



Channel

Source

Device

Audience

Oct 2, 2023 - Oct 8, 2023

Primary Key Performance Indicators

User Visits

42,238

↑ 6%

Learning Visits

20,799

↑ 20%

Learning Buy Now

874

↑ 16%

Transactions

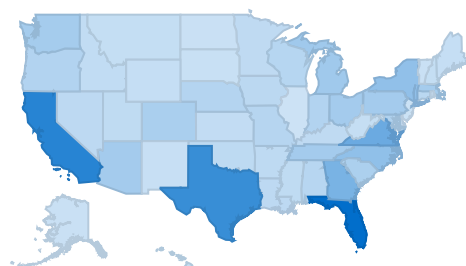
4

↓ -99%

Revenue

\$907

↓ -98%



Visits by Location

Performance Actions

Member Login

992

↓ -1%

Member Search

478

↑ 3%

Click to Call

3

↓ -70%

Click to Email

59

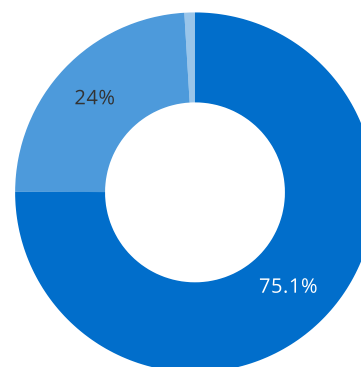
↑ 23%

Contact Forms

100

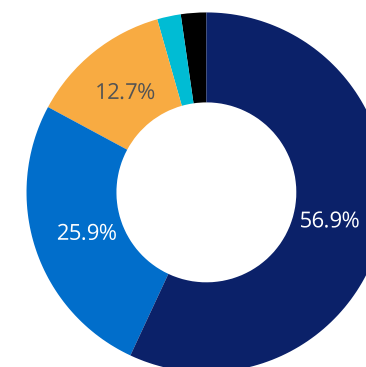
↑ 1%

Visits by Device



desktop mobile tablet

Visits by Channel



Direct Organic Search Referral Unassigned others

	City, Region	User Visits ▾
1.	Chicago, Illinois	1,047
2.	Ashburn, Virginia	974
3.	Los Angeles, California	675
4.	New York, New York	654
5.	Dallas, Texas	555
6.	Atlanta, Georgia	553
7.	Omaha, Nebraska	412

