

Website Performance Metrics: Multi-Year Comparison

Data Periods: Full Year 2024 (Jan 1–Dec 31) · Full Year 2025 (Jan 1–Dec 31) · Year-to-Date 2026 (Jan 1–Jul 1)

Source: Google Analytics 4

Full Year 2024

Page	Active Users	Bounce Rate	Avg Session Duration
Home / Homepage (all title-tag variants)	46,614	29.8%	134s
Knowledge Center	14,549	17.0%	233s
Join MAPS	9,418	18.9%	117s
Industry Partnership Program	2,844	17.9%	145s
Partner Circle Directory	1,570	24.1%	172s
Chapters	1,793	6.2%	67s
Mentorship	2,076	29.4%	122s
Our Team	1,887	16.6%	96s
Focus Area Working Groups	2,742	15.5%	109s
Medical Affairs Advanced Training Program	5,205	32.6%	135s
Contact	1,769	16.5%	153s
Mission, Vision & Value	1,916	31.1%	96s
White Paper: Vision for Generative AI in Medical Affairs	30,022	49.0%	72s
MAPS Medical Affairs Textbook (Book Release)	3,115	39.7%	109s
FAQ	702	9.6%	82s
Agenda	2,783	40.5%	189s
Japan Summit (Current-Year Page)	4,761	46.8%	176s
TOTAL (listed pages)	133,766	—	—

Full Year 2025

Page	Active Users	Bounce Rate	Avg Session Duration
Home / Homepage (all title-tag variants)	57,650	35.5%	137s
Knowledge Center	16,841	22.6%	236s
Join MAPS	11,065	19.7%	155s
Industry Partnership Program	3,298	19.8%	168s
Partner Circle Directory	1,827	24.3%	156s
Chapters	1,401	7.2%	70s
Mentorship	1,415	22.9%	190s
Our Team	1,560	12.5%	119s
Focus Area Working Groups	2,576	22.1%	231s
Medical Affairs Advanced Training Program	5,846	21.3%	136s

Page	Active Users	Bounce Rate	Avg Session Duration
Contact	1,388	17.5%	141s
Mission, Vision & Value	1,470	22.6%	113s
White Paper: Vision for Generative AI in Medical Affairs	5,081	41.1%	179s
MAPS Medical Affairs Textbook (Book Release)	1,727	22.4%	157s
FAQ	899	10.9%	70s
Agenda	9,391	40.2%	197s
Japan Summit (Current-Year Page)	3,721	33.6%	261s
Understanding the Benefits of the Foundations Program	7,551	28.4%	206s
MAPS Event FAQ Page	3,629	31.6%	161s
Standards & Guidance: Medical Strategic Plan	1,775	24.0%	154s
TOTAL (listed pages)	140,111	—	—

Year-to-Date 2026 (January 1 – July 1)

Page	Active Users	Bounce Rate	Avg Session Duration
Home / Homepage (all title-tag variants)	26,268	33.8%	186s
Knowledge Center	10,629	27.7%	526s
Join MAPS	5,844	23.1%	420s
Industry Partnership Program	1,996	18.4%	285s
Partner Circle Directory	806	32.5%	231s
Chapters	1,139	13.2%	55s
Mentorship	2,746	31.9%	854s
Our Team	801	21.6%	116s
Focus Area Working Groups	274	11.9%	134s
Medical Affairs Advanced Training Program	3,124	18.3%	202s
Contact	713	24.6%	195s
Mission, Vision & Value	693	22.8%	269s
White Paper: Vision for Generative AI in Medical Affairs	1,273	36.6%	93s
MAPS Medical Affairs Textbook (Book Release)	1,142	25.3%	152s
FAQ	618	21.2%	65s
Agenda	2,347	88.4%	22s
Japan Summit (Current-Year Page)	3,427	34.3%	294s
Understanding the Benefits of the Foundations Program	7,845	23.6%	379s
MAPS Event FAQ Page	9,032	38.3%	205s
Standards & Guidance: Medical Strategic Plan	1,090	26.6%	240s
2026 EMEA Annual Meeting: Zurich LinkedIn	31,315	81.3%	64s
TOTAL (listed pages)	113,122	—	—

2026 figures reflect the first six months of the year only and are **not annualized**.

