

Strategic Analytics

Your Data Tells a Story



Communication Partners helps you get the most out of your digital communications. One way we do this is by collecting, analyzing, and sharing data to give you insight into what's most important to your company and your employees.



COLLECT

We have the capability to analyze utilization of Benefits Hubs, Hero Sites, Gateway Apps, Videos, Self-guided Presentations, and more. You choose the cadence; we gather the data.



ANALYZE

Our experts turn the raw data into meaningful takeaways. Using graphs, charts, and summaries, we deliver the information you need when you need it.



STRATEGIZE

Once you have the data, we pinpoint recommended communications strategies that target key topics and employee groups. Data-informed decisions will help your organization's goals become a reality.



Analytics Definitions



Users

The number of people who have visited the site.

New Users

Percentage of visitors who have never been to the site before.

Pageviews

The count of all pages viewed. May be multiple pageviews within a single session.

Unique Pageviews

The number of unique pages viewed. Does not include multiple views of the same page.

Average Time on Page

The average length of time a visitor spends on a particular page.

Sessions

A single visit to a website, starting when a visitor enters the site and ending when that visitor leaves the site.

Entrances

Shows the number of sessions in which this particular page was the first one (landing page).

Pages per Session

The average number of pages viewed per session.

Average Session Duration

The average length of time visitors spend on the site during their session.

Bounce Rate

The percentage of people who visit a single page before leaving.

Exit Rate (% Exit)

The page's exit rate indicates how often visitors leave the site after visiting any number of pages; as a percentage, exit rate is calculated as the number of exits divided by the number of pageviews for a particular page.