



# CERN editorial content: Mixing internal & external communications

**Kate Kahle**

**Head of Editorial Content Development, CERN**



# CERN: European Organization for Nuclear Research



# A Worldwide Lab

DISTRIBUTION OF ALL CERN USERS  
BY THE COUNTRY OF THEIR HOME  
INSTITUTE AS OF 31 DECEMBER 2016



## 6971 MEMBER STATES

Austria 96 - Belgium 148 - Bulgaria 37 - Czech Republic 233 - Denmark 69  
Finland 119 - France 866 - Germany 1284 - Greece 128 - Hungary 62  
Israel 68 - Italy 1440 - Netherlands 163 - Norway 86 - Poland 252  
Portugal 103 - Romania 100 - Slovakia 82 - Spain 320 - Sweden 102  
Switzerland 368 - United Kingdom 845

## 48 ASSOCIATE MEMBERS IN THE PRE-STAGE TO MEMBERSHIP

Cyprus 15 - Serbia 33

## 182 ASSOCIATE MEMBER STATES

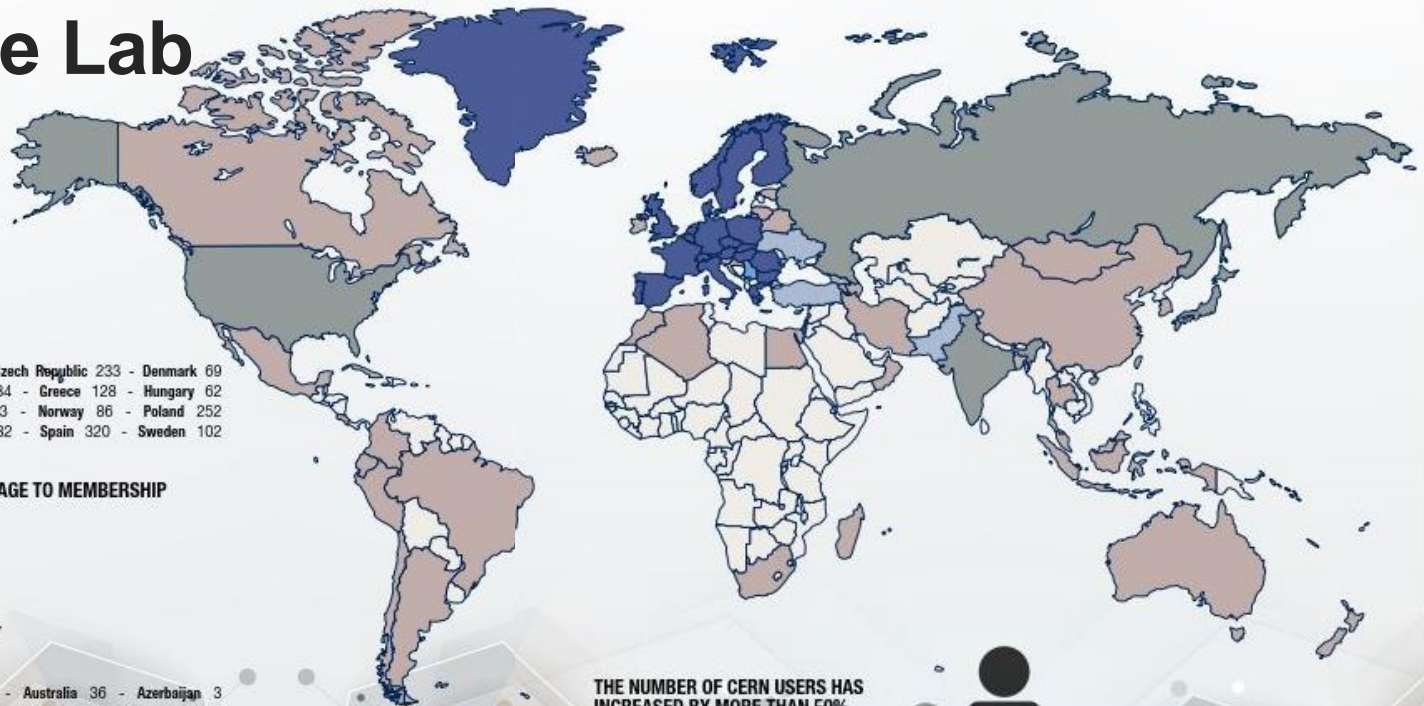
Pakistan 33 - Turkey 121 - Ukraine 28

## 3381 OBSERVERS

India 194 - Japan 276 - Russia 984 - USA 1927

## 1239 OTHERS

Algeria 1 - Argentina 18 - Armenia 15 - Australia 36 - Azerbaijan 3  
Bangladesh 4 - Belarus 21 - Brazil 132 - Canada 165 - Chile 19 - China 209  
Colombia 21 - Costa Rica 1 - Croatia 27 - Cuba 3 - Ecuador 2 - Egypt 27 - Estonia 17  
Georgia 26 - Hong Kong 19 - Iceland 3 - Indonesia 9 - Iran 20 - Ireland 4 - Korea 155  
Lebanon 3 - Lithuania 17 - Madagascar 2 - Malaysia 8 - Malta 6 - Mexico 61 - Mongolia 2  
Morocco 10 - New Zealand 9 - Oman 3 - Peru 2 - Singapore 3 - Slovenia 21  
South Africa 50 - Taiwan 69 - Thailand 16

