

Google Analytics Acquisition Overview

Continent

Region

Channel

Device

1. jan. 2022 - 31. des. 2022

Users
19 012

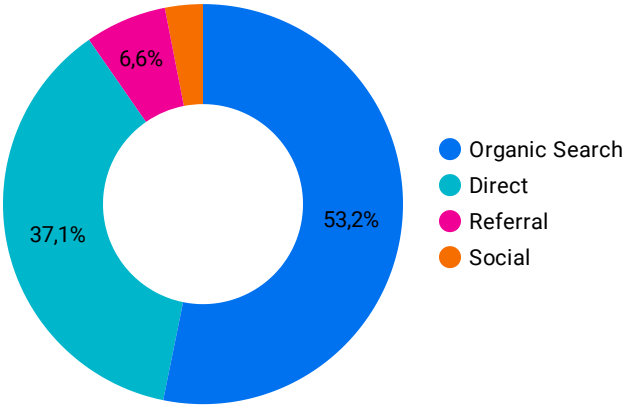
Sessions
65 211

Bounce Rate
47,66 %

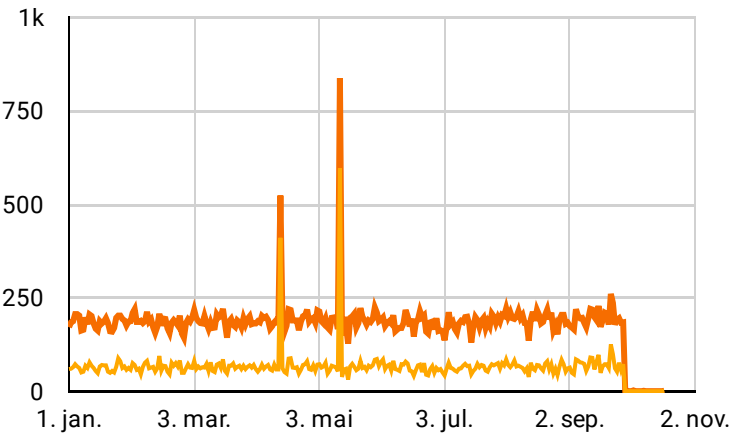
Goal Completions
Ingen data

Avg. Time on Page
00:01:15

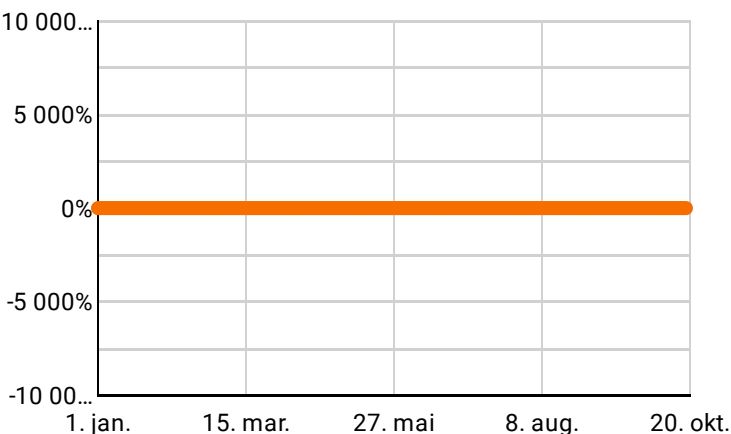
Top Acquisition Channels



Users (vs. New Users)



Conversions



	Acquisition			Behavior			Conversions		
	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	65,2k	19,0k	18,3k	47,7 %	2,3	01:41	0,0 %	Ingen data	Ingen data
Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Dura...	Goal Conversion ...	Goal Completions	Goal Value
google / organic	33 038	10 139	9 307	41,96 %	2,56	00:01:54	0 %	0	\$0
(direct) / (none)	26 052	7 293	6 990	53,12 %	2,13	00:01:22	0 %	0	\$0
m.facebook.com...	2 034	361	339	89,18 %	1,22	00:00:31	0 %	0	\$0
nanorge.org / ref...	1 150	881	881	20,96 %	1,84	00:02:41	0 %	0	\$0
bing / organic	689	226	188	41,51 %	3,01	00:01:57	0 %	0	\$0
duckduckgo / or...	610	59	54	47,54 %	2,22	00:03:03	0 %	0	\$0
l.facebook.com / ...	578	77	38	42,04 %	2,73	00:02:20	0 %	0	\$0
lm.facebook.co...	199	145	133	48,24 %	2,69	00:03:21	0 %	0	\$0
naossk.org / refe...	185	44	23	25,41 %	4,26	00:02:00	0 %	0	\$0
no m wikipedia	66	4	2	62,64 %	1,8	00:01:42	0 %	0	\$0

