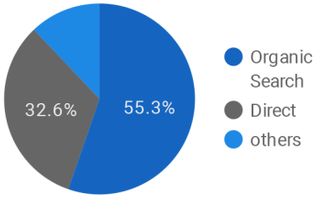
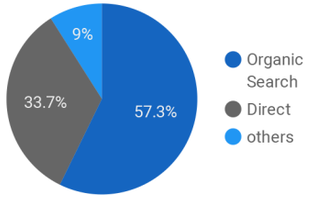
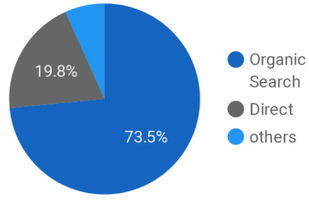
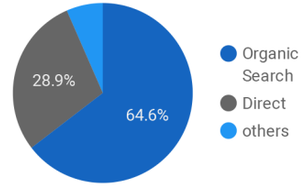
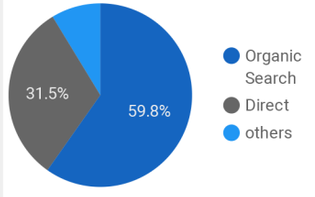
Executive Summary

Sep 29, 2018 - Oct 28, 2018

Default Channel Grouping

	Sitewide	Patients	HCPs	Career	Investors
How many visitors are coming to the site?	Users 88,892 -10.72%	Users 3,179 -1.76%	Users 17,944 -3.71%	Users 23,084 -22.61%	Users 2,043 -3.40%
From what channels are visitors coming?					
Are visitors finding what they want? Are they converting?	Goal Completions 25,244 -17.85%	Pageviews 34,003 31.09%	hold-all product clicks 4,017 -1.06%	Job Portal Click 18,373 -22.57%	Investor Portal Click 2,252 -3.97%

Insights

- September has shown an increase in all visitor types, but most notably of Career and Patients (34.43% and 6.84% increases, respectively), with Patients being significantly more engaged in September than they were in August. This is primarily evident via a 46.01% increase in the average pages per session (meaning a full additional page was viewed during the average session). The majority of additional page views came from the Renal-Care category.

- There was a slight uptick in September of Returning Visitors, whom accounted for 18.07% of the visitors (as compared to 17.42% in August). This likely contributed to a portion of the increased engagement, but not all, just based on volume. This indicates that the 'quality' of new site visitors is keeping pace with the 'quantity' increases - a difficult task which is being well accomplished.

- Organic Search continues to be the dominate channel, providing 51.18% of the users for the month. This is also the most efficient channel with it's goal completion contribution continuing to outpace users (goal contributions being 60.18%). Direct is fairly close in efficiency, providing 37.11% of the users in September and 32.17% of the goal completions.

- Combined, the goals are showing a net increase month-over-month - a 24.60% improvement. This was led primarily by Job Portal clicks which in creased by 33.20% alone - the equivalent of 5,000+ additional conversions this month. Percentage-wise, the Product Catalog clicks had a slight decrease - -2.27% - however, this is the equivalent of 93 clicks.

- Overall, the site continues to appear healthy and is continuing its growth trend upward both in traffic and conversions.

Patients

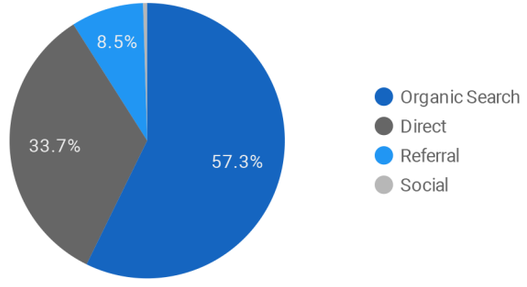
Sep 29, 2018 - Oct 28, 2018

Default Channel Grouping

Key Metrics

Users	Sessions	Bounce Rate	Pageviews
3,179	3,474	18.39%	34,003
-1.76%	-1.36%	-3.31%	31.09%