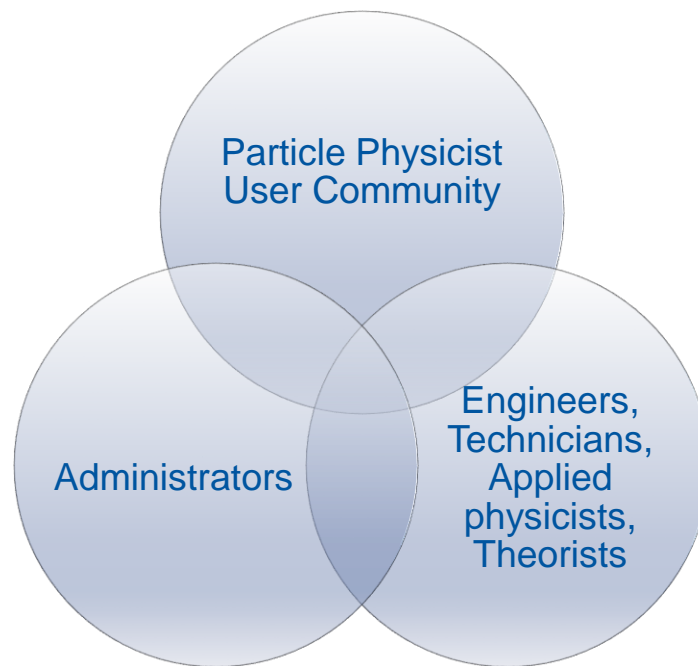


THE NUMBER OF CERN USERS HAS  
INCREASED BY MORE THAN 50%  
IN 10 YEARS

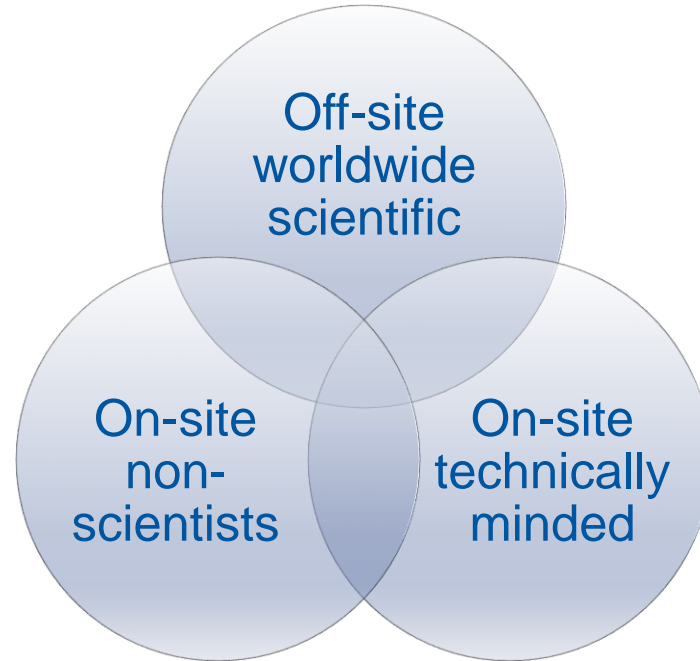




# The CERN Community



# The CERN Community





About CERN

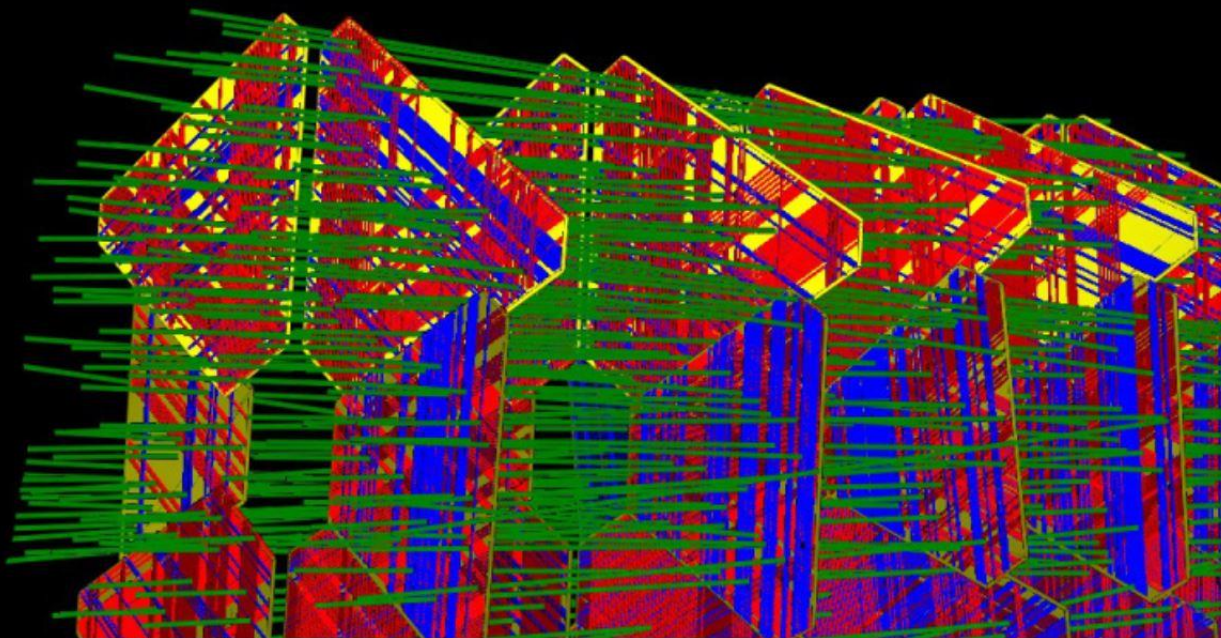
Students & Educators

Scientists

CERN community

English

Français



## CERN Updates

CERN experiment sees hints of a rare kaon decay

27 March

Particle detectors meet canvas

26 March

Arts at CERN announces the winners of the Collide awards

22 March

*Past updates >*

Search this site

Search





# CERN community

Updates and information for CERN community. You are invited to [submit your own content](#) to this section. To search the phonebook, find CERN websites, services and more see the [directory](#).

## UPDATES



Opinion: [The benefits of visible badges](#)  
27 Mar 2018 — Wearing your CERN-issued identification is a small gesture that will improve security on our site

[Particle detectors meet canvas](#)

## WHAT'S ON TODAY AT CERN

There are no featured events today for CERN people. For other events at CERN, see the [events page for scientists](#).

[more on Indico](#) >

## GOT A STORY FOR THE CERN WEBSITE?

To submit your story or event to the editorial team please click [here](#).

