

AMH Microsite Page

The American-Made Heroes Microsite experienced a healthy number of Visitors, Sessions, and Page Views.

- Bounce Rate was 54.57%, proving that users engaged with other pages on the site during their visit.
- The Average Time Spent on the Page, totaling 2 minutes and 57 seconds, exceeded the industry average of 53 seconds.
- These two numbers indicate that our audience invested time in learning more about the program, successfully achieving our communication objective of fostering consideration.

| Overall Results | |
|------------------|--------------|
| Visitors | 43,727 |
| Sessions | 51,095 |
| Page Views | 73,251 |
| Bounce Rate | 54.57% |
| AVG TIME ON PAGE | 2mins 57secs |

