

# Analytics

Devices **All devices**

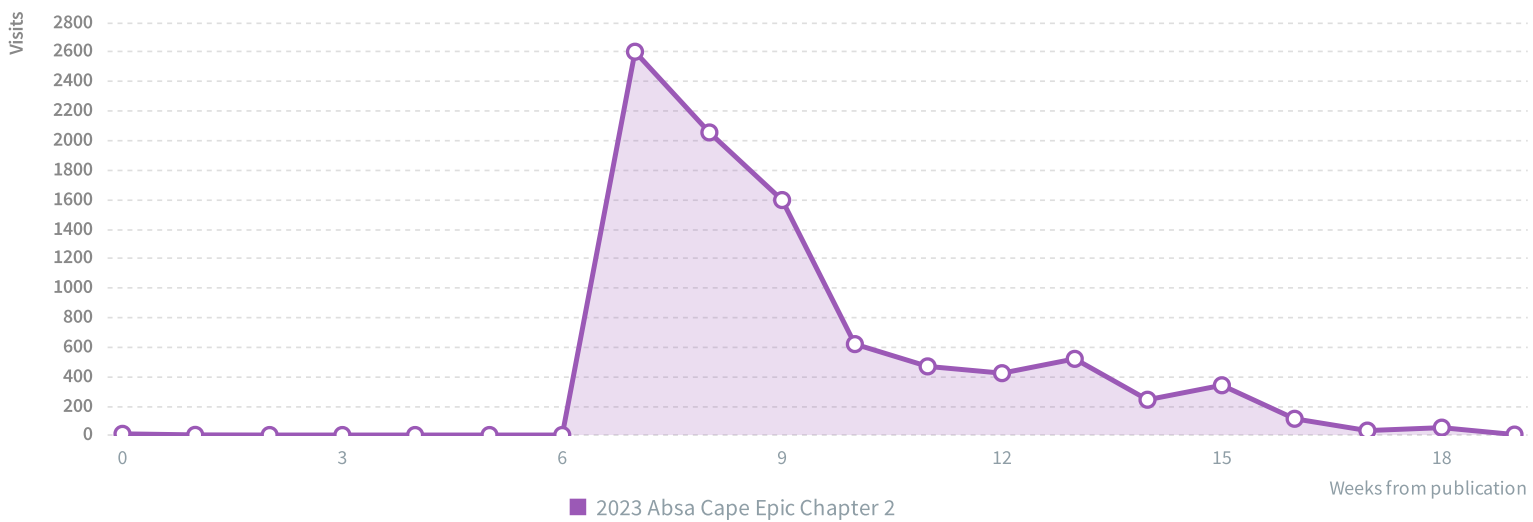
Campaign **All campaigns**

Period **All time**

Edition **2023 Absa Cape Epic Chapter 2**

## Visits

Total visits <b>9033</b>	Total pageviews <b>67611</b>	Avg. pages read <b>7.5</b>	Avg. time per page <b>30s</b>	Avg. time spent <b>3m 45s</b>
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## Content analysis

#	Page	Views	Uniques	Avg. visit duration	Total engagement	Exits	Scrolled %
5	SCOTT-SRAM MTB Racing	5629	4495	1m 0s	3 days 21h 27m 52s	54%	—
7	Groenlandberg	3516	2696	1m 16s	2 days 8h 56m 46s	28%	—
20	Noah Warren	2390	1960	1m 32s	2 days 2h 5m 54s	43%	—
1	Cover	4551	3241	44s	1 days 15h 10m 43s	36%	—
4	Speed Company Racing	2965	2310	40s	1 days 9h 15m 18s	14%	—
11	David and Fran Millar	2497	2051	36s	1 days 1h 17m 58s	19%	—
17	Sabina Compassi	1481	1271	27s	11h 1m 46s	7%	—
13	Epic Quiz	2081	1664	16s	9h 24m 17s	7%	—
19	The Lost Lion	1310	1131	26s	9h 16m 51s	5%	—
8	Exxaro Women's Jersey	2580	2050	13s	9h 13m 24s	8%	—
31	Prologue: 19 March Sunday	844	604	34s	7h 54m 29s	16%	—
15	USN Beat the Heat	1608	1387	16s	7h 0m 9s	5%	—
2	Premier Message	2772	2100	9s	6h 56m 29s	4%	—
30	2023 Route Overview	740	611	32s	6h 36m 36s	14%	—
3	Absa Foreword	2532	2003	9s	6h 16m 21s	4%	—
32	Stage 1: 20 March Monday	828	555	23s	5h 19m 54s	12%	—
38	Stage 7: 26 March Sunday	525	396	32s	4h 36m 38s	28%	—
12	Squirt	2083	1666	8s	4h 34m 41s	5%	—
29	Explore The Area	638	561	25s	4h 28m 1s	9%	—
16	SPAR Swiss Epic	1575	1338	10s	4h 26m 36s	7%	—
6	Digital Payments	2841	2169	5s	4h 19m 25s	7%	—
27	Founder's Message	765	650	19s	4h 5m 6s	8%	—