1 - 50 / 5461





Channel ▾

Source ▾

Device ▾

Audience ▾

Year-to-Date

YTD Performance

Trends

User Visits

440.9K

↑ N/A

Transactions

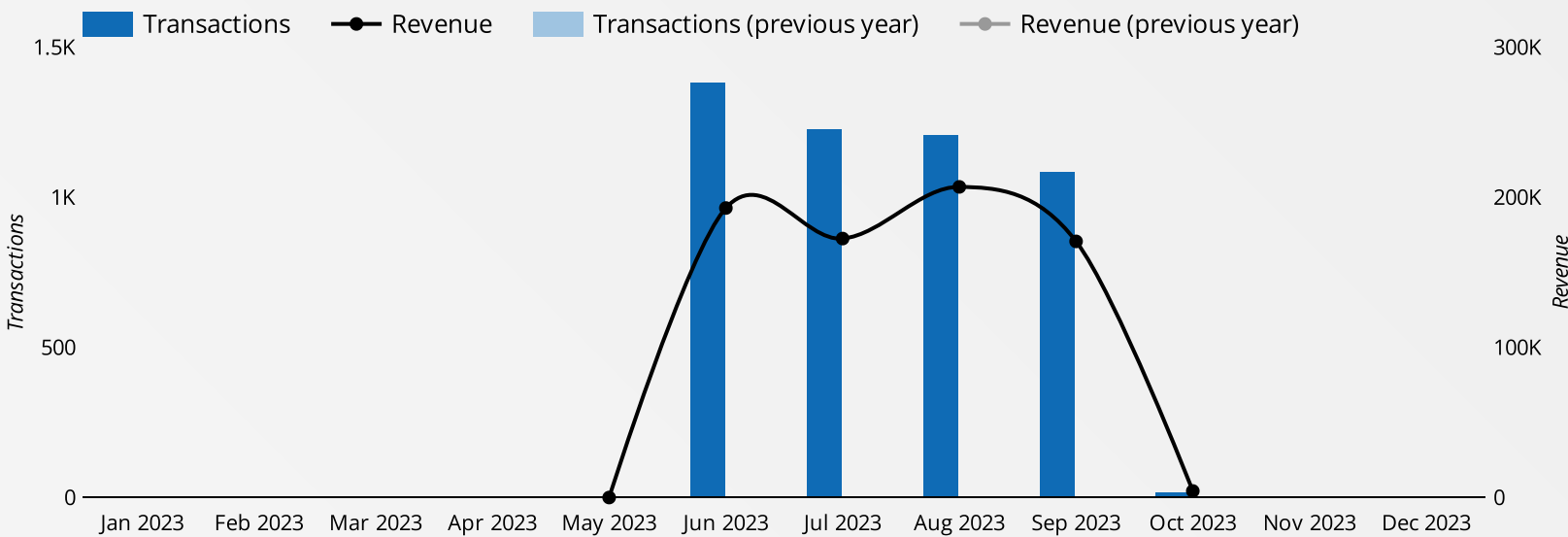
4,930

-

Revenue

\$747,364

-



Month ▴	User Visits	Transactions	Revenue
May	3,123	1	\$1
June	43,041	1,386	\$192,880
July	47,519	1,226	\$172,528
August	144,141	1,210	\$206,957
September	161,094	1,085	\$170,651
October	45,384	22	\$4,348
Grand total	440,892	4,930	\$747,364



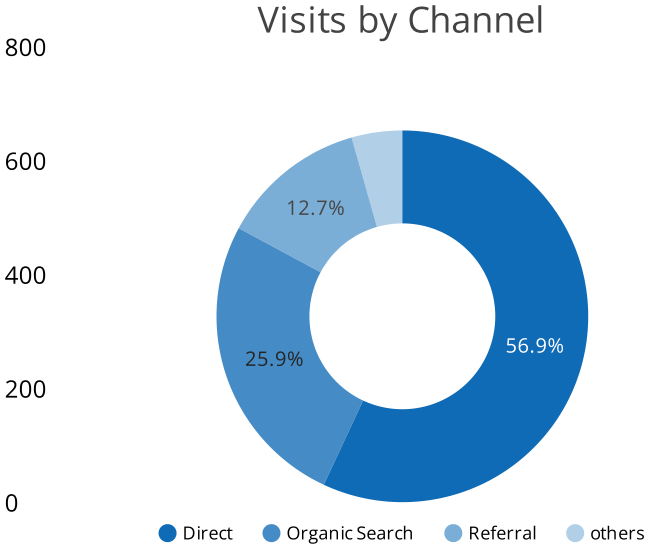
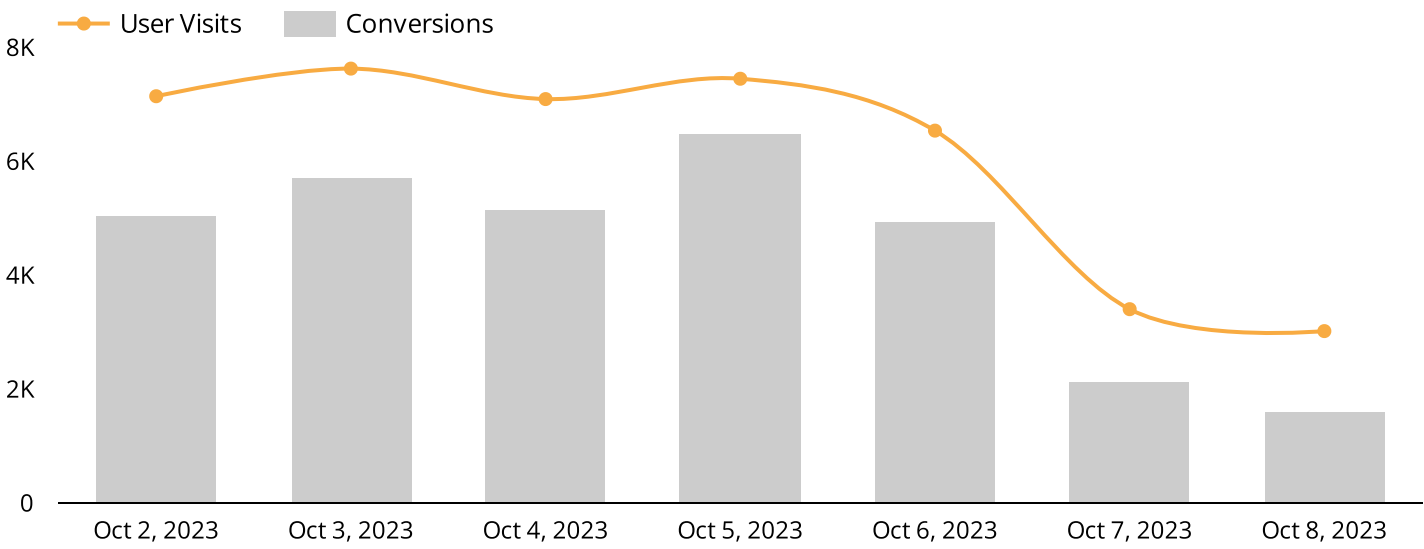
Channel ▾

