

# Website Overview



Select date range



Region



Device category



## Acquisition

Sessions

**24,889**

Engaged sessions

**21,087**

Percentage Change

-18.4%

-18.4%

Absolute Change

-5,618

-4,762

## Behavior

Average session duration

**00:02:48**

6.7%

Engagement rate

**84.72%**

0.0%

00:00:10

-0.01%

## Conversions

Transactions

**137**

Total revenue

**\$26,008.50**

-24.7%

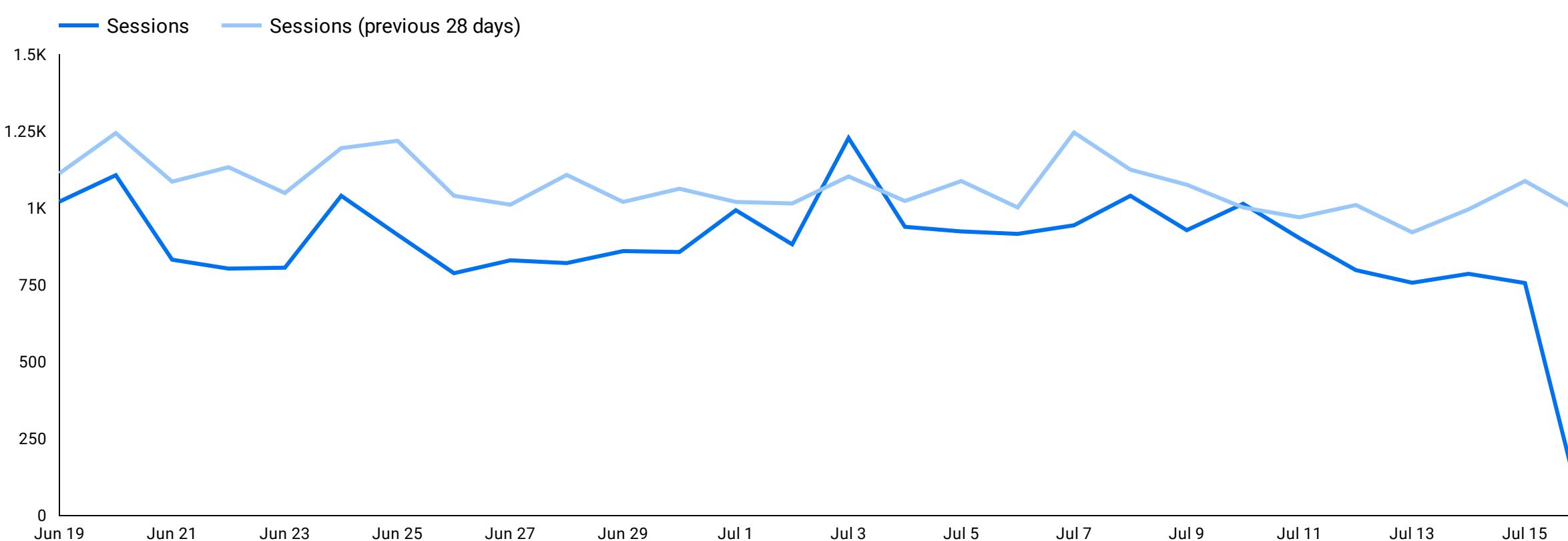
-43.9%

-45

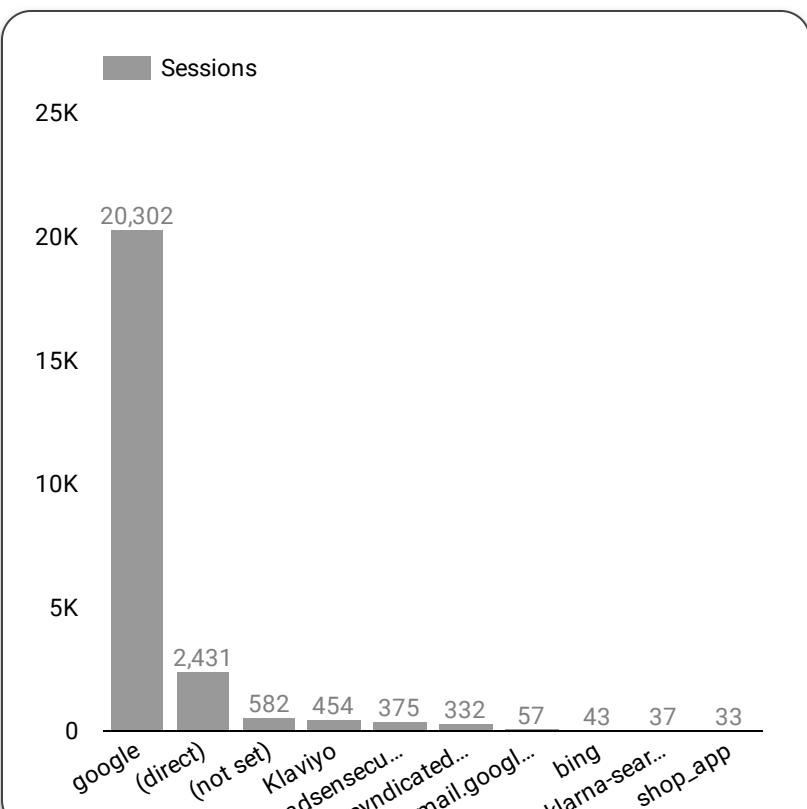
\$-20,326.98



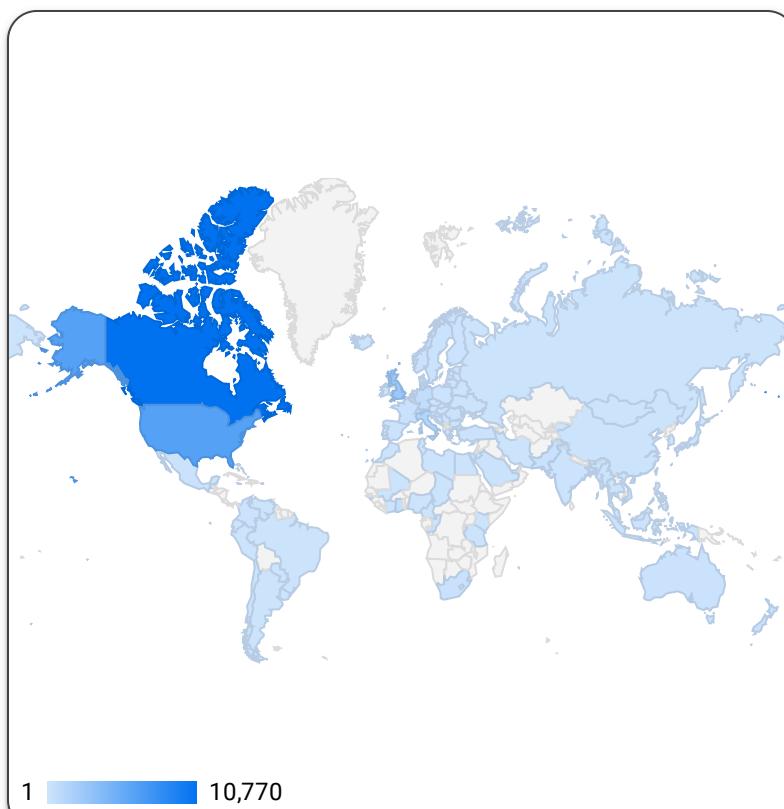
## Sessions Over Time



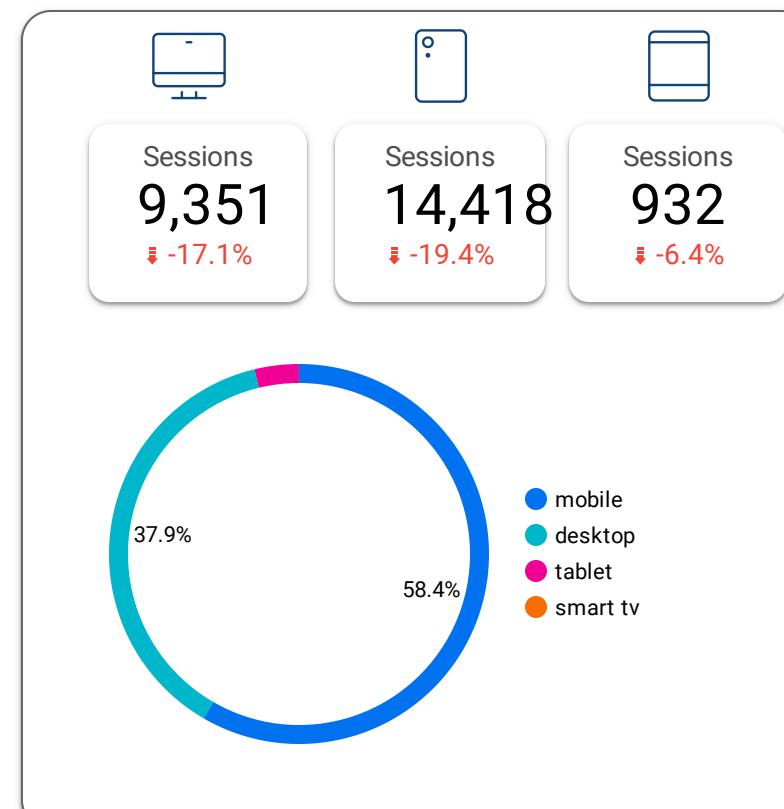
## Sessions by Channel



## Sessions by Country



## Sessions by Device Type

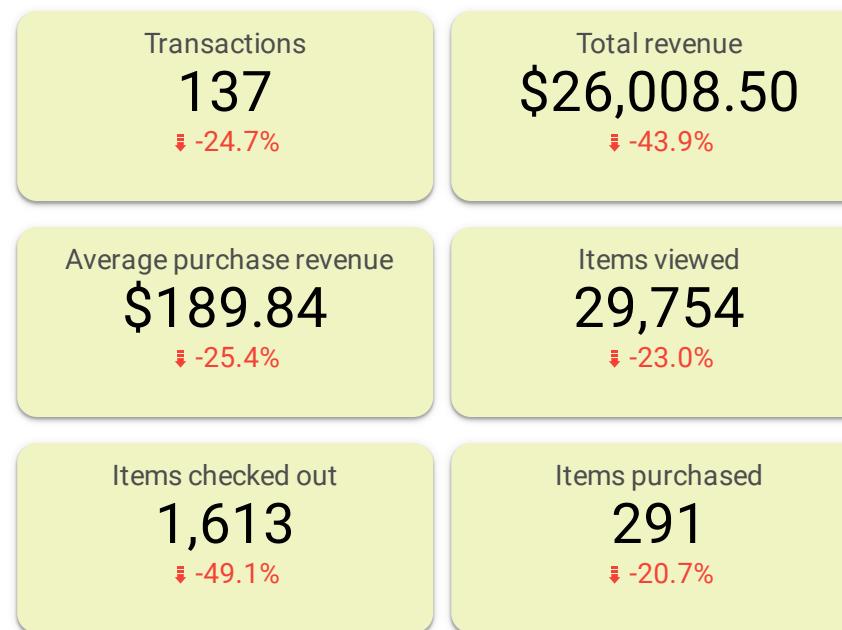




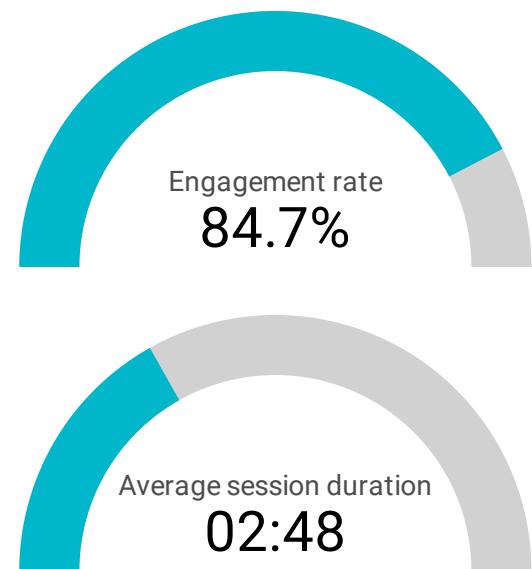
