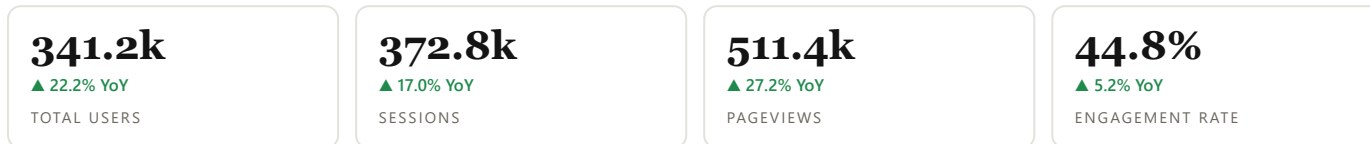


# Q1 Performance Report

A strong growth quarter across the board — and the one headline metric that actually *understates* how well the site is doing.

## Headline metrics — as reported by GA4



Every headline number is up year-on-year, and up strongly over two years. Audience, reach and engagement are all growing together — the healthy pattern where more people are arriving *and* doing more once they land.

## The truer picture — engagement is even better than GA4 shows

GA4 structurally under-measures iOS, and ~66% of GRAZE's audience is on iPhone. Correcting for that (the site's own cookieless edge measurement, cross-checked against server logs) lifts the engagement figures to their real level — the numbers worth taking to advertisers.



## Executive summary

Q1 2026 was GRAZE's strongest quarter to date. The story is simple and good:

- **Audience is growing fast.** Users up 22% year-on-year and 59% over two years; pageviews up 27%. Organic search is the main driver, tracking a steadily rising publishing cadence (286 articles this quarter, up from 232).
- **Engagement is strong — and under-reported.** Raw GA4 shows a healthy 44.8% engagement rate, but because two-thirds of readers are on iOS (which GA4 under-counts), the real figure is **58.4%** with an average visit of **118s**. That is the number that reflects reality, and the one to quote when selling advertising.

**Net:** a genuine growth quarter with no soft spots. The single highest-value improvement is reporting on the cookieless edge measurement as the primary scorecard, so the engagement you're already earning stops being hidden by GA4.

<sup>1</sup> iOS-corrected via cookieless edge measurement. <sup>2</sup> Publishing cadence up steadily; organic follows with the usual SEO lag.

