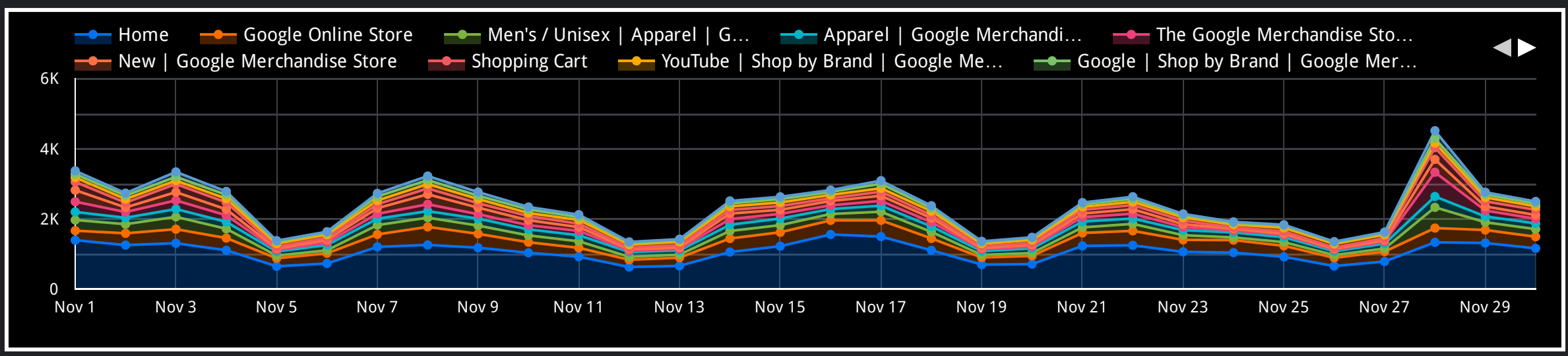
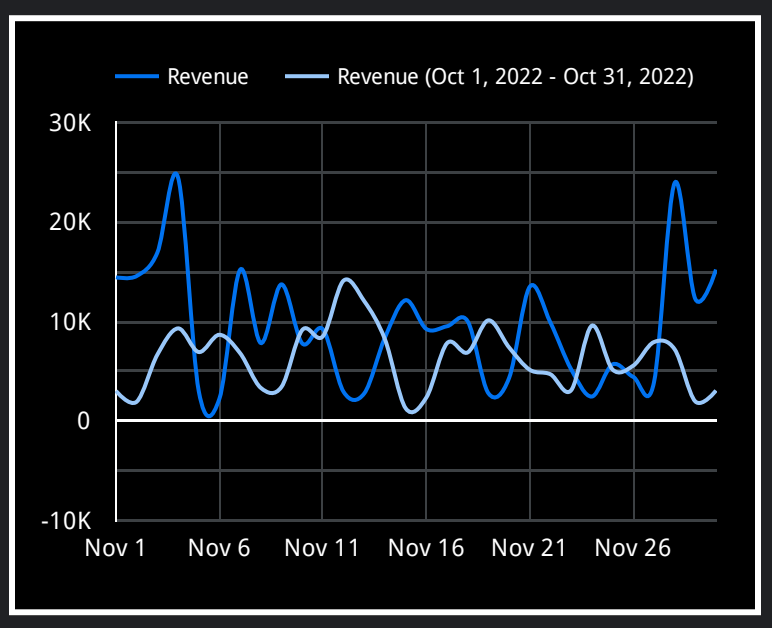
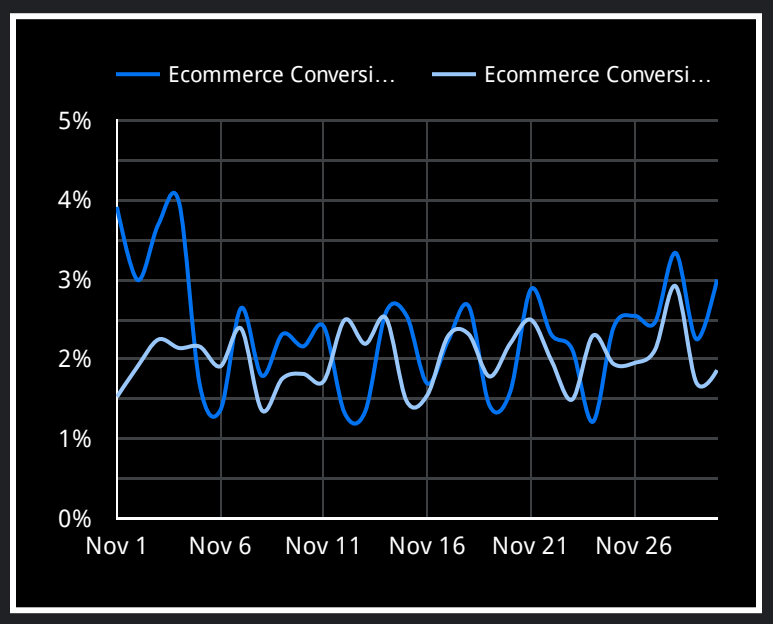
Google Analytics

