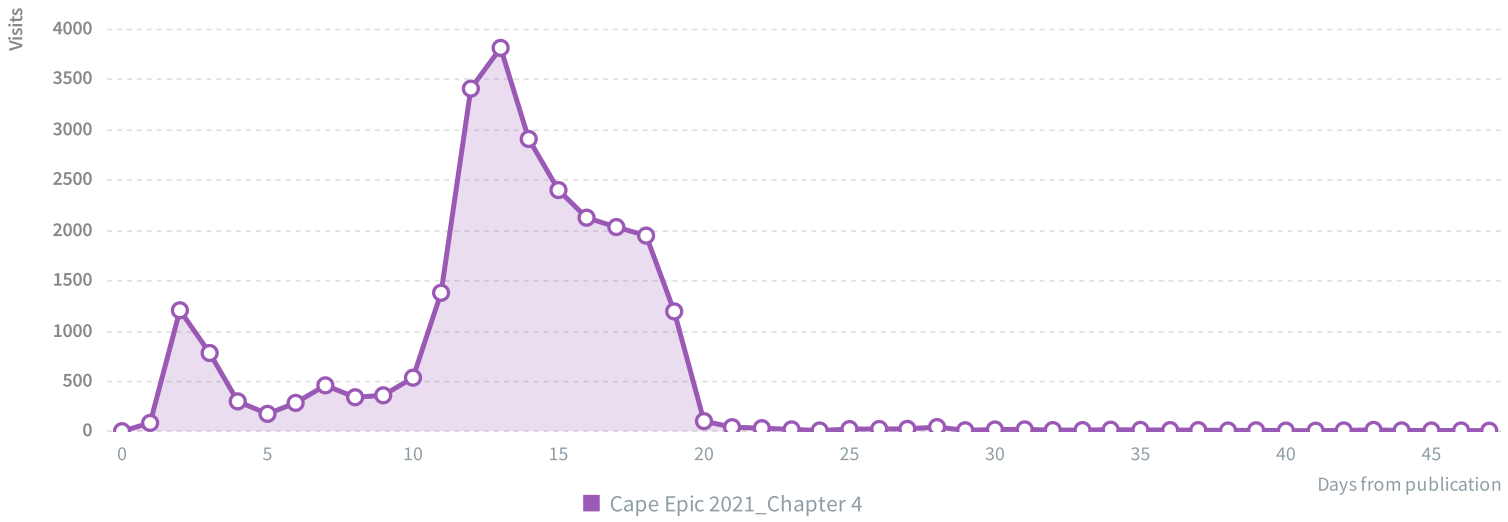


Analytics

Devices **All devices** Period **All time** Edition **Cape Epic 2021_Chapter 4**

Visits

| | | | | |
|------------------------------|----------------------------------|-------------------------------|------------------------------------|----------------------------------|
| Total visits 26125 | Total pageviews 144156 | Avg. pages read 5.5 | Avg. time per page 37.4s | Avg. time spent 3m 26s |
|------------------------------|----------------------------------|-------------------------------|------------------------------------|----------------------------------|



