 % of Total: 100.00% (28,582)	22,595 % of Total: 100.00% (22,595)	00:01:39 Avg for View: 00:01:39 (0.00%)	56.83% Avg for View: 56.83% (0.00%)	42.30% Avg for View: 42.30% (0.00%)
1. /	9,128 (31.94%)	6,751 (29.88%)	00:01:57	43.13%	44.80%
2. /event/	5,910 (20.68%)	5,083 (22.50%)	00:02:12	78.69%	53.69%
3. /events/	5,779 (20.22%)	4,379 (19.38%)	00:00:56	55.97%	30.01%
4. /what-happens/	1,179 (4.12%)	1,023 (4.53%)	00:01:59	75.41%	45.80%
5. /apply-now/	1,178 (4.12%)	934 (4.13%)	00:01:46	73.73%	36.76%
6. /about-us/	958 (3.35%)	790 (3.50%)	00:01:37	54.70%	42.80%
7. /cost/	829 (2.90%)	693 (3.07%)	00:01:04	78.10%	28.23%
8. /continuing-the-journey/	695 (2.43%)	430 (1.90%)	00:02:18	57.91%	40.00%
9. /faqs/	521 (1.82%)	449 (1.99%)	00:01:12	85.07%	24.95%
10. /how-it-works/	515 (1.80%)	450 (1.99%)	00:02:17	79.22%	35.15%

Rows 1 - 10 of 255

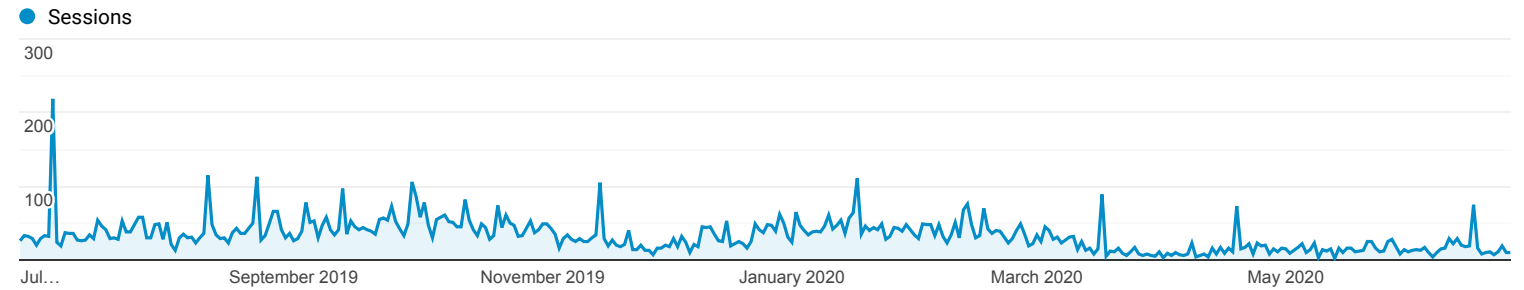
Landing Pages

All Users
100.00% Entrances

Jun 26, 2019 - Jun 25, 2020

Explorer

Summary



Landing Page	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)
	12,090 % of Total: 100.00% (12,090)	75.81% Avg for View: 75.74% (0.09%)	9,165 % of Total: 100.09% (9,157)	56.83% Avg for View: 56.83% (0.00%)	2.36 Avg for View: 2.36 (0.00%)	00:02:15 Avg for View: 00:02:15 (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. /	6,387 (52.83%)	79.36%	5,069 (55.31%)	43.13%	2.82	00:02:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. /events/	788 (6.52%)	61.04%	481 (5.25%)	51.14%	2.52	00:01:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. /what-happens/	364 (3.01%)	70.60%	257 (2.80%)	75.27%	1.61	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. /about-us/	362 (2.99%)	80.39%	291 (3.18%)	54.70%	2.48	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. /event/marriage-encounter-sioux-falls-sd/	272 (2.25%)	79.78%	217 (2.37%)	72.79%	1.74	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. /event/marriage-encounter-colorado-springs-co-4/	190 (1.57%)	57.37%	109 (1.19%)	81.05%	1.43	00:01:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. /event/marriage-encounter-lincoln-nebraska/	161 (1.33%)	78.26%	126 (1.37%)	78.88%	1.53	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. /event/marriage-encounter-rochester-mn/	139 (1.15%)	71.22%	99 (1.08%)	73.38%	2.03	00:01:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. /event/marriage-encounter-cranberry-township-pa/	132 (1.09%)	64.39%	85 (0.93%)	72.73%	1.95	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. /cost/	123 (1.02%)	79.67%	98 (1.07%)	76.42%	1.89	00:01:10	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 699