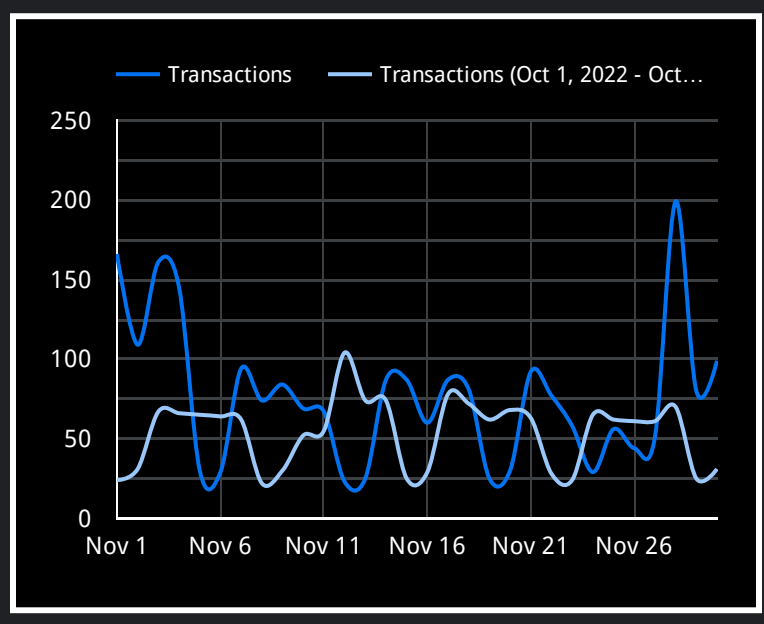
Nov 1, 2022 - Nov 30, 2022

Transactions	Ecommerce Conversion Rate	Revenue	Sessions
2,318	2.51%	$287.26K	92,283
↑ 38.6% from Oct	↑ 21.1% from Oct	↑ 44.0% from Oct	↑ 14.5% from Oct

