
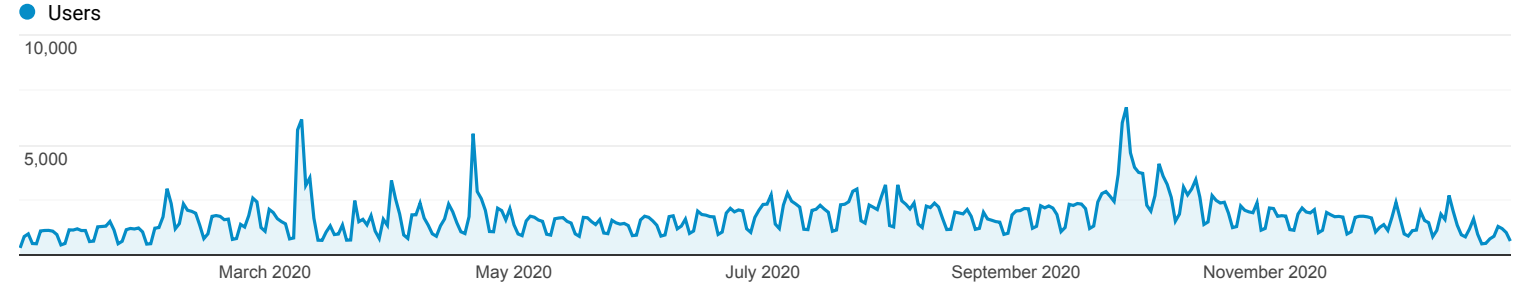


**Audience Overview**

 **All Users**  
100.00% Users

Jan 1, 2020 - Dec 31, 2020

**Overview**



**Users**  
328,814




**New Users**  
325,863



**Sessions**  
800,063




**Number of Sessions per User**  
2.43




**Pageviews**  
3,171,080




**Pages / Session**  
3.96



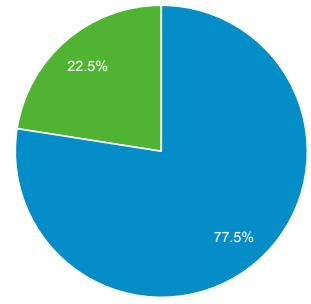
**Avg. Session Duration**  
00:03:37



**Bounce Rate**  
46.47%



■ New Visitor ■ Returning Visitor



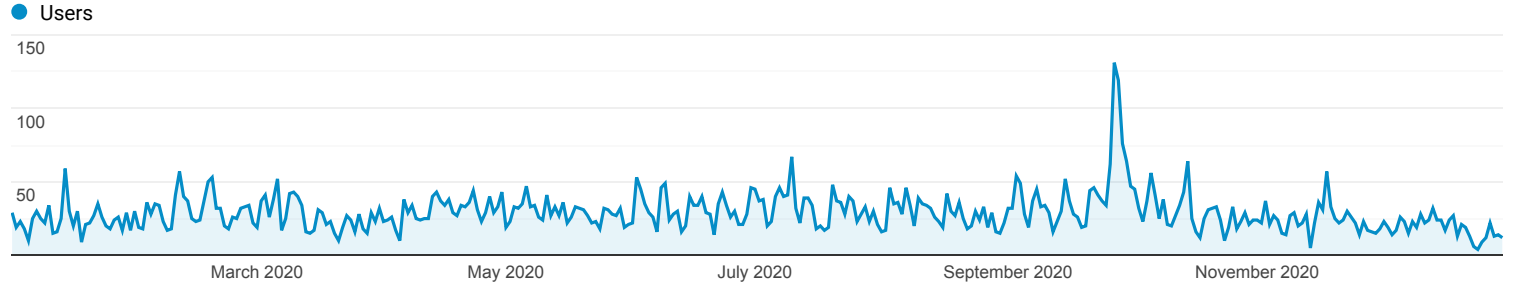
Language	Users	% Users
1. pt-pt	221,747	67.00%
2. pt-br	36,036	10.89%
3. en-us	32,440	9.80%
4. en-gb	13,328	4.03%
5. es-es	5,101	1.54%
6. pt	3,902	1.18%
7. fr-fr	1,997	0.60%
8. en	1,759	0.53%
9. zh-cn	1,675	0.51%
10. it-it	1,642	0.50%