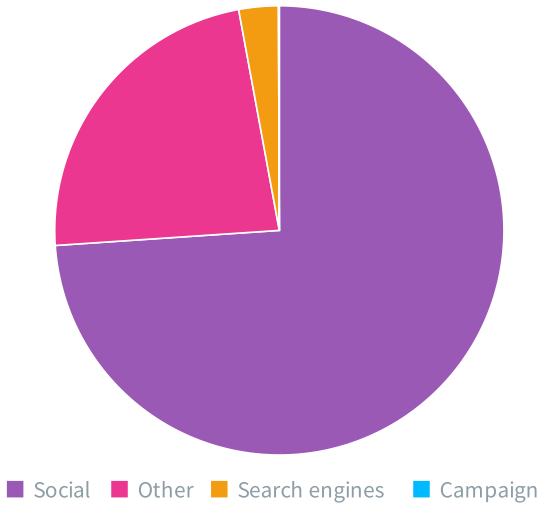
22	Epic Series Down Under	1236	1056	12s	4h 5m 3s	4%	—
33	Stage 2: 21 March Tuesday	691	473	21s	3h 59m 57s	10%	—
18	Northwave	1402	1185	10s	3h 45m 21s	7%	—
9	Giro Helmets	2206	1815	6s	3h 45m 19s	6%	—
26	Absa Cape Epic 2023 Chapter 1	1131	895	12s	3h 41m 45s	22%	—
36	Stage 5: 24 March Friday	478	351	25s	3h 15m 40s	13%	—
34	Stage 3: 22 March Wednesday	563	410	19s	2h 54m 56s	11%	—
39	Epic Insights Pre-Ride	335	263	30s	2h 45m 10s	17%	—
37	Stage 6: 25 March Saturday	466	337	19s	2h 27m 16s	14%	—
25	Next Chapter	1034	890	8s	2h 15m 5s	8%	—
13	- Epic Quiz - #popup-1	219	202	33s	2h 1m 43s	6%	—
24	Newsletter	1052	937	7s	1h 59m 45s	6%	—
23	Absa Vehicle and Asset Finance Ad	1146	996	6s	1h 53m 39s	4%	—
44	4Islands Croatia	221	175	30s	1h 51m 40s	14%	—
14	Absa CIB	1758	1470	4s	1h 51m 7s	3%	—
35	Stage 4: 23 March Thursday	511	378	13s	1h 49m 30s	10%	—
13	- Epic Quiz - #popup-4	183	172	30s	1h 30m 44s	5%	—
21	Toyota	1367	1166	4s	1h 26m 34s	4%	—
42	The Last Lioness	267	209	19s	1h 26m 34s	9%	—
13	- Epic Quiz - #popup-2	175	164	28s	1h 22m 14s	5%	—
13	- Epic Quiz - #popup-3	163	155	29s	1h 19m 52s	3%	—
13	- Epic Quiz - #popup-8	132	118	33s	1h 11m 39s	3%	—
?	-/2023_absa_cape_epic_chapter_2/prologue_sun...	34	25	2m 1s	1h 8m 46s	28%	—
?	-/2023_absa_cape_epic_chapter_2/2023_route_o...	16	16	4m 16s	1h 8m 9s	38%	—

