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Freeform

CJA Demo Data Sandbox

This month
Aug 1, 2025 - Aug 31, 2025

Segment

First-time visitors

Freeform table

	Product Views	Time Spent Per Person	Cart Views
Marketing Channel	<div>Aug 1Aug 31</div>	<div>Aug 1Aug 31</div>	<div>Aug 1Aug 31</div>
Page: 1 / 1 Rows: 50 1-15 of 15	2,862,104 out of 2,862,104	841 out of 841	277,631 out of 277,631
1. Email	496,269 17.3%		377 44.8%
2. SMS	349,501 12.2%		350 41.6%
3. Comparison Shopping	340,075 11.9%		350 41.7%
4. Push	311,859 10.9%		314 37.4%
5. Other Websites	303,414 10.6%		308 36.6%
6. Paid Search	268,941 9.4%		327 38.9%
7. Typed / Bookmarked	206,243 7.2%		203 24.2%
8. Display	191,579 6.7%		332 39.5%
9. In-App Messaging	102,281 3.6%	776 92.3%	
10. Social Campaign	78,638 2.7%	261 31.0%	
11. Natural Search	68,241 2.4%	258 30.7%	
12. Podcast	59,991 2.1%	244 29.0%	
13. Television	31,784 1.1%	239 28.5%	
14. Print	30,385 1.1%	235 27.9%	
15. Social Referrals	22,903 0.8%	231 27.5%	

Sample Funnel Analysis

CJA Demo Data Sandbox

This month
Aug 1, 2025 - Aug 31, 2025

23.2% of "All users" converted

Fewer than a quarter completed the entire funnel.

< 1 of 2 >

Conversion rate

100.0%

39.9%

33.0%

23.2%

1. Email events (app: produc...

2. Product Views (app: prod...

3. Cart Additions

4. Checkouts

A. All users

Attribution

CJA Demo Data Sandbox

This month
Aug 1, 2025 - Aug 31, 2025

Product Views across Marketing Channel | Models: Last Touch, First Touch, Linear | Lookback: 14 Days

Total Product Views

2,863,276

All Data : Product Views

Product Views Attribution Comparison

Product Views (Last Touch | People | 14 Days)

Product Views (First Touch | People | 14 Days)

Product Views (Linear | People | 14 Days)

Product Views Attribution Comparison

	Product Views Last Touch People 14 Days	Product Views First Touch People 14 Days	Product Views Linear People 14 Days
Marketing Channel	<div>Aug 1Aug 31</div>	<div>Aug 1Aug 31</div>	<div>Aug 1Aug 31</div>
Page: 1 / 2 > Rows: 10 1-10 of 15	2,863,453 out of 2,863,453	2,863,453 out of 2,863,453	2,863,453 out of 2,863,453
1. Email	510,031 17.8%		523,655 18.3%
2. SMS	359,312 12.5%		359,378 12.6%
3. Comparison Shopping	348,502 12.2%		301,600 10.5%
4. Push	319,733 11.2%		367,433 12.8%
5. Other Websites	310,202 10.8%		305,084 10.7%
6. Paid Search	275,526 9.6%		241,896 8.4%
7. Display	198,460 6.9%		181,601 6.3%
8. Typed / Bookmarked	132,602 4.6%		132,602 4.6%
9. In-App Messaging	107,530 3.8%		86,411 3.0%
10. Social Campaign	81,539 2.8%		117,953 4.1%

Channel overlap

The number of times a conversion was influenced by multiple channels.

Marketing Channel equals any of Email + Product Views
1.91M

Marketing Channel equals any of SMS + Product Views
1.63M

Marketing Channel equals any of Comparison Shopping + Product Views
1.56M

Channel performance detail

Visual comparison of attribution models.

Product Views (Last Touch | People | 14 Days)

Product Views (Linear | People | 14 Days)

Trended channel performance

Trended performance of channels by attribution model.

Product Views [Marketing Channel: Email] (Last Touch | People | 14 Days)

Product Views [Marketing Channel: Email] (First Touch | People | 14 Days)

Product Views [Marketing Channel: Email] (Linear | People | 14 Days)

Channel flow

The most common paths people take across channels.

Contains: Email | Flow container: People | Repeats: On | First/last occurrence limiting: Off

MARKETING CHANNEL

MARKETING CHANNEL

MARKETING CHANNEL