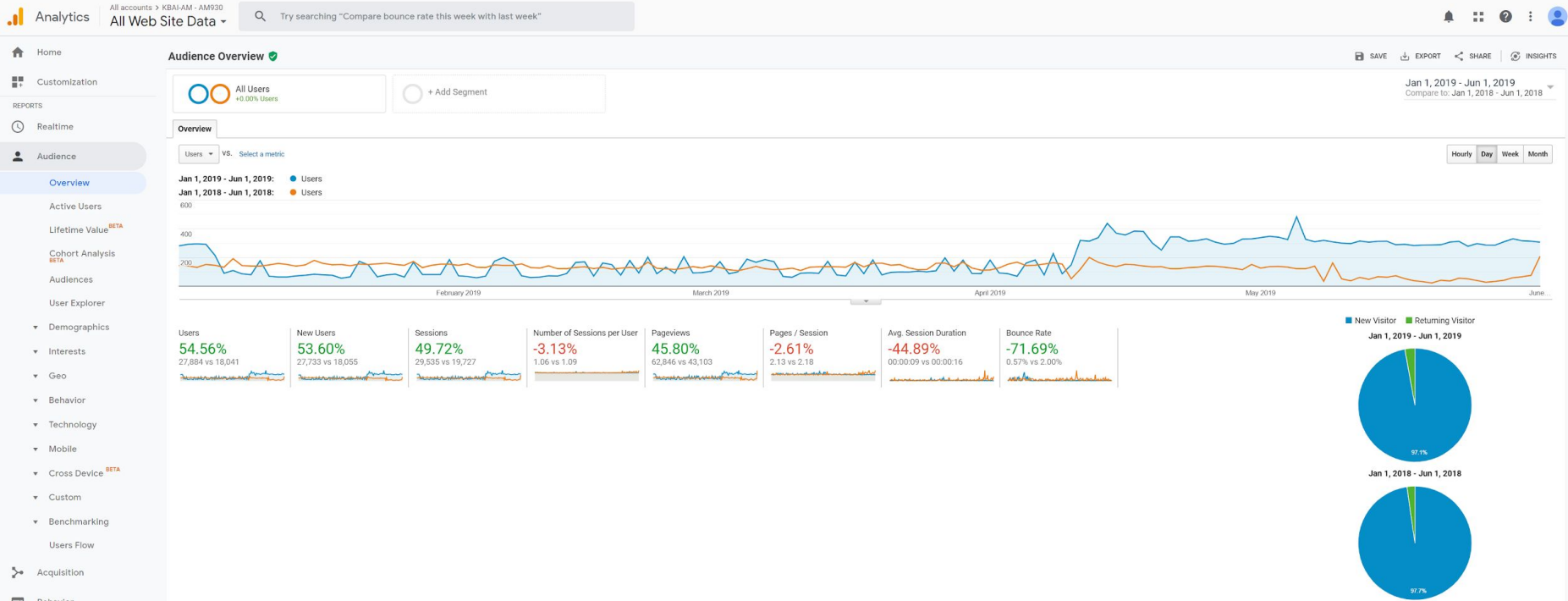


# Cascade Radio Website Analytics by:



**KBAI - KPUG - KGMI - KISM - KAFE**  
**Comparing Jan 1/18 - June 1/19**  
**Comparing Jan 1/17 - June 1/18**



KBAI +54.56% year over year

- Home
- Customization
- REPORTS
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- Audience
  - Overview
  - Active Users
  - Lifetime Value BETA
  - Cohort Analysis BETA
  - Audiences
  - User Explorer
  - Demographics
  - Interests
  - Geo
  - Behavior
  - Technology
  - Mobile
  - Cross Device BETA
  - Custom
  - Benchmarking
  - Users Flow
  - Acquisition

