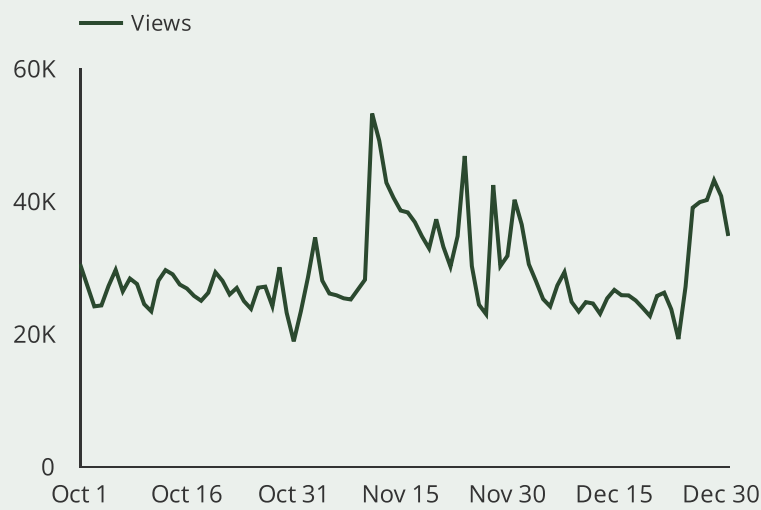


Overview Compared Y-o-Y

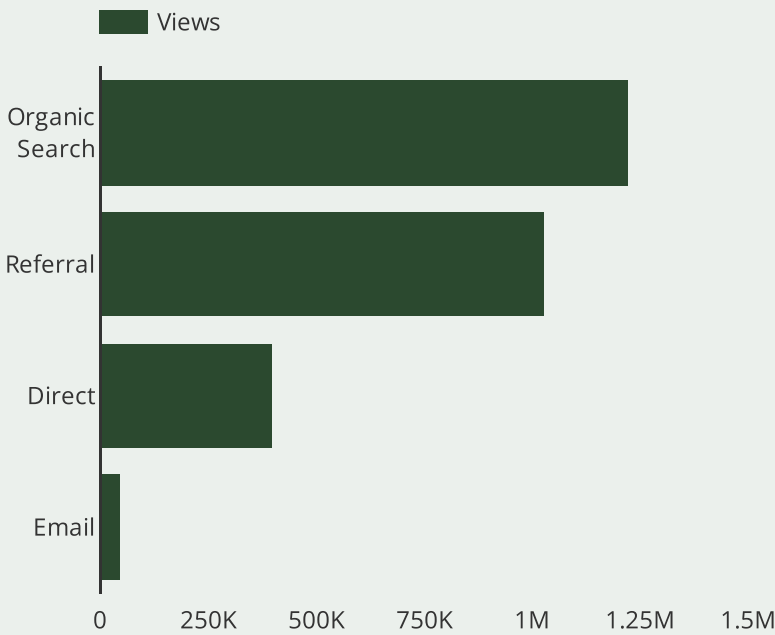
Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,726,272	1,102,608	597,915	570,407	03:37	54.39%
↓ -3.0%	↑ 4.5%	↑ 3.1%	↑ 2.8%	↓ -5.8%	↓ -2.1%

How are site sessions trending?



Which channels are driving engagement?



Top Pages

Sorted by Total Users

Page path	Total users ▼
/	448,677
/ticket-prices	112,368
/experiences/attractions	66,235
/experiences	62,187
/rooms	57,320
/about-shades-green/eligibility	50,249
/experiences/attractions/attraction-tickets	35,058
/checkout	34,320
/special-offers/monthly-specials	25,435
/dining-drinks	19,789

What are the top sources?

