

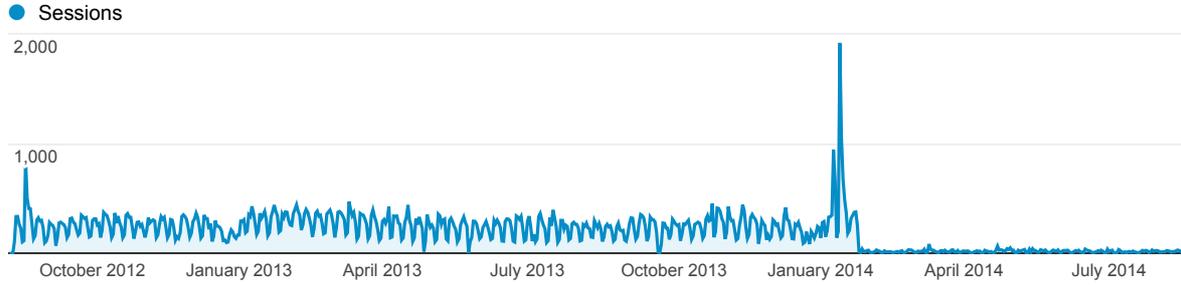
Aug 10, 2012 - Aug 19, 2014

Audience Overview

All Sessions
100.00%

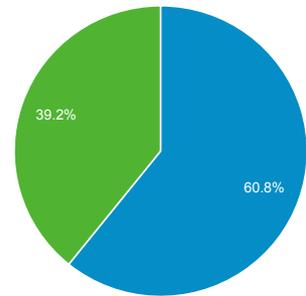
+ Add Segment

Overview



Sessions 139,962	Users 87,177	Pageviews 374,701
Pages / Session 2.68	Avg. Session Duration 00:02:51	Bounce Rate 52.37%
% New Sessions 60.71%		

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	128,733	91.98%
2. en-gb	1,733	1.24%
3. en	1,513	1.08%
4. es	666	0.48%
5. fr	611	0.44%
6. zh-cn	603	0.43%
7. ru	584	0.42%
8. ko	417	0.30%
9. es-es	371	0.27%
10. zh-tw	322	0.23%

Aug 10, 2012 - Aug 19, 2014

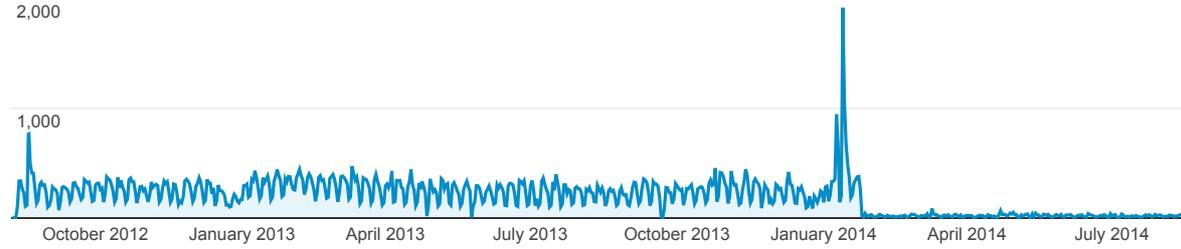
All Sessions
100.00%

+ Add Segment

Explorer

Summary

Sessions



User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	139,962 % of Total: 100.00% (139,962)	60.78% Site Avg: 60.71% (0.13%)	85,072 % of Total: 100.13% (84,964)	52.37% Site Avg: 52.37% (0.00%)	2.68 Site Avg: 2.68 (0.00%)	00:02:51 Site Avg: 00:02:51 (0.00%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. New Visitor	85,072 (60.78%)	100.00%	85,072(100.00%)	56.17%	2.42	00:02:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Returning Visitor	54,890 (39.22%)	0.00%	0 (0.00%)	46.47%	3.08	00:03:59	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 2 of 2

