



Google Analytics OCLA Web App Report
2019 CALL – Edmonton May 26th – May 29th, 2019
Statistics: November 30, 2018 – April 31, 2019

Please find below a brief description of the Google Analytics terms:

- Users – the number of unique visitors.
- Sessions – how many visits to the site – one user can visit multiple times so this number will always be equal to or higher than Users.
- Bounce Rate – how many visitors leave the site without visiting a second page.
- Session Duration – how long an average visitor stays on the site.
- Device Category | Mobile Device Info - understanding the technology used by our audience to access our content. Examples: Desktop, Mobile, Tablet and then a breakdown re mobile devices.

There are three reports per month included in this report. The one report indicates the “Device Category” listing if the user accessed the site via Desktop, Mobile Device, or Tablet. The second report indicates the “Mobile Device Info” lists the types of mobile devices used to access the site. The third reports are the “Audience Overview”.

Attached reports dated:

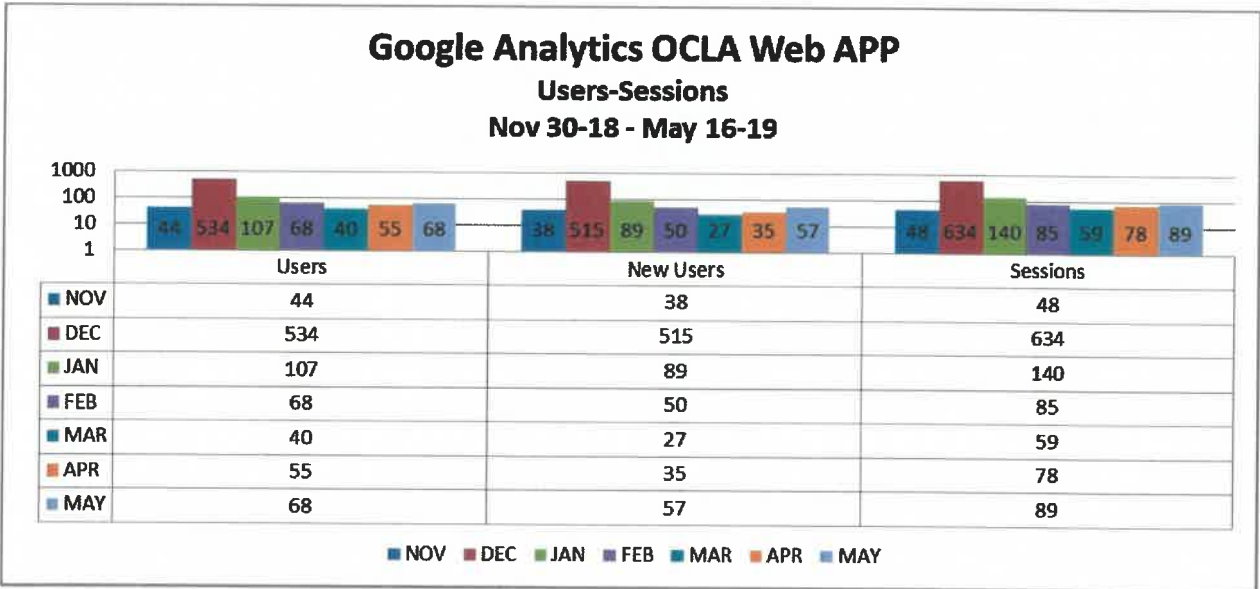
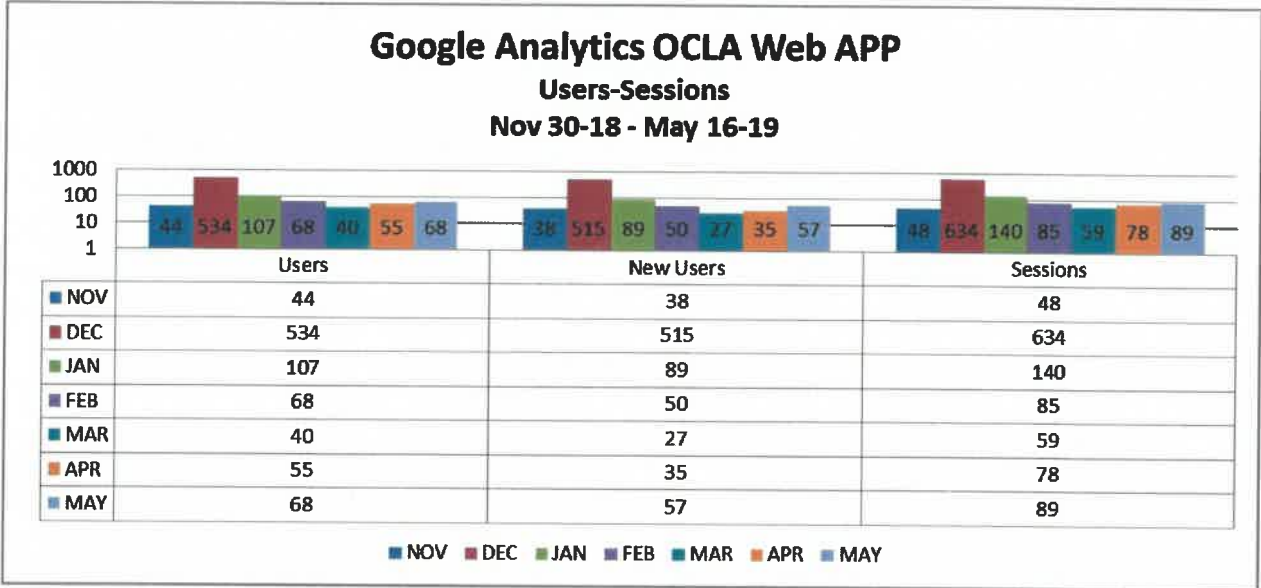
- November 30, 2018 (launch date)
- December 1 – 31, 2019
- January 1 – 31, 2019
- February 1 – February 28, 2019
- March 1 – March 31, 2019
- April 1 – April 30, 2019
- May 1 – May 16, 2019

