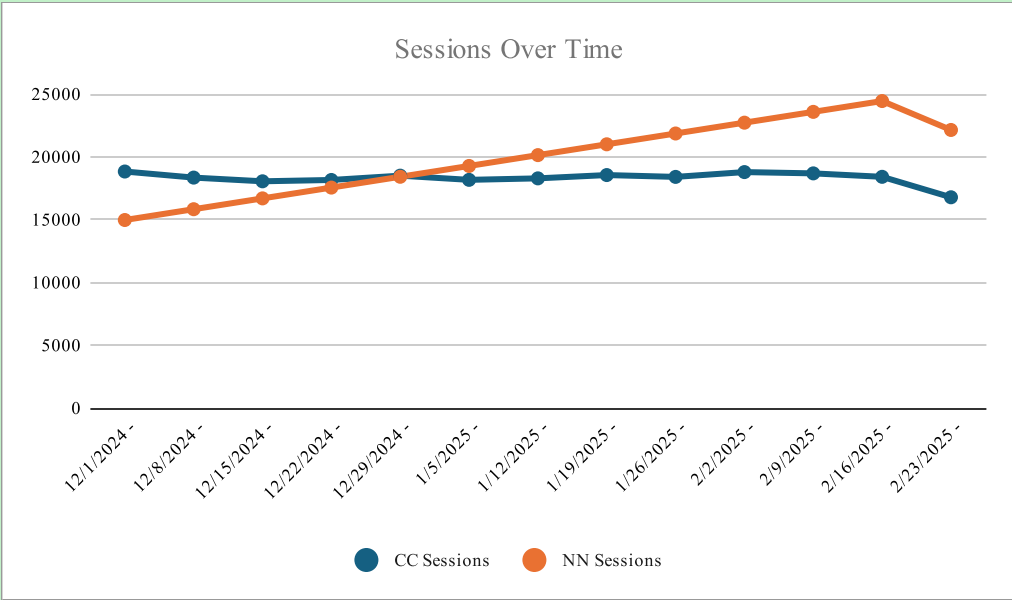


Key Insights

Companies: Career Connect (CC) and Network Now (NN)
Start: 12/1/2024 End: 2/28/2025

	Career Connect	Network Now
Average Session Time	75.12	156.49
Average Pages per Session	1.70	2.82
Bounce Rate	74.56%	56.75%
Sign Up Rate	0.88%	2.09%
Profile Completion Rate	0.60%	2.63%
Job Application Rate	1.48%	1.06%

Time Analysis



CC is slowing in growth; NN is slowly growing

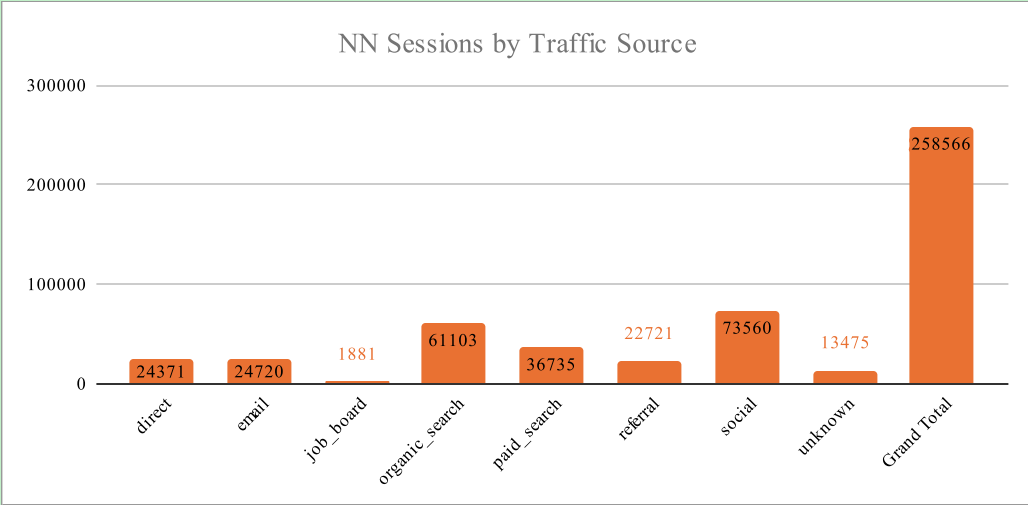
Conversion Rates

CC has a higher bounce rate on mobile (81.92%) than on desktop (64.36%); CC also has a higher mobile bounce rate than NN (52.25%).