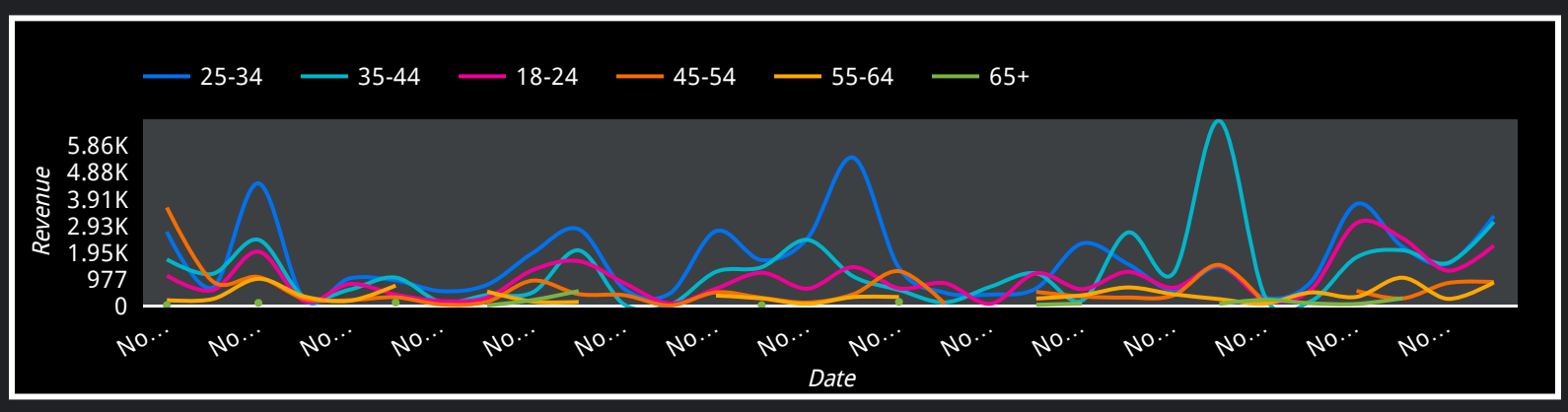


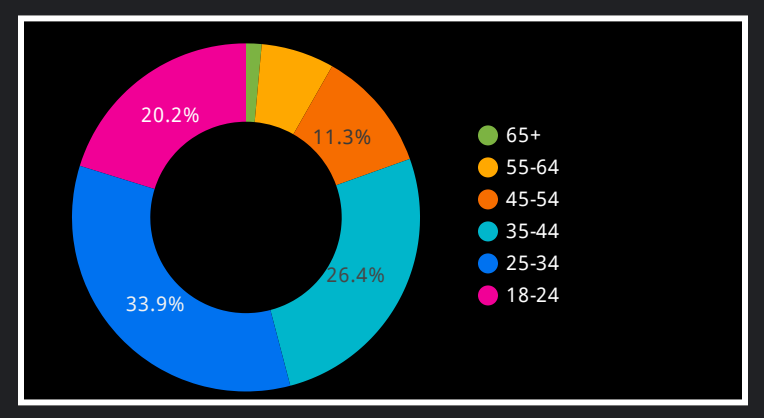




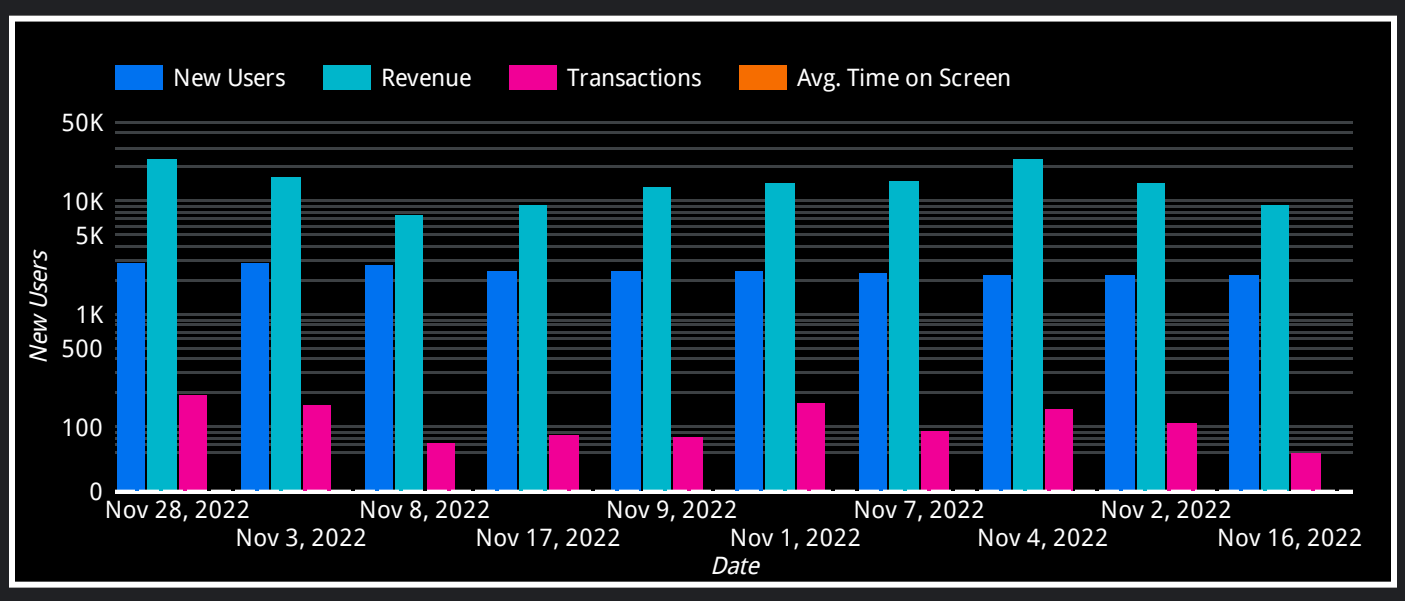


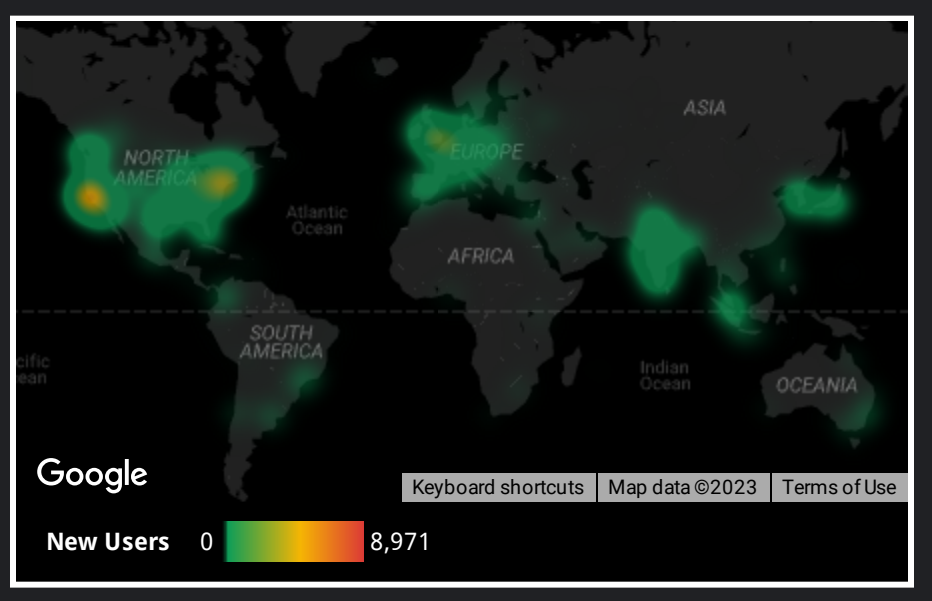
Default Channel Grouping	Sessions	% Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
Paid Search	8,342	-2.5% ↓	179	17.8% ↑	2.15%	20.8% ↑	$21,454.42	23.6% ↑
Display	1,895	686.3% ↑	0	-	0%	-	$0	-
Direct	81,883	14.3% ↑	2,139	40.6% ↑	2.61%	23.0% ↑	$265,806.65	46.0% ↑
Affiliates	156	-8.8% ↓	0	-	0%	-	$0	-
(Other)	7	-82.9% ↓	0	-	0%	-	$0	-





