Supplementary Materials

Figure 1. Section from No Money No Time Homepage.

Figure 2. Section of dietary feedback report from the embedded dietary assessment tool—Healthy Eating Quiz.

Figure 3. Section of recipe page on No Money No Time with filters.
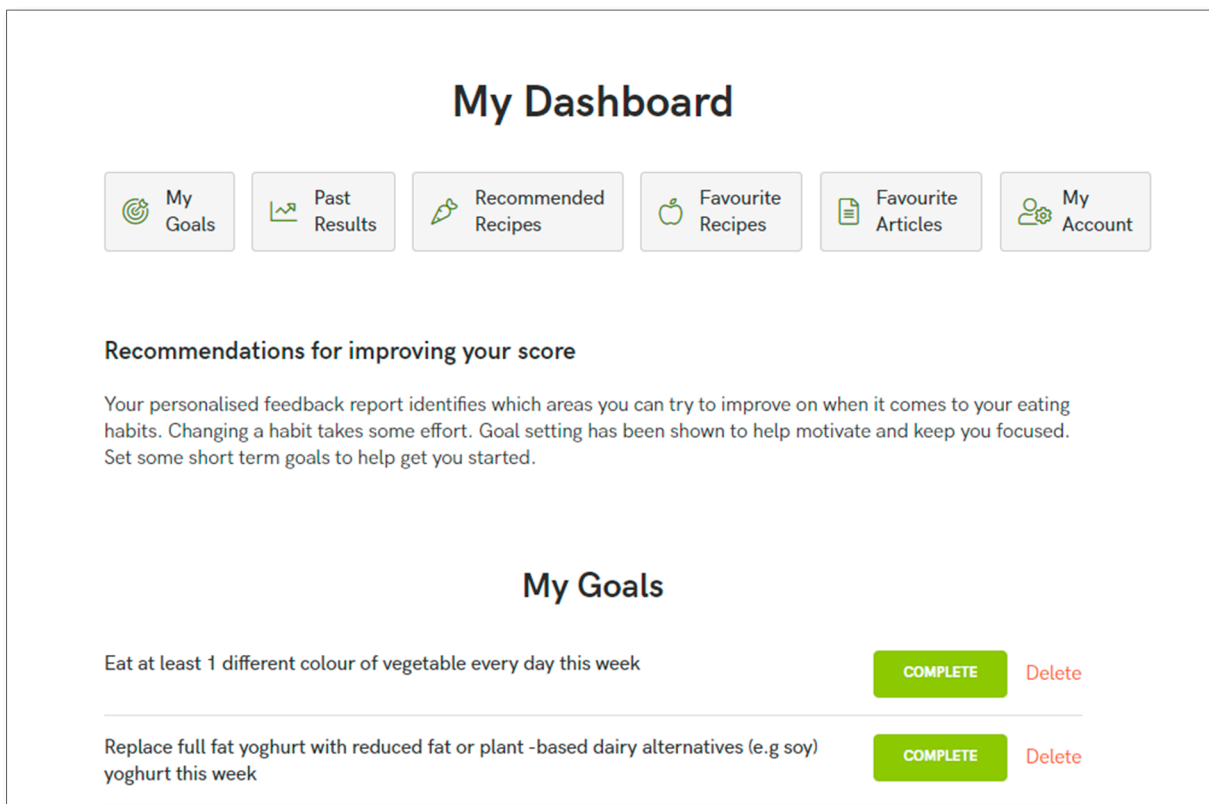
