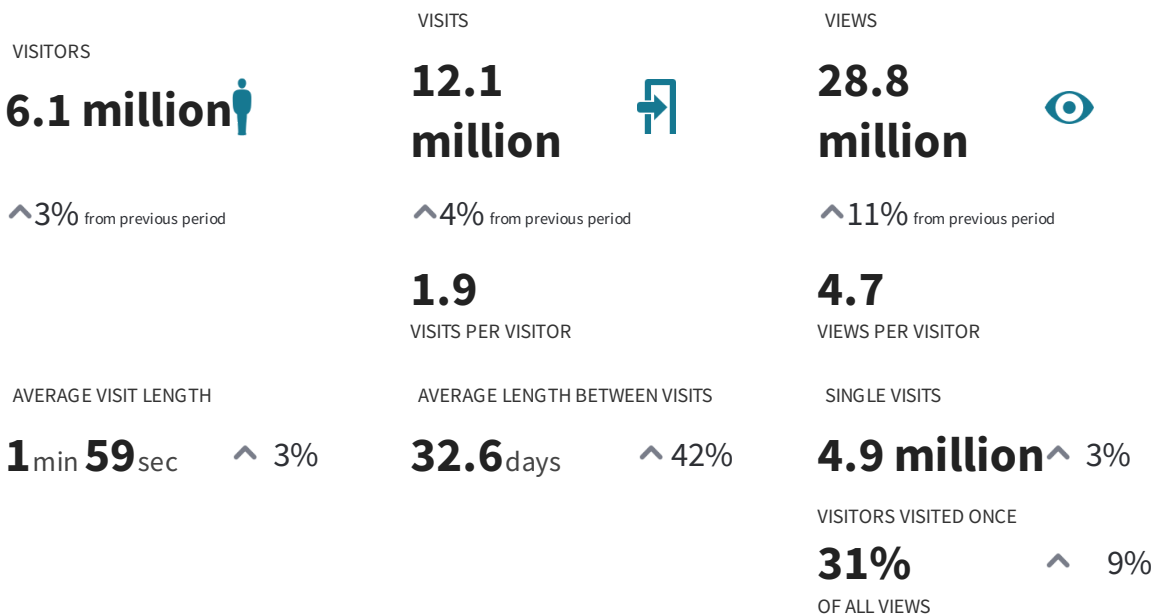# Audience Overview
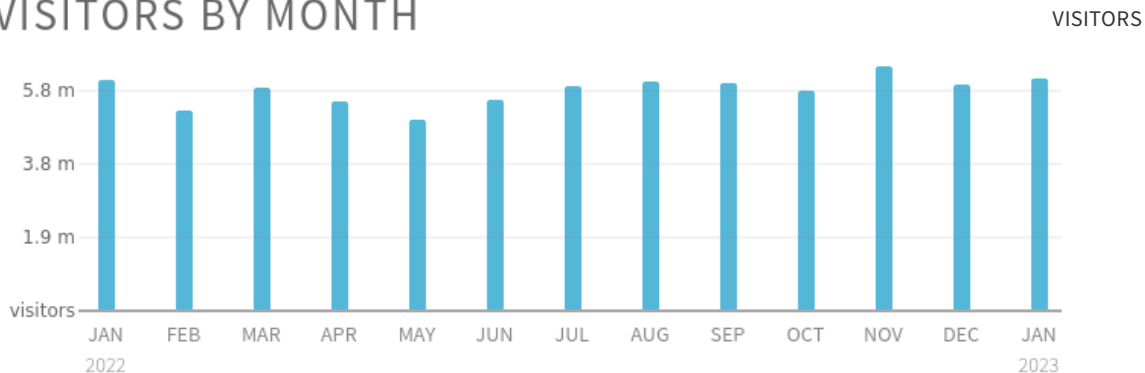## January 2023
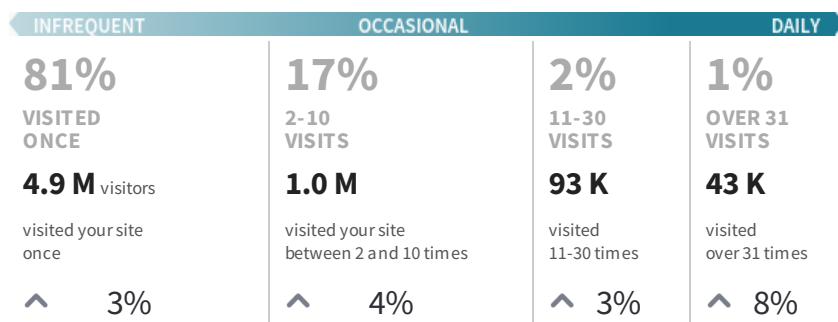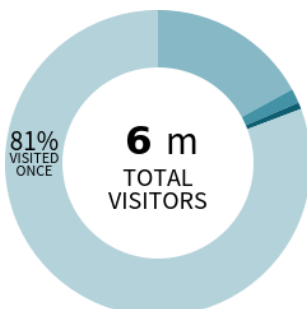
This report shows Website traffic for All Pages. It doesn't include traffic from other channels.