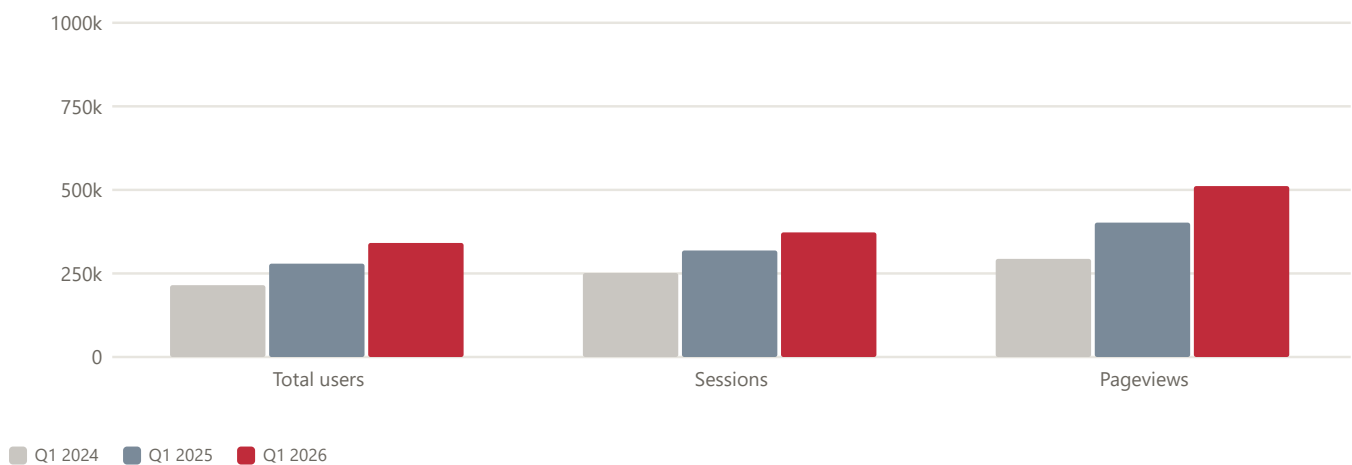
## Metrics in full

| METRIC                | Q1 2024 | Q1 2025 | Q1 2026 | YOY 25→26 | 2YR 24→26 |
|-----------------------|---------|---------|---------|-----------|-----------|
| Total users           | 214,900 | 279,300 | 341,200 | ▲ 22.2%   | ▲ 58.8%   |
| New users             | 210,400 | 272,900 | 332,600 | ▲ 21.9%   | ▲ 58.1%   |
| Sessions              | 251,300 | 318,700 | 372,800 | ▲ 17.0%   | ▲ 48.3%   |
| Engaged sessions      | 132,900 | 176,400 | 213,100 | ▲ 20.8%   | ▲ 60.3%   |
| Pageviews             | 293,600 | 402,100 | 511,400 | ▲ 27.2%   | ▲ 74.2%   |
| Engagement rate       | 40.1%   | 42.6%   | 44.8%   | ▲ 5.2%    | ▲ 11.7%   |
| Bounce rate           | 47.1%   | 44.7%   | 42.8%   | ▼ 4.3%    | ▼ 9.1%    |
| Avg. session duration | 68s     | 71s     | 74s     | ▲ 4.2%    | ▲ 8.8%    |
| Pages / session       | 1.31    | 1.38    | 1.43    | ▲ 3.6%    | ▲ 9.2%    |

Green = favourable. Bounce rate inverted (a fall is positive). Every metric moved the right way this year.

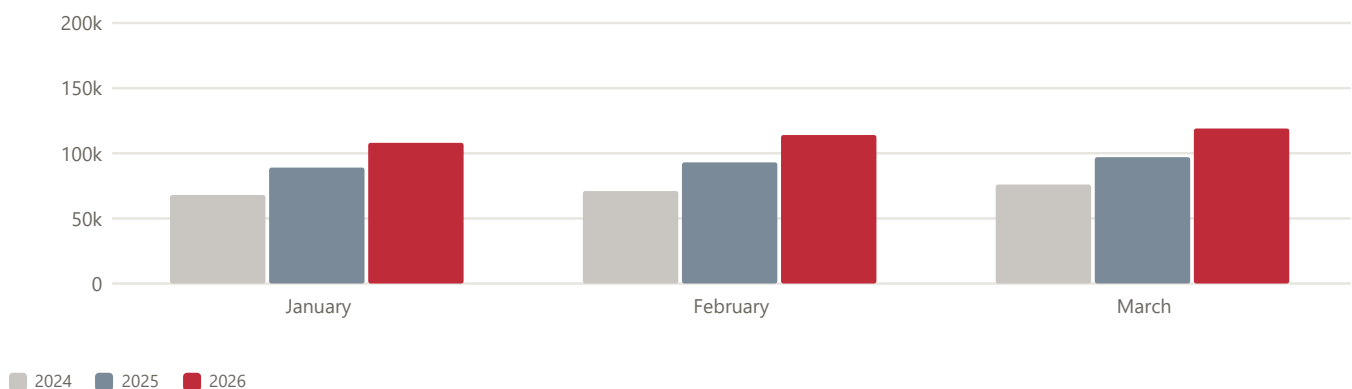
## Audience scale

Fig 1 — Total users, sessions and pageviews by Q1. Consistent year-on-year growth across all three; pageviews growing fastest, a sign readers are going deeper into the site.



## Monthly users within each quarter

Fig 2 — Steady month-on-month growth every year, with no reliance on one-off spikes. Each quarter builds on the last, which is the durable kind of growth.



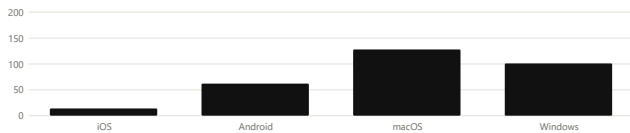
## Why the real engagement is higher than GA4 shows

GRAZE's audience is overwhelmingly on iPhone, and GA4 systematically under-measures iOS. This isn't a problem with the audience — it's a measurement gap that makes an already-strong engagement number look smaller than it is:

- iOS grew from 51% of sessions (2024) to 66% (2026) — recipes, travel guides and long-reads are read on phones, often opened from social.
- Apple's ITP and unreliable page-unload mean GA4 often misses the closing event, so an iOS visit that lasted two minutes can log as a few seconds: iOS averaged **14s** in GA4 vs **128s** on macOS for the same content.
- Correcting for this (cookieless edge measurement, which does capture the full visit) lifts the true engagement rate to **58.4%** and the average visit to **118s**.