Channel Preference



Pageviews - Patient Categories

Patient Category Pages	Sessions	Pageviews
www.b	290	1,703
www.b	347	979
www.b	330	916
www.b	82	793
www.b	45	537

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Keyword Contribution

Pending GA - GSC connection

Country Contribution

Country	% of Sessions
United States	60.07%
Canada	4.00%
India	4.00%
United Kingdom	2.56%
Australia	2.27%

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Landing Page

Landing Page	Pageviews	Pageviews
www.b	12,866	37.84%
www.b	5,654	16.63%
www.b	4,498	13.23%
www.b	2,406	7.08%
www.b	1,262	3.71%

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Exit Page

Exit Page	Pageviews	% Exit
www.b ng=cn	1	100.00%
www.b =es	2	50.00%
www.b	824	43.33%
www.b	824	40.41%
www.b	1,986	34.19%

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Engagement

Sep 29, 2018 - Oct 28, 2018

Default Channel Grouping

Key Metrics

Device Category

Country

Bounce Rate	Avg. Session Duration	Pages / Session	Sessions per User	Goal Conversion Rate	% Sessions with Search
46.05%	00:02:22	2.97	1.24	65.94%	1.82%
▲ 3.22%	▲ 4.43%	▲ 17.44%	▼ -1.93%	▲ 2.50%	▼ -6.73%

Landing Pages

Landing Page	Sessions ▼	Bounce Rate
www.[redacted]	51,079	47.83%
www.[redacted]	14,854	23.74%
www.[redacted]	4,387	41.01%
www.[redacted]	3,866	39.94%
www.[redacted]	3,771	60.09%

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Most Viewed Pages

Page	Pageviews ▼	% of Total
www.[redacted]	65,532	25.40%
www.[redacted]	32,346	12.54%
www.[redacted]	14,935	5.79%
www.[redacted]	14,045	5.44%
www.[redacted]	10,766	4.17%

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Search Terms

Search Term	Total Unique Sea...	% of Total
[redacted]	27	0.43%
	25	0.4%
	25	0.4%
	24	0.39%
	21	0.34%
	20	0.32%
	19	0.31%
	19	0.31%
	18	0.29%
	17	0.27%
	17	0.27%
	16	0.26%
	15	0.24%
	14	0.23%
	14	0.23%

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General Site Metrics

Sep 29, 2018 - Oct 28, 2018

Default Channel Grouping

Click Actions

Device Category

Country

Product Catalog Click	Job Portal Click	Investor Portal Click
4,165	18,373	2,252
-1.23%	-22.57%	-3.97%

Product Catalog Click Conv. Rate	Job Portal Click Conv. Rate	Investor Portal Click Conv. Rate
3.66%	16.13%	1.98%
11.40%	-12.66%	8.32%

Site Metrics

Users	New Users	Returning Users	Sessions	Pageviews
88,892	80,554	8,338	113,908	258,013
-10.72%	-12.13%	5.70%	-11.34%	-7.77%

Channel Preferences

Default Channel Grouping	Users	% New Users	Sessions ▾	Bounce Rate
Organic Search	50,795	55.01%	62,997	39.65%
Direct	30,793	35.76%	37,149	53.05%
Referral	8,336	8.05%	12,399	57.75%
Social	1,182	1.23%	1,332	44.89%
(Other)	26	0.02%	31	25.81%

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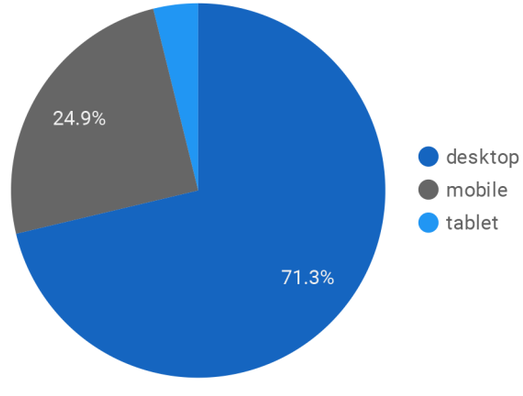
Preferred Devices