

Site Usage

941 Visits

59.19% Bounce Rate

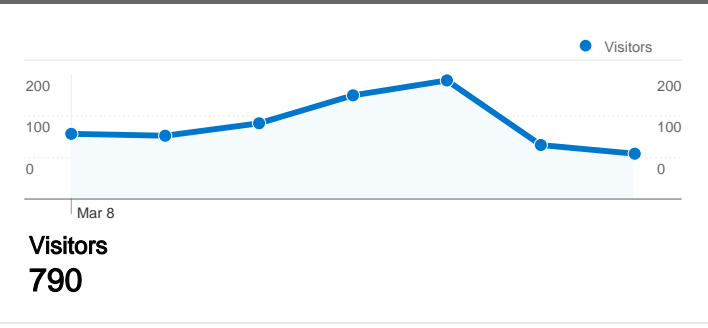
2,268 Pageviews

00:02:24 Avg. Time on Site

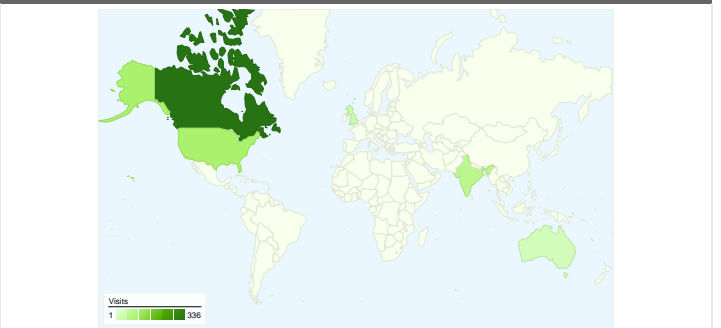
2.41 Pages/Visit

77.47% % New Visits

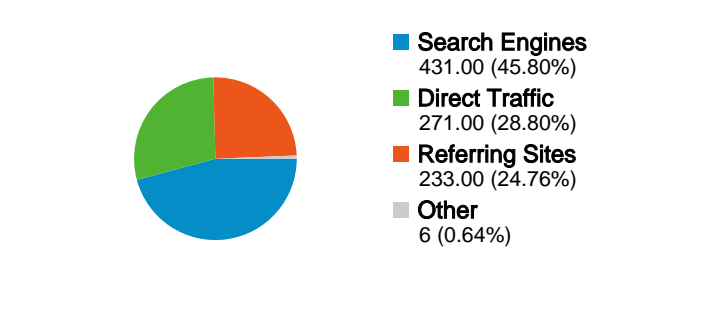
Visitors Overview



Map Overlay



Traffic Sources Overview

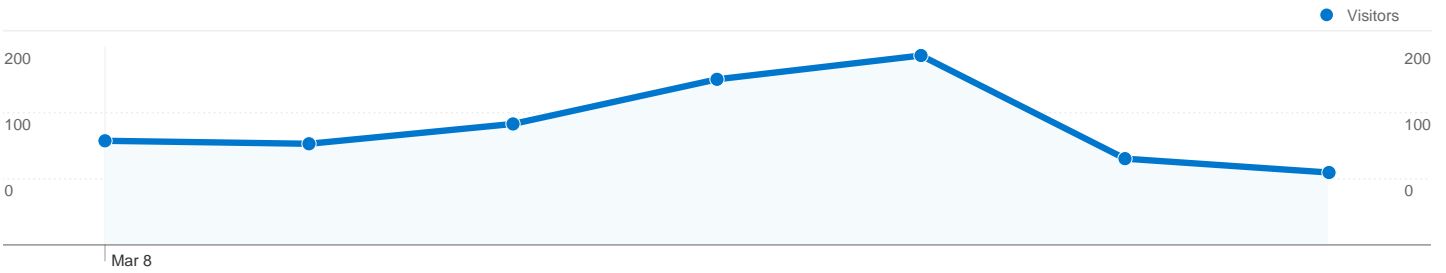


Content Overview

| Pages | Pageviews | % Pageviews |
|----------------------------|-----------|-------------|
| /content/towards-a-global- | 447 | 19.71% |
| / | 356 | 15.70% |
| /content/about-hi | 144 | 6.35% |
| /content/contact-us | 83 | 3.66% |
| /content/institutions | 64 | 2.82% |

