

Print Report

# AUDIENCE ANALYTICS

Monthly Performance Summary

Reporting Period: Oct 1 - Oct 31, 2023

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CHANNEL SOURCE	VISITORS	GROWTH	ENGAGEMENT RATE	MARKET SHARE
Direct Traffic	12,402	+4.2%	68.1%	
Organic Search	24,850	+12.8%	42.3%	
Social Media	8,120	-2.1%	55.9%	
Email Marketing	5,433	+1.5%	72.4%	
Referral	3,210	+8.4%	39.2%	

## Top Demographics

1. Age 25-34 (38%)
2. Age 35-44 (24%)
3. Age 18-24 (18%)

## Device Usage

Mobile: 62%  
Desktop: 35%  
Tablet: 3%