



QUARTERLY PERFORMANCE REPORT

<https://muralio.com>

10/01/2016 - 12/31/2016 vs 10/01/2015 - 12/31/2015



Total users:

129K

↓ -4.5%

New users:

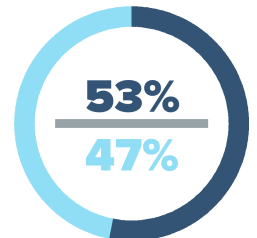
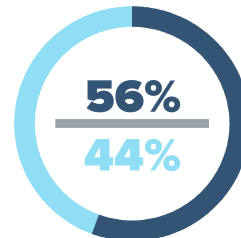
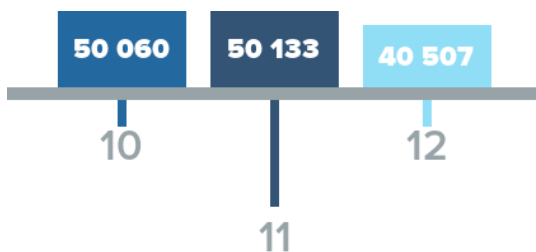
114K ↑ 0.9%

Returning users:

90.5K ↓ -8.7%

This quarter:

Last quarter:



Total amount of sessions

Session is a set of interactions with your website in short time range. One session can contain more views of your website.

Sessions in this quarter:

204K

↓ -3.6%



Average session time

This statistics represents average duration, which user spends on your website. If this number is small you should focus on improvement of the content.

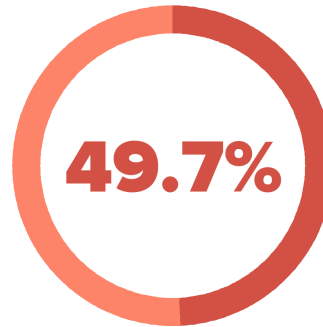
4:08^{MIN}

↓ -10.2% Last quarter: 4:36min



Bounce rate

Percentage of one-page sessions (sessions, in which visitor leaves your page without interacting with it.)



↑ **9%**

Last quarter: **46%**

Total Views:

1M

↓ **-18.9%**

Last quarter: 1.3M



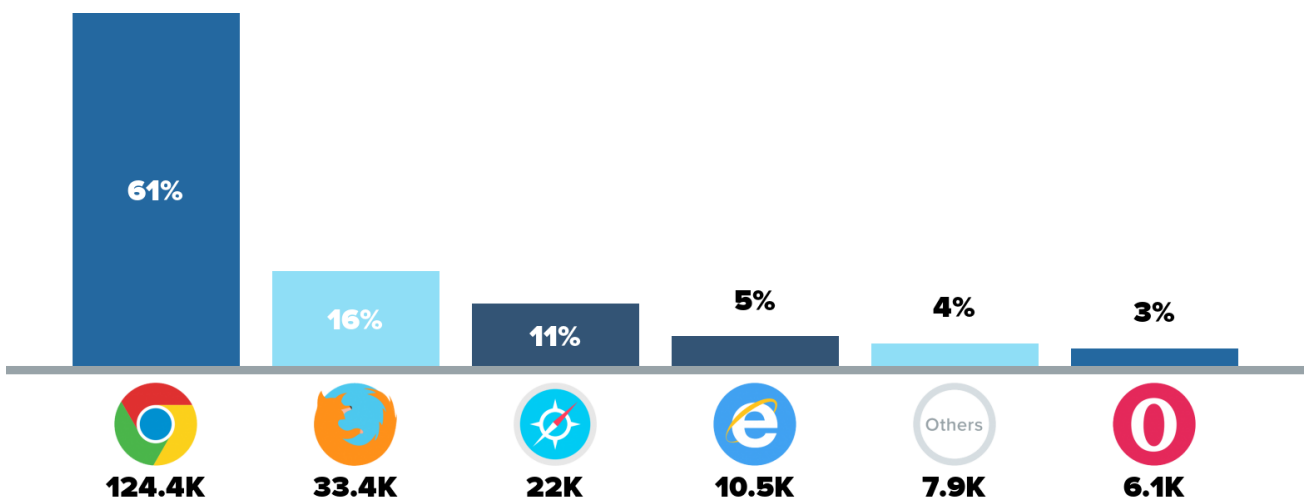
Views per session

Average amount of views during one session.