## Audience Overview

All Users  
100.00% Users

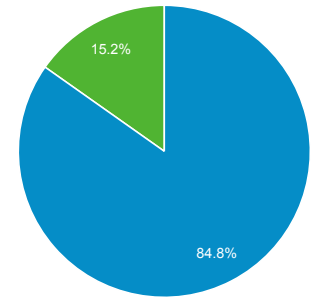
Jan 1, 2020 - Dec 31, 2020

### Overview



<b>Users</b> 8,570	<b>New Users</b> 8,551	<b>Sessions</b> 11,469
<b>Number of Sessions per User</b> 1.34	<b>Pageviews</b> 41,132	<b>Pages / Session</b> 3.59
<b>Avg. Session Duration</b> 00:02:08	<b>Bounce Rate</b> 44.72%	

■ New Visitor ■ Returning Visitor



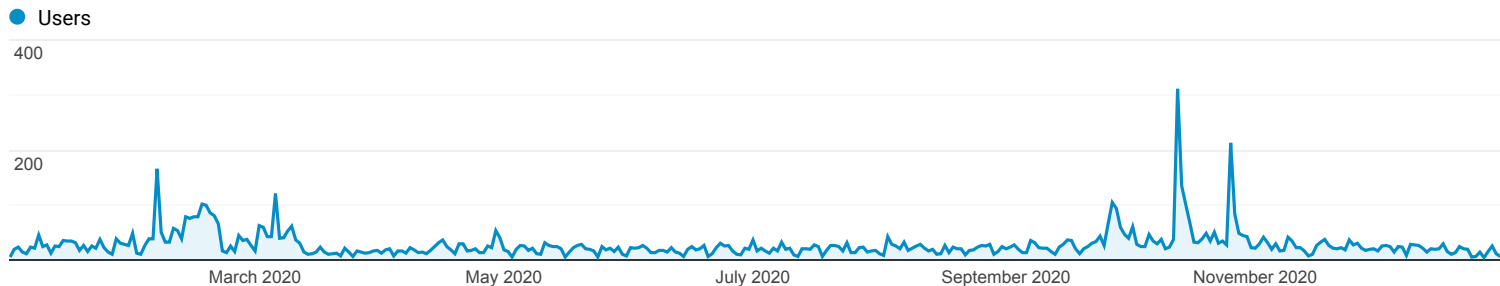
Language	Users	% Users
1. pt-pt	6,149	71.49%
2. pt-br	862	10.02%
3. en-us	753	8.75%
4. en-gb	277	3.22%
5. es-es	129	1.50%
6. pt	122	1.42%
7. en	42	0.49%
8. fr-fr	38	0.44%
9. es	25	0.29%
10. it-it	25	0.29%

## Audience Overview

Jan 1, 2020 - Dec 31, 2020

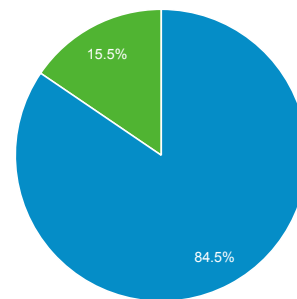
All Users  
100.00% Users

### Overview



<b>Users</b> <b>8,400</b>	<b>New Users</b> <b>8,260</b>	<b>Sessions</b> <b>11,404</b>
<b>Number of Sessions per User</b> <b>1.36</b>	<b>Pageviews</b> <b>43,192</b>	<b>Pages / Session</b> <b>3.79</b>
<b>Avg. Session Duration</b> <b>00:02:03</b>	<b>Bounce Rate</b> <b>44.44%</b>	