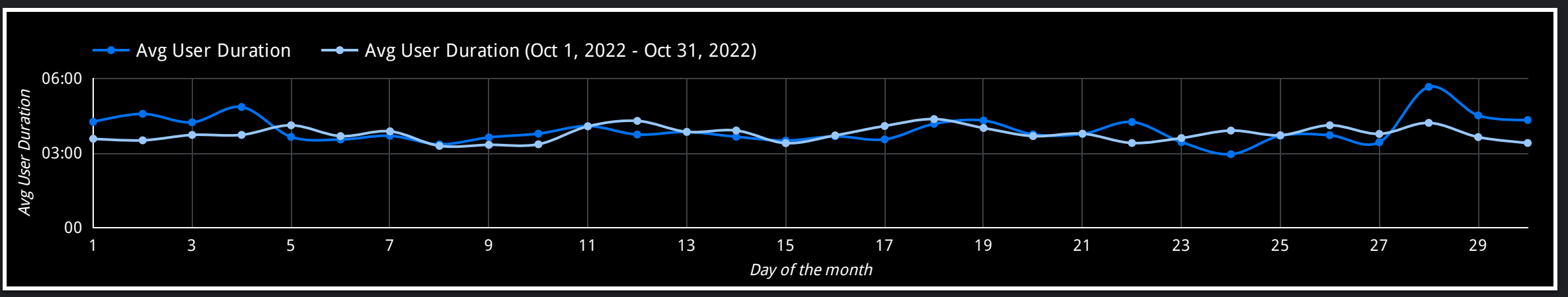
Landing Page	Sessions	% Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
/home	41,700	10.5% ↑	335	19.2% ↑	0.8%	7.9% ↑	$46.29K	40.8% ↑
/google+redesign/apparel/mens	5,486	31.9% ↑	255	48.3% ↑	4.65%	12.4% ↑	$28.69K	82.5% ↑
/google+redesign/apparel	4,311	15.5% ↑	64	23.1% ↑	1.48%	6.5% ↑	$8.3K	71.6% ↑
/signin.html	4,085	40.7% ↑	263	47.8% ↑	6.44%	5.0% ↑	$32.49K	85.7% ↑
/google+redesign/new	3,690	55.8% ↑	97	120.5% ↑	2.63%	41.5% ↑	$8.84K	60.1% ↑

