

## Frequency & Recency

% of visits: 100.00%

### Performance

Count of Visits

Visits  
**5,794**  
% of Total: 100.00% (5,794)

Pageviews  
**54,328**  
% of Total: 100.00% (54,328)

| Count of Visits | Visits | Pageviews | Percentage of total |           |
|-----------------|--------|-----------|---------------------|-----------|
|                 |        |           | Visits              | Pageviews |
| 1               | 2,865  | 20,923    | 49.45%              | 38.51%    |
| 2               | 503    | 6,280     | 8.68%               | 11.56%    |
| 3               | 241    | 4,243     | 4.16%               | 7.81%     |
| 4               | 153    | 2,871     | 2.64%               | 5.28%     |
| 5               | 117    | 1,827     | 2.02%               | 3.36%     |
| 6               | 91     | 2,166     | 1.57%               | 3.99%     |
| 7               | 74     | 1,633     | 1.28%               | 3.01%     |
| 8               | 56     | 1,394     | 0.97%               | 2.57%     |
| 9-14            | 244    | 4,029     | 4.21%               | 7.42%     |
| 15-25           | 204    | 3,472     | 3.52%               | 6.39%     |
| 26-50           | 155    | 3,115     | 2.68%               | 5.73%     |
| 51-100          | 226    | 612       | 3.90%               | 1.13%     |
| 101-200         | 223    | 539       | 3.85%               | 0.99%     |
| 201+            | 642    | 1,224     | 11.08%              | 2.25%     |