Sorted by Total Users

Session source	Total users ▼
google	232,018
(direct)	179,293
shadesofgreen.org	123,600
ActiveCampaign	18,116
bing	13,874
m.facebook.com	11,099
be.synxis.com	7,742
yahoo	4,135
plandisney.disney.go.com	3,332
halekoa.com	2,537

Mobile

Data from Google Analytics

2.1

Sessions

780,619

⬆ 9.9%

Total users

398,026

⬆ 1.0%

New users

382,399

⬆ 0.2%

Avg. Session Time

03:04

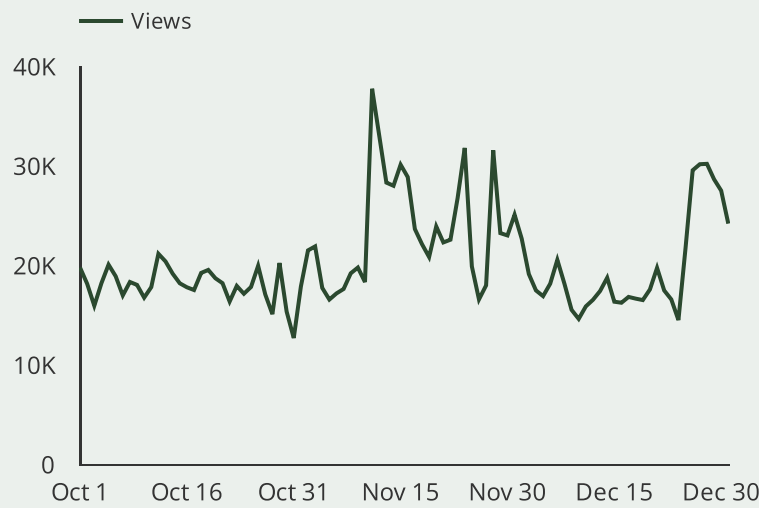
⬇ -1.9%

Engagement rate

50.48%

⬇ -2.7%

How are site sessions trending?

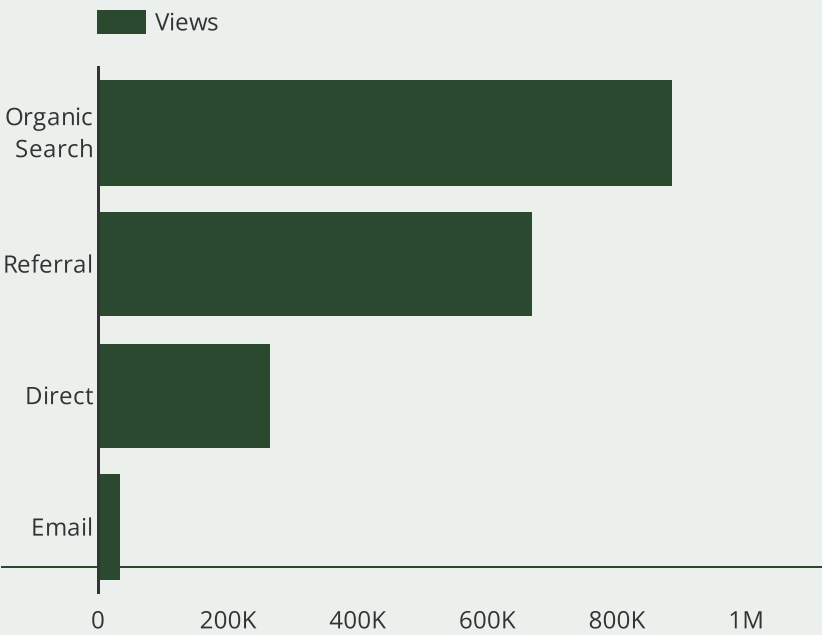


Top Pages

Sorted by Total Users

Page path	Total users ▾
/	288,178
/ticket-prices	78,231
/rooms	42,848
/experiences/attractions	42,711
/experiences	42,505
/about-shades-green/eligibility	36,891
/experiences/attractions/attraction-tickets	22,104
/checkout	21,479
/special-offers/monthly-specials	18,286
/dining-drinks	14,310

Which channels are driving engagement?