■ New Visitor ■ Returning Visitor



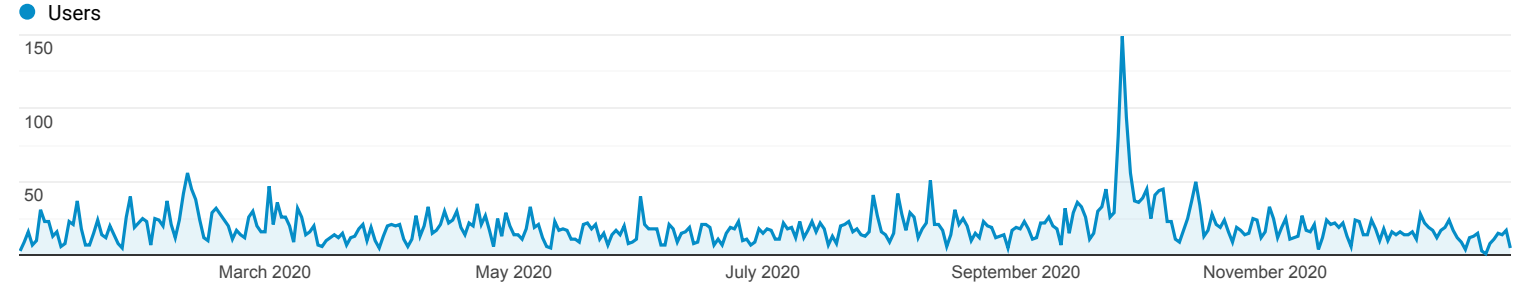
Language	Users	% Users
1. pt-pt	6,213	74.07%
2. pt-br	744	8.87%
3. en-us	662	7.89%
4. en-gb	259	3.09%
5. es-es	113	1.35%
6. pt	72	0.86%
7. fr-fr	41	0.49%
8. en	39	0.46%
9. zh-cn	31	0.37%
10. it-it	29	0.35%

## Audience Overview

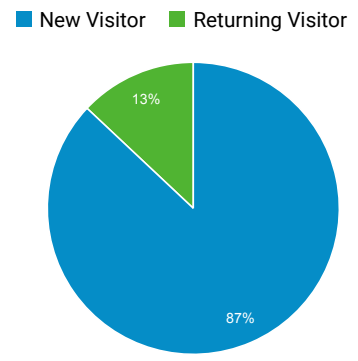
All Users  
100.00% Users

Jan 1, 2020 - Dec 31, 2020

### Overview



<b>Users</b> 6,016	<b>New Users</b> 5,954	<b>Sessions</b> 7,662
<b>Number of Sessions per User</b> 1.27	<b>Pageviews</b> 25,321	<b>Pages / Session</b> 3.30
<b>Avg. Session Duration</b> 00:02:01	<b>Bounce Rate</b> 50.21%	



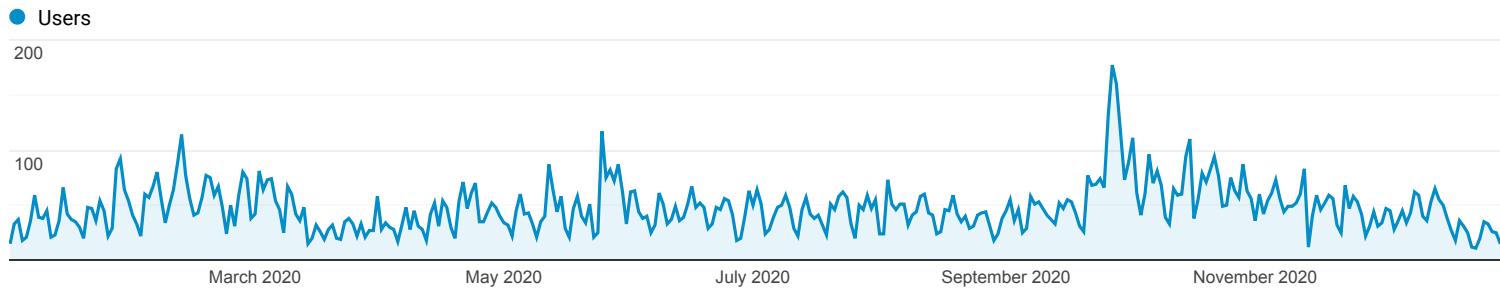
Language	Users	% Users
1. pt-pt	4,496	74.66%
2. en-us	599	9.95%
3. pt-br	405	6.73%
4. en-gb	192	3.19%
5. zh-cn	81	1.35%
6. es-es	69	1.15%
7. en	34	0.56%
8. pt	31	0.51%
9. fr-fr	18	0.30%
10. es	16	0.27%