Charts

Google Analytics - OCLA Web App								
	NOV	DEC	JAN	FEB	MAR	APR	MAY	AVG
Users	44	534	107	68	40	55	68	131
New Users	38	515	89	50	27	35	57	116
Sessions	48	634	140	85	59	78	89	162
AVGSD	:24	:30	:40	2:41	2:09	1:23	1:44	0.08
	NOV	DEC	JAN	FEB	MAR	APR	MAY	AVG
Mobile	21	191	33	26	17	25	56	53
Desktop	22	317	69	40	21	24	9	72
Tablet	1	26	5	2	2	6	3	6



Google Analytics OCLA Web App Report
2019 CALL – Edmonton May 26th – May 29th, 2019
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Respectfully submitted by Christiane (Chris) Wyskiel, Brant Law Association



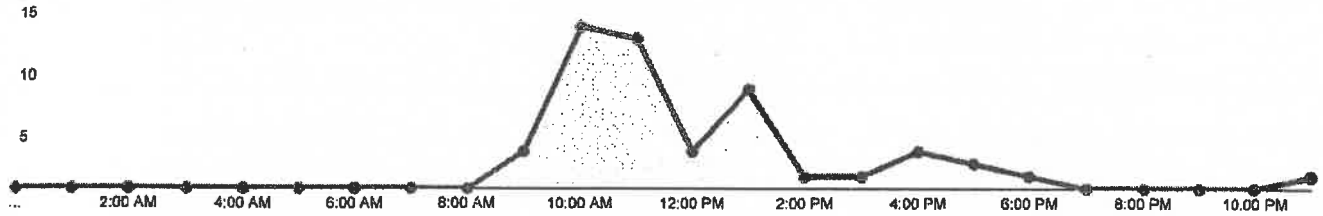
Audience Overview

Nov 30, 2018 - Nov 30, 2018

All Users
 100.00% Users

Overview

Users



Users

44



New Users

38



Sessions

48



Number of Sessions per User

1.09



Pageviews

76



Pages / Session

1.58



Avg. Session Duration

00:00:24

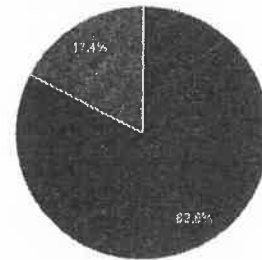


Bounce Rate

62.50%



■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	23	52.27%
2. en-ca	19	43.18%
3. en-gb	2	4.55%