Campaigns

| Campaign | Visits | % visits |
|--------------------------|--------|----------|
| 3400acc2a5-eletter100308 | 6 | 100.00% |



790 people visited this site

941 Visits

790 Absolute Unique Visitors

2,268 Pageviews

2.41 Average Pageviews

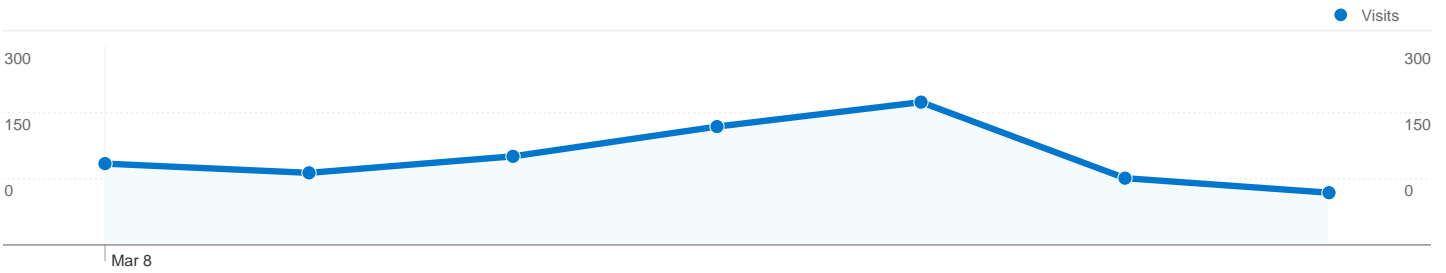
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77.47% New Visits

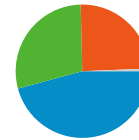
Technical Profile

| Browser | Visits | % visits | Connection Speed | Visits | % visits |
|-------------------|--------|----------|------------------|--------|----------|
| Internet Explorer | 471 | 50.05% | Unknown | 371 | 39.43% |
| Firefox | 310 | 32.94% | DSL | 219 | 23.27% |
| Safari | 73 | 7.76% | Cable | 171 | 18.17% |
| Chrome | 54 | 5.74% | T1 | 145 | 15.41% |
| Opera | 19 | 2.02% | Dialup | 34 | 3.61% |



