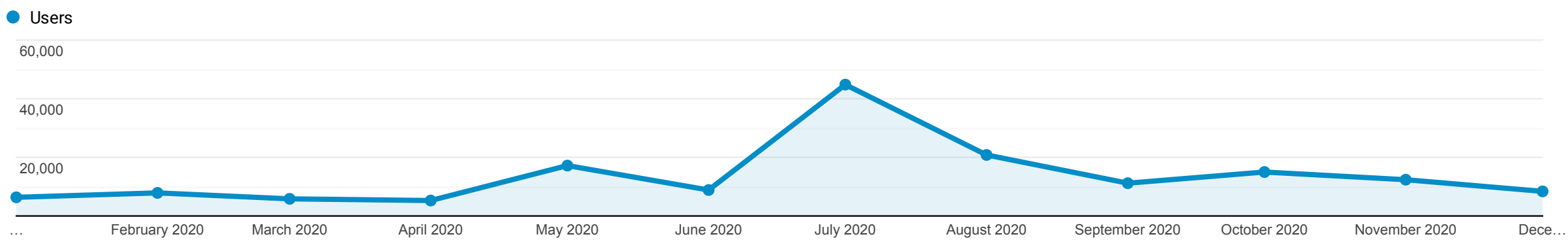
Audience Overview

All Users
100.00% Users

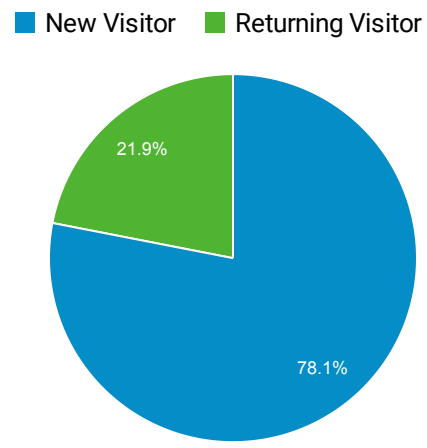
Jan 1, 2020 - Dec 31, 2020

Overview



Users	New Users	Sessions	Number of Sessions per User
152,545	150,526	262,504	1.72

Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
512,410	1.95	00:02:30	65.20%



	Language	Users	% Users
1.	en-us	68,715	44.88%
2.	en	31,972	20.88%
3.	ar	21,427	13.99%
4.	en-gb	15,596	10.19%
5.	ar-ae	5,418	3.54%
6.	fr-fr	1,435	0.94%
7.	ar-eg	1,080	0.71%
8.	en-ae	865	0.56%
9.	fr	751	0.49%
10.	en-ca	501	0.33%

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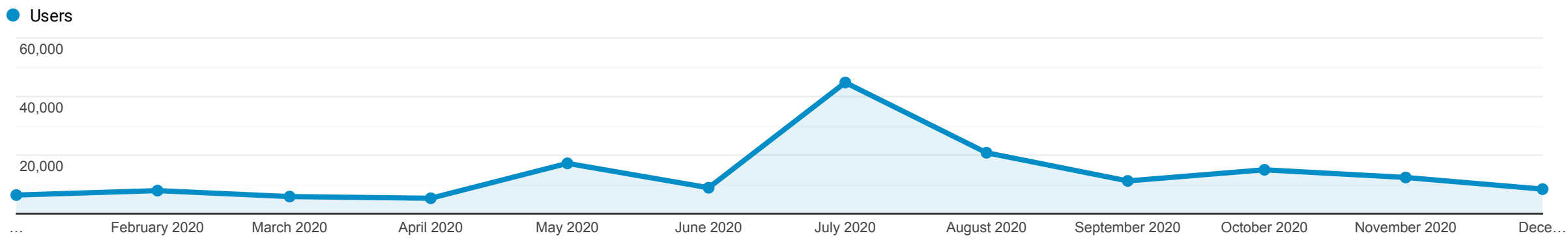
New vs Returning

All Users
100.00% Users

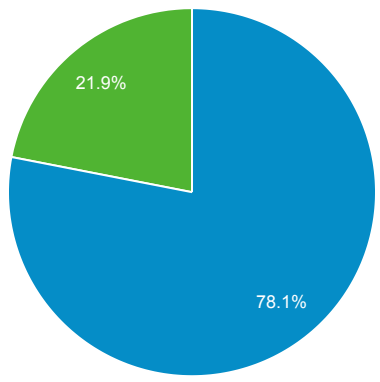
Jan 1, 2020 - Dec 31, 2020

Explorer

Summary



User Type	Users	Users	Contribution to total: Users
	152,545 % of Total: 100.00% (152,545)	**152,545** % of Total: 100.00% (152,545)	
1. New Visitor	**151,805**	78.06%	
2. Returning Visitor	**42,665**	21.94%	