VISITORS

6.1 million

^3% from previous period

VISITS

12.1 million

^4% from previous period

1.9
VISITS PER VISITOR

VIEWS

28.8 million

^11% from previous period

4.7
VIEWS PER VISITOR

AVERAGE VISIT LENGTH

1 min **59** sec   ^ 3%

AVERAGE LENGTH BETWEEN VISITS

32.6 days   ^ 42%

SINGLE VISITS

4.9 million ^ 3%

VISITORS VISITED ONCE

31%   ^ 9%

OF ALL VIEWS

VISITORS BY MONTH

VISITORS

VISITOR LOYALTY

81% VISITED ONCE

6 m
TOTAL VISITORS

INFREQUENT	OCCASIONAL		DAILY
81% VISITED ONCE	**17%** 2-10 VISITS	**2%** 11-30 VISITS	**1%** OVER 31 VISITS
4.9 M visitors visited your site once	**1.0 M** visited your site between 2 and 10 times	**93 K** visited 11-30 times	**43 K** visited over 31 times
^ 3%	^ 4%	^ 3%	^ 8%

NEW VISITORS

NEW VISITORS

👤 **4.9 million** ⌃ 4%

80%	**20%**

INFREQUENT	OCCASIONAL		DAILY
98% VISITED ONCE	**1%** 2-10 VISITS	**<1%** 11-30 VISITS	**<1%** OVER 31 VISITS
4.8 M visitors	**59 K**	**2 K**	**208**
⌃ 4%	⌃ 21%	⌃ 52%	⌃ 72%

change from previous period

PAGE VIEWS FROM NEW VISITORS

VIEWS

👁 **11.8 million** ⌃ 15% **2.4**

per new visitor

41%	**59%**

INFREQUENT	OCCASIONAL		DAILY
74% VISITED ONCE	**6%** 2-10 VISITS	**<1%** 11-30 VISITS	**<1%** OVER 31 VISITS
8.7 M views	**742 K**	**71 K**	**39 K**
⌃ 11%	⌃ 175%	⌃ 85%	⌃ 55%

change from previous period

RETURNING VISITORS

RETURNING VISITORS

👤 **1.2 million** ⌄ 1%

1% proportional change from previous period
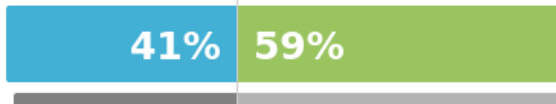
INFREQUENT	OCCASIONAL		DAILY
11% VISITED ONCE	**78%** 2-10 VISITS	**7%** 11-30 VISITS	**3%** OVER 31 VISITS
134 K visitors	**977 K**	**91 K**	**42 K**
⌄ 30%	⌃ 4%	⌃ 2%	⌃ 8%

change from previous period

PAGE VIEWS FROM RETURNING VISITORS

VIEWS

👁 **17.0 million** ⌃ 8% **13.6**

per returning visitor

2% proportional change from previous period

INFREQUENT	OCCASIONAL		DAILY
1% VISITED ONCE	**35%** 2-10 VISITS	**25%** 11-30 VISITS	**39%** OVER 31 VISITS
251 K views	**5.9 M**	**4.3 M**	**6.6 M**
⌄ 30%	⌃ 5%	⌃ 7%	⌃ 14%

change from previous period

DEFINITIONS

👤 **VISITOR**
A unique visitor identified by a unique cookie ID. This cookie expires after several years but can be deleted.

👁 **PAGE VIEW**
Count of every page that is loaded by a visitor.

NEW VISITOR
A unique visitor who visits your site during the reporting month but not in the month prior to the reporting month.

RETURNING VISITOR
A unique visitor who visits your site during the reporting month as well as the month prior to the reporting month.

VISIT
A period of activity by a visitor on your site, where the gap between actions is less than 30 minutes. Each visit is assigned a unique session_id and expires at midnight.

SINGLE VISIT
A unique visitor visiting your site once within a reporting month. E.g., a reader clicking through a multi-page post during a single session during the reporting month counts as a single visit.

Parse.ly is the world's leading content analytics platform. Click here to see your site's data.