

Frequency & Recency

% of visits: 100.00%

Performance

Days Since Last Visit

Visits
60,510
% of Total: 100.00% (60,510)

Pageviews
129,492
% of Total: 100.00% (129,492)

| Days Since Last Visit | Visits | Pageviews | Percentage of total | |
|-----------------------|--------|-----------|---------------------|-----------|
| | | | Visits | Pageviews |
| 0 | 48,004 | 99,836 | 79.33% | 77.10% |
| 1 | 2,332 | 5,190 | 3.85% | 4.01% |
| 2 | 1,318 | 3,343 | 2.18% | 2.58% |
| 3 | 958 | 2,283 | 1.58% | 1.76% |
| 4 | 793 | 1,920 | 1.31% | 1.48% |
| 5 | 682 | 1,676 | 1.13% | 1.29% |
| 6 | 714 | 1,758 | 1.18% | 1.36% |
| 7 | 514 | 1,282 | 0.85% | 0.99% |
| 8-14 | 1,560 | 4,048 | 2.58% | 3.13% |
| 15-30 | 1,291 | 3,329 | 2.13% | 2.57% |
| 31-60 | 548 | 1,417 | 0.91% | 1.09% |
| 61-120 | 267 | 672 | 0.44% | 0.52% |
| 121-364 | 1,405 | 2,437 | 2.32% | 1.88% |
| 365+ | 124 | 301 | 0.20% | 0.23% |