Rows 1 - 2 of 2

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Analytics | http://mcy.gov.ae
MCY.gov.ae

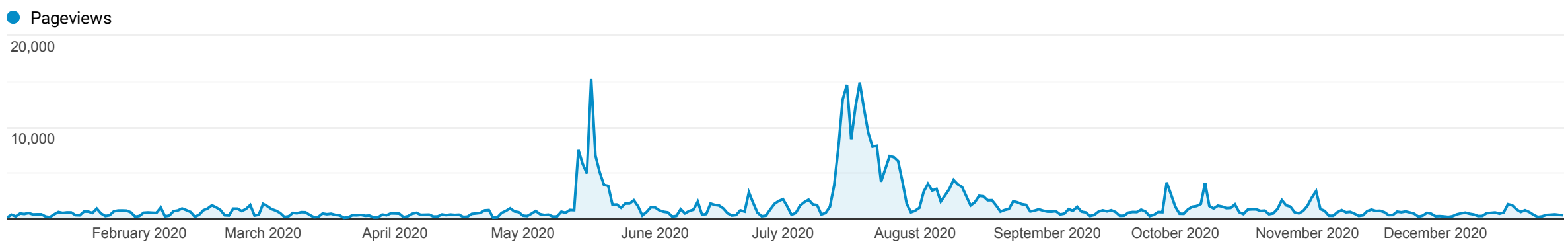
Go to report

Pages

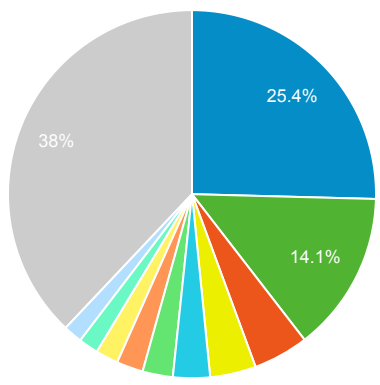
All Users
100.00% Pageviews

Jan 1, 2020 - Dec 31, 2020

Explorer



	Page	Pageviews	Pageviews	Contribution to total: Pageviews
		512,410 % of Total: 100.00% (512,410)	**512,410** % of Total: 100.00% (512,410)	
1.	/ar/summercamp/	**130,241**	25.42%	
2.	/ar/	**72,284**	14.11%	
3.	/en/	**24,901**	4.86%	
4.	/en/covid-19/financial-support/	**20,678**	4.04%	
5.	/en/covid-19/	**16,625**	3.24%	
6.	/en/summercamp/	**13,631**	2.66%	
7.	/ar/abu-dhabi-academy/	**11,981**	2.34%	
8.	/ar/projects/	**10,187**	1.99%	
9.	/ar/about/	**8,906**	1.74%	
10.	/ar/services/	**8,511**	1.66%	