Aug 10, 2012 - Aug 19, 2014

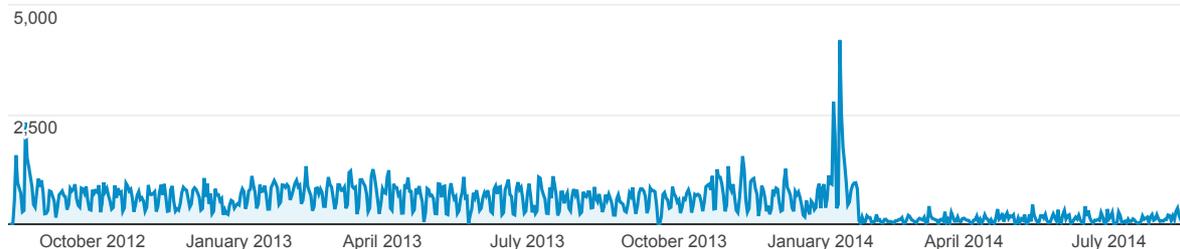
Pages

All Sessions
100.00%

+ Add Segment

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	374,701 % of Total: 100.00% (374,701)	250,355 % of Total: 100.00% (250,355)	00:01:42 Site Avg: 00:01:42 (0.00%)	139,880 % of Total: 100.00% (139,880)	52.37% Site Avg: 52.37% (0.00%)	37.33% Site Avg: 37.33% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /buildings/residential/residential_bookmark.html	31,960 (8.53%)	25,258 (10.09%)	00:01:10	24,322 (17.39%)	48.33%	46.60%	\$0.00 (0.00%)
2. /buildings/residential/index.html	25,785 (6.88%)	19,051 (7.61%)	00:02:24	15,792 (11.29%)	56.79%	54.21%	\$0.00 (0.00%)
3. /buildings/residential/ba_index.html	24,914 (6.65%)	19,066 (7.62%)	00:01:37	10,020 (7.16%)	44.88%	33.81%	\$0.00 (0.00%)
4. /buildings/residential/ch_index.html	22,337 (5.96%)	16,458 (6.57%)	00:02:18	13,315 (9.52%)	51.95%	45.48%	\$0.00 (0.00%)
5. /buildings/residential/hes_index.html	17,131 (4.57%)	13,077 (5.22%)	00:01:31	9,015 (6.44%)	45.18%	36.76%	\$0.00 (0.00%)
6. /buildings/residential/locator	15,368 (4.10%)	4,705 (1.88%)	00:00:23	4,168 (2.98%)	1.22%	13.37%	\$0.00 (0.00%)
7. /buildings/residential/ba_innovations.html	9,854 (2.63%)	5,499 (2.20%)	00:03:15	2,422 (1.73%)	58.05%	36.27%	\$0.00 (0.00%)
8. /buildings/residential/ch_guidelines.html	9,098 (2.43%)	5,346 (2.14%)	00:03:33	2,007 (1.43%)	55.68%	43.89%	\$0.00 (0.00%)
9. /buildings/residential/ba_climate_guidance.html	7,846 (2.09%)	5,343 (2.13%)	00:01:03	2,494 (1.78%)	35.89%	24.43%	\$0.00 (0.00%)
10. /buildings/residential/ba_guides_studies.html	7,623 (2.03%)	5,776 (2.31%)	00:01:01	1,942 (1.39%)	54.32%	28.61%	\$0.00 (0.00%)
11. /buildings/residential/ba_guides_studies_cold.html	5,993 (1.60%)	3,555 (1.42%)	00:03:16	839 (0.60%)	56.97%	39.25%	\$0.00 (0.00%)
12. /buildings/residential/my_account/	5,733 (1.53%)	1,146 (0.46%)	00:00:39	668 (0.48%)	3.14%	8.77%	\$0.00 (0.00%)
13. /buildings/residential/hes_partners.html	5,719 (1.53%)	4,468 (1.78%)	00:02:11	971 (0.69%)	69.99%	45.51%	\$0.00 (0.00%)
14. /buildings/residential/ba_solution_center.html	5,321 (1.42%)	4,292 (1.71%)	00:02:51	1,439 (1.03%)	69.15%	53.86%	\$0.00 (0.00%)
15. /buildings/residential/hes_get_involved.html	5,244 (1.40%)	3,621 (1.45%)	00:01:04	339 (0.24%)	38.35%	17.39%	\$0.00 (0.00%)
16. /buildings/residential/my_account	4,139 (1.10%)	747 (0.30%)	00:00:43	283 (0.20%)	1.05%	10.41%	\$0.00 (0.00%)
17. /buildings/residential/ba_research_tools.html	3,938 (1.05%)	3,063 (1.22%)	00:00:39	236 (0.17%)	38.72%	12.37%	\$0.00 (0.00%)
18. /buildings/residential/energystar.html	3,905 (1.04%)	3,162 (1.26%)	00:02:00	1,043 (0.75%)	62.18%	46.27%	\$0.00 (0.00%)
19. /buildings/residential/ba_guides_studies	3,777 (1.01%)	2,100 (0.84%)	00:02:50	1,207 (0.86%)	50.00%	10.00%	\$0.00 (0.00%)