Figure 4. Section of personal dashboard on No Money No Time.
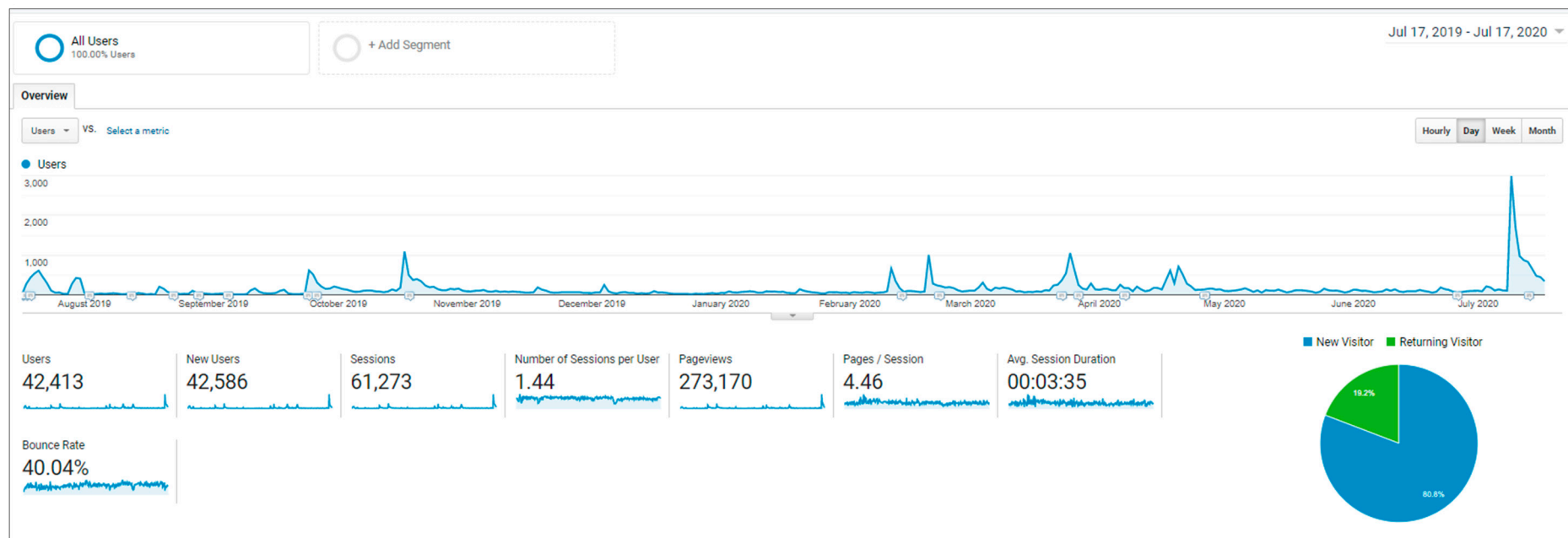
Figure 5. Engagement information from Google Analytics for all users of No Money No Time.
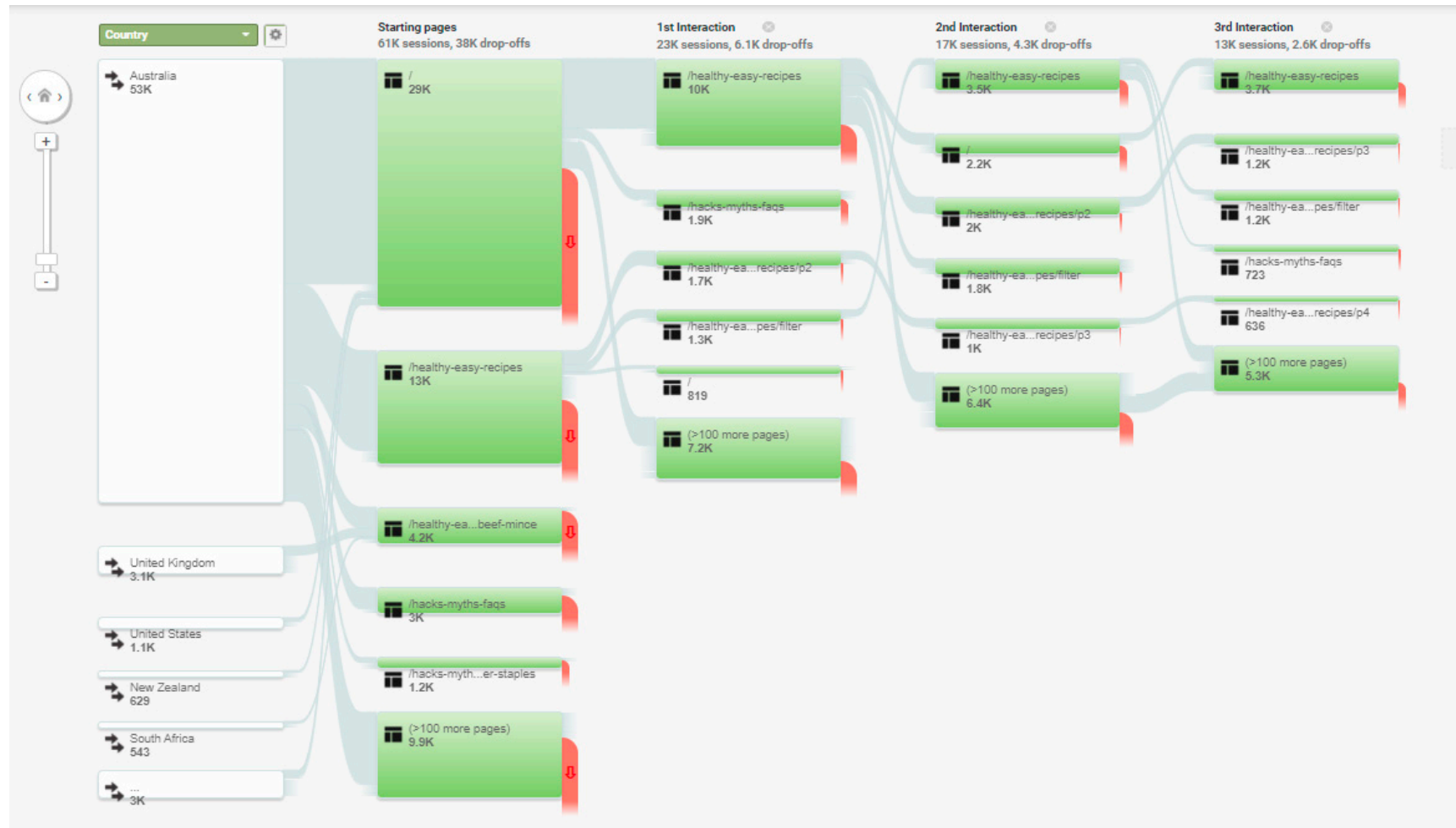
Figure 6. Funnel report to map out the customer journey on No Money No Time website from 17 July 2019 to 17 July 2020.

