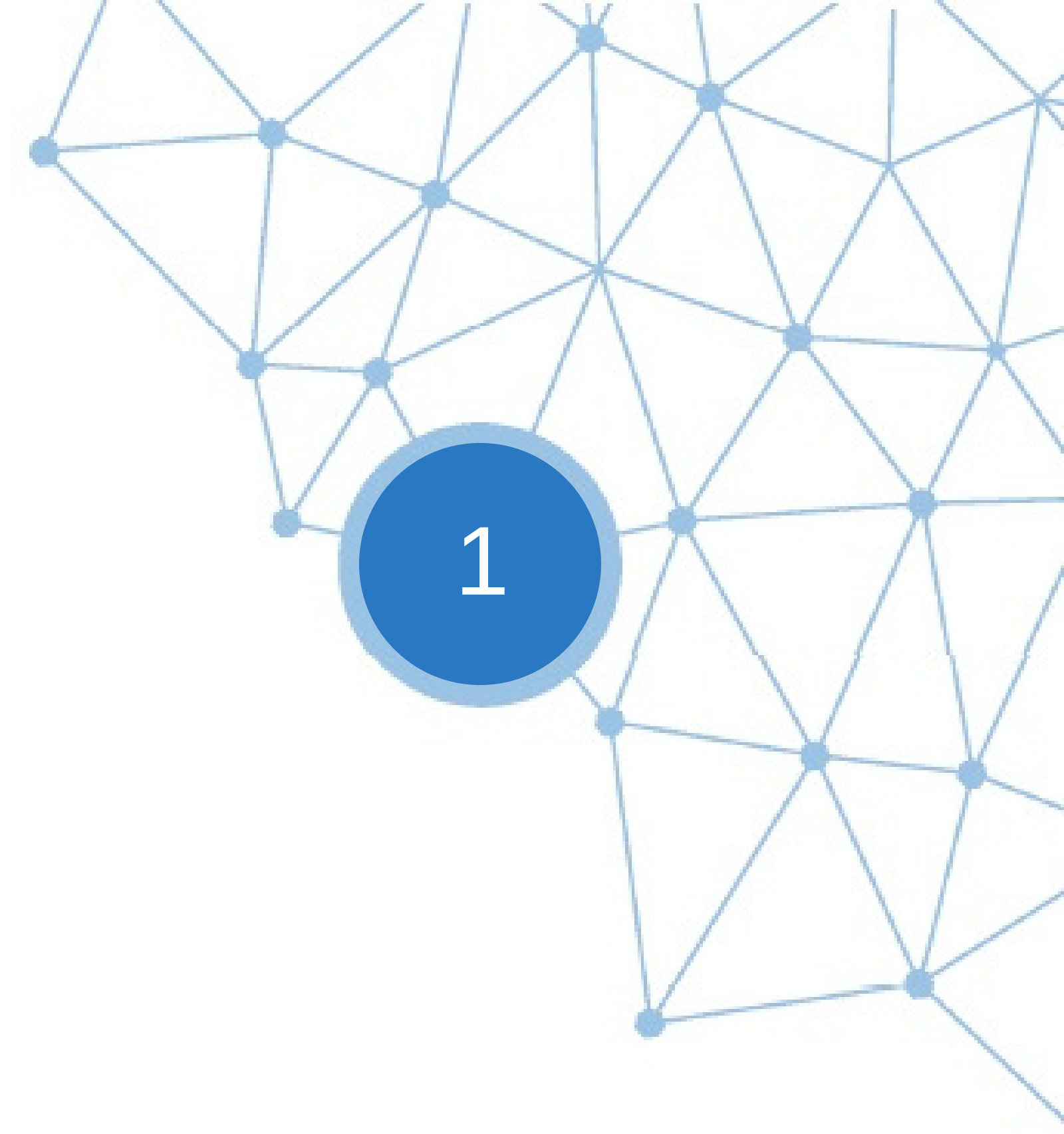


# CASE STUDY 3



MyPrivateTutor UAE : [www.myprivatetutor.ae](http://www.myprivatetutor.ae)

Website Type: Web Portal

## ABOUT MY PRIVATE TUTOR UAE

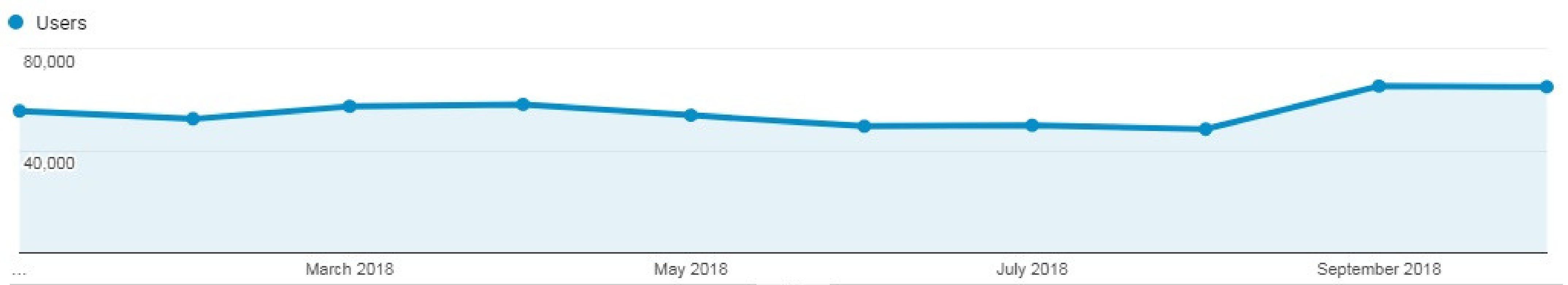
MyPrivateTutor UAE is UAE's largest online platform helping students find great tutors and coaching classes.

