

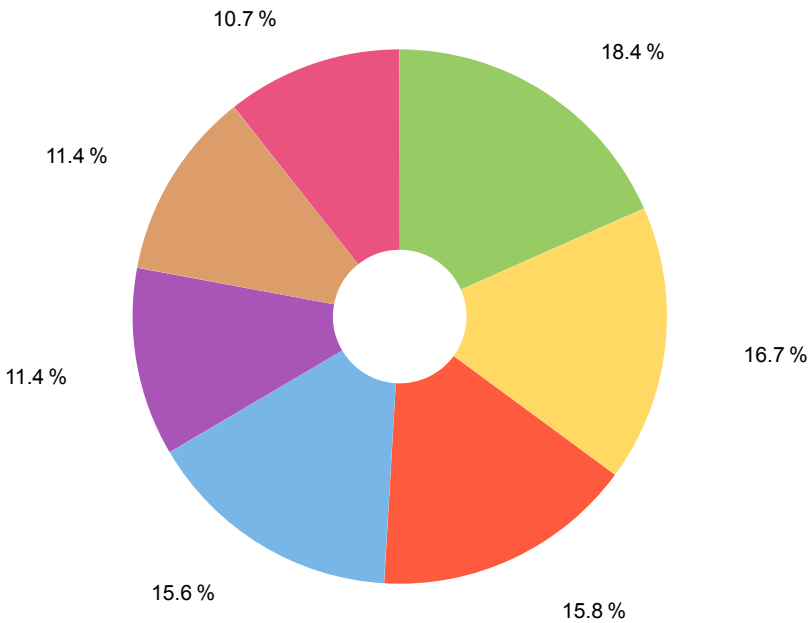
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Long-term interests

100% Sessions out of 78 645

13 Jun — 13 Jul 2018 Group: by day

Sessions



Tourism Cars Business Construction Mobile commu... Literature and e... Finance

Category of interests	Sessions ▾	Users	Affinity-index	Conversion rate by any goal	All goals reached
Total and average	78 645	67 783	—	3.49%	3 874
Tourism	38 796	33 987	90.4% <div><div></div></div>	3.3%	1 749
Cars	35 316	30 843	97.6% <div><div></div></div>	3.92%	1 903
Business	33 465	29 143	91.4% <div><div></div></div>	4.49%	2 135
Construction	32 900	28 711	96.3% <div><div></div></div>	4.01%	1 889
Mobile communications and internet	24 094	21 054	96% <div><div></div></div>	4.13%	1 377
Literature and educational materials	24 089	21 052	82.8% <div><div></div></div>	3.64%	1 248

Finance	22 496	19 155	<div><div></div><div></div><div></div></div> 144 %	5.58 %	1 799
Family and children	19 008	16 669	<div><div></div><div></div><div></div></div> 91 %	2.43 %	628
Property	18 133	15 893	<div><div></div><div></div><div></div></div> 98.5 %	3.41 %	825
Cooking	11 769	10 377	<div><div></div><div></div><div></div></div> 86.1 %	2.43 %	387
Cinema	7 634	6 811	<div><div></div><div></div><div></div></div> 48.6 %	3.75 %	380
Beauty and health	6 653	5 922	<div><div></div><div></div><div></div></div> 77.9 %	3.43 %	319
Photography	1 154	972	<div><div></div><div></div><div></div></div> 53.9 %	5.2 %	79
Software	402	342	<div><div></div><div></div><div></div></div> 53.8 %	4.73 %	24