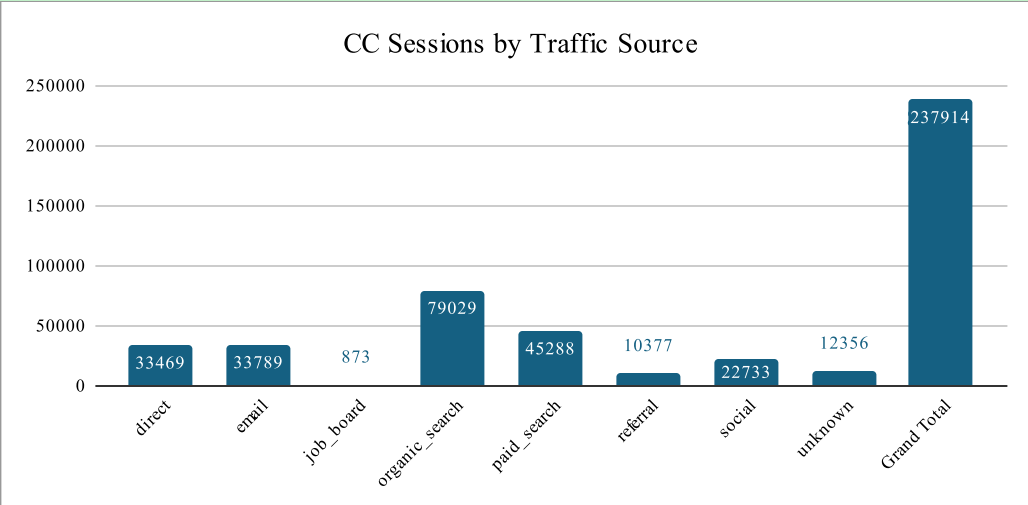
CC has a high bounce rate from 18-24 (83.45%) and 25-34 (78.61%) age groups compared to NN with 45.94% and 48.37% respectively.

CC has a significantly lower mobile sign up rate (0.35%) compared to NN (2.85%).

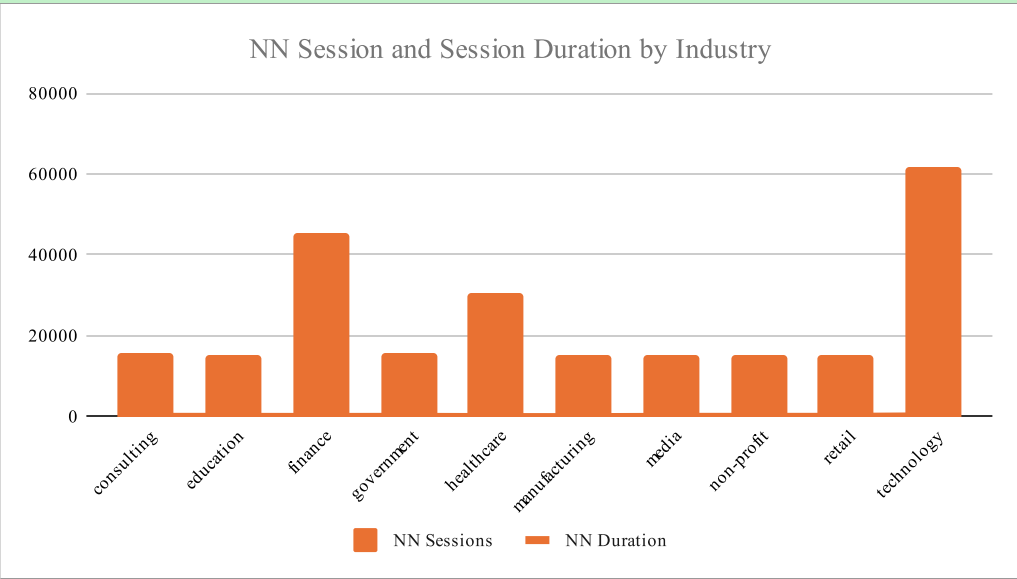
Traffic Source Sessions



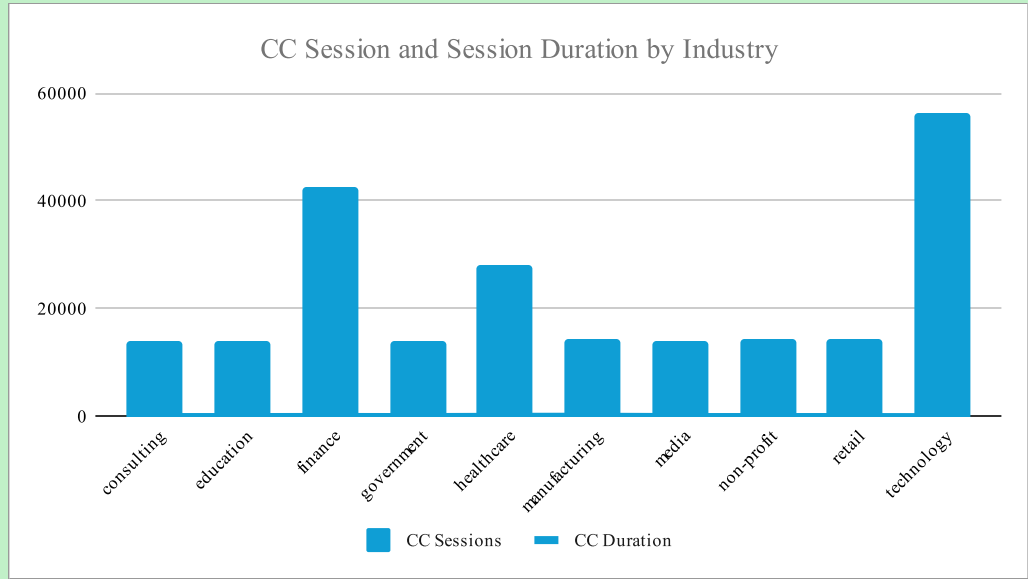
Organic Search and Social produce the most sessions for NN; Organic Search and Paid Search produce the most sessions for CC



