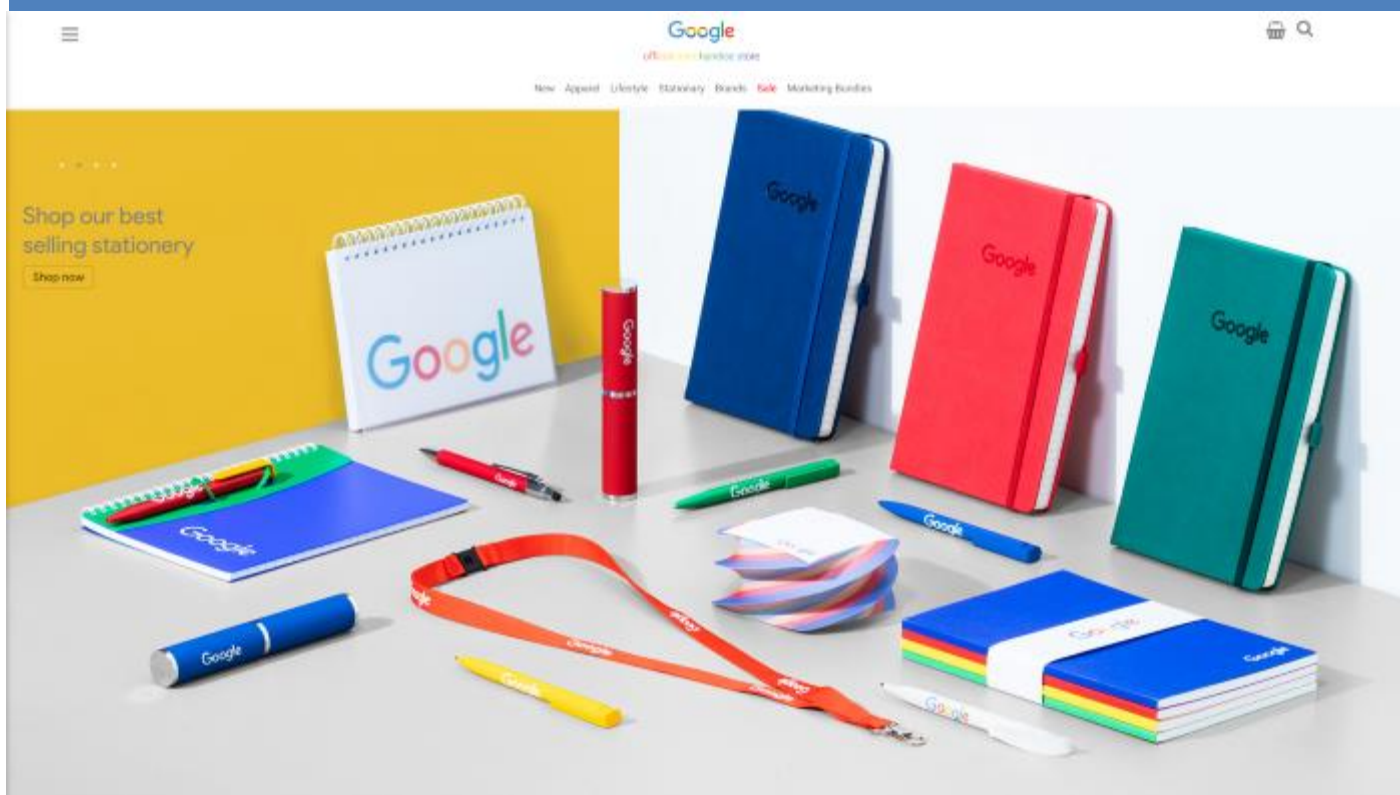


# DIGITAL ANALYTICS

## GOOGLE MERCHANDISE STORE ANALYSIS

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## INDEX

1.	WHO ARE THE VISITORS? .....	5
2.	HOW DO THEY BEHAVE? .....	5
2.1	What is the Customer Journey?.....	5
2.2	How do they access and exit the site? .....	6
2.2.1	Landing Pages.....	6
2.2.2	Bounce Rate (Applied advanced filter Bounce Rate than 100) .....	6
2.2.3	Exit Rate (applied advanced filter Exist Rate less than 100) .....	6
2.3	How do they interact with the website? .....	6
2.3.1	Engagement .....	6
2.3.2	Site search on the website .....	6
2.3.3	Visit Frequency and Recency.....	7
2.4	How is the buying behavior? .....	7
2.4.1	Demographics .....	7
2.4.2	Geography.....	7
2.4.3	Devices.....	7
2.4.4	Source/Medium.....	8
2.4.5	Interests.....	8
2.4.6	New VS Returning Users.....	8
2.4.7	Shopping and Checkout Behavior .....	8
3.	WHY DO THEY VISIT THE WEBSITE? .....	8
4.	GOALS, KPI'S AND MEASUREMENTS .....	9
5.	GOOGLE MERCHANDISE STORE ANALYSIS.....	10
5.1	Pageviews and Unique Pageviews .....	10
5.2	Product and Product Category Performance .....	10
5.3	Site Speed .....	10
5.4	Google Ads .....	11
5.5	Benchmarking.....	11
5.6	Goals.....	11
6.	RECOMMENDATION .....	12
6.1	Recommendation nº1.....	12
6.2	Recommendation nº2.....	12
6.3	Recommendation nº3.....	12
6.4	Recommendation nº4.....	12
6.5	Recommendation nº6.....	13
6.6	Recommendation nº7.....	13
6.7	Recommendation nº7.....	13
6.8	Recommendation nº8.....	13
7.	APPENDIX.....	14
	.....	14
7.1	Figure 1.....	14

7.2	Figure 2.....	14
7.3	Figure 3.....	14
7.4	Figure 4.....	15
7.5	Figure 5.....	15
7.6	Figure 6.....	15
7.7	Figure 7.....	15
7.8	Figure 8.....	16
7.9	Figure 9.....	16
7.10	Figure 10.....	16
7.11	Figure 11.....	16
7.12	Figure 12.....	17
7.13	Figure 13.....	17
7.14	Figure 14.....	17
7.15	Figure 15.....	17
7.16	Figure 16.....	17
7.17	Figure 17.....	18
7.18	Figure 18.....	18
7.19	Figure 19.....	18
7.20	Figure 20.....	18
7.21	Figure 21.....	18
7.22	Figure 22.....	19
7.23	Figure 23.....	19
7.24	Figure 24.....	19
7.25	Figure 25.....	19
7.26	Figure 26.....	19
7.27	Figure 27.....	20
7.28	Figure 28.....	20
7.29	Figure 29.....	20
7.30	Figure 30.....	20
7.31	Figure 31.....	20
7.32	Figure 32.....	21
7.33	Figure 33.....	21
7.34	Figure 34.....	21
7.35	Figure 35.....	21
7.36	Figure 36.....	21
7.37	Figure 37.....	22
7.38	Figure 38.....	22
7.39	Figure 39.....	22
7.40	Figure 40.....	22
7.41	Figure 41.....	23

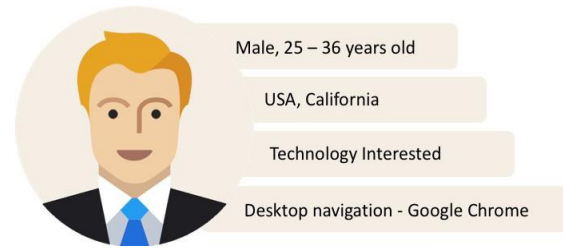
7.42	Figure 42 .....	23
7.43	Figure 43 .....	23
7.44	Figure 44 .....	24

## 1. WHO ARE THE VISITORS?

A big part of the traffic from Google merchandise store are male users (66.9%), and most of the users are between 25-34 years old (45.94%) (Figure 1).

The user's majority language is American English (61.05%) (Figure 2) which makes sense since 45,02% of users are from the U.S. (50,59% of sessions), followed by India (7,36% of users) and the United Kingdom (4,91% of users) (Figure 3). By adding "region" as a secondary dimension we can conclude that California has a big weight on the website's traffic (16.63%) and we can conclude that only 3 cities in the top 10 of users are not in the US (Figure 4).

Most Users accessing the website do so using a desktop (68,22%), 29,06% go the google merchandise store by mobile, and only 2,73% use a tablet (Figure 5). Desktop users navigate through Chrome (59,34% of users), and most of them use Windows (33,70% of users) or (24,88% of users) iOS. These represent more than half of the website's visitors. While users coming from mobile also prefer using Chrome (15,97% of users) and are mainly Android (24,88%) or iOS (12,75%) (Figure 6 and 7).



### Affinity Category

These are potential customers, to which ads are contextually relevant. This audience represents 58.25% of total users. The top affinity segment is "Shoppers/Value Shoppers". Above, "Media & Entertainment/Movie Lovers" and "Technology/Technophiles" are the next categories aligned with this audience interests with higher percentages.



### In-Market Audience

These are potential customers that reveal a product-purchase interest in these segments (more likely to make a conversion). The three segments users are actively researching or looking more are "Employment", "Software/Business & Productivity Software" and "Consumer Electronics/Mobile Phones". The "In Market Segment" represents 53.25% of total users.



### Other Segments

This information provides a more specific view of the users and represents 57.58% of all of them. The categories for which the website traffic revealed more interest are "Arts & Entertainment/TV & Video/Online Video", "Online Communities/Social Networks" and "Arts & Entertainment/Celebrities & Entertainment News".



## 2. HOW DO THEY BEHAVE?

### 2.1 What is the Customer Journey?

To analyze the behavior flow, we selected the view type of brands. As we can see in the first column, the landing page of most of the sessions was the home page (/home with 442K sessions). Followed by the YouTube shopping page with 84K sessions. And even though a big part proceeds with the path, there's 798K drop-offs, which is 93.8% of the sessions - a pretty high number.

Separating the year in two semesters (the period from 1 Jul 2018 to 31 Dec 2018 against the period between 1 Jan 2019 and 30 Jun 2019), we can't see a big difference. The percentage of drop-offs is basically the same.

Such a high number of drop-offs mean that something at the web pages isn't working fluently. (Figure 8) Besides that, we can analyze the event flow from the home page. From that, there's a sequence of events of ecommerce, mainly actions of promotion or quick view clicks for the products available. After that, the most made actions are product click and adding those items to the cart. (Figure 9)

## 2.2 How do they access and exit the site?

### 2.2.1 Landing Pages

In terms of the landing pages, we can observe that the home page (/home) is the one from which more visitors entered the website. Comparing this dimension with the source/medium from where the users came from, we see that most of the sessions come from google through organic search (25.82%), followed by referral traffic from googleplex (the mail for people who work at Google headquarters). This last one has the least bounce rate (9.48%) and is the one who brings the most revenue (\$142,300.34 - 25.44% of total revenue). The third source from which consumers land in the /home page is direct, which is a good indicator of the website's awareness.

The second landing page with the most sessions is the page with YouTube products (/google+redesign/shop+by+brand/youtube) followed by the page with men's shirts (/google+redesign/apparel/mens/mens+t+shirts). 53.03% of people who enter the website through youtube's products page bounce, and 39.46% of people bounce when they entered the website using the men's shirts page. Even with a lot of traffic, the YouTube page brings less revenue than it should (0,17 e-commerce conversion rate) which is an alert to improve this page's performance. (Figure 10 and 11)

### 2.2.2 Bounce Rate (Applied advanced filter Bounce Rate than 100)

Many products pages have, in the studied period, a 100% bounce rate, however most of them also have a very residual pageview count (<100) in a year's time.

Apart from product pages, the pages that present the most severe bounce rates are the cart (with 87,44% bounce) and the search page (82,5%).

### 2.2.3 Exit Rate (applied advanced filter Exist Rate less than 100)

The exit page paradigm is coherent to the bounce rate: the home page is the one with the most absolute number of exits (242,629); many products have a 100% exist rate with low pageview count; and the cart page registers a 74,26% exit rate.

## 2.3 How do they interact with the website?

### 2.3.1 Engagement

Most sessions last between 0-10 seconds (386,589 sessions) or 61-180 seconds (128,515 sessions). Only one page is viewed during most sessions (351,196 sessions) which means the traffic quality is low. Not a lot of visitors are really considering buying from the google merchandise store.

Analyzing the session quality, we can see that people coming from Referral and Paid Search, have the highest average session quality (7.6 and 9.4) and conversion rate (0,73% and 0,58%), so these channels bring the most engaged consumers.

On the other side, Social and Affiliates bring the least engaged consumers - Social Traffic has an average of 2.8 of session quality and 0,04% conversion rate, and Affiliates has an average session quality of 2.7 and 0,05% conversion rate. The Display channel has a high bounce rate (72,90%) and the lowest average session duration. So, the visitors coming from these channels aren't the right ones or the store doesn't have appealing products to them.

### 2.3.2 Site search on the website

Only on 124 sessions was there a search on google merchandise store (most of them were made on the /home page), which means the website is well organized and products are easy to find. Almost all of the visitors who made a search (45,16%) left the website after making the search, and that points that maybe the products they were looking for weren't available on the website.

The most popular search term is gopher, the mascot of the Go Project. This mascot was available at the google merchandise store before, as a plush and we can see that the website's visitors are still interested in buying that product.

### 2.3.3 Visit Frequency and Recency

In terms of frequency, the users coming from Organic and Referral Traffic are the ones who most visited the website in the time period. Also, users from the USA and Canada are more familiar with the website and visited it more times than the rest of the world's users.

The recency of the google merchandise store is low, which means that returning users normally return to the website a few days after their last visit, which is a good indicator of loyalty within the returning users segment. In addition, returning users mainly return to the website on the same day as their last session (132,972 sessions).

