

Analytics

Devices **All devices**

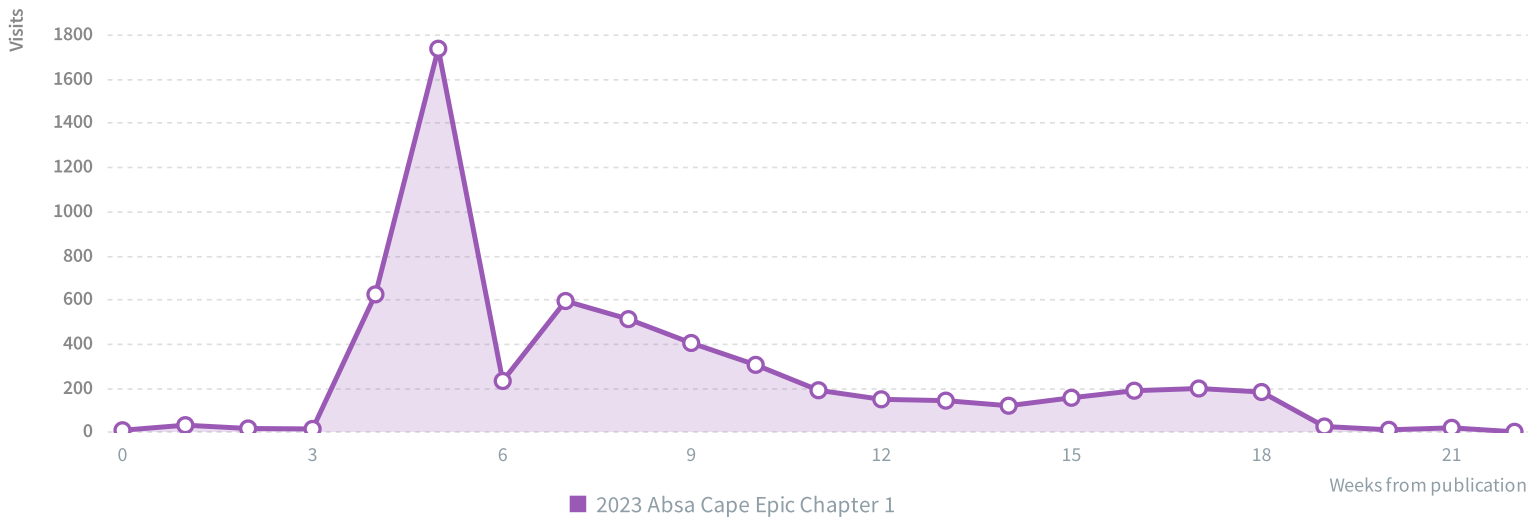
Campaign **All campaigns**

Period **All time**

Edition **2023 Absa Cape Epic Chapter 1**

Visits

| | | | | |
|-----------------------------|---------------------------------|-------------------------------|------------------------------------|----------------------------------|
| Total visits 5842 | Total pageviews 44480 | Avg. pages read 7.6 | Avg. time per page 39.3s | Avg. time spent 4m 59s |
|-----------------------------|---------------------------------|-------------------------------|------------------------------------|----------------------------------|