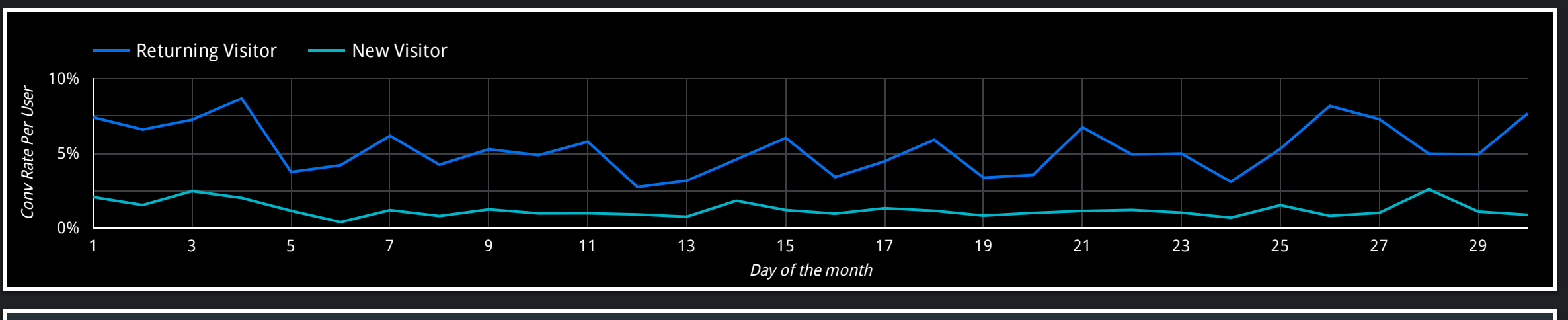




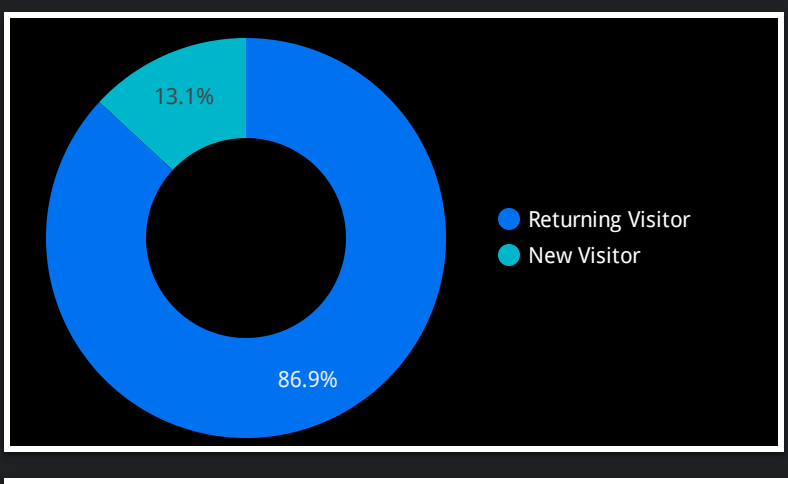
Cohort Analytics

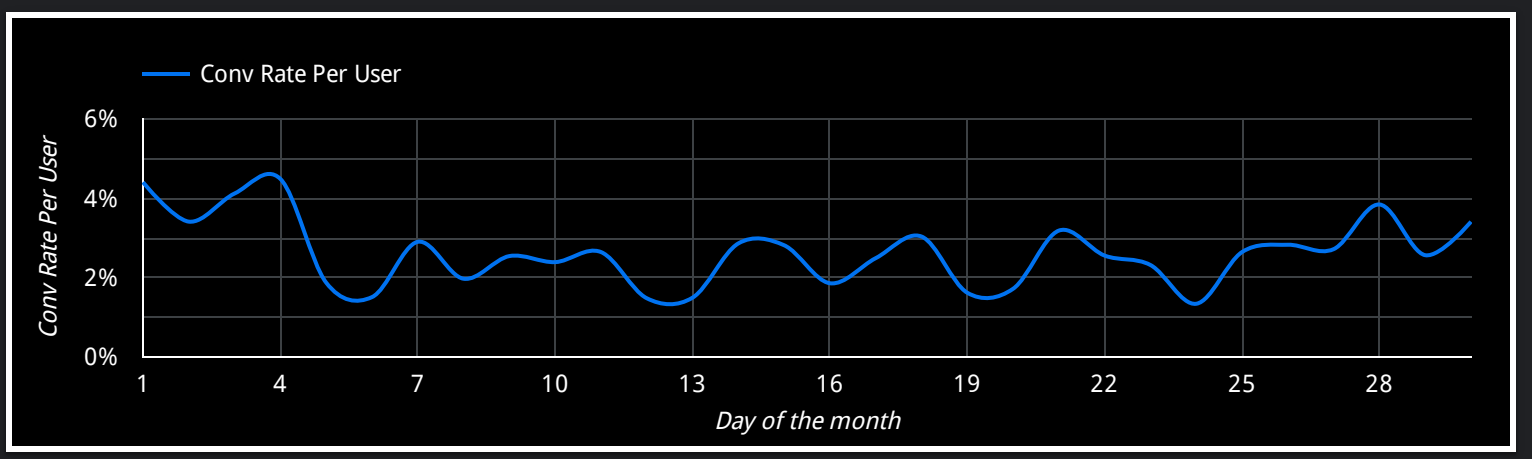
Nov 1, 2022 - Nov 30, 2022



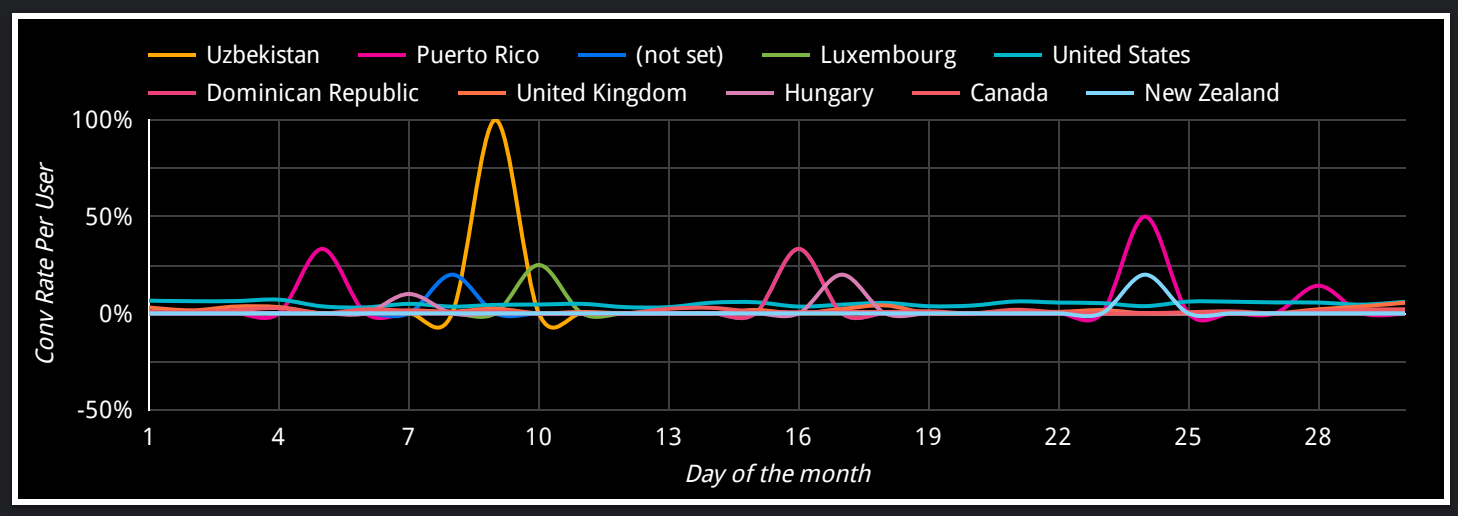


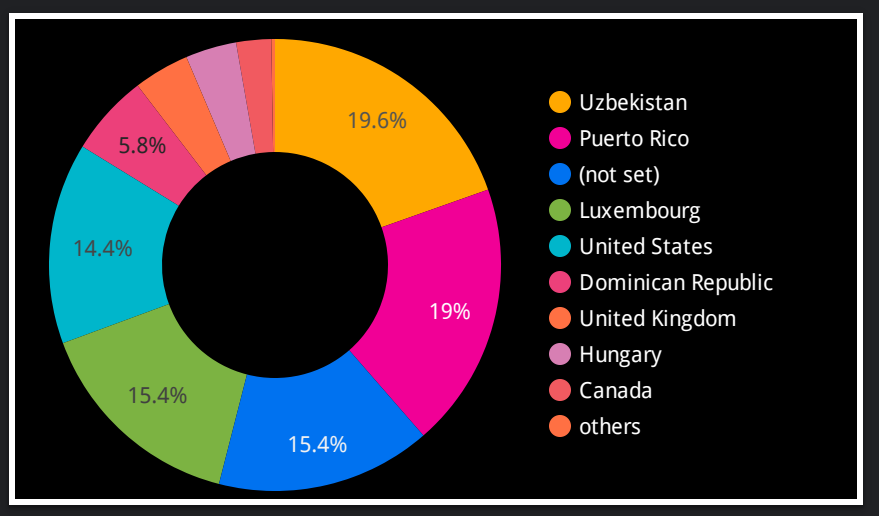
Date	User Type	Day Index	Conv Rate Per User
Nov 30, 2022	Returning Visitor	0029	7.67%
Nov 30, 2022	New Visitor	0029	0.89%
Nov 29, 2022	Returning Visitor	0028	4.94%
Nov 29, 2022	New Visitor	0028	1.11%





Country	Users	New Users	Conv Rate Per User	Time on Screen	Avg. Price	Avg. Order Value	Sub Continent	Total Value	Avg User Duration	Bounce Rate
Zimbabwe	6	6	0%	00:00:00	$0	$0	1	$0	00:01:25	66.67%
