

Analytics

Devices **All devices**

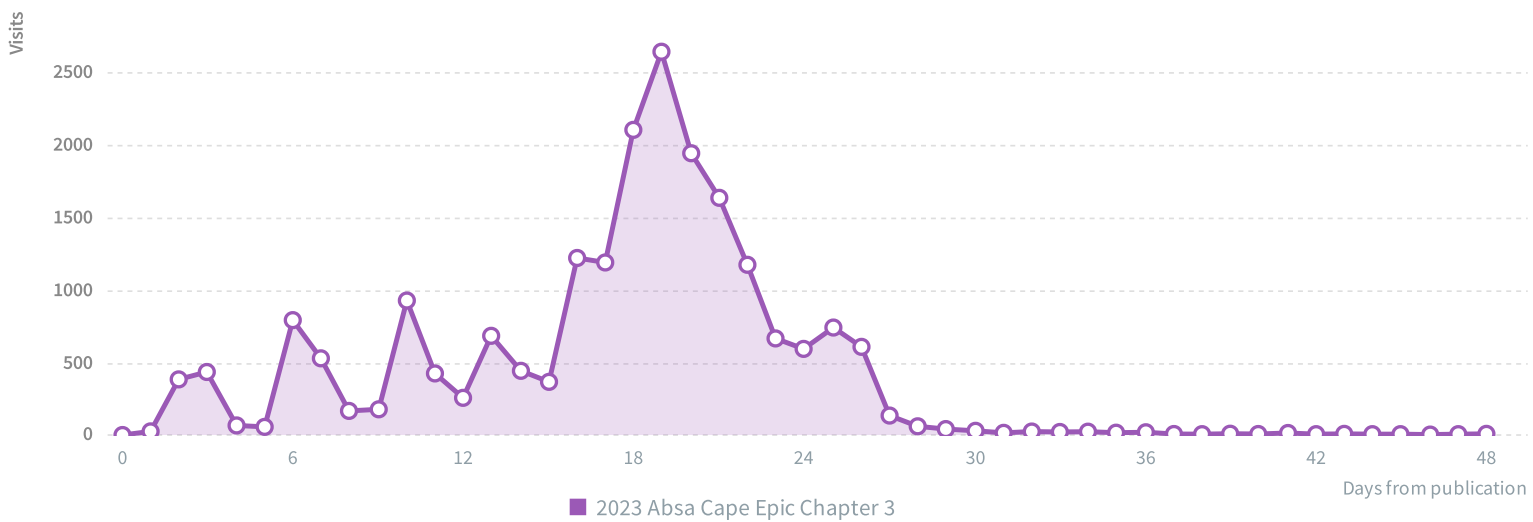
Campaign **All campaigns**

Period **All time**

Edition **2023 Absa Cape Epic Chapter 3**

Visits

Total visits 20688	Total pageviews 136471	Avg. pages read 6.6	Avg. time per page 28.4s	Avg. time spent 3m 7s
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Content analysis

#	Page	Views	Uniques	Avg. visit duration	Total engagement	Exits	Scrolled %
11	Who to Watch: Men	12267	8710	1m 5s	1 weeks 2 days 6h 50m 8s	53%	—
12	Who to Watch: Women	7509	5319	34s	2 days 22h 44m 27s	28%	—
1	Cover Chapter 3	8249	5866	43s	2 days 22h 42m 45s	46%	—
18	The Contenders: Great Grand Masters	3892	3043	38s	1 days 16h 57m 18s	27%	—
23	Spectator Points	5307	3582	24s	1 days 11h 3m 25s	18%	—
14	The Contenders: Amateurs	4143	3139	29s	1 days 9h 24m 8s	18%	—
26	For The Fans: Future Legends	3835	3008	30s	1 days 7h 50m 56s	27%	—
4	Vincenzo Nibali	2809	2134	36s	1 days 3h 48m 48s	17%	—
24	LIVE BROADCAST	5479	3883	18s	1 days 3h 23m 59s	38%	—
3	Tapping into the Local Knowledge	2559	1890	37s	1 days 2h 12m 56s	7%	—
2	Eyes on The Prize	3081	2163	30s	1 days 1h 28m 55s	10%	—
5	All the Winners	2329	1780	38s	1 days 0h 34m 15s	9%	—
16	The Contenders: The NTT Masters	3246	2583	27s	23h 57m 35s	14%	—
?	/2023_absa_cape_epic_chapter_3/ - others	2074	1665	40s	22h 56m 45s	56%	—
17	The Contenders: Grand Masters	3275	2498	25s	22h 22m 23s	14%	—
6	Niki Terpstra	2430	1924	31s	20h 55m 11s	18%	—
25	John Gale	3327	2483	18s	16h 20m 30s	6%	—
15	The Contenders: The Toyota Mixed Teams	3335	2546	17s	16h 7m 35s	8%	—
23	- Spectator Points - #stage_1_pop_up	833	449	1m 7s	15h 28m 59s	33%	—
23	- Spectator Points - #stage_2_pop_up	767	387	57s	12h 9m 36s	34%	—
19	The Contenders: The Locals	2794	2225	14s	10h 37m 5s	7%	—
10	Epic Insights: The Contenders	1950	1524	19s	10h 6m 13s	8%	—