Audience Overview

Jan 1, 2019 - Jan 31, 2019

All Users
100.00% Users

Overview

Users

150
100
50

Jan 1, 2019 - Jan 31, 2019

Users
107

New Users
89

Sessions
140

Number of Sessions per User
1.31

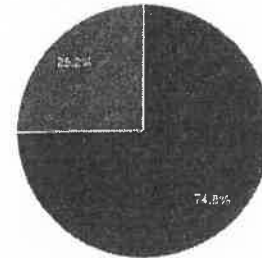
Pageviews
189

Pages / Session
1.35

Avg. Session Duration
00:00:40

Bounce Rate
77.14%

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	68	63.55%
2. en-ca	32	29.91%
3. en-gb	5	4.67%
4. en-au	1	0.93%
5. fr-fr	1	0.93%

Audience Overview

Mar 1, 2019 - Mar 31, 2019

All Users
100.00% Users

Overview

Users

40

20

Mar 1, 2019 - Mar 31, 2019

Users
40

New Users
27

Sessions
59

Number of Sessions per User
1.48

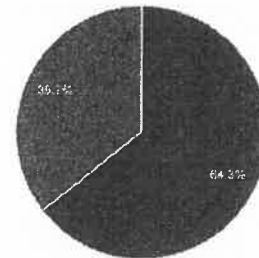
Pageviews
97

Pages / Session
1.64

Avg. Session Duration
00:02:09

Bounce Rate
66.10%

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	22	55.00%
2. en-ca	17	42.50%
3. en-gb	1	2.50%



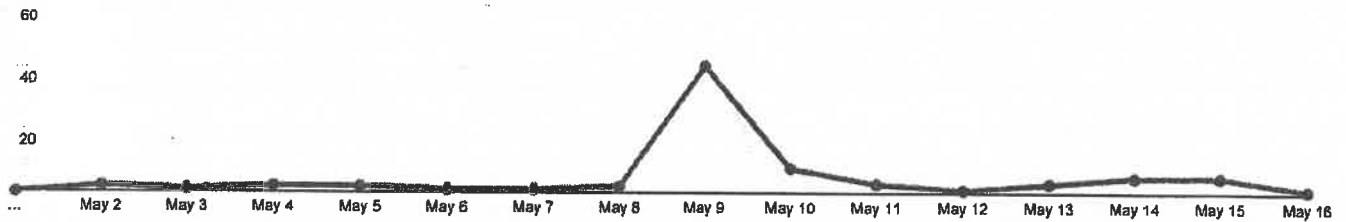
Audience Overview

All Users
 100.00% Users

May 1, 2019 - May 16, 2019

Overview

Users



Users

68



New Users

57



Sessions

89



Number of Sessions per User

1.31



Pageviews

150



Pages / Session

1.69



Avg. Session Duration

00:01:44

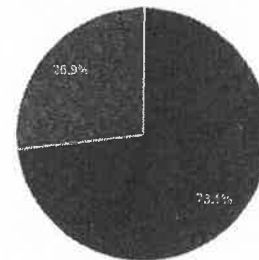


Bounce Rate

60.67%



New Visitor Returning Visitor



Language

Language	Users	% Users
1. en-ca	44	64.71%
2. en-us	16	23.53%
3. en-gb	6	8.82%
4. de-ch	1	1.47%
5. es-419	1	1.47%

Overview

Nov 30, 2018 - Nov 30, 2018

All Users
100.00% Users

Explorer

Summary

Users

60
40
20

Friday, November 30, 2018

Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	44 % of Total: 100.00% (44)	38 % of Total: 100.00% (38)	48 % of Total: 100.00% (48)	62.50% Avg for View: 62.50% (0.00%)	1.58 Avg for View: 1.58 (0.00%)	00:00:24 Avg for View: 00:00:24 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	22 (50.00%)	18 (47.37%)	23 (47.92%)	69.57%	1.52	00:00:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	21 (47.73%)	19 (50.00%)	24 (50.00%)	54.17%	1.67	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	1 (2.27%)	1 (2.68%)	1 (2.08%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