Figure 7. Engagement information from Google Analytics for return users vs new users of No Money No Time.
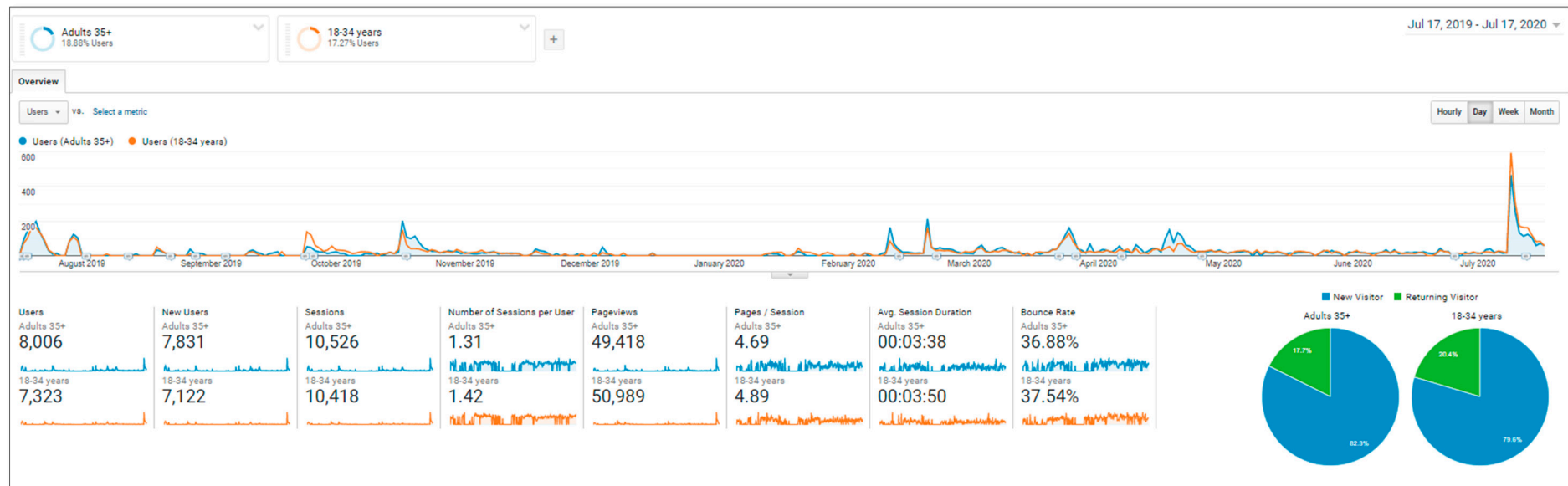
Figure 8. Engagement information from Google Analytics for young adults 18–34 years compared to the rest of sample from No Money No Time.
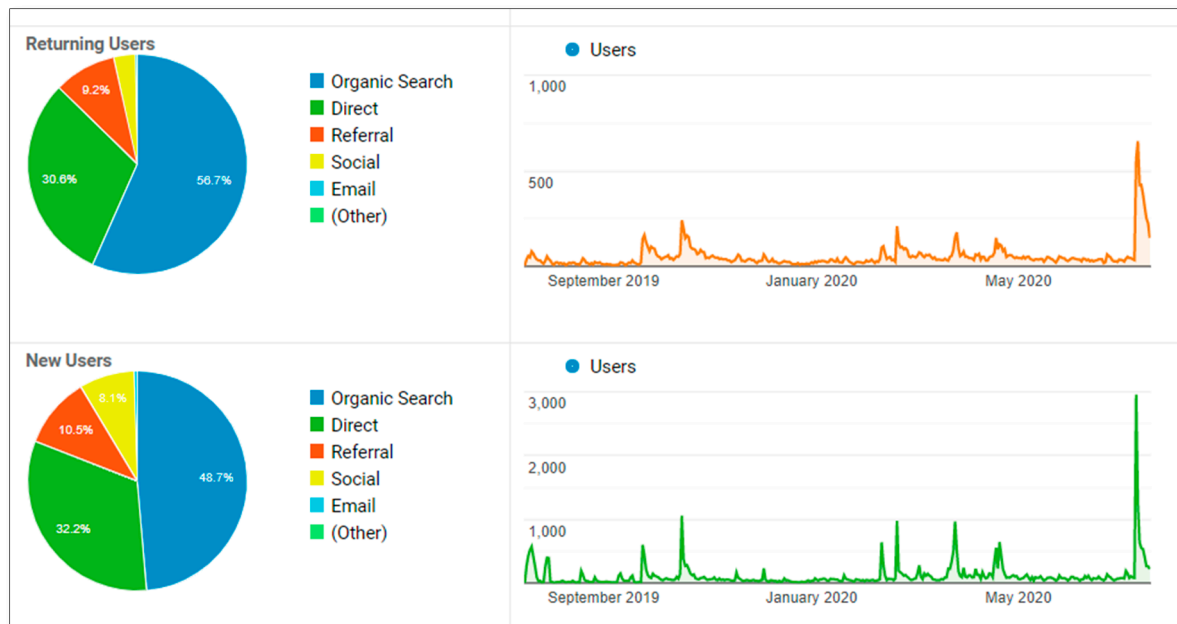
Figure 9. User-acquisition data from Google Analytics by channel for new users and returning users.