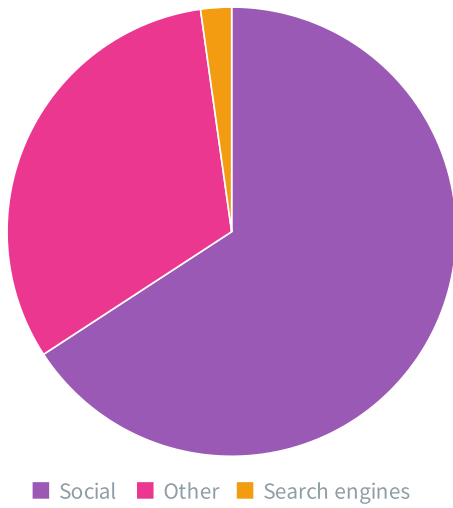
Content analysis

| # | Page | Views | Uniques | Avg. visit duration | Total engagement | Exits | Scrolled % |
|----|-------------------------------------|-------|---------|---------------------|-------------------------------|-------|------------|
| 5 | Who to Watch: Men | 9368 | 6548 | 1m 9s | 1 weeks 0 days 10h 55m 58s | 44% | 84% |
| 56 | Stage 5: Friday 22/10/2021 | 6067 | 3932 | 1m 14s | 5 days 5h 6m 49s | 53% | 65% |
| 50 | Stage 2: Tuesday 19/10/2021 | 5053 | 3306 | 1m 17s | 4 days 12h 40m 6s | 48% | 67% |
| 14 | Watch Live | 7956 | 5466 | 1m 11s | 4 days 11h 48m 7s | 57% | 73% |
| 59 | Stage 7: Sunday 24/10/2021 | 4678 | 3204 | 1m 18s | 4 days 5h 28m 1s | 64% | 66% |
| 52 | Stage 3: Wednesday 20/10/2021 | 4899 | 3246 | 1m 13s | 4 days 3h 46m 44s | 48% | 65% |
| 48 | Stage 1: Monday 18/10/2021 | 4560 | 3010 | 1m 15s | 3 days 22h 32m 26s | 46% | 74% |
| 57 | Stage 6: Saturday 23/10/2021 | 5487 | 3453 | 58s | 3 days 16h 54m 21s | 46% | 68% |
| 54 | Stage 4: Thursday 21/10/2021 | 4816 | 3074 | 57s | 3 days 4h 37m 3s | 41% | 69% |
| 6 | Who to Watch: Women | 6175 | 4210 | 44s | 3 days 3h 56m 6s | 30% | 89% |
| 1 | Event Guide Chapter 4 | 7600 | 5204 | 27s | 2 days 8h 30m 54s | 34% | 102% |
| 46 | Prologue: Sunday 17/10/2021 | 2392 | 1676 | 57s | 1 days 13h 45m 20s | 36% | 82% |
| ? | /cape_epic_2021_chapter_4/ - Others | 2500 | 1917 | 54s | 1 days 13h 11m 37s | 65% | — |
| 4 | All Systems Go | 3482 | 2547 | 12s | 11h 16m 9s | 7% | 102% |
| 7 | Swiss Epic | 3539 | 2548 | 11s | 10h 48m 10s | 8% | 95% |
| 15 | Sponsor Thank You | 2967 | 2236 | 12s | 10h 14m 33s | 15% | 107% |
| 60 | Annika Langvad | 1441 | 946 | 17s | 6h 43m 35s | 11% | 96% |
| 35 | Epic Facts | 634 | 526 | 38s | 6h 37m 2s | 4% | 103% |
| 49 | Ceres | 2362 | 1384 | 10s | 6h 29m 50s | 6% | 117% |
| 3 | Premier Message | 3225 | 2421 | 7s | 6h 21m 18s | 4% | 100% |
| 58 | Paarl | 2205 | 1344 | 10s | 5h 55m 17s | 8% | 181% |

| | | | | | | | |
|----|---------------------------------|------|------|-----|------------|-----|------|
| 47 | Cape Town | 1422 | 940 | 14s | 5h 30m 6s | 5% | 81% |
| 53 | Absa Vehicle and Asset Finance | 2355 | 1438 | 8s | 5h 23m 16s | 6% | 196% |
| 55 | Wellington | 2451 | 1451 | 8s | 5h 19m 26s | 8% | 138% |
| 9 | Andorra MTB Classic | 2216 | 1782 | 9s | 5h 17m 10s | 5% | 109% |
| 10 | Cymru MTB Classic | 2073 | 1670 | 9s | 5h 15m 52s | 4% | 91% |
| 12 | Epic Series Down Under | 1826 | 1479 | 10s | 5h 12m 38s | 5% | 96% |
| 45 | Route Overview | 787 | 594 | 23s | 5h 5m 46s | 11% | 100% |
| 51 | Tulbagh | 2368 | 1443 | 8s | 5h 5m 0s | 8% | 150% |
| 2 | Absa Home Loans | 3834 | 2718 | 5s | 5h 4m 27s | 4% | 110% |
| 13 | Absa Qhubeka Auction | 2347 | 1783 | 7s | 4h 34m 3s | 8% | 128% |
| 28 | Grand Masters Category | 871 | 709 | 18s | 4h 21m 53s | 6% | 98% |
| 16 | Event Guide Chapter 3 | 2009 | 1596 | 8s | 4h 20m 23s | 8% | 190% |
| 34 | The Karl Platt Story | 622 | 527 | 23s | 3h 56m 49s | 5% | 79% |
| 8 | Absa Qhubeka | 2546 | 2016 | 5s | 3h 47m 34s | 5% | 100% |
| 23 | Dimension Data Masters Category | 1086 | 936 | 12s | 3h 41m 4s | 6% | 128% |
| 62 | Epic Series | 615 | 551 | 21s | 3h 33m 50s | 39% | 93% |
| 25 | Virgin Active Mixed Category | 961 | 805 | 13s | 3h 24m 55s | 4% | 98% |
| 17 | Exxaro Foreword | 1684 | 1347 | 6s | 2h 51m 37s | 3% | 144% |
| 21 | Absa African Jersey | 1181 | 1024 | 9s | 2h 48m 54s | 3% | 66% |
| 11 | Absa Relationship Banking | 1905 | 1583 | 5s | 2h 35m 25s | 6% | 72% |
| 41 | Event Guide Chapter 1 | 635 | 527 | 15s | 2h 34m 27s | 7% | — |
| 18 | Woolworths | 1547 | 1259 | 6s | 2h 26m 29s | 4% | 127% |
| 29 | Val de Vie | 818 | 683 | 10s | 2h 14m 5s | 6% | 245% |
| 27 | Epic Legend Status | 873 | 740 | 9s | 2h 13m 44s | 4% | 95% |
| 19 | Exxaro Race | 1404 | 1186 | 6s | 2h 8m 43s | 4% | 98% |
| 22 | Dimension Data Foreword | 1108 | 969 | 7s | 2h 3m 39s | 2% | 130% |
| 39 | 3 of the Best | 439 | 383 | 16s | 1h 55m 44s | 4% | 104% |
| 20 | Land Rover | 1279 | 1103 | 5s | 1h 51m 39s | 5% | NaN% |
| 61 | Blazing Trails | 950 | 628 | 6s | 1h 42m 16s | 11% | 170% |
| 42 | Founder's Welcome | 583 | 496 | 10s | 1h 39m 32s | 7% | 93% |
| 30 | Next Chapter | 721 | 619 | 8s | 1h 31m 38s | 4% | — |
| 32 | Absa Foreword | 671 | 565 | 8s | 1h 25m 13s | 3% | 120% |
| 24 | Mitas Tyres | 1015 | 870 | 5s | 1h 22m 52s | 4% | NaN% |