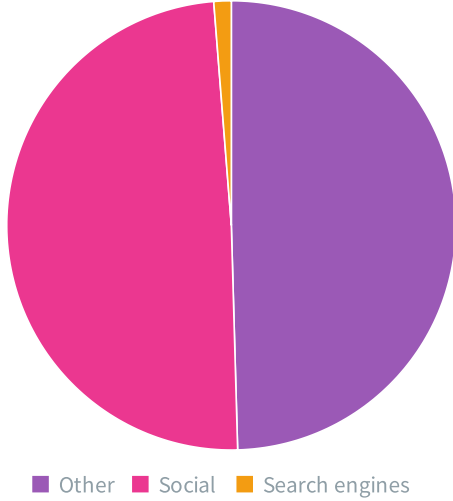
23	- Spectator Points - #stage_3_pop_up	418	245	1m 15s	8h 43m 59s	27%	—
23	- Spectator Points - #stage_7_pop_up	485	275	1m 1s	8h 13m 58s	51%	—
13	Stages Cycling	4080	3100	7s	7h 55m 41s	7%	—
34	SCOTT-SRAM MTB Racing	1244	1038	17s	6h 2m 47s	6%	—
23	- Spectator Points - #stage_5_pop_up	359	205	1m 0s	5h 57m 44s	27%	—
36	Groenlandberg	1003	869	21s	5h 45m 55s	8%	—
30	Cover	1903	1577	11s	5h 41m 39s	11%	—
33	Speed Company Racing	1374	1153	14s	5h 15m 2s	7%	—
20	The Contenders: Exxaro Jersey	2507	2090	8s	5h 14m 53s	6%	—
9	Andorra Becomes Epic	1713	1396	9s	4h 25m 41s	8%	—
27	Absa ad	2646	2132	6s	4h 5m 40s	6%	—
23	- Spectator Points - #stage_6_pop_up	361	216	39s	3h 53m 8s	23%	—
29	Next Chapter 3	2031	1717	6s	3h 33m 5s	7%	—
22	Exxaro	2425	1981	5s	3h 31m 39s	7%	—
60	Stage 1: 20 March Monday	566	375	22s	3h 25m 45s	23%	—
59	Prologue: 19 March Sunday	474	335	25s	3h 20m 29s	14%	—
21	Message from Exxaro	2301	1952	5s	3h 12m 35s	5%	—
8	CM.com WIN	1748	1436	6s	3h 2m 52s	8%	—
31	Premier Message	1567	1289	7s	2h 59m 18s	4%	—
28	Newsletter Chapter 3	2214	1862	5s	2h 52m 39s	5%	—
23	- Spectator Points - #prologue_pop_up	216	151	47s	2h 47m 44s	35%	—
43	Sabina Compassi	588	532	17s	2h 47m 43s	3%	—
7	Absa Home Loans	1923	1564	5s	2h 45m 6s	7%	—
23	- Spectator Points - #stage_4_pop_up	263	188	35s	2h 31m 42s	12%	—

