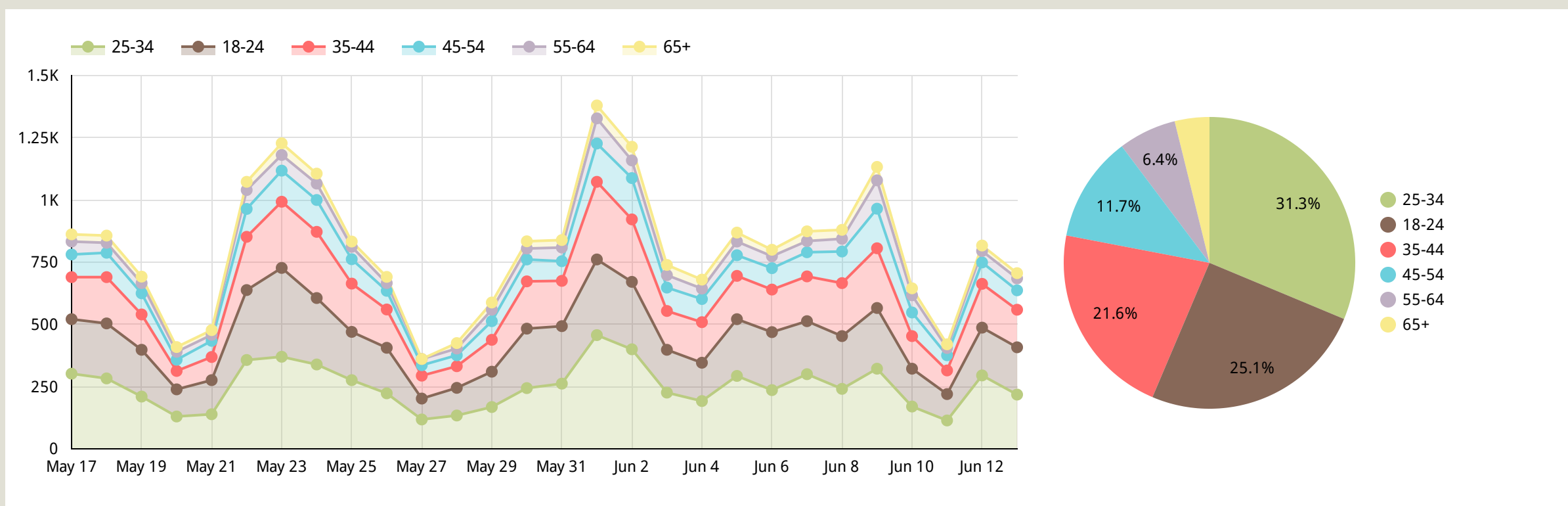
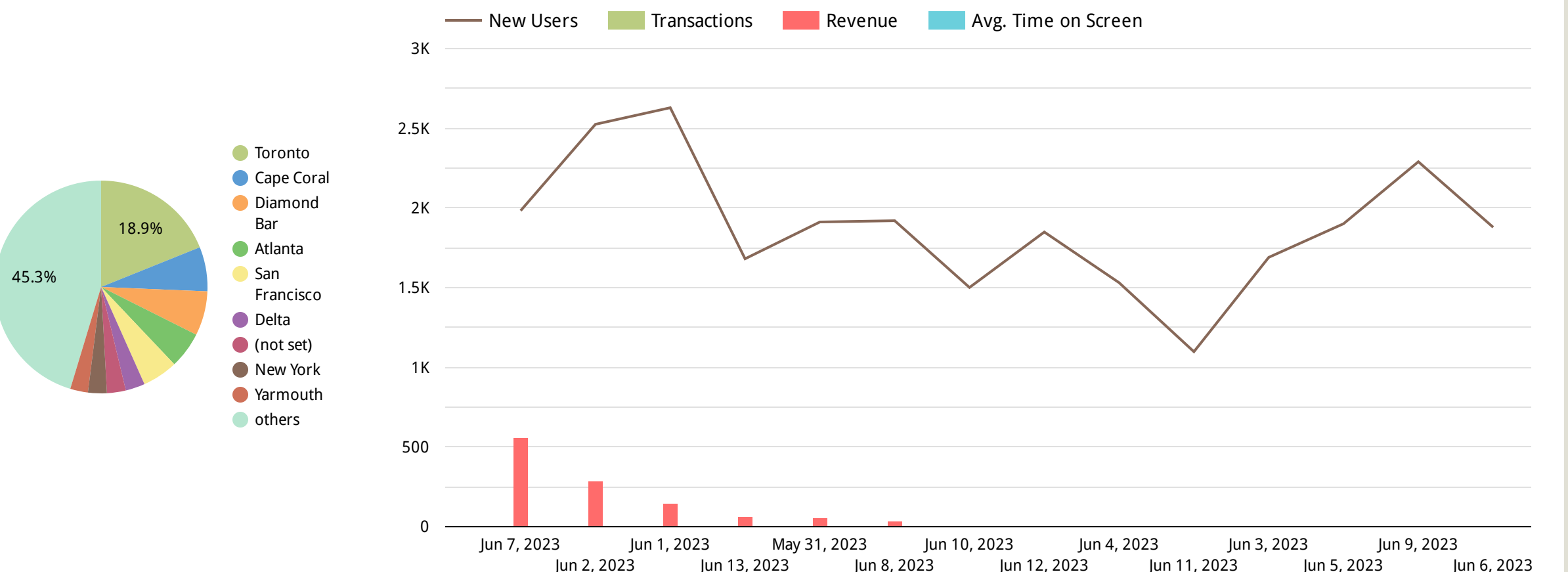
