

Freeform

Demo Data Adobe PM

This month
Aug 1, 2025 - Aug 31, 2025

	Page Views	Bounce Rate	Time Spent per Visitor (seconds)
Marketing Channel Page: 1 / 1 Rows: 50 1-4 of 4	<div>Aug 1Aug 31</div> ↓ 4,292 out of 4,292	<div>Aug 1Aug 31</div> ↓ 67.13% out of 67.13%	<div>Aug 1Aug 31</div> ↓ 1,670 out of 1,670
1. Direct	<div>Aug 1Aug 31</div> ↓ 2,375 55.3%	<div>Aug 1Aug 31</div> ↓ 72.93%	<div>Aug 1Aug 31</div> ↓ 1,096 65.6%
Direct	<div>Aug 1Aug 31</div> ↓ 2,375 out of 2,375	<div>Aug 1Aug 31</div> ↓ 3.44% out of 72.93%	<div>Aug 1Aug 31</div> ↓ 967 out of 1,096
Page Page: 1 / 32 > Rows: 10 1-10 of 313	<div>Aug 1Aug 31</div> ↓ 2,375 out of 2,375	<div>Aug 1Aug 31</div> ↓ 3.44% out of 72.93%	<div>Aug 1Aug 31</div> ↓ 967 out of 1,096
1. voice: error	221 9.3%	0.00%	76 7.9%
2. voice: shopping list: add item to list	123 5.2%	2.02%	70 7.3%
3. voice: store hours	117 4.9%	1.00%	63 6.5%
4. home	112 4.7%	2.78%	724 74.9%
5. voice: media: play podcast	102 4.3%	3.19%	58 6.0%
6. voice: app launch	99 4.2%	1.01%	59 6.1%
7. voice: pharmacy: refill a prescription	94 4.0%	2.35%	60 6.2%
8. voice: grocery pickup: schedule a pickup	53 2.2%	0.00%	83 8.6%
9. app: launch	52 2.2%	0.00%	471 48.7%
10. forum	47 2.0%	20.00%	514 53.1%
2. Referral	<div>Aug 1Aug 31</div> ↓ 1,453 33.9%	<div>Aug 1Aug 31</div> ↓ 9.31%	<div>Aug 1Aug 31</div> ↓ 3,011 180.3%
Referral	<div>Aug 1Aug 31</div> ↓ 1,453 out of 1,453	<div>Aug 1Aug 31</div> ↓ 8.98% out of 9.31%	<div>Aug 1Aug 31</div> ↓ 3,006 out of 3,011
Page Page: 1 / 29 > Rows: 10 1-10 of 288	<div>Aug 1Aug 31</div> ↓ 1,453 out of 1,453	<div>Aug 1Aug 31</div> ↓ 8.98% out of 9.31%	<div>Aug 1Aug 31</div> ↓ 3,006 out of 3,011
1. home	117 8.1%	6.98%	751 25.0%
2. forum	52 3.6%	33.33%	515 17.1%
3. app: launch	47 3.2%	0.00%	707 23.5%
4. category 5	45 3.1%	5.56%	965 32.1%
5. category 1	42 2.9%	7.69%	958 31.9%
6. app: category 1	41 2.8%	0.00%	850 28.3%
7. lead form: step 1	40 2.8%	11.76%	555 18.5%
8. category 4	37 2.5%	0.00%	717 23.8%
9. category 2	33 2.3%	16.67%	950 31.6%
10. events	32 2.2%	0.00%	525 17.4%
3. Social Media	<div>Aug 1Aug 31</div> ↓ 410 9.6%	<div>Aug 1Aug 31</div> ↓ 11.76%	<div>Aug 1Aug 31</div> ↓ 3,807 227.9%
Social Media	<div>Aug 1Aug 31</div> ↓ 410 out of 410	<div>Aug 1Aug 31</div> ↓ 9.09% out of 11.76%	<div>Aug 1Aug 31</div> ↓ 3,807 out of 3,807
Page Page: 1 / 14 > Rows: 10 1-10 of 131	<div>Aug 1Aug 31</div> ↓ 410 out of 410	<div>Aug 1Aug 31</div> ↓ 9.09% out of 11.76%	<div>Aug 1Aug 31</div> ↓ 3,807 out of 3,807
1. home	25 6.1%	33.33%	954 25.1%
2. app: category 1	20 4.9%	0.00%	1,221 32.1%
3. app: category 2	17 4.1%	0.00%	1,123 29.5%
4. app: launch	16 3.9%	0.00%	873 22.9%
5. category 5	12 2.9%	0.00%	855 22.5%
6. category 2	12 2.9%	0.00%	519 13.6%
7. events	12 2.9%	0.00%	500 13.1%
8. forum	11 2.7%	0.00%	719 18.9%
9. search results	10 2.4%	0.00%	454 11.9%
10. app: navigation	9 2.2%	0.00%	1,199 31.5%
4. Natural Search	<div>Aug 1Aug 31</div> ↓ 54 1.3%	<div>Aug 1Aug 31</div> ↓ 16.67%	<div>Aug 1Aug 31</div> ↓ 2,078 124.4%
Natural Search	<div>Aug 1Aug 31</div> ↓ 54 out of 54	<div>Aug 1Aug 31</div> ↓ 16.67% out of 16.67%	<div>Aug 1Aug 31</div> ↓ 2,078 out of 2,078
Page Page: 1 / 4 > Rows: 10 1-10 of 39	<div>Aug 1Aug 31</div> ↓ 54 out of 54	<div>Aug 1Aug 31</div> ↓ 16.67% out of 16.67%	<div>Aug 1Aug 31</div> ↓ 2,078 out of 2,078
1. home	7 13.0%	0.00%	451 21.7%
2. app: navigation	3 5.6%	0.00%	1,143 55.0%
3. app: track order	3 5.6%	0.00%	1,124 54.1%
4. lead form: step 1	2 3.7%	50.00%	1,015 48.8%
5. category 3	2 3.7%	0.00%	1,468 70.6%
6. mobile web: home	2 3.7%	0.00%	561 27.0%
7. mobile web: lead form: step 2	2 3.7%	0.00%	1,202 57.8%
8. app: product details	2 3.7%	0.00%	0 0.0%
9. product details: prd1031	1 1.9%	100.00%	0 0.0%
10. product details: prd1045	1 1.9%	0.00%	911 43.8%