What are the top sources?

Sorted by Total Users

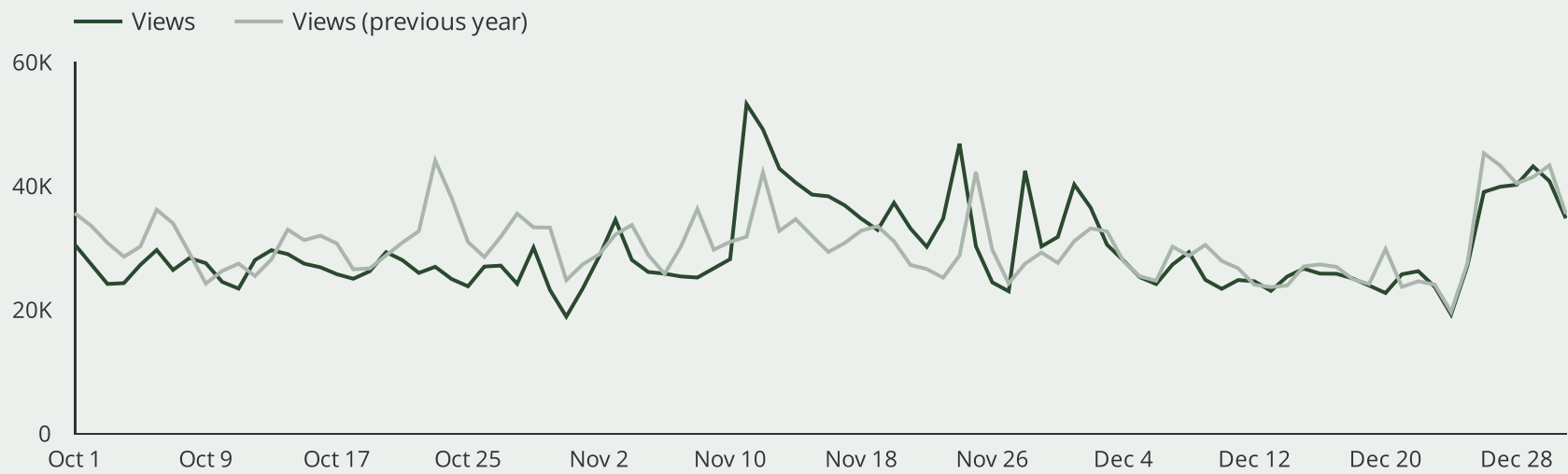
Session source	Total users ▾
google	170,193
(direct)	115,749
shadesofgreen.org	78,993
ActiveCampaign	12,268
m.facebook.com	10,564
be.synxis.com	5,857
lm.facebook.com	2,469
plandisney.disney.go.com	2,400
yahoo	1,980
duckduckgo	1,624

Overview Compared Y-o-Y

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,726,272	1,102,608	597,915	570,407	03:37	54.39%
↓ -3.0%	↑ 4.5%	↑ 3.1%	↑ 2.8%	↓ -5.8%	↓ -2.1%

How are site traffic trending?



Top Pages

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,726,272	1,102,608	597,915	570,407	03:37	54.39%
↓ -3.0%	↑ 4.5%	↑ 3.1%	↑ 2.8%	↓ -5.8%	↓ -2.1%

