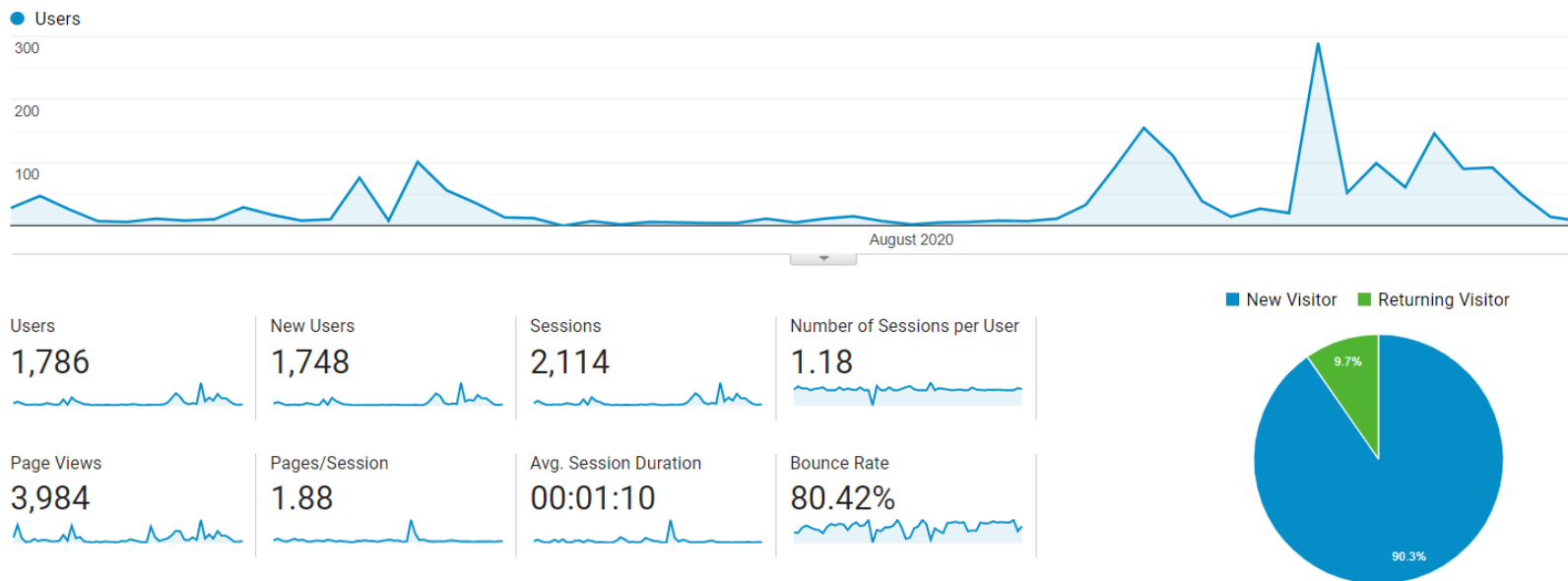


## breconstory.wales analytics

### Period 1 July-24 August

- Total users for period 1,7778, majority of users 1300 in August
- An increase in the number of visits to the portal coincided with the launch of social media channels. The majority of visits came from social media links to portal (83.6%) and is illustrated by dominance of social media channels as a source.
- Majority of users looked up portal on mobile 66% followed by tablet 17% and desktop 17%.
- Top pages viewed; A Photographer's view, homepage, Rorke's Drift, Canal – 200 years of heritage.







Primary Dimension: **Device Category**

		Acquisition			Behaviour		
Device Category ?		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
		<b>1,786</b> % of Total: 100.00% (1,786)	<b>1,749</b> % of Total: 100.06% (1,748)	<b>2,114</b> % of Total: 100.00% (2,114)	<b>80.42%</b> Avg for View: 80.42% (0.00%)	<b>1.88</b> Avg for View: 1.88 (0.00%)	<b>00:01:10</b> Avg for View: 00:01:10 (0.00%)
<input type="checkbox"/>	1. mobile	<b>1,177 (65.86%)</b>	<b>1,156 (66.09%)</b>	<b>1,294 (61.21%)</b>	<b>88.95%</b>	<b>1.29</b>	<b>00:00:21</b>
<input type="checkbox"/>	2. tablet	<b>312 (17.46%)</b>	<b>309 (17.67%)</b>	<b>364 (17.22%)</b>	<b>84.62%</b>	<b>1.40</b>	<b>00:00:34</b>
<input type="checkbox"/>	3. desktop	<b>298 (16.68%)</b>	<b>284 (16.24%)</b>	<b>456 (21.57%)</b>	<b>52.85%</b>	<b>3.97</b>	<b>00:03:58</b>

