



# United States

Help Documentation

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This report shows the traffic from the states of the United States of America, with the highest activity state being listed first. The states that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular state it may be worth starting a PPC campaign to further increase that traffic or, if the business has a brick-and-mortar storefront, exploring the possibility for opening a business in that state.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .