

Digital Marketing Report

**Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.*

45,190	18,821	15,568	82.72%	17,407	15,084	17,664
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
1.08		92:48:46				
SESSIONS PER USER		TOTAL USER ENGAGEMENT				

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

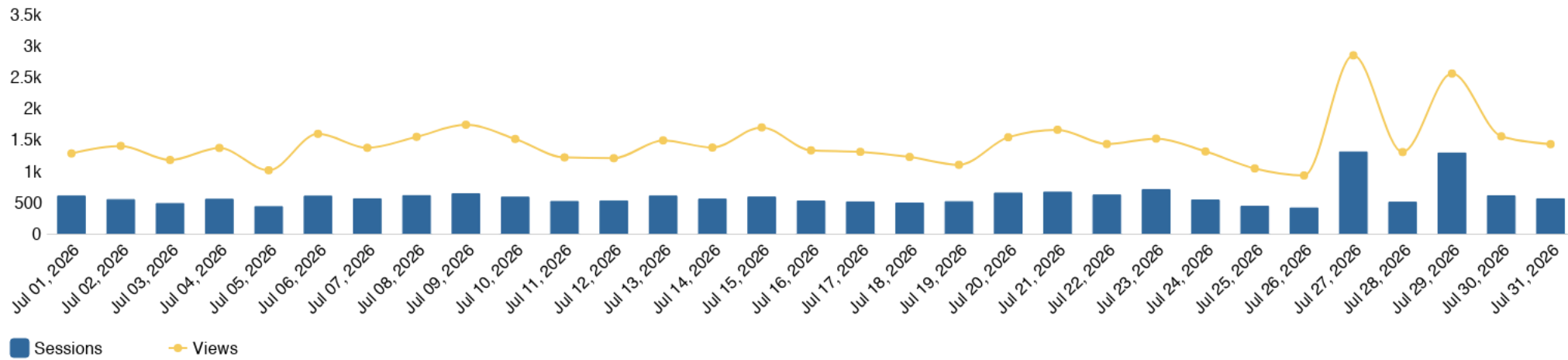
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

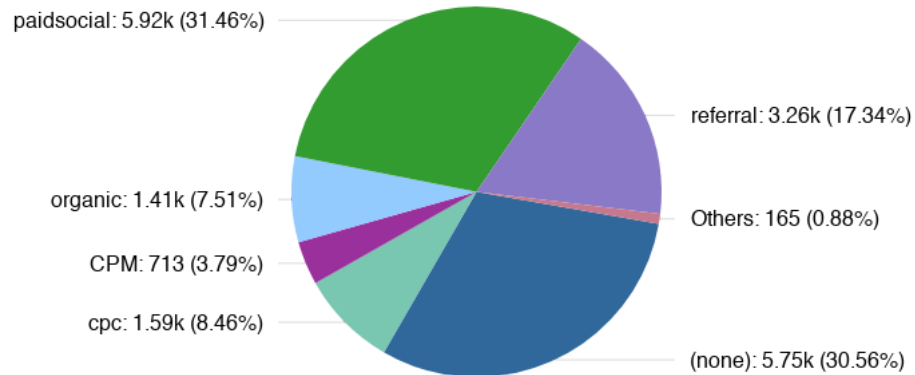
Google Analytics 4 Performance by Day



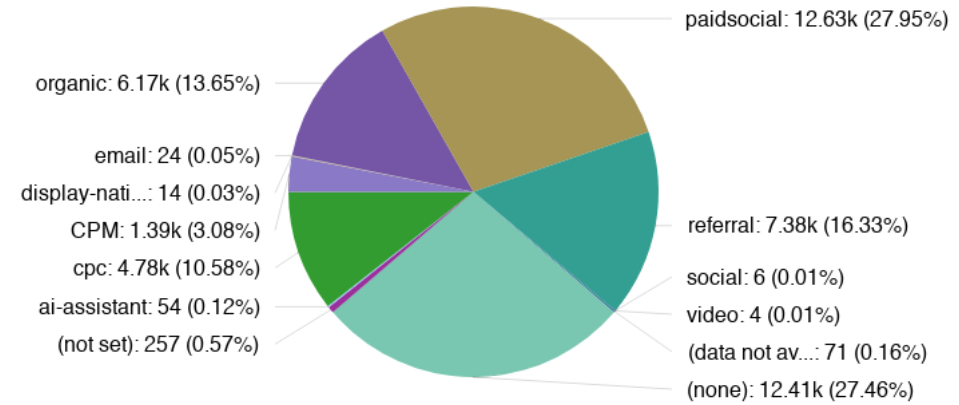
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	18,821	45,190	92:48:46	2.40	82.72%
Cape Light Compact	18,821	45,190	92:48:46	2.40	82.72%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