Attribution

Demo Data Adobe PM

This month
Aug 1, 2025 - Aug 31, 2025

Checkouts across Marketing Channel | Models: Last Touch, First Touch, U Shaped | Lookback: 30 Days

Total Checkouts

109

All Visits : Checkouts

Checkouts Attribution Comparison

Adobe Campaign Clicked

Checkouts (Last Touch | Visitor | 30 Days)

Checkouts (First Touch | Visitor | 30 Days)

Checkouts (U Shaped | Visitor | 30 Days)

Direct

Referral

Social Media

Natural Search

Checkouts Attribution Comparison

Adobe Campaign Clicked

Checkouts (Last Touch | Visitor | 30 Days)

Checkouts (First Touch | Visitor | 30 Days)

Checkouts (U Shaped | Visitor | 30 Days)

Marketing Channel	Page: 1 / 4 Rows: 10 1-4 of 4	Adobe Campaign Clicked	Checkouts (Last Touch Visitor 30 Days)	Checkouts (First Touch Visitor 30 Days)	Checkouts (U Shaped Visitor 30 Days)
1. Direct	<div>Aug 1Aug 31</div> ↓ 58 out of 58	<div>Aug 1Aug 31</div> ↓ 41 70.7%	<div>Aug 1Aug 31</div> ↓ 57 52.3%	<div>Aug 1Aug 31</div> ↓ 59 54.1%	<div>Aug 1Aug 31</div> ↓ 58 53.2%
2. Referral	<div>Aug 1Aug 31</div> ↓ 15 25.9%	<div>Aug 1Aug 31</div> ↓ 43 39.4%	<div>Aug 1Aug 31</div> ↓ 46 42.2%	<div>Aug 1Aug 31</div> ↓ 45 40.8%	
3. Social Media	<div>Aug 1Aug 31</div> ↓ 1 1.7%	<div>Aug 1Aug 31</div> ↓ 9 8.3%	<div>Aug 1Aug 31</div> ↓ 4 3.7%	<div>Aug 1Aug 31</div> ↓ 7 6.0%	
4. Natural Search	<div>Aug 1Aug 31</div> ↓ 1 1.7%	<div>Aug 1Aug 31</div> ↓ 0 0.0%	<div>Aug 1Aug 31</div> ↓ 0 0.0%	<div>Aug 1Aug 31</div> ↓ 0 0.0%	