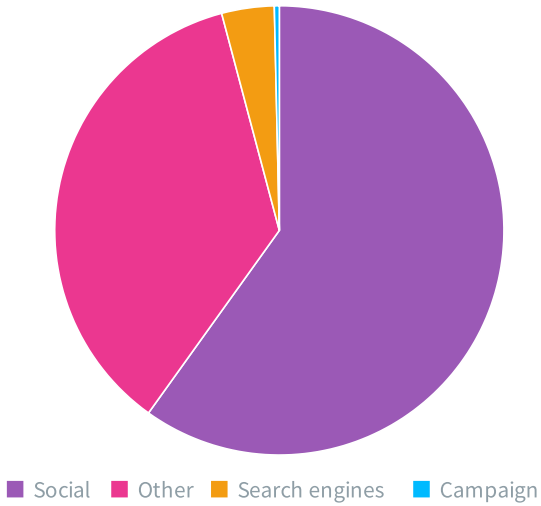
Content analysis

| # | Page | Views | Uniques | Avg. visit duration | Total engagement | Exits | Scrolled % |
|----|--|-------|---------|---------------------|-------------------|-------|------------|
| 15 | Epic Insights Pre-Ride | 1768 | 1428 | 1m 12s | 1 days 11h 19m 0s | 38% | — |
| 1 | Absa Cape Epic 2023 Chapter 1 | 3955 | 2874 | 40s | 1 days 7h 57m 51s | 29% | — |
| 4 | Explore The Area | 2083 | 1671 | 55s | 1 days 7h 57m 42s | 11% | — |
| 5 | 2023 Route Overview | 2424 | 1920 | 40s | 1 days 3h 2m 58s | 18% | — |
| 22 | Looking ahead to 2023 | 1434 | 1076 | 1m 3s | 18h 44m 11s | 27% | — |
| 18 | The Last Lioness | 1097 | 905 | 1m 14s | 18h 29m 49s | 23% | — |
| 8 | Stage 1: 20 March Monday | 2195 | 1436 | 28s | 16h 57m 2s | 10% | — |
| 7 | Prologue: 19 March Sunday | 2181 | 1528 | 28s | 16h 44m 56s | 12% | — |
| 17 | Epic Insights – Kit Choice | 1471 | 1179 | 40s | 16h 25m 9s | 32% | — |
| 20 | 4Islands Croatia | 1395 | 1096 | 42s | 16h 18m 4s | 35% | — |
| 2 | Founder's Message | 2292 | 1785 | 25s | 15h 47m 51s | 5% | — |
| 9 | Stage 2: 21 March Tuesday | 1941 | 1302 | 23s | 12h 31m 42s | 8% | — |
| 12 | Stage 5: 24 March Friday | 1523 | 1103 | 29s | 12h 20m 45s | 13% | — |
| 14 | Stage 7: 26 March Sunday | 1428 | 1069 | 28s | 11h 15m 47s | 22% | — |
| 10 | Stage 3: 22 March Wednesday | 1683 | 1182 | 23s | 10h 51m 14s | 7% | — |
| 11 | Stage 4: 23 March Thursday | 1548 | 1110 | 20s | 8h 39m 35s | 7% | — |
| 16 | Epic Insights Wahoo | 1054 | 828 | 25s | 7h 22m 55s | 11% | — |
| 13 | Stage 6: 25 March Saturday | 1373 | 997 | 19s | 7h 13m 35s | 7% | — |
| 24 | Racing the World | 976 | 727 | 26s | 6h 56m 0s | 9% | — |
| ? | - /2023_absa_cape_epic_chapter_1/2023_route_o... | 138 | 120 | 2m 43s | 6h 14m 50s | 37% | — |
| ? | /2023_absa_cape_epic_chapter_1/the_epic_series | 776 | 598 | 27s | 5h 51m 31s | 16% | — |
| 21 | CM.com | 1028 | 790 | 19s | 5h 28m 42s | 16% | — |

