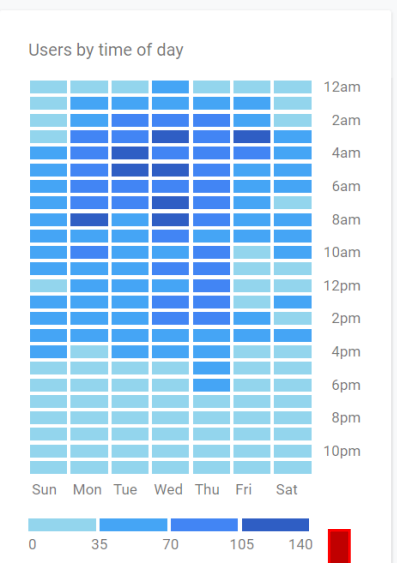
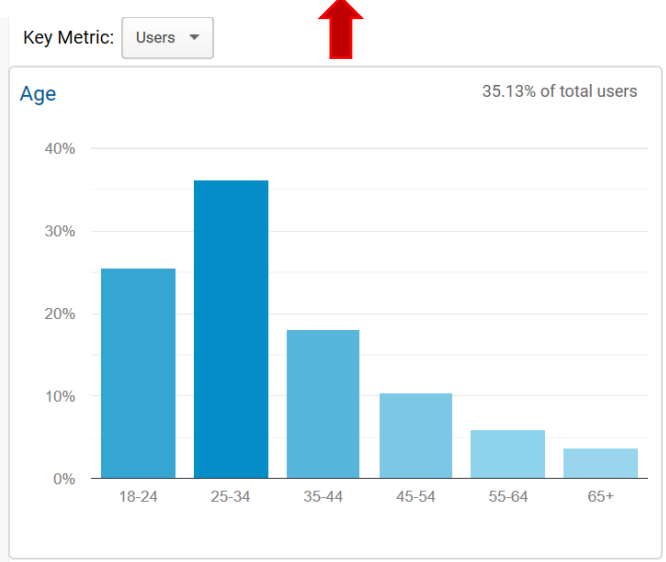


When do your users visit?

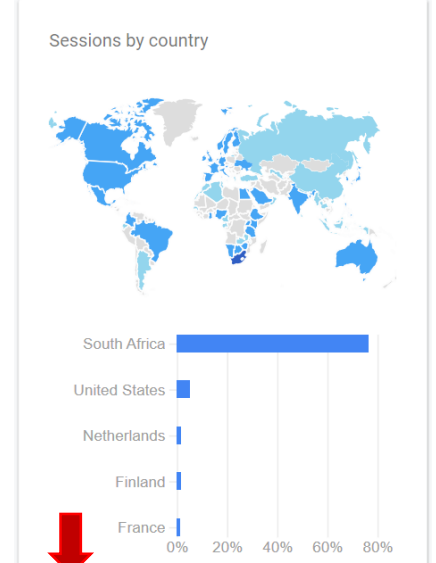


High traffic days are best to launch events!

What attracts 18-34 year olds? What are they searching for?



Where are your users?



Potential collaborators in France?

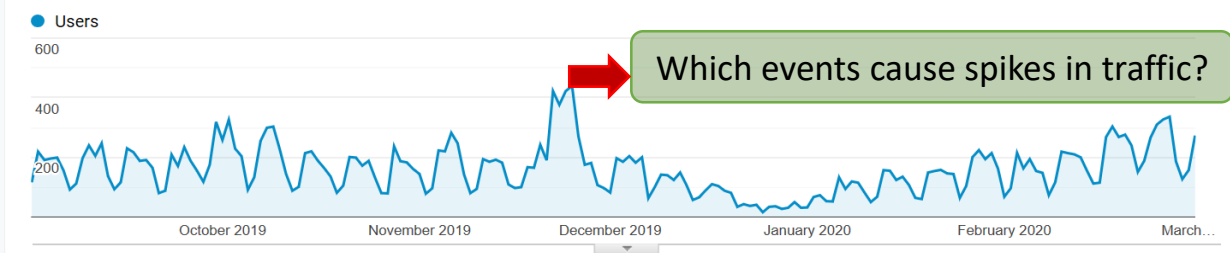
Most users are acquired through google search – optimise our website to feature on search results.

	Acquisition			Behavior		
	Users	New Users	Sessions	Avg. Session Duration	Bounce Rate	Pages / Session
Total	25,254	24,691	32,199	00:02:20	63.56%	2.09
1 Organic Search	17,202			00:02:20		
2 Direct	6,161			00:01:24		
3 Social	1,133			00:01:20		
4 Referral	1,061			00:07:23		

Focus on desktop campaigns!

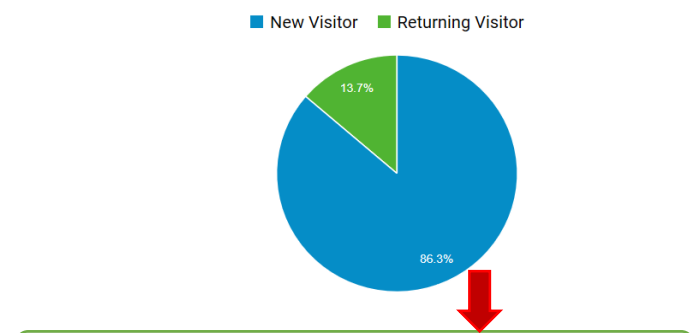
What type of content piques interest?

Page	Pageviews	% Pageviews
1. /content/south_africa/en/home/sustainable-development-goals.html	13,751	20.45%
2. /content/south_africa/en/home.html	8,609	12.80%
3. /content/south_africa/en/home/jobs.html	3,196	4.75%
4. /content/south_africa/en/home/operations/projects/womens_empowerment/gender-equality-and-women-empowerment.html	2,892	4.30%
5. /content/south_africa/en/home/about-us/contact-us.html	2,103	3.13%
6. /content/south_africa/en/home/post-2015/mdgo-erview.html	2,004	2.98%
7. /content/south_africa/en/home/presscenter/press-releases/2019/calling-smmes-to-register-for-entrepreneurial-summit.html	1,956	2.91%
8. /content/south_africa/en/home/procurement.html	1,762	2.62%
9. /content/south_africa/en/home/ourwork/women-empowerment/overview.html	1,614	2.40%
10. /content/south_africa/en/home/sustainable-development-goals/goal-1-no-poverty.html	1,235	1.84%



Which events cause spikes in traffic?

Users 25,254	New Users 24,691
Sessions 32,199	Number of Sessions per User 1.28
Pageviews 67,257	Pages / Session 2.09



How can we increase return visitors?

Sessions by device