Channel overlap

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

Direct

Referral

Social Media

Natural Search

Adobe Campaign Clicked

Checkouts (Last Touch | Visitor | 30 Days)

Checkouts (First Touch | Visitor | 30 Days)

Checkouts (U Shaped | Visitor | 30 Days)

Touchpoints per journey

Histogram of the number of touches visitors had to any channel.

Unique Visitors

1

3

5

7

9

11

13

15

17

19

21

23

25+

Marketing Channel Instances

Trended channel performance

Trended performance of channels by attribution model.

Adobe Campaign Clicked [Marketing Channel: Direct]

Checkouts [Marketing Channel: Direct] (Last Touch | Visitor | 30 Days)

Checkouts [Marketing Channel: Direct] (First Touch | Visitor | 30 Days)

Checkouts [Marketing Channel: Direct] (U Shaped | Visitor | 30 Days)

27 Jul

3 Aug

10

17

24

31

Channel performance detail

Visual comparison of attribution models.

Adobe Campaign Clicked

Checkouts (First Touch | Visitor | 30 Days)

Checkouts (Last Touch | Visitor | 30 Days)

Channel flow

The most common paths visitors take across channels.

Contains:

Direct

 | Flow container: Visits | Repeats: Off | First/last occurrence limiting: Off

MARKETING CHANNEL

* Direct

2,867 Path views

Social Media 12

Natural Search 4

Segment comparison

Demo Data Adobe PM

This month
Aug 1, 2025 - Aug 31, 2025

First Time Visits vs Paid Search | Generated at 6:15 AM on Jul 24, 2025

Size and Overlap

First Time Visits + Unique Visitors

3,164

Paid Search + Unique Visitors

75

Unique Visitors : First Time Visits

Unique Visitors : Paid Search

Unique Visitors : First Time Visits + Paid Search

First Time Visits

3,164

Unique Visitors : First Time Visits

Paid Search

75

Unique Visitors : Paid Search

Overlap

75

Unique Visitors : First Time Visits + Paid Search

Top metrics against Segments

	First Time Visits	Paid Search	Difference score
Metrics Page: 1 / 1 Rows: 50 1-17 of 17	<div>Aug 1</div> 592	<div>Aug 1</div> 3,612	<div>Aug 1</div> ↓
1. Searches / Visitors	0.03	1.13	0.97
2. Bounces / Visitors	0.67	0.07	0.93
3. Activity Impressions / Visitors	0.08	0.59	0.88
4. Asset Impressions / Visitors	1.30	8.35	0.88
5. Asset Clicks / Visitors	0.08	0.40	0.88
6. Online Demos / Visits	2.74	76.14	0.97

Top dimension items against Segments

	First Time Visits	Paid Search	Difference score
Mixed Dimensions Page: 1 / 1 Rows: 50 1-50 of 50	<div>Aug 1</div>	<div>Aug 1</div>	<div>Aug 1</div> ↓
1. Paid Search: Paid	2.4%	100.0%	0.98
2. Marketing Channel: Paid Search	2.5%	100.0%	0.98
3. Referrer Type: Search Engines	2.8%	100.0%	0.97
4. Interaction Channel: Website	16.8%	89.3%	0.76
5. Time Spent on Page - Bucketed: 5 to 10 minutes	14.4%	82.7%	0.71
6. Campaign Delivery Method: Google	1.4%	53.3%	0.70

Metric over time by Segment

Searches / Visitors (First Time Visits)

Searches / Visitors (Paid Search)

1.00

0.80

0.60

0.40

0.20

0.00

3 Aug

10

17

24

31

Dimension items by Segment

Unique Visitors (First Time Visits)

Unique Visitors (Paid Search)

Difference score

100.0%

50.0%

Paid Search: Paid

Marketing Channel: Paid Search

Referrer Type: Search Engines

Interaction Channel: Website

Time Spent on Page - Bucket...