## 2.4 How is the buying behavior?

### 2.4.1 Demographics

The age segment that presents the highest e-commerce conversion rate is the 35-44 (0,62%), more than the average of 0,5% and with an absolute number of 584 transactions, followed by the 45-54 segment (0,61%) and the 25-34 (0,51%). However, the 25-34 segment is the one bringing more revenue to the website, 153,035\$. The second biggest bringer of revenue is the 35-44 segment, bringing 82,122\$, almost half of the first one. This is also coherent with the number of transactions - 1.003 from 25-34 individuals, next to the 584 from 35-44 individuals.

This means that the older 35-44 and 45-54 individuals are "easier" to convert than the younger audience, but because of their scarce number when compared to 25-34 individuals, their contribution to the websites' performance is not as significant.

It is also interesting to analyze that the fourth highest e-commerce conversion rate comes from +65 audiences (as much as the average of 0,5%), however they correspond only to 28 transactions or 2.852 dollars. (Figure 12)

Gender does not dramatically change the propensity of users to buy, as males and females present a conversion rate of 0,5% and 0,55%, respectively. The biggest difference comes because of the difference in user numbers, as the fact that females represent only 33% of users is reflected in the absolute number of transactions (1479 coming from male users, 796 coming from female users).

Interestingly, revenue does not reflect this trend, as the female audience represents 45,58% of all revenue. This means that, despite making less transactions than males, female transaction are much more valuable than their counterpart. (Figure 13)

When crossing both dimensions, we can see that males more than 65 years old, register the highest conversion rate (0,73%), however these are also the users bringing the least revenue to the website (2,544\$ in 24 transactions). The biggest revenue bringers to the website are still the 25-34 years old females (0,57% conversion rate and 76.496\$ in 384 transactions) and the same age males (0,47% conversion rate and 76.410\$ in 616 transactions). (Figure 14)

### 2.4.2 Geography

Only two countries in the world registered, in the studied period, a >1% conversion rate, these being Macao (5,63%) and Bermuda (4,17%), however, are also extremely low volume locations, summing up only 0,08% of the revenue of the website. (Figure 15)

We can see how reliant the Merchandise Store is on the American market, as this one represents more than 92% of the revenue (with a 0,93% conversion rate, the third highest of all markets). The USA is followed by Canada with 0,24% conversion rate and 8,253\$ in revenue and by the United Kingdom with 0,15% conversion rate and 6.072\$ in revenue. (Figure 16)

Within the United States, the most important cities to the store are New York (1,4% conversion rate), followed by San Francisco (0,95%) and Sunnyvale (0,73%), being California the state where most transactions occurred (1.513). (Figure 17)

This trend reflects in the language reports, as English sums up more than 97% of all website traffic and revenue, with a conversion rate of 0,73% for American English, 0,39% for Canadian English and 0,05% for Britannic English. (Figure 18)

### 2.4.3 Devices



Desktop is the device the most substantially contributes to the stores' performance with 92,39% of the revenue and 0,56% conversion rate. The device that registers the highest conversion rate is the tablet, although its contribution in terms of revenue is residual with only 1.21% of all revenue.

Mobiles stand in the middle of the two, with 6,39% of revenue, however it registers the lowest conversion rate with only 0,33%. (Figure 19)

When analyzing the evolution within the year studied, we can see that, from mid-October 2018 onwards mobile is the device with the highest conversion rate in almost every month. Although every device suffered a huge break in October, this was especially painful for desktop use, indicating accordance with the "mobile first" trend. (Figure 20)

#### 2.4.4 Source/Medium

The medium with the highest conversion rate is Referrals (0,88%), and this is also the one with most representation in the total revenue (208.700\$) and number of transactions (1.670), followed by Paid Search with 0,77% conversion rate but that, due to the low volume of traffic, drives only 18.934\$, 3,76% of all revenue and by Direct with a 0,46% conversion rate (below the average of 0,5%) and 118.866\$ of revenue (23,6% of the total). The worst performing traffic comes from Affiliates with only 0,08% conversion rate and only 23 transactions.

Within Referrals, mall.googleplex.com stands out as the best performing source, bringing 87,36% of this mediums' revenue and registering a 1,62% conversion rate, again emphasizing the importance of google workers for the websites' performance. (Figure 21)

#### 2.4.5 Interests

In terms of Affinity Categories, users included in Sports & Fitness/Sports Fans/Baseball Fans are the highest converting ones, with a rate of 1,03%, however these sum up only 0,69% of revenue. The category with the highest revenue is Shoppers/Value Shoppers (with a 0,54% conversion rate and 253.278 conversion rate), closely followed by Lifestyles & Hobbies/Business Professionals (0,55% conversion rate and 249.339\$ in revenue) and Technology/Technophiles (0,53% conversion rate and 240.564\$ in revenue).

The Affinity Categories are, in terms of revenue and conversion rate, well distributed, not being mostly dependent on one, as it is evident in other dimensions. This phenomenon also happens in the case of In-Market Segments, seen by how revenue is spread by multiple segments. (Figure 22)

The segments that stands out the most are the Travel/Hotels & Accommodations (0,74% conversion rate and 4,02% of the revenue), Business Services/Advertising & Marketing Services (0,72% conversion rate and 3,7% of the revenue) and Employment ( 0,55% conversion rate and 3,08% of the revenue), meaning this Dimension does not really correlate with the websites performance, as none of the most relevant In-Market Segments have anything to do with the Google Merchandise Stores' activity. (Figure 23)

#### 2.4.6 New VS Returning Users

The users do not seem to behave very impulsively, as shown by the fact that almost 60% of the users buy in after the first visit to the website. This fact is also reflected in the conversion rate, 0,91% to returning users, and 0,31% to new users. Both the number of transactions and revenue are also in accordance to the rest of the data, as 72% of the revenue comes from returning users. We can conclude that nine out of ten users that return to the website, do so with the intent to buy. (Figure 24)

#### 2.4.7 Shopping and Checkout Behavior

When analyzing the period of 1st July 2018 - 15th October 2018 comparing the period of 16th October 2018 to 30th June 2018, we can conclude that there is a substantial difference in the percentage of checkout abandonment since this ratio increased from 52,39% to 94,88%. To understand why this happened, we looked at the checkout behavior of the same periods and we realized that the billing and shipping drop off increased (31,12% to 60,96%) and the payment drop-off had a drastic increase as well (24,91% to 89,94%). (Figure 25-28)

The reasons behind these problems might be:

- Lack of popular payment methods, like PayPal. Customers might be dropping their carts as a result of not finding an appropriate payment method;
- Mandatory login, that might be considered as annoying for some users;

### 3. WHY DO THEY VISIT THE WEBSITE?



Given the fact that the Google Merchandise Store is a specific website with the sole intent of selling goods related to the Google brands, its assumable that most of traffic that visits the website does so with the intent of finding said goods. This can be proven by the fact that most of the website users arrive at the website through Organic Search (53,83%), being google the source with the vast majority of user count (97.45% out of organic search).

On the other hand, referrals (the second biggest driver of users with 18,32%), registers the highest conversion rate of 0,88%, corresponding also 41,43% of all revenue. This revenue is mainly explained by the traffic from mall.googleplex.com, that corresponds to 38,16% of all referral users and to 87,36% of all referral revenue, meaning many Google workers are also the buyers of the company merch.

Analyzing the channels report, we can confirm the importance of organic search to website, but also add Direct traffic to the analysis, as not only it is one of the biggest drivers of users and new users, it is also one of the channels with the least bouncing users, as it is typical from direct searches.

On the other hand, display is the most critical channel, bringing only 1,9% of website users, from which 71% bounced. The Social and Affiliate channels register the same issue, although less critical, with a 59,21% and 49,47% bounce rate, respectively.

Because the Google Merchandise Store is not connected to Google Search Console, it is not possible to analyze the organic search terms used to reach the website. It is however possible to analyze the search terms that were used in Google ads campaigns (although this source corresponds only to 3,59% of all users):

In this context "Google Merchandise Store" is the most used term in Ads visits (28.92%) with a 1,15% conversion rate, above the average of 0,5%. The three next most searched queries (by users) are youtuber merch, YouTube merchandise and YouTube merch, with 13,18%, 7,96% and 6,38%, respectively. This shows the importance of this particular brand under the Google umbrella. (Figure 29-31)

#### 4. GOALS, KPI'S AND MEASUREMENTS

Strategic Goals	Business Goals	KPI's	Target Values	Timeline	Segments
<b>Sell Products</b>	Increase the buying process efficiency	-Funnel Conversion Rate	Increase in 20%	6 months	All users, analyse/cross different dimensions
	Increase ecommerce conversion rate	-E-commerce conversion rate -Purchases Completed	Increase in 20%	6 months	Returned Users
	Increase average order value	-Average order value	Increase in 10%	6 months	Users with transactions
<b>Users Acquisition</b>	Increase the efficiency of the registration process	-Registrations	Increase in 25%	6 months	New users
	Increase number of users coming to the website	-Sessions -Users	Increase in 35%	6 months	All users, analyse by source/channel, device and country
<b>Build a loyal Audience</b>	Increase the number of engaged users	-Pages/session - Returning Users	Increase in 10%	6 months	All users, analyse/cross different dimensions
	Increase the quality of the sessions	-Average session duration	Increase in 10%	6 months	All users, analyse/cross different dimensions

		- Bounce Rate	Decrease in 20%	6 months	All users, analyse/cross different dimensions Special consideration to new users
		- Session Quality	Increase in 15%	6 months	All users, analyse/cross different dimensions

## 5. GOOGLE MERCHANDISE STORE ANALYSIS

### 5.1 Pageviews and Unique Pageviews

The homepage is the page with the most pageviews (19,75%) and unique pageviews (19,71%), mainly since more than half of the website traffic enters the site through this page. The homepage registers a 37,9% bounce rate, meaning a significant amount of users don't get past this page when entering the website.

We can also analyze that the basket is the second most viewed page (5,77%), however, it also registers a 22,16% Exit Rate, presumably meaning that more than a fifth of customers with items on their carts (assuming that's why they enter the basket page in the first place) drop their shopping intents and leave the website.

The product category with the most pageviews and unique pageviews is the Lifestyle > Bags, with 3,63% and 3,75% respectively. (Figure 32)

### 5.2 Product and Product Category Performance

In terms of quantity, the best performing product in the website is the Google sunglasses, with a total of 5204 units sold (10,46% of all sales in the period of study), followed by the Maze pen (3344 units) and the Google Metallic Notebook Set (3157 units sold). It should be noted that these three products registered a 507, 115 and 167 unique purchases, respectively, meaning a high number of units was bought per transaction.

When considering the product revenue as the KPI for well-performing items, the YouTube 3 lines Tee in Grey, is the best product with 19.980,10\$ of revenue, followed by the Google Large Tote Canvas (17.632,70\$) and the Google Sunglasses (16.389,80\$). The best product in revenue represents 3.97% of all sales, meaning there is a good distribution of sales and that the website is not dependent on one main product. However, it is difficult to say which of the products has had the worst performance, as many products did not register any sales in the period of study. Out of 358 products registered by GA, 94 of them fit in this situation.

In terms of product category, office goods was the best performing one (by quantity) with 30% (14,947 sales), followed by Apparel (17,76% or 5.315 sales) and Lifestyle (15,39% or 7.653 sales). By revenue, Apparel is the best performing category with (187.802,19\$ or 37,31%), followed by Bags (US\$68,374.19 or 13.58%) and Office (US\$63,315.36 or 12.58%). (Figure 33-36)

### 5.3 Site Speed

Google Merchandise's average page load time (3.93 sec) is a bit over 3 seconds, which should be optimized so people won't bounce as much.

But, what are the specific pages that have the worst speed performance?

We can see that the /home page load time (4.50 sec) is above the website average (3.93 sec), and that is a big problem, since that is the "face" of the website, and the one with the most pageviews. The page with all the YouTube merch (7.42 sec) is also well above the website average, which is a problem, since that category brings a lot of revenue and should be easy to navigate. The /store.html (5.96) is also well above the website average, as the search results page (5.37 sec) and the men's t-shirt's page (5.21 sec).

It is possible to realize that Amazon Silk and Chrome are the browsers which runs the website faster (3.42 sec and 3.76 sec, respectively), followed by Safari (3.94 sec). Also, in terms of devices, mobile is the one with the highest average loading page time (5.14 sec) , and that is a problem in this mobile dominated world where 49% of consumers use mobile phones for shopping. (Figure 37 and 38)

#### 5.4 [Google Ads](#)

In general, Google Ads from the Merchandise Store have a greater revenue than costs, but during the weeks of 14 October 2018 to the week of 25 November 2018, the costs associated with google ads were greater than the revenue. After that, there were no active campaigns until the week of 13th January 2019, when new campaigns were created. We think that this campaign's stop had the objective of realigning the campaigns, since their performance was decreasing, especially with the drop of sales after 15th of October of 2018.

It's interesting to see that, in 2018, the revenue coming from ads campaigns was mainly from desktop traffic. But in 2019, the revenue mostly comes from mobile traffic.