19.	s_humid.html	3,786 (1.01%)	2,492 (1.00%)	00:03:53	1,297 (0.93%)	68.23%	48.68%	\$0.00 (0.00%)
20.	/buildings/residential/housing_innovation_awards.html	3,641 (0.97%)	2,124 (0.85%)	00:02:58	1,428 (1.02%)	57.00%	45.51%	\$0.00 (0.00%)
21.	/buildings/residential/locator/	3,621 (0.97%)	1,114 (0.44%)	00:00:16	709 (0.51%)	0.00%	7.54%	\$0.00 (0.00%)
22.	/buildings/residential/ba_research.html	3,578 (0.95%)	2,772 (1.11%)	00:01:55	569 (0.41%)	59.30%	30.74%	\$0.00 (0.00%)
23.	/buildings/residential/register/	3,568 (0.95%)	1,419 (0.57%)	00:01:33	1,091 (0.78%)	0.46%	24.55%	\$0.00 (0.00%)
24.	/buildings/residential/ba_meetings.html	3,325 (0.89%)	2,122 (0.85%)	00:01:28	818 (0.58%)	43.71%	25.23%	\$0.00 (0.00%)
25.	/buildings/residential/technical_update_mtg_spring2013.html	2,977 (0.79%)	1,981 (0.79%)	00:05:28	1,458 (1.04%)	62.88%	58.18%	\$0.00 (0.00%)
26.	/buildings/residential/ch_events.html	2,976 (0.79%)	1,960 (0.78%)	00:02:02	1,213 (0.87%)	49.38%	37.16%	\$0.00 (0.00%)
27.	/buildings/residential/m/residential_bookmark.html	2,899 (0.77%)	2,403 (0.96%)	00:00:55	2,342 (1.67%)	52.52%	50.74%	\$0.00 (0.00%)
28.	/buildings/residential/ba_guides_studies_mixed_humid.html	2,860 (0.76%)	1,934 (0.77%)	00:03:13	394 (0.28%)	59.34%	39.83%	\$0.00 (0.00%)
29.	/buildings/residential/	2,808 (0.75%)	2,314 (0.92%)	00:02:22	1,972 (1.41%)	66.38%	61.57%	\$0.00 (0.00%)
30.	/buildings/residential/ba_guides_studies_dry.html	2,758 (0.74%)	1,890 (0.75%)	00:03:05	980 (0.70%)	71.79%	48.19%	\$0.00 (0.00%)
31.	/buildings/residential/ch_partner.html	2,568 (0.69%)	1,672 (0.67%)	00:02:57	328 (0.23%)	50.00%	33.02%	\$0.00 (0.00%)
32.	/buildings/residential/bc_index.html	2,502 (0.67%)	1,882 (0.75%)	00:02:35	1,490 (1.07%)	61.50%	53.20%	\$0.00 (0.00%)
33.	/buildings/residential/hes_research.html	2,350 (0.63%)	1,656 (0.66%)	00:01:57	149 (0.11%)	55.70%	26.94%	\$0.00 (0.00%)
34.	/buildings/residential/hes_homeowner_info.html	2,274 (0.61%)	1,909 (0.76%)	00:01:26	1,067 (0.76%)	54.92%	40.63%	\$0.00 (0.00%)
35.	/buildings/residential/m/ch_index.html	1,985 (0.53%)	1,633 (0.65%)	00:01:39	1,353 (0.97%)	58.27%	52.39%	\$0.00 (0.00%)
36.	/buildings/residential/guidelines_professionals.html	1,967 (0.52%)	1,471 (0.59%)	00:01:48	116 (0.08%)	34.48%	27.81%	\$0.00 (0.00%)
37.	/buildings/residential/ba_research_teams.html	1,860 (0.50%)	1,451 (0.58%)	00:03:01	614 (0.44%)	64.01%	51.45%	\$0.00 (0.00%)
38.	/buildings/residential/ba_climate_zones.html	1,847 (0.49%)	1,476 (0.59%)	00:02:01	1,015 (0.73%)	61.91%	55.17%	\$0.00 (0.00%)
39.	/buildings/residential/hot_humid.html	1,790 (0.48%)	1,611 (0.64%)	00:03:58	1,444 (1.03%)	77.84%	73.74%	\$0.00 (0.00%)
40.	/buildings/residential/m/ba_index.html	1,743 (0.47%)	1,493 (0.60%)	00:01:13	811 (0.58%)	50.43%	37.64%	\$0.00 (0.00%)
41.	/buildings/residential/messages	1,738 (0.46%)	541 (0.22%)	00:00:53	158 (0.11%)	1.27%	15.71%	\$0.00 (0.00%)
42.	/buildings/residential/ba_house_simulation.html	1,710 (0.46%)	1,311 (0.52%)	00:02:42	724 (0.52%)	63.54%	46.84%	\$0.00 (0.00%)
43.	/buildings/residential/ba_beopt.html	1,676 (0.45%)	1,340 (0.54%)	00:03:14	520 (0.37%)	72.69%	49.58%	\$0.00 (0.00%)
44.	/buildings/residential/ba_analysis_spreadsheets.html	1,656 (0.44%)	1,397 (0.56%)	00:08:34	989 (0.71%)	66.70%	72.52%	\$0.00 (0.00%)
45.	/buildings/residential/m/index.html	1,613 (0.43%)	1,389 (0.55%)	00:01:43	1,318 (0.94%)	66.01%	63.73%	\$0.00 (0.00%)
46.	/buildings/residential/ba_science_education.html	1,574 (0.42%)	1,090 (0.44%)	00:02:29	384 (0.27%)	61.20%	39.77%	\$0.00 (0.00%)
47.	/buildings/residential/hvac.html	1,572 (0.42%)	1,356 (0.54%)	00:02:38	1,190 (0.85%)	84.62%	76.46%	\$0.00 (0.00%)
48.	/buildings/residential/save_energy.html	1,542 (0.41%)	1,183 (0.47%)	00:01:57	440 (0.31%)	68.18%	43.51%	\$0.00 (0.00%)
49.	/buildings/residential/ba_market_partnerships.html	1,528 (0.41%)	1,173 (0.47%)	00:01:36	92 (0.07%)	43.01%	19.63%	\$0.00 (0.00%)
50.	/buildings/residential/hes_assessors_info.html	1,490 (0.40%)	907 (0.36%)	00:02:22	62 (0.04%)	46.77%	29.53%	\$0.00 (0.00%)
51.	/buildings/residential/ch_resources.html	1,479 (0.39%)	841 (0.34%)	00:02:33	169 (0.12%)	47.93%	30.90%	\$0.00 (0.00%)
52.	/buildings/residential/register	1,464 (0.39%)	399 (0.16%)	00:01:02	84 (0.06%)	0.00%	10.45%	\$0.00 (0.00%)
53.	/buildings/residential/m/hes_index.html	1,388 (0.37%)	1,172 (0.47%)	00:01:16	801 (0.57%)	54.06%	44.31%	\$0.00 (0.00%)