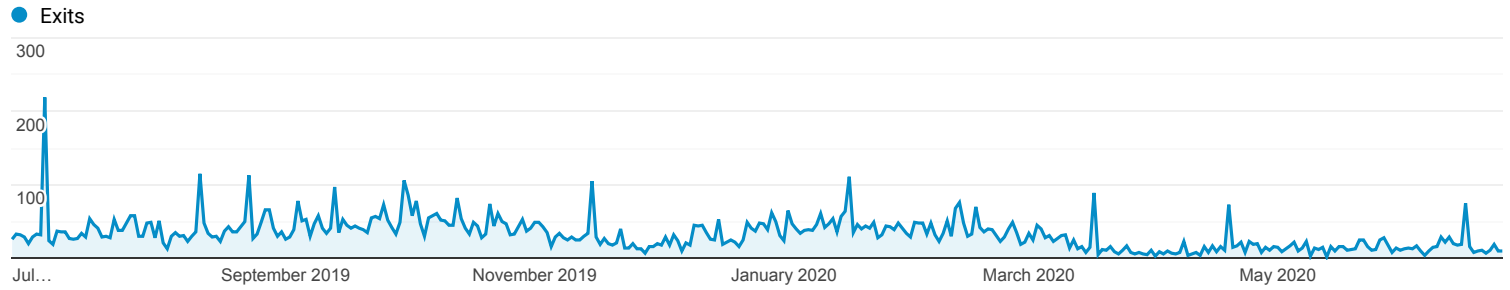


Exit Pages

All Users
100.00% Exits

Jun 26, 2019 - Jun 25, 2020

Explorer



Page	Exits	Pageviews	% Exit
	12,090 % of Total: 100.00% (12,090)	28,582 % of Total: 100.00% (28,582)	42.30% Avg for View: 42.30% (0.00%)
1. /	4,089 (33.82%)	9,128 (31.94%)	44.80%
2. /events/	1,170 (9.68%)	3,450 (12.07%)	33.91%
3. /what-happens/	538 (4.45%)	1,176 (4.11%)	45.75%
4. /about-us/	410 (3.39%)	958 (3.35%)	42.80%
5. /event/marriage-encounter-sioux-falls-sd/	274 (2.27%)	473 (1.65%)	57.93%
6. /event/marriage-encounter-colorado-springs-co-4/	253 (2.09%)	444 (1.55%)	56.98%
7. /cost/	218 (1.80%)	789 (2.76%)	27.63%
8. /event/marriage-encounter-cranberry-township-pa/	195 (1.61%)	387 (1.35%)	50.39%
9. /event/marriage-encounter-lincoln-nebraska/	192 (1.59%)	358 (1.25%)	53.63%
10. /how-it-works/	181 (1.50%)	515 (1.80%)	35.15%

