

Cascade Radio Website Analytics by:



KBAI - KPUG - KGMI - KISM - KAFE
8-1-18 to 8-1-19 Comparing
8-1-17 to 8-1-18

Overview

5 Stations Web Traffic Stats 8-1-18 to 8-1-19 comparing 8-1-17 to 8-1-18

KAFE Audience Overview 8-1-18 to 8-1-19

comparing 8-1-17 to 8-1-18

Was 166,622 grew to 264,538 = 58.77% growth

KGMI Audience Overview 8-1-18 to 8-1-19

comparing 8-1-17 to 8-1-18

Was 635,166 grew to 894,764 = 40.87% growth

KISM Audience Overview 8-1-18 to 8-1-19

comparing 8-1-17 to 8-1-18

Was 153,688 grew to 203,238 = 32.24% growth

KPUG Audience Overview 8-1-18 to 8-1-19

comparing 8-1-17 to 8-1-18

Was 157,923 grew to 211,323 = 33.81% growth

KBAI Audience Overview 8-1-18 to 8-1-19 comparing

8-1-17 to 8-1-18

Was 42,739 grew to 57,790 = 35.22% growth

KBAI - 42,739 - 57,790 = 15,051

KPUG - 157,923 - 203,238 = 45,315

KGMI - 635,166 - 894,764 = 259,598

KISM - 153,688 - 203,238 = 49,550

KAFE - 166,622 - 264,538 = 97,916

2019 = 264,538 + 894,764 + 203,238 + 211,323 +
57,790 = 1,631,653

2018 = 166,622 + 635,166 + 153,688 + 157,923 +
42,739 = 1,156,138

difference YOY = 475,515

1,156,138/ 1,631,653 = .7085% = 70.85% growth AVG
all 5 Stations

1,631,653/ 1,156,138 = 1.41

Audience Overview

All Users +0.00% Users

+ Add Segment

Aug 1, 2018 - Aug 1, 2019
Compare to: Aug 1, 2017 - Aug 1, 2018

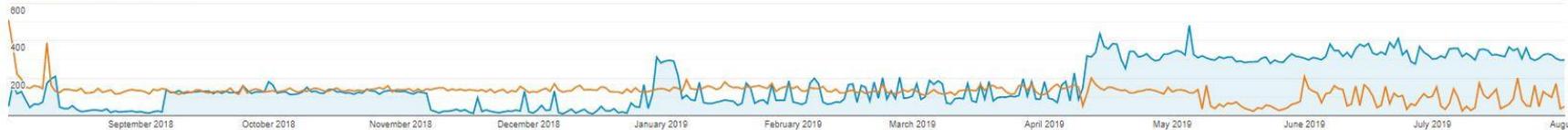
Overview

Users vs. Select a metric

Hourly Day Week Month

Aug 1, 2018 - Aug 1, 2019: Users

Aug 1, 2017 - Aug 1, 2018: Users



Users

35.22%
57,790 vs 42,739

New Users

34.59%
57,604 vs 42,800

Sessions

30.46%
63,666 vs 48,803

Number of Sessions per User

-3.52%
1.10 vs 1.14

Pageviews

28.31%
141,113 vs 109,979

Pages / Session

-1.65%
2.22 vs 2.25

Avg. Session Duration

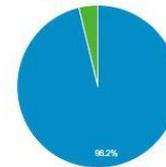
-57.84%
00:00:18 vs 00:00:43

Bounce Rate

-85.06%
0.80% vs 5.37%

New Visitor Returning Visitor

Aug 1, 2018 - Aug 1, 2019



Aug 1, 2017 - Aug 1, 2018



KBAI +35.22%

8-1-18 to 8-1-19 & 8-1-17 to 8-1-18

All Users +0.00% Users

+ Add Segment

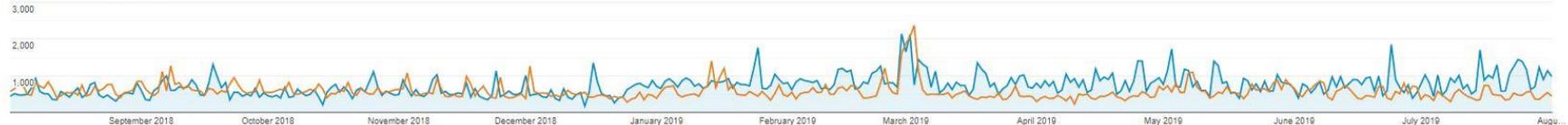
Aug 1, 2018 - Aug 1, 2019
Compare to: Aug 1, 2017 - Aug 1, 2018

Overview

Users vs. Select a metric

Hourly Day Week Month

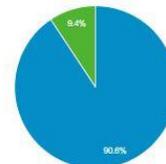
Aug 1, 2018 - Aug 1, 2019: Users
Aug 1, 2017 - Aug 1, 2018: Users