1 - 77 / 77 < >

Google Analytics Audience Overview

Continent

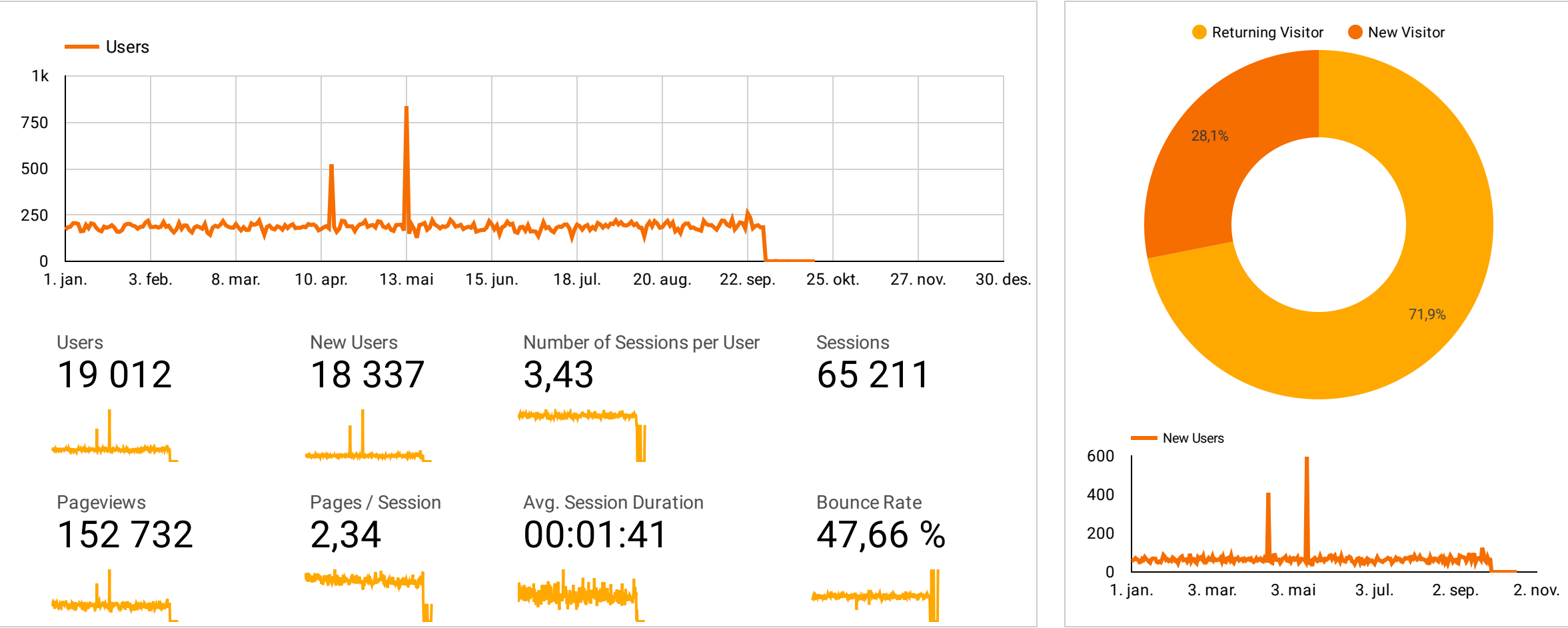
Region

Channel

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1. jan. 2022 - 31. des. 2022