Yemen	2	2	0%	00:00:00	$0	$0	1	$0	00:00:00	100%
Western Sahara	1	1	0%	00:00:00	$0	$0	1	$0	00:00:00	100%
Vietnam	172	163	0%	00:00:00	$0	$0	1	$0	00:03:47	47.44%
Venezuela	30	29	0%	00:00:00	$0	$0	1	$0	00:01:03	63.64%
Grand total	**67,648**	**58,925**	**22.01%**	**00:00:00**	**$246.74**	**$2,225.5**	**24**	**$287,261.07**	**02:19:19**	**42.23%**





Funnel Analytics

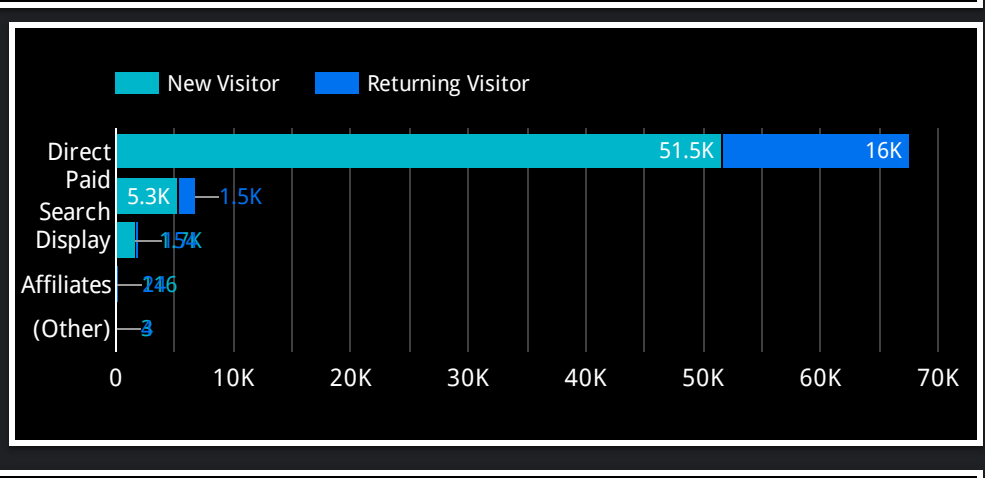
Nov 1, 2022 - Nov 30, 2022

Acquisition

Default Channel Groupi...	Sessions	Bounce Rate
Display	1,895	87.97%
(Other)	7	85.71%
Affiliates	156	71.79%
Paid Search	8,342	49.96%
Direct	81,883	40.32%
Grand total	**92,283**	**42.23%**