## Traffic



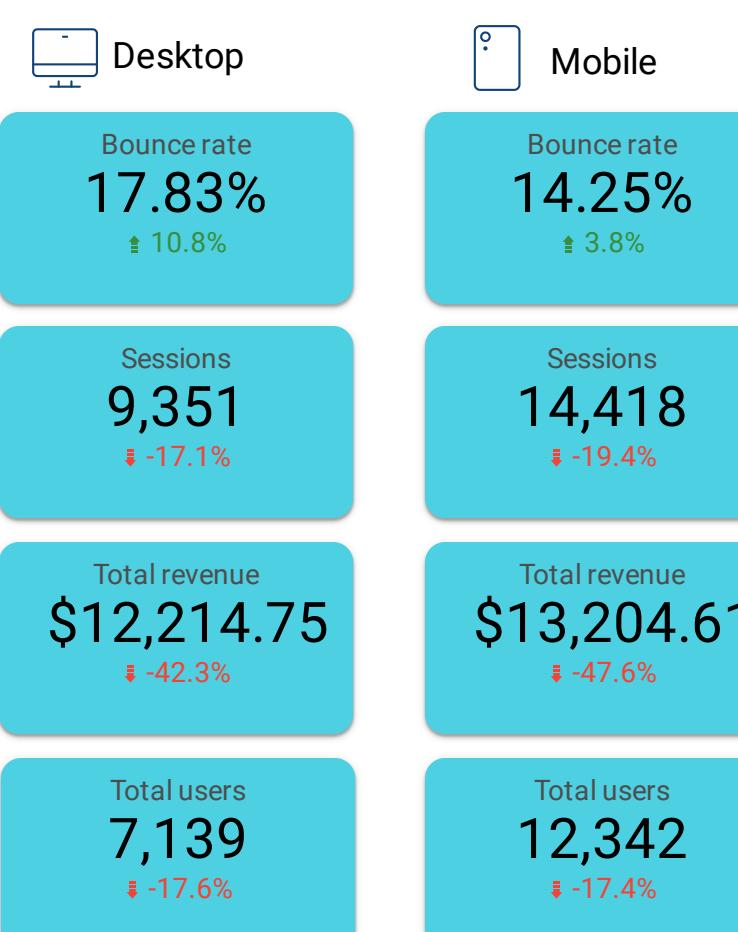
## Conversions



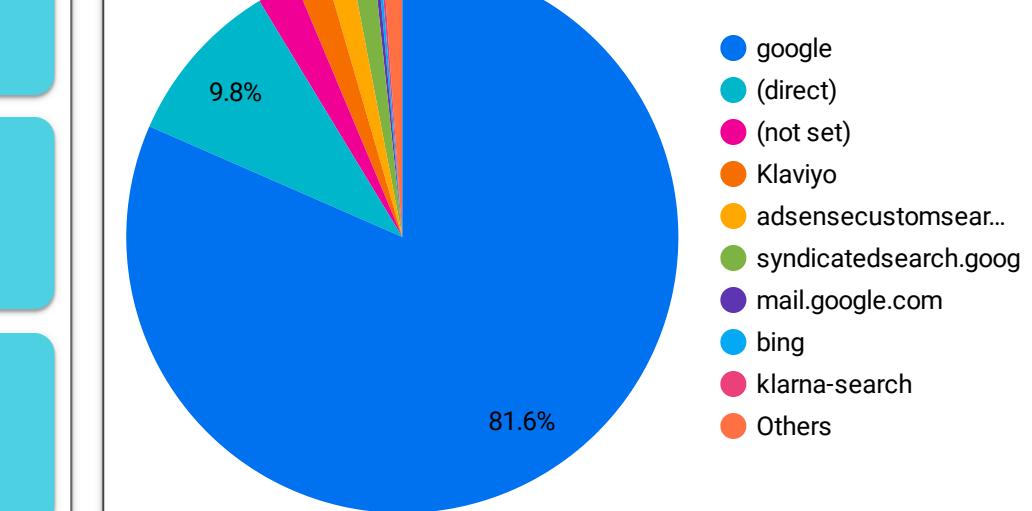
## Engagement



## Top Performance by Device Type



## Sessions by traffic source



## Top Landing Pages

Landing page	Sessions	% Δ	Total revenue	% Δ
/	1,023	-31.8% ↓	\$2,933.33	-9.9% ↓
(not set)	939	-24.9% ↓	\$0	-
/products/iphone-14-pr...	306	-43.1% ↓	\$0	-
/products/apple-macbook...	239	-60.3% ↓	\$0	-100.0% ↓
/products/apple-watch-...	164	-17.6% ↓	\$123.99	17.0% ↑
/products/27-apple-thu...	146	30.4% ↑	\$0	-100.0% ↓
/search	144	0.7% ↑	\$117.95	-
/products/mustang-ne...	143	-34.4% ↓	\$0	-
/products/apple-airpod...	138	170.6% ↑	\$0	-
/products/apple-watch-...	133	-13.1% ↓	\$174.99	-3.8% ↓
/pages/stockless-b2b	131	-	\$0	-
	129	-	\$0	-
/products/apple-2023-...	124	169.6% ↑	\$0	-

