

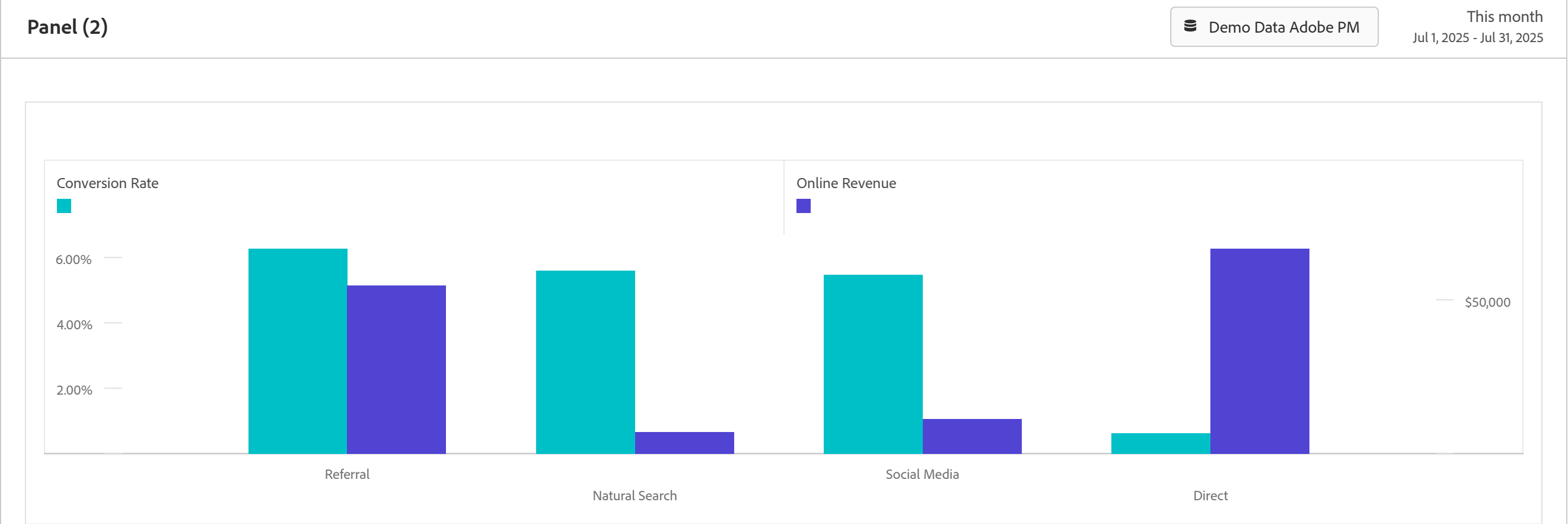
Panel

Demo Data Adobe PM

Jul 1, 2022 - Jul 31, 2022

Freeform table

	Occurrences	Visits	Online Orders	Online Revenue	Conversion Rate
Marketing Channel	4,072,001 out of 4,072,001	444,618 out of 444,618	32,773 out of 32,773	\$10,534,515 out of \$10,534,515	7.37% out of 7.37%
Page: 1 / 1 Rows: 50 1-5 of 5	Jul 1	Jul 1Jul 31	Jul 1Jul 31	Jul 1	Jul 1Jul 31
1. Referral	2,380,750 58.5%	229,265 51.6%	21,490 65.6%	\$6,796,946 64.5%	9.37%
2. Direct	1,096,573 26.9%	178,837 40.2%	7,243 22.1%	\$2,380,107 22.6%	4.05%
3. Social Media	412,950 10.1%	41,310 9.3%	2,580 7.9%	\$876,739 8.3%	6.25%
4. Natural Search	174,485 4.3%	17,161 3.9%	1,347 4.1%	\$441,707 4.2%	7.85%
5. None	7,243 0.2%	445 0.1%	113 0.3%	\$39,016 0.4%	25.39%



Bar Data

	Conversion Rate	Online Revenue
Marketing Channel	1.11% out of 1.11%	\$139,535 out of \$139,535
Page: 1 / 1 Rows: 50 1-4 of 4	Jul 1Jul 31	Jul 1Jul 31
1. Referral	6.27%	\$54,648 39.2%
2. Natural Search	5.60%	\$7,045 5.0%
3. Social Media	5.48%	\$11,258 8.1%
4. Direct	0.62%	\$66,585 47.7%