54.	/buildings/residential/roofs.html	1,361 (0.36%)	1,191 (0.48%)	00:02:36	1,052 (0.75%)	85.36%	76.63%	\$0.00 (0.00%)
55.	/buildings/residential/cold.html	1,324 (0.35%)	1,180 (0.47%)	00:02:24	953 (0.68%)	80.06%	70.92%	\$0.00 (0.00%)
56.	/buildings/residential/hes_graphic.html	1,286 (0.34%)	1,107 (0.44%)	00:01:32	171 (0.12%)	75.44%	34.37%	\$0.00 (0.00%)
57.	/buildings/residential/ba_guides_studies_marine.html	1,213 (0.32%)	802 (0.32%)	00:02:57	172 (0.12%)	65.90%	40.15%	\$0.00 (0.00%)
58.	/buildings/residential/solar_decathlon.html	1,197 (0.32%)	1,027 (0.41%)	00:02:08	137 (0.10%)	61.31%	39.43%	\$0.00 (0.00%)
59.	/buildings/residential/partner.html	1,182 (0.32%)	926 (0.37%)	00:01:33	86 (0.06%)	45.35%	23.69%	\$0.00 (0.00%)
60.	/buildings/residential/climate_zones.html	1,175 (0.31%)	804 (0.32%)	00:00:51	596 (0.43%)	51.51%	43.49%	\$0.00 (0.00%)
61.	/buildings/residential/results	1,094 (0.29%)	273 (0.11%)	00:00:27	8 (0.01%)	12.50%	8.59%	\$0.00 (0.00%)
62.	/buildings/residential/insulation.html	1,084 (0.29%)	923 (0.37%)	00:02:44	649 (0.46%)	77.97%	63.38%	\$0.00 (0.00%)
63.	/buildings/residential/m/ba_guides_studies_cold.html	999 (0.27%)	749 (0.30%)	00:06:32	502 (0.36%)	66.40%	66.57%	\$0.00 (0.00%)
64.	/buildings/residential/technology_research.html	976 (0.26%)	831 (0.33%)	00:02:08	48 (0.03%)	51.02%	37.81%	\$0.00 (0.00%)
65.	/buildings/residential/ba_retrofits.html	921 (0.25%)	731 (0.29%)	00:02:15	150 (0.11%)	70.20%	38.44%	\$0.00 (0.00%)
66.	/buildings/residential/m/ch_guidelines.html	919 (0.25%)	643 (0.26%)	00:04:03	310 (0.22%)	64.63%	54.30%	\$0.00 (0.00%)
67.	/buildings/residential/foundations.html	892 (0.24%)	753 (0.30%)	00:01:45	555 (0.40%)	76.58%	62.67%	\$0.00 (0.00%)
68.	/buildings/residential/m/ba_innovations.html	888 (0.24%)	687 (0.27%)	00:04:42	395 (0.28%)	72.15%	60.70%	\$0.00 (0.00%)
69.	/buildings/residential/hes_past_webinars.html	835 (0.22%)	507 (0.20%)	00:03:02	67 (0.05%)	48.44%	28.86%	\$0.00 (0.00%)
70.	/buildings/residential/m/ba_climate_guidance.html	819 (0.22%)	669 (0.27%)	00:01:02	359 (0.26%)	47.08%	32.72%	\$0.00 (0.00%)
71.	/buildings/residential/m/ba_guides_studies_humid.html	795 (0.21%)	581 (0.23%)	00:03:45	437 (0.31%)	68.19%	64.28%	\$0.00 (0.00%)
72.	/buildings/residential/about.html	702 (0.19%)	551 (0.22%)	00:01:52	79 (0.06%)	50.63%	25.93%	\$0.00 (0.00%)
73.	/buildings/residential/events.html	685 (0.18%)	433 (0.17%)	00:01:49	57 (0.04%)	57.14%	24.67%	\$0.00 (0.00%)
74.	/buildings/residential/hes_faqs_partners.html	678 (0.18%)	602 (0.24%)	00:04:27	305 (0.22%)	80.33%	63.57%	\$0.00 (0.00%)
75.	/buildings/residential/walls.html	671 (0.18%)	590 (0.24%)	00:02:15	408 (0.29%)	84.07%	61.40%	\$0.00 (0.00%)
76.	/buildings/residential/hes_faqs.html	662 (0.18%)	493 (0.20%)	00:00:43	12 (0.01%)	25.00%	11.33%	\$0.00 (0.00%)
77.	/buildings/residential/hot_dry_mixed.html	659 (0.18%)	568 (0.23%)	00:02:41	410 (0.29%)	76.83%	60.55%	\$0.00 (0.00%)
78.	/buildings/residential/site_design.html	615 (0.16%)	489 (0.20%)	00:02:30	248 (0.18%)	72.98%	50.41%	\$0.00 (0.00%)
79.	/buildings/residential/m/hes_partners.html	597 (0.16%)	509 (0.20%)	00:02:21	223 (0.16%)	84.82%	59.30%	\$0.00 (0.00%)
80.	/buildings/residential/hes_calculation_method.html	585 (0.16%)	387 (0.15%)	00:01:54	46 (0.03%)	44.68%	26.84%	\$0.00 (0.00%)
81.	/buildings/residential/bc_guidelines.html	570 (0.15%)	339 (0.14%)	00:04:07	36 (0.03%)	48.65%	41.05%	\$0.00 (0.00%)
82.	/buildings/residential/activities.html	556 (0.15%)	435 (0.17%)	00:01:40	91 (0.07%)	59.34%	24.64%	\$0.00 (0.00%)
83.	/buildings/residential/m/ba_solution_center.html	530 (0.14%)	442 (0.18%)	00:02:17	129 (0.09%)	68.22%	52.83%	\$0.00 (0.00%)
84.	/buildings/residential/solar.html	526 (0.14%)	394 (0.16%)	00:02:17	323 (0.23%)	70.59%	62.17%	\$0.00 (0.00%)
85.	/buildings/residential/hes_orgs_info.html	519 (0.14%)	382 (0.15%)	00:00:55	16 (0.01%)	43.75%	13.68%	\$0.00 (0.00%)
86.	/buildings/residential/ba_webinar_archives.html	513 (0.14%)	384 (0.15%)	00:03:50	126 (0.09%)	59.52%	47.76%	\$0.00 (0.00%)
87.	/buildings/residential/ba_field_test.html	511 (0.14%)	414 (0.17%)	00:01:39	44 (0.03%)	75.00%	32.68%	\$0.00 (0.00%)