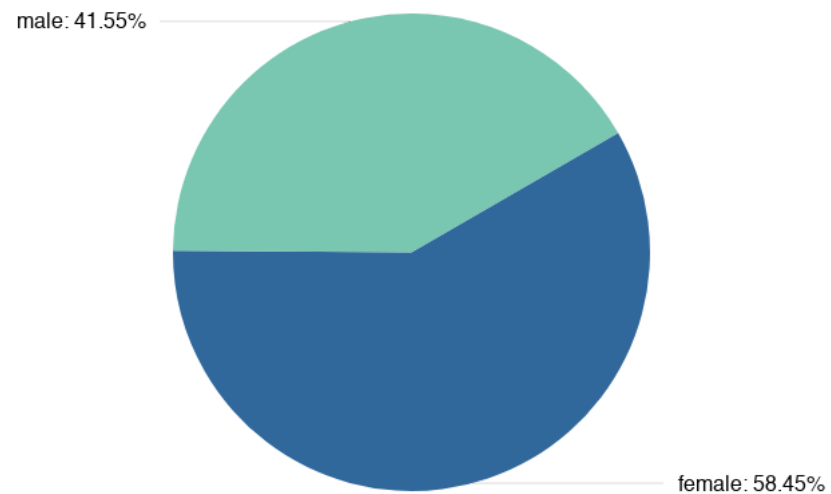


Grid contains more rows, but they have been clipped.

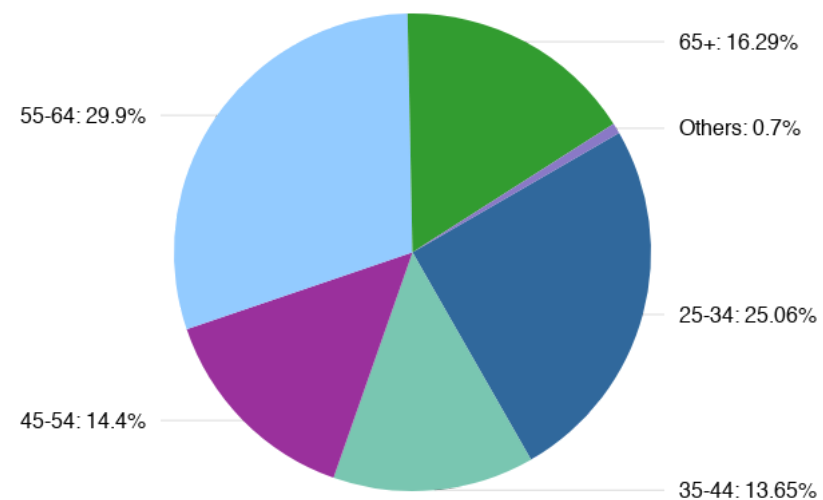
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	91,870
page_view	45,190
session_start	18,831
first_visit	15,084
user_engagement	7,877
scroll	2,471
click	972
file_download	597
appliance_rebate_click	260
lawn_equipment_rebate_click	189
view_search_results	136
home_energy_assessment_outbound_click	116
heat_pump_rebate_click	72