## Audience Overview

All Users  
100.00% Users

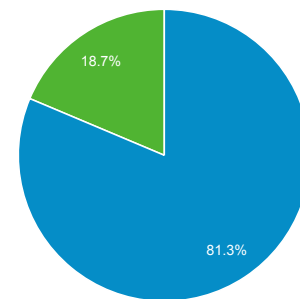
Jan 1, 2020 - Dec 31, 2020

### Overview



<b>Users</b> <b>11,819</b>	<b>New Users</b> <b>11,701</b>	<b>Sessions</b> <b>19,581</b>
<b>Number of Sessions per User</b> <b>1.66</b>	<b>Pageviews</b> <b>62,691</b>	<b>Pages / Session</b> <b>3.20</b>
<b>Avg. Session Duration</b> <b>00:02:02</b>	<b>Bounce Rate</b> <b>52.04%</b>	

■ New Visitor ■ Returning Visitor



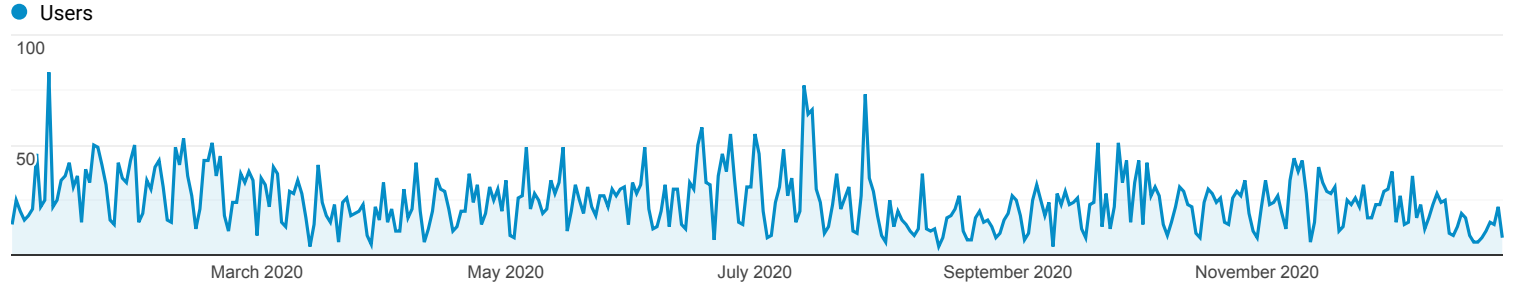
Language	Users	% Users
1. pt-pt	9,502	80.50%
2. en-us	810	6.86%
3. pt-br	732	6.20%
4. es-es	251	2.13%
5. en-gb	191	1.62%
6. pt	79	0.67%
7. es	60	0.51%
8. fr-fr	28	0.24%
9. en	22	0.19%
10. fr	11	0.09%

## Audience Overview

All Users  
100.00% Users

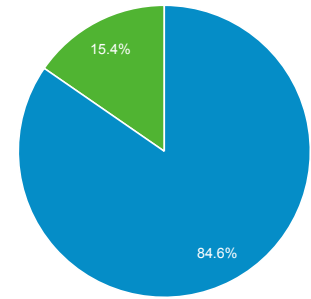
Jan 1, 2020 - Dec 31, 2020

### Overview



<b>Users</b> 6,863	<b>New Users</b> 6,706	<b>Sessions</b> 10,083
<b>Number of Sessions per User</b> 1.47	<b>Pageviews</b> 25,372	<b>Pages / Session</b> 2.52
<b>Avg. Session Duration</b> 00:01:52	<b>Bounce Rate</b> 63.63%	

■ New Visitor ■ Returning Visitor



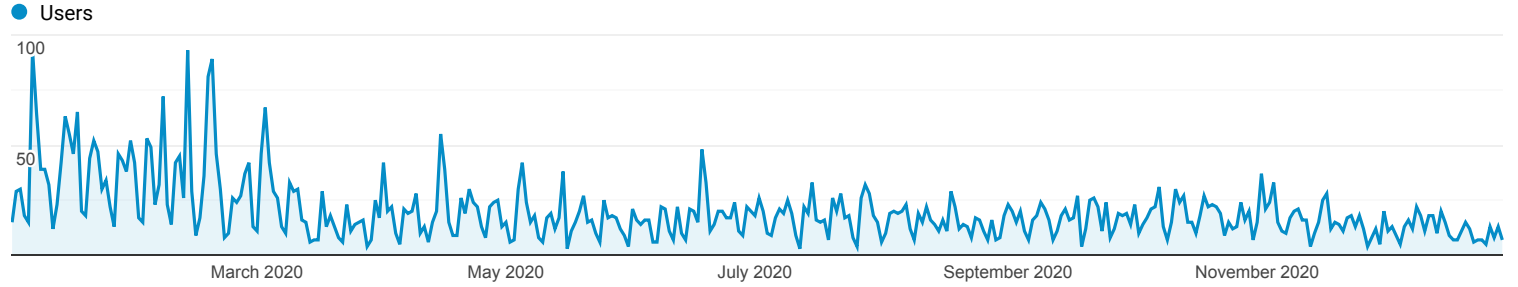
Language	Users	% Users
1. pt-pt	3,972	57.99%
2. en-us	1,325	19.34%
3. pt-br	674	9.84%
4. en-gb	268	3.91%
5. es-es	155	2.26%
6. pt	76	1.11%
7. zh-cn	57	0.83%
8. ar-lb	56	0.82%
9. en	41	0.60%
10. it-it	35	0.51%