Rows 1 - 10 of 7425

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Demographics: Overview

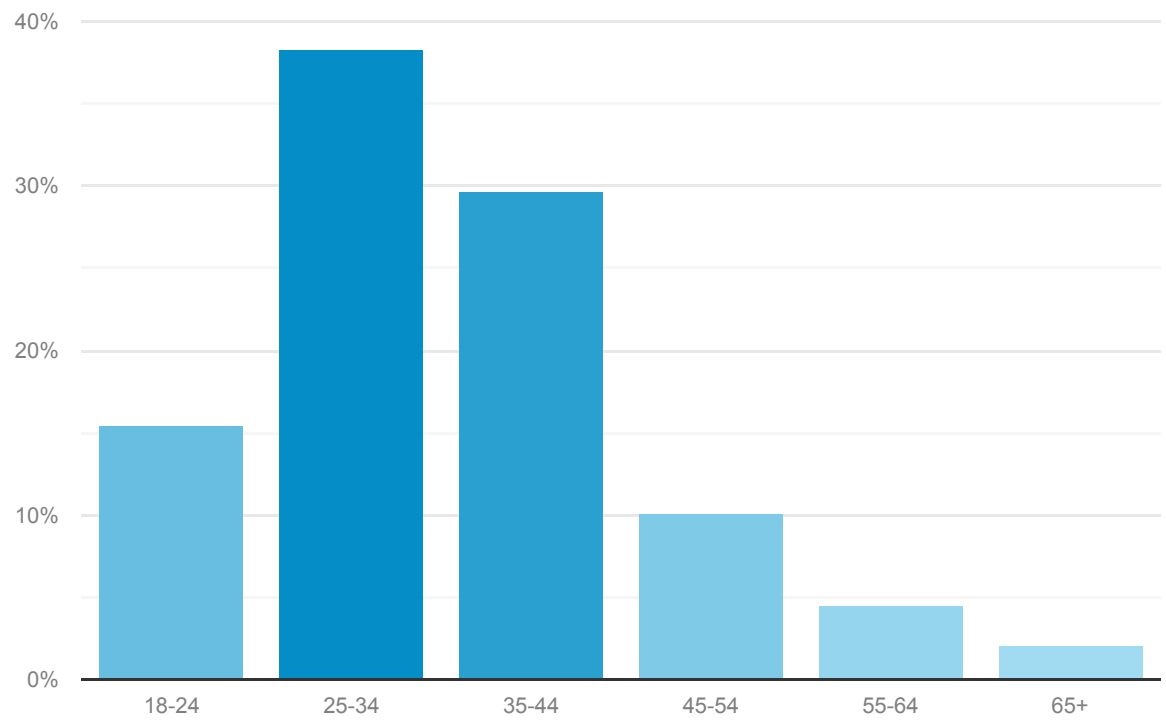
All Users
100.00% Users

Jan 1, 2020 - Dec 31, 2020

Key Metric:

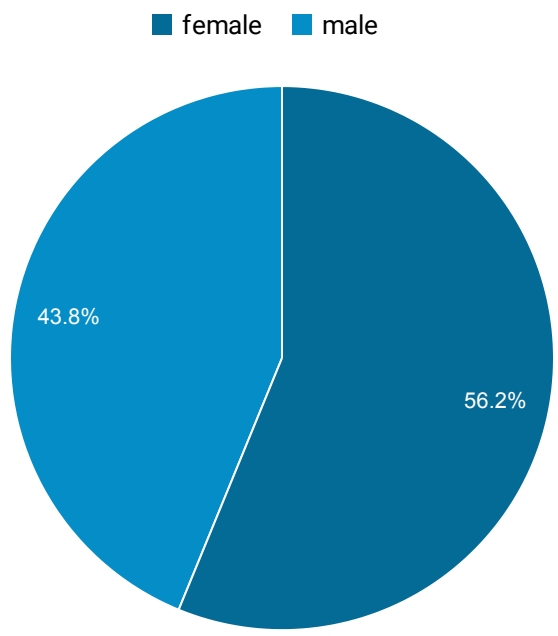
Age

25.59% of total users



Gender

27.48% of total users



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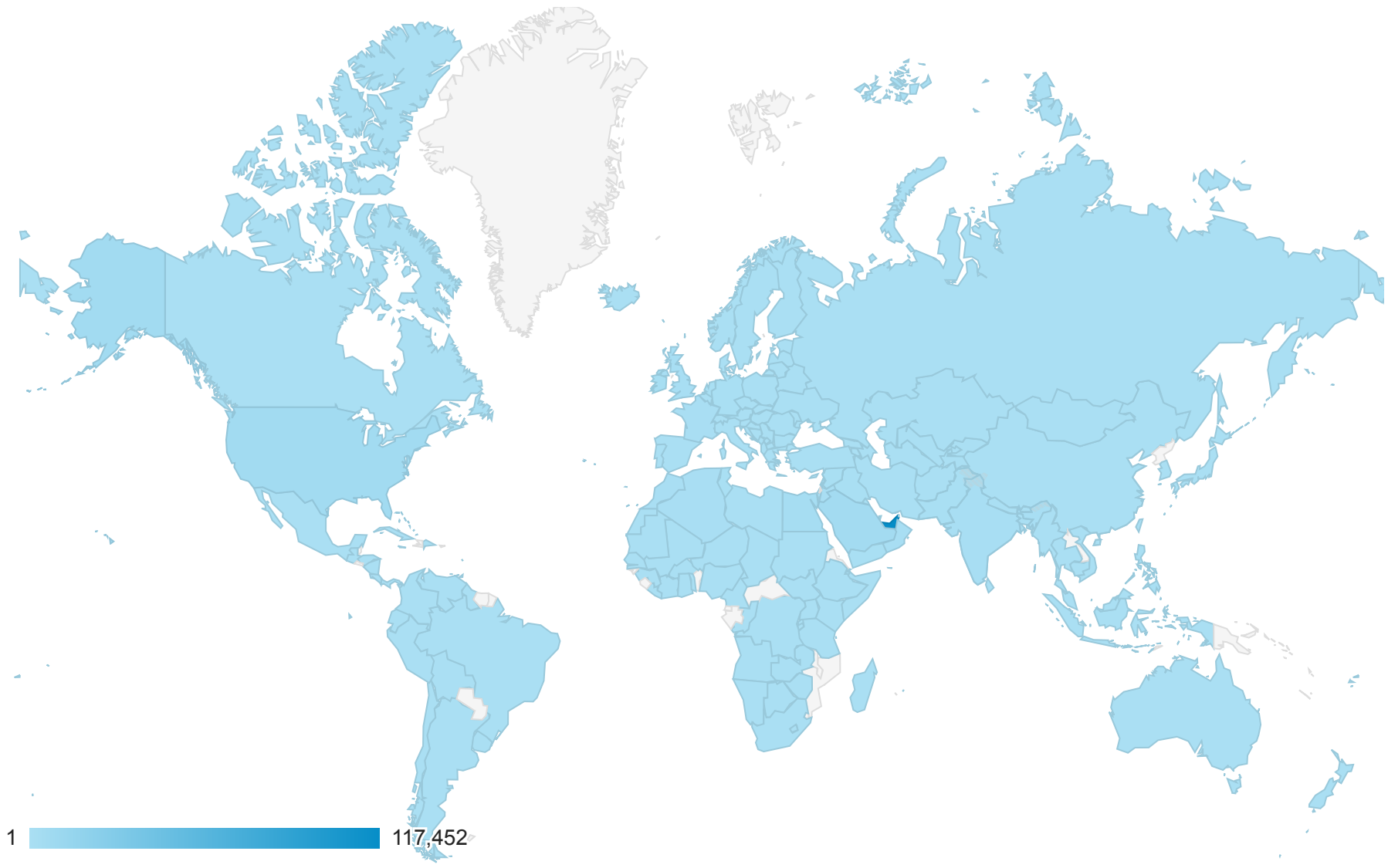
Location