Percent Differences

Page	Users FY24	Users FY25	Users Δ% FY24→FY25	Users YTD26	YTD26 Pace vs. FY25 (%)
Home / Homepage (all title-tag variants)	46,614	57,650	+23.7%	26,268	-8.6%
Knowledge Center	14,549	16,841	+15.8%	10,629	+26.6%
Join MAPS	9,418	11,065	+17.5%	5,844	+5.9%
Industry Partnership Program	2,844	3,298	+16.0%	1,996	+21.4%
Partner Circle Directory	1,570	1,827	+16.4%	806	-11.5%
Chapters	1,793	1,401	-21.9%	1,139	+63.0%
Mentorship	2,076	1,415	-31.8%	2,746	+289.2%
Our Team	1,887	1,560	-17.3%	801	+3.0%
Focus Area Working Groups	2,742	2,576	-6.1%	274	-78.7%
Medical Affairs Advanced Training Program	5,205	5,846	+12.3%	3,124	+7.2%
Contact	1,769	1,388	-21.5%	713	+3.0%
Mission, Vision & Value	1,916	1,470	-23.3%	693	-5.5%
White Paper: Vision for Generative AI in Medical Affairs	30,022	5,081	-83.1%	1,273	-49.8%
MAPS Medical Affairs Textbook (Book Release)	3,115	1,727	-44.6%	1,142	+32.6%
FAQ	702	899	+28.1%	618	+37.9%
Agenda	2,783	9,391	+237.4%	2,347	-49.9%
Japan Summit (Current-Year Page)	4,761	3,721	-21.8%	3,427	+84.7%
Understanding the Benefits of the Foundations Program	—	7,551	<i>New in FY25</i>	7,845	+108.4%
MAPS Event FAQ Page	—	3,629	<i>New in FY25</i>	9,032	+399.1%
Standards & Guidance: Medical Strategic Plan	—	1,775	<i>New in FY25</i>	1,090	+23.2%
2026 EMEA Annual Meeting: Zurich LinkedIn	—	—	<i>New in FY25</i>	31,315	<i>New in 2026</i>

How to read this table: FY24→FY25 is a full-year-to-full-year comparison, so the percent change is directly comparable. YTD26 only covers six months (Jan 1–Jul 1, or 49.9% of the year), so rather than compare raw totals, the final column shows how YTD26 is tracking against the pace needed to match FY2025: it takes 49.9% of the FY25 full-year total as the “on-pace” benchmark for the same six months, then reports how far YTD26 is above or below that benchmark. **+20%** means the page is running 20% ahead of the pace that would match FY2025; **-20%** means it’s running behind.

Data quality note: In 2024, 28,447 active users — the single largest row in that year's entire dataset — were tracked under the generic site-wide title “Medical Affairs Professional Society” rather than a specific page title, with almost no equivalent in 2025 or 2026 (1–2 users). Its bounce rate (29.8%) and average session duration (138s) closely match the site's other homepage title variants, so it has been folded into the combined Home / Homepage row above rather than left out of the totals. This does not rule out smaller title-tagging gaps affecting other individual pages in 2024; a path-based re-pull would confirm the full picture.