40	Epic Insights Wahoo	285	223	14s	1h 6m 29s	9%	—
13	- Epic Quiz - #popup-7	157	142	25s	1h 5m 51s	4%	—
46	Looking ahead to 2023	186	155	20s	1h 1m 39s	9%	—
13	- Epic Quiz - #popup-5	139	137	25s	58m 59s	4%	—
48	Racing the World	164	129	21s	57m 15s	9%	—
41	Epic Insights – Kit Choice	264	212	13s	55m 11s	6%	—
51	Next Chapter	146	133	21s	52m 15s	49%	—
?	- /2023_absa_cape_epic_chapter_2/stage_5_frida...	17	15	2m 57s	50m 15s	7%	—
45	CM.com	211	174	14s	49m 37s	12%	—
13	- Epic Quiz - #popup-6	124	118	24s	49m 19s	4%	—
?	- /2023_absa_cape_epic_chapter_2/stage_7_sund...	24	21	1m 56s	46m 35s	52%	—
43	The Untamed African Mountain Bike Race	231	185	11s	43m 40s	6%	—
?	- /2023_absa_cape_epic_chapter_2/epic_series_d...	12	11	3m 26s	41m 17s	9%	—
13	- Epic Quiz - #popup-9	122	113	18s	36m 16s	4%	—
28	Mayor's Welcome	636	563	3s	35m 49s	3%	—
13	- Epic Quiz - #popup-10	158	137	13s	33m 28s	24%	—
?	- /2023_absa_cape_epic_chapter_2/spar_swiss_e...	26	21	1m 14s	32m 15s	29%	—
?	- /2023_absa_cape_epic_chapter_2/4_islands_ad...	6	4	5m 18s	31m 49s	50%	—
15	- USN Beat the Heat - #section-3	31	28	1m 0s	30m 45s	7%	—
?	- /2023_absa_cape_epic_chapter_2/stage_wedne...	22	19	1m 20s	29m 12s	16%	—
50	Epic Series Newsletter	159	121	10s	27m 6s	7%	—
32	- Stage 1: 20 March Monday - #section-3	21	19	1m 13s	25m 41s	5%	—
?	/2023_absa_cape_epic_chapter_2/4_islands_adv...	11	7	2m 13s	24m 23s	43%	—
?	/2023_absa_cape_epic_chapter_2/the_epic_series	115	101	13s	24m 11s	8%	—

49	Our Sponsors	159	124	9s	23m 56s	5%	—
?	/2023_absa_cape_epic_chapter_2/ - others	94	76	15s	23m 6s	54%	—
?	- /2023_absa_cape_epic_chapter_2/stage_2_tues...	14	13	1m 28s	20m 26s	23%	—
?	- /2023_absa_cape_epic_chapter_2/stage_1_mon...	17	16	1m 3s	17m 58s	19%	—
?	- /2023_absa_cape_epic_chapter_2/stage_4_thur...	15	15	1m 12s	17m 55s	0%	—
31	- Prologue: 19 March Sunday - #section-3	38	26	27s	17m 16s	12%	—
17	- Sabina Compassi - #page_header	6	6	2m 42s	16m 10s	100%	—
47	Southern Sun	176	142	5s	14m 13s	8%	—
?	- /2023_absa_cape_epic_chapter_2/stage_6_satur...	12	11	1m 8s	13m 32s	0%	—
38	- Stage 7: 26 March Sunday - #section-3	13	13	58s	12m 32s	31%	—
15	- USN Beat the Heat - #section-1	12	10	1m 1s	12m 14s	20%	—
33	- Stage 2: 21 March Tuesday - #section-2	17	14	33s	9m 26s	21%	—
37	- Stage 6: 25 March Saturday - #section-4	31	11	18s	9m 16s	0%	—
10	Stages Cycling	86	59	6s	8m 42s	12%	—
?	/2023_absa_cape_epic_chapter_2/premiere_mes...	51	40	10s	8m 35s	10%	—
36	- Stage 5: 24 March Friday - #section-3	14	14	34s	8m 1s	7%	—
34	- Stage 3: 22 March Wednesday - #section-3	14	12	29s	6m 41s	17%	—
35	- Stage 4: 23 March Thursday - #section-3	15	10	24s	6m 7s	10%	—
?	- /2023_absa_cape_epic_chapter_2/4islands_croa...	2	2	1m 43s	3m 26s	0%	—
20	- Noah Warren - #strap_header	4	4	19s	1m 16s	75%	—
7	- Groenlandberg - #page_header	5	5	10s	50s	0%	—
5	- SCOTT-SRAM MTB Racing - #strap_header	2	2	15s	29s	50%	—
?	- /2023_absa_cape_epic_chapter_2/the_untamed...	4	3	7s	29s	33%	—
4	- Speed Company Racing - #strap_header	3	3	8s	23s	67%	—



