

**\$5,256.19** Spend

Impressions

**71.7K**

How often your ads were shown



Clicks

**3.37K**

Actions on your ads



Calls

**77**

Calls to your business



Conversions

**550**

Actions on your website from ads

### How often your ads are shown

An impression is counted every time your ad is shown. The more impressions you have, the more likely you are to get clicks on your ad.

Impressions build brand awareness, which helps people recognize and recall your business.

You're not charged for impressions. [Learn more](#)

### Impression details

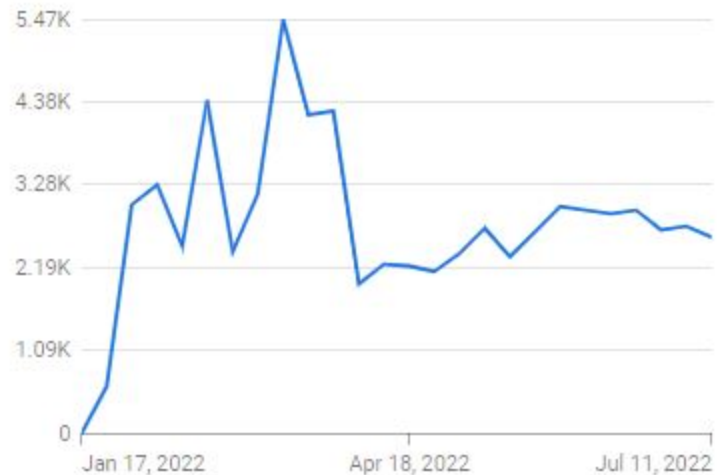
Insights on how your ads are reaching people.

**68.6K** times on mobile devices

**11K** times to people ages 25-34

**71,728**

Impressions



# Behavior Flow

Automatically Grouped Pages ▾ Level of Detail ▾ Export ▾



All Users  
100.00% Sessions

+ Add Segment

This report is based on 1.6K sessions (50.0% of sessions). [Learn more](#)

Behavior Flow » Landing Page : /careers/

Source / Medium ▾



Starting pages  
3.2K sessions, 2.4K drop-offs

1st Interaction  
784 sessions, 528 drop-offs

2nd Interaction  
256 sessions, 192 drop-offs

3rd Interaction  
64 sessions, 28 drop-offs



Source / Medium

- google / cpc  
2.9K

- (direct) / (none)  
202
- google / organic  
68
- t.co / referral  
38
- lm.facebook... / referral  
14
- ...  
36

Starting pages

- /careers/  
3.2K

1st Interaction

- /current-openings/  
578
- /hours/  
52
- /employment/  
34
- /plans/  
32
- /student-employment/  
24
- (15 more pages)  
64

2nd Interaction

- /careers/  
154
- /  
20
- /student-employment/  
16
- /hours/  
14
- /employment/  
12
- (13 more pages)  
40

3rd Interaction

- /current-openings/  
18
- /careers/  
10
- /plans/  
6
- /employment/  
4
- /hours/  
4
- (11 more pages)  
22



ALL » PAGE: /careers/ ▾

Jan 17, 2022 - Jul 17, 2022 ▾

All Users  
1.35% Pageviews

+ Add Segment

**Explorer** [Navigation Summary](#)

Pageviews ▾ VS. [Select a metric](#)

[Day](#) [Week](#) [Month](#)  

Pageviews



Primary Dimension: [Page](#) [Medium](#) ▾

[Plot Rows](#) [Secondary dimension](#) ▾ Sort Type: [Default](#) ▾

[advanced](#)     