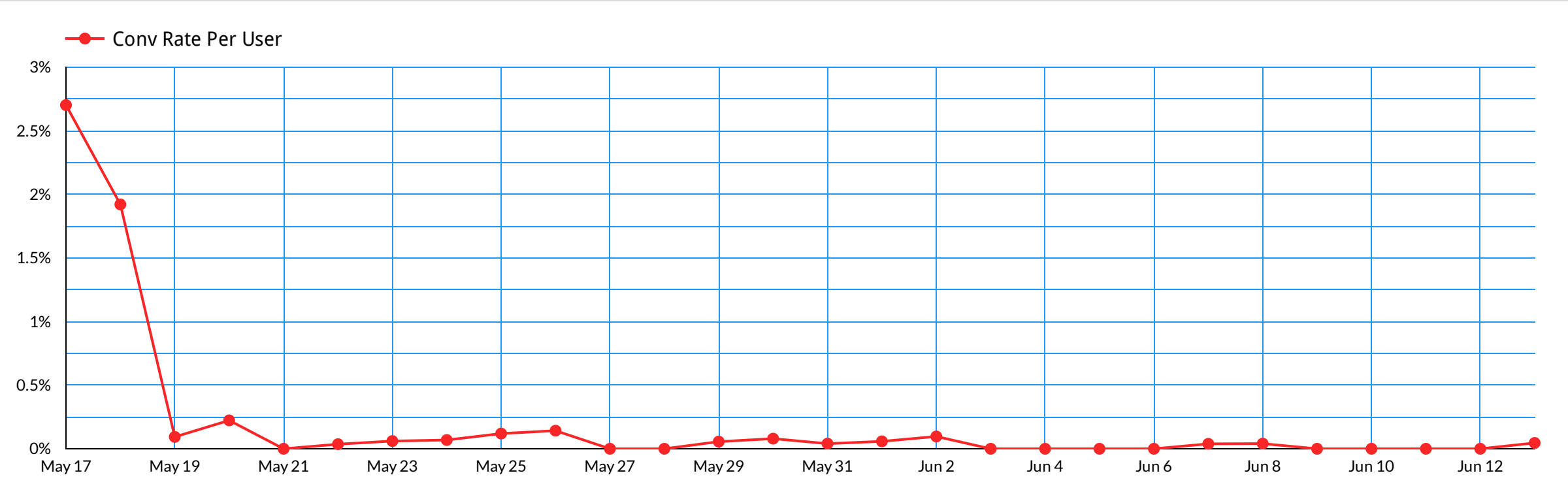


