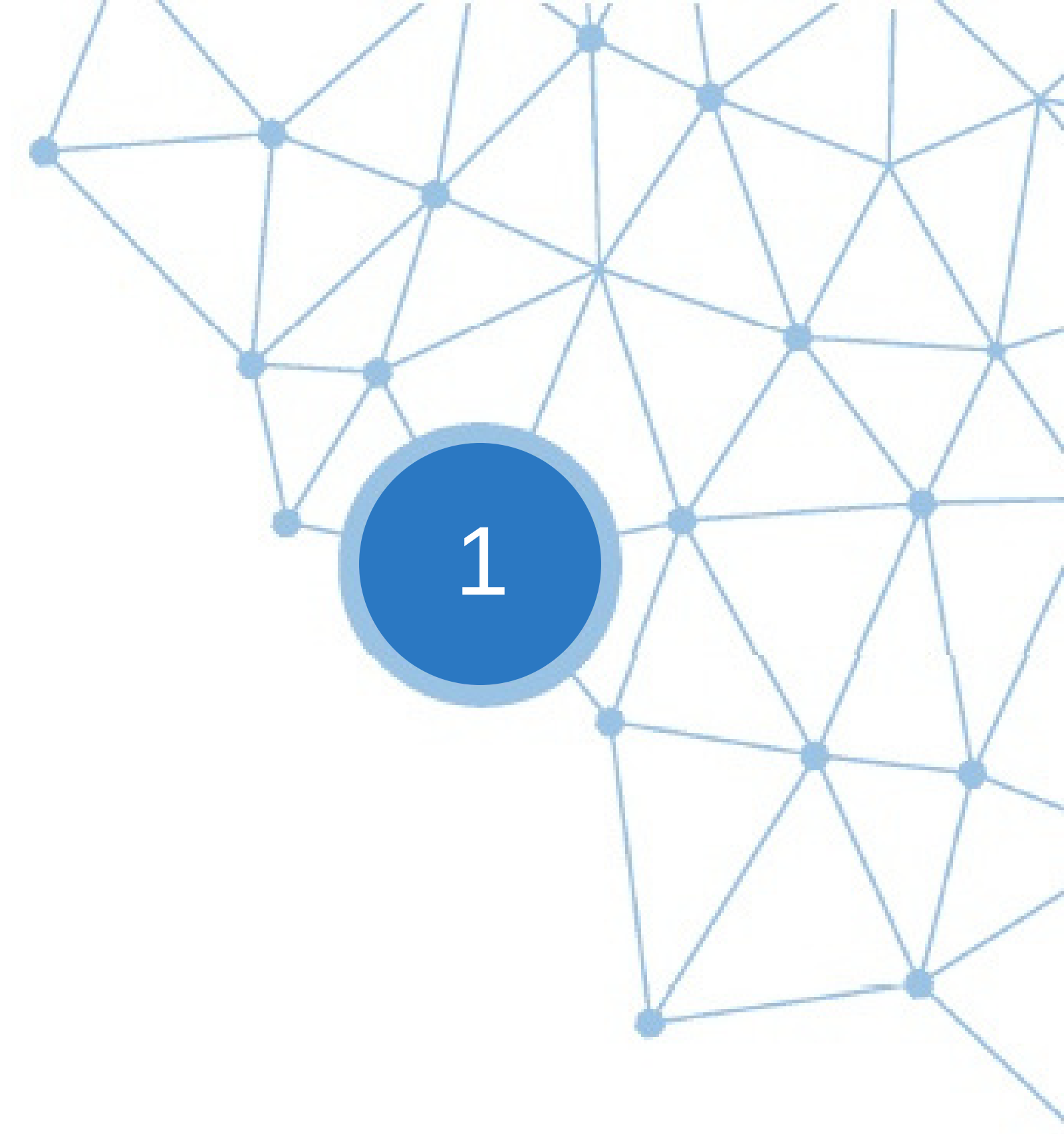


# CASE STUDY 4



TenderRoots : [www.tenderroots.me/ae/](http://www.tenderroots.me/ae/)

Website Type: Web Portal

## ABOUT MY PRIVATE TUTOR UAE

TenderRoots is UAE's one of the largest online marketplace for all types of after-school activities and programs.

## ANALYTICS REPORT

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



Sessions

131,007

Users

94,183

Pageviews

282,318

Pages / Session

2.15

Avg. Session Duration

00:01:57

Bounce Rate

67.34%

% New Sessions

71.24%



## ANALYTICS REPORT

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

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## DEVICE ANALYSIS

Device Category ?	Acquisition			Behavior
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?
	<b>1,897</b> % of Total: 100.00% (1,897)	<b>82.92%</b> Avg for View: 82.76% (0.19%)	<b>1,573</b> % of Total: 100.19% (1,570)	<b>62.15%</b> Avg for View: 62.15% (0.00%)
1. mobile	<b>1,096</b> (57.78%)	83.12%	911 (57.91%)	62.14%
2. desktop	<b>733</b> (38.64%)	82.67%	606 (38.53%)	61.26%
3. tablet	<b>68</b> (3.58%)	82.35%	56 (3.56%)	72.06%

## 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
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?
	<b>1,897</b> % of Total: 100.00% (1,897)	<b>82.92%</b> Avg for View: 82.76% (0.19%)	<b>1,573</b> % of Total: 100.19% (1,570)	<b>62.15%</b> Avg for View: 62.15% (0.00%)
1. <a href="#">Organic Search</a>	<b>1,681</b> (88.61%)	84.06%	<b>1,413</b> (89.83%)	61.15%
2. <a href="#">Direct</a>	<b>130</b> (6.85%)	70.00%	<b>91</b> (5.79%)	67.69%
3. <a href="#">Referral</a>	<b>79</b> (4.16%)	82.28%	<b>65</b> (4.13%)	73.42%
4. <a href="#">Social</a>	<b>7</b> (0.37%)	57.14%	<b>4</b> (0.25%)	71.43%