| | | | | | | | |
|----|--|------|------|--------|------------|-----|---|
| 19 | The Untamed African Mountain Bike Race | 915 | 734 | 19s | 4h 46m 59s | 7% | — |
| 3 | Mayor's Welcome | 2108 | 1661 | 8s | 4h 37m 43s | 4% | — |
| 25 | Our Sponsors | 921 | 684 | 17s | 4h 21m 41s | 13% | — |
| 27 | Next Chapter | 687 | 587 | 22s | 4h 15m 12s | 50% | — |
| ? | -/2023_absa_cape_epic_chapter_1/prologue_sun... | 114 | 100 | 1m 30s | 2h 50m 25s | 17% | — |
| ? | -/2023_absa_cape_epic_chapter_1/stage_1_mon... | 84 | 74 | 1m 51s | 2h 35m 7s | 5% | — |
| 6 | Giro Helmets | 1079 | 822 | 8s | 2h 29m 50s | 4% | — |
| 7 | - Prologue: 19 March Sunday - #section-3 | 139 | 108 | 1m 4s | 2h 27m 14s | 6% | — |
| 26 | Epic Series Newsletter | 899 | 615 | 10s | 2h 24m 38s | 15% | — |
| ? | -/2023_absa_cape_epic_chapter_1/stage_wedne... | 59 | 55 | 2m 5s | 2h 2m 36s | 16% | — |
| 8 | - Stage 1: 20 March Monday - #section-3 | 125 | 111 | 57s | 1h 58m 21s | 9% | — |
| ? | -/2023_absa_cape_epic_chapter_1/stage_7_sund... | 49 | 44 | 2m 22s | 1h 55m 43s | 23% | — |
| ? | -/2023_absa_cape_epic_chapter_1/stage_2_tues... | 69 | 60 | 1m 22s | 1h 34m 28s | 10% | — |
| ? | -/2023_absa_cape_epic_chapter_1/stage_5_frida... | 62 | 58 | 1m 24s | 1h 27m 2s | 10% | — |
| 9 | - Stage 2: 21 March Tuesday - #section-2 | 108 | 90 | 42s | 1h 16m 19s | 4% | — |
| ? | -/2023_absa_cape_epic_chapter_1/cm_com#/w... | 9 | 9 | 8m 22s | 1h 15m 18s | 22% | — |
| 10 | - Stage 3: 22 March Wednesday - #section-3 | 75 | 68 | 55s | 1h 9m 14s | 3% | — |
| ? | -/2023_absa_cape_epic_chapter_1/stage_6_satur... | 52 | 50 | 1m 19s | 1h 8m 46s | 10% | — |
| ? | -/2023_absa_cape_epic_chapter_1/4islands_croa... | 51 | 43 | 1m 20s | 1h 8m 23s | 51% | — |
| ? | -/2023_absa_cape_epic_chapter_1/stage_4_thur... | 43 | 43 | 1m 34s | 1h 7m 32s | 2% | — |
| 12 | - Stage 5: 24 March Friday - #section-3 | 71 | 65 | 48s | 56m 58s | 8% | — |
| 14 | - Stage 7: 26 March Sunday - #section-3 | 75 | 62 | 43s | 53m 37s | 16% | — |
| 11 | - Stage 4: 23 March Thursday - #section-3 | 80 | 65 | 35s | 47m 15s | 3% | — |
| ? | /2023_absa_cape_epic_chapter_1/epic_inisghts_... | 18 | 8 | 2m 36s | 46m 46s | 25% | — |