39	David and Fran Millar	785	684	11s	2h 25m 12s	6%	—
62	Stage 3: 22 March Wednesday	365	266	24s	2h 24m 45s	22%	—
37	Exxaro Women's Jersey	888	770	9s	2h 15m 8s	4%	—
66	Stage 7: 26 March Sunday	263	186	31s	2h 13m 59s	26%	—
41	Epic Quiz	689	602	11s	2h 11m 43s	4%	—
47	The Lost Lion	487	429	16s	2h 9m 43s	5%	—
58	2023 Route Overview	370	304	20s	2h 5m 48s	13%	—
70	The Last Lioness	133	117	57s	2h 5m 36s	21%	—
61	Stage 2: 21 March Tuesday	433	306	16s	1h 58m 22s	18%	—
48	Noah Warren	467	406	15s	1h 57m 35s	5%	—
38	Giro Helmets	836	727	8s	1h 56m 37s	6%	—
63	Stage 4: 23 March Thursday	301	219	23s	1h 53m 19s	18%	—
54	Absa Cape Epic 2023 Chapter 1	368	319	18s	1h 48m 3s	11%	—
35	Digital Payments	1126	954	6s	1h 47m 27s	7%	—
32	Absa Foreword	1443	1213	4s	1h 46m 18s	4%	—
65	Stage 6: 25 March Saturday	272	201	21s	1h 35m 11s	15%	—
56	Mayor's Welcome	302	263	18s	1h 31m 49s	5%	—
57	Explore The Area	296	260	18s	1h 27m 8s	8%	—
44	USN Beat the Heat	569	502	8s	1h 15m 50s	3%	—
40	Squirt	722	643	6s	1h 8m 59s	5%	—
64	Stage 5: 24 March Friday	265	193	15s	1h 6m 54s	11%	—
46	Northwave	531	466	7s	58m 35s	8%	—
45	SPAR Swiss Epic	548	490	6s	54m 48s	4%	—
42	Absa CIB	647	580	5s	52m 28s	7%	—

52	Newsletter	347	322	9s	49m 37s	3%	—
78	Our Sponsors	82	72	36s	49m 28s	21%	—
67	Epic Insights Pre-Ride	149	121	18s	45m 55s	11%	—
69	Epic Insights – Kit Choice	113	99	22s	41m 55s	6%	—
75	Looking ahead to 2023	77	65	31s	40m 0s	11%	—
50	Epic Series Down Under	396	356	6s	39m 52s	3%	—
74	The Epic Series	77	65	30s	39m 7s	8%	—
51	Absa Vehicle and Asset Finance Ad	366	338	6s	36m 8s	4%	—
80	Next Chapter	79	72	23s	30m 15s	58%	—
55	Founder's Message	313	273	5s	28m 2s	4%	—
68	Epic Insights Wahoo	128	107	12s	26m 29s	7%	—
53	Next Chapter	334	306	4s	20m 56s	4%	—
49	Toyota	418	378	3s	17m 29s	4%	—
?	- /2023_absa_cape_epic_chapter_3/stage_1_mon...	13	10	1m 18s	16m 57s	40%	—
79	Epic Series Newsletter	69	54	15s	16m 55s	9%	—
77	Racing the World	73	63	7s	8m 14s	11%	—
71	The Untamed African Mountain Bike Race	95	84	5s	8m 12s	10%	—
72	4Islands Croatia	72	65	6s	6m 40s	6%	—
76	Southern Sun	63	58	6s	6m 14s	2%	—
41	- Epic Quiz - #popup-4	18	18	19s	5m 35s	6%	—
41	- Epic Quiz - #popup-3	18	17	19s	5m 35s	0%	—
41	- Epic Quiz - #popup-7	16	16	20s	5m 14s	6%	—
73	CM.com	84	74	4s	5m 0s	11%	—
41	- Epic Quiz - #popup-1	17	16	17s	4m 48s	6%	—

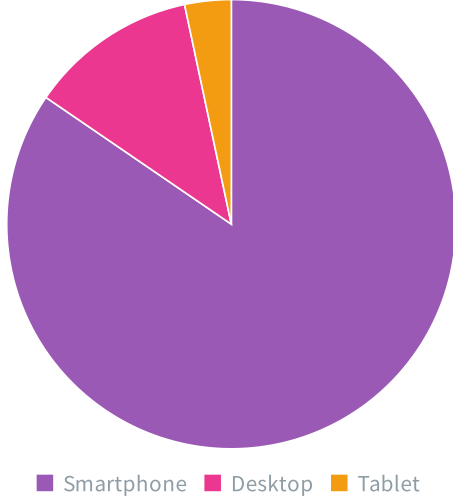
41	- Epic Quiz - #popup-2	15	15	17s	4m 18s	7%	—
41	- Epic Quiz - #popup-5	7	7	24s	2m 48s	0%	—
41	- Epic Quiz - #popup-6	10	9	16s	2m 43s	0%	—
41	- Epic Quiz - #popup-9	8	8	15s	2m 3s	0%	—
41	- Epic Quiz - #popup-10	9	9	10s	1m 31s	0%	—

