

All Users Add comparison

Custom Feb 1 - Feb 28, 2025

Reports snapshot



Event count by Event name

EVENT NAME	EVENT COUNT
page_view	1.7M
scroll	294K
session_start	274K
form_start	190K
user_engagement	179K
first_visit	48K
click	14K

[View events](#)



Active users by Device category

DEVICE CATEGORY	ACTIVE USERS
desktop	43K
mobile	28K
tablet	2.1K
smart tv	1

Sessions by First user source / medium

FIRST USER SOURCE / ME...	SESSIONS
(direct) / (none)	131K
madisonpubliclibrary.org / re...	55K
google / organic	13K
pocolibrary.org / referral	8.4K
sunprairiepubliclibrary.org / r...	7.3K
veronapubliclibrary.org / refe...	6.4K
midlibrary.org / referral	6.3K

Sessions by Session default ch...

SESSION DEFAULT ...	SESSIONS
Referral	135K
Direct	103K
Organic Search	19K
Organic Social	11K
Unassigned	754

[View traffic acquisition](#)

