



# January Web Traffic Report

## **Audience Overview**

Of our 32,759 users this month, 30,743 of them were new users.

## **Mobile Use**

Mobile use continues to soar and is now at 54.89% of our users while desktop users are at 37.51%. The remaining users are viewing on a tablet.

## **Demographics Overview**

Men users are at 52.5%, while women are at 47.5%.

## **Acquisition Overview**

Organic search brings in most of our users, at 33.3%. We are increasing in social media users, which are now at 29.7%. 25.2% are direct users.

## **Behavior Overview**

Most popular pages remain the press releases on controversial new items. We're doing great with this!