	Default Channel...	Count of Sessions ▾	% Δ	Ecommerce ...	% Δ	Transactions	% Δ	Revenue	% Δ
1.	Direct	247	-2.4% ↓	0.23%	-88.6...	126	-88.8% ↓	\$15,743.25	-88.2% ↓
2.	Paid Search	175	27.7% ↑	0.12%	-89.6...	19	-91.5% ↓	\$2,054.15	-90.7% ↓
3.	Affiliates	12	20.0% ↑	0%	-	0	-	\$0	-
4.	Display	9	-18.2% ↓	0%	-100....	0	-100.0...	\$0	-100.0% ↓
5.	Referral	2	-50.0% ↓	0%	-	0	-	\$0	-
6.	(Other)	2	-66.7% ↓	0%	-100....	0	-100.0...	\$0	-100.0% ↓



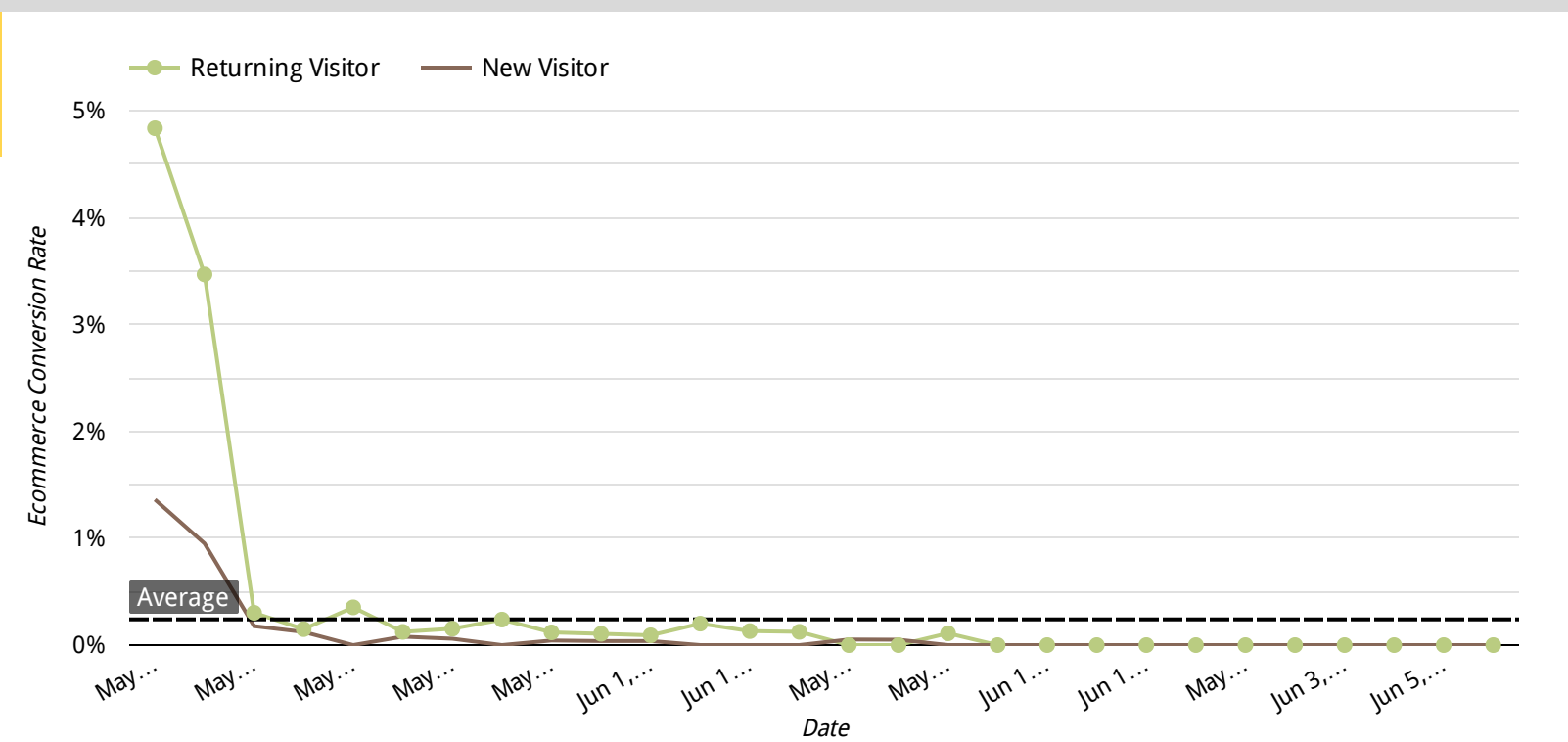
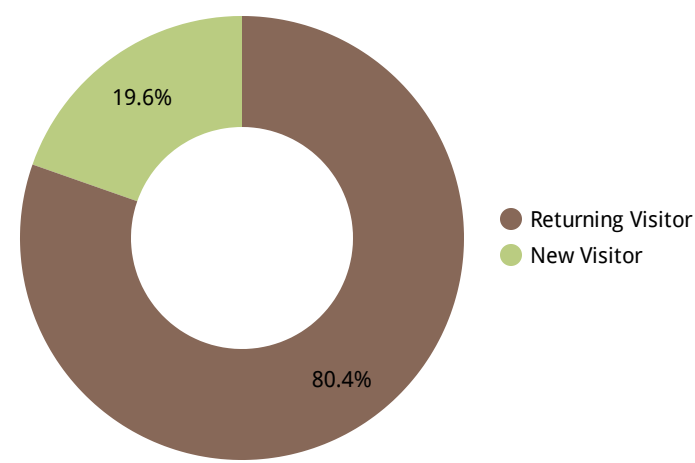
	Landing Page ▴	Ecommerce Conversion Rate	% Δ	Transactions	% Δ	Revenue	% Δ
1.	(not set)	0%	-	0	-	\$0	-
2.	/asearch.html	0.61%	-81.6% ↓	5	-86.5% ↓	\$1,115.2	-80.3% ↓
3.	/basket.html	2.52%	-80.5% ↓	41	-83.9% ↓	\$5,425.32	-86.2% ↓
4.	/basket.html.	0%	-	0	-	\$0	-
5.	/eco/android	0%	-	0	-	\$0	-
6.	/eco/organic+basic...	0%	-	0	-	\$0	-
7.	/google redesign/a...	0%	-	0	-	\$0	-
8.	/google redesign/a...	0%	-	0	-	\$0	-
9.	/google+redesign/a...	0%	-	0	-	\$0	-
10.	/google+redesign/a...	0%	-100.0% ↓	0	-100.0% ↓	\$0	-100.0% ↓
11.	/google+redesign/a...	0%	-	0	-	\$0	-
12.	/google+redesign/a...	0%	-100.0% ↓	0	-100.0% ↓	\$0	-100.0% ↓
	Grand total	0.21%	-88.6% ↓	145	-89.2% ↓	\$17,797.4	-88.6% ↓