<input type="checkbox"/>	<a href="#">Medium</a> ?	<a href="#">Pageviews</a> ?	<a href="#">Unique Pageviews</a> ?	<a href="#">Avg. Time on Page</a> ?	<a href="#">Entrances</a> ?	<a href="#">Bounce Rate</a> ?	<a href="#">% Exit</a> ?	<a href="#">Page Value</a> ?
		<b>8,241</b> % of Total: 1.35% (610,145)	<b>3,715</b> % of Total: 1.40% (265,309)	<b>00:00:16</b> Avg for View: 00:00:34 (-53.53%)	<b>3,221</b> % of Total: 1.64% (196,962)	<b>0.43%</b> Avg for View: 0.25% (72.35%)	<b>33.22%</b> Avg for View: 32.28% (2.92%)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. <a href="#">cpc</a>	<b>6,351</b> (77.07%)	2,904 (78.17%)	00:00:12	2,893 (89.82%)	0.48%	36.95%	\$0.00 (0.00%)
<input type="checkbox"/>	2. <a href="#">organic</a>	<b>790</b> (9.59%)	332 (8.94%)	00:00:19	69 (2.14%)	0.00%	15.44%	\$0.00 (0.00%)
<input type="checkbox"/>	3. <a href="#">(none)</a>	<b>665</b> (8.07%)	293 (7.89%)	00:00:29	178 (5.53%)	0.00%	28.12%	\$0.00 (0.00%)
<input type="checkbox"/>	4. <a href="#">referral</a>	<b>435</b> (5.28%)	186 (5.01%)	00:00:38	81 (2.51%)	0.00%	18.85%	\$0.00 (0.00%)

ALL » PAGE: /current-openings/ ▾

Jan 17, 2022 - Jul 17, 2022 ▾

○ All Users  
0.39% Pageviews

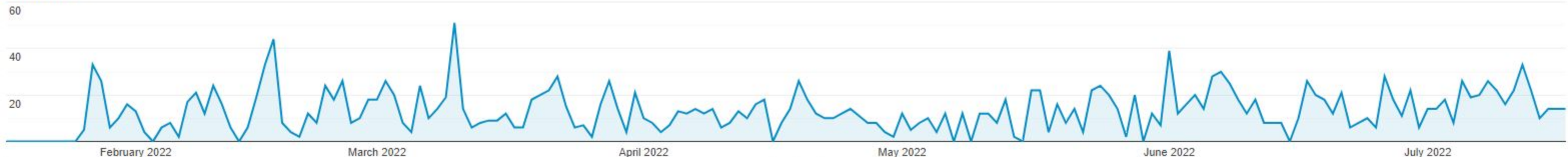
○ + Add Segment

Explorer **Navigation Summary**

Pageviews ▾ VS. [Select a metric](#)

Day Week Month  

● Pageviews



Primary Dimension: [Page](#) **Medium** ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

[advanced](#)     

<input type="checkbox"/>	Medium <sup>?</sup>	Pageviews <sup>?</sup> ↓	Unique Pageviews <sup>?</sup>	Avg. Time on Page <sup>?</sup>	Entrances <sup>?</sup>	Bounce Rate <sup>?</sup>	% Exit <sup>?</sup>	Page Value <sup>?</sup>
		<b>2,366</b> <small>% of Total: 0.39% (610,145)</small>	<b>923</b> <small>% of Total: 0.35% (265,309)</small>	<b>00:00:43</b> <small>Avg for View: 00:00:34 (24.52%)</small>	<b>52</b> <small>% of Total: 0.03% (196,962)</small>	<b>5.66%</b> <small>Avg for View: 0.25% (2,143.76%)</small>	<b>27.09%</b> <small>Avg for View: 32.28% (-16.07%)</small>	<b>\$0.00</b> <small>% of Total: 0.00% (\$0.00)</small>
<input type="checkbox"/>	1. cpc	<b>1,251</b> (52.87%)	522 (56.55%)	00:00:28	12 (23.08%)	7.69%	31.02%	\$0.00 (0.00%)
<input type="checkbox"/>	2. organic	<b>506</b> (21.39%)	182 (19.72%)	00:01:03	12 (23.08%)	0.00%	23.12%	\$0.00 (0.00%)
<input type="checkbox"/>	3. (none)	<b>314</b> (13.27%)	101 (10.94%)	00:00:33	16 (30.77%)	0.00%	19.75%	\$0.00 (0.00%)
<input type="checkbox"/>	4. referral	<b>295</b> (12.47%)	118 (12.78%)	00:01:16	12 (23.08%)	16.67%	25.08%	\$0.00 (0.00%)

\$7,788.18 Spend



Impressions

95.5K

How often your ads were shown



Clicks

5.47K

Actions on your ads



Calls

104

Calls to your business



Conversions

1.02K

Actions on your website from ads

### How often your ads are shown

An impression is counted every time your ad is shown. The more impressions you have, the more likely you are to get clicks on your ad.