Source ▾

Device ▾

Audience ▾

Oct 2, 2023 - Oct 8, 2023 ▾



Channel Overview

	Session channel	User Visits ▾	Eng Rate	Eng Time	Learning Buy Now	Buy Now Click %
1.	Direct	24,217	68%	00:01:09	494	2.04%
2.	Organic Search	11,022	70%	00:01:19	211	1.91%
3.	Referral	5,417	75%	00:01:11	89	1.64%
4.	Unassigned	903	58%	00:01:36	64	7.09%
5.	Organic Social	486	48%	00:00:21	2	0.41%
6.	Display	192	55%	00:00:47	3	1.56%
7.	Paid Search	179	72%	00:01:18	7	3.91%
8.	Email	96	52%	00:00:53	2	2.08%
9.	Organic Video	16	63%	00:02:02	2	12.50%
10.	Paid Other	2	100%	00:00:08	0	0.00%
	Grand total	42,238	69%	00:01:12	874	2.07%

Traffic Sources

Source

Contains ▾

Enter a value

	Session source / medium	User Visits ▾	Eng Rate	Eng Time	Learning Buy Now	Buy Now Click %
1.	(direct) / (none)	24,217	68%	00:01:09	494	2.04%
2.	google / organic	9,802	69%	00:01:18	177	1.81%
3.	cdn2.mycrowdwisdom.com / ref...	2,669	79%	00:01:01	12	0.45%
4.	bing / organic	746	73%	00:01:38	21	2.82%
5.	link / rbp	642	78%	00:01:35	62	9.66%
6.	yahoo / organic	320	73%	00:01:38	12	3.75%
7.	m.facebook.com / referral	280	44%	00:00:11	0	0.00%
8.	(not set)	234	0%	00:01:31	2	0.85%
9.	google / cpc	179	72%	00:01:18	7	3.91%
10.	rebinstitute.com / referral	152	79%	00:02:09	15	9.87%
	Grand total	42,238	69%	00:01:12	874	2.07%

Campaigns

	Session campaign	User Visits ▾	Eng Rate	Eng Time	Learning Buy Now	Buy Now Click %
1.	(direct)	24,217	68%	00:01:09	494	2.04%
2.	(organic)	11,002	69%	00:01:19	211	1.92%
3.	(referral)	5,937	73%	00:01:07	93	1.57%
4.	(not set)	238	2%	00:01:31	3	1.26%
5.	build	149	50%	00:00:44	3	2.01%
6.	mrp_course	144	82%	00:01:20	16	11.11%
7.	abr_course	134	78%	00:01:42	17	12.69%
8.	psa_course	96	75%	00:02:23	9	9.38%
9.	get_started_button	68	71%	00:00:56	2	2.94%
10.	get_started_button_abr	53	60%	00:01:23	4	7.55%
	Grand total	42,238	69%	00:01:12	874	2.07%