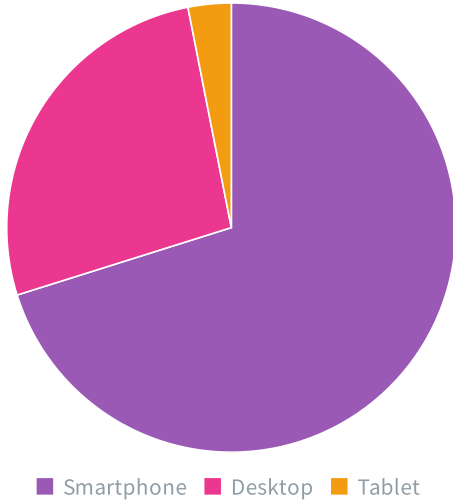
### Traffic Sources



#### Referrers

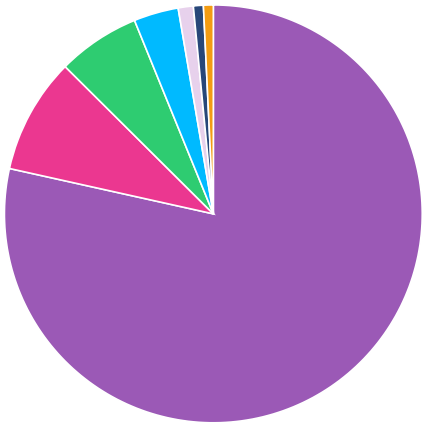
Source	Uniques	Views
Facebook	3950	21844
Instagram	1241	12808
Keyword not defined	525	3159
www.epic-series.com	153	4394
www.cape-epic.com	98	2276
com.google.android.gm	65	1203
LinkedIn	16	335
mail.google.com	12	140
www.goride.com.es	11	112
email.seznam.cz	9	151
l.workplace.com	8	92
statics.teams.cdn.office.net	8	347
www.treadmtb.co.za	6	47
t.e2ma.net	4	8
www.smore.com	3	5
deref-gmx.net	2	8
rich-v02.bluewin.ch	2	74
webmailpro.uol.com.br	2	16
5c286ce010-	1	30
email_campaign_2018_12_06_01_21_copy_01	1	17
absa cape epic 2023 route	1	17
deref-web.de	1	26
editor.e2ma.net	1	12
email.inbox.lv	1	30
jti.workplace.com	1	2
lightmailer-bap.gmx.net	1	19
mail.infomaniak.com	1	7
mail.uol.com.br	1	12
originfin.myworkpool.net	1	67
poczta.interia.pl	1	2
search-dra.dt.dbankcloud.com	1	27
url6.mailanyone.net	1	10
webmail2.ig.com.br	1	44

### Devices



Device	Total	Percent
Smartphone	5912	70.1%
Desktop	2255	26.8%
Tablet	261	3.1%

# Navigation Methods



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

Method	Total	Percent
Navigation Bar	48628	78.3%
Swipe	5553	8.9%
Internal link	3961	6.4%
Click (popup)	2145	3.5%
Table of Contents	724	1.2%
Home Button	477	0.8%
Keyboard	470	0.8%



