

Freeform

Demo Data Adobe PM

This month
Jul 1, 2025 - Jul 31, 2025

	Page Views	Bounce Rate	Time Spent per Visitor (seconds)
Marketing Channel Page: 1 / 1 Rows: 50 1-4 of 4	<div>Jul 1Jul 31</div> <div>56,823 out of 56,823</div>	<div>Jul 1Jul 31</div> <div>69.27% out of 69.27%</div>	<div>Jul 1Jul 31</div> <div>1,648 out of 1,648</div>
1. Direct	<div>Jul 1Jul 31</div> <div>34,094 60.0%</div>	<div>Jul 1Jul 31</div> <div>74.58%</div>	<div>Jul 1Jul 31</div> <div>1,194 72.5%</div>
Page Page: 1 / 88 > Rows: 10 1-10 of 880	<div>Jul 1Jul 31</div> <div>34,094 out of 34,094</div>	<div>Jul 1Jul 31</div> <div>2.93% out of 74.58%</div>	<div>Jul 1Jul 31</div> <div>1,065 out of 1,194</div>
1. voice: error	2,957 8.7%	1.96%	73 6.8%
2. voice: shopping list: add item to list	1,542 4.5%	1.09%	70 6.6%
3. home	1,445 4.2%	3.42%	703 66.0%
4. voice: store hours	1,363 4.0%	1.78%	58 5.5%
5. voice: media: play podcast	1,308 3.8%	1.55%	59 5.6%
6. voice: pharmacy: refill a prescription	1,234 3.6%	1.05%	59 5.5%
7. voice: app launch	1,217 3.6%	0.25%	59 5.5%
8. app: launch	884 2.6%	0.00%	636 59.8%
9. voice: shopping list: what's on my list	642 1.9%	0.00%	83 7.8%
10. articles	617 1.8%	10.34%	449 42.1%
2. Referral	<div>Jul 1Jul 31</div> <div>17,342 30.5%</div>	<div>Jul 1Jul 31</div> <div>9.16%</div>	<div>Jul 1Jul 31</div> <div>2,848 172.8%</div>
Page Page: 1 / 77 > Rows: 10 1-10 of 769	<div>Jul 1Jul 31</div> <div>17,342 out of 17,342</div>	<div>Jul 1Jul 31</div> <div>8.93% out of 9.16%</div>	<div>Jul 1Jul 31</div> <div>2,848 out of 2,848</div>
1. home	1,291 7.4%	7.11%	801 28.1%
2. app: launch	561 3.2%	0.00%	675 23.7%
3. category 5	553 3.2%	5.60%	757 26.6%
4. lead form: step 1	522 3.0%	20.22%	573 20.1%
5. category 3	518 3.0%	8.14%	756 26.5%
6. category 4	517 3.0%	9.38%	752 26.4%
7. category 2	509 2.9%	7.66%	728 25.6%
8. articles	479 2.8%	15.79%	464 16.3%
9. forum	442 2.5%	0.00%	479 16.8%
10. category 1	415 2.4%	8.66%	730 25.6%
3. Social Media	<div>Jul 1Jul 31</div> <div>4,068 7.2%</div>	<div>Jul 1Jul 31</div> <div>10.34%</div>	<div>Jul 1Jul 31</div> <div>2,668 161.9%</div>
Page Page: 1 / 47 > Rows: 10 1-10 of 465	<div>Jul 1Jul 31</div> <div>4,068 out of 4,068</div>	<div>Jul 1Jul 31</div> <div>10.36% out of 10.34%</div>	<div>Jul 1Jul 31</div> <div>2,671 out of 2,668</div>
1. home	283 7.0%	8.82%	687 25.7%
2. app: launch	169 4.2%	0.00%	590 22.1%
3. category 2	127 3.1%	7.32%	681 25.5%
4. category 4	121 3.0%	5.13%	708 26.5%
5. category 5	119 2.9%	7.50%	687 25.7%
6. articles	109 2.7%	0.00%	429 16.1%
7. category 3	106 2.6%	2.86%	700 26.2%
8. lead form: step 1	104 2.6%	21.05%	445 16.7%
9. search results	101 2.5%	0.00%	542 20.3%
10. forum	100 2.5%	0.00%	474 17.8%
4. Natural Search	<div>Jul 1Jul 31</div> <div>1,319 2.3%</div>	<div>Jul 1Jul 31</div> <div>9.45%</div>	<div>Jul 1Jul 31</div> <div>2,626 159.3%</div>
Page Page: 1 / 28 > Rows: 10 1-10 of 277	<div>Jul 1Jul 31</div> <div>1,319 out of 1,319</div>	<div>Jul 1Jul 31</div> <div>9.60% out of 9.45%</div>	<div>Jul 1Jul 31</div> <div>2,647 out of 2,626</div>
1. home	121 9.2%	7.41%	715 27.0%
2. forum	61 4.6%	0.00%	497 18.8%
3. articles	51 3.9%	0.00%	571 21.5%
4. lead form: step 1	48 3.6%	22.22%	485 18.3%
5. app: launch	40 3.0%	0.00%	729 27.5%
6. category 5	37 2.8%	6.67%	616 23.3%
7. search results	37 2.8%	0.00%	540 20.4%
8. category 2	36 2.7%	10.00%	589 22.3%
9. category 4	30 2.3%	18.18%	777 29.3%
10. events	29 2.2%	0.00%	362 13.7%