## BULLETIN FOR THE CERN COMMUNITY

[Latest issue](#) | [PDF](#)

[Past issues \(before 10/2016\)](#)

[Past issues \(after 10/2016\)](#)

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## OFFICIAL COMMUNICATIONS

Visible wearing of a badge:







# Communauté du CERN

*Actualités et annonces pour la communauté du CERN. Les membres de la communauté du CERN peuvent [soumettre des idées d'articles](#) pour cette page. Pour consulter le répertoire téléphonique, trouver des sites web du CERN ou des services, consultez le [répertoire](#).*

## DERNIÈRES NOUVELLES



Opinion : [Badge visible : les avantages sautent aux yeux](#)

27 mar 2018 — Faciliter l'identification, pour une sûreté améliorée

## AUJOURD'HUI AU CERN

There are no featured events today for CERN people. For other events at CERN, see the [events page for scientists](#).

[plus sur Indico](#) ›

## VOUS AVEZ UNE IDÉE D'ARTICLE ?

Pour soumettre votre idée d'article ou d'un événement, cliquez sur ce [lien](#).

## BULLETIN POUR LA COMMUNAUTÉ DU CERN

[Dernier numéro](#) | [PDF](#)

[Anciens numéros \(avant 10/2016\)](#)

[Anciens numéros \(après 10/2016\)](#)

[Abonnement](#)

## COMMUNICATIONS OFFICIELLES



# Bulletin

 for the CERN Community

Updates Opinion Official communications Announcements Events Staff Association

Issue No. 13-14/2018  
mardi 27 mars 2018  Printable  
version

## PARTICLE DETECTORS MEET CANVAS



This year is the European year of cultural heritage, but what does particle physics have to do with art? More than you might think

[more >](#)



## LHC REPORT: CERN ACCELERATORS BACK IN BUSINESS

Despite the tight schedules, all machines were closed in time and first beams will be injected as scheduled

[more >](#)



### A WORD FROM MARTIN STEINACHER

The benefits of visible badges

In a few weeks' time, it will become mandatory for everyone on the CERN sites to wear identification badges visibly at all times. There are many good reasons for introducing this measure, and there are reasons for doing it now.

Our Host State authorities have been recommending that we introduce ...

[more >](#)

### OFFICIAL COMMUNICATIONS


Visible wearing of a badge:  
instructions >

### ANNOUNCEMENTS

# Bulletin

 pour la communauté du CERN

Dernières nouvelles Opinion Communications officielles Annonces Événements

Issue No. 13-14/2018  
mardi 27 mars 2018  Version  
imprimable

Association du personnel

## LES DÉTECTEURS DE PARTICULES AU SERVICE DE L'ART



### LE MOT DE MARTIN STEINACHER

Badge visible : les avantages  
sautent aux yeux

Dans quelques semaines, il sera obligatoire pour toute personne se trouvant sur le domaine clôturé du CERN de porter à tout moment de façon visible un badge d'identification. De nombreuses raisons justifient cette mesure, et le moment est venu de la mettre en application.

Les autorités de nos États ...

[plus >](#)



L'année 2018 a été proclamée « Année européenne du patrimoine culturel ». Mais qu'est-ce que la physique des particules a à voir avec l'art ?

[plus >](#)



## DERNIÈRES NOUVELLES DU LHC : LE RETOUR DES ACCÉLÉRATEURS

Malgré des délais serrés, toutes les machines ont été refermées à temps et les premiers faisceaux seront injectés comme prévu.

### COMMUNICATIONS OFFICIELLES

Port du badge apparent : mode  
d'emploi >



Search reports and help

### Content Drilldown ✓

SAVE EXPORT SHARE EDIT INTELLIGEN

ALL » PAGE PATH LEVEL 1: /cern-people/

1 Jan 2018 - 27 Mar 2018

All Users  
4.76% Page Views

+ Add Segment

#### Explorer

Page Views VS Select a metric

Day Week Month











Page Views

8,000



CONVERSIONS



Page path level 2 <sup>?</sup>	Page Views <sup>?</sup> ↓	Unique Page Views <sup>?</sup>	Avg. Time on Page <sup>?</sup>	Bounce Rate <sup>?</sup>	% Exit <sup>?</sup>
	<b>112,790</b> % of Total: 4.76% (2,369,855)	<b>97,669</b> % of Total: 5.19% (1,880,857)	<b>00:02:04</b> Avg for View: 00:03:01 (-31.70%)	<b>57.75%</b> Avg for View: 54.88% (5.23%)	<b>49.81%</b> Avg for View: 53.43% (-6.76%)
1.  /updates/	<b>35,502</b> (31.48%)	31,821 (32.58%)	00:03:12	57.71%	58.58%
2.  /official-communications/	<b>16,580</b> (14.70%)	15,103 (15.46%)	00:02:28	68.53%	62.09%
3.  /announcements/	<b>16,176</b> (14.34%)	14,619 (14.97%)	00:02:45	60.14%	62.36%
4.  /opinion/	<b>7,657</b> (6.79%)	7,009 (7.18%)	00:03:02	63.61%	54.94%
5.  /clubs/	<b>6,267</b> (5.56%)	5,103 (5.22%)	00:01:23	46.99%	28.10%
6.  /official-communications	<b>4,269</b> (3.78%)	3,320 (3.40%)	00:00:40	30.12%	19.33%
7.  /clubs	<b>4,063</b> (3.60%)	2,486 (2.55%)	00:00:45	19.42%	17.79%
8.  /obituaries/	<b>3,688</b> (3.27%)	3,251 (3.33%)	00:01:12	63.22%	39.56%
9.  /announcements	<b>2,823</b> (2.50%)	2,225 (2.28%)	00:00:41	39.60%	17.25%
10.  /events	<b>2,807</b> (2.49%)	2,489 (2.55%)	00:01:08	37.78%	33.63%



## The CERN Directory

Search for what you need, or browse CERN websites. Looking for the Scientists or CERN Community sections, or just curious about CERN?

