

## Moo Dashboard

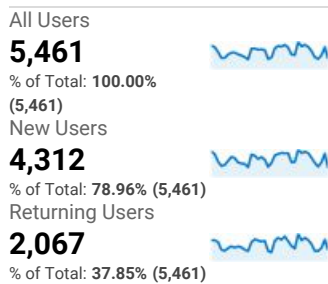
Aug 1, 2018 - Sep 5, 2018

All Users  
100.00% Sessions

New Users  
43.44% Sessions

Returning Users  
56.56% Sessions

### All Users



### Actions Completed - Direct

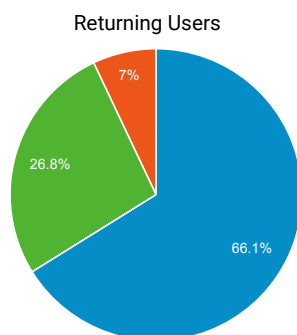
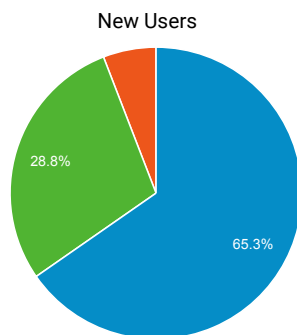
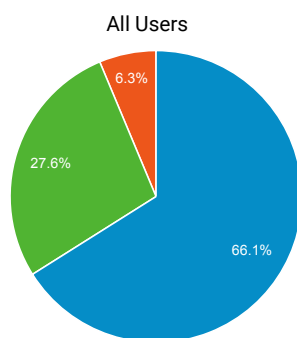
| Source / Medium   | Goal Completions |
|-------------------|------------------|
| (direct) / (none) |                  |
| All Users         | 2,061            |
| New Users         | 799              |
| Returning Users   | 1,262            |

### Actions Completed - Organic

| Source / Medium  | Goal Completions |
|------------------|------------------|
| google / organic |                  |
| All Users        | 824              |
| New Users        | 392              |
| Returning Users  | 432              |

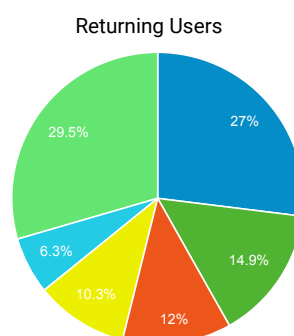
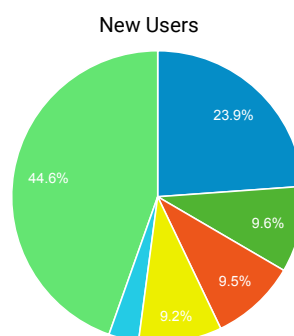
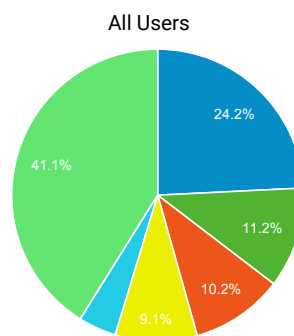
### Users by Device Category

desktop mobile  
tablet



### Users by Region

California Alberta  
Ontario Texas  
British Columbia  
Other



### Get Quote

| Event Action    | New Users | Users |
|-----------------|-----------|-------|
| Get Quote       |           |       |
| All Users       | 22        | 50    |
| New Users       | 22        | 22    |
| Returning Users | 0         | 29    |

### Learn More

| Event Action     | Users | New Users |
|------------------|-------|-----------|
| Learn More (USA) |       |           |
| All Users        | 245   | 181       |
| New Users        | 181   | 181       |
| Returning Users  | 73    | 0         |

### Play Video

| Event Action     | Users | New Users |
|------------------|-------|-----------|
| Play Video (USA) |       |           |
| All Users        | 400   | 266       |
| New Users        | 266   | 266       |
| Returning Users  | 149   | 0         |