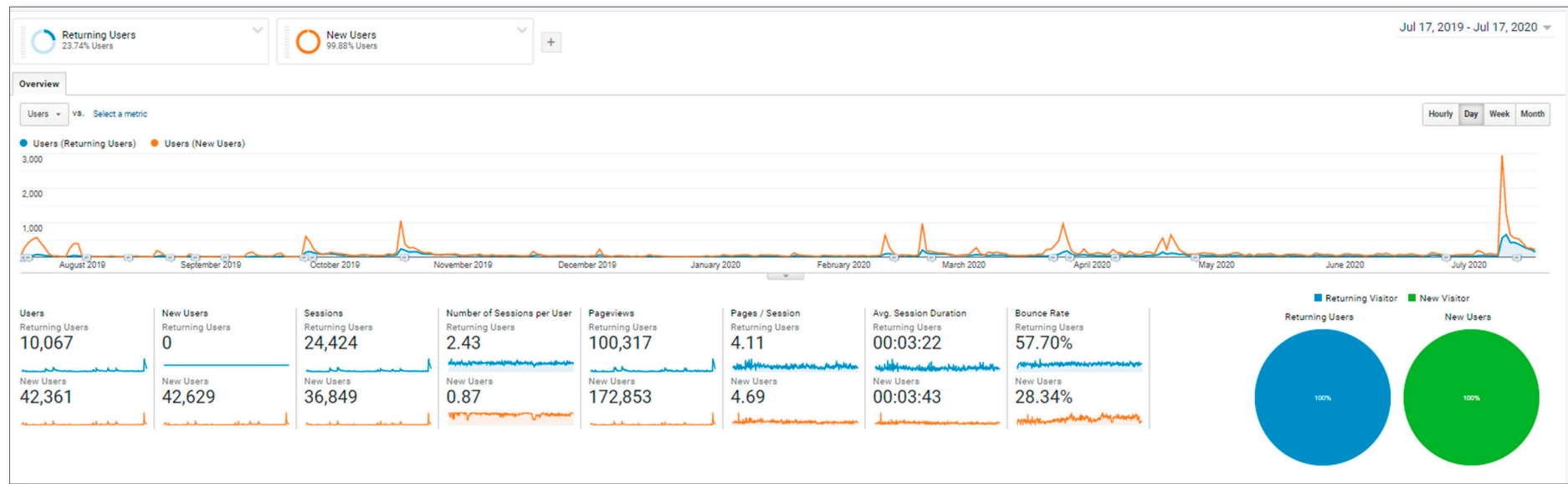| Default Channel Grouping	Acquisition			Behavior			Conversions — Clicks Quiz Call to Action (Goal 1 Conversion Rate)
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	
Adults 35+	8,006 % of Total: 18.88% (42,413)	7,826 % of Total: 18.36% (42,629)	10,526 % of Total: 17.18% (61,273)	36.88% Avg for View: 40.04% (-7.90%)	4.69 Avg for View: 4.46 (5.31%)	00:03:38 Avg for View: 00:03:35 (1.34%)	24.20% Avg for View: 25.10% (-3.59%)
18-34 years	7,323 % of Total: 17.27% (42,413)	7,122 % of Total: 16.71% (42,629)	10,418 % of Total: 17.00% (61,273)	37.54% Avg for View: 40.04% (-6.25%)	4.89 Avg for View: 4.46 (9.78%)	00:03:50 Avg for View: 00:03:35 (6.99%)	26.20% Avg for View: 25.10% (4.40%)
1. Organic Search							
Adults 35+	3,564 (43.38%)	3,362 (42.96%)	5,185 (49.26%)	38.55%	5.07	00:03:56	26.11%
18-34 years	3,778 (50.49%)	3,586 (50.35%)	6,117 (58.72%)	38.68%	5.22	00:04:04	27.17%
2. Direct							
Adults 35+	1,890 (23.01%)	1,834 (23.43%)	2,539 (24.12%)	34.50%	4.59	00:03:34	22.25%
18-34 years	1,614 (21.57%)	1,566 (21.99%)	2,318 (22.25%)	36.28%	4.61	00:03:38	24.20%
3. Referral							
Adults 35+	1,653 (20.12%)	1,589 (20.30%)	1,747 (16.60%)	36.41%	4.60	00:03:38	17.52%
18-34 years	1,382 (18.47%)	1,303 (18.30%)	1,212 (11.63%)	37.79%	4.73	00:03:46	18.73%
4. Social							
Adults 35+	1,060 (12.90%)	996 (12.73%)	1,000 (9.50%)	34.60%	3.32	00:02:19	31.90%
18-34 years	696 (9.30%)	656 (9.21%)	758 (7.28%)	31.66%	3.41	00:02:44	36.81%
5. Email							
Adults 35+	48 (0.58%)	45 (0.58%)	55 (0.52%)	45.45%	2.47	00:01:13	5.45%
18-34 years	13 (0.17%)	11 (0.15%)	13 (0.12%)	46.15%	2.62	00:00:23	7.69%

