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04 Website Traffic

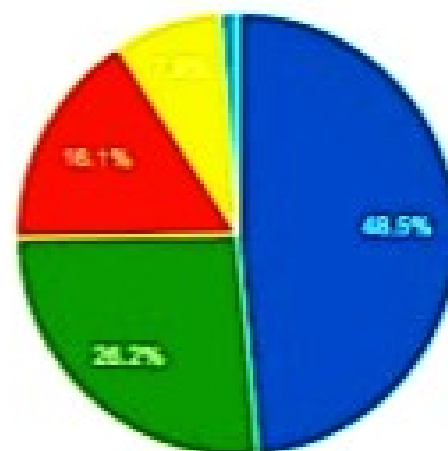
Around 28K users visited the website in the last 1 year out of which many users are new



05

Official Marketing Channels

Top Channels



- Paid Search
- Direct
- Organic Search
- Referral
- Social
- (Other)

06



Organic Search

4,498
Users



Direct Users

7,313 Users



Paid Ads Users

13,547 Users



Referral Traffic

2,187 Users

The paid traffic has brought the highest return of users to the site, generating 13,547 users in total. Followed by organic searches that brought 4,498 users.



07

Website Traffic Comparisons

When we compare the last 1 year data (30 Nov, 2021 - 29 Nov, 2022) to the previous 1 year (30 Nov, 2020 - 29 Nov, 2021) there is around 72.61% increase in the number of users to the website.