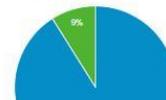
| Metric | Aug 1, 2018 - Aug 1, 2019 | Aug 1, 2017 - Aug 1, 2018 |
|-----------------------------|---------------------------------|---------------------------|
| Users | 33.81% 211,323 vs 157,923 | |
| New Users | 36.15% 211,795 vs 155,558 | |
| Sessions | 23.96% 287,100 vs 231,599 | |
| Number of Sessions per User | -7.36% 1.36 vs 1.47 | |
| Pageviews | 1.60% 538,092 vs 529,637 | |
| Pages / Session | -18.04% 1.87 vs 2.29 | |
| Avg. Session Duration | -58.64% 00:00:32 vs 00:01:18 | |
| Bounce Rate | -1.03% 45.19% vs 45.66% | |

■ New Visitor ■ Returning Visitor

Aug 1, 2018 - Aug 1, 2019



Aug 1, 2017 - Aug 1, 2018



KPUG +33.81%

1-1-19 to 8-1-19 & 1-1-18 to 8-1-18

All Users
+0.00% Users

+ Add Segment

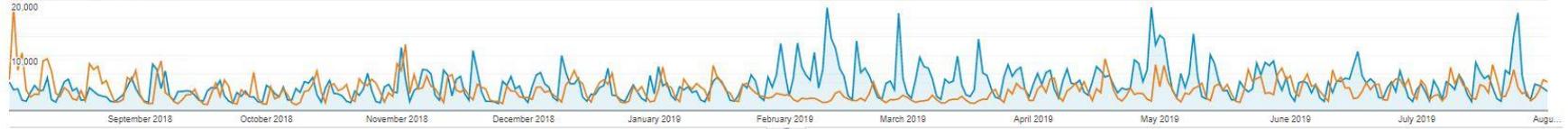
Aug 1, 2018 - Aug 1, 2019
Compare to: Aug 1, 2017 - Aug 1, 2018

Overview

Users vs. Select a metric

Hourly Day Week Month

Aug 1, 2018 - Aug 1, 2019: Users
Aug 1, 2017 - Aug 1, 2018: Users



Users

40.87%
894,764 vs 695,166

New Users

42.71%
861,174 vs 603,423

Sessions

26.86%
1,998,770 vs 1,575,578

Number of Sessions per User

-9.95%
2.23 vs 2.48

Pageviews

21.06%
4,248,741 vs 3,509,605

Pages / Session

-4.57%
2.13 vs 2.23

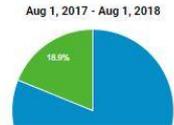
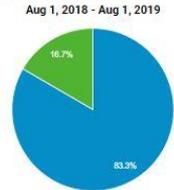
Avg. Session Duration

-14.71%
00:00:47 vs 00:00:56

Bounce Rate

16.23%
45.36% vs 39.03%

New Visitor Returning Visitor



KGMI +40.87%

8-1-18 to 8-1-19 & 8-1-17 to 8-1-18

All Users
+0.00% Users

+ Add Segment

Aug 1, 2018 - Aug 1, 2019
Compare to: Aug 1, 2017 - Aug 1, 2018

Overview

Users vs. Select a metric

Hourly Day Week Month

Aug 1, 2018 - Aug 1, 2019: Users
Aug 1, 2017 - Aug 1, 2018: Users



Users
32.24%
203,238 vs 153,688

New Users
33.70%
203,285 vs 152,048

Sessions
16.22%
314,718 vs 270,799

Number of Sessions per User
-12.12%
1.55 vs 1.76

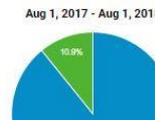
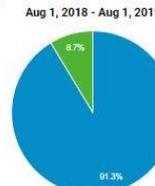
Pageviews
12.29%
640,466 vs 570,354

Pages / Session
-3.38%
2.04 vs 2.11

Avg. Session Duration
-29.64%
00:00:47 vs 00:01:07

Bounce Rate
3.24%
46.29% vs 44.84%

New Visitor Returning Visitor



KISM +32.24%

8-1-18 to 8-1-19 & 8-1-17 to 8-1-18

All Users
+0.00% Users

+ Add Segment

Aug 1, 2018 - Aug 1, 2019
Compare to: Aug 1, 2017 - Aug 1, 2018

Overview

Users vs. Select a metric

Hourly Day Week Month

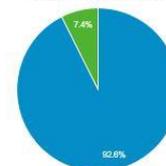
Aug 1, 2018 - Aug 1, 2019: Users

Aug 1, 2017 - Aug 1, 2018: Users

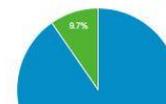


New Visitor Returning Visitor

Aug 1, 2018 - Aug 1, 2019



Aug 1, 2017 - Aug 1, 2018



KAFE +58.77%

8-1-18 to 8-1-19 & 8-1-17 to 8-1-18