Oct 2, 2023 - Oct 8, 2023

Learning Visits

20,799

⬆ 20%

Buy Now Button

874

⬆ 16%

Transactions

4

⬇ -99%

Revenue

\$907

⬇ -98%

Avg Order Value

\$227

⬆ 36%

Purchased Courses by Group

	Group	Transactions	Revenue ▾	AOV
1.	ABR	2	\$647	\$324
2.	SFR	1	\$130	\$130
3.	MRP	1	\$130	\$130
Grand total		4	\$907	\$227

1 - 3 / 3 < >

Converting Traffic Sources

	Source / Medium	Transactions	Revenue ▾	AOV
1.	google / organic	1	\$411	\$411
2.	rebainstitute.com / referral	1	\$236	\$236
3.	(direct) / (none)	1	\$130	\$130
4.	(not set)	1	\$130	\$130
Grand total		4	\$907	\$227

1 - 4 / 4 < >

Converting Campaigns

	Campaigns	Transactions	Revenue ▾	AOV
1.	(organic)	1	\$411	\$411
2.	(referral)	1	\$236	\$236
3.	(direct)	1	\$130	\$130
4.	(not set)	1	\$130	\$130
Grand total		4	\$907	\$227

1 - 4 / 4 < >



Channel

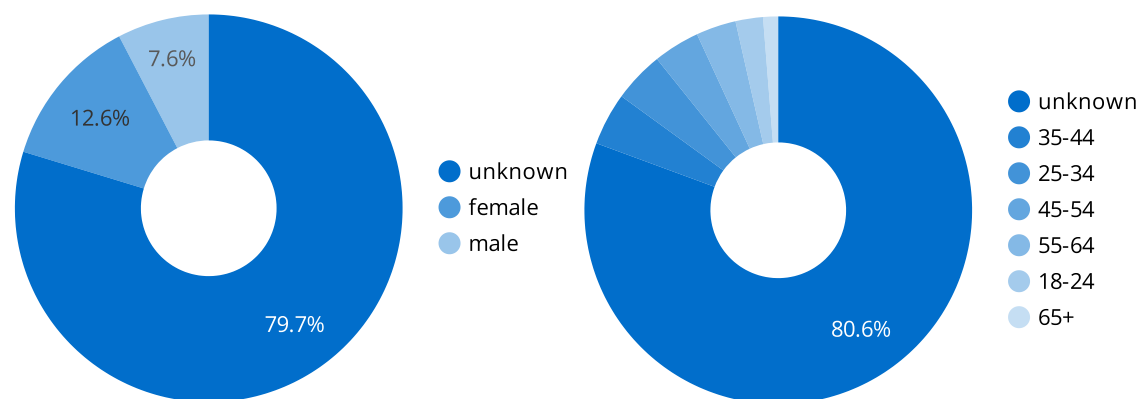
Source

Device

Audience

Oct 2, 2023 - Oct 8, 2023

Visits Demographic

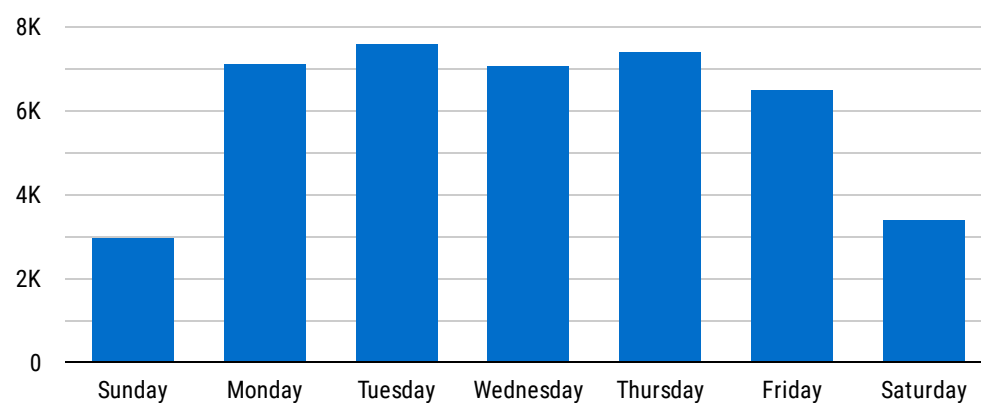


Audience Type

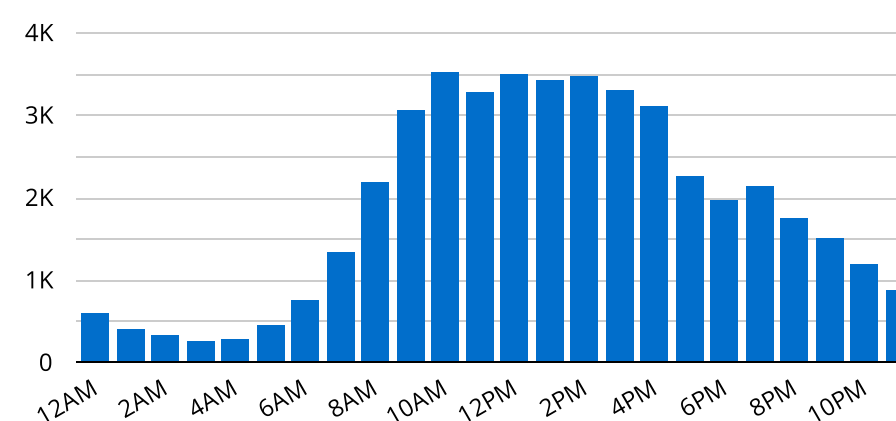
Audience name		User Visits
1.	All Users	42,238
2.	Engaged Users	25,490
3.	Learning Visitors	23,044
4.	Clicks to Learning Hub	20,816
5.	NAR Visitors	16,229
6.	Learning Buy Now Button Click	3,490
7.	SRES Visitors	2,865
8.	Login Members	2,756

1 - 19 / 19

Visits by Day of Week



Visits by Hour of Day





Channel ▾

Source ▾

Device ▾

Audience ▾

Oct 2, 2023 - Oct 8, 2023 ▾

Website Domains