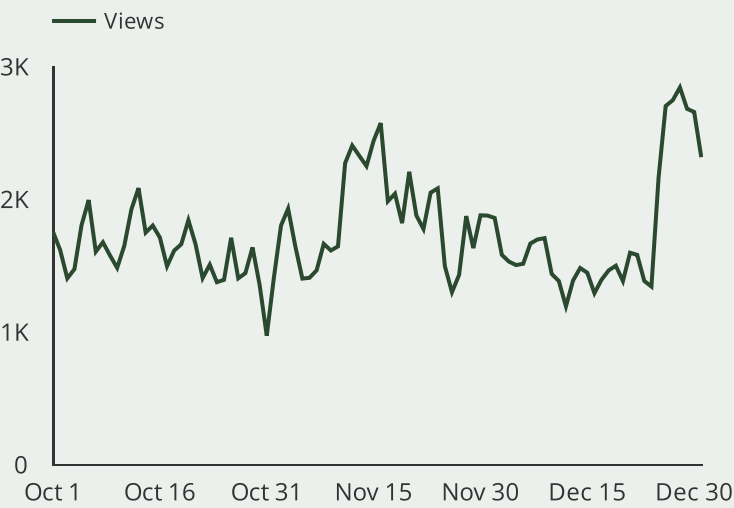
Full page URL	Total users	Sessions	Views	Engagement rate
www.shadesofgreen.org/	320,713	503,019	597,821	51.42%
www.shadesofgreen.org/ticket-prices	106,455	182,283	209,261	66.17%
www.shadesofgreen.org/experiences/attractions	65,804	89,165	104,735	94.53%
www.shadesofgreen.org/experiences	61,032	82,085	96,751	97.4%
www.shadesofgreen.org/rooms	57,174	73,225	84,895	84.11%
www.shadesofgreen.org/about-shades-green/eligibility	48,434	58,523	67,589	80.73%
www.shadesofgreen.org/experiences/attractions/attraction-tickets	34,926	47,315	54,704	83.31%
www.shadesofgreen.org/special-offers/monthly-specials	24,675	31,548	35,953	87.62%
www.shadesofgreen.org/dining-drinks	19,731	29,908	34,833	88.67%
www.shadesofgreen.org/contact-us	16,301	24,812	26,693	75.29%
www.shadesofgreen.org/rooms/standard-room	18,202	22,614	26,659	83.78%
www.shadesofgreen.org/experiences/attractions/ticket-questions	18,193	22,251	25,275	84.56%
www.shadesofgreen.org/experiences/attractions/waltdisneyworld	18,282	21,372	23,689	76.27%
www.shadesofgreen.org/blackfriday	16,287	20,292	21,951	59.1%
www.shadesofgreen.org/experiences/bus-schedule/current-bus-schedule	10,948	18,871	20,899	73.66%
www.shadesofgreen.org/about-shades-green/faq	14,080	18,027	19,988	84.67%
www.shadesofgreen.org/experiences/bus-schedule	11,834	15,520	17,165	88.84%
www.shadesofgreen.org/your-stay	10,787	13,427	15,035	92.43%
www.shadesofgreen.org/dining-drinks/manginos	8,403	11,464	14,931	86.72%
www.shadesofgreen.org/dining-drinks/evergreens	7,505	11,278	14,704	85.47%
www.shadesofgreen.org/dining-drinks/garden-gallery	7,257	9,800	11,983	82.71%
www.shadesofgreen.org/rooms/family-suite	7,936	9,322	11,283	87.64%
www.shadesofgreen.org/experiences/events	8,175	9,764	11,140	81.24%
www.shadesofgreen.org/photogallery	7,900	9,956	10,542	83.5%