URL-tracking note: Several tracked pages changed URLs during this period, and the tables above combine traffic across each page's known aliases so growth trends stay comparable: Knowledge Center was tracked as “Content Hub” at /content-hub/ before adopting /knowledge-center/ (mid-2024 transition); Partner Circle Directory moved from /partner-circle-directory/ to /medical-affairs-solution-providers/ during 2025; Focus Area Working Groups split from /focus-area-working-groups/ into /professional-development-committee/ and /domain-teams/ by 2026; and the

Key Insights

Top Performers (FY2024 → FY2025)

- **Largest Audience:** The Home / Homepage line led all pages with 57,650 active users in FY2025, up from 46,614 in FY2024 — a +23.7% increase.
- **Strongest Verified Growth:** Agenda grew 237.4% year over year (2,783 → 9,391 users), the largest gain among pages with consistent tracking in both years.
- **Deepest Engagement Gains:** The Generative AI white paper saw average session duration rise from 72s to 179s (+148.6%) even as users fell 83.1%, and Mentorship's average session grew from 122s to 190s (+55.7%) despite a 31.8% drop in users — in both cases, a smaller audience engaging far more deeply.
- **Best Retention:** Chapters (7.2% bounce) and Our Team (12.5% bounce) were the stickiest pages in FY2025, both well below the site's typical 20–35% range.
- **Notable New Entries:** “Understanding the Benefits of the Foundations Program” (7,551 users), the MAPS Event FAQ Page (3,629), and Standards & Guidance: Medical Strategic Plan (1,775) all launched in FY2025 with no FY2024 baseline.

2026 Year-to-Date Signals

- **Mentorship is running far ahead of pace:** 2,746 YTD users are +289.2% above the pace needed to match Mentorship's full FY2025 total, paired with an 854-second (14.2-minute) average session — by far the deepest engagement of any page in this report.
- **MAPS Event FAQ Page is the strongest pace in the report:** 9,032 YTD users are +399.1% ahead of the pace needed to match its FY2025 full-year total (3,629).
- **Knowledge Center is ahead of pace and engagement is compounding:** YTD users are running +26.6% ahead of FY2025 pace, and average session duration reached 526 seconds — more than double the FY2025 average (236s).
- **Paid social is driving high volume but low engagement:** the “2026 EMEA Annual Meeting: Zurich LinkedIn” landing page brought in 31,315 users — more than any other page — but with an 81.3% bounce rate and a 64-second average session, well outside site norms.
- **Agenda and the Generative AI white paper are both running well behind pace:** Agenda is -49.9% behind the pace needed to match FY2025, on top of an 88.4% bounce rate and 22-second average session — the weakest engagement of any page tracked. The white paper is -49.8% behind pace as its FY2024 launch-year spike continues to fade.

Strategic Recommendations

1. **Formalize URL-alias tracking for renamed pages.** Knowledge Center, Partner Circle Directory, Focus Area Working Groups, and the Generative AI white paper all changed URLs during the tracked period; maintaining a living alias map (rather than reconciling it manually each refresh) would prevent future reports from understating these pages' true trends.
2. **Validate 2024 page-level data by URL path.** Because a large share of 2024 traffic was tracked under a generic site title, re-pulling 2024 by page path rather than title would give a cleaner FY2024→FY2025 baseline before those growth rates are used in planning.
3. **Investigate and replicate the Mentorship engagement model.** Running +289.2% ahead of the pace needed to match FY2025, with 14+ minute average sessions, Mentorship is a clear outperformer worth understanding and applying elsewhere.
4. **Tighten targeting or improve the landing experience for the Zurich LinkedIn campaign.** An 81.3% bounce rate on the single largest traffic source YTD suggests volume is not converting to engagement; a landing-page or audience-targeting review is warranted ahead of similar 2026 campaigns.

5. **Review the Agenda page ahead of the next event cycle.** An 88.4% bounce rate and 22-second average session in 2026 YTD is the weakest engagement of any tracked page — worth a content or UX review before the next major meeting drives traffic to it.
6. **Plan for continued demand on the Foundations Program and MAPS Event FAQ Page.** Both are running well ahead of FY2025 pace; confirm the underlying content and support resources can scale with continued growth.

Prepared from Google Analytics 4 page-level exports. Figures for 2024 and 2025 reflect full calendar years; 2026 figures reflect January 1 – July 1 only.