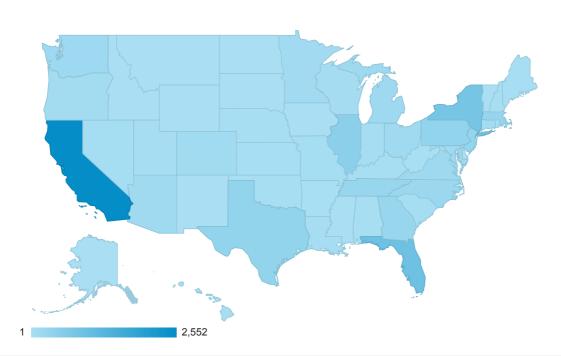


Jul 1, 2012 - Dec 31, 2012



Summary



•										
		Acquisition			Behavior			Conversions		
Region		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		9,568 % of Total: 97.47% (9,816)	75.45% Avg for View: 75.69% (-0.32%)	7,219 % of Total: 97.16% (7,430)	60.05% Avg for View: 60.38% (-0.54%)	1.23 Avg for View: 1.23 (0.17%)	00:06:53 Avg for View: 00:06:53 (-0.04%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1.	California	2,552 (26.67%)	68.03%	1,736 (24.05%)	62.46%	1.20	00:08:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
2.	Florida	928 (9.70%)	82.87%	769 (10.65%)	61.21%	1.19	00:05:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
3.	New York	810 (8.47%)	70.74%	573 (7.94%)	58.02%	1.19	00:05:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
4.	Illinois	486 (5.08%)	80.04%	389 (5.39%)	54.94%	1.17	00:07:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
5.	Pennsylvania	369 (3.86%)	52.03%	192 (2.66%)	66.94%	1.13	00:07:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
6.	Texas	358 (3.74%)	85.20%	305 (4.22%)	64.80%	1.18	00:03:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
7.	New Jersey	336 (3.51%)	83.33%	280 (3.88%)	62.20%	1.18	00:03:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
8.	Massachusetts	300 (3.14%)	78.00%	234 (3.24%)	51.67%	1.26	00:04:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
9.	Georgia	276 (2.88%)	85.87%	237 (3.28%)	61.96%	1.11	00:03:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
10.	Tennessee	272 (2.84%)	30.88%	84 (1.16%)	31.62%	2.92	00:09:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
11.	North Carolina	229 (2.39%)	88.21%	202 (2.80%)	66.81%	1.14	00:02:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
12.	Washington	196 (2.05%)	89.80%	176 (2.44%)	64.80%	1.17	00:03:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
13.	Michigan	193 (2.02%)	81.87%	158 (2.19%)	55.96%	1.18	00:02:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
14.	Virginia	181 (1.89%)	83.98%	152 (2.11%)	54.70%	1.18	00:12:58	0.00%	0 (0.00%)	\$0.00 (0.00%)

15.	Arizona	168 (1.76%)	86.31%	145 (2.01%)	60.71%	1.34	00:06:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
16.	Ohio	165 (1.72%)	90.91%	150 (2.08%)	67.27%	1.14	00:04:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	Maryland	156 (1.63%)	87.82%	137 (1.90%)	60.90%	1.18	00:11:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	Colorado	136 (1.42%)	81.62%	111 (1.54%)	57.35%	1.13	00:14:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	Minnesota	118 (1.23%)	83.05%	98 (1.36%)	65.25%	1.08	00:03:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	Connecticut	112 (1.17%)	72.32%	81 (1.12%)	53.57%	1.22	00:15:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	Oregon	108 (1.13%)	76.85%	83 (1.15%)	54.63%	1.14	00:05:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	District of Columbia	103 (1.08%)	79.61%	82 (1.14%)	65.05%	1.17	00:16:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	(not set)	93 (0.97%)	52.69%	49 (0.68%)	50.54%	1.19	00:08:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	Wisconsin	86 (0.90%)	75.58%	65 (0.90%)	60.47%	1.34	00:02:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	Nevada	77 (0.80%)	90.91%	70 (0.97%)	50.65%	1.23	00:11:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
26.	Missouri	74 (0.77%)	86.49%	64 (0.89%)	59.46%	1.12	00:02:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
27.	South Carolina	73 (0.76%)	93.15%	68 (0.94%)	64.38%	1.11	00:01:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
28.	Indiana	58 (0.61%)	94.83%	55 (0.76%)	56.90%	1.21	00:02:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
29.	Utah	54 (0.56%)	83.33%	45 (0.62%)	57.41%	1.11	00:13:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
30.	Louisiana	50 (0.52%)	86.00%	43 (0.60%)	70.00%	1.12	00:29:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
31.	Hawaii	46 (0.48%)	89.13%	41 (0.57%)	56.52%	1.11	00:07:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
32.	Alabama	42 (0.44%)	92.86%	39 (0.54%)	66.67%	1.07	00:02:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
33.	Oklahoma	39 (0.41%)	84.62%	33 (0.46%)	64.10%	1.33	00:04:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
34.	Nebraska	38 (0.40%)	44.74%	17 (0.24%)	84.21%	1.11	00:01:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
35.	Kentucky	35 (0.37%)	91.43%	32 (0.44%)	62.86%	1.09	00:09:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
36.	New Hampshire	33 (0.34%)	78.79%	26 (0.36%)	42.42%	1.15	00:05:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
37.	Rhode Island	29 (0.30%)	93.10%	27 (0.37%)	58.62%	1.10	00:06:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
38.	Maine	27 (0.28%)	88.89%	24 (0.33%)	74.07%	1.07	00:03:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
39.	Kansas	26 (0.27%)	88.46%	23 (0.32%)	65.38%	1.15	00:04:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
40.	Iowa	22 (0.23%)	90.91%	20 (0.28%)	63.64%	1.05	00:34:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
41.	Idaho	20 (0.21%)	80.00%	16 (0.22%)	75.00%	1.10	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
42.	Mississippi	20 (0.21%)	90.00%	18 (0.25%)	55.00%	1.15	00:07:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
43.	New Mexico	18 (0.19%)	94.44%	17 (0.24%)	38.89%	1.17	00:03:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
44.	Delaware	14 (0.15%)	100.00%	14 (0.19%)	78.57%	1.00	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
45.	Arkansas	13 (0.14%)	100.00%	13 (0.18%)	69.23%	1.00	00:02:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
46.	West Virginia	11 (0.11%)	90.91%	10 (0.14%)	54.55%	1.00	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
47.	Alaska	5 (0.05%)	80.00%	4 (0.06%)	20.00%	1.40	00:24:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
48.	Vermont	4 (0.04%)	75.00%	3 (0.04%)	50.00%	2.00	00:04:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
49.	Montana	3 (0.03%)	100.00%	3 (0.04%)	66.67%	1.00	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
50.	North Dakota	3 (0.03%)	100.00%	3 (0.04%)	66.67%	1.00	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
51.	South Dakota	2 (0.02%)	100.00%	2 (0.03%)	50.00%	1.00	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
52.	Wyoming	1 (0.01%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

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