

Month	Users	Sessions	Pageviews	Pages / Session	% New Sessions	Bounce Rate
jan-16	60.234	68.408	137.494	2,01	85,21%	13,83%
feb-16	57.326	64.684	118.867	1,84	85,73%	12,72%
mrt-16	51.845	59.028	110.581	1,87	84,68%	14,51%
apr-16	47.661	54.126	100.616	1,86	84,84%	15,18%
mei-16	46.688	52.833	99.576	1,88	85,18%	15,77%
jun-16	46.687	52.745	99.288	1,88	85,50%	15,64%
jul-16	54.602	61.364	112.809	1,84	86,19%	15,84%
aug-16	53.092	59.575	112.105	1,88	86,23%	14,80%
sep-16	47.878	53.771	100.103	1,86	86,07%	15,28%
okt-16	42.840	48.119	86.729	1,80	85,89%	15,04%
nov-16	39.639	44.701	80.373	1,80	85,83%	15,23%
dec-16	38.416	43.234	78.203	1,81	85,97%	15,16%
jan-17	41.192	45.884	84.403	1,84	87,04%	15,90%
feb-17	33.718	37.548	67.183	1,79	86,76%	17,46%
mrt-17	36.846	41.390	71.153	1,72	86,31%	14,86%
apr-17	31.839	35.990	64.316	1,79	85,55%	15,44%
mei-17	32.230	36.641	63.088	1,72	85,36%	14,73%
jun-17	31.544	36.040	62.215	1,73	85,12%	16,46%
jul-17	31.670	36.090	60.885	1,69	85,37%	17,21%
aug-17	28.284	32.363	54.210	1,68	85,00%	17,13%
sep-17	24.374	28.288	47.428	1,68	83,81%	16,34%
okt-17	26.504	35.221	57.950	1,65	73,17%	15,00%
nov-17	24.447	33.054	53.947	1,63	71,87%	14,33%
Total / Average	929.556	1.061.097	1.923.522	1,81	84,79%	15,24%

Avg. Session Duration (seconds)	Quantity (click outs)	Ecommerce Conversion Rate	Revenu	Avg. CPC
103,58	6.221	9,09%	€ 4.610	€ 0,74
94,67	4.600	15,10%	€ 6.080	€ 1,32
95,60	3.989	9,68%	€ 10.601	€ 2,66
93,74	4.242	9,15%	€ 5.787	€ 1,36
96,49	4.257	9,15%	€ 5.881	€ 1,38
93,04	4.072	8,70%	€ 4.867	€ 1,20
93,81	4.862	8,75%	€ 6.470	€ 1,33
100,73	4.515	8,91%	€ 4.321	€ 0,96
93,08	4.382	8,93%	€ 9.995	€ 2,28
92,87	3.674	7,69%	€ 6.814	€ 1,85
91,43	3.346	7,70%	€ 3.931	€ 1,17
87,39	3.046	7,25%	€ 4.417	€ 1,45
89,98	3.936	8,82%	€ 3.584	€ 0,91
83,86	3.123	8,81%	€ 1.801	€ 0,58
81,05	2.637	8,13%	€ 2.508	€ 0,95
85,40	2.760	7,97%	€ 4.323	€ 1,57
82,49	2.794	7,91%	€ 4.479	€ 1,60
83,90	2.807	8,08%	€ 2.215	€ 0,79
81,69	2.325	6,82%	€ 4.227	€ 1,82
82,53	1.940	6,35%	€ 1.529	€ 0,79
80,61	1.687	6,33%	€ 1.734	€ 1,03
81,95	2.001	5,90%	€ 2.184	€ 1,09
77,38	1.895	6,08%		
90,59	79.111	8,64%	€ 102.360	€ 1,29