All Users
100.00% Users

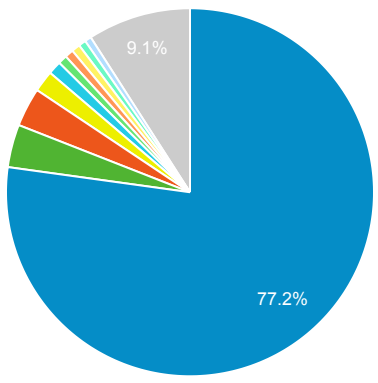
Jan 1, 2020 - Dec 31, 2020

Map Overlay

Summary



Country	Users	Users	Contribution to total: Users
	152,545 % of Total: 100.00% (152,545)	152,545 % of Total: 100.00% (152,545)	
1. United Arab Emirates	117,452	77.19%	
2. United States	5,724	3.76%	
3. Saudi Arabia	5,204	3.42%	
4. Egypt	2,854	1.88%	
5. Ireland	1,782	1.17%	
6. Oman	1,202	0.79%	
7. United Kingdom	1,147	0.75%	
8. India	1,138	0.75%	
9. Morocco	980	0.64%	
10. France	876	0.58%	



Rows 1 - 10 of 168

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Interests: Overview

All Users
100.00% Users

Jan 1, 2020 - Dec 31, 2020

Key Metric:

Affinity Category (reach)

29.48% of total users

3.95%	Shoppers/Value Shoppers
3.23%	Food & Dining/Foodies
3.23%	Media & Entertainment/Movie Lovers
3.20%	Lifestyles & Hobbies/Fashionistas
3.03%	Shoppers/Luxury Shoppers
2.96%	Beauty & Wellness/Beauty Mavens
2.86%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
2.81%	Lifestyles & Hobbies/Green Living Enthusiasts
2.63%	Lifestyles & Hobbies/Business Professionals
2.59%	Technology/Technophiles

In-Market Segment

22.53% of total users

4.20%	Employment
3.44%	Education/Primary & Secondary Schools (K-12)
2.74%	Education/Post-Secondary Education
2.60%	Financial Services/Investment Services
2.31%	Software/Business & Productivity Software
2.11%	Financial Services/Banking Services
2.06%	Business Services/Advertising & Marketing Services
1.95%	Employment/Career Consulting Services
1.77%	Travel/Hotels & Accommodations
1.75%	Real Estate/Residential Properties

Other Category

28.24% of total users

3.03%	Arts & Entertainment/TV & Video/Online Video
2.52%	[Life Events] Moving/Recently Moved
2.49%	Reference/General Reference/Dictionaries & Encyclopedias
2.27%	Arts & Entertainment/Celebrities & Entertainment News
1.98%	[Life Events] Job Change/Recently Started New Job
1.92%	Arts & Entertainment/Music & Audio/World Music/Middle Eastern & North African Music
1.75%	Jobs & Education/Education/Primary & Secondary Schooling (K-12)
1.66%	[Life Events] Moving/Moving Soon
1.51%	Sports/Team Sports/Soccer
1.41%	News/Politics

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