



Website Traffic Report

Jan 1, 2016 - Dec 31, 2016

All Users
100.00% Sessions

Visits

5,404,356

% of Total: 100.00% (5,404,356)



Unique Visitors

1,942,722

% of Total: 100.00% (1,942,722)



Pageviews

11,946,214

% of Total: 100.00% (11,946,214)



Avg. Visit Duration

00:02:18

Avg for View: 00:02:18 (0.00%)



% New Visits

34.48%

Avg for View: 34.48% (0.00%)



Pages / Visit

2.21

Avg for View: 2.21 (0.00%)



Bounce Rate

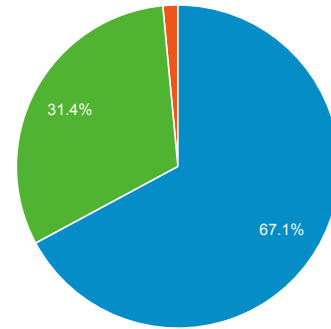
53.07%

Avg for View: 53.07% (0.00%)



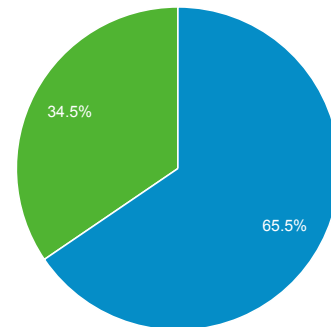
Visits and Pages / Visit by Device Category

desktop mobile tablet



Sessions by User Type

Returning Visitor New Visitor



Visits and Pages / Visit by Country / Territory

Country	Sessions	Pages / Session
United Arab Emirates	4,976,160	2.22
United States	70,463	1.81
Saudi Arabia	59,000	2.05
United Kingdom	46,772	2.10
India	44,627	2.24
(not set)	24,451	2.19
Pakistan	16,636	2.50
Germany	14,668	2.27
France	12,819	1.92
Egypt	10,445	1.88

Pageviews by Page

Page	Pageviews
/en/services/e-services/id-card-status.aspx	1,713,050
/default.aspx	1,669,413
/en/home.aspx	1,372,414
/en/id-card/id-card-benefits.aspx	600,342
/	496,349
/en/emirates-id-centers/registration-centers.aspx	254,791
/en/emirates-id/about-emirates-id.aspx	243,809
/ar/services/e-services/id-card-status.aspx	178,038
/en/services/e-services.aspx	144,694
/en/contact-us.aspx	137,662