Traffic Sources



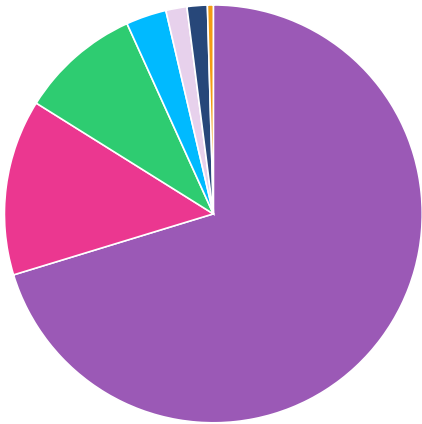
Referrers	Uniques	Views
Facebook	3642	31139
empli.fi	2447	17746
Keyword not defined	1053	10690
Instagram	591	5809
www.epic-series.com	293	6511
YouTube	103	979
www.cape-epic.com	49	1106
com.google.android.gm	41	652
Twitter	23	131
mail.google.com	15	291
prod.uhrs.playmsn.com	8	21
statics.teams.cdn.office.net	5	30
email.seznam.cz	4	52
editor.e2ma.net	2	3
rich-v02.bluewin.ch	2	52
url6.mailanyone.net	2	4
com.slack	1	5
deref-web.de	1	8
integratedmedia.co.za	1	103
lightmailer-bs.web.de	1	5
linkshield.synaq.com	1	8
mail.tiscali.it	1	4
poczta.interia.pl	1	4
search.brave.com	1	2
urlsand.esvalabs.com	1	8
webmail.online.nl	1	2
webmail.telkomsa.net	1	4

Devices



Device	Total	Percent
Smartphone	16744	84.5%
Desktop	2399	12.1%
Tablet	662	3.3%

Navigation Methods



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

Method	Total	Percent
Navigation Bar	81490	69.9%
Swipe	15781	13.5%
Internal link	10812	9.3%
Click (popup)	3627	3.1%
Table of Contents	1889	1.6%
Home Button	1820	1.6%
Keyboard	526	0.5%

External Websites & Other Editions

Link	Clicks	Unique	CTR%
https://www.youtube.com/c/EpicSeries_Race_The_World	559	492	2.70%
https://qhubeka.org/how-to-help/donate/	93	82	0.45%
https://www.exxaro.com	89	75	0.43%
https://www.absa.co.za/personal/loans/for-a-home/understanding-home-loans/	63	57	0.30%
https://goo.gl/maps/CgK724YT5XyTjoNk7	50	47	0.24%
https://www.absa.co.za/self-service/tools-to-do-your-banking/digital-ways-to-pay/	43	39	0.21%
https://goo.gl/maps/EHKw52XVk1NrcBWi7	48	41	0.23%
https://eventguide.cape-epic.com/2023_absa_cape_epic_chapter_1/2023_route_overview	34	28	0.16%
https://goo.gl/maps/JK171R6tqqZ7QseJ8	37	31	0.18%
https://www.giro.com/	31	31	0.15%
https://goo.gl/maps/3tLXb8xVJwmw3j6x7	33	29	0.16%
https://www.google.co.za/maps/dir/Hermanus High School, Devilliers Straat, &, Hermanus/Hasher Family Estate, Upper, Hemel-en-Aarde Valley, Hermanus, 7201/@-34.3929801,19.1932725,13z/am=t/data=!3m1!4b1!4m14!4m13!1m5!1m1!1s0x1dce0b767b305717:0xc9942b96d008dd77!2m2!1d19.2416847!2d-34.4117091!1m5!1m1!1s0x1dce0bebe643566d:0x823e7342ed49b5a0!2m2!1d19.2554896!2d-34.3673956!3e0?hl=en&shorturl=1	34	29	0.16%
https://goo.gl/maps/bACT1ckvcBFwRv266	30	28	0.15%
https://goo.gl/maps/sq6VC1R8ougiXh5y9	27	24	0.13%
https://goo.gl/maps/L5j1NHTvgYTNPEMy6	30	23	0.15%
https://www.epic-series.com/signup	30	22	0.15%
https://goo.gl/maps/cNX8fg1XZEjb2mYX6	30	22	0.15%
https://goo.gl/maps/zkWfnz22QCxuUWqu7	22	22	0.11%
https://goo.gl/maps/Lk4z7MF4mdaC9MVi7	28	21	0.14%
https://goo.gl/maps/yMMKeotvbBdicVVCA	26	21	0.13%
https://goo.gl/maps/6HauXDKbK3dfA6FE7	22	20	0.11%
https://goo.gl/maps/im9KRxqty9Rf3FX7A	20	20	0.10%
https://apps.apple.com/us/app/epic-series/id1369346770	19	18	0.09%
https://goo.gl/maps/eRiMkkU1Na2755qi9	25	18	0.12%
https://goo.gl/maps/jKtXfPPqbQ7sKzDv9	21	18	0.10%
https://goo.gl/maps/YV9cu87yxiXV7sE16	19	18	0.09%
https://goo.gl/maps/FU2PtGpw6XGTgSJr7	19	17	0.09%
https://www.northwave.com/en/	20	17	0.10%