| | | | | | | | |
|----|--|-----|-----|--------|------------|------|------|
| 31 | Event Guide Chapter 2 | 727 | 617 | 6s | 1h 17m 16s | 5% | — |
| 37 | Epic Legacy | 519 | 461 | 8s | 1h 9m 0s | 7% | 24% |
| ? | - /cape_epic_2021_chapter_4/swiss_epic#/www.youtube-nocookie.com/embed/R-hdB_AddTE | 49 | 42 | 1m 24s | 1h 8m 18s | 48% | — |
| 33 | Dimension Data | 624 | 539 | 6s | 1h 7m 0s | 2% | 150% |
| 38 | USN Fuelling Your Ultimate | 494 | 435 | 8s | 1h 3m 42s | 3% | 71% |
| 26 | Tsogo Sun | 909 | 775 | 3s | 48m 52s | 3% | NaN% |
| 40 | USN Recommended Products | 488 | 407 | 6s | 48m 14s | 6% | 112% |
| 44 | Mayor's Welcome | 556 | 464 | 5s | 41m 58s | 2% | 122% |
| 5 | - Who to Watch: Men - #strap-1 | 53 | 46 | 47s | 41m 53s | 43% | — |
| ? | - /cape_epic_2021_chapter_4/stage6#/www.youtube-nocookie.com/embed/kbYyaMkChSs | 14 | 8 | 2m 23s | 33m 26s | 38% | — |
| 36 | Exxaro | 549 | 481 | 3s | 22m 57s | 4% | 100% |
| 43 | Absa Corporate and Investment Banking | 531 | 450 | 2s | 20m 12s | 3% | — |
| ? | - /cape_epic_2021_chapter_4/route_overview_49579#/www.youtube-nocookie.com/embed/bjYsIWcX7PY | 8 | 3 | 24s | 3m 12s | 0% | — |
| 6 | - Who to Watch: Women - #strap-1 | 19 | 13 | 1s | 14s | 54% | — |
| 54 | - Stage 4: Thursday 21/10/2021 - #body_copy_pics | 5 | 4 | 1s | 7s | 0% | — |
| 56 | - Stage 5: Friday 22/10/2021 - #body_copy_pics | 3 | 3 | 0s | 0s | 100% | — |