In terms of associated revenue, the best ad campaigns were the ones running in 2018, as the AW-Office (\$4,735.92), AW-Bags (\$3,311.54), AW-Apparel (\$2,898.13) and AW-Google Brand (\$2,541.23) with costs than don't surpass \$660. In 2019, the only ad campaign bringing significant revenue was the AW-Apparel (\$2,224.99), but the cost of this campaign was of \$1,773.22. The worst campaign of 2019 was the AW-YouTube (with costs of \$829.32 and no revenue) and the one from 2018 was the AW-YouTube Brand (with \$3,792.13 of costs and \$499.94 of profits). This campaigns have a bounce rate of 63.56% and 63.27%, respectively, which may be one of the explanations for the low conversion rate of these campaigns (0% and 0.16%, respectively). We can conclude that the campaigns that generated the most revenue are the ones that ended in November, and the ones that started in January are not as good in terms of performance (their e-commerce rate is normally a lot lower than 1%). This can be explained by:

- Ads not targeting the right customers (high bounce rate in certain campaigns) or the landing pages aren't what customers are expecting;
- Checkout process may not be intuitive or easy to use;
- Low variety of Payment options;
- High average loading page time;

According to the Multi-Channel Conversion Visualizer, 1,67% of conversions come from a combination of direct and paid search, and 1,34% come from a combination of organic and paid search. Also, 11.01% of conversions came from a Paid Search - Direct path, and 7.71% from a Paid Search - Organic Search path, which can partly explain the low conversion rates of the google ads campaigns , because, if users click on an ad, but only buy something when they are coming back again through direct or organic search channels, then, that revenue doesn't count as campaign revenue, but it was influenced by the campaigns. (Figure 39-42)

#### 5.5 [Benchmarking](#)

In terms of comparison between the google merchandise store and other players in the apparel industry, it's interesting to see that the google store has more sessions and new users through referral, organic search and direct channels. The referral channel has an outstanding performance (180,15% more sessions and more 175,26% new sessions). In the Social, Display and Paid Search channels, google merchandise has been outperformed by competitors - except on the ability to bring new sessions (which may indicate a lack of loyalty to the store). The bounce rate from display ads is greater than the competition. Email marketing is also non-existing, and maybe that would be a great way to fight the lack of loyalty and increase the percentage of returning users to the website. (Figure 43 and 44)

In terms of devices accessing the website:

- The nº of sessions, % new sessions and new users coming from a desktop are a lot higher than the competition;
- The nº of sessions and new users coming from a laptop and tablet are lower than the benchmark values. They pages per session and average session duration are lower than the competitors, and the bounce rate is higher, which is an indicator of bad session quality.

#### 5.6 [Goals](#)

Globally, there are 5 types of goals associated with the Google Merchandise Store:

### Goal 1 - Purchase Completed

The nº of purchases completed fell drastically after the 15th of October 2018 (for desktop users) and was steady for mobile and tablet traffic. Its conversion rate is very low (0,58%). To comprehend this rates, we analyzed the goal flow, which shows:

- The desktop traffic can jump the step of billing and shipping (if their data is already connected and saved by google);
- Most of the desktop traffic exists the funnel on the payment section (53%) and on the cart section (73%);
- The mobile traffic has an easier purchase, since they can jump the review section;
- The mobile traffic main problem is the cart abandonment rate (83,1%).

### Goal 2 - Engaged Users (when pages per session are greater than 10)

The nº of desktop engaged users had a slight decrease in the month of December, but it has been increasing ever since. The nº of engaged users from mobile and tablet traffic has been slowly increasing during the whole period.

### Goal 3 - Registrations

The nº of registrations for all users (register in the website through a google account or another email) has also decreased drastically around the same time as the purchases completed fell (543 registrations on the week of 7th October 2018 to 58 on the week of the 21st of October 2018).

### Goal 4 - Entered Checkout

The nº of users that entered the checkout process has been steady, except in 2 situations - it decreased around the same time as the registrations and purchases completed fell, and also on the final week of December. Since then, less people coming from desktop have entered checkout than before October 2018, but the mobile and tablet traffic has been constant.

Most people who enter checkout through a desktop are coming from mail.googleplex.com (referral channel), and the mobile and tablet traffic from Google organic search.

## 6. RECOMMENDATION

### 6.1 Recommendation nº1

Due to the fact that most visits to the website came from people who only view the website once, Google Merchandise Store should consider investing in advertising on Google Display Network and in Facebook Ads, through remarketing campaigns. This advertisement should be personalized depending on user behavior on prior experiences (Eg. If a user adds an item to the cart but doesn't make any transactions, this user should be targeted with the accordingly item viewed);

### 6.2 Recommendation nº2

Having the improvement of measurement in mind, the group would advise the creation of two new views: the first one arises since much of the traffic in the website can be traced from Google Analytics, meaning it's not qualified and its skewing the remaining data and consists of blocking said source.

The second view reflects the same issue, but regarding the mail.googleplex.com (that can be traced to Google employees). We suggest that all the IP's and sources regarding company personnel should be filtered from this view;

### 6.3 Recommendation nº3

One crucial change should be the connection of the Google Merchandise Store analytics with a Google Search Console, due to the fact that, during the period of study, most users made use organic means to arrive at the website, however, the Google Merchandise Store has no way of analyzing this traffic in a deep way. The Google Search Console will allow managers access to data regarding the queries and search terms that led to sessions and analyze impressions, clicks and positioning on Google Search.

### 6.4 Recommendation nº4

Most of the search queries within the website are related to YouTube, which means that the YouTube brand brings the most users to the Google Merchandise Store. However, while YouTube-related keywords

generate high clicks and visits, it doesn't translate into revenue, representing a very high cost per acquisition. Our suggestion is the review of the keywords that are being monetized in Google Ads campaign or, at least, reviewing the search terms that are being triggered by said keywords, so managers can negative unqualified traffic;

#### 6.5 Recommendation nº6

In the period of study, the payment drop-off registered a very substantial increase. Therefore, Google Merchandise Store should rethink their check-out processes, optimizing it for performance. This could be done by, for example, adding payment methods such as PayPal or other user friendly solutions that create less friction in the moment of truth and by ceasing the mandatory login, that presuppose having or creating an account. Also in this context, some minor UI element improvements should also be considered, such as adding "\*" in mandatory fields;

#### 6.6 Recommendation nº7

Analytics data shows that for a long time, a substantial number of consumers bought a large number of units per transaction. In this context, Google Merchandise Store should apply quantity discounts, as it would likely aid the number of transactions and, especially, the average value per transaction;

#### 6.7 Recommendation nº7

Our analysis concludes that the stores' slow site speed is hindering the websites indexation. In this context, the group suggests that all resources that are blocking the processing are eliminated, as well as non-utilized CSS and non-visible images, whose loading should be at least postponed to when the page is loaded

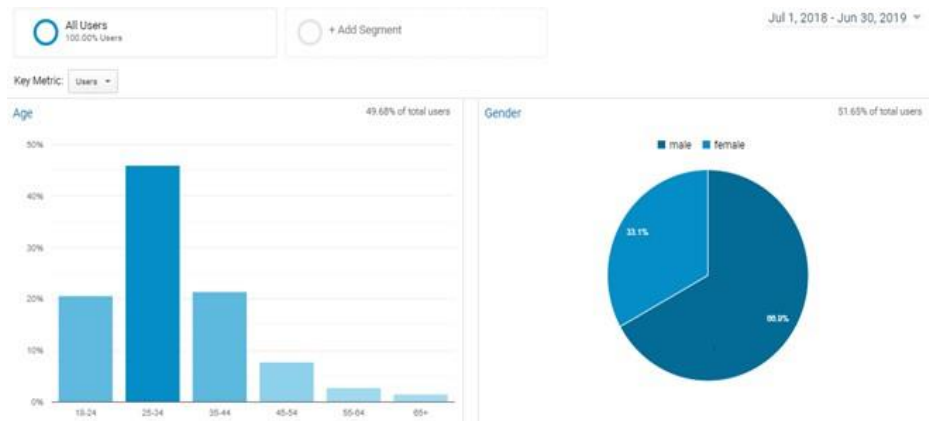
([https://developers.google.com/speed/pagespeed/insights/?utm\\_source=analytics&tab=desktop&url=https%3A%2F%2Fshop.googlemerchandisestore.com%2Fhome](https://developers.google.com/speed/pagespeed/insights/?utm_source=analytics&tab=desktop&url=https%3A%2F%2Fshop.googlemerchandisestore.com%2Fhome));

#### 6.8 Recommendation nº8

With the purpose of gradually optimizing the website in various aspects and perspectives, the group suggests that the Google Merchandise Store apply A/B tests to variables possible of changing results and performance. This could be designing elements like colors and fonts, Calls-to-Action, promotions, etc...

## 7. APPENDIX

7.1 [Figure 1](#)



7.2 [Figure 2](#)

Language	Acquisition		
	Users	New Users	Sessions
	588,202 % of Total: 100.00% (588,202)	576,428 % of Total: 100.13% (575,698)	853,189 % of Total: 100.00% (853,189)
1. en-us	359,853 (61.30%)	353,129 (61.26%)	558,963 (65.51%)
2. en-gb	44,611 (7.60%)	43,772 (7.59%)	55,814 (6.54%)
3. es-es	16,756 (2.85%)	16,359 (2.84%)	23,530 (2.76%)

7.3 [Figure 3](#)

Country	Acquisition		
	Users	New Users	Sessions
	588,202 % of Total: 100.00% (588,202)	576,428 % of Total: 100.13% (575,698)	853,189 % of Total: 100.00% (853,189)
1. United States	266,751 (45.02%)	257,987 (44.76%)	431,665 (50.59%)
2. India	43,591 (7.36%)	42,790 (7.42%)	53,011 (6.21%)
3. United Kingdom	29,079 (4.91%)	27,761 (4.82%)	36,783 (4.31%)
4. Canada	20,727 (3.50%)	20,247 (3.51%)	29,222 (3.43%)
5. Germany	14,976 (2.53%)	14,483 (2.51%)	18,426 (2.16%)
6. Japan	14,307 (2.41%)	13,998 (2.43%)	18,696 (2.19%)
7. France	12,752 (2.15%)	12,483 (2.17%)	17,272 (2.02%)
8. Taiwan	12,197 (2.06%)	11,999 (2.08%)	18,786 (2.20%)
9. Spain	11,249 (1.90%)	10,936 (1.90%)	16,172 (1.90%)
10. Australia	10,070 (1.70%)	9,993 (1.73%)	13,322 (1.56%)

7.4 Figure 4

Country	Region	Acquisition
		Users
		588,202 % of Total: 100.00% (588,202)
1. United States	California	101,132 (16.63%)
2. United States	New York	27,461 (4.52%)
3. United Kingdom	England	26,632 (4.38%)
4. United States	Texas	15,949 (2.62%)
5. Canada	Ontario	10,880 (1.79%)
6. United States	Washington	9,814 (1.61%)
7. United States	Illinois	9,245 (1.52%)
8. United States	Florida	8,838 (1.45%)
9. United States	(not set)	8,502 (1.40%)
10. India	Maharashtra	8,184 (1.35%)

7.5 Figure 5

Device Category	Acquisition			Behavior		Conversions		eCommerce
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue
	588,202 % of Total: 100.00% (588,202)	576,428 % of Total: 100.13% (575,698)	853,189 % of Total: 100.00% (853,189)	40.96% Avg for View: 40.96% (0.00%)	4.59 Avg for View: 4.59 (0.00%)	00:02:59 Avg for View: 00:02:59 (0.00%)	4,304 % of Total: 100.00% (4,304)	\$503,687.23 % of Total: 100.00% (\$503,687.23)
1. desktop	399,618 (68.22%)	393,417 (68.25%)	615,476 (72.14%)	37.88%	4.87	00:03:20	3,468 (80.58%)	\$465,381.54 (92.39%)
2. mobile	170,216 (29.06%)	167,263 (29.02%)	217,702 (25.52%)	49.05%	3.81	00:02:02	716 (16.64%)	\$32,188.71 (6.39%)
3. tablet	15,982 (2.73%)	15,748 (2.73%)	20,011 (2.35%)	47.88%	4.48	00:02:18	120 (2.79%)	\$6,116.98 (1.21%)

7.6 Figure 6

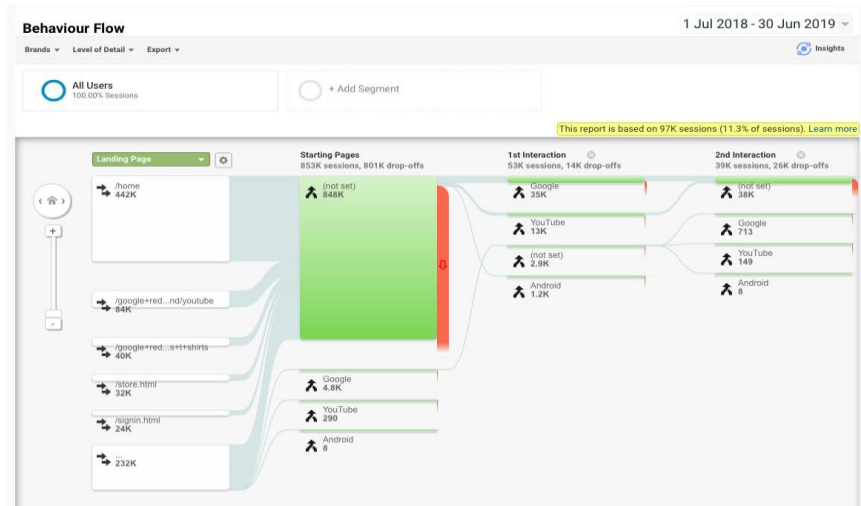
Device Category	Browser	Acquisition		
		Users	New Users	Sessions
		587,932 % of Total: 99.95% (588,202)	575,715 % of Total: 100.00% (575,698)	853,203 % of Total: 100.00% (853,189)
1. desktop	Chrome	348,653 (59.34%)	340,952 (59.22%)	547,232 (64.14%)
2. mobile	Chrome	93,845 (15.97%)	91,796 (15.94%)	123,188 (14.44%)
3. mobile	Safari	61,787 (10.52%)	60,740 (10.55%)	77,556 (9.09%)
4. desktop	Safari	21,466 (3.65%)	21,098 (3.66%)	28,492 (3.34%)
5. desktop	Firefox	16,467 (2.80%)	16,322 (2.84%)	21,273 (2.49%)
6. tablet	Safari	9,397 (1.60%)	9,304 (1.62%)	11,750 (1.38%)
7. desktop	Edge	6,950 (1.18%)	6,885 (1.20%)	8,931 (1.05%)
8. tablet	Chrome	5,237 (0.89%)	5,126 (0.89%)	6,681 (0.78%)
9. mobile	Samsung Internet	4,353 (0.74%)	4,315 (0.75%)	5,479 (0.64%)
10. desktop	Internet Explorer	3,732 (0.64%)	3,682 (0.64%)	4,658 (0.55%)

