

Cascade Radio Website Analytics by:



KBAI - KPUG - KGMI - KISM - KAFE
7-1-19 to 8-1-19 Comparing 7-1-18 to 8-1-18

Overview

5 Stations Web Traffic Stats 7-1-19 to 8-1-19 comparing 7-1-18 to 8-1-18

KAFE Audience Overview 7-1-19 comparing 8-1-19
Was 17,383 grew to 24,891 = 43.19% growth

KGMI Audience Overview 7-1-19 comparing 8-1-19
Was 82,589 grew to 98,084 = 18.76% growth

KISM Audience Overview 7-1-19 comparing 8-1-19
Was 15,385 grew to 21,058 = 36.87% growth

KPUG Audience Overview 7-1-19 comparing 8-1-19
Was 12,904 grew to 24,395 = 89.05% growth

KBAI Audience Overview 7-1-19 comparing 8-1-19
Was 2,052 grew to 9,881 = 381.53% growth

KBAI - 9,881 - 2,052 = 7,829

KPUG - 24,395 - 12,904 = 11,491

KGMI - 98,084 - 82,589 = 15,495

KISM - 21,058 - 15,385 = 5,673

KAFE - 24,891 - 17,383 = 7,508

2019 = 9,881 + 24,395 + 98,084 + 21,058 + 24,891 =
178,309

2018 = 2,052 + 12,904 + 82,589 + 15,385 + 17,383 =
130,313

difference YOY = 47,996

47,889/ 130,313 = .3674% = 36.74% growth AVG all 5
Stations

130,313/ 47,889 = 2.71

Audience Overview

All Users +0.00% Users

+ Add Segment

Jul 1, 2019 - Aug 1, 2019
Compare to: Jul 1, 2018 - Aug 1, 2018

Overview

Users vs. Select a metric

Hourly Day Week Month

Jul 1, 2019 - Aug 1, 2019: Users
Jul 1, 2018 - Aug 1, 2018: Users



Users
381.53%
9,881 vs 2,052

New Users
431.83%
9,807 vs 1,844

Sessions
237.72%
10,949 vs 3,242

Number of Sessions per User
-29.86%
1.11 vs 1.58

Pageviews
158.58%
23,533 vs 9,101

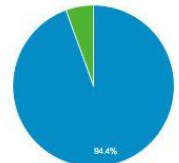
Pages / Session
-23.44%
2.15 vs 2.81

Avg. Session Duration
-70.55%
00:00:21 vs 00:01:10

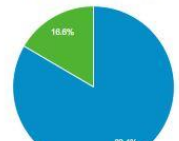
Bounce Rate
-80.84%
0.20% vs 1.05%

New Visitor Returning Visitor

Jul 1, 2019 - Aug 1, 2019



Jul 1, 2018 - Aug 1, 2018



KBAI +381.53% year over year

○ ○ All Users +0.00% Users
○ + Add Segment

Jul 1, 2019 - Aug 1, 2019
Compare to: Jul 1, 2018 - Aug 1, 2018

Overview

Users vs. Select a metric

Hourly Day Week Month

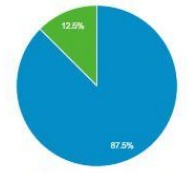
Jul 1, 2019 - Aug 1, 2019: ● Users
Jul 1, 2018 - Aug 1, 2018: ● Users



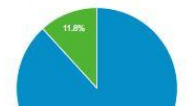
Users 89.05% 24,395 vs 12,904	New Users 92.13% 22,594 vs 11,760	Sessions 96.08% 30,732 vs 15,673	Number of Sessions per User 3.72% 1.26 vs 1.21	Pageviews 73.03% 52,404 vs 30,286	Pages / Session -11.76% 1.71 vs 1.93	Avg. Session Duration -54.30% 00:00:19 vs 00:00:42	Bounce Rate -25.24% 43.58% vs 58.29%
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■ New Visitor ■ Returning Visitor