## Top Performing Region

Region	Sessions	% Δ	Total revenue	% Δ
Ontario	3,929	-1.2% ↓	\$2,620.18	-45.2% ↓
Quebec	2,608	-5.2% ↓	\$836.5	-82.9% ↓
British Columbia	2,414	1.0% ↑	\$2,967.26	19.8% ↑
England	2,248	-25.2% ↓	\$922.03	-86.9% ↓
California	981	-23.8% ↓	\$2,420.46	-24.1% ↓
Alberta	814	-11.5% ↓	\$762.35	-41.0% ↓
Florida	678	-20.7% ↓	\$685.45	-44.4% ↓
New York	631	-7.1% ↓	\$2,432.27	51.7% ↑
Texas	592	-17.1% ↓	\$1,355.43	46.3% ↑
Lombardy	420	-44.1% ↓	\$101.83	-87.1% ↓
Greater Accra Region	414	-37.4% ↓	\$0	-
Virginia	353	-31.7% ↓	\$403.33	-9.2% ↓
Illinois	351	-1.1% ↓	\$968.87	199.8% ↑

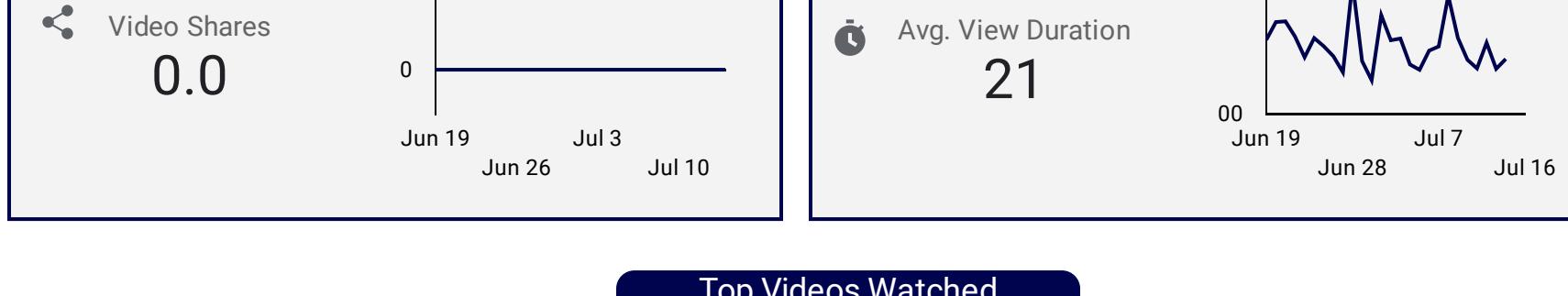
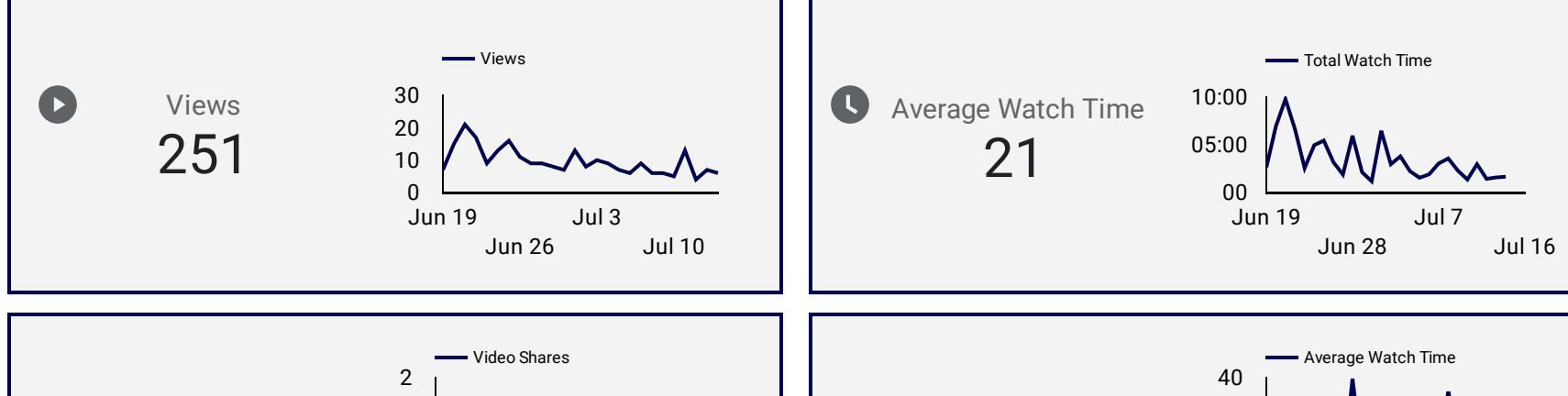


