**Growth AY2021 – 2022**

**Users**
- **AY 2022**: 290,394 (47.9% increase)
- **AY 2021**: 196,314

**Pageviews**
- **AY 2022**: 8,665,088 (20.1% increase)
- **AY 2021**: 7,214,926

**Top Program Microsites**
- Advance Data Analytics: 47,719
- Sport Entertainment Management: 37,337
- Learning Technologies: 28,407

**Top Program Growth**
- TESOL: 6,709 (586% increase)
- MBA Landing Page: 16,006 (164% increase)
- Library Science: 17,068 (68% increase)

**Visitors in over 200 Countries & over 5,000 Cities!**

**OVER 2.5 MILLION!**

**AY2021-AY2022**

**Top Referring Sites**
- Google / Organic: 948,736
- Unt.edu / referral: 168,368
- (direct) / (none): 121,178
- Google / ppc: 48,918
- Carnegie / display: 66,845
- Bing / organic: 60,164
- Google / cpc: 57,590
- Carnegie / ppc: 48,918
- Admissions.unt.edu / referral: 18,785
- Carousel / slide: 13,382

**RFIs**
- Since Launch: 26,676!
- RFIs to Salesforce: 9,059 (AY 2022)

**Top UNT Sites**
- Studentaffairs.unt.edu: 323,124
- Admissions.unt.edu: 241,944
- Catalog.unt.edu: 221,994
- It.unt.edu: 218,829
- Registrar.unt.edu: 199,417
- Online.unt.edu: 187,459
- Cob.unt.edu: 168,368
- Financialaid.unt.edu: 159,832
- Teachingcommons.unt.edu: 132,002
- Music.unt.edu: 121,178

**Top UNT College Sites**
- Online.unt.edu: 187,459
- Cob.unt.edu: 168,368
- Music.unt.edu: 121,178
- It.unt.edu: 107,152
- Tgs.unt.edu: 66,845
- Hps.unt.edu: 60,164
- Frisco.unt.edu: 57,590
- Engineering.unt.edu: 48,918
- Cmht.unt.edu: 18,785
- Ci.unt.edu: 13,382

*According to Google Analytics 9-15-22*