7.7 Figure 7

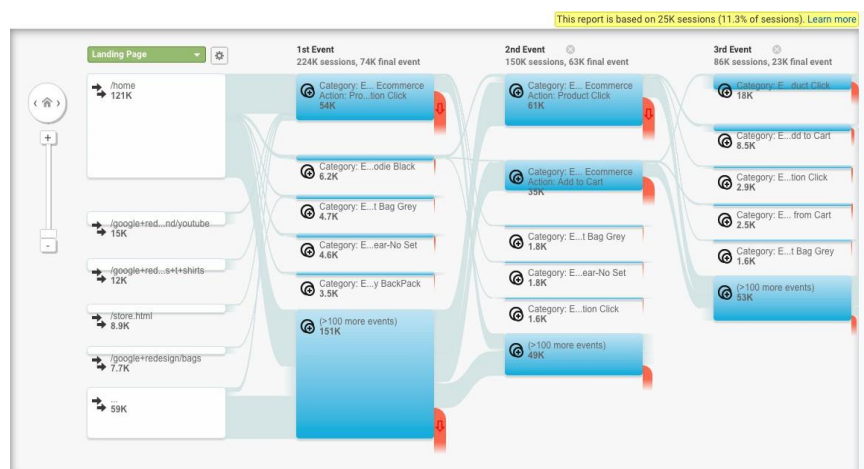
Device Category	Operating System	Acquisition		
		Users	New Users	Sessions
		587,932 % of Total: 99.95% (588,202)	575,706 % of Total: 100.00% (575,698)	853,194 % of Total: 100.00% (853,189)
1. desktop	Windows	196,922 (33.70%)	196,947 (34.21%)	266,128 (31.19%)
2. desktop	Macintosh	145,379 (24.88%)	141,063 (24.50%)	250,937 (29.41%)
3. mobile	Android	92,304 (15.79%)	91,263 (15.85%)	120,060 (14.07%)
4. mobile	iOS	74,515 (12.75%)	73,186 (12.71%)	94,680 (11.10%)
5. desktop	Chrome OS	31,706 (5.43%)	30,884 (5.36%)	56,922 (6.67%)
6. desktop	Linux	24,351 (4.17%)	23,391 (4.06%)	40,968 (4.80%)
7. tablet	iOS	11,543 (1.98%)	11,403 (1.98%)	14,569 (1.71%)
8. tablet	Android	4,129 (0.71%)	4,038 (0.70%)	4,972 (0.58%)
9. mobile	(not set)	2,519 (0.43%)	2,511 (0.44%)	2,726 (0.32%)
10. tablet	Windows	417 (0.07%)	401 (0.07%)	473 (0.06%)



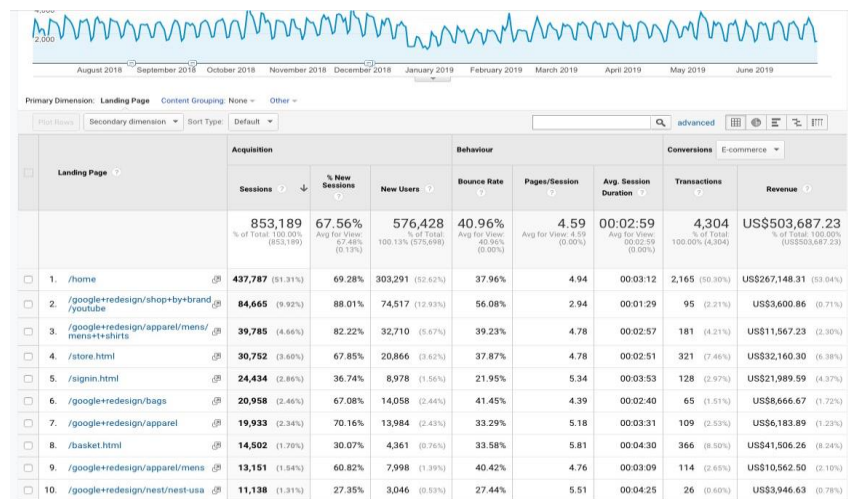
7.8 Figure 8



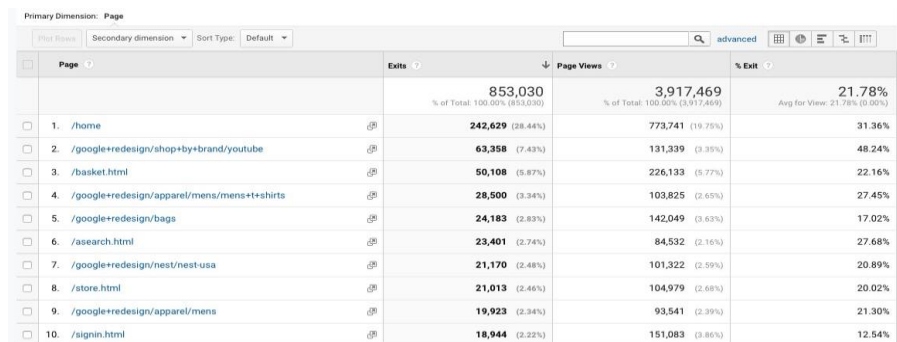
7.9 Figure 9



7.10 Figure 10



7.11 Figure 11



7.12 Figure 12

	Age	Acquisition			Behaviour			Conversions E-commerce		
		Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
		286,984 % of Total: 48.79% (588,202)	276,497 % of Total: 48.03% (575,698)	422,499 % of Total: 49.32% (853,189)	38.13% Avg for View: 40.96% (4.91%)	4.84 Avg for View: 4.59 (5.43%)	00:03:10 Avg for View: 00:02:59 (5.52%)	2,233 % of Total: 51.88% (4,304)	US\$292,865.59 % of Total: 58.14% (US\$503,687.23)	0.53% Avg for View: 0.50% (4.77%)
✓	1. 35-44	62,659 (21.44%)	58,595 (21.19%)	94,618 (22.39%)	33.97%	5.26	00:03:25	584 (26.15%)	US\$82,122.94 (28.04%)	0.62%
✓	2. 45-54	22,549 (7.72%)	21,156 (7.65%)	31,597 (7.48%)	36.82%	5.02	00:03:13	194 (8.69%)	US\$20,523.89 (7.01%)	0.61%
✓	3. 25-34	134,225 (45.94%)	127,102 (45.97%)	197,379 (46.72%)	37.28%	4.90	00:03:14	1,003 (44.92%)	US\$153,035.07 (52.25%)	0.51%
✓	4. 65+	4,398 (1.51%)	4,225 (1.53%)	5,616 (1.33%)	47.60%	4.03	00:02:37	28 (1.23%)	US\$2,852.18 (0.97%)	0.50%
✓	5. 55-64	8,040 (2.79%)	7,602 (2.75%)	10,525 (2.49%)	43.78%	4.48	00:02:51	51 (2.28%)	US\$4,670.58 (1.59%)	0.48%
✓	6. 18-24	60,329 (20.65%)	57,817 (20.91%)	82,764 (19.59%)	44.05%	4.25	00:02:48	373 (16.70%)	US\$29,660.93 (10.13%)	0.45%

Show rows 10 Go to 1 1-6 of 6

7.13 Figure 13

	Gender	Acquisition			Behaviour			Conversions E-commerce		
		Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
		301,243 % of Total: 51.21% (588,202)	290,859 % of Total: 50.32% (575,698)	441,673 % of Total: 51.77% (853,189)	38.54% Avg for View: 40.96% (5.92%)	4.81 Avg for View: 4.59 (4.73%)	00:03:08 Avg for View: 00:02:59 (5.23%)	2,275 % of Total: 52.66% (4,304)	US\$296,594.50 % of Total: 59.83% (US\$503,687.23)	0.52% Avg for View: 0.50% (2.11%)
✓	1. male	203,335 (66.93%)	194,890 (67.00%)	297,103 (67.27%)	37.03%	4.94	00:03:08	1,479 (65.01%)	US\$161,416.91 (54.42%)	0.50%
✓	2. female	100,475 (33.07%)	95,969 (33.00%)	144,570 (32.73%)	41.62%	4.53	00:03:09	796 (34.99%)	US\$135,177.59 (45.58%)	0.55%

7.14 Figure 14

	Age	Gender	Acquisition			Behaviour			Conversions E-commerce		
			Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
			286,122 % of Total: 100.00% (588,202)	275,991 % of Total: 100.00% (575,698)	421,668 % of Total: 100.00% (853,189)	38.12% Avg for View: 40.96% (4.93%)	4.84 Avg for View: 4.59 (5.43%)	00:03:10 Avg for View: 00:02:59 (5.52%)	2,225 % of Total: 100.00% (4,304)	US\$292,413.97 % of Total: 100.00% (US\$503,687.23)	0.53% Avg for View: 0.50% (4.60%)
✓	1. 65+	male	2,600 (0.89%)	2,474 (0.90%)	3,309 (0.78%)	45.78%	4.15	00:02:38	24 (1.08%)	US\$2,544.88 (0.87%)	0.73%
✓	2. 35-44	female	16,536 (5.64%)	15,545 (5.63%)	24,107 (5.72%)	38.17%	5.01	00:03:25	168 (7.55%)	US\$33,722.84 (11.53%)	0.70%
✓	3. 45-54	male	16,239 (5.53%)	15,130 (5.48%)	22,971 (5.45%)	35.27%	5.12	00:03:12	143 (6.43%)	US\$14,138.76 (4.84%)	0.62%
✓	4. 35-44	male	46,644 (15.90%)	42,935 (15.54%)	70,343 (16.68%)	32.51%	5.35	00:03:25	415 (18.65%)	US\$48,249.06 (16.50%)	0.59%
✓	5. 45-54	female	6,309 (2.15%)	5,995 (2.17%)	8,572 (2.03%)	40.96%	4.77	00:03:14	50 (2.23%)	US\$6,325.14 (2.16%)	0.58%
✓	6. 25-34	female	45,497 (15.51%)	42,875 (15.52%)	67,210 (15.94%)	39.31%	4.72	00:03:20	384 (17.26%)	US\$76,496.30 (26.16%)	0.57%
✓	7. 55-64	female	3,053 (1.04%)	2,950 (1.07%)	3,930 (0.93%)	46.59%	4.31	00:02:48	21 (0.94%)	US\$1,732.05 (0.59%)	0.53%
✓	8. 18-24	female	21,854 (7.49%)	20,650 (7.48%)	30,522 (7.24%)	45.78%	3.96	00:02:53	147 (6.61%)	US\$14,112.95 (4.83%)	0.48%
✓	9. 25-34	male	89,368 (30.46%)	83,993 (30.43%)	129,780 (30.78%)	36.22%	4.99	00:03:11	616 (27.69%)	US\$76,410.86 (26.13%)	0.47%
✓	10. 55-64	male	4,917 (1.68%)	4,640 (1.68%)	6,583 (1.56%)	42.11%	4.59	00:02:53	30 (1.33%)	US\$2,938.53 (1.00%)	0.46%

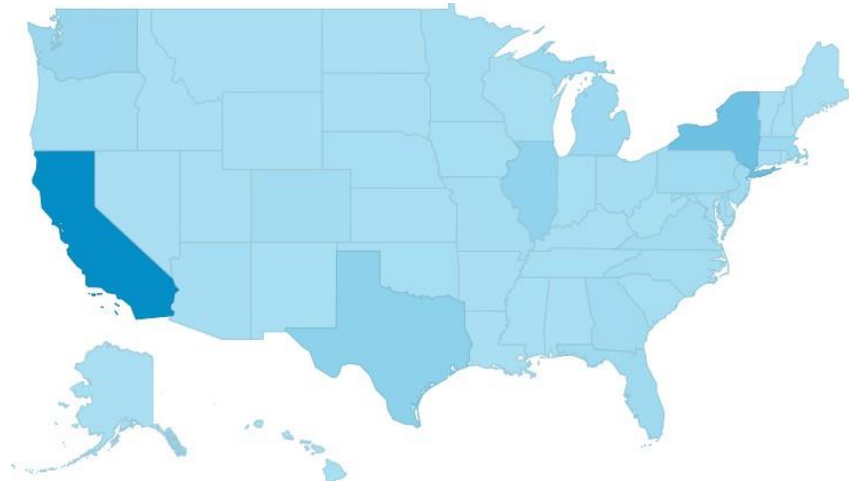
7.15 Figure 15

	Country	Acquisition			Behaviour			Conversions E-commerce		
		Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
		588,202 % of Total: 100.00% (588,202)	576,428 % of Total: 100.00% (575,698)	853,189 % of Total: 100.00% (853,189)	40.96% Avg for View: 40.96% (0.00%)	4.59 Avg for View: 4.59 (0.00%)	00:02:59 Avg for View: 00:02:59 (0.00%)	4,304 % of Total: 100.00% (4,304)	US\$503,687.23 % of Total: 100.00% (US\$503,687.23)	0.50% Avg for View: 0.50% (0.50%)
1.	Macao	119 (0.02%)	119 (0.02%)	142 (0.02%)	52.82%	2.89	00:01:55	8 (0.19%)	US\$420.18 (0.08%)	5.63%
2.	Bermuda	18 (0.00%)	18 (0.00%)	24 (0.00%)	41.67%	5.96	00:05:45	1 (0.02%)	US\$7.00 (0.00%)	4.17%
3.	United States	266,751 (45.02%)	257,987 (44.76%)	431,665 (50.59%)	29.45%	5.69	00:03:34	4,024 (93.49%)	US\$465,608.12 (92.44%)	0.93%
4.	Paraguay	84 (0.01%)	82 (0.01%)	118 (0.01%)	39.83%	5.07	00:03:58	1 (0.02%)	US\$15.39 (0.00%)	0.85%
5.	Nicaragua	73 (0.01%)	71 (0.01%)	133 (0.02%)	28.57%	7.00	00:04:16	1 (0.02%)	US\$18.98 (0.00%)	0.75%
6.	Azerbaijan	124 (0.02%)	124 (0.02%)	151 (0.02%)	45.03%	5.40	00:03:04	1 (0.02%)	US\$52.68 (0.01%)	0.66%
7.	Puerto Rico	269 (0.05%)	256 (0.04%)	324 (0.04%)	29.63%	5.85	00:03:37	2 (0.03%)	US\$148.91 (0.03%)	0.62%
8.	Lebanon	147 (0.02%)	144 (0.02%)	168 (0.02%)	50.00%	4.83	00:02:49	1 (0.02%)	US\$24.96 (0.00%)	0.60%
9.	Honduras	102 (0.02%)	100 (0.02%)	176 (0.02%)	33.52%	5.12	00:04:11	1 (0.02%)	US\$23.99 (0.00%)	0.57%
10.	Venezuela	199 (0.03%)	196 (0.03%)	237 (0.03%)	52.74%	4.00	00:03:31	1 (0.02%)	US\$36.39 (0.01%)	0.42%