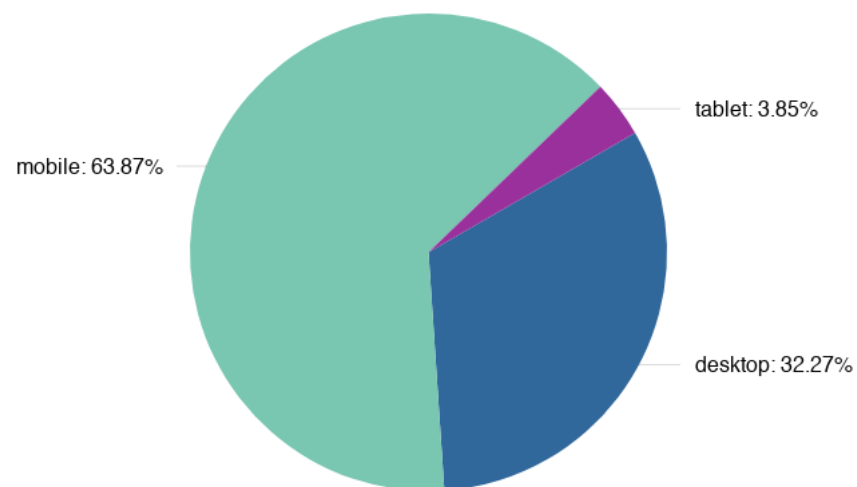
Google Analytics 4 Engaged Sessions by Gender



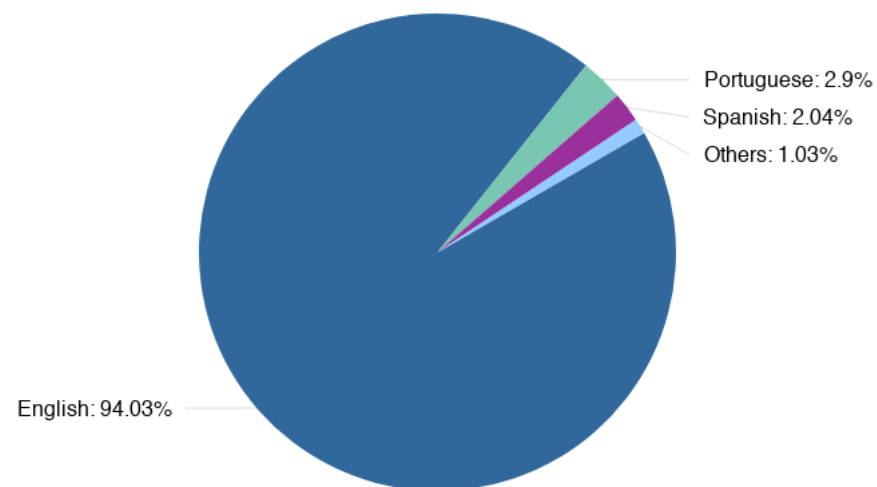
Google Analytics 4 Engaged Sessions by Age



Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	18,915	45,190	15,650	82.74%	92:48:46
Safari	9,041	20,591	8,102	89.61%	30:16:55
Chrome	8,148	19,120	6,105	74.93%	45:28:35
Edge	545	2,517	426	78.17%	13:10:41
Android Webview	541	1,363	480	88.72%	01:17:31
Safari (in-app)	279	537	220	78.85%	00:28:50

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	19,307
/	4,441
/program/home-energy-assessments/	3,086
/program/insulation/	2,362
/program/appliances/	1,230
/program/appliances/lawn-equipment/	813
/OnlineApp/	654
/electricity-supply/	415
/page/5/	390
/program/overview-rates/	386
/news-and-resources/request-for-proposals-rfp/	288