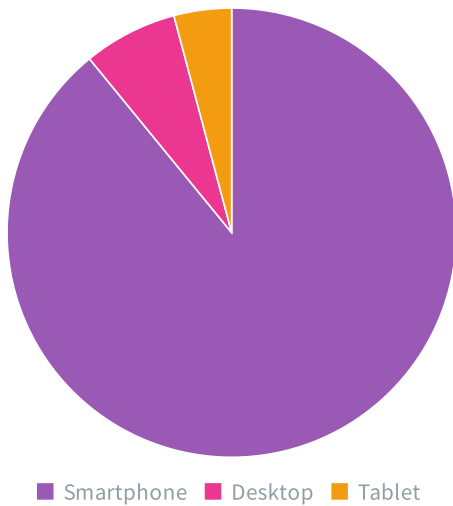
Traffic sources



Referrers

| Source | Uniques | Views |
|---------------------------------|---------|-------|
| Facebook | 1277 | 12506 |
| Instagram | 525 | 3102 |
| www.cape-epic.com | 292 | 6218 |
| Twitter | 184 | 2073 |
| Keyword not defined | 81 | 734 |
| YouTube | 73 | 1181 |
| com.google.android.gm | 46 | 574 |
| mail.google.com | 5 | 22 |
| mail.uol.com.br | 3 | 14 |
| deref-gmx.net | 2 | 10 |
| integratedmedia.h5mag.com | 2 | 52 |
| outlook.live.com | 2 | 48 |
| rich-v01.bluewin.ch | 2 | 26 |
| t.e2ma.net | 2 | 62 |
| webmail2.sunrise.ch | 2 | 7 |
| www.goride.pt | 2 | 10 |
| 192.1.1.250 | 1 | 10 |
| cape epic stage 5 | 1 | 5 |
| cape epic stage 7 | 1 | 6 |
| click.mail.ru | 1 | 61 |
| editor.e2ma.net | 1 | 36 |
| gmx.net | 1 | 8 |
| mobilemailer-bs.gmx.net | 1 | 25 |
| paarlboys.alumnet.co.za | 1 | 2 |
| poczta.interia.pl | 1 | 4 |
| portfolio.integratedmedia.co.za | 1 | 1 |
| webmail.xtra.co.nz | 1 | 9 |
| webmail.yousee.dk | 1 | 2 |
| wmail1.cc.ntu.edu.tw | 1 | 2 |
| www.petalsearch.com | 1 | 62 |

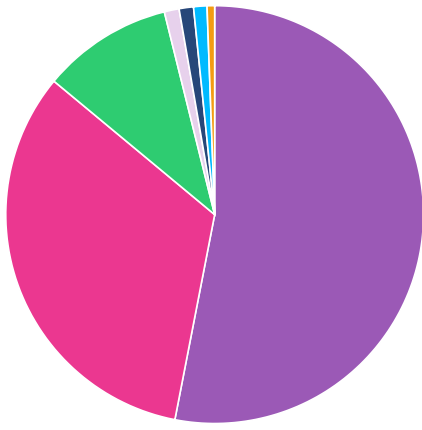
Devices



Device

| Device | Total | Percent |
|------------|-------|---------|
| Smartphone | 22616 | 89.1% |
| Desktop | 1718 | 6.8% |
| Tablet | 1052 | 4.1% |

Navigation Methods



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

| Method | Total | Percent |
|-------------------|-------|---------|
| Navigation Bar | 55541 | 53% |
| Swipe | 34522 | 32.9% |
| Internal link | 10571 | 10.1% |
| Table of Contents | 1201 | 1.1% |
| Home Button | 1163 | 1.1% |
| Click (popup) | 1083 | 1% |
| Keyboard | 610 | 0.6% |

External Links opened

| Link | Unique | Clicks |
|---|--------|--------|
| https://www.cape-epic.com/fans/watch-from-home/live-broadcast | 844 | 1152 |
| https://www.cape-epic.com/news/1296/elite-men:-old-partnerships-become-fresh-rivalries/ | 507 | 754 |
| https://www.youtube.com/c/CapeepicMTB | 427 | 523 |
| https://www.cape-epic.com/news/1297/elite-womens-title-up-for-grabs/ | 202 | 272 |
| https://www.facebook.com/capeepic | 159 | 186 |
| https://www.absa.co.za/personal/loans/for-a-car/explore-solutions/ | 88 | 107 |
| https://www.straussart.co.za | 83 | 122 |
| https://www.absa.co.za/personal/loans/for-a-home/young-professionals-home-loan/ | 69 | 74 |
| https://play.google.com/store/apps/details?id=nz.netproject.mtbseries&hl=en_ZA&gl=US | 46 | 48 |
| https://www.ceres.org.za/ | 48 | 52 |
| https://www.woolworths.co.za/ | 46 | 54 |
| https://www.saronsberg.com/ | 45 | 53 |
| https://apps.apple.com/us/app/epic-series/id1369346770 | 42 | 51 |
| https://www.cput.ac.za/ | 38 | 38 |
| https://www.valdevie.co.za/ | 31 | 38 |
| https://www.valdevieproperties.co.za/ | 30 | 31 |
| https://ridemitas.com/ | 28 | 30 |
| https://www.capetown.gov.za/ | 24 | 25 |
| https://www.dimensiondata.com | 21 | 22 |
| https://www.landrover.co.za/ | 21 | 27 |
| https://www.youtube.com/channel/UCpr8fMJTBl3WLYlogQzGiOQ | 21 | 28 |
| https://usn.co.za | 19 | 22 |
| https://www.cape-epic.com/ | 16 | 17 |
| https://www.tsogosun.com/ | 15 | 15 |
| https://www.absa.co.za | 14 | 17 |
| https://www.exxaro.com | 13 | 16 |
| https://swiss-epic.com/register/ | 10 | 22 |
| https://www.virginactive.co.za | 10 | 10 |
| https://cib.absa.africa/ | 8 | 8 |