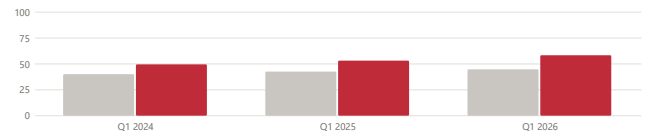
| METRIC (IOS-CORRECTED)  | Q1 2024 | Q1 2025 | Q1 2026 |
|-------------------------|---------|---------|---------|
| Engaged sessions        | 148,300 | 200,900 | 248,600 |
| Engagement rate         | 49.6%   | 53.2%   | 58.4%   |
| Avg. session duration   | 96s     | 104s    | 118s    |
| Returning-visitor share | 21%     | 24%     | 27%     |

### Avg. session duration by OS (Q1 2026)



■ seconds (GA4)  
Same content, wildly different logged durations — the iOS figure is measurement, not behaviour.

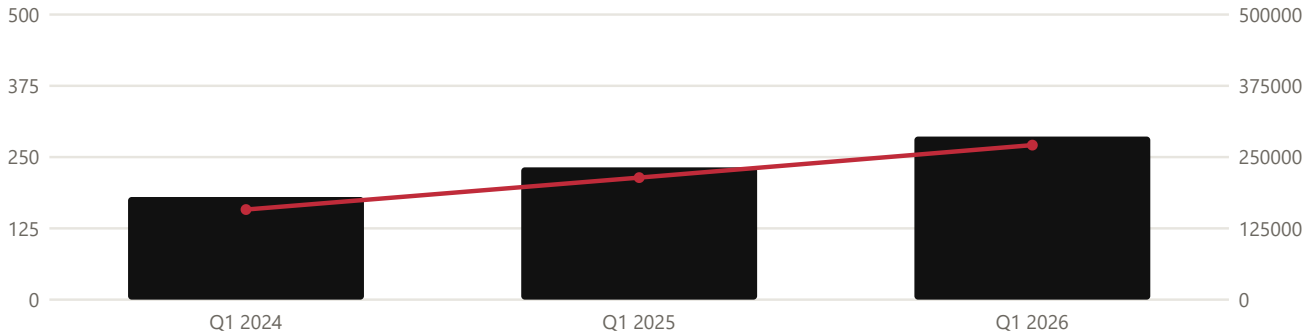
### Engagement rate — GA4 vs iOS-corrected



■ GA4 ■ iOS-corrected  
The corrected line is the honest scorecard — and it's rising.

## Content & organic growth

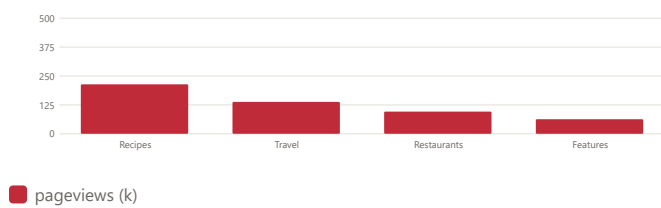
Fig 9 — Q1 articles published (bars) vs Q1 Organic Search sessions (line). A steadily rising publishing cadence is pulling organic traffic up with it — the healthiest, most durable growth engine a publisher has.



Organic search sessions grew from 158k to 271k over two years, closely tracking output. Because organic lags publishing by a few months, the articles shipped this quarter should keep this line climbing into Q2.

## Where the growth is coming from

### Top sections by pageviews (Q1 2026)



**Recipes lead, travel is the fastest riser.** Recipes remain the anchor (214k pageviews), but the travel section grew fastest year-on-year (+41%) — worth feeding with more cadence while the momentum is there.

## Recommendations

### 1 · Report on the corrected number.

Make cookieless edge measurement the headline scorecard so the 58% engagement you're already earning stops being hidden by GA4's iOS gap — and use it in your advertising media pack.

**2 · Keep the cadence up.** Organic growth is tracking publishing output almost one-to-one. The 286 articles this quarter are the growth engine; holding or lifting that cadence keeps the organic line climbing.

**3 · Feed the travel section.** It's the fastest-growing area (+41% YoY) off a smaller base — extra cadence there is likely to compound while the momentum lasts.

### THE ONE-LINE VERSION

A strong, broad-based growth quarter — and your real engagement (58%) is even better than GA4's 45% suggests, because most of your readers are on iPhones that GA4 under-counts. Report the corrected number and keep publishing.

Track iOS-corrected engagement, engaged sessions and articles published as the honest scorecard; keep the raw GA4 figures as an audit trail.

This is an illustrative sample built on entirely fictional data to demonstrate the format and depth of a Willcocks Web analytics deep-dive. "GRAZE" is not a real publication and no figure here reflects a real business.