88.	/buildings/residential/ba_techupdate_2012.html	506 (0.14%)	259 (0.10%)	00:03:50	71 (0.05%)	54.93%	27.67%	\$0.00 (0.00%)
89.	/buildings/residential/results?org_state=all&organization_type=1&commitment=19&locator_facet_submit=See+Results	506 (0.14%)	18 (0.01%)	00:00:09	3 (0.00%)	0.00%	1.78%	\$0.00 (0.00%)
90.	/buildings/residential/geothermal.html	473 (0.13%)	342 (0.14%)	00:02:05	275 (0.20%)	72.00%	59.41%	\$0.00 (0.00%)
91.	/buildings/residential/m/ba_guides_studies.html	464 (0.12%)	331 (0.13%)	00:00:57	150 (0.11%)	42.67%	26.51%	\$0.00 (0.00%)
92.	/buildings/residential/wind.html	450 (0.12%)	315 (0.13%)	00:01:30	276 (0.20%)	61.96%	61.11%	\$0.00 (0.00%)
93.	/buildings/residential/ch_newsletter_subscribe.html	420 (0.11%)	281 (0.11%)	00:03:06	14 (0.01%)	35.71%	29.76%	\$0.00 (0.00%)
94.	/buildings/residential/hes_research_analyses_pubs.html	419 (0.11%)	277 (0.11%)	00:02:36	17 (0.01%)	47.06%	27.45%	\$0.00 (0.00%)
95.	/buildings/residential/m/hes_get_involved.html	419 (0.11%)	325 (0.13%)	00:00:54	53 (0.04%)	47.17%	23.87%	\$0.00 (0.00%)
96.	/buildings/residential/ba_strategic_plan.html	395 (0.11%)	276 (0.11%)	00:03:17	177 (0.13%)	62.15%	48.86%	\$0.00 (0.00%)
97.	/buildings/residential/marine.html	387 (0.10%)	352 (0.14%)	00:02:16	249 (0.18%)	89.16%	68.22%	\$0.00 (0.00%)
98.	/buildings/residential/m/ba_research.html	386 (0.10%)	335 (0.13%)	00:01:43	202 (0.14%)	84.16%	58.55%	\$0.00 (0.00%)
99.	/buildings/residential/results?org_state=all&organization_type=1&commitment=all&locator_facet_submit=See+Results	380 (0.10%)	91 (0.04%)	00:00:36	29 (0.02%)	0.00%	14.21%	\$0.00 (0.00%)
100.	/buildings/residential/m/hes_homeowner_info.html	375 (0.10%)	339 (0.14%)	00:00:56	271 (0.19%)	71.22%	61.60%	\$0.00 (0.00%)

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Aug 10, 2012 - Aug 19, 2014

Top Events

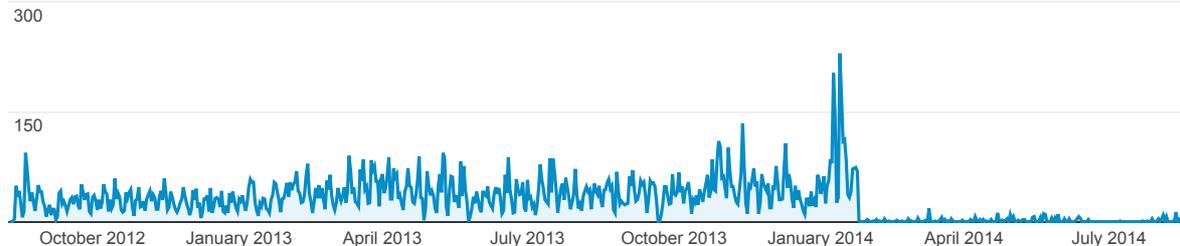
All Sessions
99.86%

+ Add Segment

Explorer

Event

Total Events



Event Category	Total Events	Unique Events	Event Value	Avg. Value
	21,187 % of Total: 100.00% (21,187)	14,510 % of Total: 99.86% (14,531)	0 % of Total: 0.00% (0)	0.00 Site Avg: 0.00 (0.00%)
1. pdf	10,970 (51.78%)	6,670 (45.97%)	0 (0.00%)	0.00
2. BTP Sidebar - residential	9,184 (43.35%)	7,083 (48.81%)	0 (0.00%)	0.00
3. zip	405 (1.91%)	299 (2.06%)	0 (0.00%)	0.00
4. jpg	208 (0.98%)	128 (0.88%)	0 (0.00%)	0.00
5. wmv	104 (0.49%)	85 (0.59%)	0 (0.00%)	0.00
6. xlsx	91 (0.43%)	81 (0.56%)	0 (0.00%)	0.00
7. docx	71 (0.34%)	61 (0.42%)	0 (0.00%)	0.00
8. BTP Sidebar - Corporate	68 (0.32%)	35 (0.24%)	0 (0.00%)	0.00
9. xls	54 (0.25%)	48 (0.33%)	0 (0.00%)	0.00
10. viewer	29 (0.14%)	17 (0.12%)	0 (0.00%)	0.00
11. AddThis	2 (0.01%)	2 (0.01%)	0 (0.00%)	0.00
12. mp4	1 (0.00%)	1 (0.01%)	0 (0.00%)	0.00

