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# Audience Overview

Jan 1, 2013 - Dec 25, 2013
Compare to: Jan 8, 2012 - Dec 31, 2012

All Visits
+0.00%

Overview

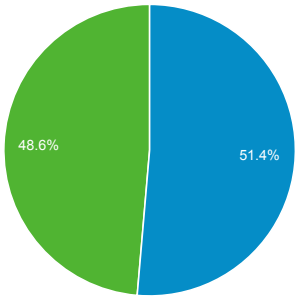
**Jan 1, 2013 - Dec 25, 2013:** Visits
**Jan 8, 2012 - Dec 31, 2012:** Visits

## 1,103 people visited this site

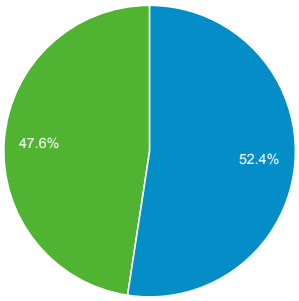
| | | |
|---|---|---|
| Visits<br>20.51%<br>2,021 vs 1,677 | Unique Visitors<br>17.59%<br>1,103 vs 938 | Pageviews<br>8.01%<br>6,461 vs 5,982 |
| Pages / Visit<br>-10.38%<br>3.20 vs 3.57 | Avg. Visit Duration<br>2.20%<br>00:01:54 vs 00:01:51 | Bounce Rate<br>3.61%<br>58.39% vs 56.35% |
| % New Visits<br>-1.77%<br>51.31% vs 52.24% | | |

New Visitor Returning Visitor

**Jan 1, 2013 - Dec 25, 2013**




**Jan 8, 2012 - Dec 31, 2012**




| | Language | Visits | % Visits |
|---|---|---|---|
| 1. | nb-no | | |
| | Jan 1, 2013 - Dec 25, 2013 | 801 | 39.63% |
| | Jan 8, 2012 - Dec 31, 2012 | 710 | 42.34% |
| | **% Change** | **12.82%** | **-6.39%** |

| | | | |
|---|---|---|---|
| 2. no | | | |
| | Jan 1, 2013 - Dec 25, 2013 | 433 | 21.43% |
| | Jan 8, 2012 - Dec 31, 2012 | 507 | 30.23% |
| | **% Change** | **-14.60%** | **-29.13%** |
| 3. en-us | | | |
| | Jan 1, 2013 - Dec 25, 2013 | 400 | 19.79% |
| | Jan 8, 2012 - Dec 31, 2012 | 179 | 10.67% |
| | **% Change** | **123.46%** | **85.43%** |
| 4. nb | | | |
| | Jan 1, 2013 - Dec 25, 2013 | 317 | 15.69% |
| | Jan 8, 2012 - Dec 31, 2012 | 169 | 10.08% |
| | **% Change** | **87.57%** | **55.65%** |
| 5. en | | | |
| | Jan 1, 2013 - Dec 25, 2013 | 25 | 1.24% |
| | Jan 8, 2012 - Dec 31, 2012 | 23 | 1.37% |
| | **% Change** | **8.70%** | **-9.81%** |
| 6. nn-no | | | |
| | Jan 1, 2013 - Dec 25, 2013 | 16 | 0.79% |
| | Jan 8, 2012 - Dec 31, 2012 | 34 | 2.03% |
| | **% Change** | **-52.94%** | **-60.95%** |
| 7. en-gb | | | |
| | Jan 1, 2013 - Dec 25, 2013 | 6 | 0.30% |
| | Jan 8, 2012 - Dec 31, 2012 | 7 | 0.42% |
| | **% Change** | **-14.29%** | **-28.88%** |
| 8. nl | | | |
| | Jan 1, 2013 - Dec 25, 2013 | 4 | 0.20% |
| | Jan 8, 2012 - Dec 31, 2012 | 1 | 0.06% |
| | **% Change** | **300.00%** | **231.91%** |
| 9. sv | | | |
| | Jan 1, 2013 - Dec 25, 2013 | 4 | 0.20% |
| | Jan 8, 2012 - Dec 31, 2012 | 7 | 0.42% |
| | **% Change** | **-42.86%** | **-52.58%** |
| 10. bg | | | |
| | Jan 1, 2013 - Dec 25, 2013 | 3 | 0.15% |
| | Jan 8, 2012 - Dec 31, 2012 | 1 | 0.06% |
| | **% Change** | **200.00%** | **148.94%** |