5.1

↓ **-15.9%**

Sessions by Browsers:



Sessions by Devices



PC
128K

63%
Last quarter: 151K



Mobile
67.2K

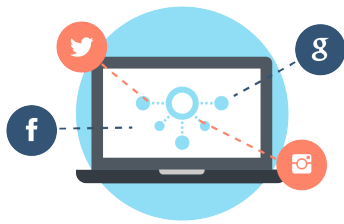
33%
Last quarter: 49.6K



Tablet
9.3K

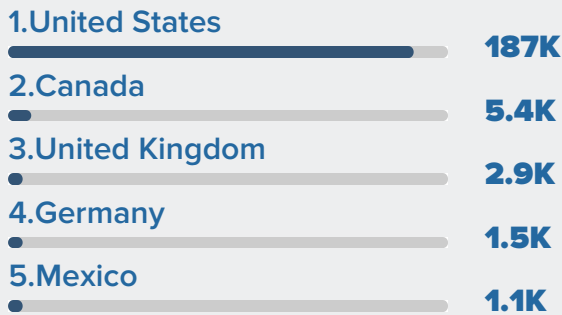
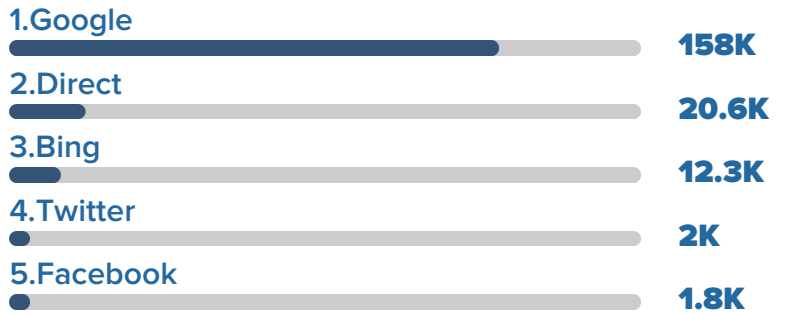
5%
Last quarter: 11.4K

Sources of traffic:

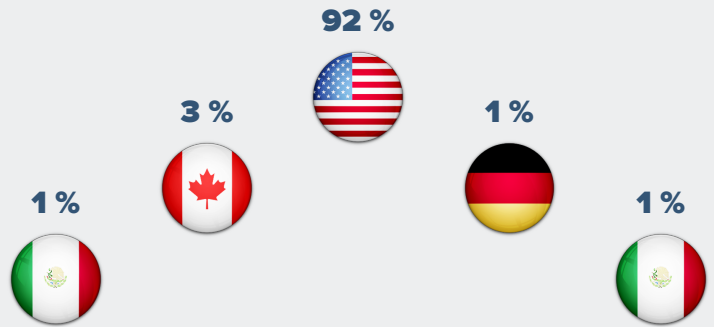


Social traffic (Facebook, Twitter etc.)

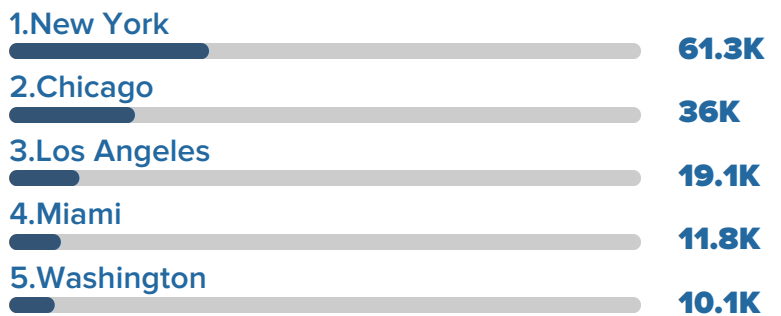
3.5K ↑ 53.6% Last quarter: 2.3K



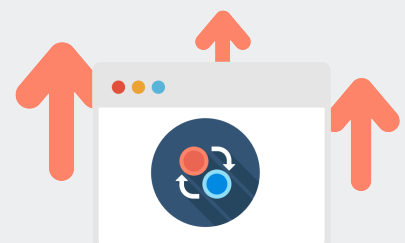
Sessions by Countries:



Sessions by Cities



Pages with the most increased Bounce Rate





Pages with the most increased traffic

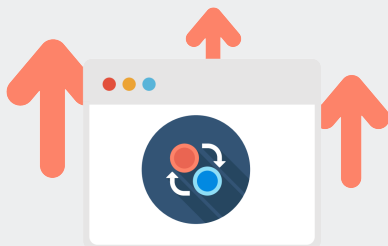
1. Example - Example	+ 51.8K	👁️
2. Example - Login	+ 12.6K	👁️
3. Example - Register	+ 9.3K	👁️
4. Example - App	+ 6.2K	👁️
5. Example - FAQ	+ 1.7K	👁️



Pages with the largest decline of traffic

1. Example - Settings	-15.4K	👁️
2. Example - News	-12.2K	👁️
3. Example - Dashboard	-10.8K	👁️
4. Example - Pricing	-9.5K	👁️
5. Example - Newsletter	-8.6K	👁️

Pages with the highest Bounce Rate



1. Example - FAQ	100%
2. Example - Settings	100%
3. Example - News	93%
4. Example - Page	90%
5. Example - Newsletter	88%

Pages with the highest exits



1. Example - Login	↑ 6.9%	Last quarter: 12.3K
👤 13.1K		
2. Example - App	↑ 1.3%	Last quarter: 12.6K
👤 12.8K		
3. Example - Register	↑ 613.2%	Last quarter: 770
👤 5.5K		
4. Example - FAQ	↓ -24.2%	Last quarter: 5.2K
👤 4K		
5. Example - Settings	↑ 55.3%	Last quarter: 2K
👤 3.1K		