## Audience Overview

All Users  
100.00% Users

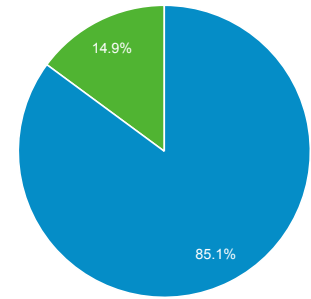
Jan 1, 2020 - Dec 31, 2020

### Overview



<b>Users</b> 5,537	<b>New Users</b> 5,312	<b>Sessions</b> 7,881
<b>Number of Sessions per User</b> 1.42	<b>Pageviews</b> 18,496	<b>Pages / Session</b> 2.35
<b>Avg. Session Duration</b> 00:01:51	<b>Bounce Rate</b> 63.02%	

■ New Visitor ■ Returning Visitor



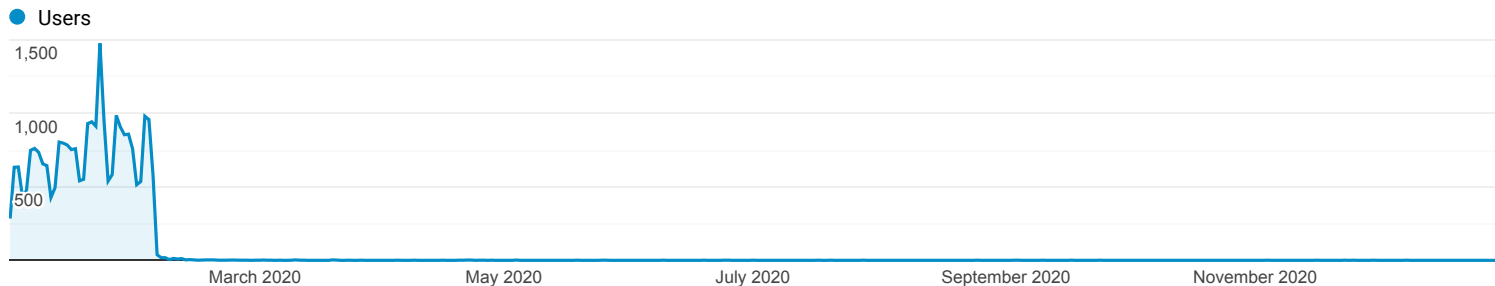
Language	Users	% Users
1. pt-pt	3,308	59.68%
2. en-us	994	17.93%
3. pt-br	497	8.97%
4. zh-cn	264	4.76%
5. en-gb	177	3.19%
6. es-es	92	1.66%
7. pt	45	0.81%
8. it-it	34	0.61%
9. en	23	0.41%
10. fr-fr	18	0.32%

## Audience Overview

All Users  
100.00% Users

Jan 1, 2020 - Dec 31, 2020

### Overview



Users

18,036

New Users

14,362

Sessions

31,234

Number of Sessions per User

1.73

Pageviews

76,688

Pages / Session

2.46

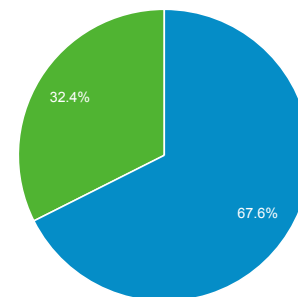
Avg. Session Duration

00:02:59

Bounce Rate

52.23%

■ New Visitor ■ Returning Visitor



### Language

Language	Users	% Users
1. pt-pt	12,295	68.40%
2. pt-br	3,184	17.71%
3. en-us	1,286	7.15%
4. en-gb	327	1.82%
5. es-es	247	1.37%
6. pt	121	0.67%
7. it-it	87	0.48%
8. fr-fr	57	0.32%
9. en	40	0.22%
10. zh-cn	35	0.19%

