

OUR CLIENTS

CASE STUDY 5

MyPrivateTutor Malaysia: www.myprivatetutor.my

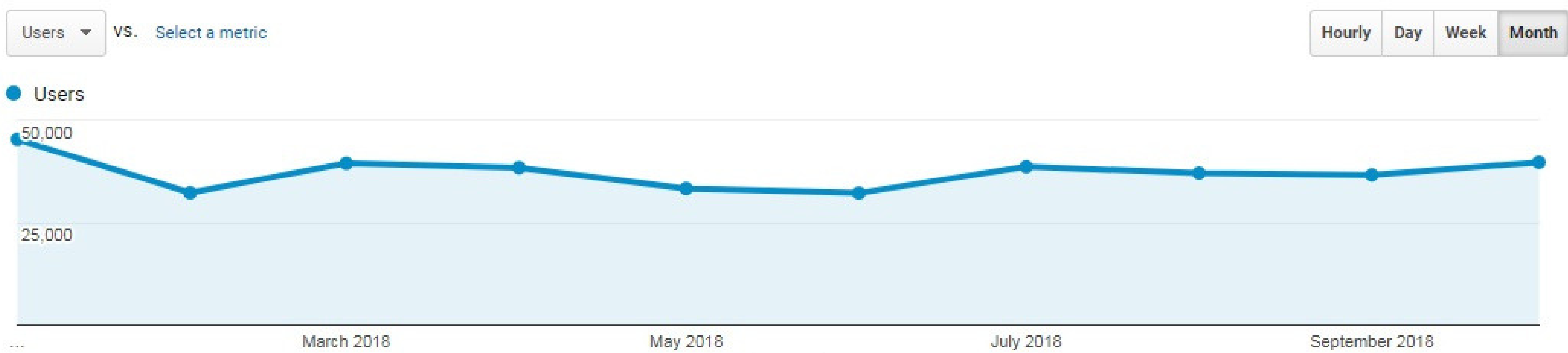
Website Type: Web Portal

ABOUT MY PRIVATE TUTOR MALAYSIA

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

ANALYTICS REPORT

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



Users

342,120

New Users

336,032

Sessions

581,374

Number of Sessions per User

1.70

Pageviews

2,057,434

Pages / Session

3.54

Avg. Session Duration

00:03:33

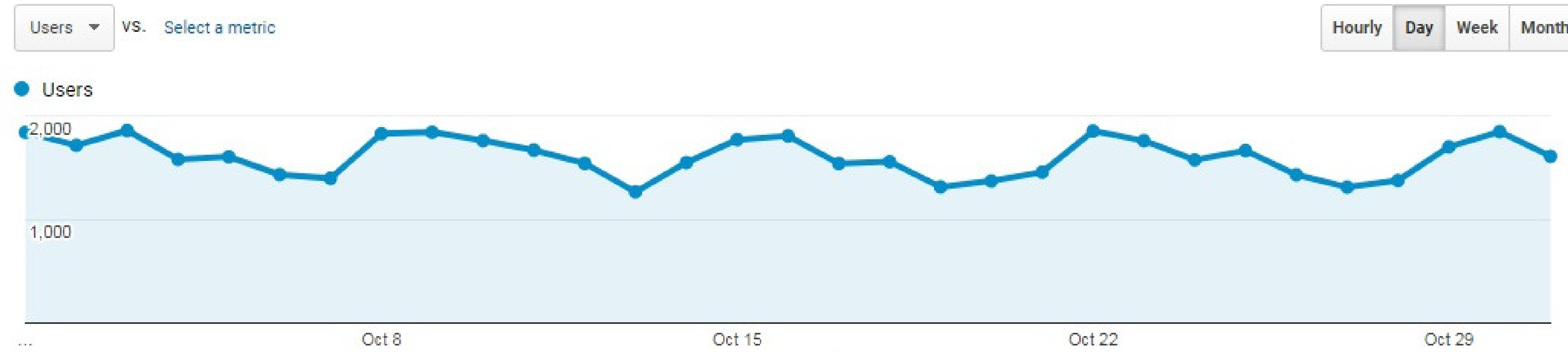
Bounce Rate

55.10%

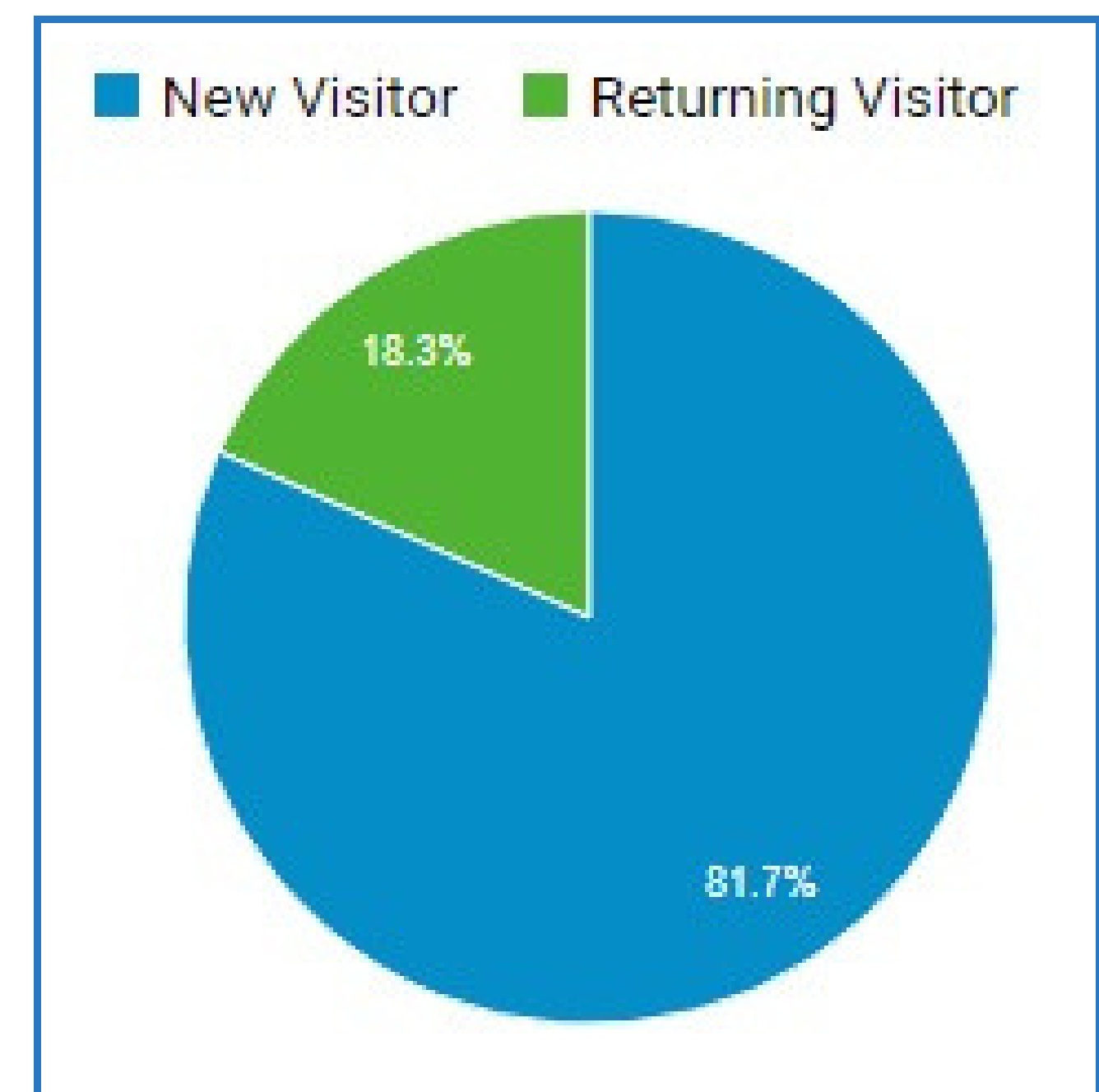


ANALYTICS REPORT

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



Users 39,657	New Users 36,775	Sessions 61,019
Number of Sessions per User 1.54	Pageviews 211,049	Pages / Session 3.46
Avg. Session Duration 00:03:15	Bounce Rate 56.15%	



DEVICE ANALYSIS

Device Category ?	Acquisition			Behavior
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?