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# Location

Jan 1, 2013 - Dec 25, 2013
Compare to: Jan 8, 2012 - Dec 31, 2012

ALL » COUNTRY / TERRITORY: Norway

All Visits
+0.14%

Map Overlay

Summary

Jan 1, 2013 - Dec 25, 2013

Jan 8, 2012 - Dec 31, 2012

| City | Acquisition | | | Behavior | | | Conversions | | |
|---|---|---|---|---|---|---|---|---|---|
| | Visits | % New Visits | New Visits | Bounce Rate | Pages / Visit | Avg. Visit Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 20.69% ▲<br>1,913 vs 1,585 | 3.32% ▼<br>49.71% vs 51.42% | 16.69% ▲<br>951 vs 815 | 4.53% ▼<br>57.97% vs 55.46% | 11.21% ▼<br>3.22 vs 3.63 | 1.47% ▲<br>00:01:55 vs 00:01:54 | 0.00%<br>0.00% vs 0.00% | 0.00%<br>0 vs 0 | 0.00%<br>$0.00 vs $0.00 |
| 1. Tysnes | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **275** | 34.18% | 94 | 55.64% | 3.43 | 00:02:33 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **280** | 28.57% | 80 | 37.50% | 5.70 | 00:02:32 | 0.00% | 0 | $0.00 |
| **% Change** | **-1.79%** | **19.64%** | **17.50%** | **48.36%** | **-39.81%** | **0.95%** | **0.00%** | **0.00%** | **0.00%** |
| 2. Tysnes | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **263** | 18.25% | 48 | 66.54% | 2.38 | 00:01:28 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **0** | 0.00% | 0 | 0.00% | 0.00 | 00:00:00 | 0.00% | 0 | $0.00 |
| **% Change** | **∞%** | **∞%** | **∞%** | **∞%** | **∞%** | **∞%** | **0.00%** | **0.00%** | **0.00%** |
| 3. Bergen | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **217** | 58.99% | 128 | 51.61% | 3.28 | 00:02:05 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **403** | 47.64% | 192 | 54.09% | 4.43 | 00:02:46 | 0.00% | 0 | $0.00 |
| **% Change** | **-46.15%** | **23.81%** | **-33.33%** | **-4.59%** | **-25.92%** | **-24.54%** | **0.00%** | **0.00%** | **0.00%** |
| 4. Oslo | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **197** | 86.29% | 170 | 57.87% | 3.08 | 00:02:02 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **147** | 81.63% | 120 | 49.66% | 2.94 | 00:01:45 | 0.00% | 0 | $0.00 |
| **% Change** | **34.01%** | **5.71%** | **41.67%** | **16.53%** | **4.85%** | **16.64%** | **0.00%** | **0.00%** | **0.00%** |
| 5. (not set) | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **165** | 18.79% | 31 | 73.94% | 2.35 | 00:01:30 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **0** | 0.00% | 0 | 0.00% | 0.00 | 00:00:00 | 0.00% | 0 | $0.00 |
| **% Change** | **∞%** | **∞%** | **∞%** | **∞%** | **∞%** | **∞%** | **0.00%** | **0.00%** | **0.00%** |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **% Change** | **∞%** | **∞%** | **∞%** | **∞%** | **∞%** | **∞%** | **0.00%** | **0.00%** | **0.00%** |
| 6. Bergen | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **143** | 53.85% | 77 | 49.65% | 3.56 | 00:02:10 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **0** | 0.00% | 0 | 0.00% | 0.00 | 00:00:00 | 0.00% | 0 | $0.00 |
| **% Change** | **∞%** | **∞%** | **∞%** | **∞%** | **∞%** | **∞%** | **0.00%** | **0.00%** | **0.00%** |
| 7. Haugesund | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **117** | 23.08% | 27 | 72.65% | 2.87 | 00:01:45 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **270** | 12.96% | 35 | 77.04% | 2.01 | 00:01:03 | 0.00% | 0 | $0.00 |
| **% Change** | **-56.67%** | **78.02%** | **-22.86%** | **-5.70%** | **42.80%** | **66.37%** | **0.00%** | **0.00%** | **0.00%** |
| 8. Stord | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **82** | 56.10% | 46 | 31.71% | 6.00 | 00:02:08 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **50** | 74.00% | 37 | 38.00% | 4.02 | 00:01:52 | 0.00% | 0 | $0.00 |
| **% Change** | **64.00%** | **-24.19%** | **24.32%** | **-16.56%** | **49.25%** | **15.12%** | **0.00%** | **0.00%** | **0.00%** |
| 9. Stavanger | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **24** | 87.50% | 21 | 62.50% | 3.62 | 00:01:04 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **51** | 92.16% | 47 | 50.98% | 2.63 | 00:00:51 | 0.00% | 0 | $0.00 |
| **% Change** | **-52.94%** | **-5.05%** | **-55.32%** | **22.60%** | **37.97%** | **26.64%** | **0.00%** | **0.00%** | **0.00%** |
| 10. Kvinnherad | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **19** | 52.63% | 10 | 36.84% | 3.21 | 00:02:58 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **11** | 90.91% | 10 | 72.73% | 1.64 | 00:01:09 | 0.00% | 0 | $0.00 |
| **% Change** | **72.73%** | **-42.11%** | **0.00%** | **-49.34%** | **96.20%** | **156.80%** | **0.00%** | **0.00%** | **0.00%** |