## Audience Overview ✔

SAVE EXPORT SHARE INSIGHTS

All Users +0.00% Users
+ Add Segment

Jan 1, 2019 - Jun 1, 2019  
Compare to: Jan 1, 2018 - Jun 1, 2018

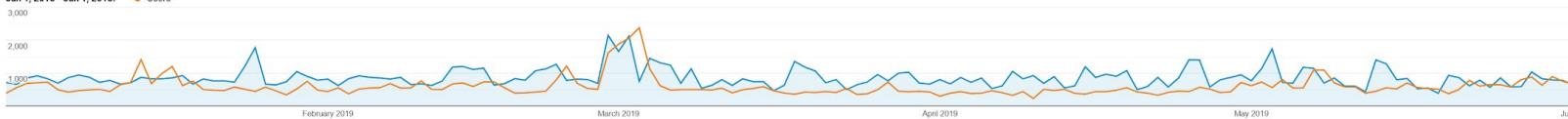
### Overview

Users vs. Select a metric

Hourly Day Week Month

Jan 1, 2019 - Jun 1, 2019: ● Users

Jan 1, 2018 - Jun 1, 2018: ● Users



Users

**57.32%**

105,760 vs 67,225

New Users

**60.38%**

103,782 vs 64,711

Sessions

**38.68%**

139,484 vs 100,581

Number of Sessions per User

**-11.85%**

1.32 vs 1.50

Pageviews

**5.79%**

260,423 vs 246,172

Pages / Session

**-23.72%**

1.87 vs 2.45

Avg. Session Duration

**-58.65%**

00:00:30 vs 00:01:13

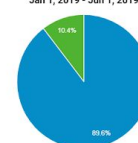
Bounce Rate

**2.82%**

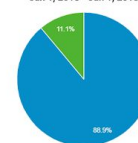
40.81% vs 39.69%

■ New Visitor ■ Returning Visitor

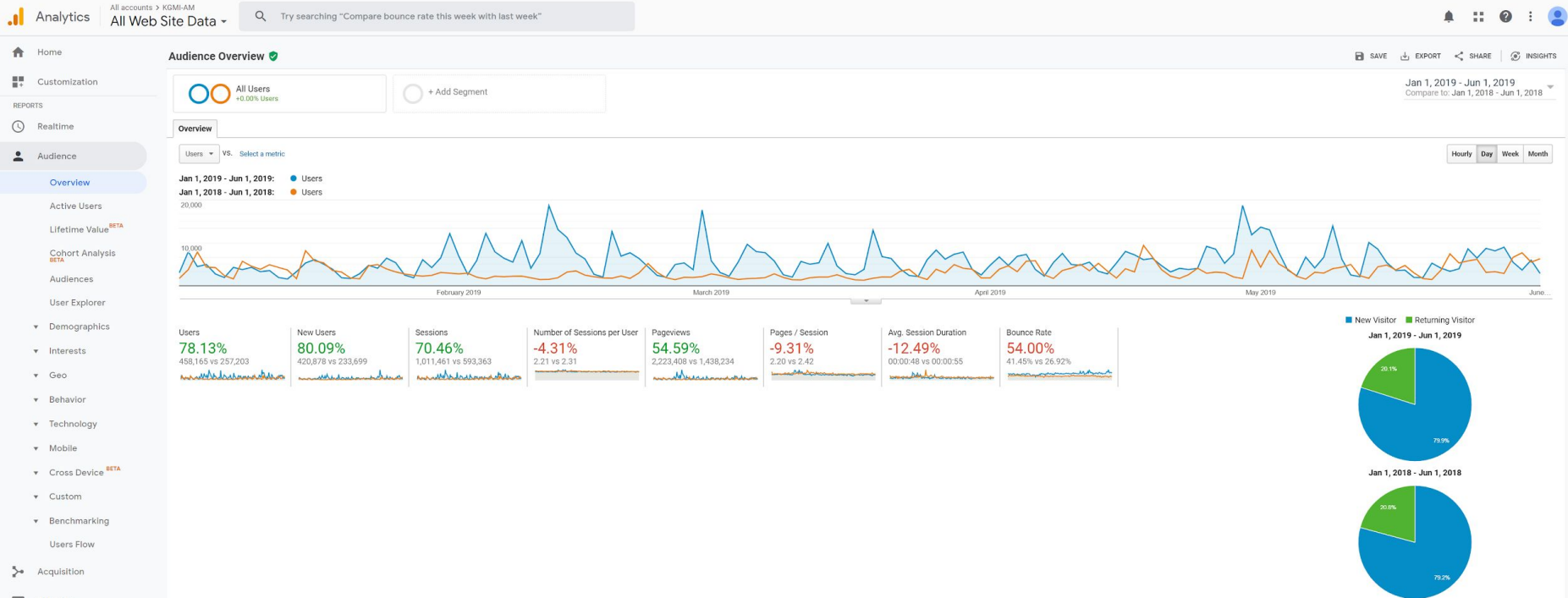