All traffic sources sent a total of 941 visits

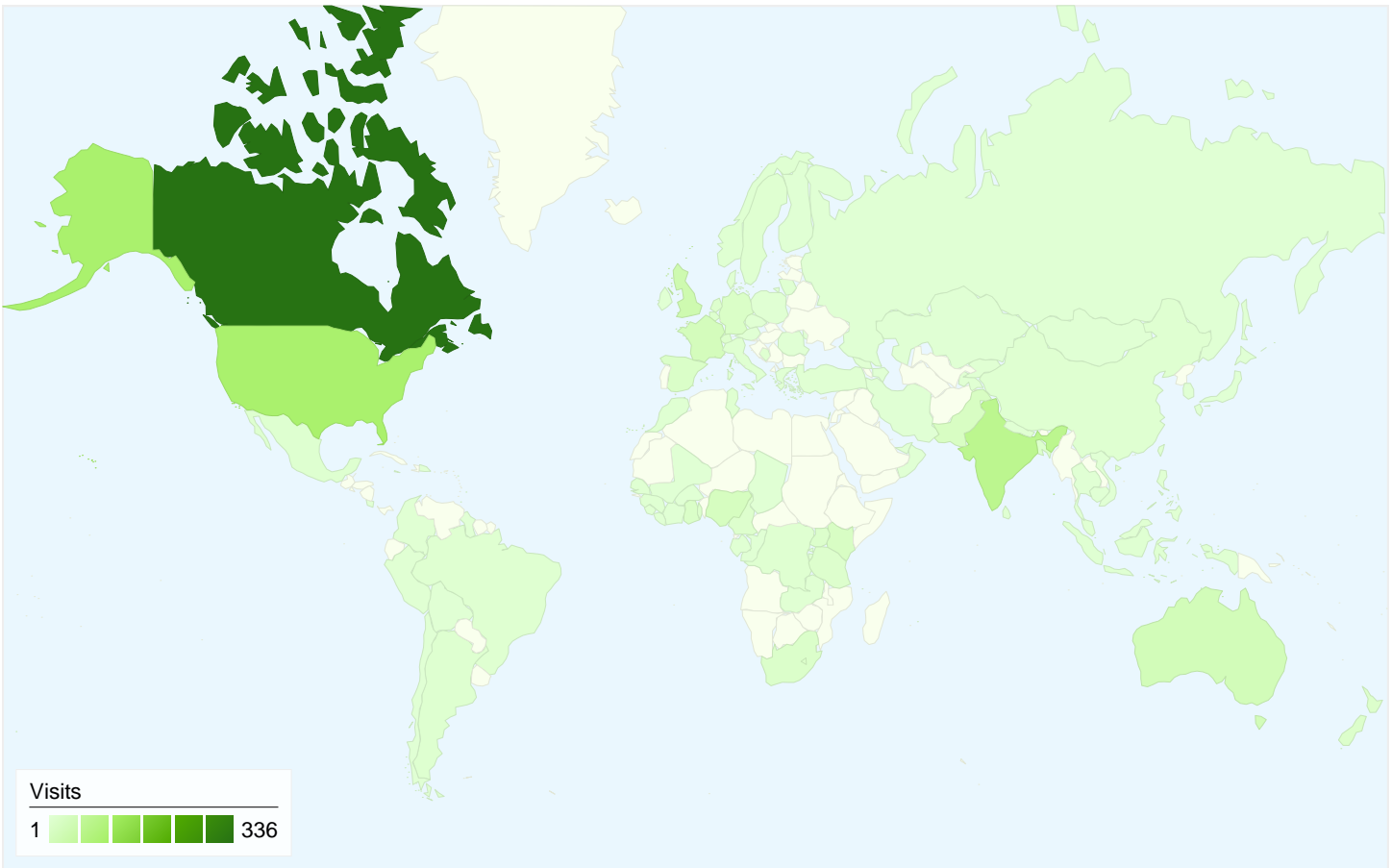
-  28.80% Direct Traffic
-  24.76% Referring Sites
-  45.80% Search Engines



- Search Engines
431.00 (45.80%)
- Direct Traffic
271.00 (28.80%)
- Referring Sites
233.00 (24.76%)
- Other
6 (0.64%)

Top Traffic Sources

| Sources | Visits | % visits | Keywords | Visits | % visits |
|----------------------------------|--------|----------|------------------------------|--------|----------|
| google (organic) | 419 | 44.53% | halifax initiative | 57 | 13.23% |
| (direct) ((none)) | 271 | 28.80% | halifax initiative coalition | 14 | 3.25% |
| halifaxinitiative.org (referral) | 11 | 1.17% | halifax initiatibve | 13 | 3.02% |
| commondreams.org (referral) | 8 | 0.85% | define:trade finance | 9 | 2.09% |
| facebook.com (referral) | 7 | 0.74% | the halifax initiative | 9 | 2.09% |