Impressions build brand awareness, which helps people recognize and recall your business.

You're not charged for impressions. [Learn more](#)

### Impression details

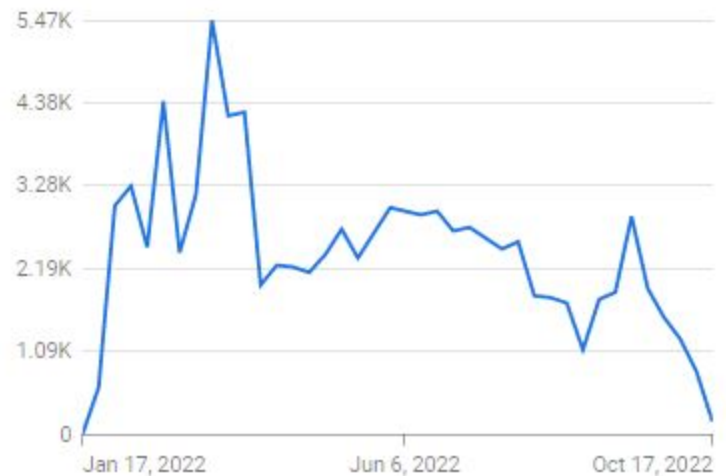
Insights on how your ads are reaching people.

91.7K times on mobile devices

12.3K times to people ages 25-34

95,497

Impressions



# Behavior Flow

Automatically Grouped Pages ▾ Level of Detail ▾ Export ▾



All Users  
100.00% Sessions

+ Add Segment

This report is based on 1.3K sessions (25.0% of sessions). [Learn more](#)

Behavior Flow » Landing Page : /careers/

Source / Medium ▾

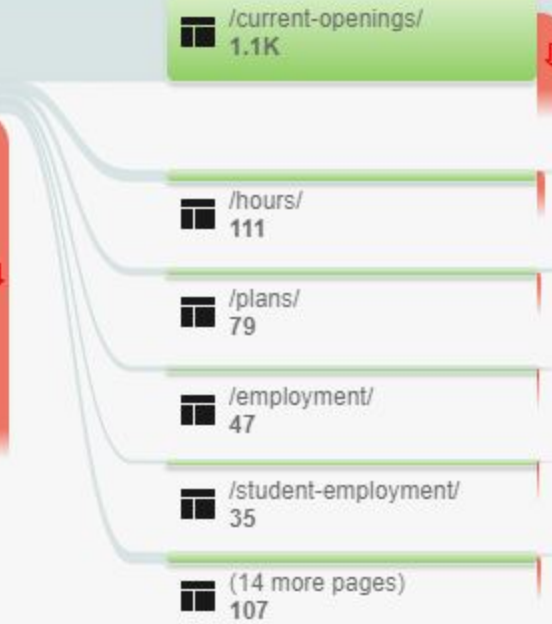


**Starting pages**  
5.1K sessions, 3.6K drop-offs

**1st Interaction**  
1.5K sessions, 998 drop-offs

**2nd Interaction**  
435 sessions, 345 drop-offs

**3rd Interaction**  
91 sessions, 42 drop-offs



+ Step

ALL » PAGE: /careers/

Jan 17, 2022 - Oct 17, 2022

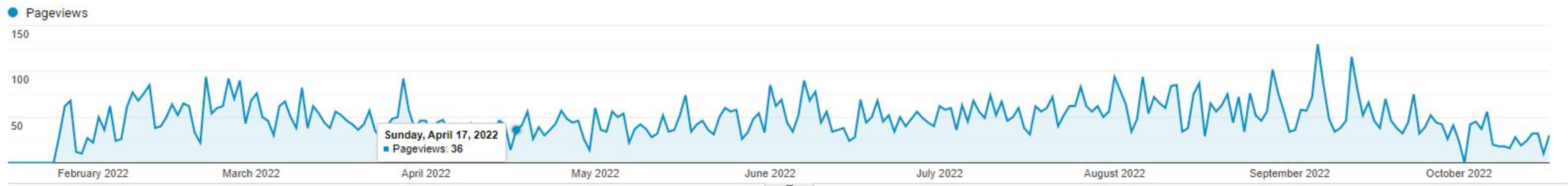
All Users  
 1.05% Pageviews

+ Add Segment

Explorer **Navigation Summary**

Pageviews vs. [Select a metric](#)