[Phonebook](#)
[CERN Search](#)
[CDS \(docs, etc.\)](#)
[CERN Service Portal](#)
[Indico \(events\)](#)
[CERN Map](#)

Phonebook search

Search

### USEFUL CONTACTS

Emergencies **00 41 22 76 74444**  
 Computer security 00 41 22 76 70500  
 CERN service portal 00 41 22 76 77777  
 Switchboard 00 41 22 76 79999

## News and events

*News and events from CERN and the HEP community*

- Official communications
- CERN updates
- News for CERN Community
- Events for CERN Community
- News for scientists
- Events for scientists
- Submit a story for the CERN website
- Indico

## Sectors, departments and units

*CERN's structure*

### Accelerator and Technology sector

- BE - Beams
- EN - Engineering
- TE - Technology
- DO - Directorate Office

### Research and Computing sector

- EP - Experimental Physics
- IT - Information Technology
- TH - Theoretical Physics
- PRJ - Projects
- SIS - Scientific Information Service

### HSE - Occupational Health & Safety and Environmental Protection unit

### DG - Director General units

### CERN's governance

### Finance and Human Resources sector

- FAP - Finance and Administrative Processes
- HR - Human Resources
- IPT - Industry, Procurement & Knowledge Transfer
- SMB - Site Management and Buildings

### International Relations sector

- Stakeholder Relations
- Education, Communications and Outreach

## Experiments and projects

*Experiment, project and collaboration websites*

- CERN experiments (Grey Book)
- ACE
- AEGIS
- ALICE
- ALPHA
- ASACUSA
- ATLAS
- ATRAP
- AWAKE
- CAST
- CERN Neutrino Platform
- CLIC
- CLICdp
- CLOUD
- CNGS
- CMS
- COMPASS
- DIRAC
- ELENA
- FCC
- GBAR
- HL-LHC
- HIRadMat
- ISOLDE
- LHCb
- LHCf
- LIU project
- MoEDAL
- NA61/SHINE
- NA62
- NA64
- nTOF
- PBC
- SHIP
- TOTEM
- UA9
- WLCG

### JUMP TO SECTION

News and events

Sectors, departments and units

Experiments and projects

Applications

Admin and procedures

Maps and access

Accelerators and physics

Documents, reports and publications

Committees and council

Working at CERN

Life at CERN

Training and development





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# Accelerator hibernation ends

by Achintya Rao

Posted by Achintya Rao on 9 Mar 2018. Last updated 9 Mar 2018, 09:58.

Today, 9 March, marks the end of CERN's annual winter shut down. The Laboratory's massive accelerator complex will soon begin to lumber out of its winter hibernation and resume accelerating and colliding particles.

But while the Large Hadron Collider (LHC) has not been filled with protons since the Year-End Technical Stop (YETS) began on 4 December 2017, its tunnels and experimental caverns have been packed with people performing maintenance and repairs as well as testing components for future accelerators.

What's up at CERN during the 'winter shutdown'?

Watch this short overview of activities from around the LHC ring during the YETS (Video: CERN)

Today, CERN's Engineering department hands the accelerator complex back to the Beams department, who will commence hardware commissioning for 2018. This commissioning will culminate in the restart of the LHC, planned for early April.

Find out more about what has been happening during the winter shutdown for the LHC, the injectors and the experiments.

ABOUT CERN

- About CERN
- Computing
- Engineering
- Experiments
- How a detector works

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CERN UPDATES

- CERN experiment sees hints of a rare kaon decay 27 Mar 2018
- Particle detectors meet canvas 26 Mar 2018
- Arts at CERN announces the winners of the Collide awards 22 Mar 2018

more updates >

## The end of YETS: awakening from hibernation

Posted by Achintya Rao on 12 Mar 2018. Last updated 14 Mar 2018, 05:46. [View all posts](#)

The LHC during YETS, seen here in February 2018 (Image: Maximilian Brühl/Liaison Office/CERN)

CERN's annual Year-End Technical Stop (YETS) has now come to a close. The Laboratory's accelerator complex will soon begin to lumber out of its winter hibernation and resume accelerating and colliding particles.

But while the LHC has not been filled with protons since the YETS began on 4 December 2017, its tunnels and experimental caverns have been packed with people performing maintenance and repairs as well as testing components for future accelerators.

What's up at CERN during the 'winter shutdown'?

Watch this short overview of activities from around the LHC ring during the YETS (Video: CERN)

On Friday, 9 March, CERN's Engineering (EN) department handed the accelerator complex back to the Beams (BE) department, who began the hardware commissioning phase of 2018. This commissioning will culminate in the restart of the LHC, planned for early April.

The 2018 accelerator schedule was agreed at the conclusion of the LHC Performance Workshop in Chamonix at the end of January. Friedrich Würde, Director for Accelerators and Technology, presented the conclusions of the workshop at a summary session for the CERN community last week. "The goal for 2018 is to provide ATLAS and CMS with an integrated luminosity of 50 fb<sup>-2</sup> and LHCb with 2 fb<sup>-2</sup> over the course of 131 days of physics," he explained. In 2017, the LHC delivered 50 fb<sup>-2</sup> of data to the two main experiments over 119 days of physics, despite a vacuum problem encountered during the intensity ramp-up.

In 2018, the operators will push the Schottky Telescope Spillover (ATS) scheme further. ATS was used successfully during last year's run, making it possible to reduce the size of the beam (sigma\*) parameter at the collision point. The operators will adjust this parameter over the course of a run, starting with a 30-cm beta\* and reducing it to 27 or even 25 cm by the end. In 2017, the beta\* was reduced from 40 to 30 cm. The idea is to carry out luminosity levelling in order to prevent excessive luminosity at the beginning of a physics fill, thereby limiting the number of collisions each time two bunches of protons cross. As in 2017, the operators will adjust the overlap and crossing angle of the beams during the run in order to limit the luminosity. The teams have proposed to the experiments to have a maximum of 60 to 65 collisions per bunch crossing.

One week of the proton run will be devoted to de-sequenced beams, particularly for the benefit of the TOTEM experiment. A four-week lead-ion run is scheduled for the end of the year.

Twenty days of machine development are also planned. "Many studies need to be carried out, not only for the sake of short-term operation, but also for the long-term future of the LHC," said CERN Director General Fabrice Gault.

GOT A STORY FOR THE CERN WEBSITE? To submit your story or want to be the editor, [TEAM CERN](#) is here.