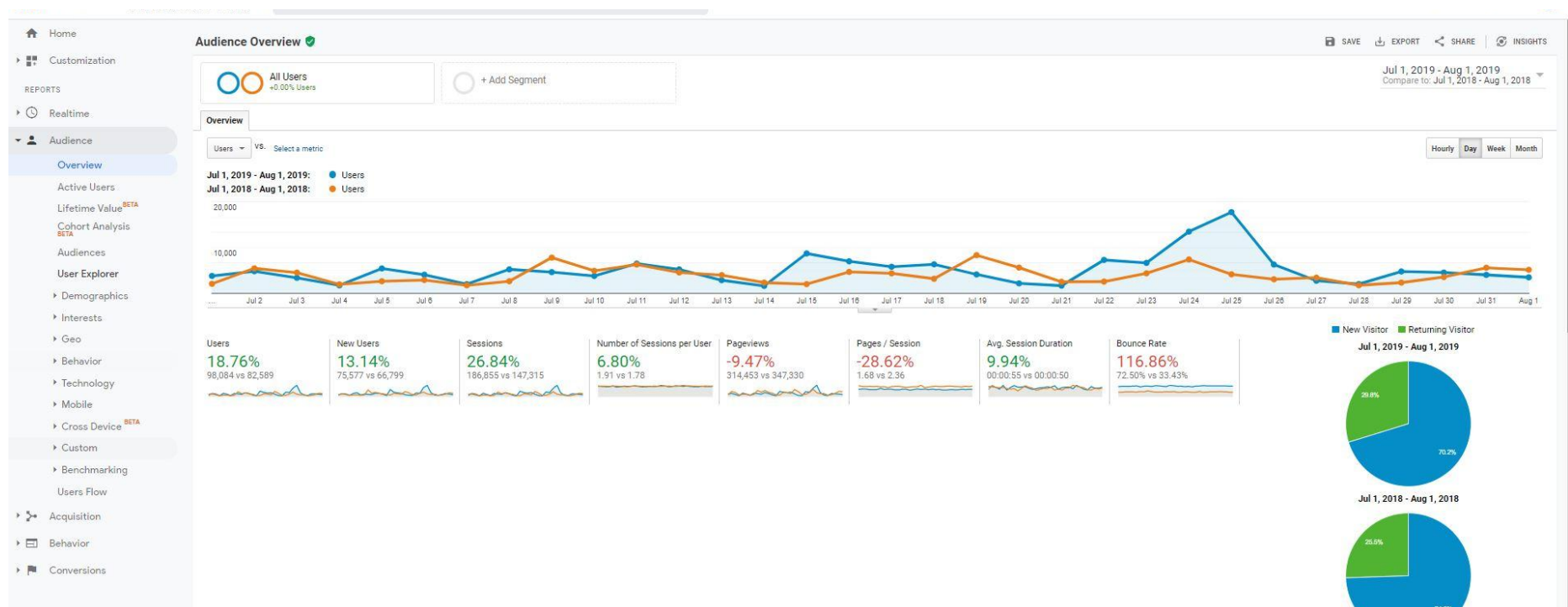
Jul 1, 2019 - Aug 1, 2019



Jul 1, 2018 - Aug 1, 2018



KPUG +89.05% year over year



KGMI +18.76% year over year

All Users
+0.00% Users

+ Add Segment

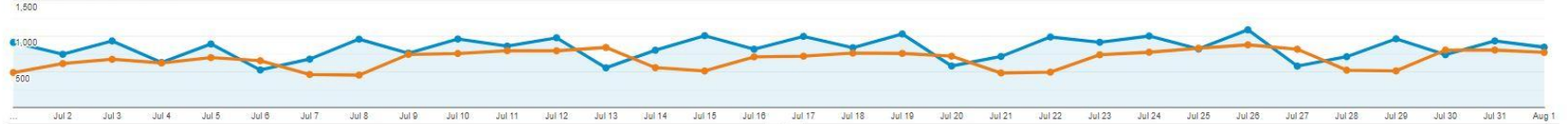
Jul 1, 2019 - Aug 1, 2019
Compare to: Jul 1, 2018 - Aug 1, 2018

Overview

Users VS. Select a metric

Hourly Day Week Month

Jul 1, 2019 - Aug 1, 2019: Users
Jul 1, 2018 - Aug 1, 2018: Users



Users
36.87%
21,058 vs 15,385

New Users
40.58%
19,611 vs 13,950

Sessions
21.75%
29,453 vs 24,192

Number of Sessions per User
-11.05%
1.40 vs 1.57

Pageviews
17.07%
59,757 vs 51,044

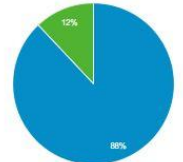
Pages / Session
-3.84%
2.03 vs 2.11

Avg. Session Duration
-1.98%
00:00:50 vs 00:00:51

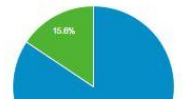
Bounce Rate
-15.03%
42.88% vs 50.47%

New Visitor Returning Visitor

Jul 1, 2019 - Aug 1, 2019



Jul 1, 2018 - Aug 1, 2018



KISM +36.87% year over year

All Users
+0.00% Users

+ Add Segment

Jul 1, 2019 - Aug 1, 2019
Compare to: Jul 1, 2018 - Aug 1, 2018

Overview

Users vs. Select a metric

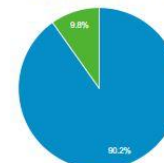
Hourly Day Week Month

Jul 1, 2019 - Aug 1, 2019: Users
Jul 1, 2018 - Aug 1, 2018: Users

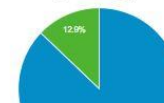


New Visitor Returning Visitor

Jul 1, 2019 - Aug 1, 2019



Jul 1, 2018 - Aug 1, 2018



KAFE +43.19% year over year