Day
  Week
  Month



Primary Dimension: [Page](#) **Medium**

Plot Rows
  Secondary dimension
  Sort Type: Default

advanced

<input type="checkbox"/>	Medium ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		<b>13,098</b> % of Total: 1.05% (1,248,898)	<b>5,890</b> % of Total: 1.09% (541,524)	<b>00:00:16</b> Avg for View: 00:00:35 (-54.15%)	<b>5,081</b> % of Total: 1.29% (394,697)	<b>0.47%</b> Avg for View: 0.39% (20.55%)	<b>31.85%</b> Avg for View: 31.60% (0.79%)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. cpc	<b>10,171</b> (77.65%)	<b>4,639</b> (78.76%)	00:00:11	<b>4,618</b> (90.89%)	0.45%	35.55%	\$0.00 (0.00%)
<input type="checkbox"/>	2. organic	<b>1,395</b> (10.65%)	590 (10.02%)	00:00:23	126 (2.48%)	0.00%	14.34%	\$0.00 (0.00%)
<input type="checkbox"/>	3. (none)	<b>968</b> (7.39%)	423 (7.18%)	00:00:32	249 (4.90%)	0.80%	27.17%	\$0.00 (0.00%)
<input type="checkbox"/>	4. referral	<b>564</b> (4.31%)	238 (4.04%)	00:00:40	88 (1.73%)	1.14%	16.49%	\$0.00 (0.00%)

ALL » PAGE: /current-openings/ ▾

Jan 17, 2022 - Oct 17, 2022 ▾

○ All Users  
 0.32% Pageviews

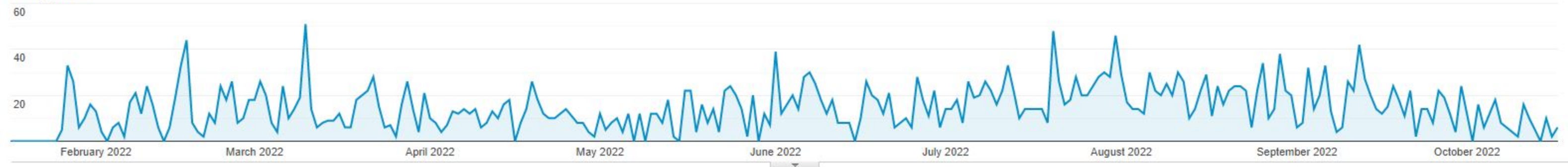
○ + Add Segment

Explorer
Navigation Summary

Pageviews ▾ VS. Select a metric

Day
Week
Month
📈
⋮

● Pageviews



Primary Dimension: Page **Medium** ▾

Plot Rows
Secondary dimension ▾
Sort Type: Default ▾

🔍 advanced
📊
📅
📄
🔍
☰

<input type="checkbox"/>	Medium ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		<b>3,996</b> % of Total: 0.32% (1,248,898)	<b>1,617</b> % of Total: 0.30% (541,524)	<b>00:00:43</b> Avg for View: 00:00:35 (22.02%)	<b>104</b> % of Total: 0.03% (394,697)	<b>5.71%</b> Avg for View: 0.39% (1,358.35%)	<b>28.75%</b> Avg for View: 31.60% (-9.02%)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. cpc	<b>2,229</b> (55.78%)	956 (59.12%)	00:00:26	14 (13.46%)	6.67%	32.21%	\$0.00 (0.00%)
<input type="checkbox"/>	2. organic	<b>877</b> (21.95%)	332 (20.53%)	00:01:08	24 (23.08%)	0.00%	24.40%	\$0.00 (0.00%)
<input type="checkbox"/>	3. (none)	<b>525</b> (13.14%)	179 (11.07%)	00:00:47	54 (51.92%)	5.56%	24.00%	\$0.00 (0.00%)
<input type="checkbox"/>	4. referral	<b>365</b> (9.13%)	150 (9.28%)	00:01:13	12 (11.54%)	16.67%	24.93%	\$0.00 (0.00%)



\$10,199.80 Spend all time



Impressions

115K

How often your ads were shown



Clicks

7.5K

Actions on your ads



Calls

120

Calls to your business



Conversions

1.31K

Actions on your website from ads

## How often your ads are shown

An impression is counted every time your ad is shown. The more impressions you have, the more likely you are to get clicks on your ad.