Figure 10. User-acquisition and engagement data from Google Analytics by channel for young adults (18–34 years) and all other users.

Device Category	Acquisition		
	Users ↓	New Users	Sessions
Adults 35+	8,006 % of Total: 18.88% (42,413)	7,831 % of Total: 18.37% (42,629)	10,526 % of Total: 17.18% (61,273)
18-34 years	7,323 % of Total: 17.27% (42,413)	7,122 % of Total: 16.71% (42,629)	10,418 % of Total: 17.00% (61,273)
1. mobile			
Adults 35+	4,324 (53.96%)	4,251 (54.28%)	5,551 (52.74%)
18-34 years	4,357 (59.62%)	4,265 (59.88%)	6,457 (61.98%)
2. desktop			
Adults 35+	2,903 (36.23%)	2,823 (36.05%)	3,845 (36.53%)
18-34 years	2,837 (38.82%)	2,748 (38.58%)	3,762 (36.11%)
3. tablet			
Adults 35+	786 (9.81%)	757 (9.67%)	1,130 (10.74%)
18-34 years	114 (1.56%)	109 (1.53%)	199 (1.91%)

Figure 11. User-acquisition and engagement data from Google Analytics by device type for young adults (18–34 years) and all other users.
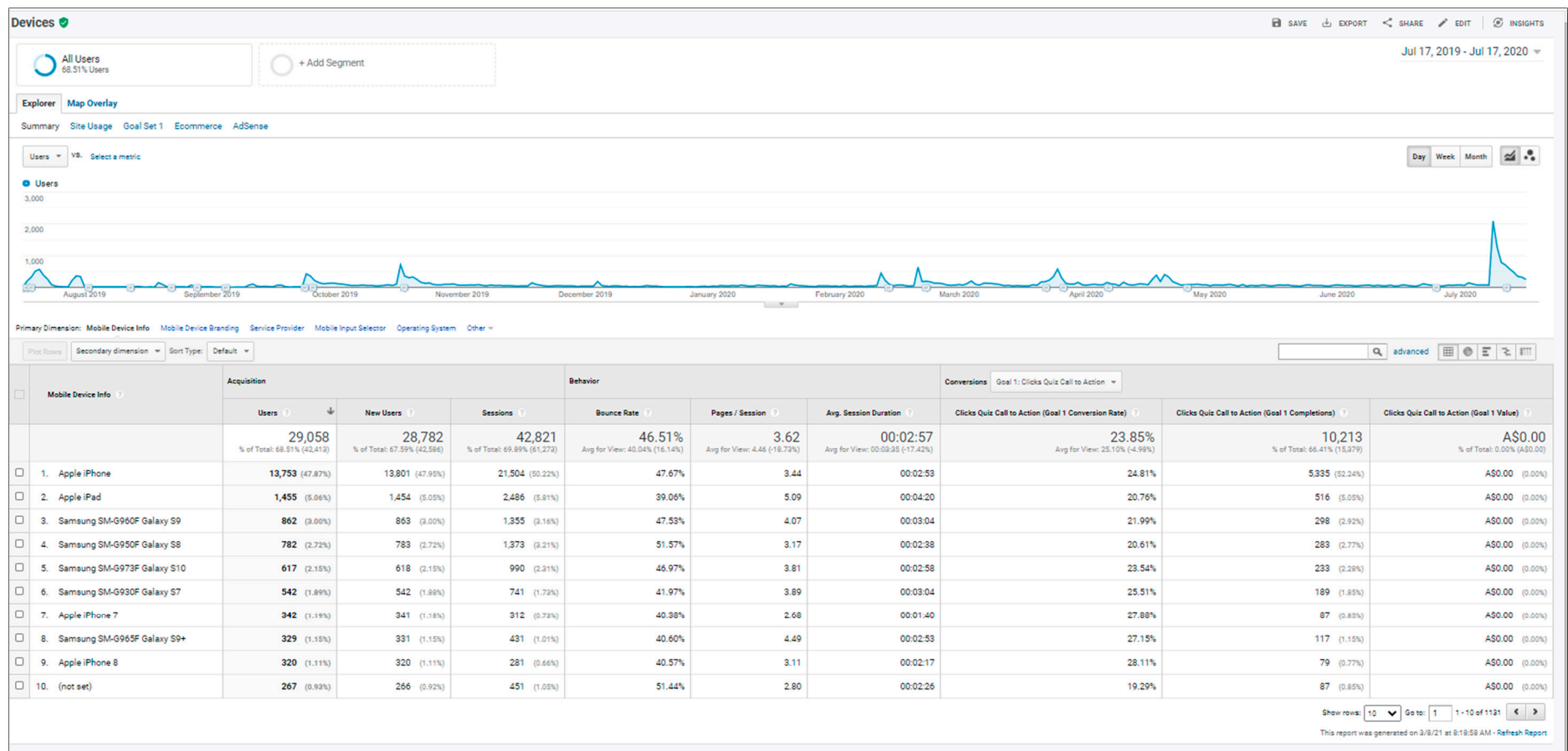
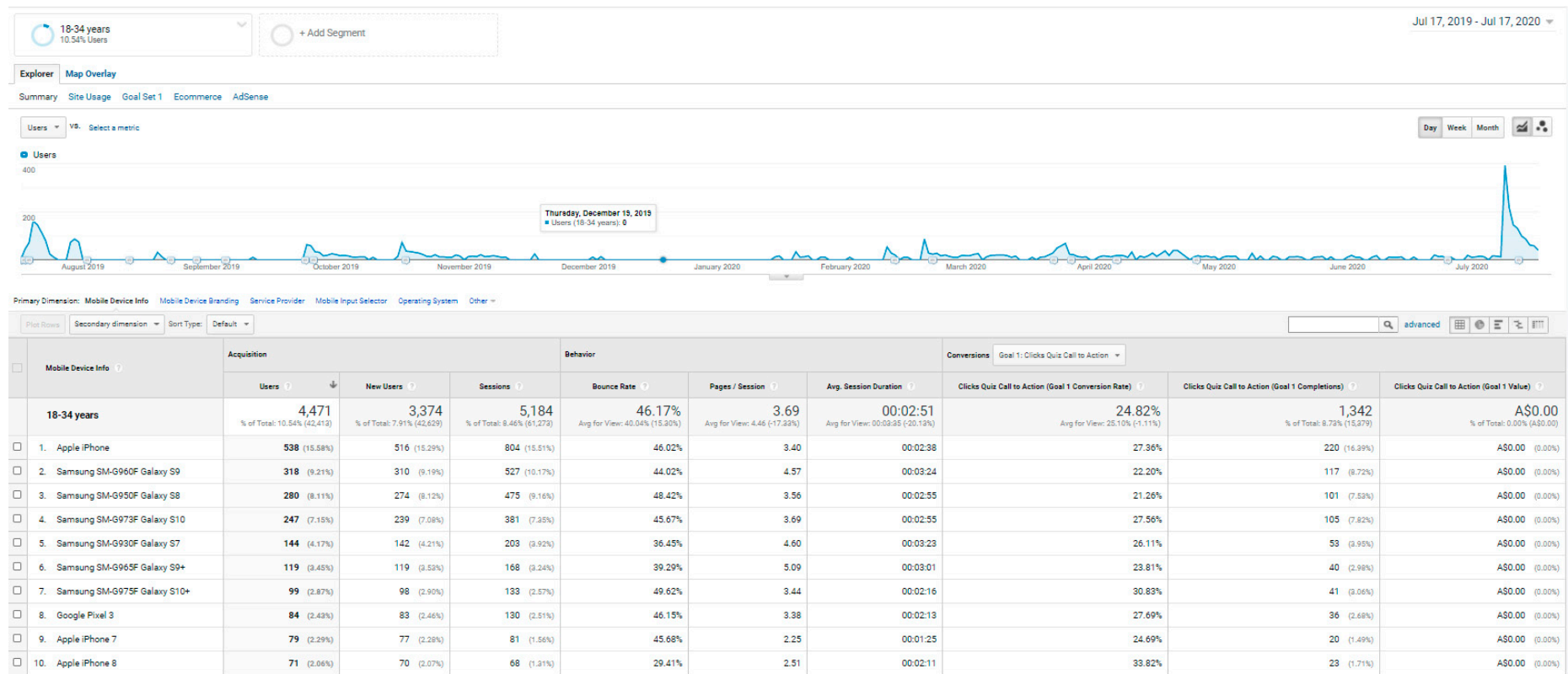**Figure 12.** Mobile device use for all users accessing No Money No Time from 17 July 2019 to 17 July 2020.