7.16 Figure 16

	Country	Acquisition			Behaviour			Conversions E-commerce		
		Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
		588,202 % of Total: 100.00% (588,202)	576,428 % of Total: 100.00% (575,698)	853,189 % of Total: 100.00% (853,189)	40.96% Avg for View: 40.96% (0.00%)	4.59 Avg for View: 4.59 (0.00%)	00:02:59 Avg for View: 00:02:59 (0.00%)	4,304 % of Total: 100.00% (4,304)	US\$503,687.23 % of Total: 100.00% (US\$503,687.23)	0.50% Avg for View: 0.50% (0.50%)
1.	United States	266,751 (45.02%)	257,987 (44.76%)	431,665 (50.59%)	29.45%	5.69	00:03:34	4,024 (93.49%)	US\$465,608.12 (92.44%)	0.93%
2.	Canada	20,727 (3.50%)	20,247 (3.51%)	29,222 (3.43%)	35.61%	4.92	00:03:13	71 (1.65%)	US\$8,253.32 (1.64%)	0.24%
3.	United Kingdom	29,079 (4.91%)	27,761 (4.82%)	36,783 (4.31%)	54.95%	3.17	00:01:51	55 (1.28%)	US\$6,072.04 (1.21%)	0.15%
4.	Japan	14,307 (2.41%)	13,998 (2.43%)	18,696 (2.19%)	48.46%	3.99	00:02:36	12 (0.28%)	US\$4,555.35 (0.90%)	0.06%
5.	Mexico	5,841 (0.99%)	5,659 (0.98%)	7,734 (0.91%)	48.91%	4.19	00:02:52	17 (0.39%)	US\$3,372.30 (0.67%)	0.22%
6.	Australia	10,070 (1.70%)	9,993 (1.73%)	13,322 (1.56%)	53.60%	3.34	00:02:20	8 (0.19%)	US\$2,697.90 (0.54%)	0.06%
7.	Taiwan	12,197 (2.06%)	11,999 (2.08%)	18,786 (2.20%)	44.05%	4.57	00:03:13	12 (0.28%)	US\$2,574.35 (0.51%)	0.06%
8.	India	43,591 (7.36%)	42,790 (7.42%)	53,011 (6.21%)	54.63%	3.04	00:01:58	7 (0.16%)	US\$2,382.00 (0.47%)	0.01%
9.	Hong Kong	3,583 (0.60%)	3,475 (0.60%)	4,478 (0.52%)	52.61%	3.90	00:02:21	7 (0.16%)	US\$1,153.94 (0.23%)	0.16%
10.	Philippines	3,167 (0.53%)	3,094 (0.54%)	3,969 (0.47%)	47.17%	4.02	00:02:50	5 (0.12%)	US\$975.76 (0.19%)	0.13%

7.17 Figure 17



Region	City	Acquisition			Behavior			Conversions			E-commerce	
		Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate		
		266,751 % of Total: 46.32% (598,202)	257,987 % of Total: 44.21% (576,699)	431,665 % of Total: 30.09% (853,189)	29.45% Avg for View: 40.96% (18.19%)	5.69 Avg for View: 4.59 (23.86%)	00:03:34 Avg for View: 00:02:59 (19.49%)	4,024 % of Total: 93.09% (4,304)	US\$465,608.12 % of Total: 92.44% (505,033,687.23)	0.93% Avg for View: 0.50% (14.79%)		
1.	New York	22,405 (7.57%)	20,400 (7.91%)	34,629 (8.02%)	28.55%	5.82	00:03:39	486 (12.08%)	US\$69,131.30 (19.14%)	1.40%		
2.	California	29,429 (9.94%)	24,406 (9.44%)	49,574 (11.48%)	21.93%	5.97	00:03:44	469 (11.66%)	US\$55,612.66 (11.84%)	0.95%		
3.	California	15,269 (5.16%)	12,501 (4.85%)	26,673 (6.18%)	18.57%	6.63	00:04:07	196 (4.87%)	US\$35,715.83 (7.67%)	0.73%		
4.	Massachusetts	259 (0.09%)	220 (0.09%)	863 (0.20%)	24.91%	5.40	00:05:30	21 (0.52%)	US\$30,983.16 (6.65%)	2.43%		
5.	Illinois	5,248 (1.77%)	4,751 (1.84%)	8,505 (1.97%)	29.24%	5.89	00:03:52	178 (4.42%)	US\$28,091.13 (6.03%)	2.99%		
6.	California	6,664 (2.33%)	6,054 (2.33%)	9,931 (2.30%)	32.12%	5.51	00:03:30	122 (3.03%)	US\$14,732.18 (3.16%)	1.23%		
7.	Texas	4,375 (1.48%)	3,840 (1.52%)	7,861 (1.82%)	23.44%	6.64	00:04:24	128 (3.18%)	US\$12,772.40 (2.74%)	1.63%		
8.	California	9,190 (3.10%)	7,417 (2.87%)	14,291 (3.31%)	22.34%	6.51	00:04:20	93 (2.31%)	US\$8,454.21 (1.82%)	0.65%		
9.	California	8,907 (3.01%)	6,893 (2.67%)	14,306 (3.31%)	18.73%	6.46	00:04:04	102 (2.53%)	US\$6,162.44 (1.33%)	0.71%		
10.	Washington	4,455 (1.50%)	3,913 (1.52%)	7,307 (1.69%)	24.76%	6.14	00:03:55	73 (1.81%)	US\$7,390.78 (1.58%)	1.00%		

7.18 Figure 18

Language	Acquisition			Behavior			Conversions			E-commerce	
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate		
	588,202 % of Total: 100.00% (588,202)	576,428 % of Total: 100.00% (576,428)	853,189 % of Total: 100.00% (853,189)	40.96% Avg for View: 20.93% (0.00%)	4.59 Avg for View: 4.59 (0.00%)	00:02:59 Avg for View: 00:02:59 (0.00%)	4,304 % of Total: 100.00% (4,304)	US\$503,687.23 % of Total: 100.00% (505,033,687.23)	0.50% Avg for View: 0.50% (0.00%)		
1. en-us	359,853 (61.30%)	353,129 (61.26%)	558,963 (65.51%)	34.39%	5.19	00:03:18	4,102 (95.31%)	US\$486,453.79 (96.56%)	0.73%		
2. en-gb	44,611 (7.60%)	43,772 (7.59%)	55,814 (6.54%)	53.51%	3.30	00:01:57	29 (0.67%)	US\$2,392.69 (0.48%)	0.05%		
3. es-es	16,756 (2.83%)	16,359 (2.84%)	23,539 (2.76%)	54.90%	3.16	00:02:52	17 (0.39%)	US\$809.77 (0.16%)	0.07%		
4. fr-fr	12,200 (2.08%)	12,014 (2.08%)	16,699 (1.94%)	54.51%	3.28	00:02:36	0 (0.00%)	US\$0.00 (0.00%)	0.00%		
5. zh-tw	11,831 (2.00%)	11,762 (2.04%)	17,812 (2.09%)	44.41%	4.44	00:03:09	9 (0.21%)	US\$1,354.59 (0.27%)	0.05%		
6. de-de	10,606 (1.81%)	10,168 (1.76%)	12,796 (1.50%)	60.14%	3.03	00:01:45	2 (0.05%)	US\$163.20 (0.03%)	0.02%		
7. zh-cn	8,348 (1.42%)	8,231 (1.43%)	10,602 (1.24%)	57.55%	3.26	00:02:17	11 (0.24%)	US\$741.91 (0.15%)	0.10%		
8. pt-br	8,209 (1.40%)	8,110 (1.41%)	10,138 (1.19%)	53.33%	3.53	00:02:38	8 (0.19%)	US\$445.28 (0.09%)	0.08%		
9. ja	7,365 (1.25%)	7,306 (1.27%)	9,878 (1.16%)	47.57%	3.87	00:02:48	1 (0.02%)	US\$79.80 (0.02%)	0.01%		
10. ru-ru	6,413 (1.09%)	6,320 (1.10%)	8,380 (0.98%)	52.94%	3.64	00:03:05	7 (0.16%)	US\$210.29 (0.04%)	0.08%		

7.19 Figure 19

Device Category	Acquisition			Behavior			Conversions			E-commerce	
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate		
	588,202 % of Total: 100.00% (588,202)	576,428 % of Total: 100.00% (576,428)	853,189 % of Total: 100.00% (853,189)	40.96% Avg for View: 20.93% (0.00%)	4.59 Avg for View: 4.59 (0.00%)	00:02:59 Avg for View: 00:02:59 (0.00%)	4,304 % of Total: 100.00% (4,304)	US\$503,687.23 % of Total: 100.00% (505,033,687.23)	0.50% Avg for View: 0.50% (0.00%)		
1. desktop	399,618 (68.22%)	393,417 (68.25%)	615,476 (72.14%)	37.88%	4.87	00:03:20	3,468 (80.58%)	US\$465,381.54 (92.39%)	0.56%		
2. mobile	170,216 (29.06%)	167,263 (29.02%)	217,702 (25.52%)	49.05%	3.81	00:02:02	716 (16.64%)	US\$32,188.71 (6.39%)	0.32%		
3. tablet	15,982 (2.72%)	15,748 (2.72%)	20,011 (2.33%)	47.88%	4.48	00:02:18	120 (2.79%)	US\$6,116.98 (1.21%)	0.60%		

7.20 Figure 20



7.21 Figure 21

Medium	Acquisition			Behavior			Conversions			E-commerce	
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate		
	588,202 % of Total: 100.00% (588,202)	576,428 % of Total: 100.00% (576,428)	853,189 % of Total: 100.00% (853,189)	40.96% Avg for View: 20.93% (0.00%)	4.59 Avg for View: 4.59 (0.00%)	00:02:59 Avg for View: 00:02:59 (0.00%)	4,304 % of Total: 100.00% (4,304)	US\$503,687.23 % of Total: 100.00% (505,033,687.23)	0.50% Avg for View: 0.50% (0.00%)		
1. referral	114,722 (19.32%)	97,277 (16.88%)	186,987 (22.12%)	30.11%	5.64	00:03:44	688 (15.98%)	US\$208,700.11 (41.42%)	0.59%		
2. organic	337,047 (57.30%)	315,928 (54.81%)	430,163 (50.42%)	47.20%	4.08	00:02:33	1,516 (35.23%)	US\$149,213.83 (29.62%)	0.38%		
3. (none)	107,995 (18.35%)	107,809 (18.70%)	151,112 (17.71%)	33.17%	5.14	00:03:33	689 (15.97%)	US\$118,866.40 (23.60%)	0.46%		
4. cpc	22,593 (3.84%)	18,879 (3.27%)	30,389 (3.56%)	39.61%	4.66	00:02:44	234 (5.44%)	US\$18,934.11 (3.76%)	0.77%		
5. cpm	11,925 (2.03%)	10,952 (1.90%)	14,772 (1.73%)	71.19%	2.45	00:01:09	58 (1.33%)	US\$5,789.43 (1.13%)	0.39%		
6. affiliate	24,454 (4.16%)	20,255 (3.51%)	26,998 (3.16%)	49.47%	3.41	00:02:33	25 (0.58%)	US\$1,454.43 (0.29%)	0.08%		
7. (not set)	7,429 (1.26%)	5,328 (0.92%)	8,748 (1.02%)	31.06%	5.00	00:03:01	14 (0.32%)	US\$28.92 (0.01%)	0.16%		