All Users  
100.00% Users

+ Add Segment

Primary Dimension:

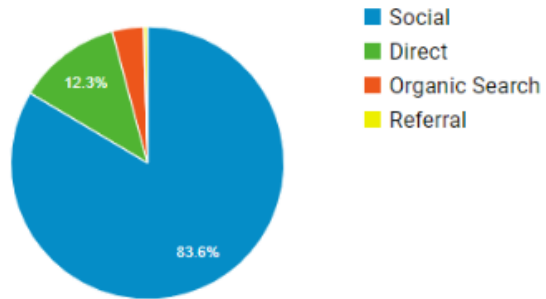
Conversion:

Top Channels

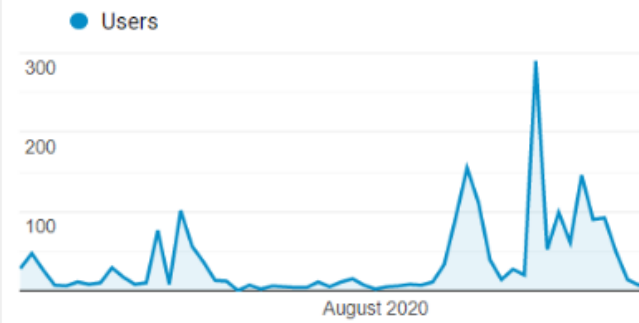
All Goals











[Edit Channel Grouping](#)











Top Channels



Users



Page path level 1 <sup>?</sup>	Page Views <sup>?</sup> ↓	Unique Page Views <sup>?</sup>
	<b>3,984</b> % of Total: 100.00% (3,984)	<b>3,071</b> % of Total: 100.00% (3,071)
1.  /photographers-view	<b>705</b> (17.70%)	<b>647</b> (21.07%)
2.  /	<b>369</b> (9.26%)	<b>260</b> (8.47%)
3.  /rorkes-drift	<b>315</b> (7.91%)	<b>288</b> (9.38%)
4.  /hello	<b>305</b> (7.66%)	<b>213</b> (6.94%)
5.  /brecons-canal-200-years-heritage	<b>284</b> (7.13%)	<b>244</b> (7.95%)
6.  /cy/	<b>250</b> (6.28%)	<b>131</b> (4.27%)
7.  /stories	<b>247</b> (6.20%)	<b>119</b> (3.87%)
8.  /brecon-inspires-artists	<b>187</b> (4.69%)	<b>167</b> (5.44%)
9.  /places	<b>141</b> (3.54%)	<b>100</b> (3.26%)
10.  /brecon-jazz-worldwide-phenomenon	<b>123</b> (3.09%)	<b>96</b> (3.13%)

Page path level 1 <sup>?</sup>	Page Views <sup>?</sup> ↓	Unique Page Views <sup>?</sup>
	<b>3,984</b> % of Total: 100.00% (3,984)	<b>3,071</b> % of Total: 100.00% (3,071)
11.  /brecon-festival-ballet	<b>63</b> (1.58%)	53 (1.73%)
12.  /welsh-archers	<b>51</b> (1.28%)	48 (1.56%)
13.  /user/	<b>49</b> (1.23%)	32 (1.04%)
14.  /advanced-guide-connecting-your-audience	<b>48</b> (1.20%)	32 (1.04%)
15.  /beginners-guide-facebook-instagram	<b>43</b> (1.08%)	17 (0.55%)
16.  /home	<b>43</b> (1.08%)	33 (1.07%)
17.  /personal-perspective	<b>36</b> (0.90%)	29 (0.94%)
18.  /fate-brings-together-family	<b>34</b> (0.85%)	26 (0.85%)
19.  /magnet-artists	<b>33</b> (0.83%)	30 (0.98%)
20.  /communitys-theatre	<b>32</b> (0.80%)	23 (0.75%)