https://goo.gl/maps/CuUZdGtjLqSCYrnY8	23	16	0.11%
https://goo.gl/maps/ZVbMw8ZyWqai162p6	31	13	0.15%
https://maps.google.com/?q=-34.257721,19.184193	14	12	0.07%
https://goo.gl/maps/7GjQpxEtaP1fo4iP6	16	11	0.08%
https://cib.absa.africa/fx	11	10	0.05%
https://www.epic-series.com/andorra	12	10	0.06%
https://www.toyota.co.za/ranges/land-cruiser-300?utm_source=CapeEpic&utm_medium=banner&utm_campaign=Cape_Epic&utm_id=ABSA Cape Epic	10	10	0.05%
https://goo.gl/maps/TDMLVcAzA5LTByD69	10	9	0.05%
https://goo.gl/maps/ULawUeHbTDKtxkFs9	12	9	0.06%
https://goo.gl/maps/ajpYeKH58Gg9jZ437	8	8	0.04%
https://goo.gl/maps/NpaZJSqiCBntzcdk8	12	8	0.06%
https://goo.gl/maps/rngDHxqak5kEprYt9	8	8	0.04%
https://www.absa.co.za/personal/loans/for-a-car/explore-solutions/	8	8	0.04%
https://goo.gl/maps/vsrwcYANZu12mc4F7	7	7	0.03%
https://maps.google.com/?q=-34.128216,19.023155	13	7	0.06%
https://maps.google.com/?q=-34.166889,19.091797	7	6	0.03%
http://e-fort.net/	5	5	0.02%
https://goo.gl/maps/dNnsA2L66jqMGLAj9	5	5	0.02%
https://goo.gl/maps/uPZGdQjiXDxHSxZRA	5	5	0.02%
https://goo.gl/maps/12S2woumi157efrr6	5	4	0.02%
https://goo.gl/maps/uuSiqDvkK3vMwhmW7	5	3	0.02%
https://play.google.com/store/apps/details?id=nz.netproject.mtbseries&hl=en_ZA&gl=US	4	3	0.02%
https://	3	2	0.01%
https://integratedmedia.co.za/	2	2	0.01%
https://www.epic-series.com	3	1	0.01%
https://www.epic-series.com/swissepic	2	2	0.01%
http://cm.com/	1	1	0.00%
https://ciovita.co.za	1	1	0.00%
https://www.cm.com/en-za/?utm_source=absacapeepic&utm_medium=social&utm_campaign=digital-event-guide	1	1	0.00%
https://www.dimensiondata.com	2	1	0.01%
https://www.epic-series.com/4islands	1	1	0.00%

https://www.epic-series.com/porttoport	1	1	0.00%
https://www.epic-series.com/swissepic-riders-entryinfo	1	1	0.00%
https://www.hermanusadventures.co.za	1	1	0.00%
https://www.instagram.com/capeepic/?hl=en	1	1	0.00%
https://www.nederburg.com	1	1	0.00%
https://www.wahoofitness.co.za/	1	1	0.00%