

In just under  
**50 DAYS**



www.businessamlive.com

is comparing favourably with the global giants



.... and Nigeria's **BUSINESS DAY**



How engaged are visitors to businessamlive.com?

**Bounce Rate** 48.80% ▼ 32.00%     **Daily Pageviews per Visitor** 3.60 ▲ 100.00%     **Daily Time on Site** 9.45 ▲ 73.00%

Source: Alexa

How engaged are visitors to tf.com?

**Bounce Rate** 67.20% ▼ 1.00%     **Daily Pageviews per Visitor** 1.98 ▲ 1.46%     **Daily Time on Site** 2.51 ▲ 3.00%

Source: Alexa



How engaged are visitors to wsj.com?

**Bounce Rate** 64.20% ▼ 3.00%     **Daily Pageviews per Visitor** 1.97 ▲ 0.50%     **Daily Time on Site** 3.25 ▲ 6.00%

Source: Alexa

How engaged are visitors to businessdayonline.com?

**Bounce Rate** 63.40% ▼ 8.00%     **Daily Pageviews per Visitor** 2.10 ▲ 5.91%     **Daily Time on Site** 3.14 ▲ 10.00%

Source: Alexa

- **Bounce rate:** It's a measure of the rate at which visitors leave a site
- **Daily Pageviews per visitor:** It's a measure of the number of pages viewed by visitors.
- **Daily Time on Site:** It's a measure of the time spent by visitors on a website