Overview Compared Y-o-Y

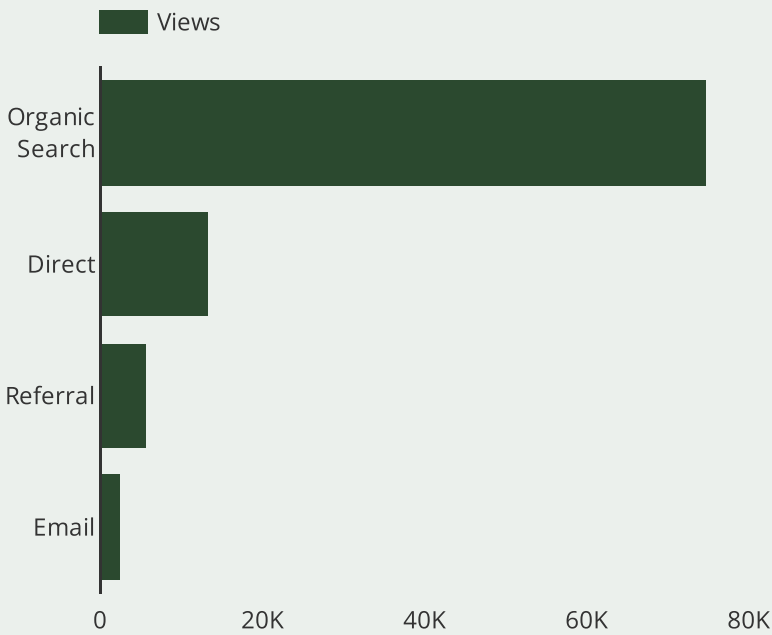
Rooms

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
160,073	89,631	65,387	8,964	02:51	77.96%
⬆️ 0.3%	⬇️ -4.4%	⬇️ -5.9%	No data	⬆️ N/A	⬆️ 8.3%

How are site sessions trending?



Which channels are driving engagement?



Top Pages

Sorted by Total Users

Page path	Total users ▼
/rooms	35,552
/rooms/standard-room	11,561
/rooms/family-suite	5,031
/rooms/junior-suite	3,786
/rooms/poolside-room	3,491
/rooms/palm-suite	3,107
/rooms/magnoliasuite	2,739
/rooms/garden-suite	2,299
/rooms/rates-policies	555
/accommodations/rooms-suites	19

What are the top sources?

Sorted by Total Users

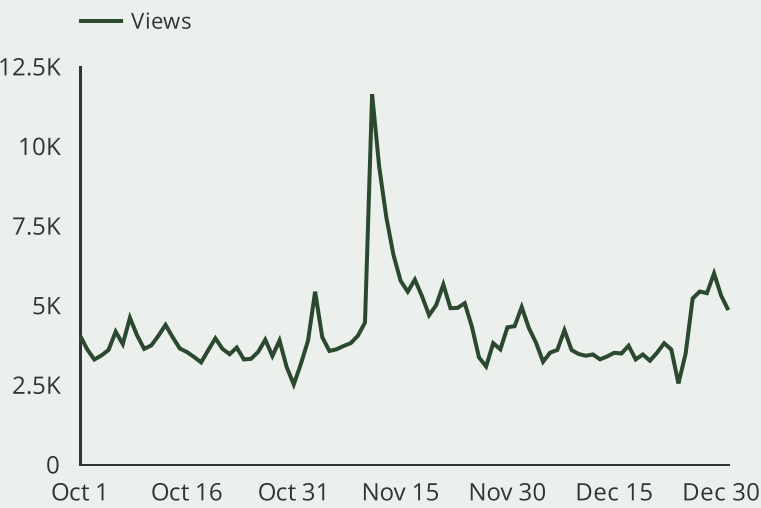
Session source	Total users ▼
google	28,230
(direct)	6,560
bing	1,479
be.synxis.com	1,271
ActiveCampaign	1,055
yahoo	600
duckduckgo	325
m.facebook.com	324
armymwr.com	299
halekoa.com	256