| | | |
|---|---|----|
| https://www.landrover.co.za | 9 | 10 |
| https://capetocapemtb.com/ | 8 | 18 |
| https://swiss-epic.com/ | 8 | 13 |
| https://www.usn.co.za | 8 | 8 |
| https://cymrumtbclassic.com/riders/entry-information/ | 7 | 7 |
| https://www.epic-series.com | 6 | 6 |
| https://epic-series.com | 6 | 6 |
| https://www.adventureinc.co.za/buff/ | 6 | 7 |
| https://www.andorraclassicmtb.com/ | 6 | 13 |
| https://www.andorraclassicmtb.com/riders/entry-information/ | 6 | 6 |
| https://www.assos.com/int/ | 6 | 7 |
| https://www.bulls-bikes.com/gb-en/ | 5 | 5 |
| https://www.dpdlaser.co.za | 5 | 5 |
| https://www.woolworths.co.za | 5 | 5 |
| https://porttoportmtb.com/ | 4 | 6 |
| https://savanna.co.za/ | 4 | 4 |
| https://stadio.ac.za/ | 4 | 4 |
| https://www.amped.co.za | 4 | 4 |
| https://www.oakley.com | 4 | 4 |
| https://www.ruggeddistribution.com | 4 | 4 |
| https://www.thirsti.co.za | 4 | 5 |
| https://zwift.com/ | 4 | 4 |
| https://cymrumtbclassic.com/ | 3 | 10 |
| https://reeftoreefmtb.com/ | 3 | 3 |
| https://supersport.com/ | 3 | 4 |
| https://teradek.com/ | 3 | 4 |
| https://www.beith.co.za/ | 3 | 3 |
| https://www.curro.co.za | 3 | 4 |
| https://www.hansgrohe.co.za | 3 | 4 |
| https://www.shiptocycle.com/ | 3 | 3 |
| http://www.qhubeka.org/ | 2 | 7 |

| | | |
|--|---|---|
| https://falke.co.za/ | 2 | 2 |
| https://www.bigboxcontainers.co.za/ | 2 | 2 |
| https://www.capetown.travel | 2 | 2 |
| https://www.facebook.com/capeepic/ | 2 | 2 |
| https://www.findmespot.com/en-za/products-services? gclid=Cj0KCQjwwNWKBhDAARIsAJ8Hkhdf0kfkI94ACQ5OTw9f1UwyJWONfjnGDSyAnjMMEFgCJ9PSufXccNlaAlylEALw_wcB | 2 | 2 |
| https://www.on-running.com | 2 | 2 |
| https://www.ridemitas.com | 2 | 2 |
| https://www.sciconsports.com | 2 | 2 |
| https://www.tsogosun.com | 2 | 2 |
| https://cymrumtbclassic.com | 1 | 1 |
| https://swiss-epic.com | 1 | 1 |
| https://unsplash.com/@rocinante_11?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText | 1 | 1 |
| https://wesgro.co.za/corporate/home | 1 | 1 |
| https://www.andorraclassicmtb.com | 1 | 1 |
| https://www.avis.co.za | 1 | 1 |
| https://www.kranzle.co.za/ | 1 | 1 |
| https://www.mediclinic.co.za | 1 | 1 |
| https://www.nederburg.com/ | 1 | 1 |
| https://www.qhubeka.org | 1 | 2 |
| https://www.shimano.com/en/ | 1 | 1 |
| https://www.westerncape.gov.za/ | 1 | 1 |