Overview

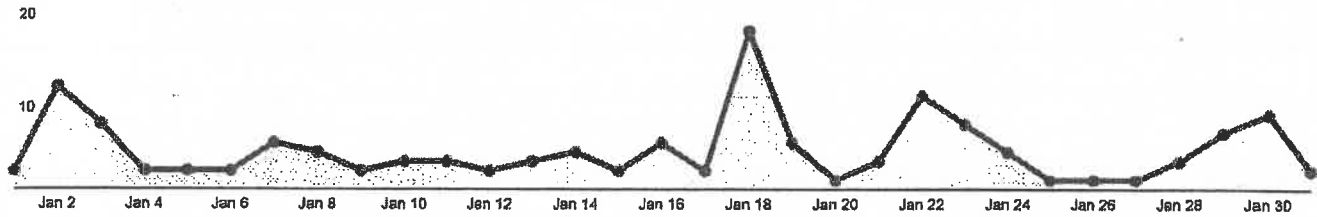
Jan 1, 2019 - Jan 31, 2019

All Users
100.00% Users

Explorer

Summary

Users



Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	107 % of Total: 100.00% (107)	89 % of Total: 100.00% (89)	140 % of Total: 100.00% (140)	77.14% Avg for View: 77.14% (0.00%)	1.35 Avg for View: 1.35 (0.00%)	00:00:40 Avg for View: 00:00:40 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	69 (64.49%)	64 (71.91%)	76 (54.29%)	77.63%	1.28	00:00:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	33 (30.84%)	23 (25.84%)	58 (41.43%)	77.59%	1.43	00:01:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	5 (4.67%)	2 (2.25%)	6 (4.29%)	66.67%	1.50	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3



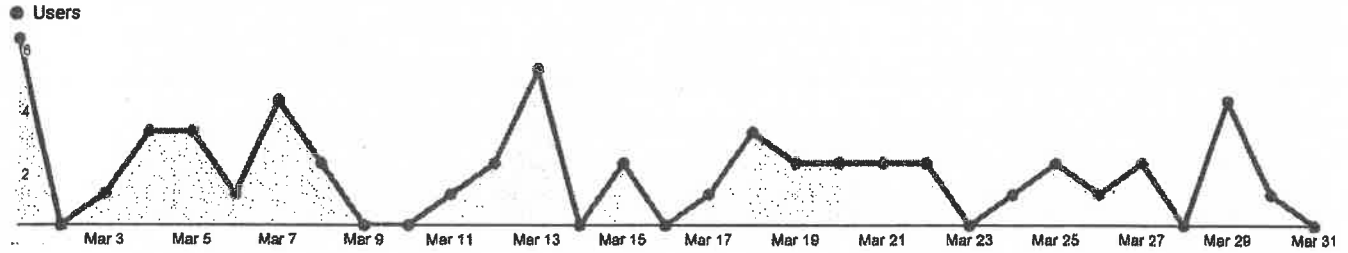
Overview

Mar 1, 2019 - Mar 31, 2019

All Users
100.00% Users

Explorer

Summary



Device Category	Acquisition		Behavior			Conversions			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	40 % of Total: 100.00% (40)	27 % of Total: 100.00% (27)	59 % of Total: 100.00% (59)	66.10% Avg for View: 66.10% (0.00%)	1.64 Avg for View: 1.64 (0.00%)	00:02:09 Avg for View: 00:02:09 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	21 (52.50%)	19 (70.37%)	27 (45.76%)	70.37%	1.63	00:01:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	17 (42.50%)	7 (25.93%)	30 (50.85%)	60.00%	1.70	00:02:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	2 (5.00%)	1 (3.70%)	2 (3.39%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3



Overview

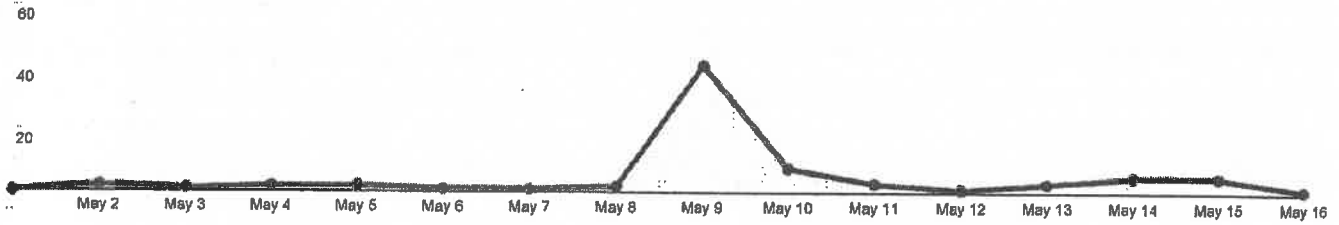
All Users
 100.00% Users

May 1, 2019 - May 16, 2019

Explorer

Summary


● **Users**



Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	68 % of Total: 100.00% (68)	57 % of Total: 100.00% (57)	89 % of Total: 100.00% (89)	60.67% Avg for View: 60.67% (0.00%)	1.69 Avg for View: 1.69 (0.00%)	00:01:44 Avg for View: 00:01:44 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. mobile	56 (82.35%)	47 (82.46%)	76 (85.39%)	57.89%	1.72	00:01:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. desktop	9 (13.24%)	8 (14.04%)	9 (10.11%)	88.89%	1.22	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	3 (4.41%)	2 (3.51%)	4 (4.49%)	50.00%	2.00	00:01:34	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