Impressions build brand awareness, which helps people recognize and recall your business.

You're not charged for impressions. [Learn more](#)

## Impression details

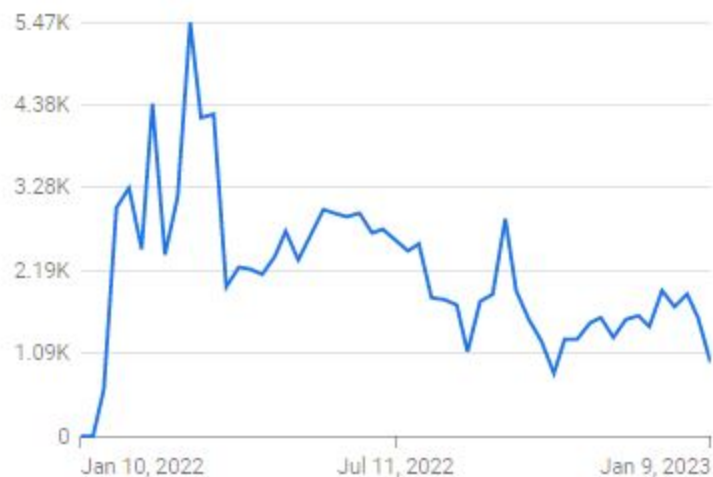
Insights on how your ads are reaching people.

 111K times on mobile devices

14K times to people ages 25-34

114,887

Impressions



# Behavior Flow

Automatically Grouped Pages ▾ Level of Detail ▾ Export ▾



All Users  
100.00% Sessions

+ Add Segment

This report is based on 1.3K sessions (19.3% of sessions). [Learn more](#)

Behavior Flow » Landing Page : /careers/

Source / Medium ▾ ⚙



google / cpc	6.1K
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(direct) / (none)	315
google / organic	124
t.co / referral	51
lm.facebook... / referral	36
...	67