UPDATES

- Particle detectors meet canvas 26 Mar 2018
- LHC Report: CERN accelerators back in business 23 Mar 2018
- CERN experiment sees hints of a rare kaon decay 24 Mar 2018
- Young scientists perform radio-protecting at CERN 22 Mar 2018
- Computer authority CERN SecOps Passworld Competition 22 Mar 2018

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Lifetime Value **BETA**

Cohort Analysis **BETA**

Audiences **NEW**

User Explorer

▶ Demographics

▶ Interests

▼ Geo

Language

**Location**

▶ Behaviour

▶ Technology



Country ?	Acquisition			Behaviour		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	783,808 % of Total: 100.00% (783,808)	740,768 % of Total: 100.13% (739,771)	1,274,781 % of Total: 100.00% (1,274,781)	54.88% Avg for View: 54.88% (0.00%)	1.86 Avg for View: 1.86 (0.00%)	00:02:39 Avg for View: 00:02:39 (0.00%)
1.  United States	223,069 (28.12%)	216,442 (29.22%)	273,583 (21.46%)	63.64%	1.71	00:01:43
2.  Switzerland	87,057 (10.97%)	72,508 (9.79%)	285,913 (22.43%)	52.24%	1.79	00:04:10
3.  France	76,416 (9.63%)	67,473 (9.11%)	141,780 (11.12%)	52.63%	1.89	00:03:03
4.  United Kingdom	55,366 (6.98%)	52,647 (7.11%)	75,777 (5.94%)	54.03%	2.04	00:02:25
5.  India	44,083 (5.56%)	43,039 (5.81%)	58,076 (4.56%)	55.21%	1.80	00:02:06
6.  Canada	26,060 (3.29%)	25,153 (3.40%)	34,668 (2.72%)	57.89%	1.86	00:02:13
7.  Germany	24,633 (3.11%)	22,656 (3.06%)	37,335 (2.93%)	47.79%	2.10	00:02:24
8.  Italy	23,431 (2.95%)	21,198 (2.86%)	36,552 (2.87%)	43.79%	2.13	00:02:18



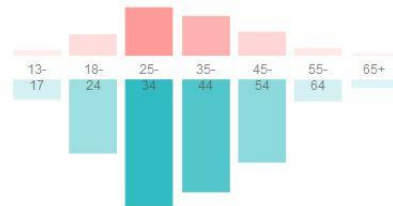
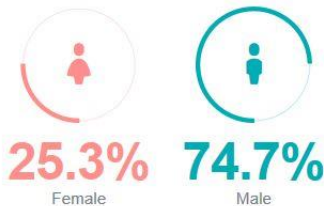
Total Mentions

**539.5K**

mentions



Demographics



Language	Total
English	469.9K
Spanish	9.3K
French	7.4K
Japanese	6.2K
Turkish	6.2K
Swedish	5.6K
Italian	4.9K

Top Sources



**269.6K**  
mentions



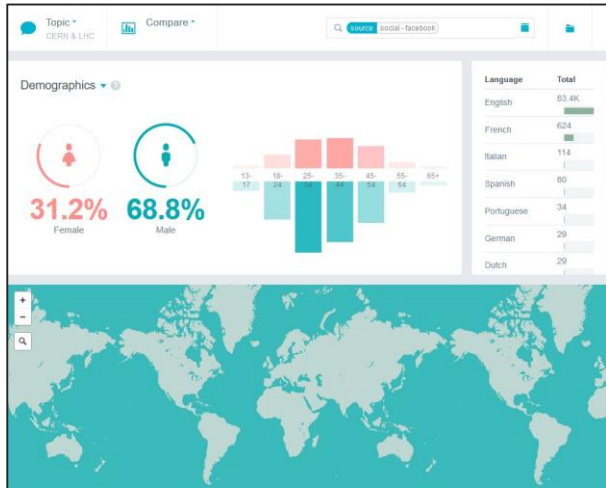
**137.5K**  
mentions



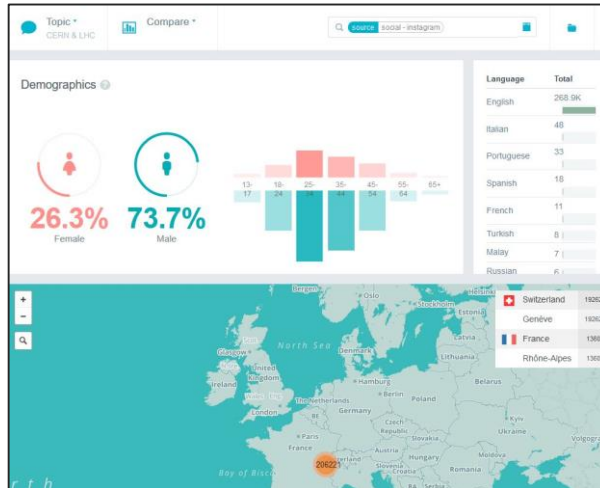
**85.9K**  
mentions



# Demographics



Facebook



Instagram



Twitter



Facebook interface for the "Young @ CERN" group. The page shows a search bar at the top, a navigation menu on the left, and a main content area with posts and activity. The right sidebar contains group statistics, member lists, and location information.

**Group Name:** Young @ CERN  
**Status:** Closed group

**Navigation Menu (Left):** About, Discussion, Members, Events, Videos, Photos, Files, Recommendations, Search this group, Shortcuts (APE Satigny - Associ..., Young @ CERN).

**Recent Activity:**

- Kailasapathy Balashangar** (36 mins · Moëns, France): Hi, I'm Sri Lankan PhD student, looking for a room for rent in Saint Genis Pouilly near CERN. I'll stay upto September 21st. Thank you.
- Ryan Bodenstein** (6 hrs · Saint-Genis-Pouilly, France): Curious if anyone could recommend a good French used car dealership. Looking to purchase a reliable pre-owned car, but can't buy something outright. I'd need to make payments. Bonus if they speak English, but if not I can probably find a French speaker to come with.