# Channel Report

Select date range

Video Title

## Trending

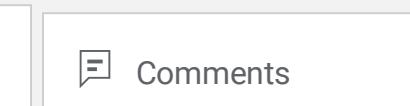


## Top Videos Watched

Video Title	Views	Average Watch Time	Video Shares	Video Likes Added
LG Ultra Slim DVD Writer - Stock4Less	101	00:00:15	0	0
Your Number One Choice for Marine & Boatin...	57	00:00:11	0	0
Your Favorite E-Commerce Store in Los Angel...	47	00:00:26	0	0
How to shave   Panasonic Close Curves Wet D...	15	00:00:45	0	0
How to add contacts on your iPhone, iPad, iP...	12	00:01:02	0	0
Your Favorite E-Commerce Store in Los Angel...	4	00:00:23	0	0
Refurbished MacBooks #macbooks #apple #...	4	00:00:22	0	0
Vintage Phones - Stock4Less - TikTok	3	00:00:09	0	0
How to use a Weego Jump Starter Battery ?	2	00:00:11	0	0

1 - 10 / 18 &lt; &gt;

## Likes, Comments, and Subscriptions

Like Likes
**1**

Playlist Video Added

**0**

Comments

**0**

Video Title	Playlist Videos Added	Video Likes Added
Dale Tiffany, Director of Operations, Employee Spotlight Video Seri...	0	0
Josephine Anangfio, Social Media Analyst based in Ghana talks a...	0	0
Webcam ANG ANW-1080P Full HD - Stock4Less	0	0
How to use a Weego Jump Starter Battery ?	0	0
Your Favorite E-Commerce Store in Los Angeles!.mp4	0	0
How to add contacts on your iPhone, iPad, iPod	0	0
Infrared Thermometer COVID - Stock4Less	0	0
Your Favorite E-Commerce Store in Los Angeles!	0	0
How to shave   Panasonic Close Curves Wet Dry Shaver	0	0

1 - 18 / 18 &lt; &gt;

## Video Views By Demographic

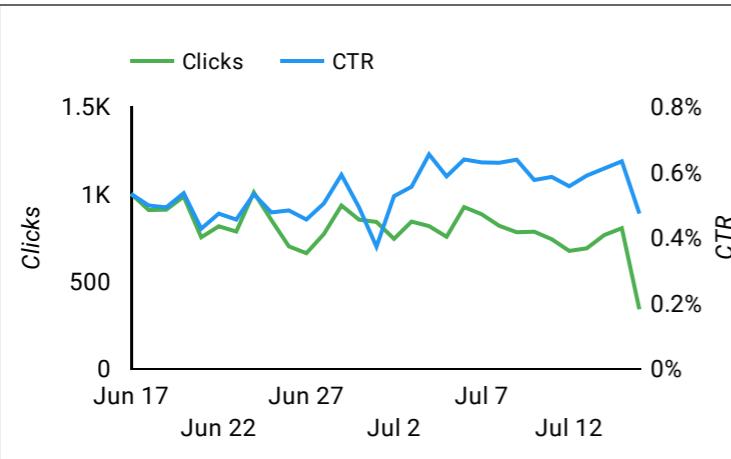




## Click Through Rate & Impressions

by Clicks, CTR, and Impressions

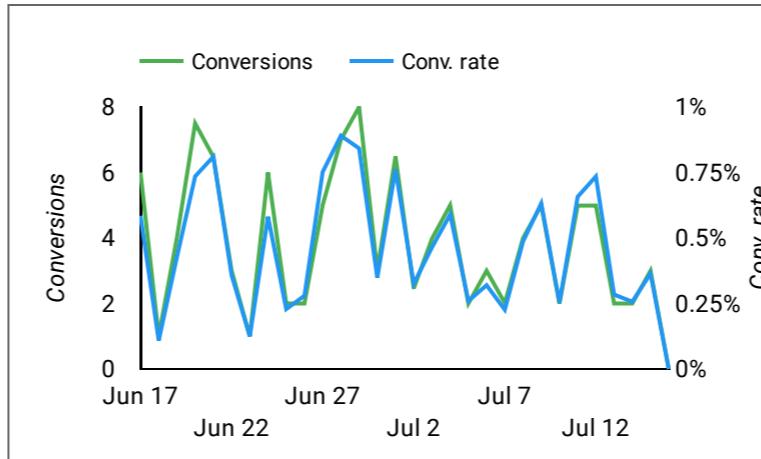
Clicks	CTR	Impressions
<b>24.2K</b>	<b>0.5%</b>	<b>0.0</b>
⬇️ -17.0%	⬆️ 7.7%	N/A



## Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

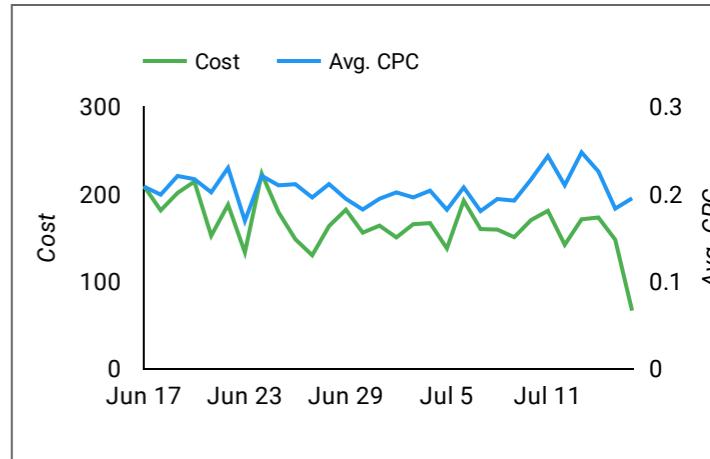
Conversions	Conv. rate	Cost / conv.
<b>114.9</b>	<b>0.5%</b>	<b>\$43.23</b>
⬇️ -33.6%	⬇️ -18.6%	⬆️ 11.0%



## Cost Per Click

by Cost, CPC, and CPM

Clicks	Avg. CPC	Avg. CPM
<b>24.20K</b>	<b>\$0.21</b>	<b>\$1.10</b>
⬇️ -17.0%	⬇️ -11.2%	⬇️ -4.3%



## Top Campaigns

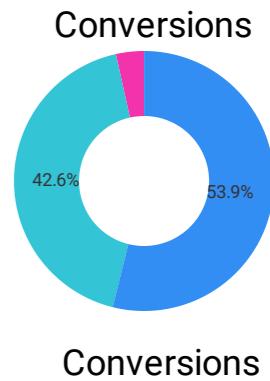
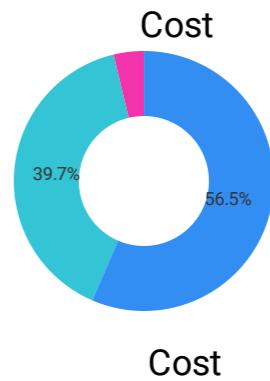
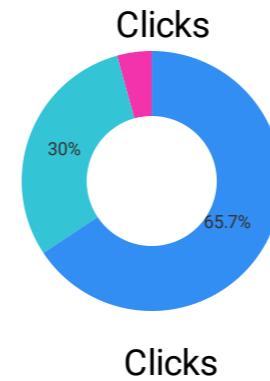
by CTR, Avg. CPC, and Cost / Conv.

Campaign	CTR	Avg. CPC	Cost / conv.
1. S4L - Marine North A...	0.91%	\$0.21	\$34.11
2. S4L - Marine Europe	0.89%	\$0.22	\$90.59
3. MS - P.Max - Apple EU	0.74%	\$0.31	\$0
4. S4L- Apple North Am...	0.17%	\$0.17	\$48.83
5. Back To School	0%	\$0	\$0
6. test_Campaign	0%	\$0	\$0
7. My Product Listing Ads	0%	\$0	\$0
8. PMax: Back To School	0%	\$0	\$0

1 - 36 / 36 &lt; &gt;

