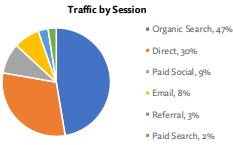


Homepage Performance Valuation

Date Range: 5/15/24 - 3/31/25

Page Overview					
Views	Sessions	Engaged sessions	Bounce rate	Engagement rate	Active users
10,891	8,470	6,455	24%	76%	7,458
					Returning users
					1,477

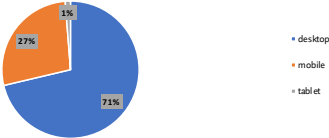
15%
Video Completion Rate



Insight

- Users on the homepage have an average engagement of 24 seconds, with Organic Search, Referral, and Organic Social averaging 37, 32, and 38 seconds respectively.
- 27% of users starting on the homepage continue to a secondary page like Herbicides, All Products, Fungicides, Seed Treatment, or Insecticides.

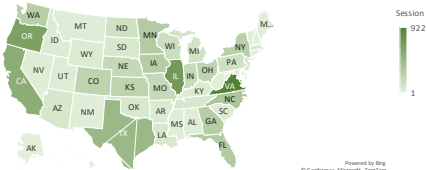
Device Type by Total Users



Insight

- 71% of users visit from desktop, where engagement is higher (27 seconds avg. time and 1.52 views per active user) compared to mobile (16 seconds avg. time and 1.34 views).
- 97% of email sessions occur on a desktop device.

Sessions by State

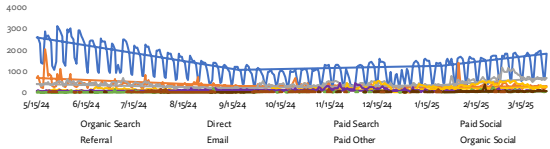


Insight

- Top states included Virginia, Illinois, Oregon, California, and Texas.
- Oregon users had the highest engagement rate among top states, at 90%.

Traffic Over Time

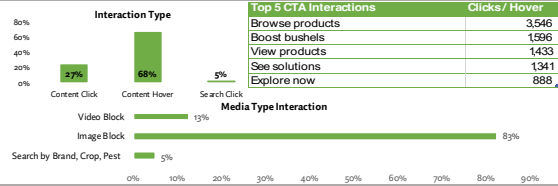
Sessions Over Time



Insight

- Direct traffic brought in the most new users (1,593), followed by Organic Search.
- Organic and Paid Search had the highest engagement rates, both above 90%

Homepage Interaction Over Time



Insight

- Section 1 saw high interaction, but clicks and hovers declined across subsequent sections.
- "Ready to Bust Seedcare Myths?" was the most engaged CTA in section 2.
- General CTAs like "Get more value" and "Find out how" saw low engagement, each with under 500 clicks/hovers.

Most Viewed Videos



Myth or Fact: Does SCN Really Hurt Yield?
Start Plays: 14
Completion Rate: 21%

Ace Your Potential with Miravis Ace
Start Plays: 10
Completion Rate: 10%

Insight

- Only 26 video starts occurred on the Crop Protection page, indicating low video engagement.
- 3 videos received views, but most users did not watch them to completion.