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# Location

Jan 1, 2013 - Dec 25, 2013
Compare to: Jan 8, 2012 - Dec 31, 2012

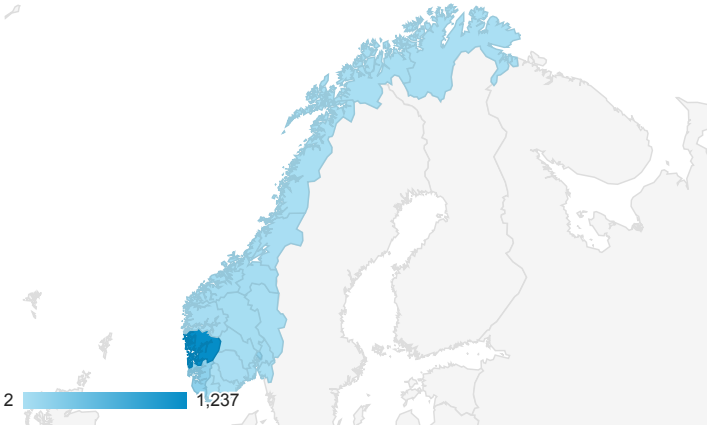
ALL » COUNTRY / TERRITORY: Norway

All Visits
+0.14%

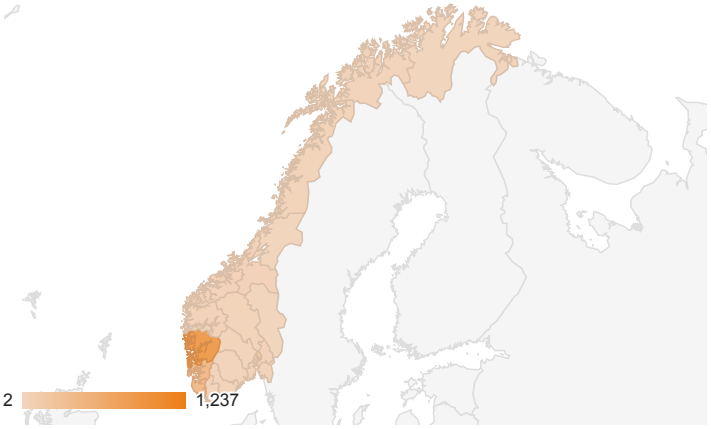
Map Overlay

Summary

Jan 1, 2013 - Dec 25, 2013




Jan 8, 2012 - Dec 31, 2012




| Region | Acquisition | | | Behavior | | | Conversions | | |
|---|---|---|---|---|---|---|---|---|---|
| | Visits | % New Visits | New Visits | Bounce Rate | Pages / Visit | Avg. Visit Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 20.69% ▲<br>1,913 vs 1,585 | 3.32% ▼<br>49.71% vs 51.42% | 16.69% ▲<br>951 vs 815 | 4.53% ▼<br>57.97% vs 55.46% | 11.21% ▼<br>3.22 vs 3.63 | 1.47% ▲<br>00:01:55 vs 00:01:54 | 0.00%<br>0.00% vs 0.00% | 0.00%<br>0 vs 0 | 0.00%<br>$0.00 vs $0.00 |
| 1. Hordaland | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **1,237** | 38.88% | 481 | 56.43% | 3.34 | 00:02:03 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **804** | 44.65% | 359 | 47.01% | 4.79 | 00:02:32 | 0.00% | 0 | $0.00 |
| **% Change** | **53.86%** | **-12.92%** | **33.98%** | **20.02%** | **-30.40%** | **-19.06%** | **0.00%** | **0.00%** | **0.00%** |
| 2. Rogaland | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **210** | 43.81% | 92 | 62.86% | 3.09 | 00:01:54 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **364** | 29.40% | 107 | 71.70% | 2.24 | 00:01:02 | 0.00% | 0 | $0.00 |
| **% Change** | **-42.31%** | **49.03%** | **-14.02%** | **-12.34%** | **37.86%** | **84.12%** | **0.00%** | **0.00%** | **0.00%** |
| 3. Oslo | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **197** | 86.29% | 170 | 57.87% | 3.08 | 00:02:02 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **147** | 81.63% | 120 | 49.66% | 2.94 | 00:01:45 | 0.00% | 0 | $0.00 |
| **% Change** | **34.01%** | **5.71%** | **41.67%** | **16.53%** | **4.85%** | **16.64%** | **0.00%** | **0.00%** | **0.00%** |
| 4. Vestfold | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **33** | 75.76% | 25 | 57.58% | 3.67 | 00:02:02 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **14** | 92.86% | 13 | 42.86% | 2.79 | 00:02:00 | 0.00% | 0 | $0.00 |
| **% Change** | **135.71%** | **-18.41%** | **92.31%** | **34.34%** | **31.62%** | **1.69%** | **0.00%** | **0.00%** | **0.00%** |
