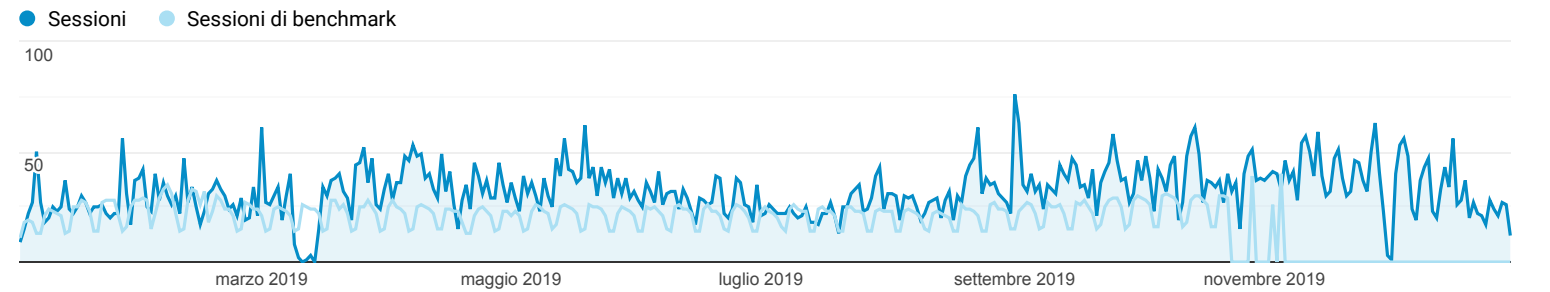


**Canali**

1 gen 2019 - 31 dic 2019

Settore verticale: **Commercio e industria** | Paese/Regione: **Tutti** | Dimensioni per sessioni giornaliere: **0-99**

Per questo valore di riferimento vengono utilizzate 504.367 proprietà web



Raggruppamento dei canali predefinito	Acquisizione			Comportamento		
	Sessioni	% nuove sessioni	Nuovi utenti	Pagine/sessione	Durata sessione media	Frequenza di rimbalzo
	<b>28,05%</b> ↑ 11.792 vs 9.209	<b>17,63%</b> ↓ 62,05% vs 75,33%	<b>5,48%</b> ↑ 7.317 vs 6.937	<b>1,78%</b> ↓ 2,76 vs 2,81	<b>48,56%</b> ↑ 00:02:47 vs 00:01:53	<b>13,02%</b> ↑ 64,03% vs 56,65%
1. Organic Search	<b>48,70%</b> 8.156 vs 5.485	-17,93% 60,84% vs 74,13%	22,04% 4.962 vs 4.066	-8,39% 2,77 vs 3,02	38,04% 00:02:52 vs 00:02:05	21,12% 63,71% vs 52,60%
2. Direct	<b>-20,35%</b> 2.591 vs 3.253	-22,32% 62,06% vs 79,90%	-38,13% 1.608 vs 2.599	10,20% 2,85 vs 2,58	65,18% 00:02:51 vs 00:01:44	0,11% 62,87% vs 62,80%
3. Referral	<b>-70,63%</b> 627 vs 2.135	4,68% 73,21% vs 69,93%	-69,26% 459 vs 1.493	-13,57% 2,41 vs 2,78	-11,19% 00:01:46 vs 00:02:00	35,26% 73,37% vs 54,24%
4. Social	<b>-70,91%</b> 418 vs 1.437	-3,75% 73,21% vs 76,06%	-72,00% 306 vs 1.093	17,90% 2,64 vs 2,24	87,03% 00:02:18 vs 00:01:14	-5,79% 63,40% vs 67,29%
5. (Other)	<b>-100,00%</b> 0 vs 4.423	-100,00% 0,00% vs 64,30%	-100,00% 0 vs 2.844	-100,00% 0,00 vs 2,36	-100,00% 00:00:00 vs 00:01:26	-100,00% 0,00% vs 64,84%
6. Display	<b>-100,00%</b> 0 vs 11.011	-100,00% 0,00% vs 66,24%	-100,00% 0 vs 7.294	-100,00% 0,00 vs 1,41	-100,00% 00:00:00 vs 00:00:31	-100,00% 0,00% vs 76,31%
7. Email	<b>-100,00%</b> 0 vs 2.304	-100,00% 0,00% vs 55,43%	-100,00% 0 vs 1.277	-100,00% 0,00 vs 2,43	-100,00% 00:00:00 vs 00:02:08	-100,00% 0,00% vs 53,43%
8. Other Advertising	<b>-100,00%</b> 0 vs 4.247	-100,00% 0,00% vs 72,95%	-100,00% 0 vs 3.098	-100,00% 0,00 vs 4,38	-100,00% 00:00:00 vs 00:01:45	-100,00% 0,00% vs 69,72%
9. Paid Search	<b>-100,00%</b> 0 vs 6.563	-100,00% 0,00% vs 78,29%	-100,00% 0 vs 5.138	-100,00% 0,00 vs 2,26	-100,00% 00:00:00 vs 00:01:09	-100,00% 0,00% vs 60,90%

Righe 1 - 9 di 9