Overview Compared Y-o-Y

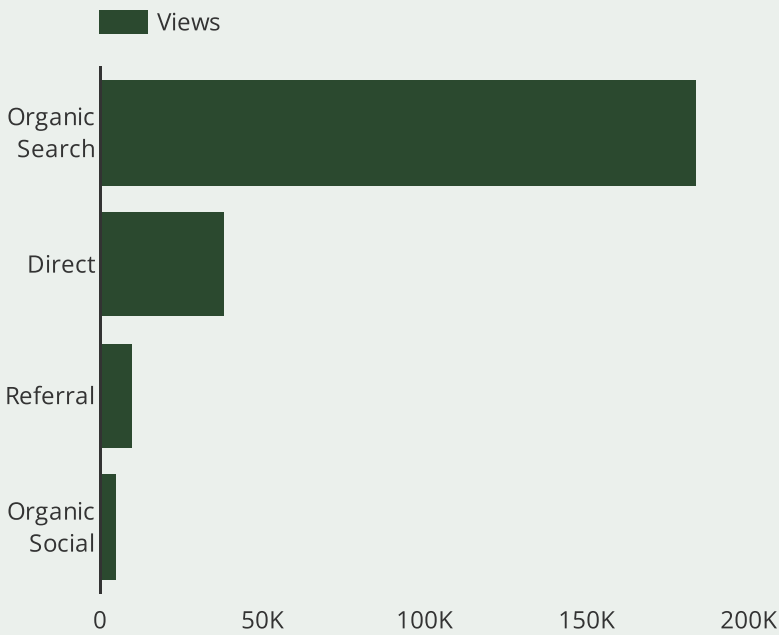
Experiences

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
387,391	197,859	131,956	32,419	02:21	81.15%
⬆ 7.8%	⬆ 13.2%	⬆ 10.5%	No data	⬆ N/A	⬆ 2.2%

How are site sessions trending?



Which channels are driving engagement?



Top Pages

Sorted by Total Users

Page path	Total users ▼
/experiences/attractions	43,275
/experiences	40,527
/experiences/attractions/attraction-tickets	22,923
/experiences/attractions/ticket-questions	11,922
/experiences/attractions/waltdisneyworld	11,201
/experiences/bus-schedule	7,283
/experiences/bus-schedule/current-bus-schedule	6,665
/experiences/events	4,973
/experiences/attractions/universal-orlando-resort	4,361
/experiences/activities	2,563

What are the top sources?

Sorted by Total Users

Session source	Total users ▼
google	58,717
(direct)	14,272
bing	3,558
m.facebook.com	1,783
ActiveCampaign	1,769
yahoo	1,080
plandisney.disney.go.com	906
be.synxis.com	876
duckduckgo	591
lm.facebook.com	546

Countries

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,726,272	1,102,608	597,915	570,407	03:37	54.39%
↓ -3.0%	↑ 4.5%	↑ 3.1%	↑ 2.8%	↓ -5.8%	↓ -2.1%

Country	Views ▾	% Δ	Total users	% Δ	Sessions	% Δ	Engagement r...	% Δ
United States	2,681,174	-2.9% ↓	580,434	2.5% ↑	1,082,202	4.3% ↑	54.49%	-1.9% ↓
Puerto Rico	6,534	-14.2%...	1,488	0.9% ↑	2,391	-8.9% ↓	58.22%	-0.7% ↓
China	6,051	1,706....	6,129	3,059....	6,114	3,051....	9.29%	-45.4%...
Germany	5,699	-28.0%...	1,937	-6.1% ↓	2,518	-18.5%...	52.82%	-9.3% ↓
United Kingdom	4,154	-26.9%...	1,447	-27.2%...	2,083	-19.8%...	53.43%	-11.2%...
Canada	3,524	-35.9%...	1,335	-37.9%...	1,722	-35.5%...	55.98%	-2.4% ↓
Japan	2,098	-24.4%...	674	-1.6% ↓	900	-11.3%...	55.33%	-6.6% ↓
South Korea	1,304	-10.3%...	403	-0.7% ↓	553	-2.5% ↓	57.5%	-0.3% ↓
Indonesia	1,209	14.8% ↑	533	83.8% ↑	573	49.6% ↑	65.97%	19.7% ↑
Mexico	976	8.2% ↑	355	19.9% ↑	447	21.5% ↑	53.47%	0.4% ↑
Brazil	959	-32.5%...	350	-12.3%...	439	-15.7%...	55.58%	-16.5%...
Italy	844	-5.1% ↓	254	2.4% ↑	361	3.1% ↑	54.57%	-0.5% ↓
Australia	787	-26.3%...	259	-30.6%...	353	-34.6%...	57.51%	0.8% ↑