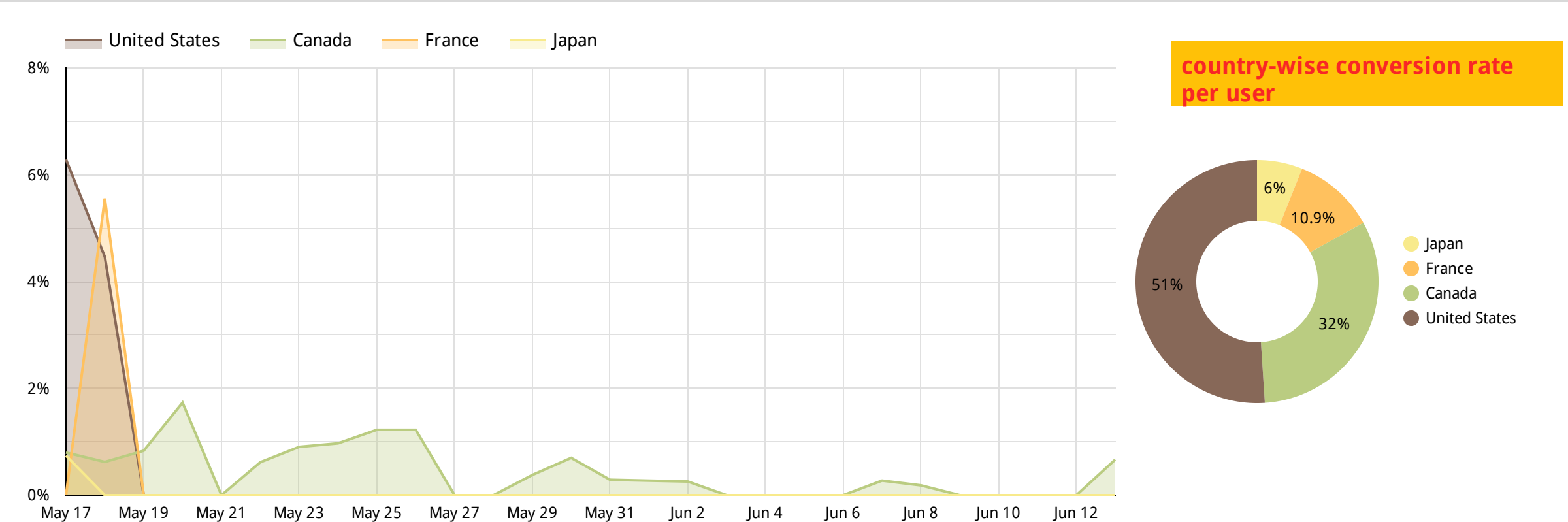
Day Index / Ecommerce Conversion Rate											
Date	User Type	0027	0026	0025	0024	0023	0022	0021	0020	0019	Grand to...
Jun 13, 2023	Returning Visi...	0.13%									0.13%
	New Visitor	0%									0%
	Total	0.04%									0.04%
Jun 12, 2023	Returning Visi...		0%								0%
	New Visitor		0%								0%
	Total		0%								0%
Jun 11, 2023	Returning Visi...			0%							0%
	New Visitor			0%							0%
	Total			0%							0%
Jun 10, 2023	Returning Visi...				0%						0%
	New Visitor				0%						0%
	Total				0%						0%
Grand total		0.04%	0%	0%	0%	0%	0.04%	0.03%	0%	0%	0.21%