Rows 1 - 12 of 12

Aug 10, 2012 - Aug 19, 2014

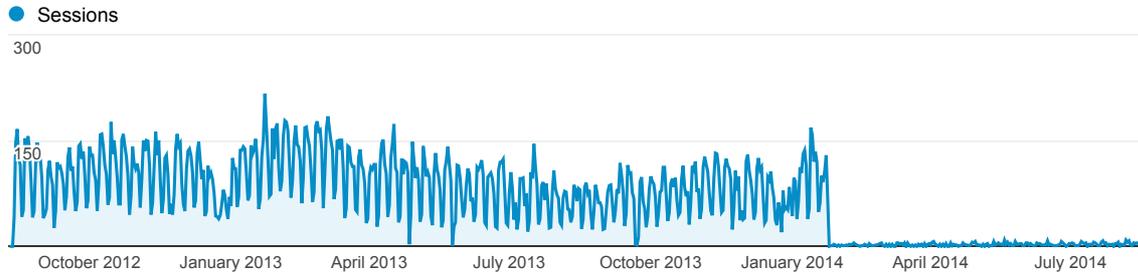
Organic Search Traffic

All Sessions
35.00%

+ Add Segment

Explorer

Summary



Keyword	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	48,986 % of Total: 35.00% (139,962)	55.66% Site Avg: 60.71% (-8.32%)	27,264 % of Total: 32.09% (84,964)	54.54% Site Avg: 52.37% (4.15%)	2.42 Site Avg: 2.68 (-9.61%)	00:02:48 Site Avg: 00:02:51 (-1.29%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. (not provided)	26,324 (53.74%)	51.27%	13,496 (49.50%)	51.45%	2.56	00:03:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. building america	1,174 (2.40%)	43.10%	506 (1.86%)	26.06%	3.83	00:03:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. doe challenge home	646 (1.32%)	30.96%	200 (0.73%)	33.90%	3.45	00:04:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. home energy score	311 (0.63%)	26.37%	82 (0.30%)	34.73%	3.24	00:04:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. challenge home	201 (0.41%)	22.89%	46 (0.17%)	33.33%	2.92	00:03:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. building america solution center	173 (0.35%)	24.86%	43 (0.16%)	64.16%	2.10	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. building america program	171 (0.35%)	35.67%	61 (0.22%)	32.75%	3.22	00:03:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. build america	134 (0.27%)	61.94%	83 (0.30%)	43.28%	3.07	00:02:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. doe home energy score	116 (0.24%)	39.66%	46 (0.17%)	31.90%	3.16	00:02:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. doe building america	100 (0.20%)	51.00%	51 (0.19%)	26.00%	3.72	00:04:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. buildingamerica.gov	92 (0.19%)	54.35%	50 (0.18%)	27.17%	3.97	00:04:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. builders challenge	87 (0.18%)	39.08%	34 (0.12%)	41.38%	2.55	00:03:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. doe builders challenge	87 (0.18%)	33.33%	29 (0.11%)	35.63%	3.38	00:05:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. building foundations	85 (0.17%)	96.47%	82 (0.30%)	82.35%	1.29	00:01:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. doe challenge home program	80 (0.16%)	51.25%	41 (0.15%)	38.75%	2.62	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. doe eere org chart	78 (0.16%)	1.28%	1 (0.00%)	76.92%	1.85	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. building america top innovations	74 (0.15%)	1.35%	1 (0.00%)	47.30%	2.11	00:05:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. climate zones usa	72 (0.15%)	91.67%	66 (0.24%)	62.50%	1.71	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
19. residential building	70 (0.14%)	90.00%	63 (0.23%)	90.00%	1.27	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
20. us map	68 (0.14%)	100.00%	68 (0.25%)	2.94%	2.29	00:00:17	0.00%	0 (0.00%)	\$0.00 (0.00%)

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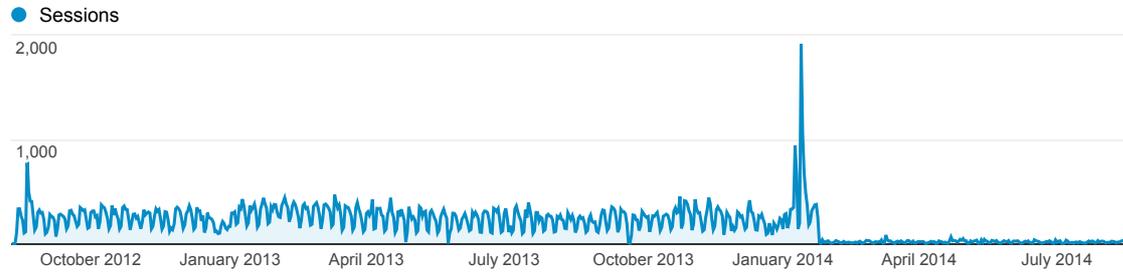
All Traffic

All Sessions
100.00%

+ Add Segment

Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	139,962 % of Total: 100.00% (139,962)	60.78% Site Avg: 60.71% (0.13%)	85,072 % of Total: 100.13% (84,964)	52.37% Site Avg: 52.37% (0.00%)	2.68 Site Avg: 2.68 (0.00%)	00:02:51 Site Avg: 00:02:51 (0.00%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	43,799 (31.29%)	55.25%	24,198 (28.44%)	54.41%	2.41	00:02:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. (direct) / (none)	22,431 (16.03%)	70.42%	15,796 (18.57%)	60.87%	2.24	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. energy.gov / referral	12,030 (8.60%)	71.66%	8,621 (10.13%)	40.49%	3.70	00:03:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. eere.energy.gov / referral	6,985 (4.99%)	59.83%	4,179 (4.91%)	50.05%	2.48	00:03:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. links.govdelivery.com / referral	4,368 (3.12%)	39.67%	1,733 (2.04%)	49.18%	2.60	00:03:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. www1.eere.energy.gov / referral	3,604 (2.57%)	54.66%	1,970 (2.32%)	0.42%	8.83	00:04:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Challenge+Home+redirect / redirect	3,291 (2.35%)	43.51%	1,432 (1.68%)	50.02%	2.47	00:03:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. bing / organic	2,902 (2.07%)	52.27%	1,517 (1.78%)	50.69%	2.72	00:03:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. apps1.eere.energy.gov / referral	2,199 (1.57%)	46.88%	1,031 (1.21%)	54.66%	2.28	00:02:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. BA+redirect / BTO redirect	2,165 (1.55%)	47.67%	1,032 (1.21%)	47.94%	3.23	00:05:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. HES+redirect / redirect	1,927 (1.38%)	48.05%	926 (1.09%)	45.77%	3.12	00:02:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. builditsolar.com / referral	1,487 (1.06%)	87.76%	1,305 (1.53%)	58.17%	2.23	00:01:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. yahoo / organic	1,399 (1.00%)	69.19%	968 (1.14%)	63.62%	2.15	00:02:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. search.nrel.gov / referral	1,247 (0.89%)	58.14%	725 (0.85%)	57.98%	2.20	00:03:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. cnsnews.com / referral	1,243 (0.89%)	95.90%	1,192 (1.40%)	59.29%	1.87	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. epa.gov / referral	1,025 (0.73%)	86.05%	882 (1.04%)	63.71%	1.82	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. google.com / referral	1,001 (0.72%)	90.31%	904 (1.06%)	49.85%	2.08	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. buildingscience.com / referral	945 (0.68%)	80.00%	756 (0.89%)	44.97%	2.93	00:02:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
19. basc.pnnl.gov / referral	834 (0.60%)	49.64%	414 (0.49%)	41.13%	2.69	00:02:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
20. treehugger.com / referral	756 (0.54%)	96.83%	732 (0.86%)	72.22%	1.72	00:00:57	0.00%	0 (0.00%)	\$0.00 (0.00%)