The platform serves an online marketplace for tutoring services including the likes of:

- In-person tutoring
- Online tutoring
- Group tutorial classes
- Courses (delivered online or locally)

## ANALYTICS REPORT

[From Jan 1, 2018 to Oct 31, 2018]  
(Graph represented on a monthly basis)



Users

500,799

New Users

491,945

Sessions

919,620

Number of Sessions per User

1.84

Pageviews

3,580,919

Pages / Session

3.89

Avg. Session Duration

00:04:24

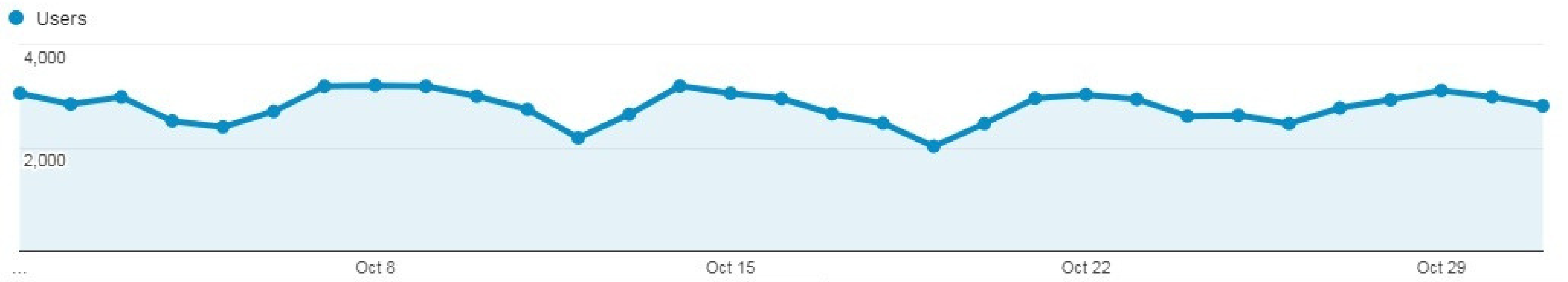
Bounce Rate

50.91%



## ANALYTICS REPORT

[From Oct 1, 2017 to Oct 31, 2017]  
(Graph represented on a day-to-day basis)



Users

64,977

New Users

57,563

Sessions

112,826

Number of Sessions per User

1.74

Pageviews

468,082

Pages / Session

4.15

Avg. Session Duration

00:04:54

Bounce Rate

49.74%



## DEVICE ANALYSIS

Device Category ?	Acquisition			Behavior
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?
	64,977 % of Total: 100.00% (64,977)	57,623 % of Total: 100.10% (57,563)	112,826 % of Total: 100.00% (112,826)	49.74% Avg for View: 49.74% (0.00%)
1. mobile	37,787 (58.36%)	33,104 (57.45%)	65,874 (58.39%)	52.64%
2. desktop	24,764 (38.25%)	22,576 (39.18%)	43,496 (38.55%)	44.94%
3. tablet	2,198 (3.39%)	1,943 (3.37%)	3,456 (3.06%)	55.03%

## TRAFFIC ACQUISITION

### CHANNELS

- Organic Search
- Direct
- Display
- Referral
- Email
- Paid Search
- Social
- Miscellaneous sources

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Detailed analysis of the channels is provided below:

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>64,977</b> % of Total: 100.00% (64,977)	<b>57,623</b> % of Total: 100.10% (57,563)	<b>112,826</b> % of Total: 100.00% (112,826)	<b>49.74%</b> Avg for View: 49.74% (0.00%)	<b>4.15</b> Avg for View: 4.15 (0.00%)	<b>00:04:54</b> Avg for View: 00:04:54 (0.00%)
1. Organic Search	<b>47,887</b> (72.37%)	<b>42,283</b> (73.38%)	<b>74,978</b> (66.45%)	52.34%	4.00	00:04:36
2. Direct	<b>11,170</b> (16.88%)	<b>9,724</b> (16.88%)	<b>23,894</b> (21.18%)	39.73%	4.57	00:05:46
3. Display	<b>3,045</b> (4.60%)	<b>2,803</b> (4.86%)	<b>3,960</b> (3.51%)	90.45%	1.17	00:00:17
4. Paid Search	<b>1,965</b> (2.97%)	<b>1,555</b> (2.70%)	<b>3,108</b> (2.75%)	59.04%	3.82	00:03:25
5. Referral	<b>1,104</b> (1.67%)	<b>477</b> (0.83%)	<b>4,694</b> (4.16%)	22.99%	6.45	00:07:46
6. Social	<b>791</b> (1.20%)	<b>715</b> (1.24%)	<b>1,287</b> (1.14%)	43.36%	6.45	00:12:40
7. (Other)	<b>111</b> (0.17%)	<b>55</b> (0.10%)	<b>267</b> (0.24%)	73.03%	3.09	00:04:53
8. Email	<b>100</b> (0.15%)	<b>11</b> (0.02%)	<b>638</b> (0.57%)	21.63%	5.16	00:05:24