Sessions
92.3K
14.5%

Users
66.4K
8.3%



Activation

Bounce Rate
42.2%
-3.2%

Pages / Session
5.2
5.8%

Avg. Session Duration
03:35
4.0%

Completion

Engaged Users (Goal 2 Completions)
11.2K
23.1%

Users
66.4K
8.3%

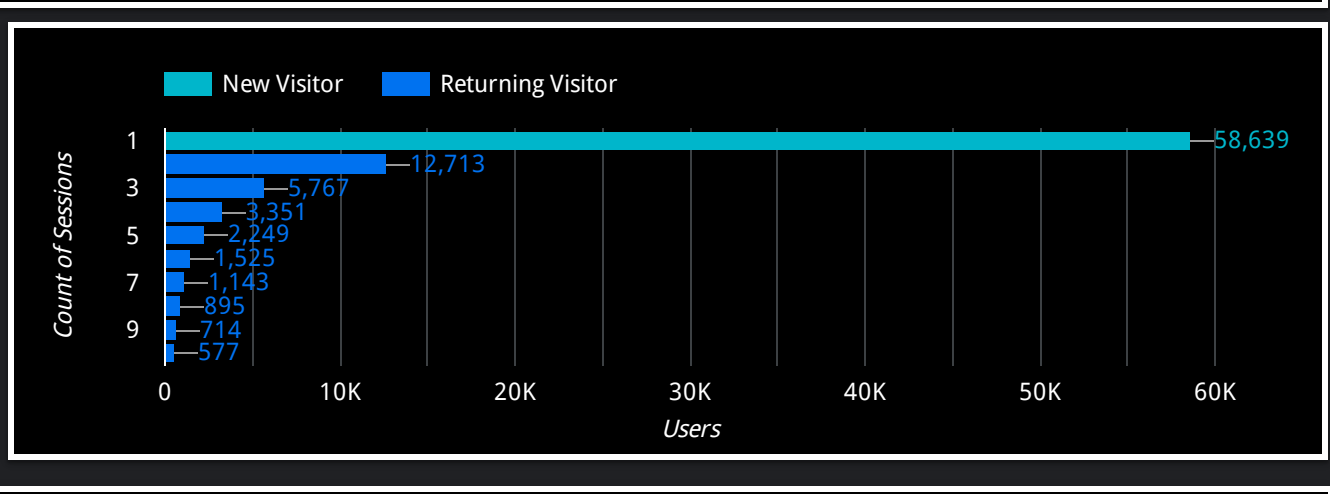
Registrations (Goal 3 Completions)
3K
17.3%

RETENTION

User Type	Users	Bounce Rate	Sessions
New Visitor	58,639	46.18%	58,925
Returning Visitor	17,583	35.24%	33,358