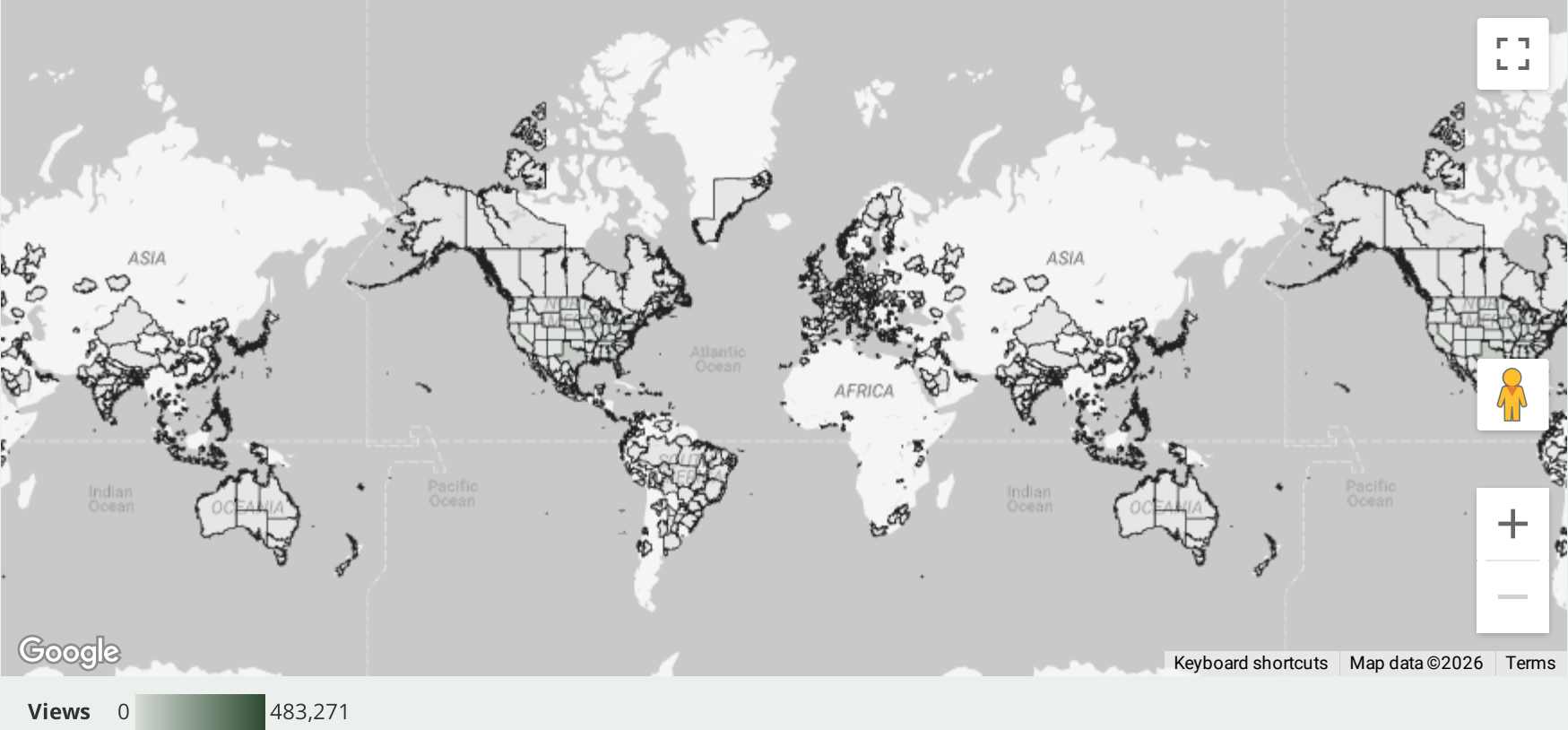


Countries

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,726,272	1,102,608	597,915	570,407	03:37	54.39%
↓ -3.0%	↑ 4.5%	↑ 3.1%	↑ 2.8%	↓ -5.8%	↓ -2.1%