Devices

 All Users
50.00% Users

Nov 30, 2018 - Nov 30, 2018

Explorer

Summary

● Users

30
20
10

Friday, November 30, 2018

Mobile Device Info	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	22 % of Total: 50.00% (44)	20 % of Total: 52.63% (38)	25 % of Total: 52.08% (48)	56.00% Avg for View: 62.50% (-10.40%)	1.64 Avg for View: 1.58 (3.58%)	00:00:34 Avg for View: 00:00:24 (42.99%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Apple iPhone	16 (72.73%)	15 (75.00%)	19 (76.00%)	47.37%	1.79	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Apple iPod	1 (4.55%)	1 (5.00%)	1 (4.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Microsoft Windows RT Tablet	1 (4.55%)	1 (5.00%)	1 (4.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Samsung SM-A520W Galaxy A5 (2017)	1 (4.55%)	0 (0.00%)	1 (4.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Samsung SM-G935W8 Galaxy S7 Edge	1 (4.55%)	1 (5.00%)	1 (4.00%)	0.00%	2.00	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Samsung SM-G965W Galaxy S9+	1 (4.55%)	1 (5.00%)	1 (4.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Samsung SM-N950W Galaxy Note8	1 (4.55%)	1 (5.00%)	1 (4.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 7 of 7

2018.12 OCLA APP Mobile

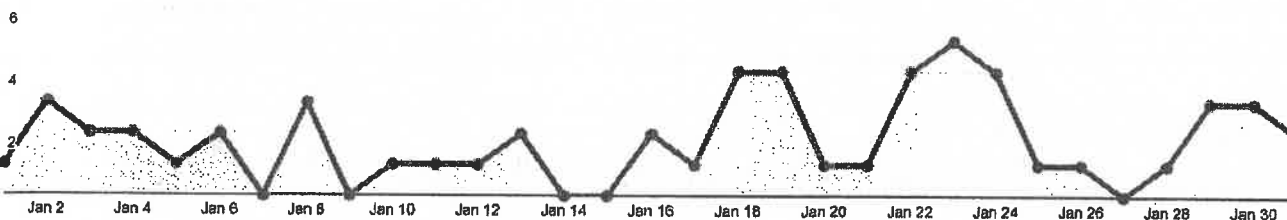
All Users
35.51% Users

Jan 1, 2019 - Jan 31, 2019

Explorer

Summary

Users



Mobile Device Info	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	38 % of Total: 35.51% (107)	25 % of Total: 28.09% (89)	64 % of Total: 45.71% (140)	76.56% Avg for View: 77.14% (-0.75%)	1.44 Avg for View: 1.35 (6.48%)	00:01:00 Avg for View: 00:00:40 (50.22%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Apple iPhone	25 (65.79%)	18 (72.00%)	49 (76.56%)	73.47%	1.51	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Apple iPad	3 (7.89%)	1 (4.00%)	3 (4.69%)	66.67%	1.33	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Samsung SM-G950W Galaxy S8	2 (5.26%)	1 (4.00%)	2 (3.12%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. (not set)	1 (2.63%)	1 (4.00%)	1 (1.56%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Acer B1-730 Iconia One 7	1 (2.63%)	1 (4.00%)	2 (3.12%)	50.00%	2.00	00:02:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Apple iPhone 6s	1 (2.63%)	1 (4.00%)	1 (1.56%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. BlackBerry BBB100-1 Keyone	1 (2.63%)	0 (0.00%)	1 (1.56%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Google Pixel 3	1 (2.63%)	1 (4.00%)	1 (1.56%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Google Pixel XL	1 (2.63%)	1 (4.00%)	1 (1.56%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Samsung SM-A520W Galaxy A5 (2017)	1 (2.63%)	0 (0.00%)	2 (3.12%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 11