**Right Sidebar:**

- MEMBERS:** 9,510 members
- SUGGESTED MEMBERS:** Friends (Bob Bradshaw, Wynn Abbott, Owen Appleton)
- DESCRIPTION:** A social group for past and present CERN members to connect, see...
- LOCATIONS:** Cern, Geneve, Switzerland
- CREATE NEW GROUPS:** Create Group
- RECENT GROUP PHOTOS:** See all





W Search CERN groups and more

CERN

Premium

Kate Kahle

News Feed

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- IR community


Explore

- Groups
- Create Group
- Add People
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- Saved
- Events
- Follow Coworkers

Post to a group...

Add Photo/Video Tag coworkers

CERN Updates shared a link to the group: CERN Updates. 22 hrs




**The benefits of visible badges | CERN**

In a few weeks' time, it will become mandatory for everyone on the CERN sites to wear identification badges visibly at all times. There are many good reasons for introducing this measure, and there are reasons for doing it now.

HOME.CERN

Like Comment Share

CERN Updates shared a link to the group: CERN Updates. 21 hrs



CERN Manage


Linn Tvede  
Joined on Friday

Monica Buleandra  
Joined about 2 weeks ago, invited by Grandclaude

ADD PEOPLE

Workplace is best when everyone in your company uses it. [Add People](#)

GET THE APP



Workplace is available for Android in the Play Store and iPhone in the App Store. Enter your phone number to get a link to install the app.

+41 Phone number [Send](#)

Trending posts

- Près de 900 élèves d'écoles...  
François Briard in Relations locales - Local Engagement
- Deadline to apply is 25 April 2018  
Anais Rassat

Suggested Groups [See All](#)

YOUR TOP GROUPS

- Customer Feedback
- CERN Updates 10 new posts
- Editorial Content Develop...
- CERN Official Commu... 1 new post
- CERN Announcements 5 new posts
- CERN community 1 new post

CONTACTS

- max brice
- Anna Cook
- Lucy Lockwood
- Denia Bouhired
- Cristina Garcia
- Ioanna Koutava
- Andreas Wagner
- Jose Benito Gonzalez Lopez
- Dan Van Der Ster
- Steve Traylen
- Linn Tvede

MORE COWORKERS (148)

- Alexander Kohls

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CERN community

Premium

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- Shortcuts
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- Integrations

**Orestis**  
July 26, 2017

CERN openlab students give "lightning talks" on 11 and 15.08:  
<http://cern.ch/go/f7RC>




Like Comment Share

Hannah Short and Apostolos Smyrnakis ✓ Seen by 341

Write a comment...  
Press Enter to post.

**Sima Baymani** shared Hannah Short's post.  
July 26, 2017


Friendly reminder about tomorrow's event. Feel free to spread the word or bring along colleagues!



MEMBERS 786 Members

CREATE NEW GROUPS  
Groups make it easy to share with coworkers about specific projects and topics. [Create Group](#)

RECENT GROUP PHOTOS See All



Suggested Groups See All

**CMS Computing**  
3 members [+ Join](#)

**ATLAS CSops**  
4 members [+ Join](#)

English (US) · Deutsch · Français (France) · Italiano · Español [+](#)

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## Reporting

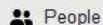
See an overview of Workplace activity and get detailed reports on people, groups and content.