| 5. More og Romsdal | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **33** | 87.88% | 29 | 81.82% | 1.82 | 00:00:21 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **29** | 82.76% | 24 | 82.76% | 1.34 | 00:00:23 | 0.00% | 0 | $0.00 |
| **% Change** | **13.79%** | **6.19%** | **20.83%** | **-1.14%** | **35.20%** | **-8.76%** | **0.00%** | **0.00%** | **0.00%** |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **% Change** | **15.79%** | **6.19%** | **20.83%** | **-1.14%** | **55.20%** | **-8.76%** | **0.00%** | **0.00%** | **0.00%** |
| 6. Akershus | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **32** | 75.00% | 24 | 50.00% | 4.03 | 00:01:48 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **27** | 81.48% | 22 | 85.19% | 1.37 | 00:00:35 | 0.00% | 0 | $0.00 |
| **% Change** | **18.52%** | **-7.95%** | **9.09%** | **-41.30%** | **194.17%** | **211.48%** | **0.00%** | **0.00%** | **0.00%** |
| 7. Sor-Trondelag | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **32** | 71.88% | 23 | 65.62% | 2.88 | 00:01:03 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **29** | 89.66% | 26 | 62.07% | 2.00 | 00:01:25 | 0.00% | 0 | $0.00 |
| **% Change** | **10.34%** | **-19.83%** | **-11.54%** | **5.73%** | **43.75%** | **-25.15%** | **0.00%** | **0.00%** | **0.00%** |
| 8. Sogn og Fjordane | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **26** | 100.00% | 26 | 69.23% | 2.69 | 00:00:23 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **32** | 90.62% | 29 | 46.88% | 2.56 | 00:01:39 | 0.00% | 0 | $0.00 |
| **% Change** | **-18.75%** | **10.34%** | **-10.34%** | **47.69%** | **5.07%** | **-76.92%** | **0.00%** | **0.00%** | **0.00%** |
| 9. Buskerud | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **23** | 52.17% | 12 | 65.22% | 1.87 | 00:01:33 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **20** | 70.00% | 14 | 55.00% | 3.15 | 00:02:04 | 0.00% | 0 | $0.00 |
| **% Change** | **15.00%** | **-25.47%** | **-14.29%** | **18.58%** | **-40.65%** | **-24.73%** | **0.00%** | **0.00%** | **0.00%** |
| 10. Oppland | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **22** | 63.64% | 14 | 45.45% | 2.82 | 00:01:21 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **19** | 94.74% | 18 | 68.42% | 1.95 | 00:00:21 | 0.00% | 0 | $0.00 |
| **% Change** | **15.79%** | **-32.83%** | **-22.22%** | **-33.57%** | **44.72%** | **283.81%** | **0.00%** | **0.00%** | **0.00%** |