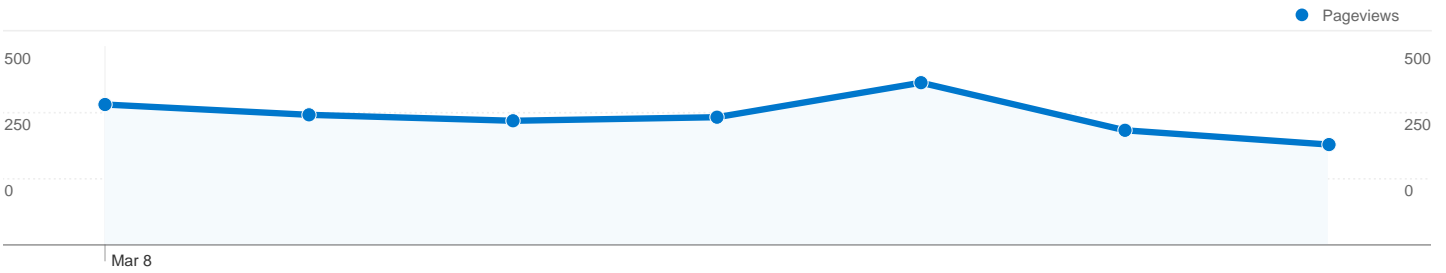


941 visits came from 98 countries/territories

Site Usage

| Country/Territory | Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate |
|-----------------------|------------|-------------|-------------------|--------------|-------------|
| Canada | 336 | 3.27 | 00:03:11 | 64.58% | 48.21% |
| United States | 104 | 2.07 | 00:01:12 | 90.38% | 68.27% |
| India | 70 | 1.59 | 00:01:29 | 75.71% | 65.71% |
| United Kingdom | 37 | 1.84 | 00:02:01 | 70.27% | 64.86% |
| Australia | 28 | 1.32 | 00:00:09 | 64.29% | 75.00% |
| France | 25 | 1.08 | 00:00:11 | 100.00% | 96.00% |
| Nigeria | 21 | 2.10 | 00:03:51 | 95.24% | 47.62% |
| Pakistan | 18 | 2.44 | 00:02:37 | 94.44% | 50.00% |
| Kenya | 17 | 1.82 | 00:04:32 | 64.71% | 70.59% |

| | | | | | |
|--------------|----|------|----------|--------|--------|
| Germany | 14 | 3.00 | 00:01:12 | 78.57% | 50.00% |
| 1 - 10 of 98 | | | | | |



Pages on this site were viewed a total of 2,268 times

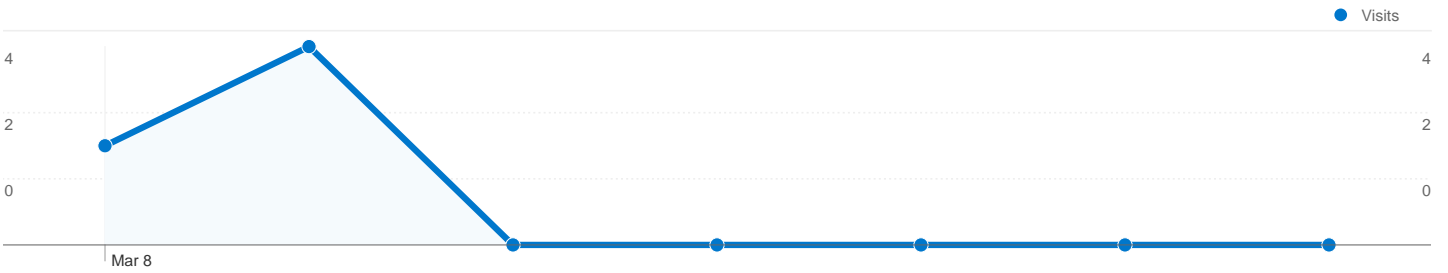
2,268 Pageviews

1,650 Unique Views

59.19% Bounce Rate

Top Content

| Pages | Pageviews | % Pageviews |
|---|-----------|-------------|
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Campaign traffic sent 6 visits via 1 campaigns

Site Usage

| Visits 6 % of Site Total: 0.64% | Pages/Visit 2.67 Site Avg: 2.41 (10.64%) | Avg. Time on Site 00:03:58 Site Avg: 00:02:24 (64.85%) | % New Visits 83.33% Site Avg: 77.47% (7.57%) | Bounce Rate 50.00% Site Avg: 59.19% (-15.53%) | |
|--|---|---|---|--|-------------|
| Campaign | Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate |
| 3400acc2a5-eletter100308 | 6 | 2.67 | 00:03:58 | 83.33% | 50.00% |