

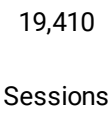
Jul 1, 2022 - Jul 31, 2022

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All Users

100.00% Sessions

■ desktop ■ mobile ■ tablet



What pages are people visiting the most?

Page Title	Pageviews	Unique Pageviews
LEAF Marketing Channel Browser - LEAF Commercial Capital, Inc.	21,404	8,189
LEAF Commercial Capital, Inc. - LEAF Commercial Capital, Inc.	12,421	4,522
Grow Your Business - LEAF Commercial Capital, Inc.	4,881	2,304
About Us - LEAF Commercial Capital, Inc.	1,356	548
LEAF Online Credit Application	938	508
Local Businesses - LEAF Commercial Capital, Inc.	922	393
Careers - LEAF Commercial Capital, Inc.	844	367
Growth from Government Spending – LEAF Resources	741	588
Equipment Financing - LEAF Commercial Capital, Inc.	719	305
LEAF Email Preference Center	585	556











People are looking for these pages and not finding them.

Page	Unique Pageviews
/peoples- united- bank- leaf- commercial- capital- inc- fortified- succ- ess/	20
/corporate-blog	18
/holiday-2022/	10
/jlgfinancial/___	6
/externalws/ApplicationServices/v5	3
/"/https://www.leafnow.com	2
/2007-Email-Preferences-Page-Administration-Services.html	2
/4-ways-to-sell-more-with-financing/	2
/404/	2
/blog/author/leaf/	2

Demographics Interests

Affinity Category (reach)	Sessions	% New Sessions
Lifestyles & Hobbies/Business Professionals	4,168	30.09%
Beauty & Wellness/Frequently Visits Salons	3,551	31.34%
Banking & Finance/Avid Investors	3,460	32.72%

Which landing pages does the user start on?

Landing Page		Sessions	Bounce Rate
/growth-from-government-spending/		500	54.20%
/marketing-channel-browser/		340	0.00%
/growyourbusiness2112/		296	0.34%
/local-businesses/		105	0.00%
/		34	2.94%
/blog/end-lifecycle-marketing-can-yield-sales-boom/		29	62.07%
/jlgfinancial/		27	0.00%
/dealers/		23	0.00%
/blog/the-as-a-service-readiness-checklist/		21	66.67%
/blog/restoring-sales-back-to-work-marketing/		12	58.33%

What are the SLOWEST pages on my website?

Page Title	Avg. Page Load Time (sec)
People's United Bank & LEAF Commercial Capital, Inc. – Fortified for Success – LEAF Resources	19.53
Dealers - LEAF Commercial Capital, Inc.	16.09
Ideas & Insights – LEAF Resources	10.48
Grow Your Business - LEAF Commercial Capital, Inc.	7.58
CDW Training Resources Landing Page	7.45
Growth from Government Spending – LEAF Resources	6.87
LEAF Marketing Channel Browser - LEAF Commercial Capital, Inc.	6.72
LEAF Commercial Capital, Inc. - LEAF Commercial Capital, Inc.	6.57
2022 Outlook: Where CIOs Use Financing for Tomorrow's Technology – LEAF Resources	6.40
Equipment Financing - LEAF Commercial Capital, Inc.	6.13

Which UTM Campaigns Drove Traffic?

Campaign	Sessions
SBFG-2201-NU-SBFG 2022 Emails.	582
acuity	306
LDS-2201-NU-LDS	164
logo_click	117
LDS-2201-NU-LDS 2022 Emails.	102
VAR-2201-NU-VAR End Users 2022 Emails.	43
SBFG-2201-NU-SBFG	31
JLG-2201-NU-JLG 2022 Monthly Rate Card Email.July 2022 Rate Cards	19
VAR-2201-NU-VAR Core 2022 Emails.	17
domain_click	14

Searches and Bounce Rate by Keyword

Keyword	Organic Searches	Bounce Rate
LEAF Commercial capital	1	0.00%
leaf po box 5066 hartford ct	1	0.00%
LEAF US leasing and financing company	1	0.00%

Sports & Fitness/Sports Fans	3,281	28.86%
Food & Dining/Cooking Enthusiasts/30 Minute Chefs	3,184	30.24%
News & Politics/Avid News Readers	2,920	32.95%
Food & Dining/Fast Food Cravers	2,846	28.46%
Lifestyles & Hobbies/Pet Lovers	2,626	26.31%
Shoppers/Value Shoppers	2,590	39.15%
Lifestyles & Hobbies/Shutterbugs	2,586	32.99%

var technology finance as leaf	1	100.00%
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