Figure 13. Mobile device use for young adults (18–34 years) accessing No Money No Time from 17 July 2019 to 17 July 2020.

Industry Vertical — Food & Drink
Country/Region — All
Size by daily sessions — 100-499
There are 13,043 web properties contributing to this benchmark

Sessions vs Benchmark Sessions

● Sessions ● Benchmark Sessions

Day | Week | Month

Primary Dimension: Default Channel Grouping

Plot Rows Sort Type: Default

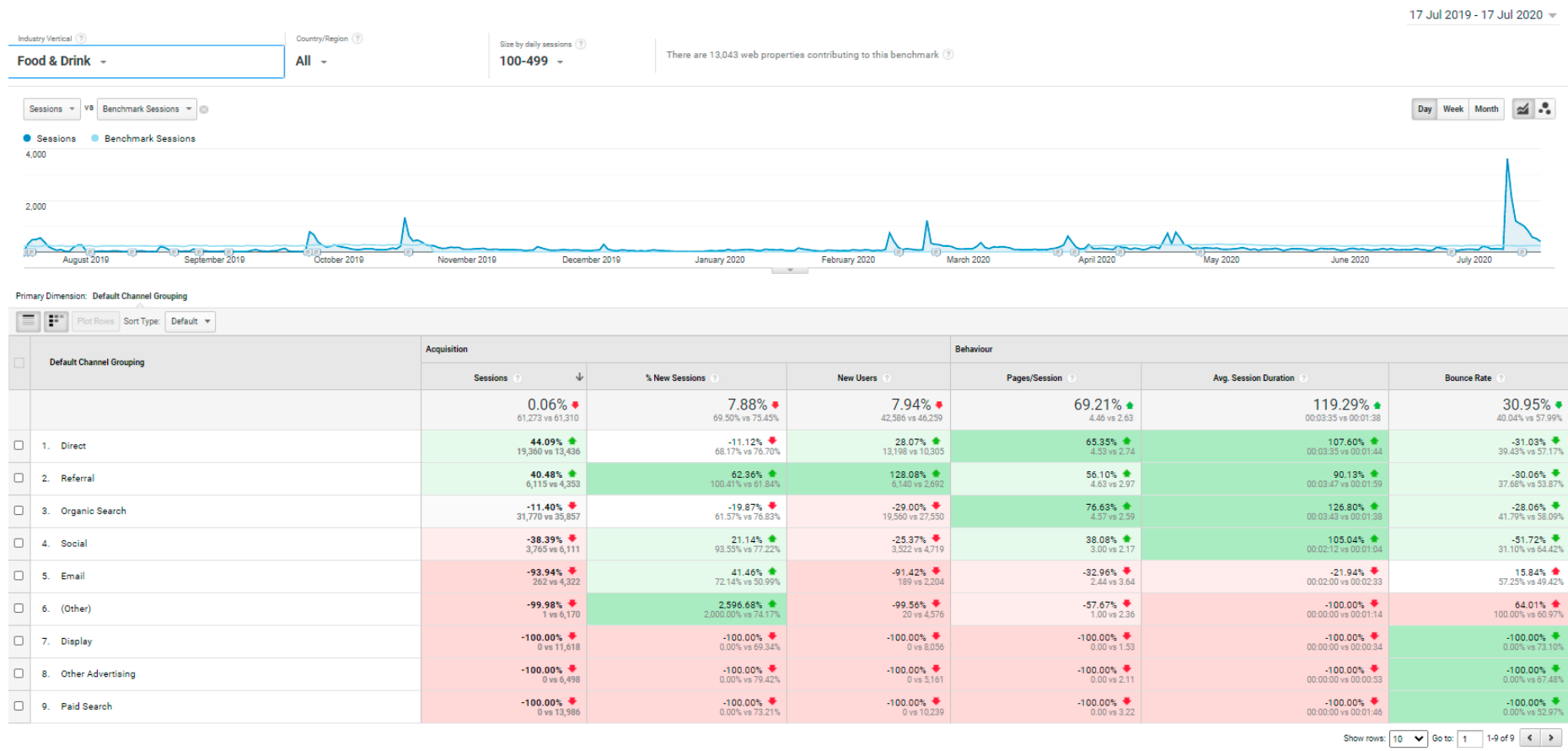| Default Channel Grouping	Acquisition			Behaviour		
	Sessions	% New Sessions	New Users	Pages/Session	Avg. Session Duration	Bounce Rate
	0.06% ▼ 61,273 vs 61,310	7.88% ▼ 69.50% vs 75.45%	7.94% ▼ 42,586 vs 46,259	69.21% ▲ 4.46 vs 2.63	119.29% ▲ 00:03:35 vs 00:01:38	30.95% ▼ 40.04% vs 57.99%
1. Direct	44.09% ▲ 19,360 vs 13,436	-11.12% ▼ 68.17% vs 76.70%	28.07% ▲ 13,198 vs 10,305	65.35% ▲ 4.53 vs 2.74	107.60% ▲ 00:03:35 vs 00:01:44	-31.03% ▲ 39.43% vs 57.17%
2. Referral	40.48% ▲ 6,115 vs 4,353	62.36% ▲ 100.41% vs 61.84%	128.08% ▲ 6,140 vs 2,692	56.10% ▲ 4.63 vs 2.97	90.13% ▲ 00:03:47 vs 00:01:59	-30.06% ▲ 37.68% vs 53.87%
3. Organic Search	-11.40% ▼ 31,770 vs 35,857	-19.87% ▼ 61.57% vs 76.83%	-29.00% ▼ 19,560 vs 27,550	76.63% ▲ 4.57 vs 2.59	126.80% ▲ 00:03:43 vs 00:01:38	-28.06% ▲ 41.79% vs 58.09%
4. Social	-38.39% ▼ 3,765 vs 6,111	21.14% ▲ 93.55% vs 77.22%	-25.37% ▼ 3,522 vs 4,719	38.08% ▲ 3.00 vs 2.17	105.04% ▲ 00:02:12 vs 00:01:04	-51.72% ▲ 31.10% vs 64.42%
5. Email	-93.94% ▼ 262 vs 4,322	41.46% ▲ 72.14% vs 50.99%	-91.42% ▼ 189 vs 2,204	-32.96% ▼ 2.44 vs 3.64	-21.94% ▼ 00:02:00 vs 00:02:33	15.84% ▼ 57.25% vs 49.42%
6. (Other)	-99.98% ▼ 1 vs 6,170	2,596.68% ▲ 2,000.00% vs 74.17%	-99.56% ▼ 20 vs 4,576	-57.67% ▲ 1.00 vs 2.36	-100.00% ▼ 00:00:00 vs 00:01:14	64.01% ▼ 100.00% vs 60.97%
7. Display	-100.00% ▼ 0 vs 11,618	-100.00% ▼ 0.00% vs 69.34%	-100.00% ▼ 0 vs 8,056	-100.00% ▼ 0.00 vs 1.53	-100.00% ▼ 00:00:00 vs 00:00:34	-100.00% ▲ 0.00% vs 73.10%
8. Other Advertising	-100.00% ▼ 0 vs 6,498	-100.00% ▼ 0.00% vs 79.42%	-100.00% ▼ 0 vs 5,161	-100.00% ▼ 0.00 vs 2.11	-100.00% ▼ 00:00:00 vs 00:00:53	-100.00% ▲ 0.00% vs 67.48%
9. Paid Search	-100.00% ▼ 0 vs 13,986	-100.00% ▼ 0.00% vs 73.21%	-100.00% ▼ 0 vs 10,239	-100.00% ▼ 0.00 vs 3.22	-100.00% ▼ 00:00:00 vs 00:01:46	-100.00% ▲ 0.00% vs 52.97%