Region	Views ▾	% Δ	Total users	% Δ	Sessions	% Δ	Engagement r...	% Δ
Florida	483,271	-26.9%...	180,241	-1.7% ↓	252,293	-18.5%...	41.9%	-7.0% ↓
Texas	168,034	-18.5%...	41,269	-5.5% ↓	66,666	-9.6% ↓	61%	4.1% ↑
Georgia	151,064	-30.8%...	42,348	-14.6%...	63,616	-23.4%...	61.06%	3.0% ↑
Virginia	141,472	-18.4%...	39,941	-3.5% ↓	58,901	-10.2%...	61.08%	2.4% ↑
New York	132,360	-31.6%...	40,045	-14.2%...	55,394	-24.1%...	62.25%	4.8% ↑
North Carolina	125,371	54.0% ↑	36,049	88.0% ↑	52,394	71.2% ↑	61.11%	0.9% ↑
Ohio	103,003	60.5% ↑	32,139	94.2% ↑	45,815	83.3% ↑	60.96%	-3.3% ↓
Pennsylvania	89,768	-3.4% ↓	25,534	15.7% ↑	36,558	4.3% ↑	63.98%	6.4% ↑
Michigan	87,342	98.0% ↑	28,810	119.9...	39,274	124.5...	63.42%	-0.5% ↓
California	78,985	4.0% ↑	22,536	14.0% ↑	32,968	9.5% ↑	58.41%	-1.0% ↓
Indiana	76,031	100.0...	24,636	129.4...	33,460	121.5...	63.39%	2.5% ↑
Illinois	74,216	-53.7%...	19,910	-42.0%...	28,025	-51.8%...	65.48%	12.5% ↑
South Carolina	68,796	58.6% ↑	20,506	100.5...	28,917	89.5% ↑	61.56%	-4.5% ↓





Search

Data from Google Analytics

Search ter...	Total Searches ▾	Total users	Sessions	Engagement rate	Event co...
bus schedule	479	357	422	96.92%	1.34
bus	305	243	270	98.15%	1.26
disney	187	160	165	96.36%	1.17
map	186	148	164	98.78%	1.26
tickets	181	145	148	99.32%	1.25
laundry	161	135	146	94.52%	1.2
exchange	156	131	143	98.6%	1.19
disneyland	146	124	127	98.43%	1.18
golf	137	119	123	97.56%	1.15
bus schedules	134	90	101	97.03%	1.49
parking	133	122	125	99.2%	1.09
universal	128	116	119	95.8%	1.1
thanksgiving	128	93	103	100%	1.38
epcot	115	95	97	98.97%	1.21
disney world	102	89	94	97.87%	1.15
pool	98	80	86	96.51%	1.23
breakfast	81	73	74	98.65%	1.11
transportation	80	67	71	98.59%	1.19
disney tickets	76	66	69	97.1%	1.15
wait list	73	56	62	93.55%	1.3
universal stu...	70	62	62	100%	1.13
check in	70	66	67	100%	1.06
reservations	66	54	57	98.25%	1.22
shuttle	66	59	62	98.39%	1.12
waitlist	66	48	49	97.96%	1.38
sign in	65	48	49	100%	1.35
login	64	40	41	100%	1.6
memory ma...	63	48	48	100%	1.31
check in time	61	53	55	98.18%	1.15
scooter	61	50	51	100%	1.22
log in	58	44	46	100%	1.32
check out	58	47	52	92.31%	1.23
Grand total	13,209	7,370	8,703	96.36%	1.79