

## Frequency & Recency

100% of visits: 100.00%

### Performance

Days Since Last Visit

Visits  
**25,709**  
% of Total: 100.00% (25,709)

Pageviews  
**58,499**  
% of Total: 100.00% (58,499)

Days Since Last Visit	Visits	Pageviews	Percentage of total	
			Visits	Pageviews
0	20,495	46,359	79.72%	79.25%
1	1,006	2,280	3.91%	3.90%
2	573	1,549	2.23%	2.65%
3	365	949	1.42%	1.62%
4	260	774	1.01%	1.32%
5	229	575	0.89%	0.98%
6	205	501	0.80%	0.86%
7	165	409	0.64%	0.70%
8-14	542	1,260	2.11%	2.15%
15-30	491	1,181	1.91%	2.02%
31-60	293	705	1.14%	1.21%
61-120	794	1,277	3.09%	2.18%
121-364	190	498	0.74%	0.85%
365+	101	182	0.39%	0.31%