7.22 Figure 22

Affinity Category (reach)		Acquisition			Behaviour			Conversions			E-commerce	
		Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate		
		342,656 % of Total: 52.23% (588,202)	331,553 % of Total: 57.02% (576,698)	505,463 % of Total: 57.24% (883,189)	38.47% Avg for View: 40.96% (4.08%)	4.79 Avg for View: 4.59% (4.42%)	00:03:08 Avg for View: 00:02:59 (4.53%)	2,588 % of Total: 63.13% (4,304)	US\$336,995.77 % of Total: 66.91% (508,933,887.23)	0.51% Avg for View: 0.50% (0.51%)		
1.	Shoppers/Value Shoppers	246,253 (3.42%)	234,802 (3.44%)	362,219 (3.48%)	37.41%	4.91	00:03:12	1,944 (3.68%)	US\$253,278.73 (3.44%)	0.54%		
	Lifestyles & Hobbies/Business Professionals	201,932 (2.81%)	193,103 (2.82%)	306,051 (2.94%)	36.47%	4.97	00:03:20	1,686 (3.19%)	US\$249,339.43 (3.39%)	0.55%		
3.	Technology/Technophiles	227,160 (3.16%)	216,958 (3.17%)	335,470 (3.22%)	37.11%	4.94	00:03:11	1,788 (3.39%)	US\$240,564.67 (3.27%)	0.53%		
4.	Sports & Fitness/Health & Fitness Buffs	190,520 (2.65%)	181,474 (2.64%)	288,472 (2.77%)	36.34%	4.98	00:03:21	1,641 (3.11%)	US\$239,019.17 (3.25%)	0.57%		
5.	Media & Entertainment/Movie Lovers	227,844 (3.17%)	217,260 (3.18%)	334,647 (3.22%)	37.71%	4.88	00:03:11	1,713 (3.25%)	US\$225,936.63 (3.07%)	0.51%		
6.	Travel/Travel Buffs	150,437 (2.09%)	142,728 (2.09%)	228,770 (2.20%)	35.82%	5.04	00:03:24	1,390 (2.63%)	US\$218,207.81 (2.97%)	0.61%		
7.	Banking & Finance/Avid Investors	146,349 (2.02%)	137,560 (2.01%)	226,216 (2.17%)	32.32%	5.34	00:03:31	1,457 (2.76%)	US\$214,844.34 (2.92%)	0.64%		
8.	Media & Entertainment/Music Lovers	212,277 (2.95%)	202,681 (2.97%)	309,591 (2.98%)	38.70%	4.79	00:03:09	1,552 (2.94%)	US\$206,586.07 (2.81%)	0.50%		
	Lifestyles & Hobbies/Art & Theater Aficionados	163,465 (2.27%)	153,437 (2.28%)	239,556 (2.30%)	37.33%	4.91	00:03:18	1,274 (2.41%)	US\$195,200.34 (2.69%)	0.53%		
10.	Travel/Business Travelers	148,311 (2.06%)	140,873 (2.06%)	225,396 (2.17%)	35.97%	5.01	00:03:22	1,219 (2.31%)	US\$190,731.77 (2.59%)	0.54%		

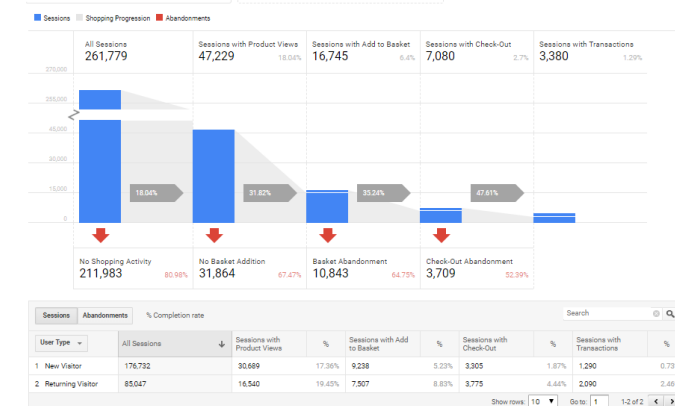
7.23 Figure 23

In-Market Segment	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
	312,607 % of Total: 53.15% (588,202)	301,515 % of Total: 52.37% (576,698)	459,379 % of Total: 52.84% (863,199)	38.59% Avg for View: 40.96% (4.08%)	4.77 Avg for View: 4.59 (4.42%)	00:03:06 Avg for View: 00:02:59 (4.53%)	2,356 % of Total: 54.74% (4,304)	US\$309,862.18 % of Total: 61.32% (508,933,887.23)	0.50% Avg for View: 0.50% (0.51%)
1. Employment	84,020 (2.68%)	80,144 (2.61%)	119,789 (2.60%)	39.94%	4.56	00:03:02	657 (2.87%)	US\$97,416.34 (3.12%)	0.55%
2. Software/Business & Productivity Software	83,438 (2.66%)	77,579 (2.53%)	116,682 (2.60%)	38.66%	4.72	00:03:09	558 (2.43%)	US\$67,472.15 (2.18%)	0.47%
3. Consumer Electronics/Mobile Phones	83,406 (2.66%)	79,139 (2.58%)	119,475 (2.59%)	38.63%	4.88	00:03:00	405 (1.77%)	US\$35,360.93 (1.12%)	0.34%
4. Business Services/Advertising & Marketing Services	75,856 (2.33%)	72,426 (2.36%)	110,157 (2.39%)	42.86%	4.30	00:03:06	798 (3.48%)	US\$115,769.46 (3.70%)	0.72%
5. Travel/Hotels & Accommodations	71,582 (2.29%)	67,420 (2.19%)	106,962 (2.32%)	35.61%	5.13	00:03:24	795 (3.47%)	US\$125,815.85 (4.02%)	0.74%
6. Financial Services/Investment Services	63,880 (1.96%)	60,849 (1.95%)	94,790 (2.06%)	35.93%	4.94	00:03:09	533 (2.32%)	US\$57,297.11 (1.83%)	0.56%
7. Employment/Career Consulting Services	63,003 (1.94%)	59,992 (1.95%)	92,520 (2.01%)	36.48%	4.89	00:03:20	452 (1.97%)	US\$70,520.28 (2.28%)	0.49%
8. Travel/Air Travel	58,800 (1.81%)	55,516 (1.81%)	87,310 (1.89%)	35.77%	5.08	00:03:24	592 (2.58%)	US\$96,176.28 (3.08%)	0.68%
9. Business Services/Business Technology/Web Services/Web Design & Development	56,915 (1.75%)	54,345 (1.77%)	79,492 (1.73%)	42.34%	4.34	00:02:59	258 (1.13%)	US\$28,498.56 (0.91%)	0.32%
10. Business Services/Business Technology/Enterprise Software	42,109 (1.29%)	39,461 (1.28%)	61,342 (1.33%)	36.64%	4.82	00:03:10	282 (1.23%)	US\$27,101.07 (0.87%)	0.46%

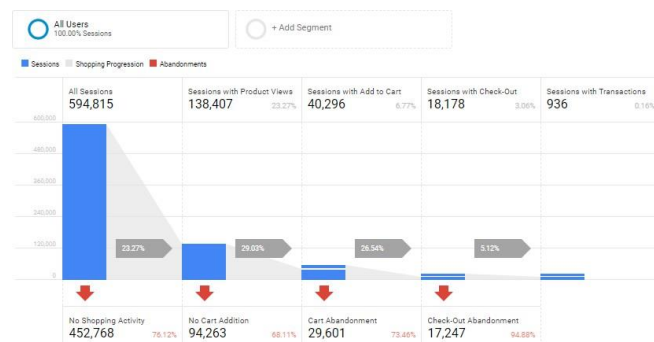
7.24 Figure 24

User Type	Users	Sessions	Revenue	Transactions	Avg. Order Value	E-commerce Conversion Rate	Per Session Value
	588,202 % of Total: 100.00% (588,202)	853,189 % of Total: 100.00% (853,189)	US\$503,687.23 % of Total: 100.00% (US\$503,687.23)	4,304 % of Total: 100.00% (4,304)	US\$117.03 Avg for View: US\$117.03 (0.00%)	0.50% Avg for View: 0.50% (0.00%)	US\$0.59 Avg for View: US\$0.59 (0.00%)
1. New Visitor	576,110 (81.96%)	576,428 (67.56%)	US\$140,967.19 (27.99%)	1,792 (41.64%)	US\$78.66	0.31%	US\$0.24
2. Returning Visitor	126,817 (18.04%)	276,761 (32.44%)	US\$362,720.04 (72.01%)	2,512 (58.36%)	US\$144.39	0.91%	US\$1.31

7.25 Figure 25

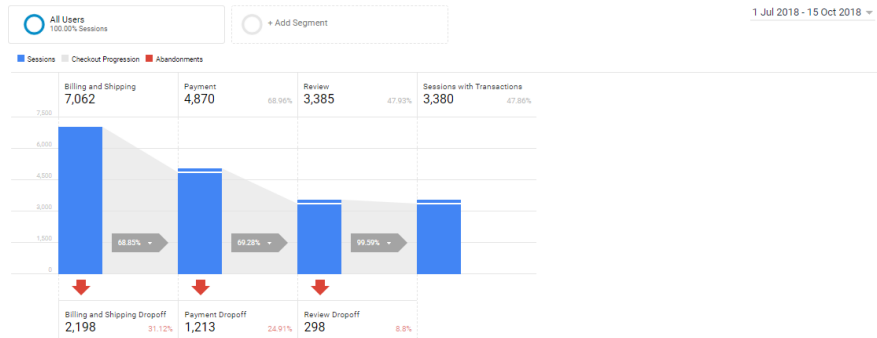


7.26 Figure 26

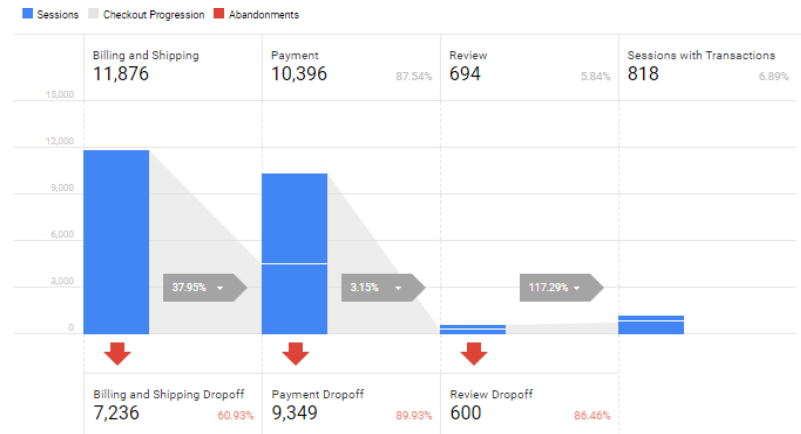




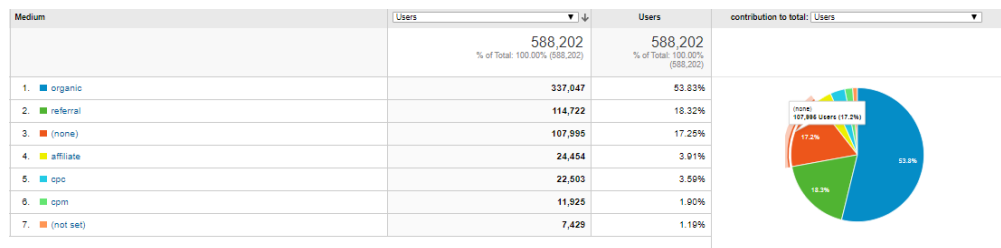
7.27 Figure 27



7.28 Figure 28



7.29 Figure 29



7.30 Figure 30

Medium	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
	588,202 % of Total: 100.00% (588,202)	576,428 % of Total: 100.00% (576,428)	853,189 % of Total: 100.00% (853,189)	40.96% Avg for View: 40.96% (0.00%)	4.59 Avg for View: 4.59 (0.00%)	00:02:59 Avg for View: 00:02:59 (0.00%)	0.50% Avg for View: 0.50% (0.00%)	4,304 % of Total: 100.00% (4,304)	US\$503,687.23 % of Total: 100.00% (US\$503,687.23)
1. organic	337,047 (57.3%)	315,928 (54.8%)	430,163 (50.4%)	47.20%	4.08	00:02:33	0.38%	1,616 (37.5%)	US\$149,213.89 (29.6%)
2. referral	114,722 (19.5%)	97,277 (16.9%)	188,987 (22.1%)	30.11%	5.64	00:03:44	0.88%	1,670 (38.8%)	US\$208,700.11 (41.4%)
3. (none)	107,995 (18.3%)	107,809 (18.7%)	151,112 (17.1%)	33.17%	5.14	00:03:33	0.46%	689 (16.0%)	US\$118,866.40 (23.6%)
4. affiliate	24,454 (3.9%)	20,255 (3.5%)	28,998 (3.4%)	49.47%	3.41	00:02:33	0.08%	23 (0.5%)	US\$1,654.43 (0.3%)
5. cpo	22,503 (3.5%)	18,879 (3.2%)	30,389 (3.5%)	39.01%	4.66	00:02:44	0.77%	234 (5.4%)	US\$18,934.11 (3.7%)
6. cpm	11,925 (1.9%)	10,952 (1.9%)	14,772 (1.7%)	71.19%	2.45	00:01:06	0.39%	58 (1.3%)	US\$5,769.43 (1.1%)
7. (not set)	7,429 (1.1%)	5,328 (0.9%)	8,768 (1.0%)	31.06%	5.00	00:03:01	0.16%	14 (0.3%)	US\$528.92 (0.1%)