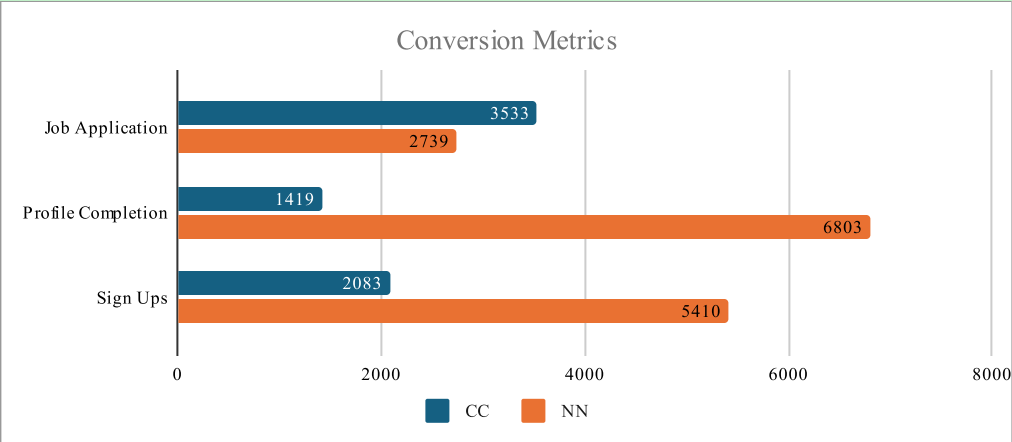
Industry Analysis



NN and CC have nrealy identical patterns of industry sessions, however, their duration patterns are somewhat inverted. CC session durations are higher for finance, healthcare, and manufacturing but are lower in technology.

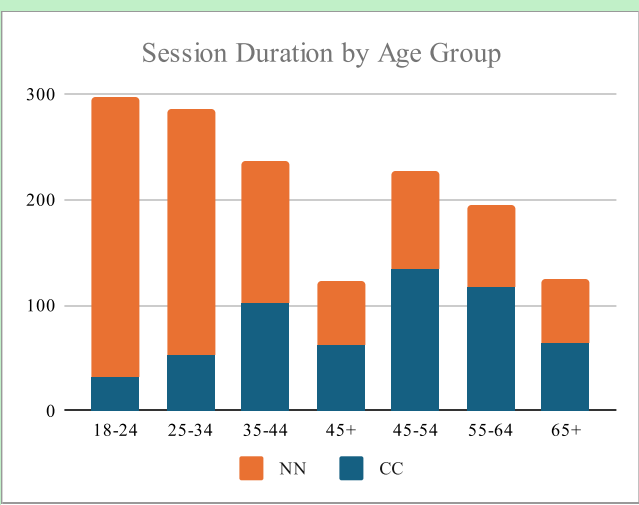
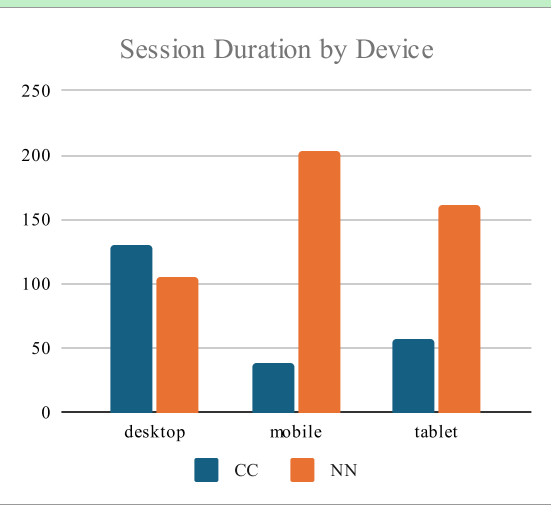


Conversion Metric Totals



NN has a high number of sign ups and new profiles but not drastically differing job applications from CC. Some of this may be attributed to CC's longer time in market.

Session Duration Analysis



NN is holding significantly longer sessions on mobile and tablet with mobile being its strongest. CC has the longest sessions on desktop. NN has longer sessions with younger people by a wide margin; CC gets longer sessions with older people by a smaller margin.