21.	www4.eere.energy.gov / referral	623 (0.45%)	14.77%	92 (0.11%)	40.93%	3.09	00:05:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	energytaxincentives.org / referral	615 (0.44%)	82.93%	510 (0.60%)	48.46%	2.58	00:02:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	www2.eere.energy.gov / referral	567 (0.41%)	3.17%	18 (0.02%)	34.04%	4.62	00:08:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	beopt.nrel.gov / referral	560 (0.40%)	51.43%	288 (0.34%)	47.50%	2.85	00:03:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	nrel.gov / referral	528 (0.38%)	51.89%	274 (0.32%)	45.83%	2.73	00:03:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
26.	homeenergyscore.lbl.gov / referral	497 (0.36%)	38.03%	189 (0.22%)	33.20%	3.42	00:04:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
27.	homeinnovation.com / referral	494 (0.35%)	55.47%	274 (0.32%)	55.26%	2.12	00:03:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
28.	solardecathlon.gov / referral	482 (0.34%)	75.52%	364 (0.43%)	53.53%	2.40	00:01:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
29.	en.wikipedia.org / referral	445 (0.32%)	71.69%	319 (0.37%)	57.30%	2.14	00:02:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
30.	BPD redirect / redirect	442 (0.32%)	23.98%	106 (0.12%)	56.11%	2.58	00:05:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
31.	passivehouse.us / referral	385 (0.28%)	60.52%	233 (0.27%)	62.60%	1.97	00:02:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
32.	tinyhousetalk.com / referral	382 (0.27%)	94.50%	361 (0.42%)	42.15%	2.07	00:01:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
33.	energycodes.gov / referral	359 (0.26%)	52.92%	190 (0.22%)	50.97%	2.47	00:02:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
34.	energystar.gov / referral	333 (0.24%)	72.97%	243 (0.29%)	48.35%	2.37	00:02:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
35.	affordablecomfort.org / referral	289 (0.21%)	33.22%	96 (0.11%)	66.44%	1.55	00:02:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
36.	homeenergypros.lbl.gov / referral	287 (0.21%)	66.55%	191 (0.22%)	51.57%	2.69	00:02:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
37.	greenbuildingadvisor.com / referral	281 (0.20%)	67.26%	189 (0.22%)	66.19%	1.87	00:01:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
38.	wbdg.org / referral	275 (0.20%)	70.55%	194 (0.23%)	42.18%	2.82	00:02:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
39.	BA+Research+Team+Update / email	255 (0.18%)	37.25%	95 (0.11%)	41.57%	2.57	00:03:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
40.	ask / organic	236 (0.17%)	48.31%	114 (0.13%)	44.49%	2.78	00:03:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
41.	nachi.org / referral	215 (0.15%)	55.81%	120 (0.14%)	59.07%	2.22	00:01:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
42.	HES+redirect / BTO redirect	196 (0.14%)	48.47%	95 (0.11%)	48.98%	2.66	00:04:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
43.	Challenge+Home+redirect / BTO redirect	192 (0.14%)	45.83%	88 (0.10%)	52.60%	2.03	00:02:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
44.	hgtvremodels.com / referral	185 (0.13%)	86.49%	160 (0.19%)	47.03%	2.58	00:02:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
45.	ibacos.com / referral	167 (0.12%)	74.25%	124 (0.15%)	50.30%	2.41	00:02:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
46.	nstar.com / referral	167 (0.12%)	92.22%	154 (0.18%)	59.88%	2.17	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
47.	toolbase.org / referral	149 (0.11%)	75.17%	112 (0.13%)	52.35%	2.70	00:03:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
48.	eere-intranet2.ee.doe.gov / referral	145 (0.10%)	1.38%	2 (0.00%)	24.83%	3.82	00:04:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
49.	m.cnsnews.com / referral	139 (0.10%)	89.21%	124 (0.15%)	77.70%	1.47	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
50.	aol / organic	132 (0.09%)	69.70%	92 (0.11%)	51.52%	3.19	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)