Setup



Reporting



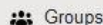
People

810

Add People

Send Invites

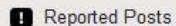
Deactivate



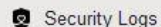
Groups

86

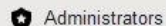
Create Groups



Reported Posts

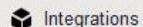


Security Logs

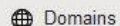


Administrators

6



Integrations



Domains



Preferences

Authentication

Overview

People

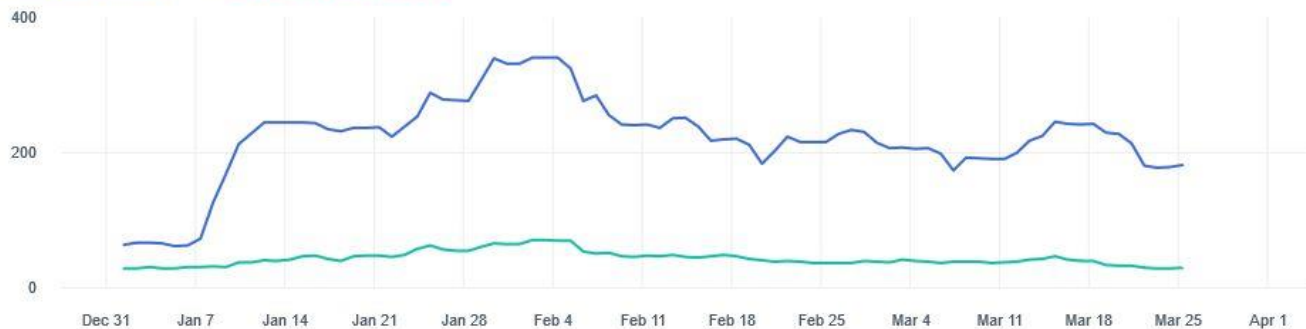
Groups

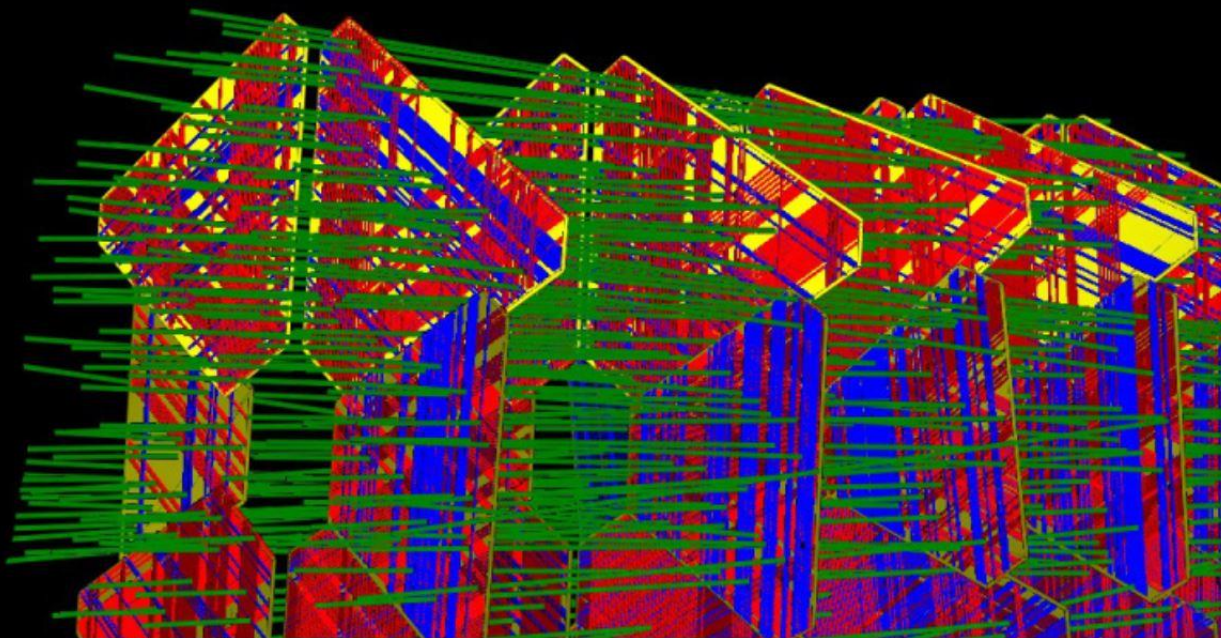
Content

### Weekly Active

Jan 3, 2018

68 Weekly Active 32 Mobile Weekly Active





## CERN Updates

CERN experiment sees hints of a rare kaon decay  
27 March

Particle detectors meet canvas  
26 March

Arts at CERN announces the winners of the Collide awards  
22 March

[Past updates >](#)