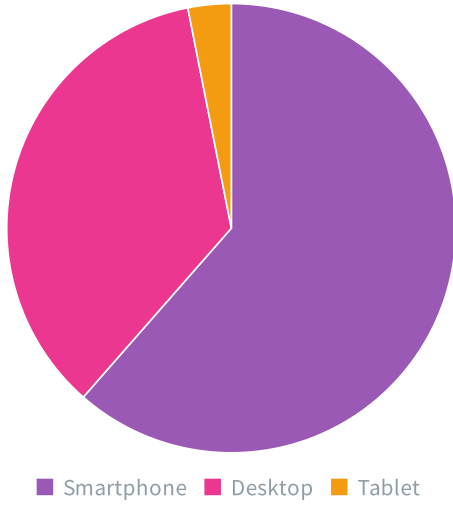
| | | | | | | | |
|----|--|-----|-----|--------|---------|------|---|
| 13 | - Stage 6: 25 March Saturday - #section-4 | 72 | 65 | 36s | 43m 25s | 5% | — |
| ? | /2023_absa_cape_epic_chapter_1/ - others | 118 | 96 | 21s | 40m 23s | 55% | — |
| ? | /2023_absa_cape_epic_chapter_1/the_last_lions | 26 | 13 | 1m 27s | 37m 50s | 15% | — |
| 23 | Southern Sun | 475 | 342 | 4s | 31m 39s | 8% | — |
| 24 | - Racing the World - #strap_header | 5 | 5 | 5m 47s | 28m 56s | 60% | — |
| ? | /2023_absa_cape_epic_chapter_1/epic_inisghts_... | 37 | 19 | 30s | 18m 48s | 37% | — |
| ? | /2023_absa_cape_epic_chapter_1/newsletter | 14 | 9 | 1m 15s | 17m 31s | 11% | — |
| ? | - /2023_absa_cape_epic_chapter_1/the_untamed... | 16 | 10 | 33s | 8m 55s | 10% | — |
| 5 | - 2023 Route Overview - #body | 9 | 9 | 39s | 5m 55s | 44% | — |
| ? | /2023_absa_cape_epic_chapter_1/towns_73101 | 9 | 5 | 30s | 4m 33s | 0% | — |
| ? | /2023_absa_cape_epic_chapter_1/4_islands_adv... | 8 | 6 | 33s | 4m 26s | 100% | — |
| ? | /2023_absa_cape_epic_chapter_1/sponsor_thank... | 9 | 6 | 24s | 3m 37s | 0% | — |
| 17 | - Epic Insights – Kit Choice - #page_header | 3 | 3 | 56s | 2m 48s | 33% | — |
| ? | - /2023_absa_cape_epic_chapter_1/epic_inisghts_... | 2 | 2 | 39s | 1m 17s | 0% | — |
| 2 | - Founder's Message - #strap_and_header | 5 | 5 | 15s | 1m 13s | 40% | — |
| ? | /2023_absa_cape_epic_chapter_1/our_sponsors_... | 1 | 1 | 36s | 36s | 0% | — |
| ? | - /2023_absa_cape_epic_chapter_1/the_last_lion... | 1 | 1 | 34s | 34s | 0% | — |
| ? | - /2023_absa_cape_epic_chapter_1/the_epic_seri... | 1 | 1 | 32s | 32s | 0% | — |
| 22 | - Looking ahead to 2023 - #strap_header | 7 | 7 | 3s | 23s | 43% | — |
| ? | - /2023_absa_cape_epic_chapter_1/epic_inisghts_... | 1 | 1 | 8s | 8s | 0% | — |
| 4 | - Explore The Area - #strap_header | 2 | 2 | 3s | 5s | 0% | — |
| ? | - /2023_absa_cape_epic_chapter_1/stage_4_thur... | 1 | 1 | 4s | 4s | 0% | — |
| 19 | - The Untamed African Mountain Bike Race - #pag... | 2 | 2 | 2s | 3s | 50% | — |
| 7 | - Prologue: 19 March Sunday - #stats_bar | 1 | 1 | 3s | 3s | 0% | — |

Traffic Sources



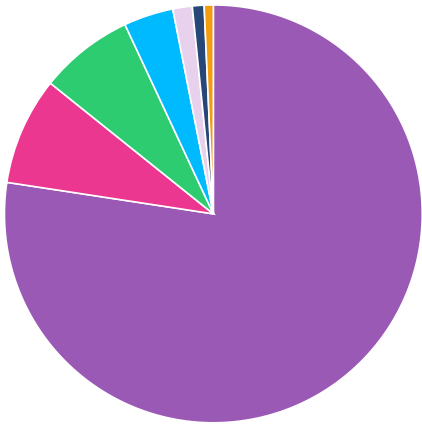
| Referrers | | |
|---|---------|-------|
| Source | Uniques | Views |
| Facebook | 1454 | 10689 |
| Instagram | 427 | 4774 |
| Keyword not defined | 295 | 2146 |
| www.epic-series.com | 165 | 4717 |
| www.cape-epic.com | 84 | 1928 |
| com.google.android.gm | 66 | 842 |
| LinkedIn | 26 | 321 |
| statics.teams.cdn.office.net | 20 | 170 |
| mail.google.com | 14 | 155 |
| 5c286ce010- | 6 | 94 |
| email_campaign_2018_12_06_01_21_copy_01 | 6 | 94 |
| click.mail.ru | 4 | 85 |
| editor.e2ma.net | 3 | 54 |
| email.seznam.cz | 3 | 100 |
| rich-v02.bluewin.ch | 3 | 65 |
| deref-gmx.net | 2 | 6 |
| empli.fi | 2 | 48 |
| appsuite.sunrise.ch | 1 | 30 |
| mail01.africaonline.com.na | 1 | 31 |
| mail02.orange.fr | 1 | 27 |
| search-dra.dt.dbankcloud.com | 1 | 27 |
| teams.microsoft.com | 1 | 5 |
| Twitter | 1 | 5 |
| webmail.telkomsa.net | 1 | 2 |
| webmail2.ig.com.br | 1 | 29 |
| www.goride.com.es | 1 | 16 |
| zscaler.lightning.force.com | 1 | 2 |