Your audience at a glance



Users

19 012

New Users

18 337

Number of Sessions per User

3,43

Sessions

65 211

Pageviews

152 732

Pages / Session

2,34

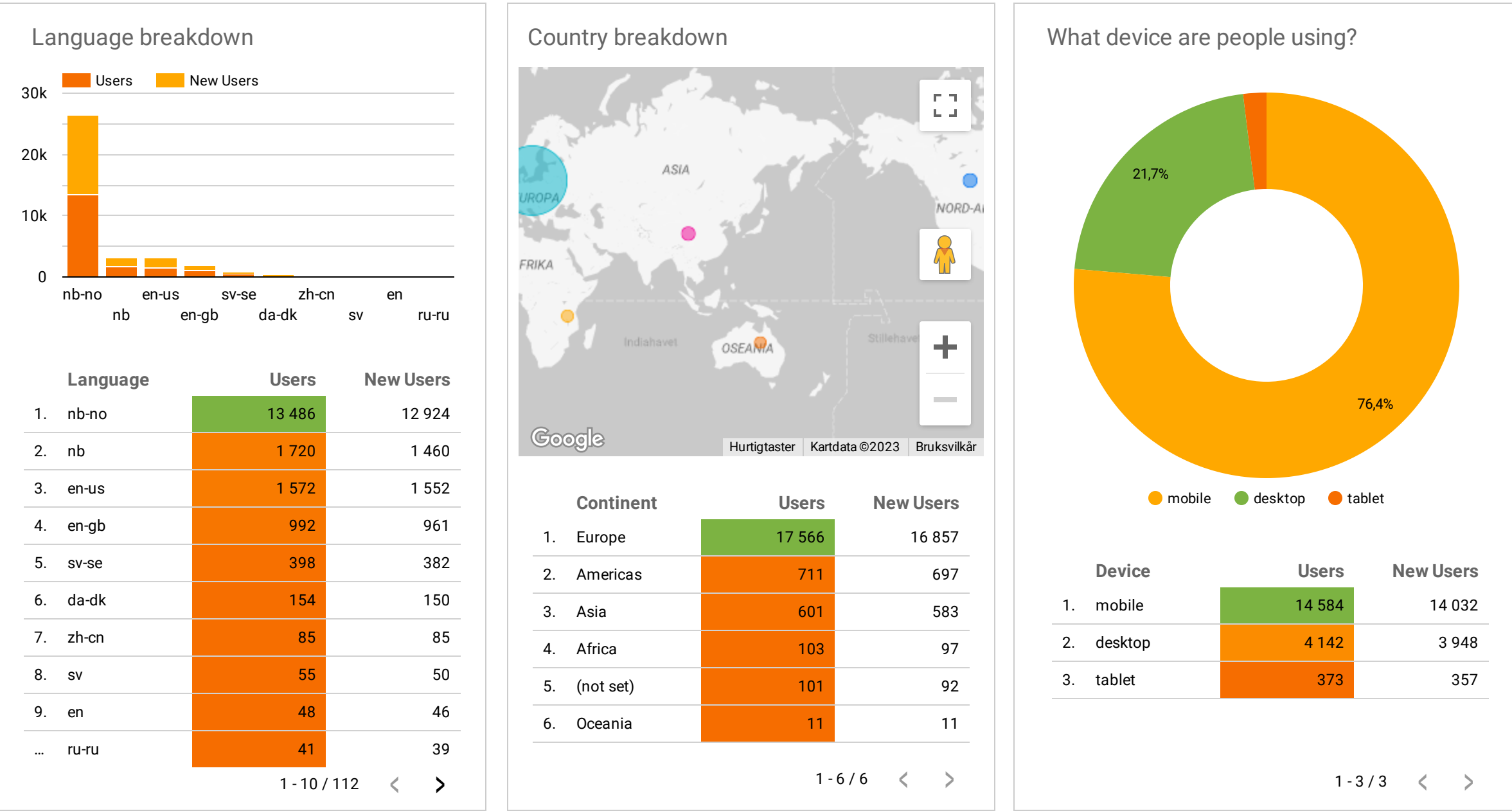
Avg. Session Duration

00:01:41

Bounce Rate

47,66 %

Let's learn a bit more about your users!



