



Google Merchandise Store

This dashboard provides an overview into KPI performance for Google Merchandise Store

21 Mar 2023 - 27 Mar 2023

Sessions

14.7K

1.9%

Transactions

229

-12.6%

Ecommerce Conversion Rate

1.6%

-14.3%

Revenue

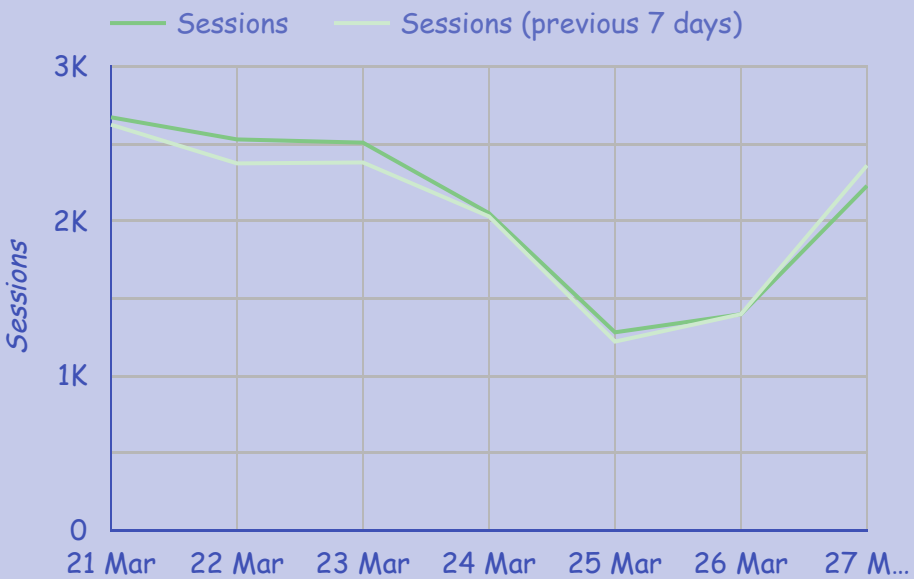
\$28.82K

-10.8%

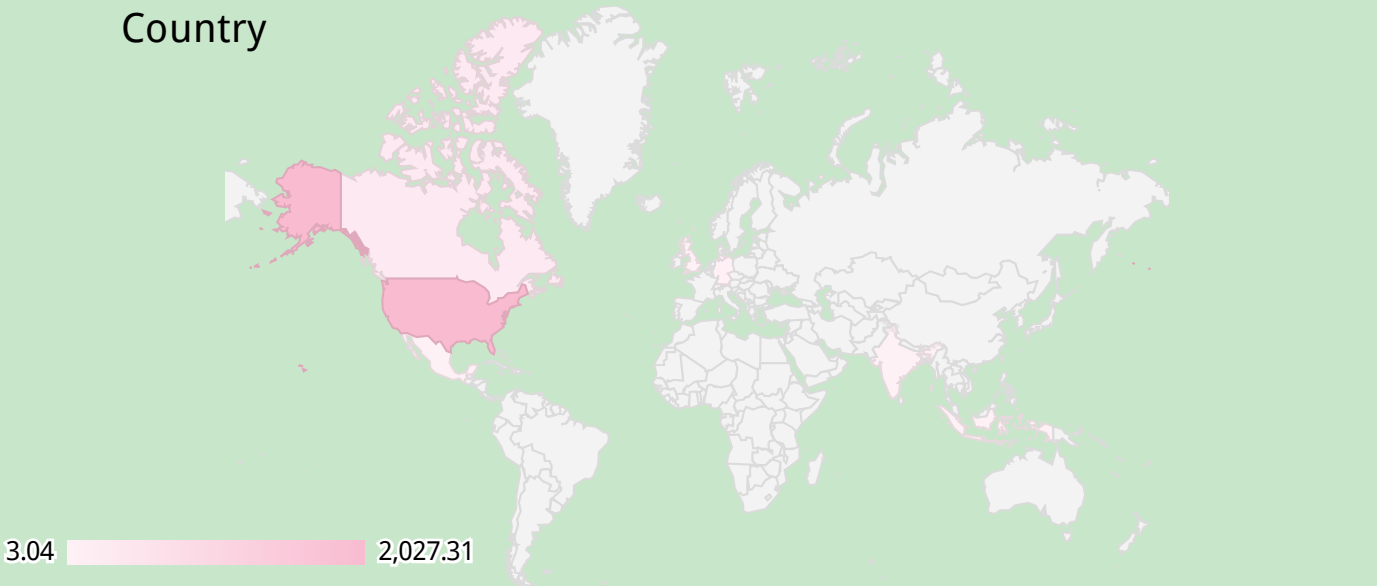
Quantity

2,213

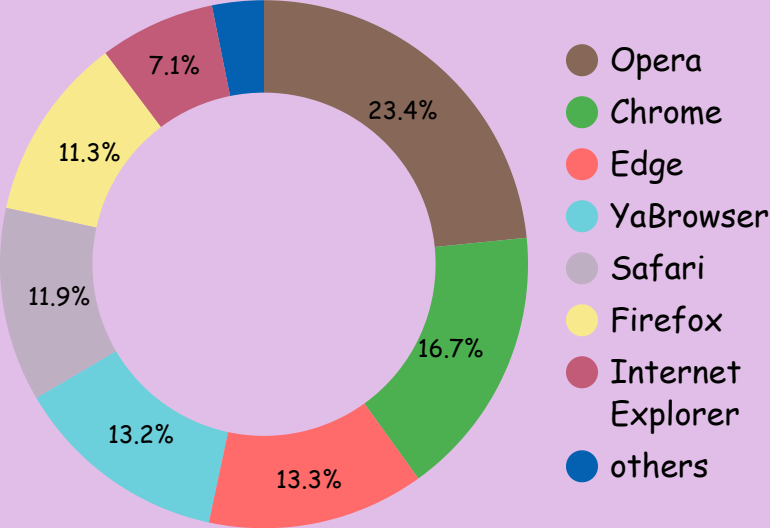
-29.6%



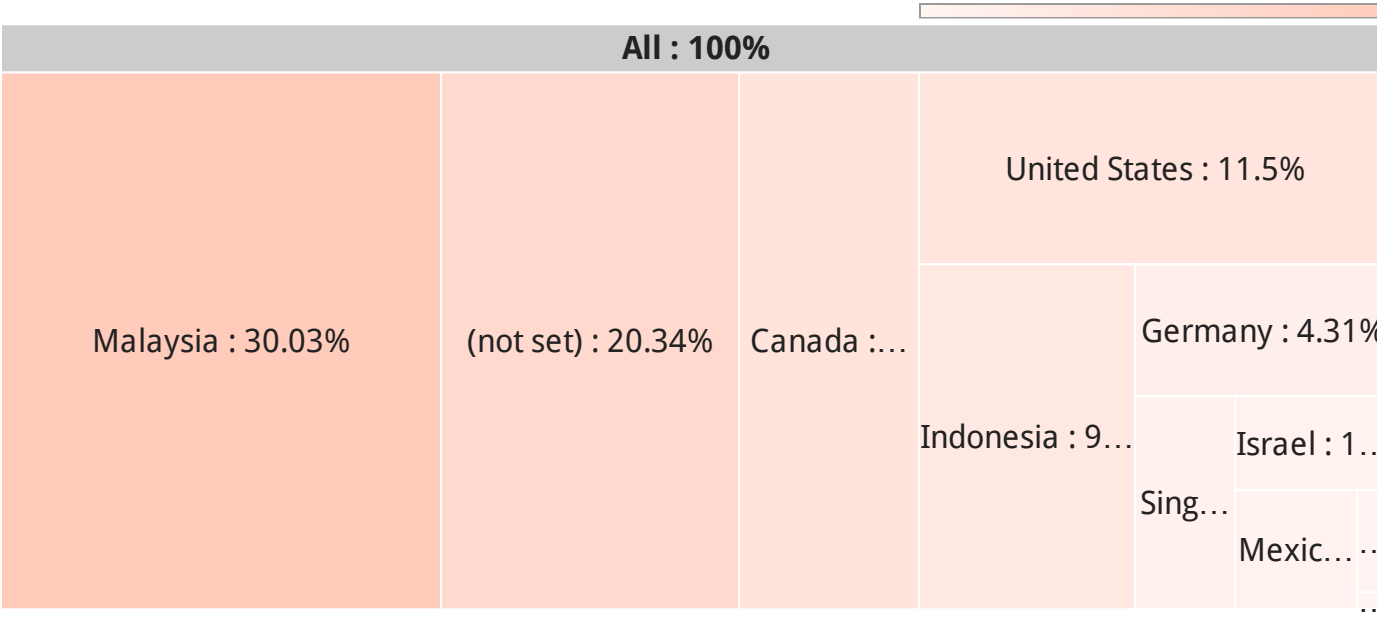
Tax for each Country



Average User duration per Browser Category



All : 100%



Default Chann...	Sessions ▾	% Δ	Transactions	% Δ	Ecommerce Co...	% Δ	Revenue	Δ
Direct	13,034	2.4% ↑	190	-8.7% ↓	1.46%	-10.8% ↓	\$24,661.84	\$-3,723.67 ↓