Devices



| Device | Total | Percent |
|------------|-------|---------|
| Smartphone | 3463 | 61.5% |
| Desktop | 1997 | 35.4% |
| Tablet | 175 | 3.1% |

Navigation Methods



■ Navigation Bar ■ Swipe ■ Internal link ■ Click (popup)
■ Table of Contents ■ Home Button ■ Keyboard

| Method | Total | Percent |
|-------------------|-------|---------|
| Navigation Bar | 34501 | 77.2% |
| Swipe | 3718 | 8.3% |
| Internal link | 3250 | 7.3% |
| Click (popup) | 1711 | 3.8% |
| Table of Contents | 670 | 1.5% |
| Home Button | 405 | 0.9% |
| Keyboard | 313 | 0.7% |

External Websites & Other Editions

| Link | Clicks | Unique | CTR% |
|---|--------|--------|-------|
| https://www.epic-series.com/4islands-riders-entryinfo | 116 | 107 | 1.99% |
| https://ciovita.co.za | 81 | 72 | 1.39% |
| https://www.giro.com/ | 54 | 52 | 0.92% |
| https://www.epic-series.com/signup | 51 | 46 | 0.87% |
| https://www.epic-series.com/swissepic | 43 | 20 | 0.74% |
| https://www.cm.com/en-za/?utm_source=absacapeepic&utm_medium=social&utm_campaign=digital-event-guide | 14 | 13 | 0.24% |
| https://www.wahoofitness.co.za | 17 | 13 | 0.29% |
| https://www.epic-series.com | 17 | 12 | 0.29% |
| https://www.epic-series.com/4islands | 12 | 12 | 0.21% |
| http://www.hermanus.co.za | 8 | 8 | 0.14% |
| https://meerendal.co.za/ | 12 | 8 | 0.21% |
| https://www.epic-series.com/andorra | 7 | 7 | 0.12% |
| http://www.meerendal.co.za | 7 | 6 | 0.12% |
| http://www.valdevie.co.za | 6 | 6 | 0.10% |
| https://www.absa.co.za | 6 | 6 | 0.10% |
| https://integratedmedia.co.za/ | 7 | 5 | 0.12% |
| https://oakvalley.co.za/ | 18 | 5 | 0.31% |
| https://www.epic-series.com/porttoport | 5 | 5 | 0.09% |
| https://www.epic-series.com/wines2whales | 6 | 5 | 0.10% |
| https://www.hermanus.co.za/ | 12 | 5 | 0.21% |
| http://www.lourensford.co.za | 4 | 4 | 0.07% |
| https://savanna.co.za | 4 | 4 | 0.07% |
| https://www.hermanushigh.co.za/ | 6 | 3 | 0.10% |
| https://www.nederburg.com | 4 | 4 | 0.07% |
| http://www.oakvalley.co.za | 3 | 3 | 0.05% |
| https://lourensford.co.za/ | 4 | 3 | 0.07% |
| https://www.boschendal.com | 3 | 3 | 0.05% |
| https://www.clayad.co.za | 4 | 3 | 0.07% |
| https://www.cm.com/en-za/ | 4 | 3 | 0.07% |