Country breakdown

Continent	Users	New Users
1. Europe	17 566	16 857
2. Americas	711	697
3. Asia	601	583
4. Africa	103	97
5. (not set)	101	92
6. Oceania	11	11

1 - 6 / 6

What device are people using?

Device	Users	New Users
1. mobile	14 584	14 032
2. desktop	4 142	3 948
3. tablet	373	357

1 - 3 / 3

Google Analytics Behaviors Overview

Continent

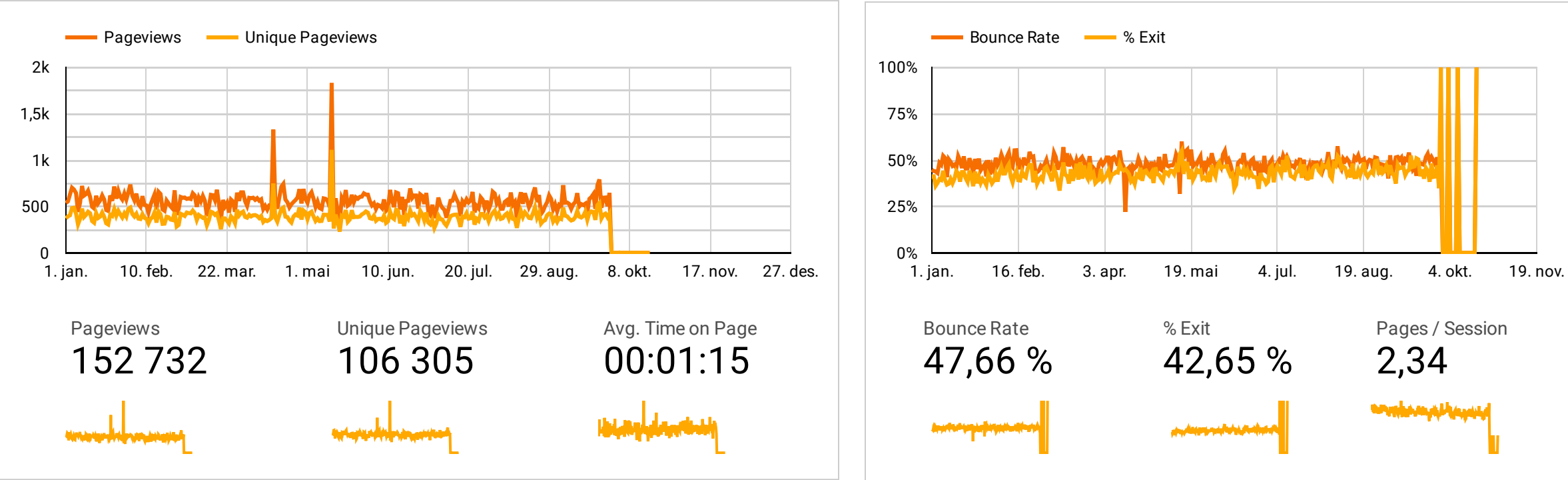
Region

Channel

Device

1. jan. 2022 - 31. des. 2022

Overview of your user behaviors



Pageviews

152 732

Unique Pageviews

106 305

Avg. Time on Page

00:01:15

Bounce Rate

47,66 %

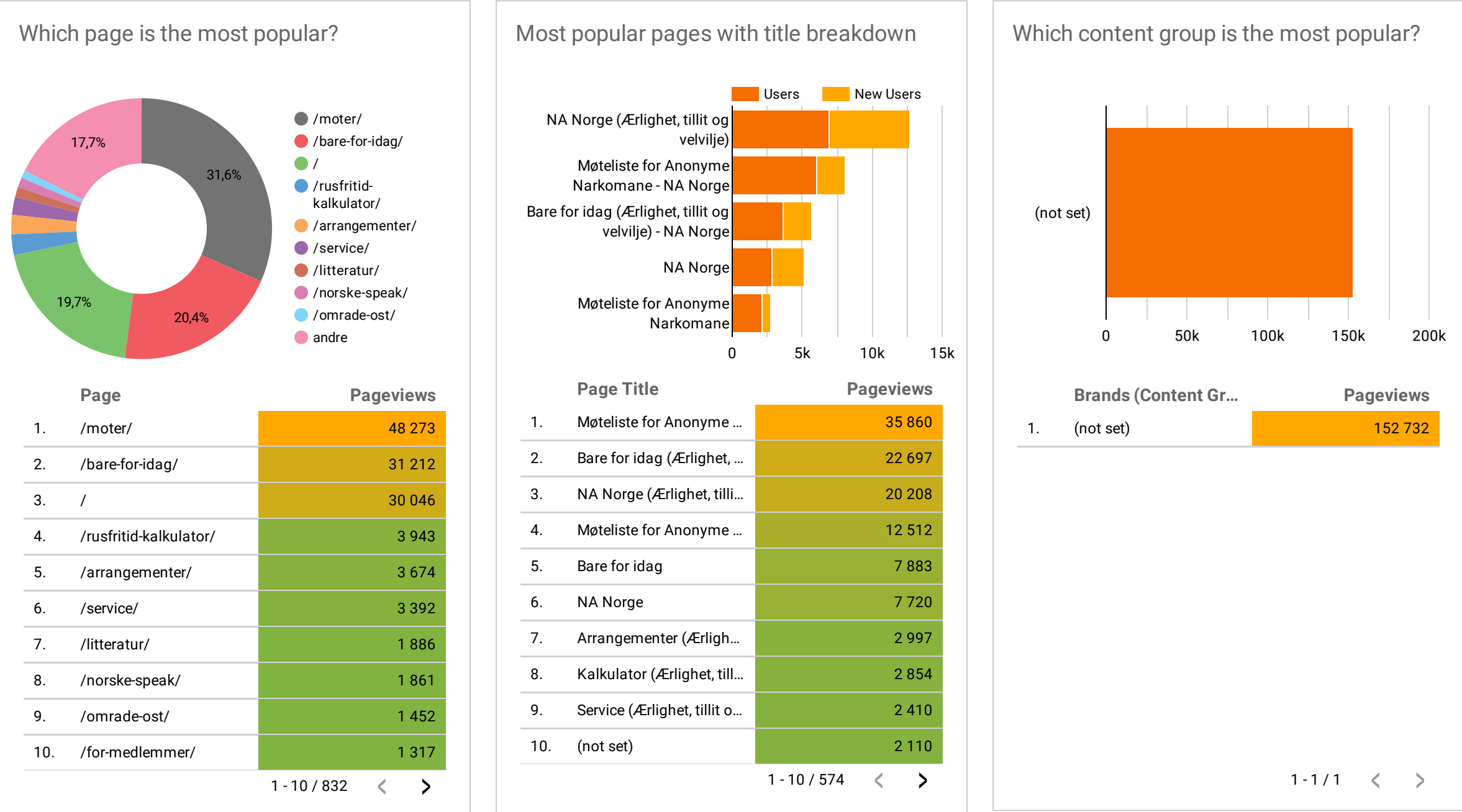
% Exit

42,65 %

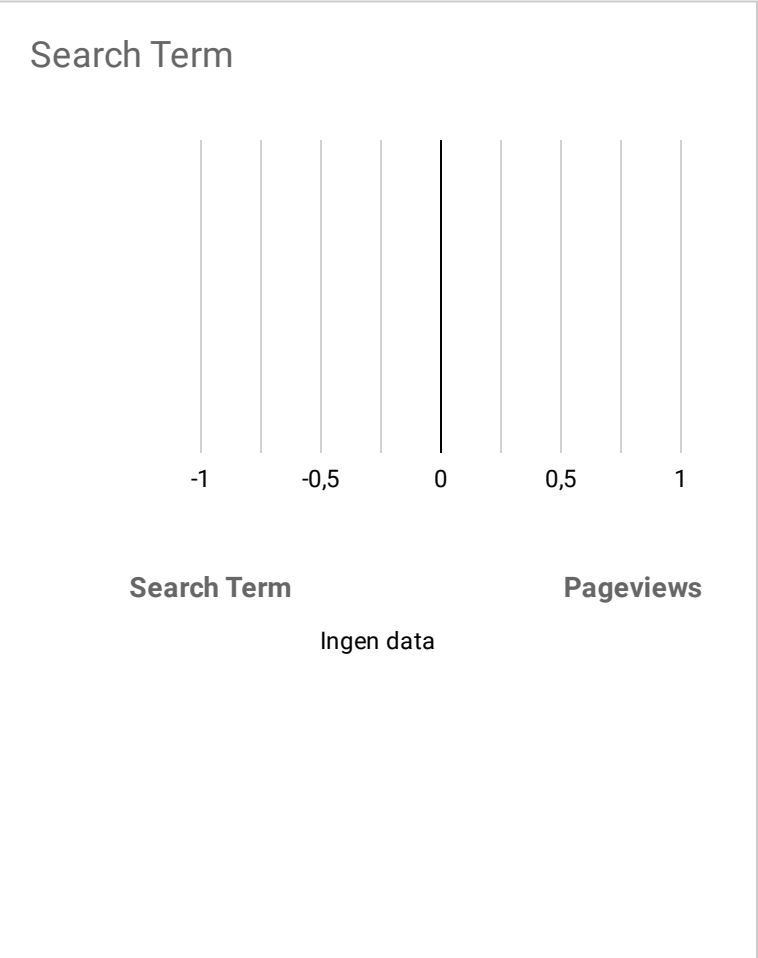
Pages / Session

2,34

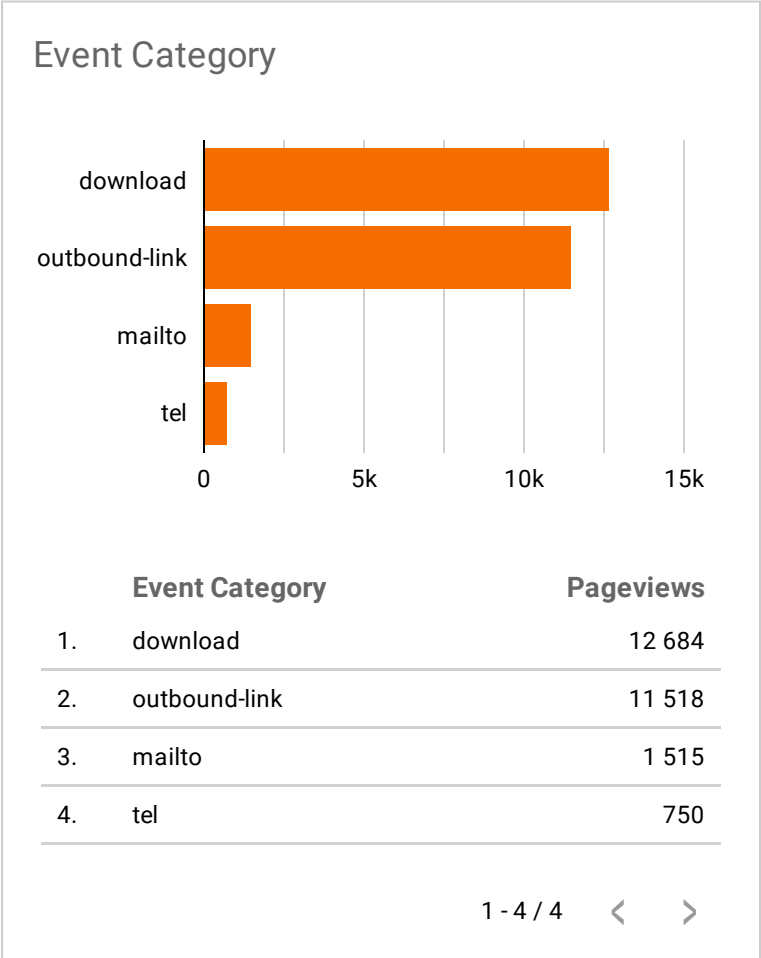
What do users see when they are in your website?



What do users search on the site?



Event category breakdown



How does your website perform?