Attribution

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This month
Jul 1, 2025 - Jul 31, 2025

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

Total Cart Additions

2,088

All Visits : Cart Additions

Cart Additions Attribution Comparison

Cart Additions (Last Touch | Visitor | 30 Days)

Cart Additions (First Touch | Visitor | 30 Days)

Cart Additions (U Shaped | Visitor | 30 Days)

Direct

Referral

Social Media

Natural Search

Cart Additions Attribution Comparison

Marketing Channel	Cart Additions Last Touch Visitor 30 Days	Cart Additions First Touch Visitor 30 Days	Cart Additions U Shaped Visitor 30 Days
1. Direct	1,112 53.3%	1,155 55.3%	1,133 54.3%
2. Referral	734 35.2%	772 37.0%	753 36.1%
3. Social Media	186 8.9%	127 6.1%	157 7.5%
4. Natural Search	56 2.7%	34 1.6%	45 2.2%

Channel overlap

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

Direct

Referral

Social Media

Natural Search

Cart Additions (Last Tou...

Cart Additions (First Tou...

Cart Additions (U Shape...

Touchpoints per journey

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

Unique Visitors

Marketing Channel Instances

Trended channel performance

Trended performance of channels by attribution model.

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

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

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

Channel performance detail

Visual comparison of attribution models.

Cart Additions (Last Touch | Visitor | 30 Days)

Cart Additions (U Shaped | Visitor | 30 Days)

Channel flow

The most common paths visitors take across channels.

Contains: Direct | Flow container: Visitors | Repeats: On | First/last occurrence limiting: Off

MARKETING CHANNEL

Direct

39,161
Path views

Social Media

153

Natural Search

63

Referral

4

Segment comparison

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

Size and Overlap

First Time Visits + Unique Visitors

42.6k

Paid Search + Unique Visitors

957

Overlap

952

First Time Visits

42,600

Unique Visitors : First Time Visits

Paid Search

957

Unique Visitors : Paid Search

Overlap

952

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>Jul 1</div> <div>557</div>	<div>Jul 1</div> <div>3,673</div>	<div>Jul 1</div> <div></div>
1. Searches / Visitors	0.03	1.07	0.97
2. Bounces / Visitors	0.69	0.05	0.93
3. Activity Impressions / Visitors	0.09	0.62	0.88
4. Asset Impressions / Visitors	1.31	9.49	0.88
5. Asset Clicks / Visitors	0.08	0.55	0.88
6. Online Bounces / Visitors	2.14	21.41	0.87

Top dimension items against Segments

	First Time Visits	Paid Search	Difference score
Mixed Dimensions Page: 1 / 1 Rows: 50 1-50 of 50	<div>Jul 1</div> <div></div>	<div>Jul 1</div> <div></div>	<div>Jul 1</div> <div></div>
1. Paid Search: Paid	2.2%	100.0%	0.98
2. Marketing Channel: Paid Search	2.3%	100.0%	0.98
3. Referrer Type: Search Engines	2.7%	100.0%	0.97
4. Interaction Channel: Website	15.9%	92.0%	0.76
5. Time Spent on Page - Bucketed: 5 to 10 minutes	14.1%	84.6%	0.71
6. Campaign Delivery Method: Google	1.6%	71.3%	0.70

Metric over time by Segment

Searches / Visitors [First Time Visits]

Searches / Visitors [Paid Search]

Dimension items by Segment

Unique Visitors [First Time Visits]

Unique Visitors [Paid Search]

Difference score