| | | | |
|---|---|---|-------|
| https://www.epic-series.com/reeftoreef | 3 | 3 | 0.05% |
| https://www.instagram.com/capeepic/?hl=en | 3 | 3 | 0.05% |
| https://www.northwave.com/en/ | 1 | 1 | 0.02% |
| https://www.toyota.co.za/ | 3 | 3 | 0.05% |
| https://www.valdevie.co.za/ | 4 | 3 | 0.07% |
| http://marathonmtb.com/ | 2 | 2 | 0.03% |
| https://epic-series.com/series_events/andorra-mtb-classic-pyrenees/ | 2 | 2 | 0.03% |
| https://www.capetown.gov.za | 2 | 2 | 0.03% |
| https://www.capetown.gov.za/ | 3 | 2 | 0.05% |
| https://www.epic-series.com/ | 1 | 1 | 0.02% |
| https://www.epic-series.com/capetocape | 2 | 2 | 0.03% |
| https://www.exxaro.com | 2 | 2 | 0.03% |
| https://www.hermanusadventures.co.za | 2 | 2 | 0.03% |
| https://www.mediclinic.co.za/en/corporate/home.html?gclid=Cj0KCQiA1sucBhDgARIsAFoytUtG-iSo8_0LJpGPGVwzeZLO129z55L9bm8yLlkvIxIH7OHTIgpHyl8aAuInEALw_wcB | 2 | 2 | 0.03% |
| https://www.oakvalley.co.za | 2 | 2 | 0.03% |
| https://www.tygerbergmtb.co.za | 2 | 2 | 0.03% |
| https://epic-series.com/series_events/4islands-mtb-croatia/ | 1 | 1 | 0.02% |
| https://epic-series.com/series_events/absa-cape-epic/ | 1 | 1 | 0.02% |
| https://epic-series.com/series_events/swiss-epic/ | 1 | 1 | 0.02% |
| https://fulgaz.com | 1 | 1 | 0.02% |
| https://lourensford.co.za | 1 | 1 | 0.02% |
| https://supersport.com/ | 1 | 1 | 0.02% |
| https://teradek.com/ | 1 | 1 | 0.02% |
| https://unsplash.com/@thomasbennie?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText | 1 | 1 | 0.02% |
| https://unsplash.com/s/photos/cape-town?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText | 1 | 1 | 0.02% |
| https://www.avis.co.za | 1 | 1 | 0.02% |
| https://www.bulls-bikes.com/gb-en/ | 1 | 1 | 0.02% |
| https://www.cape-epic.com | 1 | 1 | 0.02% |
| https://www.ciovita.com/ | 1 | 1 | 0.02% |
| https://www.cm.com/ | 1 | 1 | 0.02% |
| https://www.devilspeak.beer/ | 1 | 1 | 0.02% |

| | | | |
|---|---|---|-------|
| https://www.dimensiondata.com | 1 | 1 | 0.02% |
| https://www.dpdlaser.co.za | 1 | 1 | 0.02% |
| https://www.facebook.com/capeepic/ | 1 | 1 | 0.02% |
| https://www.facebook.com/EpicMTBSeries/ | 1 | 1 | 0.02% |
| https://www.overstrand.gov.za/en/ | 1 | 1 | 0.02% |
| https://www.pickfords.co.za | 1 | 1 | 0.02% |
| https://www.southernsun.com | 1 | 1 | 0.02% |
| https://www.squirtcyclingproducts.com | 1 | 1 | 0.02% |
| https://www.usn.co.za | 1 | 1 | 0.02% |
| https://www.vanloveren.co.za | 1 | 1 | 0.02% |
| https://www.vodacom.co.za/vodacom/furthertogether?cid=PS_BKs9w&gclid=Cj0KCQiA1sucBhDgARIsAFoytUvE7IsXY6R6dKyJRVydaZgVoBds2UMgy2Y1p4WBpsAArbFJyCGslZgaAg2BEALw_wcB | 1 | 1 | 0.02% |
| https://www.wahoofitness.co.za/ | 1 | 1 | 0.02% |
| https://www.westerncape.gov.za/?utm_campaign=Government Department&utm_source=google&utm_medium=pc&utm_term=government department&utm_content=3551502-e1-ng-mb-c18203724670-g141077812016-a620301507259-uCj0KCQiA1sucBhDgARIsAFoytUuLSSM7ZdzuL3cot9DeVVeQs6bJP7JfVhzk_gmpw_alHO_XvThoiWUaAgwuEALw_wcB-cat10694712-kgovernment department-mod | 1 | 1 | 0.02% |
| https://www.woolworths.co.za | 1 | 1 | 0.02% |