Rows 1 - 10 of 19

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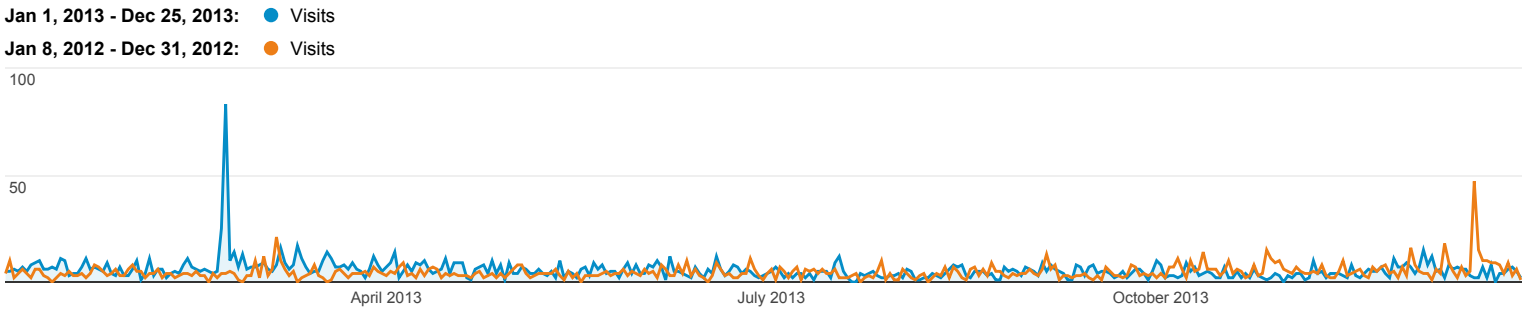
# Overview

Jan 1, 2013 - Dec 25, 2013
Compare to: Jan 8, 2012 - Dec 31, 2012

All Visits
+0.00%

Explorer

Summary




| Device Category | Acquisition | | | Behavior | | | Conversions | | |
|---|---|---|---|---|---|---|---|---|---|
| | Visits | % New Visits | New Visits | Bounce Rate | Pages / Visit | Avg. Visit Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 20.51% ▲<br>2,021 vs 1,677 | 2.01% ▼<br>51.36% vs 52.42% | 18.09% ▲<br>1,038 vs 879 | 3.61% ▼<br>58.39% vs 56.35% | 10.38% ▼<br>3.20 vs 3.57 | 2.20% ▲<br>00:01:54 vs 00:01:51 | 0.00%<br>0.00% vs 0.00% | 0.00%<br>0 vs 0 | 0.00%<br>$0.00 vs $0.00 |
| 1. desktop | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **1,653** | 46.10% | 762 | 58.08% | 3.33 | 00:01:59 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **1,518** | 49.74% | 755 | 55.07% | 3.71 | 00:01:57 | 0.00% | 0 | $0.00 |
| **% Change** | **8.89%** | **-7.32%** | **0.93%** | **5.45%** | **-10.25%** | **1.64%** | **0.00%** | **0.00%** | **0.00%** |
| 2. tablet | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **246** | 70.73% | 174 | 55.28% | 2.86 | 00:01:39 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **115** | 73.91% | 85 | 69.57% | 2.37 | 00:01:08 | 0.00% | 0 | $0.00 |
| **% Change** | **113.91%** | **-4.30%** | **104.71%** | **-20.53%** | **20.82%** | **46.13%** | **0.00%** | **0.00%** | **0.00%** |
| 3. mobile | | | | | | | | | |
| Jan 1, 2013 - Dec 25, 2013 | **122** | 83.61% | 102 | 68.85% | 2.08 | 00:01:14 | 0.00% | 0 | $0.00 |
| Jan 8, 2012 - Dec 31, 2012 | **44** | 88.64% | 39 | 65.91% | 1.77 | 00:00:31 | 0.00% | 0 | $0.00 |
| **% Change** | **177.27%** | **-5.67%** | **161.54%** | **4.47%** | **17.44%** | **139.00%** | **0.00%** | **0.00%** | **0.00%** |

Rows 1 - 3 of 3

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