## External Websites & Other Editions

Link	Clicks	Unique	CTR%
<a href="https://eventguide.cape-epic.com/2023_absa_cape_epic_chapter_1/2023_route_overview">https://eventguide.cape-epic.com/2023_absa_cape_epic_chapter_1/2023_route_overview</a>	137	136	1.52%
<a href="https://www.giro.com/">https://www.giro.com/</a>	119	97	1.32%
<a href="https://www.absa.co.za/self-service/tools-to-do-your-banking/digital-ways-to-pay/">https://www.absa.co.za/self-service/tools-to-do-your-banking/digital-ways-to-pay/</a>	104	90	1.15%
<a href="https://www.northwave.com/en/">https://www.northwave.com/en/</a>	90	67	1.00%
<a href="https://www.epic-series.com/signup">https://www.epic-series.com/signup</a>	48	45	0.53%
<a href="https://www.toyota.co.za/ranges/land-cruiser-300?utm_source=CapeEpic&amp;utm_medium=banner&amp;utm_campaign=Cape_Epic&amp;utm_id=ABSA Cape Epic">https://www.toyota.co.za/ranges/land-cruiser-300?utm_source=CapeEpic&amp;utm_medium=banner&amp;utm_campaign=Cape_Epic&amp;utm_id=ABSA Cape Epic</a>	44	39	0.49%
<a href="https://cib.absa.africa/fx">https://cib.absa.africa/fx</a>	41	34	0.45%
<a href="https://www.absa.co.za/personal/loans/for-a-car/explore-solutions/">https://www.absa.co.za/personal/loans/for-a-car/explore-solutions/</a>	33	31	0.37%
<a href="https://">https://</a>	23	19	0.25%
<a href="https://www.instagram.com/capeepic/?hl=en">https://www.instagram.com/capeepic/?hl=en</a>	17	16	0.19%
<a href="https://www.facebook.com/capeepic/">https://www.facebook.com/capeepic/</a>	15	14	0.17%
<a href="https://www.epic-series.com/swissepic-riders-entryinfo">https://www.epic-series.com/swissepic-riders-entryinfo</a>	9	8	0.10%
<a href="https://ciovita.co.za">https://ciovita.co.za</a>	4	4	0.04%
<a href="https://www.epic-series.com">https://www.epic-series.com</a>	4	3	0.04%
<a href="https://www.epic-series.com/4islands-riders-entryinfo">https://www.epic-series.com/4islands-riders-entryinfo</a>	3	3	0.03%
<a href="http://www.hermanus.co.za">http://www.hermanus.co.za</a>	2	2	0.02%
<a href="https://www.cm.com/en-za/?utm_source=absacapeepic&amp;utm_medium=social&amp;utm_campaign=digital-event-guide">https://www.cm.com/en-za/?utm_source=absacapeepic&amp;utm_medium=social&amp;utm_campaign=digital-event-guide</a>	3	3	0.03%
<a href="https://www.hermanushigh.co.za/">https://www.hermanushigh.co.za/</a>	3	3	0.03%
<a href="https://www.epic-series.com/">https://www.epic-series.com/</a>	1	1	0.01%
<a href="https://www.tygerbergmtb.co.za">https://www.tygerbergmtb.co.za</a>	2	1	0.02%
<a href="https://www.wahoofitness.co.za">https://www.wahoofitness.co.za</a>	2	2	0.02%
<a href="https://www.boschendal.com">https://www.boschendal.com</a>	1	1	0.01%
<a href="https://www.capetown.gov.za/">https://www.capetown.gov.za/</a>	1	1	0.01%
<a href="https://www.clayad.co.za">https://www.clayad.co.za</a>	1	1	0.01%
<a href="https://www.epic-series.com/reeftoreef">https://www.epic-series.com/reeftoreef</a>	1	1	0.01%
<a href="https://www.eselfontein.co.za">https://www.eselfontein.co.za</a>	1	1	0.01%
<a href="https://www.hermanus.co.za/">https://www.hermanus.co.za/</a>	1	1	0.01%
<a href="https://www.usn.co.za">https://www.usn.co.za</a>	1	1	0.01%