Paid Search	1,555	-2.4% ↓	39	-27.8% ↓	2.51%	-26.0% ↓	\$4,158.86	\$236.66 ↑
Affiliates	47	20.5% ↑	0	-	0%	-	\$0	\$0
Display	13	18.2% ↑	0	-	0%	-	\$0	\$0
(Other)	1	0.0%	0	-	0%	-	\$0	\$0

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Landing Page	Sessions %	% Δ	Sessions ▾	% Δ	Transactions	% Δ	Ecommerce...	Δ	Revenue	% Δ
/home	722,700%	3.9% ↑	7,227	3.9% ↑	28	-9.7% ↓	0.39%	-0.06% ↓	\$3,589.5	11.6% ↑
/google+redesi...	133,400%	12.9% ↑	1,334	12.9% ↑	30	7.1% ↑	2.25%	-0.12% ↓	\$3,480.12	21.8% ↑
/google+redesi...	61,400%	8.5% ↑	614	8.5% ↑	27	68.8% ↑	4.4%	1.57% ↑	\$3,563.32	194.0% ↑
/google+redesi...	46,500%	-10.1% ↓	465	-10.1% ↓	2	-60.0% ↓	0.43%	-0.54% ↓	\$125.6	-91.6% ↓
/signin.html	43,100%	-7.7% ↓	431	-7.7% ↓	19	-45.7% ↓	4.41%	-3.09% ↓	\$2,499.44	-54.9% ↓
/store.html	40,000%	-5.0% ↓	400	-5.0% ↓	15	-46.4% ↓	3.75%	-2.9% ↓	\$1,827.22	9.1% ↑
/basket.html	38,800%	9.0% ↑	388	9.0% ↑	39	8.3% ↑	10.05%	-0.06% ↓	\$6,371.3	64.3% ↑
/google+redesi...	38,400%	-14.3% ↓	384	-14.3% ↓	7	-36.4% ↓	1.82%	-0.63% ↓	\$963.4	-23.5% ↓
/google+redesi...	32,900%	17.5% ↑	329	17.5% ↑	2	-77.8% ↓	0.61%	-2.61% ↓	\$478.08	-87.5% ↓
/google+redesi...	28,600%	-3.7% ↓	286	-3.7% ↓	6	100.0% ↑	2.1%	1.09% ↑	\$1,116.84	430.8% ↑
/asearch.html	24,500%	11.9% ↑	245	11.9% ↑	7	75.0% ↑	2.86%	1.03% ↑	\$796	330.3% ↑
/google+redesi...	10,000%	0.0%	100	0.0%	0	0.0%	0.0%	0.0%	\$0	0.0%

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