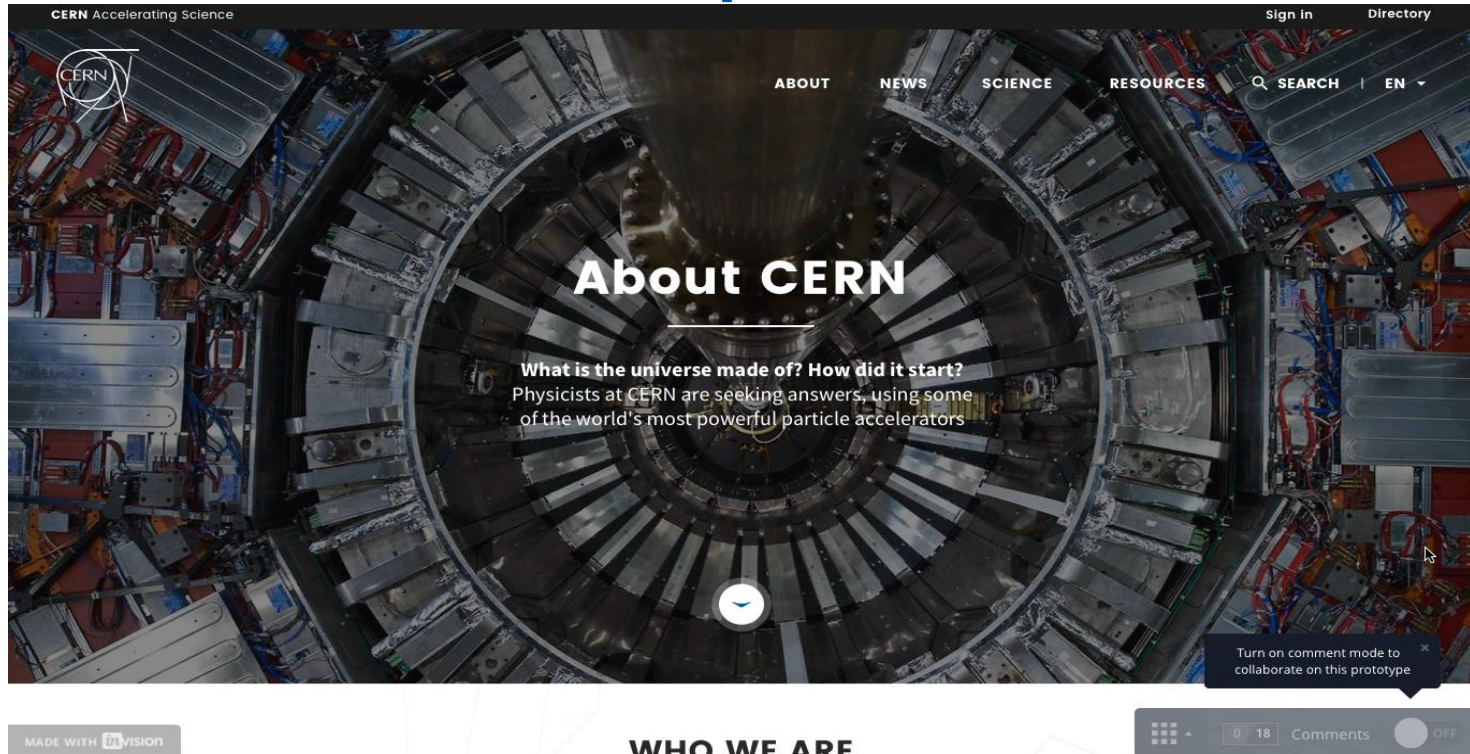
Search this site

Search



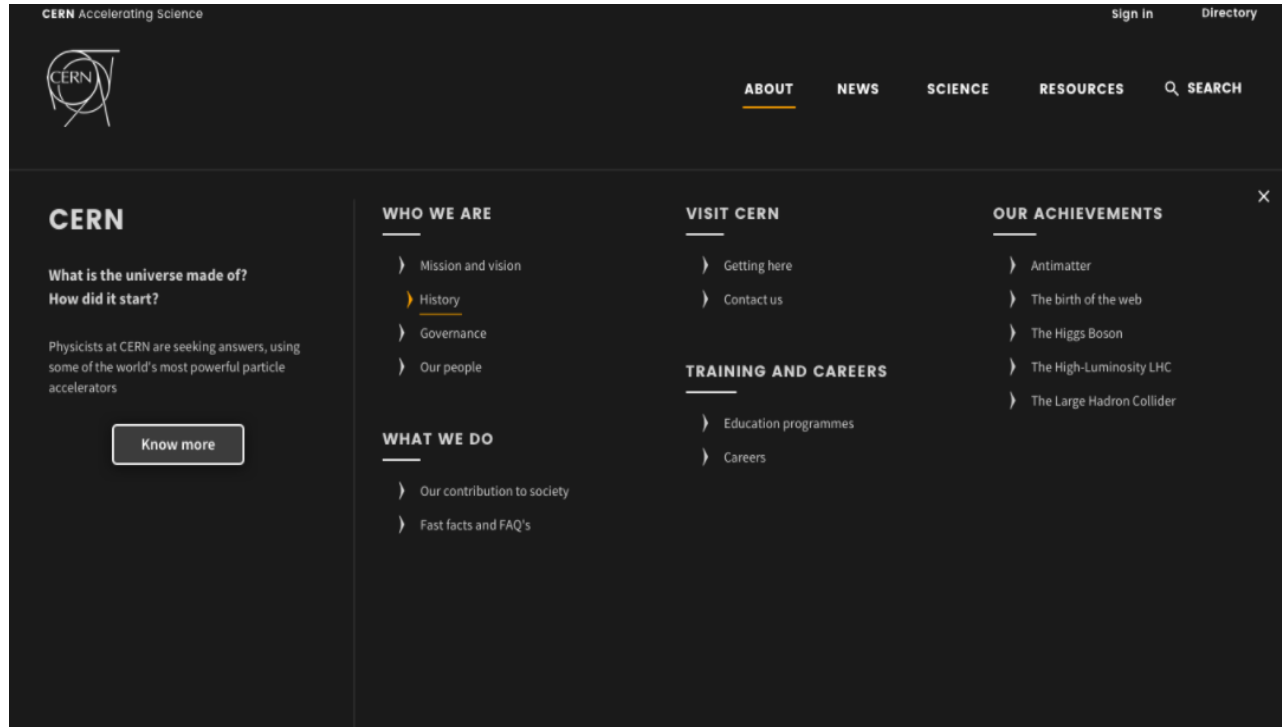


# New website templates





# New website menus





[home.cern](https://home.cern)

# Extra slides



All accounts > Directory

# Directory



Search reports and help



AUDIENCE



ACQUISITION

Overview

▼ All Traffic

**Channels**

Treemaps

Source/Medium

Referrals

▶ AdWords

▶ Search console



All Users  
100.00% Users



+ Add Segment

1 Jan 2018 - 27 Mar 2018

## Explorer

Summary Site Usage E-commerce

Users vs Select a metric

Day Week Month



● Users









3,000

1,500



<input type="checkbox"/>	Default Channel Grouping	Acquisition			Behaviour		
		Users <sup>?</sup> ↓	New Users <sup>?</sup>	Sessions <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages/Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>
		<b>48,678</b> % of Total: 100.00% (48,678)	<b>40,810</b> % of Total: 100.03% (40,797)	<b>189,173</b> % of Total: 100.00% (189,173)	<b>46.54%</b> Avg for View: 46.54% (0.00%)	<b>1.54</b> Avg for View: 1.54 (0.00%)	<b>00:03:48</b> Avg for View: 00:03:48 (0.00%)
<input type="checkbox"/>	1. <a href="#">Direct</a>	<b>39,551</b> (79.26%)	35,016 (85.80%)	128,033 (67.68%)	48.68%	1.55	00:03:57
<input type="checkbox"/>	2. <a href="#">Referral</a>	<b>5,689</b> (11.40%)	2,660 (6.52%)	46,237 (24.44%)	37.62%	1.51	00:03:37
<input type="checkbox"/>	3. <a href="#">Organic Search</a>	<b>4,631</b> (9.28%)	3,112 (7.63%)	14,785 (7.82%)	55.98%	1.47	00:03:02
<input type="checkbox"/>	4. <a href="#">Social</a>	<b>23</b> (0.05%)	20 (0.05%)	24 (0.01%)	75.00%	1.33	00:00:09
<input type="checkbox"/>	5. <a href="#">(Other)</a>	<b>8</b> (0.02%)	2 (0.00%)	94 (0.05%)	26.60%	1.61	00:02:41



Country <sup>?</sup>	Acquisition			Behaviour		
	Users <sup>?</sup> ↓	New Users <sup>?</sup>	Sessions <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages/Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>
	<b>48,678</b> % of Total: 100.00% (48,678)	<b>40,811</b> % of Total: 100.03% (40,798)	<b>189,177</b> % of Total: 100.00% (189,177)	<b>46.54%</b> Avg for View: 46.54% (0.00%)	<b>1.54</b> Avg for View: 1.54 (0.00%)	<b>00:03:48</b> Avg for View: 00:03:48 (0.00%)
1.  Switzerland	<b>23,647</b> (45.23%)	17,719 (43.42%)	123,424 (65.24%)	44.49%	1.57	00:04:16
2.  France	<b>9,792</b> (18.73%)	6,748 (16.53%)	36,206 (19.14%)	46.39%	1.51	00:03:42
3.  United States	<b>3,920</b> (7.50%)	3,600 (8.82%)	5,570 (2.94%)	61.69%	1.44	00:02:19
4.  Italy	<b>1,967</b> (3.76%)	1,559 (3.82%)	4,233 (2.24%)	51.95%	1.44	00:02:24
5.  Germany	<b>1,592</b> (3.05%)	1,330 (3.26%)	2,938 (1.55%)	58.17%	1.45	00:02:06
6.  United Kingdom	<b>1,472</b> (2.82%)	1,251 (3.07%)	2,102 (1.11%)	58.14%	1.37	00:01:24
7.  Spain	<b>828</b> (1.58%)	690 (1.69%)	1,303 (0.69%)	55.87%	1.37	00:01:26
8.  Russia	<b>771</b> (1.47%)	565 (1.38%)	1,553 (0.82%)	38.51%	1.36	00:01:54