7.31 Figure 31

Primary Dimension: Keyword Search Query Source Medium Campaign Other

Plot Rows Secondary dimension Sort Type Default

Search Query

Search Query	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
	21,531 % of Total: 3.65% (21,531)	18,273 % of Total: 3.17% (18,273)	28,897 % of Total: 3.39% (28,897)	38.97% Avg for View: 40.96% (4.87%)	4.63 Avg for View: 4.59 (0.00%)	00:02:39 Avg for View: 00:02:59 (0.00%)	0.71% Avg for View: 0.50% (41.25%)	210 % of Total: 4.88% (US\$303,687.23)	US\$19,035.28 % of Total: 3.79% (US\$303,687.23)
1. google merchandise store	6,420 (29.9%)	4,760 (26.0%)	9,530 (32.9%)	27.60%	5.86	00:03:38	1.15%	110 (52.3%)	US\$14,392.33 (75.2%)
2. youtube merch	2,926 (13.1%)	2,856 (15.6%)	2,994 (10.3%)	71.54%	1.61	00:00:17	0.00%	0 (0.0%)	US\$0.00 (0.0%)
3. (not set)	1,893 (8.8%)	1,271 (6.9%)	2,747 (9.5%)	25.19%	5.44	00:03:20	0.18%	5 (2.3%)	US\$208.52 (1.1%)
4. youtube merchandise	1,508 (6.7%)	1,389 (7.6%)	1,699 (5.8%)	52.32%	2.95	00:01:16	0.12%	2 (0.9%)	US\$28.03 (0.1%)
5. youtube merch	1,275 (5.7%)	1,166 (6.3%)	1,420 (4.9%)	54.93%	2.58	00:00:53	0.28%	4 (1.9%)	US\$117.39 (0.6%)
6. google merchandise	856 (3.8%)	626 (3.4%)	1,196 (4.1%)	27.42%	5.76	00:03:49	1.17%	14 (6.6%)	US\$925.34 (4.8%)
7. google merch	652 (2.9%)	543 (2.9%)	854 (2.9%)	24.00%	6.24	00:03:30	1.41%	12 (5.7%)	US\$487.48 (2.5%)
8. google apparel	550 (2.4%)	447 (2.4%)	838 (2.9%)	34.13%	5.58	00:03:53	1.31%	11 (5.2%)	US\$560.03 (2.9%)
9. google backpack	531 (2.3%)	444 (2.4%)	721 (2.5%)	38.42%	4.37	00:01:57	0.28%	2 (0.9%)	US\$299.74 (1.5%)
10. google swag	496 (2.2%)	444 (2.4%)	631 (2.1%)	44.22%	4.41	00:02:52	0.00%	0 (0.0%)	US\$0.00 (0.0%)

7.32 Figure 32

Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	3,917,469 % of Total: 100.00% (3,917,469)	2,846,914 % of Total: 100.00% (2,846,914)	00:00:50 Avg for View: 00:00:50 (0.00%)	853,030 % of Total: 100.00% (853,030)	40.96% Avg for View: 40.96% (0.00%)	21.78% Avg for View: 21.78% (0.00%)	US\$2.44 % of Total: 107.49% (US\$2.27)
1. /home	773,741 (19.75%)	561,137 (19.71%)	00:00:51	437,787 (51.32%)	37.90%	31.36%	US\$0.67 (27.42%)
2. /basket.html	226,133 (5.77%)	107,678 (3.78%)	00:01:23	14,502 (1.70%)	33.60%	22.16%	US\$4.65 (190.63%)
3. /signin.html	151,083 (3.86%)	110,802 (3.89%)	00:00:41	24,434 (2.86%)	22.00%	12.54%	US\$3.75 (153.71%)
4. /google+redesign/bags	142,049 (3.63%)	106,646 (3.73%)	00:00:40	20,958 (2.46%)	41.22%	17.02%	US\$1.68 (68.99%)
5. /google+redesign/shop+by+brand/youtube	131,339 (3.35%)	103,322 (3.64%)	00:01:03	84,665 (9.93%)	55.95%	48.24%	US\$0.38 (15.60%)
6. /store.html	104,979 (2.68%)	84,774 (2.96%)	00:00:41	30,752 (3.61%)	37.81%	20.02%	US\$3.67 (150.47%)
7. /google+redesign/apparel/mens/mens++shirts	103,825 (2.65%)	79,215 (2.78%)	00:00:59	39,785 (4.66%)	39.08%	27.45%	US\$0.72 (29.64%)
8. /google+redesign/nest/nest-use	101,322 (2.59%)	62,172 (2.18%)	00:01:16	11,138 (1.31%)	26.51%	20.99%	US\$0.88 (36.13%)
9. /google+redesign/apparel/mens	93,541 (2.39%)	68,150 (2.39%)	00:00:56	13,151 (1.54%)	40.08%	21.30%	US\$1.80 (73.56%)
10. /search.html	84,532 (2.16%)	58,422 (2.05%)	00:00:55	7,555 (0.89%)	47.75%	27.68%	US\$0.73 (30.00%)

7.33 Figure 33

Product	Sales Performance						Shopping Behaviour	
	Product Revenue	Unique Purchases	Quantity	Avg. Price	Avg. QTY	Product Refund Amount	Basket-to-Detail Rate	Buy-to-Detail Rate
	US\$503,319.88 % of Total: 100.00% (US\$503,319.88)	12,070 % of Total: 100.00% (12,070)	49,730 % of Total: 100.00% (49,730)	US\$10.12 Avg for View: US\$10.12 (0.00%)	4.12 Avg for View: 4.12 (0.00%)	US\$0.00 % of Total: 0.00% (US\$0.00)	24.71% Avg for View: 24.71% (0.00%)	2.48% Avg for View: 2.48% (0.00%)
1. Google Sunglasses	US\$16,389.80 (3.26%)	507 (4.20%)	5,204 (10.46%)	US\$3.15	10.26	US\$0.00 (0.00%)	153.95%	100.20%
2. Maze Pen	US\$2,728.96 (0.54%)	115 (0.93%)	3,344 (6.72%)	US\$0.82	29.08	US\$0.00 (0.00%)	44.70%	7.67%
3. Google Metallic Notebook Set	US\$15,484.43 (3.08%)	167 (1.38%)	3,157 (6.35%)	US\$4.90	18.90	US\$0.00 (0.00%)	32.76%	6.16%
4. Google Laptop and Cell Phone Stickers	US\$5,445.84 (1.08%)	283 (2.34%)	2,076 (4.17%)	US\$2.62	7.34	US\$0.00 (0.00%)	43.29%	5.47%
5. Google Large Tote Canvas	US\$17,632.70 (3.50%)	174 (1.44%)	1,610 (3.24%)	US\$10.95	9.25	US\$0.00 (0.00%)	35.56%	4.35%
6. Google Mini Kick Ball	US\$2,669.73 (0.57%)	110 (0.91%)	1,587 (3.19%)	US\$1.81	14.43	US\$0.00 (0.00%)	32.78%	4.09%
7. Google Clear Pen 4-Pack	US\$6,401.50 (1.27%)	198 (1.64%)	1,450 (2.92%)	US\$4.41	7.32	US\$0.00 (0.00%)	58.68%	16.53%
8. Google Mesh Bag Blue	US\$4,809.53 (0.96%)	110 (0.91%)	967 (1.94%)	US\$4.97	8.79	US\$0.00 (0.00%)	32.97%	4.14%
9. Google Phone Stand Bamboo	US\$3,965.50 (0.79%)	145 (1.20%)	950 (1.91%)	US\$4.17	6.55	US\$0.00 (0.00%)	42.82%	5.23%
10. YouTube Flex Journal Black	US\$6,054.62 (1.20%)	66 (0.53%)	938 (1.89%)	US\$6.45	14.21	US\$0.00 (0.00%)	13.46%	1.39%

7.34 Figure 34

Product	Sales Performance						Shopping Behaviour	
	Product Revenue	Unique Purchases	Quantity	Avg. Price	Avg. QTY	Product Refund Amount	Basket-to-Detail Rate	Buy-to-Detail Rate
	US\$503,319.88 % of Total: 100.00% (US\$503,319.88)	12,070 % of Total: 100.00% (12,070)	49,730 % of Total: 100.00% (49,730)	US\$10.12 Avg for View: US\$10.12 (0.00%)	4.12 Avg for View: 4.12 (0.00%)	US\$0.00 % of Total: 0.00% (US\$0.00)	24.71% Avg for View: 24.71% (0.00%)	2.48% Avg for View: 2.48% (0.00%)
1. YouTube 3 Lines Tee Grey	US\$19,980.10 (3.97%)	23 (0.19%)	910 (1.83%)	US\$21.96	39.57	US\$0.00 (0.00%)	0.00%	0.00%
2. Google Large Tote Canvas	US\$17,632.70 (3.50%)	174 (1.44%)	1,610 (3.24%)	US\$10.95	9.25	US\$0.00 (0.00%)	35.56%	4.35%
3. Google Sunglasses	US\$16,389.80 (3.26%)	507 (4.20%)	5,204 (10.46%)	US\$3.15	10.26	US\$0.00 (0.00%)	153.95%	100.20%
4. Google Thermal Bottle White	US\$15,616.43 (3.10%)	206 (1.71%)	757 (1.52%)	US\$20.63	3.67	US\$0.00 (0.00%)	33.78%	4.58%
5. Google Metallic Notebook Set	US\$15,484.43 (3.08%)	167 (1.38%)	3,157 (6.35%)	US\$4.90	18.90	US\$0.00 (0.00%)	32.76%	6.16%
6. Google Zip Hoodie Black	US\$13,893.24 (2.76%)	241 (2.00%)	276 (0.55%)	US\$50.34	1.15	US\$0.00 (0.00%)	18.11%	1.51%
7. Google Flat Front Bag Grey	US\$12,859.08 (2.55%)	216 (1.79%)	492 (0.99%)	US\$26.14	2.28	US\$0.00 (0.00%)	13.84%	1.57%
8. Google Rucksack	US\$10,382.43 (2.06%)	94 (0.78%)	157 (0.32%)	US\$66.13	1.67	US\$0.00 (0.00%)	8.57%	1.01%
9. Google Large Standard Journal Navy	US\$10,197.16 (2.03%)	60 (0.50%)	764 (1.54%)	US\$13.35	12.73	US\$0.00 (0.00%)	22.03%	4.07%
10. Google Bike Tee Navy	US\$9,419.77 (1.87%)	373 (3.09%)	503 (1.01%)	US\$18.73	1.35	US\$0.00 (0.00%)	49.43%	21.44%

7.35 Figure 35

Product Category (Enhanced E-commerce)	Sales Performance						Shopping Behaviour	
	Product Revenue	Unique Purchases	Quantity	Avg. Price	Avg. QTY	Product Refund Amount	Basket-to-Detail Rate	Buy-to-Detail Rate
	US\$503,319.88 % of Total: 100.00% (US\$503,319.88)	12,070 % of Total: 100.00% (12,070)	49,730 % of Total: 100.00% (49,730)	US\$10.12 Avg for View: US\$10.12 (0.00%)	4.12 Avg for View: 4.12 (0.00%)	US\$0.00 % of Total: 0.00% (US\$0.00)	24.71% Avg for View: 24.71% (0.00%)	2.48% Avg for View: 2.48% (0.00%)
1. Office	US\$63,315.36 (12.58%)	1,386 (11.48%)	14,947 (30.06%)	US\$4.24	10.78	US\$0.00 (0.00%)	0.00%	0.00%
2. Apparel	US\$187,802.19 (37.31%)	5,315 (44.03%)	8,830 (17.76%)	US\$21.27	1.66	US\$0.00 (0.00%)	0.00%	0.00%
3. Lifestyle	US\$21,362.01 (4.24%)	759 (6.29%)	7,653 (15.39%)	US\$2.79	10.08	US\$0.00 (0.00%)	0.00%	0.00%
4. Bags	US\$68,374.19 (13.58%)	900 (7.46%)	4,521 (9.09%)	US\$15.12	5.02	US\$0.00 (0.00%)	0.00%	0.00%
5. Accessories	US\$20,961.09 (4.16%)	1,086 (9.00%)	4,135 (8.31%)	US\$5.07	3.81	US\$0.00 (0.00%)	0.00%	0.00%
6. Drinkware	US\$54,809.84 (10.89%)	1,005 (8.33%)	3,256 (6.55%)	US\$16.83	3.24	US\$0.00 (0.00%)	0.00%	0.00%
7. Writing Instruments	US\$4,239.85 (0.84%)	383 (3.17%)	1,595 (3.21%)	US\$2.66	4.16	US\$0.00 (0.00%)	0.00%	0.00%
8. Google	US\$9,799.14 (1.95%)	184 (1.52%)	1,586 (3.19%)	US\$6.18	8.62	US\$0.00 (0.00%)	0.00%	0.00%
9. Notebooks & Journals	US\$10,137.15 (2.01%)	116 (0.96%)	885 (1.78%)	US\$11.45	7.63	US\$0.00 (0.00%)	0.00%	0.00%
10. \$[productitem.product.origCatName]	US\$7,287.06 (1.45%)	169 (1.40%)	667 (1.34%)	US\$10.93	3.95	US\$0.00 (0.00%)	0.00%	0.00%