	39,657 % of Total: 100.00% (39,657)	36,814 % of Total: 100.11% (36,775)	61,019 % of Total: 100.00% (61,019)	56.15% Avg for View: 56.15% (0.00%)
1. mobile	25,008 (62.70%)	22,879 (62.15%)	39,956 (65.48%)	57.17%
2. desktop	13,466 (33.76%)	12,657 (34.38%)	19,089 (31.28%)	53.24%
3. tablet	1,414 (3.54%)	1,278 (3.47%)	1,974 (3.24%)	63.68%

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 ?
	39,657 % of Total: 100.00% (39,657)	36,814 % of Total: 100.11% (36,775)	61,019 % of Total: 100.00% (61,019)	56.15% Avg for View: 56.15% (0.00%)
1. Organic Search	28,518 (70.24%)	26,338 (71.54%)	38,350 (62.85%)	58.42%
2. Direct	5,074 (12.50%)	4,501 (12.23%)	9,525 (15.61%)	44.18%
3. Display	4,384 (10.80%)	4,108 (11.16%)	5,916 (9.70%)	86.87%
4. Paid Search	1,165 (2.87%)	942 (2.56%)	1,750 (2.87%)	63.14%
5. Referral	916 (2.26%)	485 (1.32%)	4,454 (7.30%)	21.82%
6. Social	394 (0.97%)	348 (0.95%)	746 (1.22%)	38.87%
7. (Other)	108 (0.27%)	80 (0.22%)	164 (0.27%)	62.20%
8. Email	41 (0.10%)	12 (0.03%)	114 (0.19%)	35.96%