## Device Breakdown

by Clicks, Cost, and Conversions

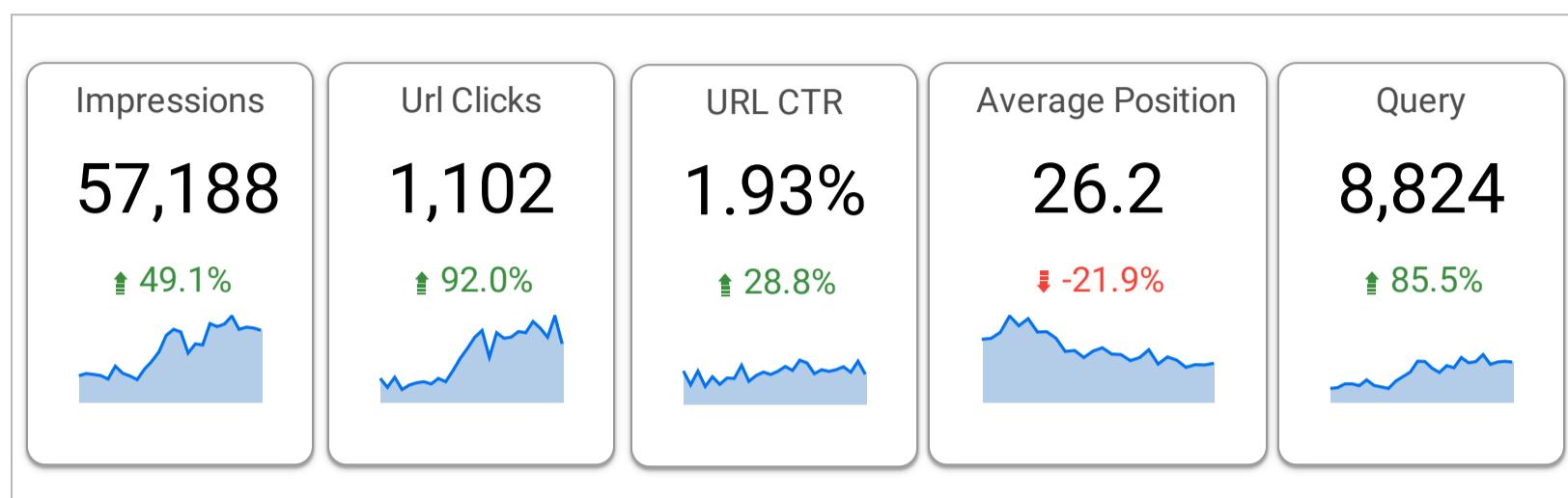


# Google Search Console

Select date ran ▾



## Search Performance



## Performance by Query

Query	Impressions...	% Δ	URL CTR	% Δ	Average Posi...	% Δ
stock4less	██████████	-28.0...	█	28.4...	█	44.9...
apple watch	██	51.4...	█	-9.2%...	█	-40.6...
ipod	██	13,50...	█	-	█	105.3...
imac	██	1,825...	█	-53.2...	█	-3.4...
printers copiers ...	██	28.4...	█	-	█	-22.2...
stock4less.com	██	-23.8...	█	31.2...	█	22.3...
stock for less	██	-3.6%...	█	-3.7%...	█	0.0%
apple watch ser...	██	108.3...	█	-60.0...	█	-25.7...
ipad	██	1,346...	█	-	█	161.5...
stock4less revie...	██	-15.2...	█	-	█	-10.1...
marine hardware	██	7.0% ↑	█	-	█	-13.2...
1 - 100 / 8824 < >						

## Top Queries

## Landing Pages

Landing Page	Impressions...	% Δ	URL CTR	% Δ	URL CTR	% Δ
https://stock4l...	██████████	1.2%...	█	117...	█	117...
https://stock4l...	██████████	-21.1...	█	13.7...	█	13.7...
https://stock4l...	██████████	-4.6%...	█	57.3...	█	57.3...
https://stock4l...	██████████	-19.8...	█	149...	█	149....
https://stock4l...	██████████	61.1...	█	-	█	-
https://stock4l...	██████████	-21.9...	█	28.0...	█	28.0...
https://stock4l...	██████████	-39.9...	█	149...	█	149....
https://stock4l...	██████████	93.9...	█	3.1%...	█	3.1%...
https://stock4l...	██████████	18.8...	█	-	█	-
https://stock4l...	██████████	494...	█	-	█	-
https://stock4l...	██████████	6.4%...	█	-	█	-
1 - 100 / 32088 < >						

## Performance by Device

Device Ca...	Impressio...	% Δ	URL CTR	% Δ	URL CTR	% Δ
DESKTOP	██████████	18....	█	36....	█	36....
MOBILE	██████████	110...	█	5.1...	█	5.1...
TABLET	██	165...	█	17....	█	17....

## Impressions by Country



Country	Impre...	%...	URL C...	%...	URL C...	%...
United ...	██████████	9...	█	2...	█	2...
United ...	██	4...	█	1...	█	1...
Canada	██	-...	█	5...	█	5...
India	██	4...	█	-...	█	-...
South ...	██	1...	█	-	█	-
Brazil	██	2...	█	1...	█	1...
Vietnam	██	4...	█	-...	█	-...
Australia	██	1...	█	8...	█	8...
Russia	██	-...	█	-...	█	-...
Sweden	██	6...	█	8...	█	8...
Germany	██	2...	█	1...	█	1...
France	██	-...	█	1...	█	1...