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ANALYTICS EDUCATION

- 1 [Introduction to Audience Analysis](#)
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Use this section to understand your audience characteristics.

The Audience reports provide insight into

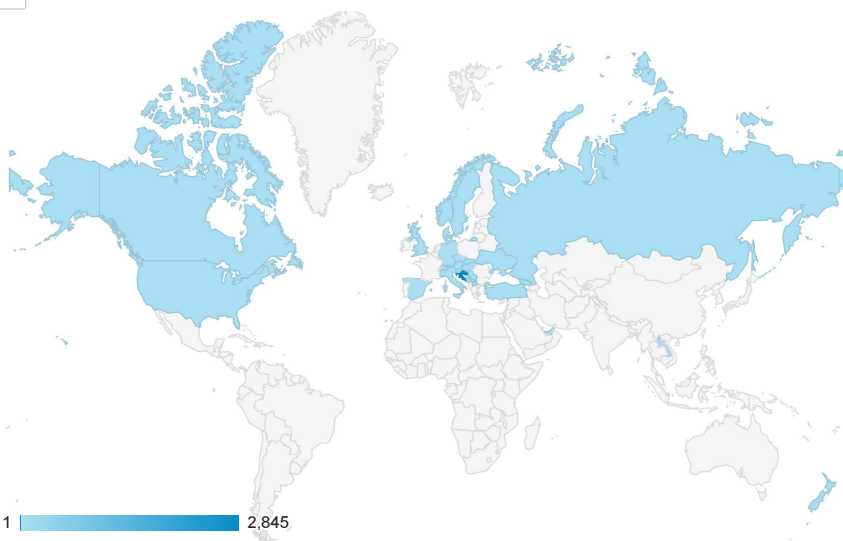
- the demographics of your audiences. Go to **Audience > Demographics**.
- your mix of new and return users and the

All Visits 100.00%

Map Overlay Explorer

Summary Site Usage Ecommerce

Visits



Primary Dimension: Country / Territory City Continent Sub Continent Region

Secondary dimension

advanced

Country / Territory	Acquisition			Behavior			Conve
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Co Conve Rate
	3,172	41.11%	1,304	44.64%	2.66	00:02:05	0.0
	<small>% of Total: 100.00% (3,172)</small>	<small>Site Avg: 41.08% (0.08%)</small>	<small>% of Total: 100.08% (1,303)</small>	<small>Site Avg: 44.64% (0.00%)</small>	<small>Site Avg: 2.66 (0.00%)</small>	<small>Site Avg: 00:02:05 (0.00%)</small>	<small>Site (0)</small>
1. Croatia	2,845	35.92%	1,022	41.93%	2.75	00:02:10	0
2. Bosnia and Herzegovina	162	89.51%	145	67.28%	1.72	00:01:19	0
3. Serbia	59	91.53%	54	74.58%	1.69	00:00:33	0
4. Montenegro	12	83.33%	10	75.00%	1.92	00:03:02	0

http://www.smb.hr - http://www.smb.hr www.smb.hr		Acquisition		Reports	Behavior	Customization		Conversion
Country / Territory	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	
	3,172 <small>% of Total: 100.00% (3,172)</small>	41.11% <small>Site Avg: 41.08% (0.08%)</small>	1,304 <small>% of Total: 100.08% (1,303)</small>	44.64% <small>Site Avg: 44.64% (0.00%)</small>	2.66 <small>Site Avg: 2.66 (0.00%)</small>	00:02:05 <small>Site Avg: 00:02:05 (0.00%)</small>	0.00% <small>Site Avg: 0.00% (0.00%)</small>	
5. (not set)	11	63.64%	7	63.64%	1.45	00:00:48	0.00%	
6. Slovenia	10	70.00%	7	60.00%	1.60	00:00:15	0.00%	
7. Germany	9	88.89%	8	77.78%	2.22	00:00:59	0.00%	
8. United States	8	100.00%	8	100.00%	1.00	00:00:00	0.00%	
9. Norway	7	71.43%	5	85.71%	1.71	00:00:15	0.00%	
10. United Kingdom	6	50.00%	3	50.00%	5.33	00:02:31	0.00%	

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