Rows 1 - 10 of 935

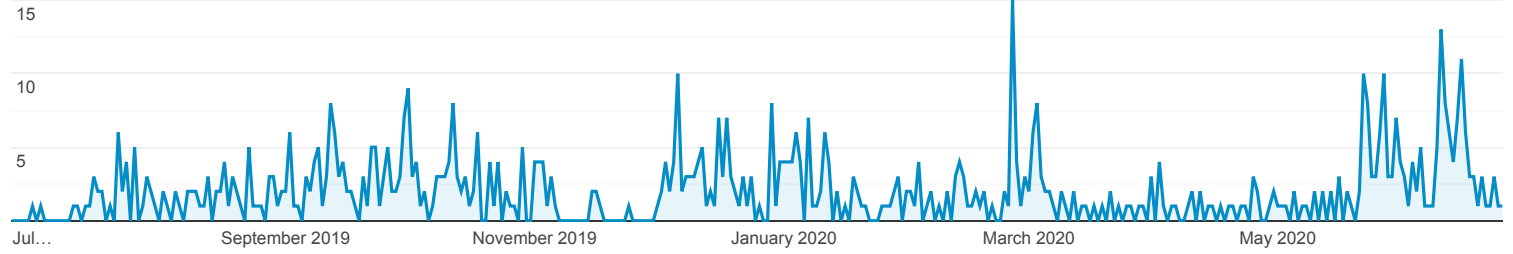
Network Referrals

Jun 26, 2019 - Jun 25, 2020

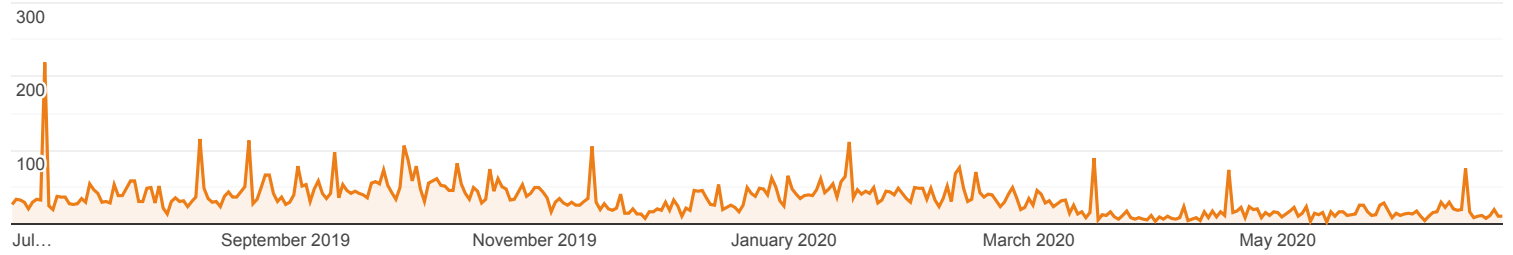
All Users
100.00% Sessions

Social Referral

Sessions via Social Referral







All Sessions



Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. Facebook	712 (97.40%)	1,206 (96.71%)	00:00:50	1.69
2. Twitter	7 (0.96%)	24 (1.92%)	00:09:09	3.43
3. WordPress	7 (0.96%)	12 (0.96%)	00:00:56	1.71
4. Instagram	3 (0.41%)	3 (0.24%)	00:00:00	1.00
5. Instagram Stories	2 (0.27%)	2 (0.16%)	00:00:00	1.00

Rows 1 - 5 of 5

Total Applications Received Online at GodLovesMarriage.org
as of June 26, 2020
for LME Weekends from
November 2019 – November 2020

<input type="checkbox"/>	Title	ID	Entries	Views	Conversion
<input type="checkbox"/> 	Marriage Encounter Application – CANADA	9	3	1929	0.2%
<input type="checkbox"/> 	Marriage Encounter Application – USA	5	27	838	3.2%
<input type="checkbox"/> 	Marriage Encounter Gift Certificate	11	0	1490	0%
<input type="checkbox"/> 	Marriage Encounter Pre-Approved Scholarship Application – CANADA	12	0	9	0%
<input type="checkbox"/> 	Marriage Encounter Pre-Approved Scholarship Application – USA	10	8	331	2.4%
<input type="checkbox"/>	Title	ID	Entries	Views	Conversion

Total Views = 4,597

Total Applications Received = 38

Total Weekend Events for Applications Received = 12 (includes Fall '19 and Spg/Fall '20)

Conversion Percentage = .008%