Jan 1, 2019 - Jun 1, 2019



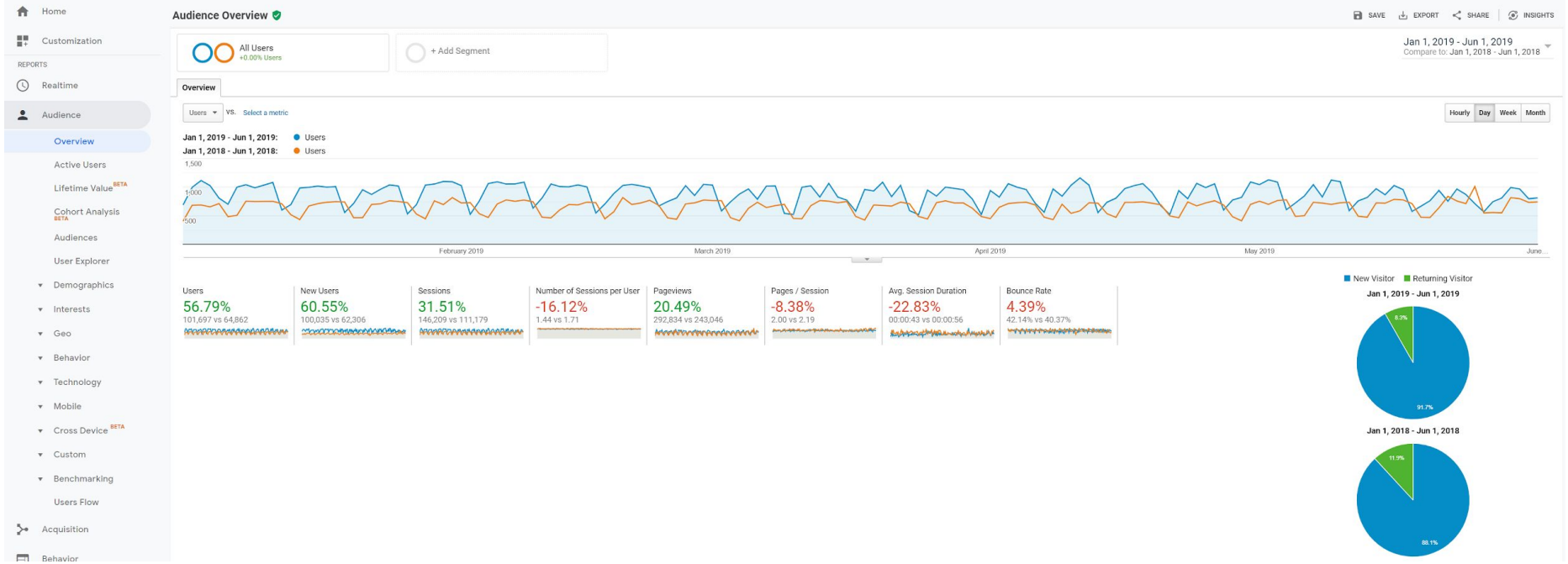
Jan 1, 2018 - Jun 1, 2018



**KPUG +57.32% year over year**



KGMI +78.13% year over year



**KISM +56.79% year over year**

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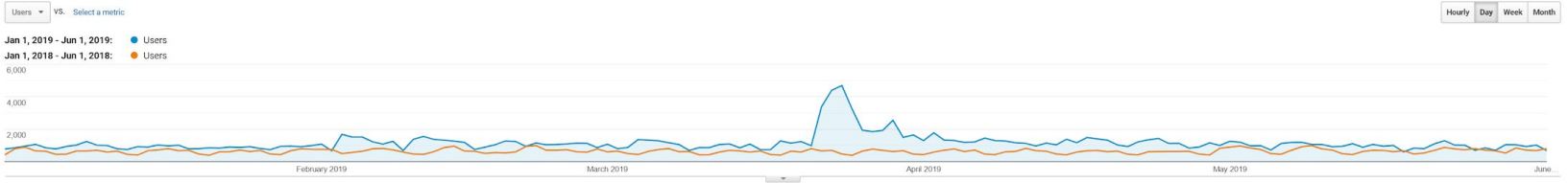
### Audience Overview

All Users +103.0% Users

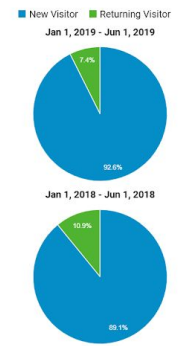
+ Add Segment

Jan 1, 2019 - Jun 1, 2019 Compare to: Jan 1, 2018 - Jun 1, 2018

#### Overview



Metric	Value	Comparison
Users	113.03%	150,643 vs 70,716
New Users	114.97%	148,011 vs 68,853
Sessions	77.30%	189,060 vs 106,632
Number of Sessions per User	-16.77%	1.26 vs 1.51
Pageviews	47.62%	371,949 vs 251,967
Pages / Session	-16.74%	1.97 vs 2.36
Avg. Session Duration	-34.70%	00:00:37 vs 00:00:57
Bounce Rate	-3.86%	39.56% vs 41.15%



KAFE +113.03% year over year