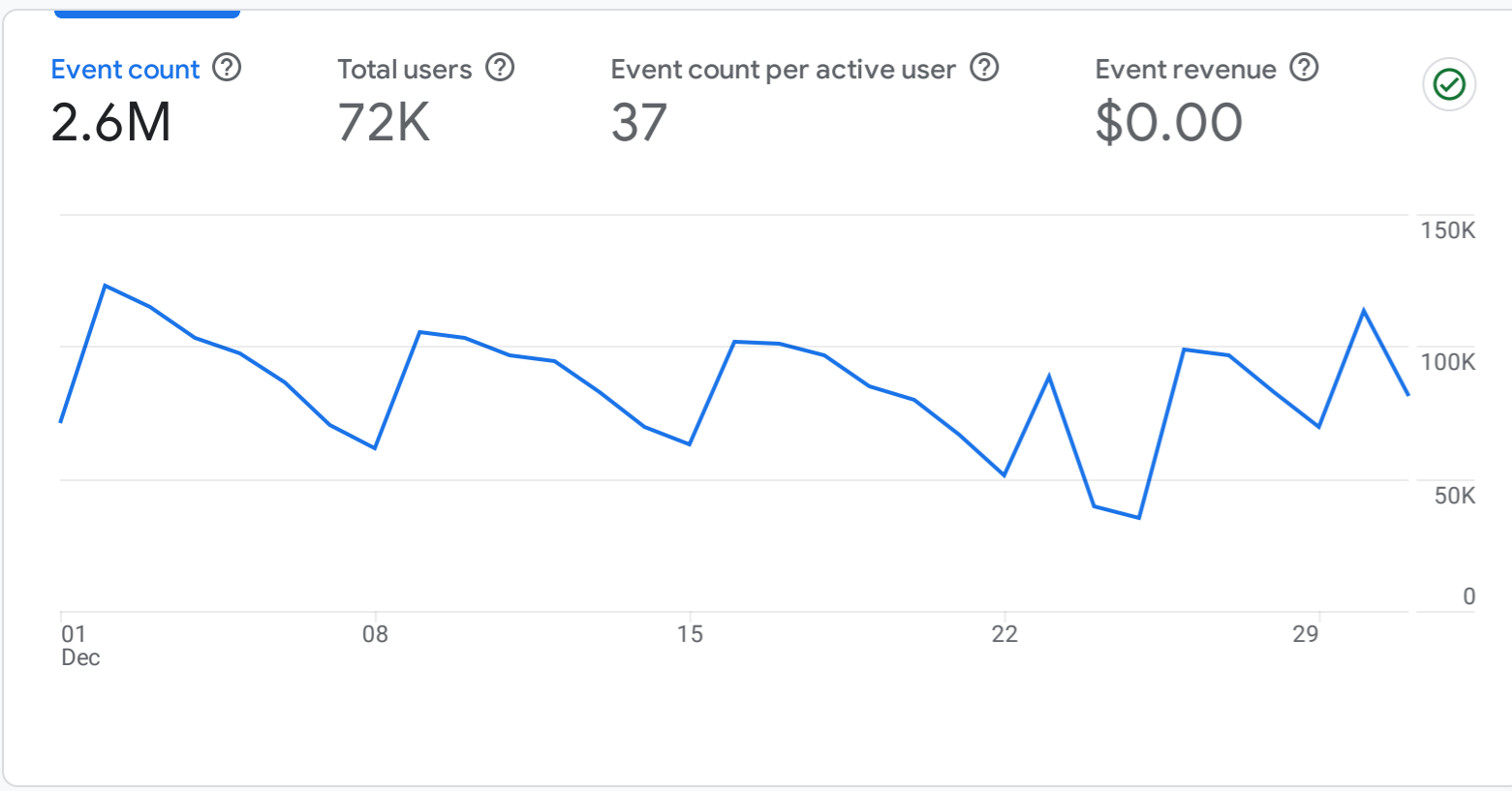


All Users Add comparison

Custom Dec 1 - Dec 31, 2024

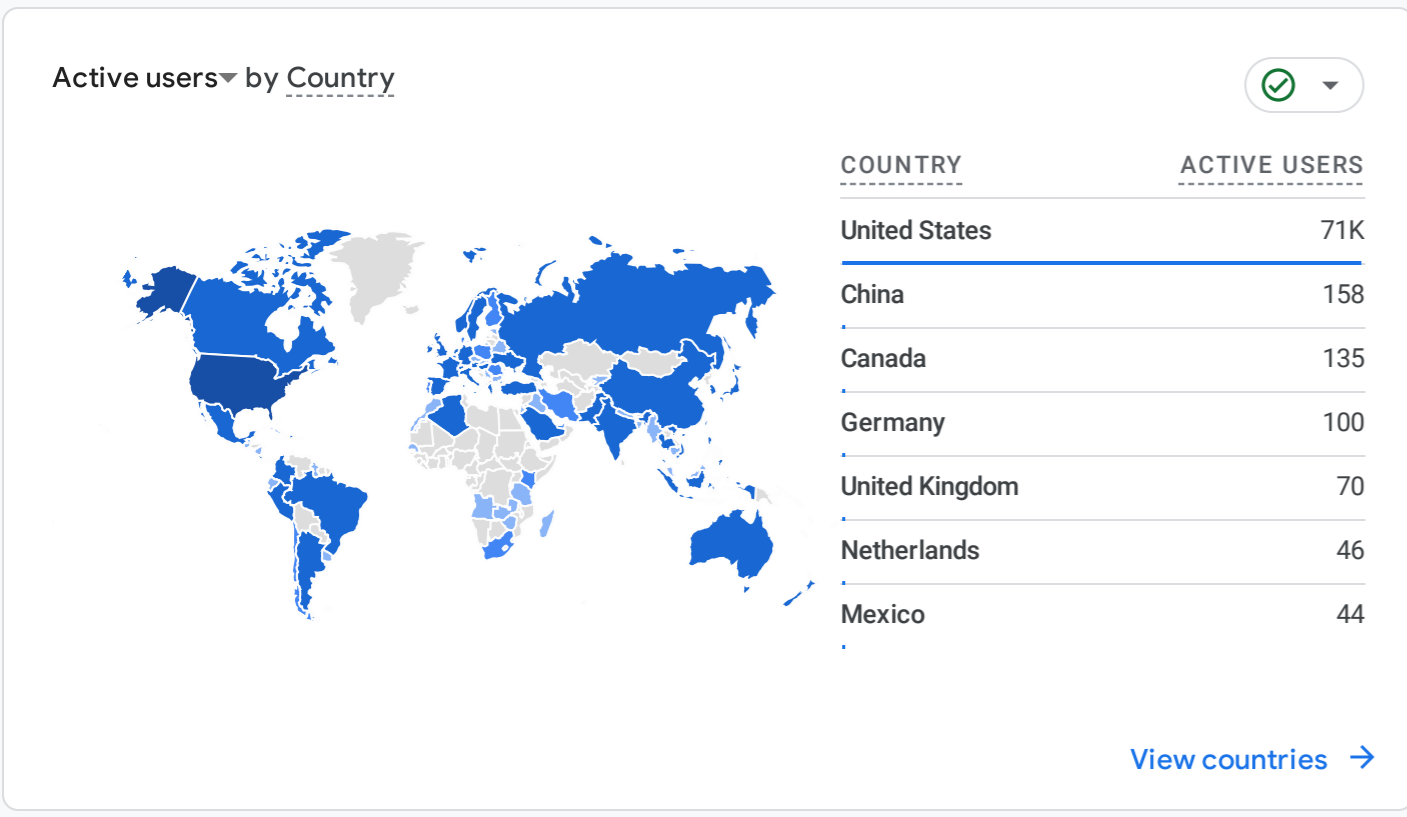
Reports snapshot



Event count by Event name

EVENT NAME	EVENT COUNT
page_view	1.7M
scroll	276K
session_start	268K
form_start	187K
user_engagement	160K
first_visit	50K
click	14K

[View events](#)



Active users by Device category

DEVICE CATEGORY	ACTIVE USERS
desktop	42K
mobile	28K
tablet	2.1K
smart tv	1

Sessions by First user source / medium

FIRST USER SOURCE / ME...	SESSIONS
(direct) / (none)	128K
madisonpubliclibrary.org / re...	58K
google / organic	11K
pocolibrary.org / referral	8K
sunprairiepubliclibrary.org / r...	6.6K
veronapubliclibrary.org / refe...	6.3K
midlibrary.org / referral	6.2K

Sessions by Session default ch...

SESSION DEFAULT ...	SESSIONS
Referral	137K
Direct	102K
Organic Search	16K
Organic Social	11K
Unassigned	927

[View traffic acquisition](#)