Conversion rate per user according to visitor



Country	Users	New Users	Bounce Rate	Conv Rate Per ...	Time on Screen ▾	Avg. Price	Avg. Order Value	Total Value
1... Albania	13	12	53.85%	0%	00:00:00	\$0	\$0	\$0
2... Peru	336	307	50%	0%	00:00:00	\$0	\$0	\$0
3... Zimbabwe	4	4	70%	0%	00:00:00	\$0	\$0	\$0
4... Honduras	6	6	44.44%	0%	00:00:00	\$0	\$0	\$0
5... Mongolia	5	4	60%	0%	00:00:00	\$0	\$0	\$0
6... Mauritius	11	10	57.89%	0%	00:00:00	\$0	\$0	\$0
7... (not set)	32	26	30.56%	0%	00:00:00	\$0	\$0	\$0
8... Laos	6	6	66.67%	0%	00:00:00	\$0	\$0	\$0
9... Kosovo	2	2	0%	0%	00:00:00	\$0	\$0	\$0
1... New Caledonia	1	0	100%	0%	00:00:00	\$0	\$0	\$0
1... Argentina	219	188	43.72%	0%	00:00:00	\$0	\$0	\$0
1... Canada	10,182	9,851	67.29%	0.31%	00:00:00	\$11.95	\$182.19	\$5,830.1
Grand total	55,621	50,631	48.74%	0.26%	00:00:00	\$12.41	\$122.74	\$17,797.4

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Acquisition

Default Channel G...	Session...	Bounce Rate
1. Direct	53,847	44.89%
2. Paid Search	15,844	61.62%
3. Affiliates	122	74.59%
4. Display	10	70%
5. Referral	3	66.67%
6. (Other)	2	50%
Grand total	69,828	48.74%

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Default Channel Grouping	Sessions
Direct	53,847
Paid Search	15,844
Affiliates	122
Display	10
Referral	3
(Other)	2

Sessions
69.8K

Users
55.7K

Activation

USERS

Bounce Rate
48.7%
↑ 1.5%

Pages / Session
3.9
↑ 0.7%

COMPEITION

Registrations
110.0
↑ 20.9%

Engaged Users
5.7K
↓ -4.7%

Goal Competions
10.2K
↓ -5.5%

Avg. Session Duration
02:53
↓ -2.4%

CONVERSION RATE

Registrations
0.2%
↑ 28.4%

Engaged Users
8.2%
↑ 1.3%

Goal Conversion Rate
14.6%
↑ 0.4%

Retention

Visitors

Users
55,665
↓ -3.0%

Bounces
34,036
↓ -4.4%

Day	Returning Visitor	New Visitor
1	35,000	57,000
2	35,000	0
3	16,000	0
4	11,000	0
7	7,000	0
6	6,000	0
5	3,000	0
9	2,000	0
11	2,000	0
15	1,000	0

Revenue

Revenue
\$17,797.40
↓ -88.6%

Transactions
145
↓ -89.2%

Revenue Per User
\$0.32
↓ -88.2%

Ecommerce Conversion Rate
0.21%
↓ -88.6%

Product Revenue per Purchase
\$40.45
↑ 6.7%

Product	Quantity
1. Google Metallic Notebook Set	250
2. Google Utensil Set	25
3. Google Recycled Canvas Tote	27
4. Google Recycled Felt Grey Tote	36
5. Google Vintage Wash Black Cap	66
6. Google Cloud Ash Zip Hoodie	3
7. Google Classic Black Pullover Hoodie	1
8. Google Steel Blue ORI Sustainable Backpack	1

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Referral

Referrer	Percentage
direct	63%
google	37%

Full Referrer	Sessions	Bounce Rate	Number of Sessions per User
1. (direct)	54,223	45.15%	1.28
2. google	15,340	61.02%	1.17
3. bing	135	71.11%	1.08
4. Partners	122	74.59%	1.3
5. tagassistant.google.com/	3	66.67%	1.5
6. dfa	3	100%	1
7. (not set)	2	50%	2

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Funnel Visualization

Authorization Required

Consent to render this community visualization has not been provided

Allow

User Ty...	Engaged Users...	Entered Checkout (Goal 4 Completi...	Registratio...
1. New Visitor	3,202	1,482	77
2. Returning ...	2,535	1,480	33

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