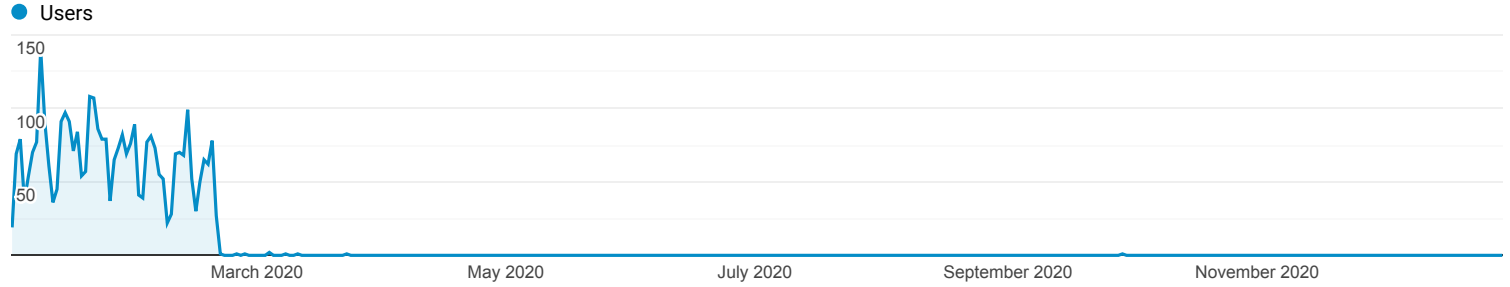


## Audience Overview

All Users  
100.00% Users

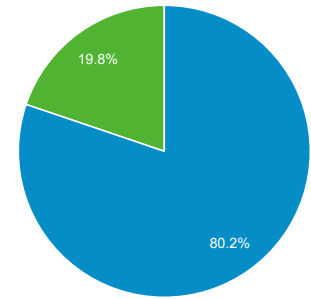
Jan 1, 2020 - Dec 31, 2020

### Overview



<b>Users</b> 2,771	<b>New Users</b> 2,537	<b>Sessions</b> 3,790
<b>Number of Sessions per User</b> 1.37	<b>Pageviews</b> 12,515	<b>Pages / Session</b> 3.30
<b>Avg. Session Duration</b> 00:02:26	<b>Bounce Rate</b> 49.02%	

■ New Visitor ■ Returning Visitor



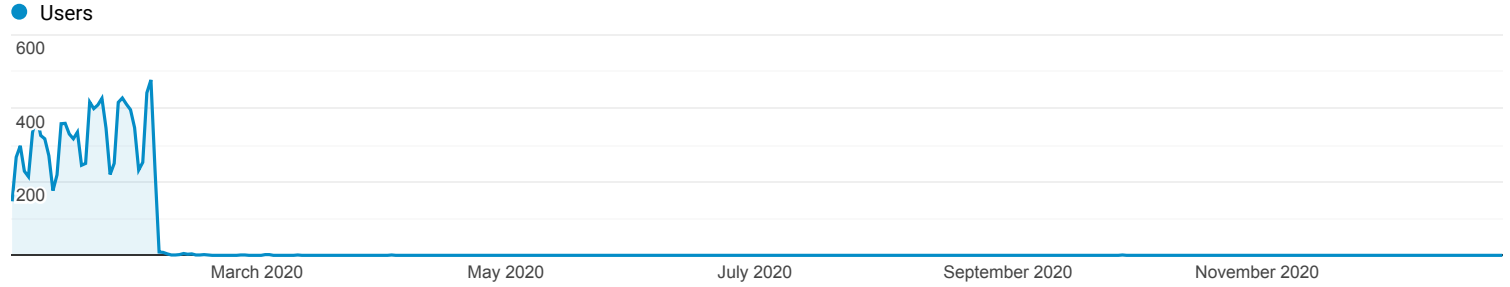
Language	Users	% Users
1. pt-pt	1,248	44.91%
2. en-us	394	14.18%
3. pt-br	374	13.46%
4. en-gb	137	4.93%
5. it-it	117	4.21%
6. es-es	80	2.88%
7. tr-tr	80	2.88%
8. nl-nl	40	1.44%
9. de-de	35	1.26%
10. zh-cn	27	0.97%