2018.12.OCLA APP Mobile

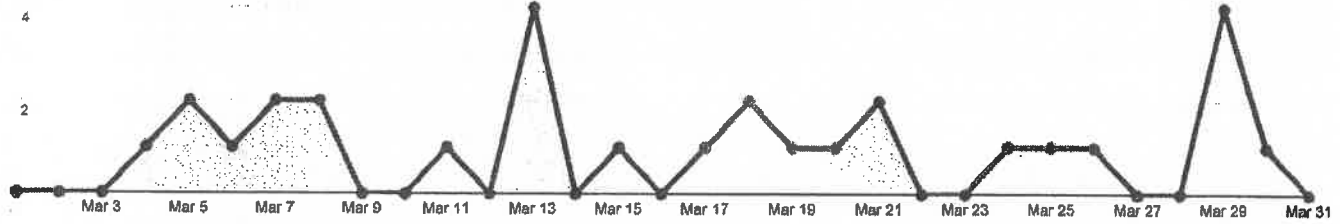
All Users
47.50% Users

Mar 1, 2019 - Mar 31, 2019

Explorer

Summary

● Users



Mobile Device Info	Acquisition		Behavior			Conversions			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	19 % of Total: 47.50% (40)	8 % of Total: 29.63% (27)	32 % of Total: 54.24% (59)	62.50% Avg for View: 66.10% (-5.45%)	1.66 Avg for View: 1.64 (0.74%)	00:02:25 Avg for View: 00:02:09 (12.34%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Apple iPhone	15 (78.95%)	7 (87.50%)	24 (75.00%)	58.33%	1.79	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Apple iPad	2 (10.53%)	1 (12.50%)	2 (6.25%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. LG H831 G5	1 (5.26%)	0 (0.00%)	4 (12.50%)	75.00%	1.25	00:06:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Samsung SM-A520W Galaxy A5 (2017)	1 (5.26%)	0 (0.00%)	2 (6.25%)	50.00%	1.50	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 4 of 4



Devices

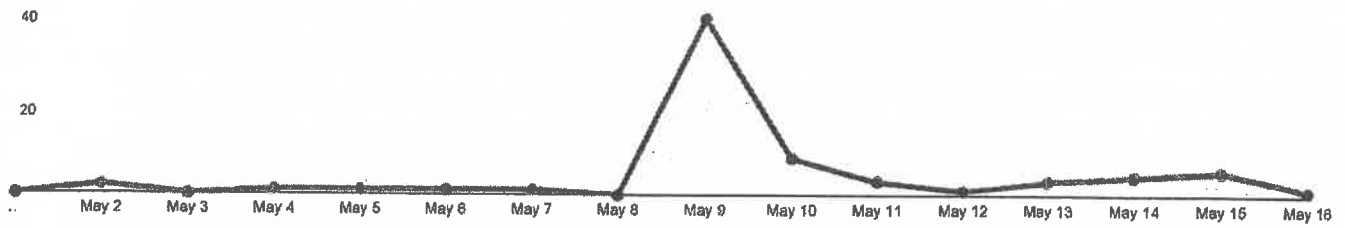
All Users
86.76% Users

May 1, 2019 - May 16, 2019

Explorer

Summary

● Users



Mobile Device Info	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	59 % of Total: 86.76% (68)	49 % of Total: 85.96% (57)	80 % of Total: 89.89% (89)	57.50% Avg for View: 60.67% (-5.23%)	1.74 Avg for View: 1.69 (3.09%)	00:01:53 Avg for View: 00:01:44 (9.01%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (0.00)
1. Apple iPhone	34 (57.63%)	28 (57.14%)	39 (48.75%)	53.85%	1.69	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Apple iPad	3 (5.08%)	2 (4.08%)	4 (5.00%)	50.00%	2.00	00:01:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Samsung SM-G950W Galaxy S8	3 (5.08%)	3 (6.12%)	5 (6.25%)	40.00%	2.00	00:06:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. BlackBerry BBB100-1 Keyone	2 (3.39%)	2 (4.08%)	2 (2.50%)	0.00%	3.00	00:03:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. LG H933 V30	2 (3.39%)	2 (4.08%)	3 (3.75%)	33.33%	2.33	00:11:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. BlackBerry BBD100-2 Blackberry Motton	1 (1.69%)	1 (2.04%)	2 (2.50%)	50.00%	1.50	00:00:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. BlackBerry STH100-1 DTEK050	1 (1.69%)	1 (2.04%)	1 (1.25%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. BlackBerry STV100-3 Priv	1 (1.69%)	1 (2.04%)	1 (1.25%)	0.00%	3.00	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. BlackBerry Z10	1 (1.69%)	0 (0.00%)	1 (1.25%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Google Pixel 2	1 (1.69%)	1 (2.04%)	1 (1.25%)	0.00%	4.00	00:04:25	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 20