Show rows: 10 Go to: 1 1-9 of 9

Figure 14. Google analytics 'benchmarking' comparison of traffic acquisition for 'No Money No Time' with aggregated industry data from 13,034 food and drink websites from 17 July 2019 to 17 July 2020.
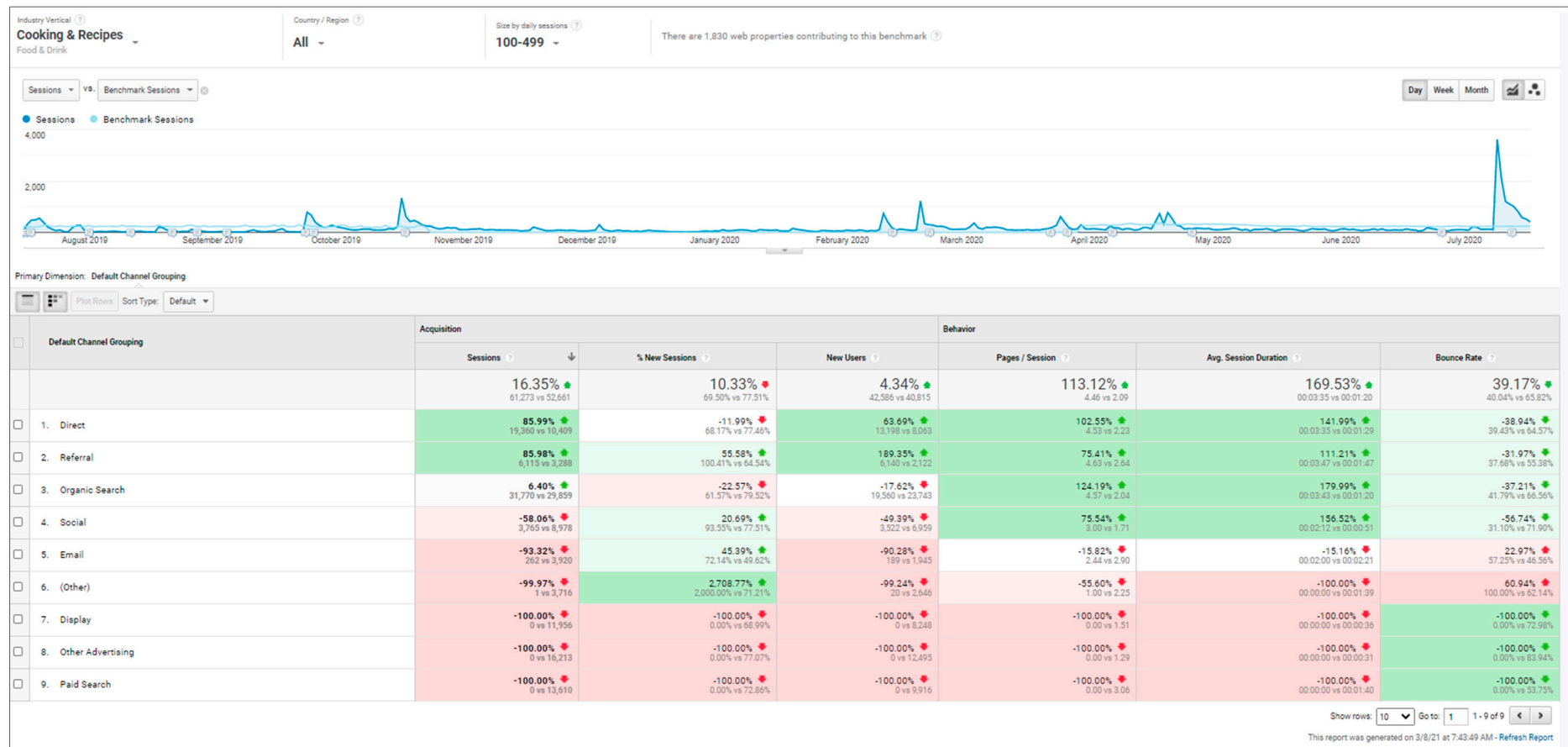
Figure 15. Google analytics 'benchmarking' comparison of traffic acquisition 'No Money No Time' with aggregated industry data from 1830 websites with 'Cooking & Recipes' category from 17 July 2019 to 17 July 2020.
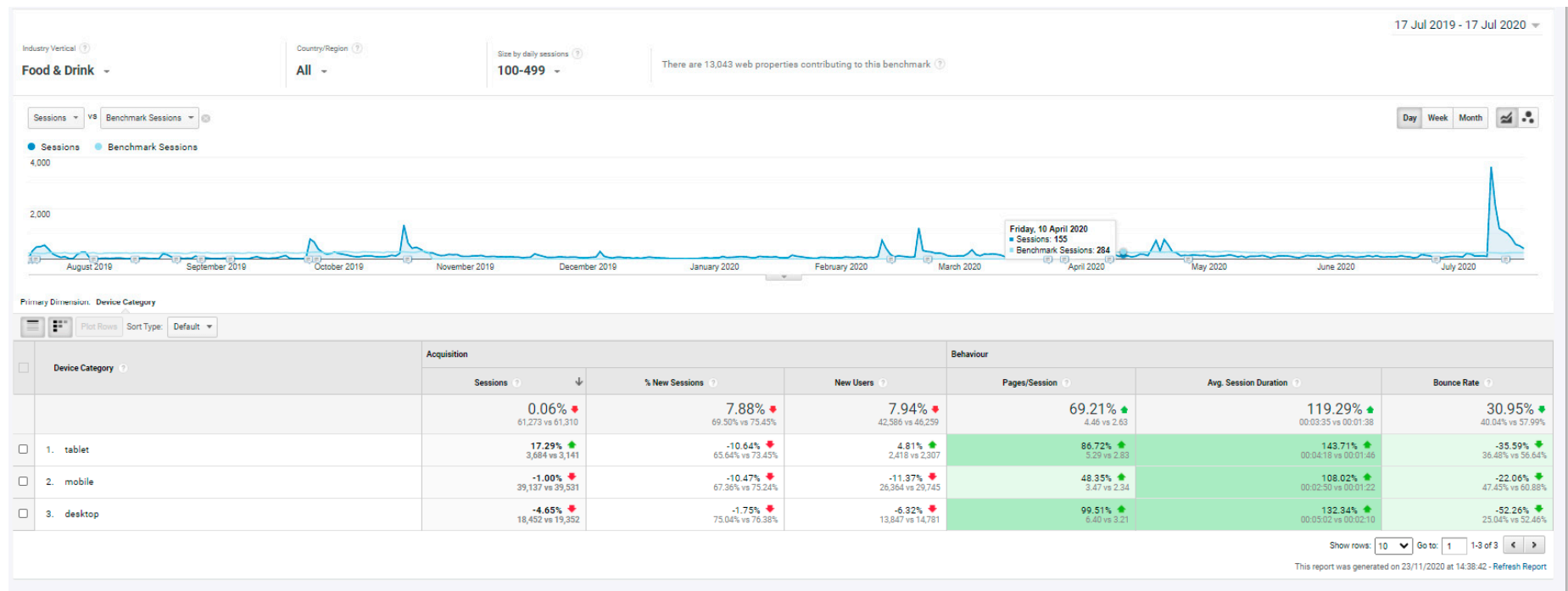
Figure 16. Google analytics 'benchmarking' comparison of device type recruitment and engagement data of 'No Money No Time' with aggregated industry data from 13,034 food and drink websites from 17 July 2019 to 17 July 2020.