## Audience Overview

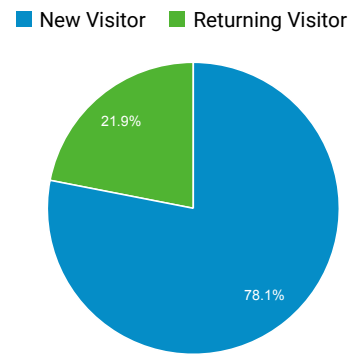
All Users  
100.00% Users

Jan 1, 2020 - Dec 31, 2020

### Overview



<b>Users</b> 9,336	<b>New Users</b> 8,256	<b>Sessions</b> 12,641
<b>Number of Sessions per User</b> 1.35	<b>Pageviews</b> 19,618	<b>Pages / Session</b> 1.55
<b>Avg. Session Duration</b> 00:01:55	<b>Bounce Rate</b> 69.10%	



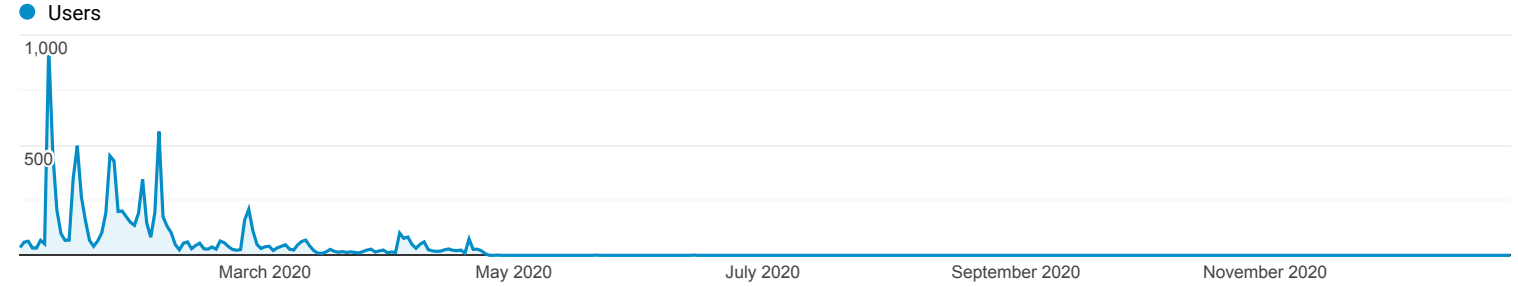
Language	Users	% Users
1. pt-pt	5,418	57.80%
2. pt-br	1,818	19.39%
3. en-us	889	9.48%
4. es-es	278	2.97%
5. en-gb	235	2.51%
6. it-it	140	1.49%
7. fr-fr	71	0.76%
8. pt	63	0.67%
9. tr-tr	45	0.48%
10. en	33	0.35%

## Audience Overview

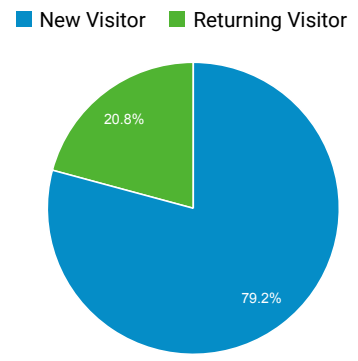
All Users  
100.00% Users

Jan 1, 2020 - Dec 31, 2020

### Overview



<b>Users</b> 8,703	<b>New Users</b> 7,220	<b>Sessions</b> 11,357
<b>Number of Sessions per User</b> 1.30	<b>Pageviews</b> 20,320	<b>Pages / Session</b> 1.79
<b>Avg. Session Duration</b> 00:01:03	<b>Bounce Rate</b> 63.74%	



Language	Users	% Users
1. pt-pt	6,427	74.24%
2. en-us	1,057	12.21%
3. pt-br	591	6.83%
4. en-gb	176	2.03%
5. es-es	107	1.24%
6. it-it	38	0.44%
7. pt	36	0.42%
8. fr-fr	35	0.40%
9. zh-cn	28	0.32%
10. en	18	0.21%