Sessions
92.3K
14.5%

Transactions
2.3K
38.6%



REVENUE

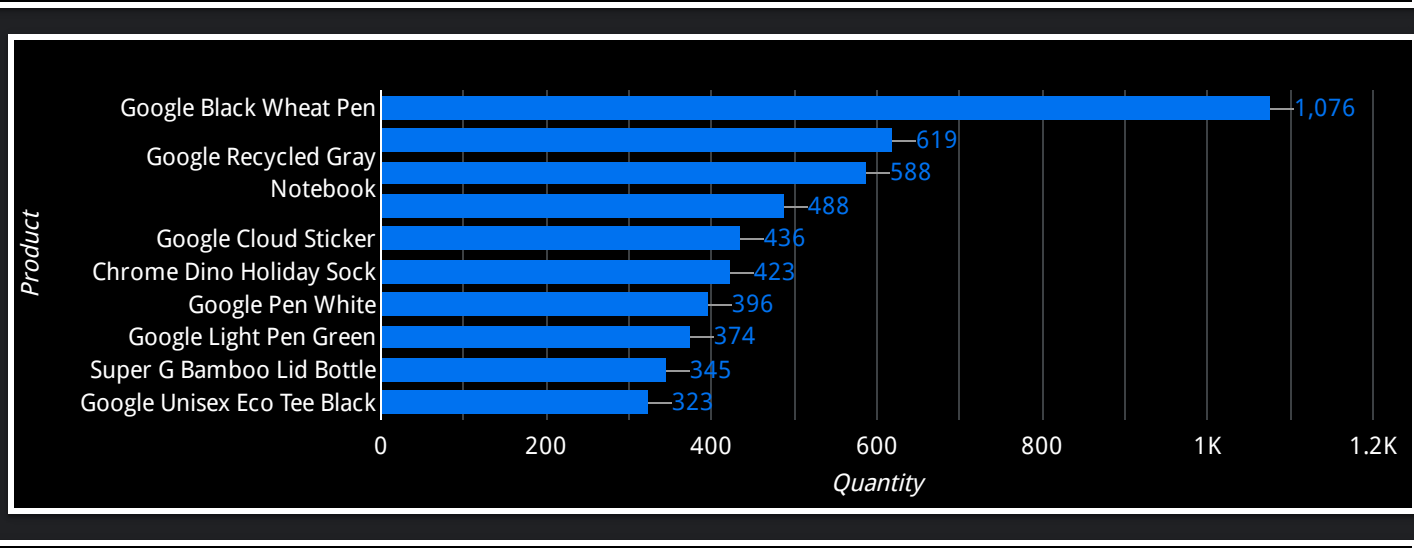
Revenue
$287.26K
44.0%

Revenue Per User
$4.33
33.0%

Transactions
2.3K
38.6%

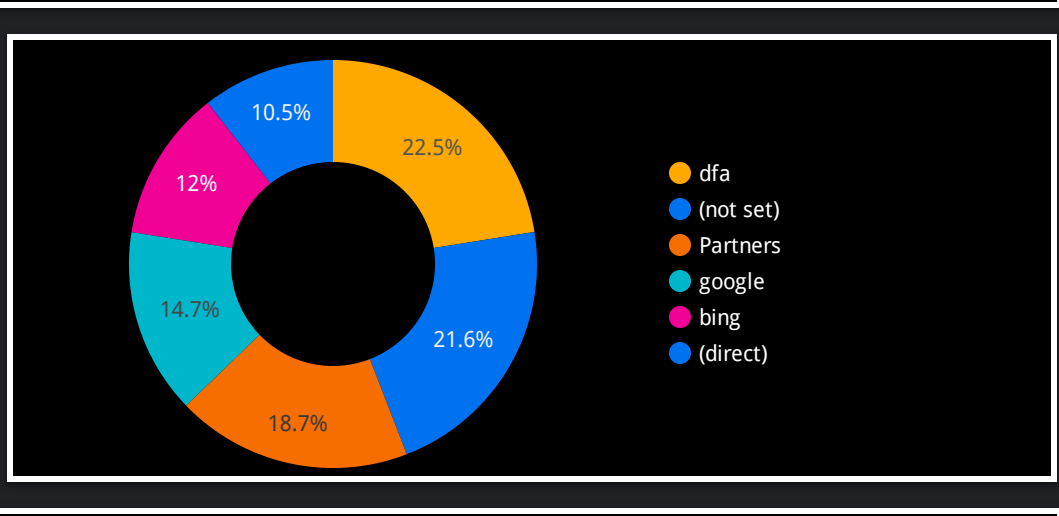
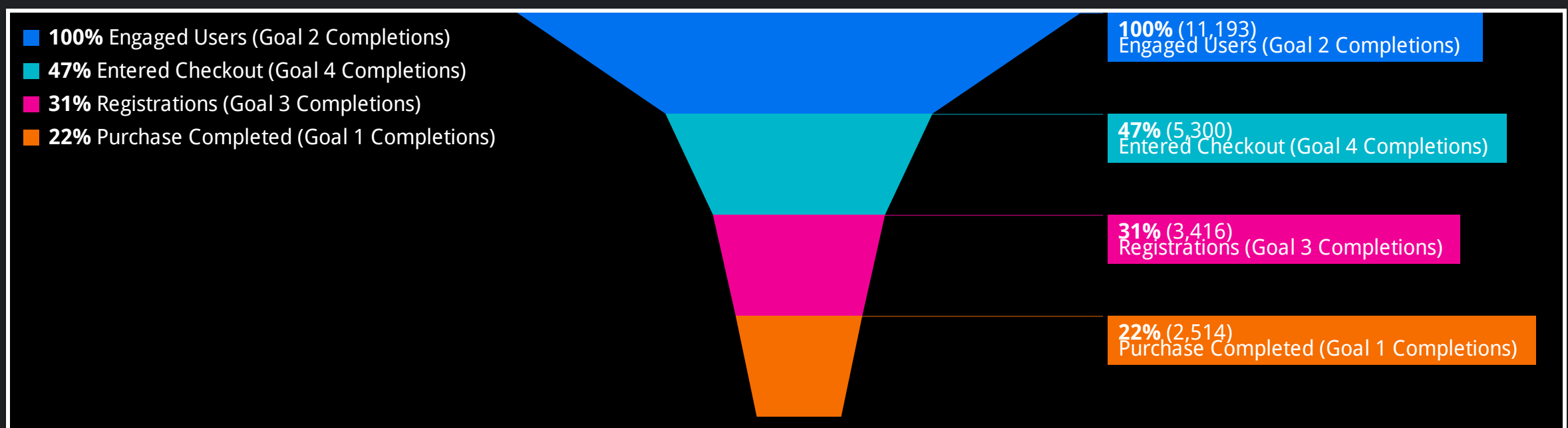
Ecommerce Conversion Rate
2.5%
21.1%

Product Revenue per Purchase
$39.91
2.8%



REVENUE

Full Referrer	Sessions	Bounce Rate
(direct)	82,607	40.54%
google	9,195	56.67%
bing	303	46.2%
Partners	157	71.97%
dfa	15	86.67%
(not set)	6	83.33%
Grand total	**92,283**	**42.23%**



REVENUE