

# Website Traffic Report

Jan 1, 2015 - Dec 31, 2015

**All Users**  
100.00% Sessions

## Visits

**5,254,849**  
% of Total: 100.00% (5,254,849)



## Unique Visitors

**2,085,395**  
% of Total: 100.00% (2,085,395)



## Pageviews

**12,035,654**  
% of Total: 100.00% (12,035,654)



## Avg. Visit Duration

**00:02:20**  
Avg for View: 00:02:20 (0.00%)



## % New Visits

**38.51%**  
Avg for View: 38.51% (0.00%)



## Pages / Visit

**2.29**  
Avg for View: 2.29 (0.00%)



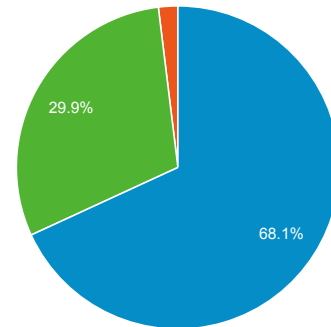
## Bounce Rate

**52.65%**  
Avg for View: 52.65% (0.00%)



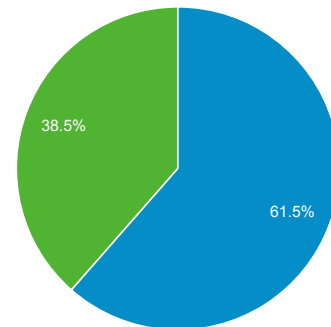
## Visits and Pages / Visit by Device Category

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	4,708,867	2.32
India	110,495	1.99
United States	66,071	1.84
Saudi Arabia	65,812	1.99
Pakistan	53,994	1.84
United Kingdom	41,172	2.18
Qatar	19,990	2.00
Oman	15,331	2.08
(not set)	13,481	2.32
Germany	12,395	2.35

## Pageviews by Page

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<b>Page</b>	<b>Pageviews</b>
/en/home.aspx	1,980,700
/default.aspx	1,453,624
/en/services/e-services/id-card-status.aspx	1,322,258
/en/id-card/id-card-benefits.aspx	649,884
/	484,551
/en/emirates-id-centers/registration-centers.aspx	327,447
/en/emirates-id/about-emirates-id.aspx	266,654
/ar/home.aspx	172,711
/ar/services/e-services/id-card-status.aspx	172,459
/en/contact-us.aspx	157,122