**Starting pages**  
6.7K sessions, 4.9K drop-offs



**1st Interaction**  
1.8K sessions, 1.4K drop-offs



**2nd Interaction**  
475 sessions, 375 drop-offs



**3rd Interaction**  
100 sessions, 40 drop-offs



+ Step

ALL » PAGE: /careers/

Jan 17, 2022 - Jan 11, 2023

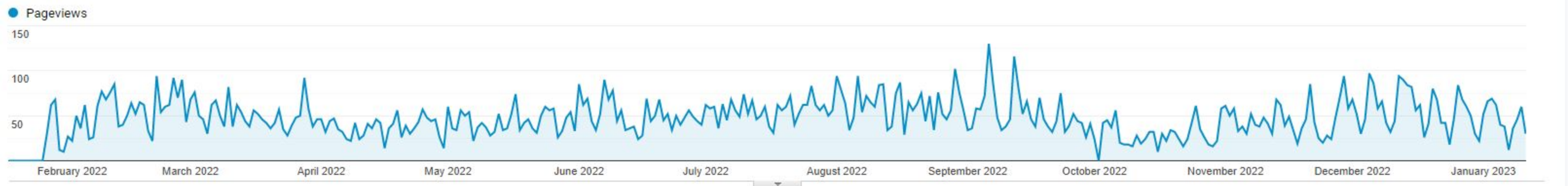
**All Users**  
1.07% Pageviews

+ Add Segment

Explorer **Navigation Summary**

Pageviews vs. Select a metric

Day Week Month



Primary Dimension: Page **Medium**

Plot Rows Secondary dimension Sort Type: Default

advanced

<input type="checkbox"/>	Medium ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		<b>17,095</b> % of Total: 1.07% (1,603,542)	<b>7,746</b> % of Total: 1.11% (698,853)	<b>00:00:15</b> Avg for View: 00:00:35 (-55.84%)	<b>6,721</b> % of Total: 1.31% (512,459)	<b>0.42%</b> Avg for View: 0.39% (7.54%)	<b>32.11%</b> Avg for View: 31.96% (0.48%)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. cpc	<b>13,552</b> (79.27%)	6,224 (80.35%)	00:00:11	6,201 (92.26%)	0.40%	35.75%	\$0.00 (0.00%)
<input type="checkbox"/>	2. organic	<b>1,772</b> (10.37%)	762 (9.84%)	00:00:24	152 (2.26%)	0.00%	13.60%	\$0.00 (0.00%)
<input type="checkbox"/>	3. (none)	<b>1,125</b> (6.58%)	488 (6.30%)	00:00:31	278 (4.14%)	0.72%	26.93%	\$0.00 (0.00%)
<input type="checkbox"/>	4. referral	<b>646</b> (3.78%)	272 (3.51%)	00:00:37	90 (1.34%)	1.11%	15.48%	\$0.00 (0.00%)

ALL » PAGE: /current-openings/ ▾

Jan 17, 2022 - Jan 11, 2023 ▾

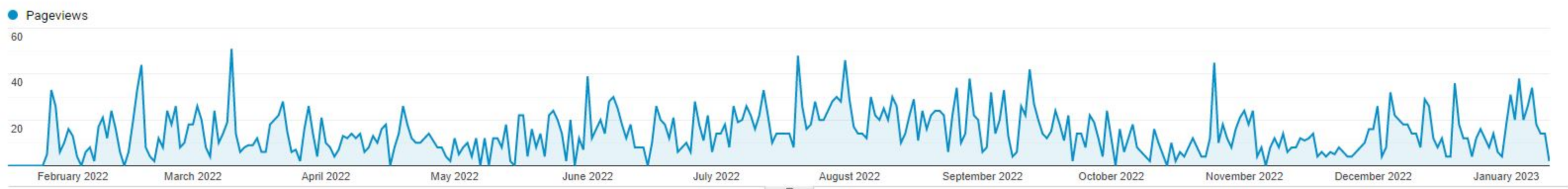
🔵 All Users  
0.32% Pageviews

⊕ + Add Segment

Explorer **Navigation Summary**

Pageviews ▾ vs. Select a metric

Day Week Month



Primary Dimension: Page **Medium** ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

[advanced](#)

<input type="checkbox"/>	Medium <sup>?</sup>	Pageviews <sup>?</sup> ↓	Unique Pageviews <sup>?</sup>	Avg. Time on Page <sup>?</sup>	Entrances <sup>?</sup>	Bounce Rate <sup>?</sup>	% Exit <sup>?</sup>	Page Value <sup>?</sup>
		<b>5,119</b> <small>% of Total: 0.32% (1,603,542)</small>	<b>2,096</b> <small>% of Total: 0.30% (698,853)</small>	<b>00:00:44</b> <small>Avg for View: 00:00:35 (25.92%)</small>	<b>167</b> <small>% of Total: 0.03% (512,459)</small>	<b>3.55%</b> <small>Avg for View: 0.39% (816.35%)</small>	<b>29.79%</b> <small>Avg for View: 31.96% (-6.78%)</small>	<b>\$0.00</b> <small>% of Total: 0.00% (\$0.00)</small>
<input type="checkbox"/>	1. cpc	<b>2,796</b> (54.62%)	1,223 (58.35%)	00:00:25	22 (13.17%)	4.17%	33.83%	\$0.00 (0.00%)
<input type="checkbox"/>	2. organic	<b>1,184</b> (23.13%)	462 (22.04%)	00:01:11	41 (24.55%)	0.00%	25.59%	\$0.00 (0.00%)
<input type="checkbox"/>	3. (none)	<b>702</b> (13.71%)	234 (11.16%)	00:00:47	89 (53.29%)	3.33%	24.07%	\$0.00 (0.00%)
<input type="checkbox"/>	4. referral	<b>437</b> (8.54%)	177 (8.44%)	00:01:09	15 (8.98%)	13.33%	24.49%	\$0.00 (0.00%)