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Browser & OS

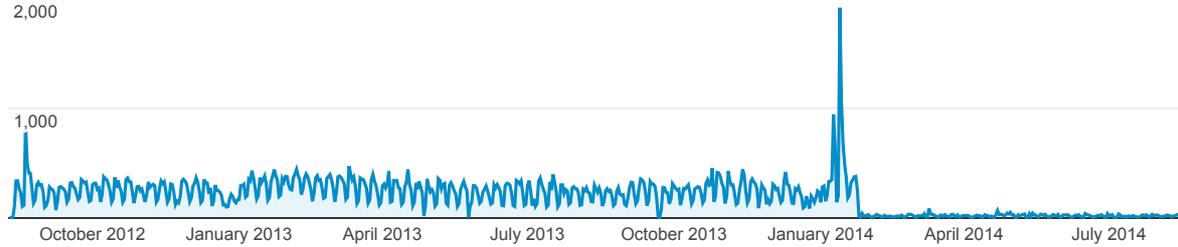
All Sessions
100.00%

+ Add Segment

Explorer

Summary

Sessions



Browser	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	139,962 <small>% of Total: 100.00% (139,962)</small>	60.78% <small>Site Avg: 60.71% (0.13%)</small>	85,072 <small>% of Total: 100.13% (84,964)</small>	52.37% <small>Site Avg: 52.37% (0.00%)</small>	2.68 <small>Site Avg: 2.68 (0.00%)</small>	00:02:51 <small>Site Avg: 00:02:51 (0.00%)</small>	0.00% <small>Site Avg: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Internet Explorer	48,561 (34.70%)	56.77%	27,570 (32.41%)	49.84%	2.81	00:03:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Chrome	40,882 (29.21%)	61.18%	25,013 (29.40%)	50.99%	2.85	00:03:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Firefox	26,263 (18.76%)	63.11%	16,574 (19.48%)	52.68%	2.59	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Safari	18,513 (13.23%)	62.89%	11,643 (13.69%)	57.47%	2.29	00:02:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Android Browser	1,810 (1.29%)	72.15%	1,306 (1.54%)	61.38%	1.95	00:01:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Mozilla Compatible Agent	735 (0.53%)	96.73%	711 (0.84%)	94.29%	1.12	00:00:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. IE with Chrome Frame	681 (0.49%)	46.99%	320 (0.38%)	47.87%	2.58	00:02:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Safari (in-app)	648 (0.46%)	88.27%	572 (0.67%)	62.35%	2.08	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Opera	618 (0.44%)	60.36%	373 (0.44%)	75.24%	1.49	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Mozilla	461 (0.33%)	66.16%	305 (0.36%)	47.29%	2.89	00:02:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. Opera Mini	340 (0.24%)	94.12%	320 (0.38%)	77.65%	1.34	00:01:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. Amazon Silk	160 (0.11%)	65.00%	104 (0.12%)	46.25%	3.01	00:02:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. BlackBerry	66 (0.05%)	83.33%	55 (0.06%)	57.58%	1.91	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. (not set)	34 (0.02%)	100.00%	34 (0.04%)	94.12%	1.06	<00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. S4O Ovi Browser	29 (0.02%)	100.00%	29 (0.03%)	82.76%	1.31	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. SeaMonkey	24 (0.02%)	75.00%	18 (0.02%)	66.67%	2.00	00:02:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. Maxthon	23 (0.02%)	82.61%	19 (0.02%)	65.22%	1.70	00:01:32	0.00%	0 (0.00%)	\$0.00 (0.00%)

18.	NetFront	16 (0.01%)	93.75%	15 (0.02%)	75.00%	1.25	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	RockMelt	15 (0.01%)	100.00%	15 (0.02%)	86.67%	1.20	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	YaBrowser	15 (0.01%)	86.67%	13 (0.02%)	73.33%	1.40	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	UC Browser	11 (0.01%)	100.00%	11 (0.01%)	81.82%	1.18	00:00:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	Camino	7 (0.01%)	100.00%	7 (0.01%)	42.86%	2.43	00:00:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	BlackBerry9700	5 (0.00%)	80.00%	4 (0.00%)	60.00%	1.40	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	Dolfin	5 (0.00%)	60.00%	3 (0.00%)	80.00%	1.20	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	Playstation 3	5 (0.00%)	100.00%	5 (0.01%)	60.00%	3.80	00:03:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
26.	Nokia Browser	4 (0.00%)	100.00%	4 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
27.	UCWEB	3 (0.00%)	100.00%	3 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
28.	BlackBerry8520	2 (0.00%)	50.00%	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
29.	JUC	2 (0.00%)	100.00%	2 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
30.	Netscape	2 (0.00%)	100.00%	2 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
31.	Nokia200	2 (0.00%)	100.00%	2 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
32.	Nokia305	2 (0.00%)	100.00%	2 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
33.	ZooShot 0.42	2 (0.00%)	100.00%	2 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
34.	Android	1 (0.00%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
35.	BlackBerry9550	1 (0.00%)	100.00%	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
36.	gt-s5233s	1 (0.00%)	100.00%	1 (0.00%)	0.00%	3.00	00:03:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
37.	Konqueror	1 (0.00%)	100.00%	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
38.	Nokia202	1 (0.00%)	100.00%	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
39.	Nokia2690	1 (0.00%)	100.00%	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
40.	Nokia2700c-2	1 (0.00%)	100.00%	1 (0.00%)	0.00%	4.00	00:12:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
41.	NokiaC2-03	1 (0.00%)	100.00%	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
42.	NokiaX2-02	1 (0.00%)	100.00%	1 (0.00%)	0.00%	3.00	00:03:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
43.	SAMSUNG-GT-C5212i	1 (0.00%)	100.00%	1 (0.00%)	0.00%	3.00	01:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
44.	SAMSUNG-GT-S3850	1 (0.00%)	100.00%	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
45.	sprd-SKK-A7	1 (0.00%)	100.00%	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
46.	sprd-TSM_T9i	1 (0.00%)	100.00%	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
47.	Uoi-Adzap-Agent	1 (0.00%)	100.00%	1 (0.00%)	0.00%	2.00	00:02:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
48.	Uzbl	1 (0.00%)	100.00%	1 (0.00%)	0.00%	2.00	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
49.	wp-iphone	1 (0.00%)	100.00%	1 (0.00%)	0.00%	2.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)