	Hostname	User Visits ▾	Engagement Rate	Avg Visit Duration
1.	learning.realtor	20,876	75%	00:01:01
2.	nar.realtor	12,256	65%	00:01:11
3.	abr.realtor	2,725	72%	00:01:26
4.	sres.realtor	2,461	72%	00:01:38
5.	homebuying.realtor	1,903	72%	00:00:53
6.	crd.realtor	1,623	76%	00:01:12
7.	realtorsfr.org	1,081	53%	00:00:41
8.	militaryrelocationpro.org	920	73%	00:01:02
9.	green.realtor	572	62%	00:00:49
10.	epro.realtor	441	37%	00:00:19
	Grand total	42,238	69%	00:01:12

1 - 13 / 13 < >

Website Pages

Page path Contains ▾

	Page path	User Visits ▾	Engagement Rate	Avg Visit Duration
1.	/diweb/catalog/item	12,500	80%	00:00:48
2.	/diweb/gateway	6,457	98%	00:00:00
3.	/education/designations-and-certifications	5,325	74%	00:01:11
4.	/	4,231	71%	00:00:17
5.	/diweb/start	4,094	88%	00:00:25
6.	/diweb/mylearning	3,572	87%	00:00:35
7.	/diweb/catalog/sort/-esd	3,359	94%	00:00:19
8.	/diweb/home	2,793	92%	00:00:19
9.	/diweb/gateway/init/1/f/https*3A*2F*2Flearning.realtor...	2,310	99%	00:00:01
10.	/diweb/gdpr/policy	2,290	99%	00:00:11
	Grand total	42,238	69%	00:01:12

1 - 1000 / 5111 < >



Oct 2, 2023 - Oct 8, 2023

Transactions

	Transaction ID ▾	Order Transaction Date	Transactions	Revenue
1.	0241888678000040545	Oct 2, 2023, 2:14:31 AM	1	\$411
2.	0241887678000040544	Oct 2, 2023, 1:47:44 AM	1	\$130
3.	0241886678000040543	Oct 2, 2023, 1:28:37 AM	1	\$130
4.	0241885678000040542	Oct 2, 2023, 12:43:03 AM	1	\$236

Grand total

4

\$907