7.36 Figure 36

Product Category (Enhanced E-commerce)	Sales Performance						Shopping Behaviour	
	Product Revenue	Unique Purchases	Quantity	Avg. Price	Avg. QTY	Product Refund Amount	Basket-to-Detail Rate	Buy-to-Detail Rate
	US\$503,319.88 % of Total: 100.00% (US\$503,319.88)	12,070 % of Total: 100.00% (12,070)	49,730 % of Total: 100.00% (49,730)	US\$10.12 Avg for View: US\$10.12 (0.00%)	4.12 Avg for View: 4.12 (0.00%)	US\$0.00 % of Total: 0.00% (US\$0.00)	24.71% Avg for View: 24.71% (0.00%)	2.48% Avg for View: 2.48% (0.00%)
1. Apparel	US\$187,802.19 (37.31%)	5,315 (44.03%)	8,830 (17.76%)	US\$21.27	1.66	US\$0.00 (0.00%)	0.00%	0.00%
2. Bags	US\$68,374.19 (13.58%)	900 (7.46%)	4,521 (9.09%)	US\$15.12	5.02	US\$0.00 (0.00%)	0.00%	0.00%
3. Office	US\$63,315.36 (12.58%)	1,386 (11.48%)	14,947 (30.06%)	US\$4.24	10.78	US\$0.00 (0.00%)	0.00%	0.00%
4. Drinkware	US\$54,809.84 (10.89%)	1,005 (8.33%)	3,256 (6.55%)	US\$16.83	3.24	US\$0.00 (0.00%)	0.00%	0.00%
5. Nest	US\$24,295.00 (4.83%)	114 (0.94%)	142 (0.29%)	US\$171.09	1.25	US\$0.00 (0.00%)	0.00%	0.00%
6. Lifestyle	US\$21,362.01 (4.24%)	759 (6.29%)	7,653 (15.39%)	US\$2.79	10.08	US\$0.00 (0.00%)	0.00%	0.00%
7. Accessories	US\$20,961.09 (4.16%)	1,086 (9.00%)	4,135 (8.31%)	US\$5.07	3.81	US\$0.00 (0.00%)	0.00%	0.00%
8. Nest+USA	US\$19,075.00 (3.79%)	113 (0.94%)	175 (0.35%)	US\$109.00	1.55	US\$0.00 (0.00%)	0.00%	0.00%
9. Notebooks & Journals	US\$10,137.15 (2.01%)	116 (0.96%)	885 (1.78%)	US\$11.45	7.63	US\$0.00 (0.00%)	0.00%	0.00%
10. Google	US\$9,799.14 (1.95%)	184 (1.52%)	1,586 (3.19%)	US\$6.18	8.62	US\$0.00 (0.00%)	0.00%	0.00%

7.37 Figure 37

Avg. Page Load Time (sec)

3.93



Primary Dimension: Page Page Title Content Grouping: none - Other -

Secondary dimension Sort Type: Default

Advanced Filter ON

Page	Pageviews	Avg. Page Load Time (sec) (compared to site average)
	2,928,226 % of Total: 74.75% (3,917,469)	3.93 Avg for View: 3.93 (0.00%)
1. /home	773,741	2.98%
2. /google+redesign/bags	142,049	-10.04%
3. /google+redesign/shop+by+brand/youtube	131,339	-66.06%
4. /store.html	104,979	-33.33%
5. /google+redesign/apparel/mens/mens++shirts	103,825	-16.52%
6. /google+redesign/apparel/mens	93,541	-14.42%
7. /asearch.html	84,532	-20.22%
8. /google+redesign/apparel	83,568	0.26%
9. /google+redesign/apparel/mens/mens+warm+gear	82,320	-26.38%
10. /google+redesign/accessories	77,194	-3.60%

7.38 Figure 38

Browser

Avg. Page Load Time (sec)

1. Amazon Silk	3.42
2. Chrome	3.76
3. Safari	3.94
4. Firefox	4.01
5. Edge	4.18
6. Internet Explorer	4.57
7. Opera	5.60
8. YaBrowser	5.72
9. Samsung Internet	5.92
10. Maxthon	7.28

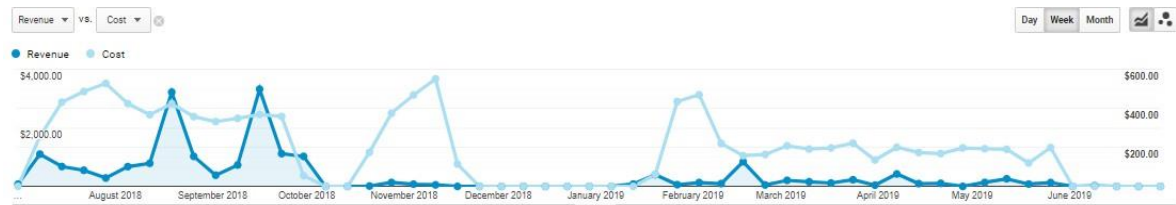
Primary Dimension: Device Category

Plot Rows Secondary dimension Sort Type: Default

advanced

Device Category	Avg. Page Load Time (sec)
	3.93 Avg for View: 3.93 (0.00%)
1. mobile	5.14
2. tablet	4.31
3. desktop	3.60

7.39 Figure 39



Primary Dimension: Campaign / Campaign ID Google Ads: Ad Group

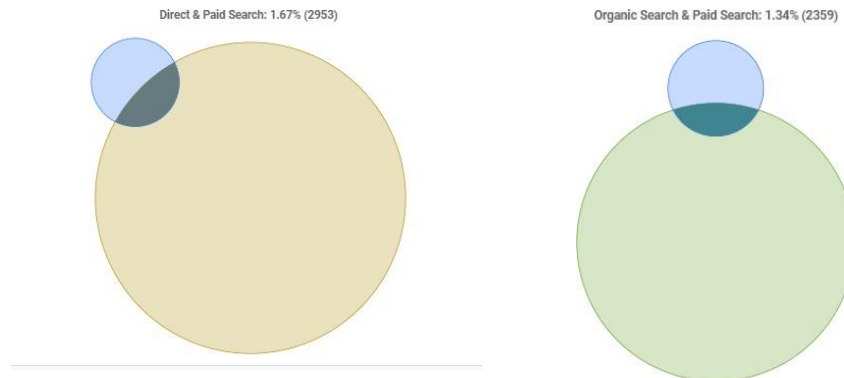
7.40 Figure 40





7.41 Figure 41

Campaign / Campaign ID	Year	Acquisition					Behavior		Conversions	eCommerce	
		Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
		28,111 % of Total: 100.00% (28,111)	\$10,328.71 % of Total: 100.00% (\$10,328.71)	\$0.37 Avg for View: 0.37 (0.00%)	22,503 % of Total: 100.00% (22,503)	30,389 % of Total: 100.00% (30,389)	39.01% Avg for View: 42.90% (-4.76%)	4.66 Avg for View: 4.59 (1.43%)	0.77% Avg for View: 0.50% (52.64%)	234 % of Total: 3.46% (4,304)	\$18,934.11 % of Total: 3.76% (\$30,667.23)
1. AW - Office 146940206	2018	1,399 (4.98%)	\$557.13 (5.39%)	\$0.40	1,074 (4.62%)	1,660 (5.46%)	28.80%	6.08	2.23%	37 (15.81%)	\$4,735.92 (25.01%)
2. AW - Bags 1469792064	2018	1,702 (6.05%)	\$657.65 (6.37%)	\$0.39	1,249 (5.57%)	1,748 (5.75%)	24.03%	6.12	2.63%	46 (19.66%)	\$3,311.54 (17.49%)
3. AW - Apparel 1470515190	2018	1,751 (6.23%)	\$556.76 (5.39%)	\$0.32	1,300 (5.79%)	1,739 (5.72%)	32.72%	5.36	1.67%	29 (12.39%)	\$2,898.13 (15.31%)
4. AW - Google Brand 1469401375	2018	1,506 (5.36%)	\$499.57 (4.84%)	\$0.33	1,160 (4.99%)	1,593 (5.24%)	27.62%	5.90	2.13%	34 (14.53%)	\$2,541.23 (13.42%)
5. AW - Apparel 1688882423	2019	6,774 (24.10%)	\$1,773.22 (17.17%)	\$0.26	5,072 (21.81%)	7,290 (23.99%)	31.29%	5.42	0.41%	30 (12.82%)	\$2,224.99 (11.79%)
6. (not set)	2018	0 (0.00%)	\$0.00 (0.00%)	\$0.00	1,147 (4.93%)	1,621 (5.33%)	35.53%	5.11	0.80%	13 (5.56%)	\$961.23 (5.08%)
7. AW - YouTube Brand 1469401832	2018	9,426 (33.53%)	\$3,792.13 (36.71%)	\$0.40	5,752 (24.74%)	6,232 (20.51%)	63.27%	2.17	0.16%	10 (4.27%)	\$499.94 (2.64%)
8. AW - Office 1688240377	2019	626 (2.23%)	\$191.47 (1.85%)	\$0.31	501 (2.19%)	643 (2.12%)	27.99%	6.02	0.93%	6 (2.56%)	\$422.15 (2.23%)
9. AW - Bags 1688240327	2019	935 (3.33%)	\$409.11 (3.96%)	\$0.44	720 (3.10%)	951 (3.13%)	31.44%	5.83	0.74%	7 (2.99%)	\$328.74 (1.74%)
10. (not set)	2019	0 (0.00%)	\$0.00 (0.00%)	\$0.00	2,146 (9.23%)	3,049 (10.03%)	28.47%	5.33	0.20%	6 (2.56%)	\$328.22 (1.73%)



7.42 Figure 42

Primary Dimension: MCF Channel Grouping Path				Default Channel Grouping Path		Source/Medium Path		Source Path		Medium Path		Other		Channel Groupings	
Secondary dimension				paid search 🔍 advanced 📊 📄 📑 📈											
MCF Channel Grouping Path				Conversions		Conversion Value									
1. <span>Paid Search</span> → <span>Direct</span>				501 (11.01%)		\$1,012.17									
2. <span>Organic Search</span> → <span>Paid Search</span>				383 (8.41%)		\$908.17									
3. <span>Paid Search</span> → <span>Organic Search</span>				351 (7.71%)		\$965.55									
4. <span>Paid Search x 2</span>				270 (5.93%)		\$593.90									
5. <span>Direct</span> → <span>Paid Search</span>				198 (4.35%)		\$382.84									
6. <span>Paid Search</span> → <span>Direct x 2</span>				129 (2.83%)		\$593.58									
7. <span>Organic Search</span> → <span>Direct</span> → <span>Paid Search</span>				90 (1.98%)		\$231.50									
8. <span>Paid Search</span> → <span>Organic Search</span> → <span>Direct</span>				73 (1.60%)		\$486.02									
9. <span>Paid Search</span> → <span>Referral</span>				69 (1.52%)		\$35.98									
10. <span>Organic Search</span> → <span>Paid Search</span> → <span>Organic Search</span>				57 (1.25%)		\$26.58									
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				57 (1.25%)		\$26.58									
				57 (1.25%)		\$26.58									

7.43 Figure 43

Primary Dimension: Default Channel Grouping				Secondary dimension		Plot Rows		Sort Type: Default	
Default Channel Grouping				Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	Bounce Rate
				2,477	17.98%	15,06%	7.08%	4.72%	4.69%
				853,189 vs 574,035	67.48% vs 57.19%	575,698 vs 550,354	4.59 vs 4.94	00:02:59 vs 00:02:31	40.96% vs 42.91%
1.	Referral			180.15%	-1.75%	175.26%	16.00%	16.66%	-43.58%
				131,907 vs 54,224	43.32% vs 44.29%	66,106 vs 24,016	6.31 vs 5.64	00:04:17 vs 00:03:40	23.00% vs 40.77%
2.	Organic Search			44.84%	20.33%	74.29%	-24.77%	-20.85%	19.09%
				430,163 vs 296,992	73.44% vs 61.03%	315,928 vs 181,264	4.08 vs 5.42	00:02:33 vs 00:03:14	47.20% vs 39.63%
3.	Direct			0.85%	10.04%	10.98%	11.32%	25.18%	-28.40%
				191,112 vs 190,893	71.34% vs 64.84%	107,889 vs 97,447	5.14 vs 4.02	00:03:30 vs 00:02:30	33.17% vs 40.32%
4.	Social			-66.64%	38.32%	-57.20%	-34.72%	-28.93%	38.33%
				37,086 vs 111,142	84.06% vs 55.31%	31,171 vs 72,832	2.92 vs 4.47	00:01:28 vs 00:02:03	59.21% vs 62.86%
5.	Display			-80.36%	60.75%	-68.44%	-14.55%	-21.77%	16.89%
				14,788 vs 75,302	74.07% vs 40.08%	10,932 vs 34,698	2.45 vs 2.86	00:01:06 vs 00:01:24	71.20% vs 60.91%
6.	Paid Search			-86.49%	12.36%	-84.82%	-5.52%	2.66%	-12.05%
				30,379 vs 224,763	62.15% vs 25.32%	18,679 vs 124,339	4.86 vs 4.93	00:02:44 vs 00:02:40	38.99% vs 44.33%
7.	(Other)			-91.56%	28.43%	-89.17%	19.58%	56.07%	-33.05%
				8,768 vs 153,393	60.77% vs 47.32%	5,323 vs 44,179	5.00 vs 4.19	00:01:01 vs 00:02:13	31.98% vs 48.39%
8.	Email			-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%
				0 vs 86,265	0.00% vs 27.33%	0 vs 23,577	0.00 vs 5.66	00:00:00 vs 00:03:27	0.00% vs 37.33%
9.	Other Advertising			-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%
				0 vs 58,121	0.00% vs 57.62%	0 vs 35,487	0.00 vs 4.15	00:00:00 vs 00:02:18	0.00% vs 48.75%

7.44 Figure 44

		Acquisition			Behavior		
Device Category		Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	Bounce Rate
		2.47% 853,189 vs 874,835	17.98% 67.48% vs 57.19%	15.06% 575,698 vs 500,354	7.08% 4.59 vs 4.94	4.72% 00:02:59 vs 00:02:51	4.69% 40.96% vs 42.98%
1.	desktop	154.18% 615,476 vs 242,141	8.29% 63.92% vs 59.03%	175.25% 393,417 vs 142,932	-16.26% 4.87 vs 5.82	-13.57% 00:03:20 vs 00:03:51	-1.68% 37.88% vs 38.52%
2.	mobile	-62.64% 217,702 vs 582,650	35.11% 76.83% vs 56.87%	-49.52% 167,283 vs 331,332	-15.54% 3.81 vs 4.51	-14.24% 00:02:02 vs 00:02:23	9.03% 49.05% vs 44.98%
3.	tablet	-65.41% 20,011 vs 57,833	46.18% 78.70% vs 53.63%	-49.44% 13,746 vs 51,145	-19.72% 4.48 vs 5.38	-30.18% 00:02:18 vs 00:03:17	15.63% 47.88% vs 41.41%