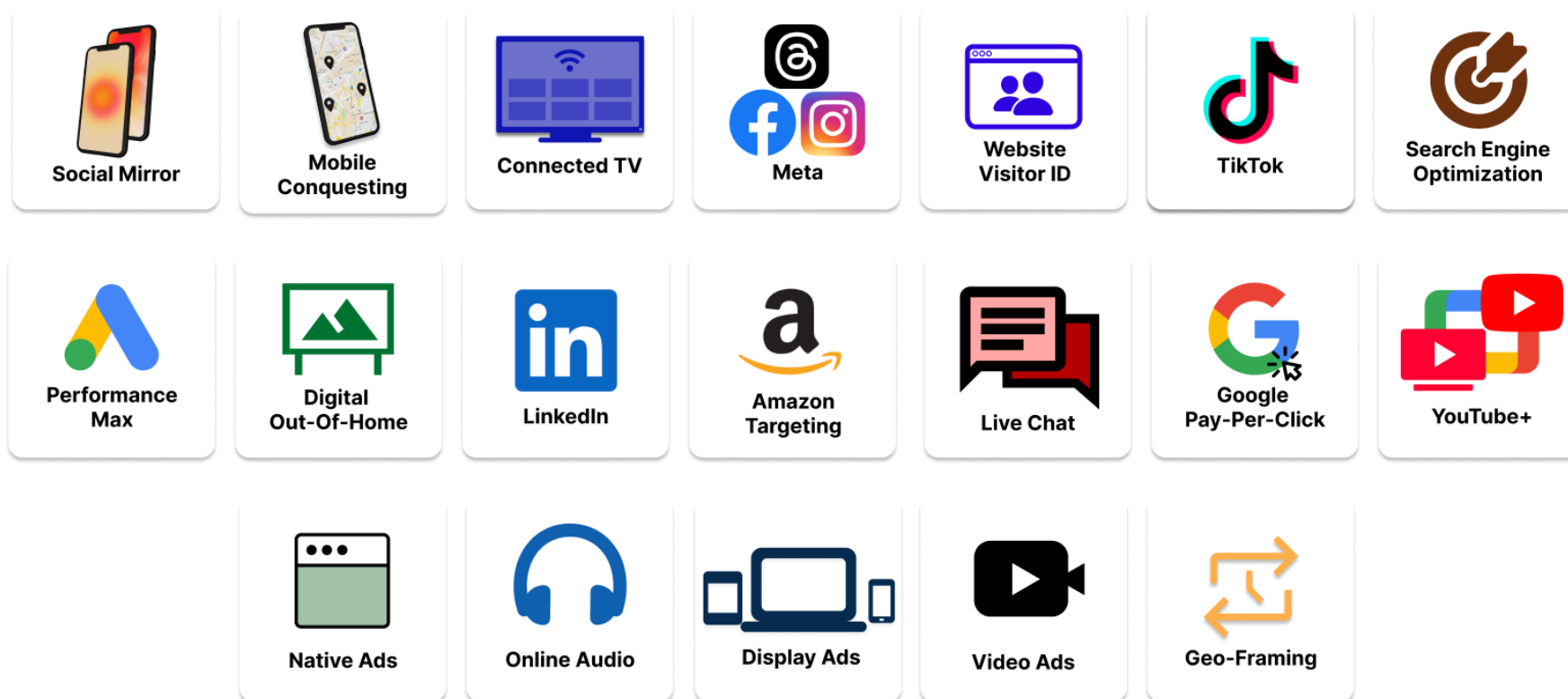
Google Analytics 4 Performance by Interest

Interests	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	44	140	35	79.55%	0:21:22
News & Politics/Avid News Readers	44	140	35	79.55%	00:21:22

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		19,146	45,190	15,875	82.92%	92:48:46
Singapore	(not set)	2,864	4,474	1,612	56.28%	00:16:25
Barnstable	Massachusetts	1,765	4,415	1,571	89.01%	09:02:55
Boston	Massachusetts	1,752	4,262	1,539	87.84%	07:03:48
Falmouth	Massachusetts	991	3,022	882	89.00%	09:35:50
Yarmouth	Massachusetts	815	1,816	706	86.63%	02:56:49
Dennis	Massachusetts	723	1,883	656	90.73%	03:32:46
Mashpee	Massachusetts	572	1,485	511	89.34%	01:49:38
Sandwich	Massachusetts	431	1,028	396	91.88%	01:29:13
Harwich	Massachusetts	395	934	355	89.87%	00:53:37
Brewster	Massachusetts	328	806	298	90.85%	01:18:06
New Bedford	Massachusetts	328	761	294	89.63%	00:39:23
Bourne	Massachusetts	292	704	258	88.36%	01:56:11
Eastham	Massachusetts	270	638	248	91.85%	01:03:12
Nantucket	Massachusetts	268	628	242	90.30%	01:19:53
Oak Bluffs	Massachusetts	247	568	223	90.28%	00:54:30

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.