

# Google Analytics

Nov 1, 2022 - Nov 30, 2022

Transactions

2,318

38.6% from Oct

Ecommerce Conversion Rate

2.51%

21.1% from Oct

Revenue

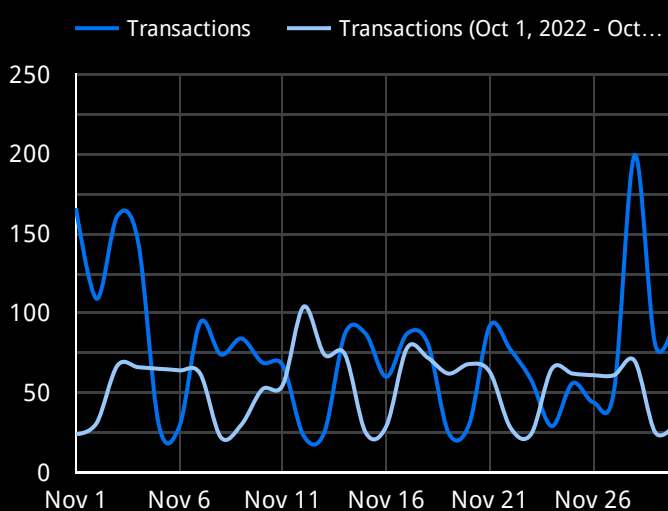
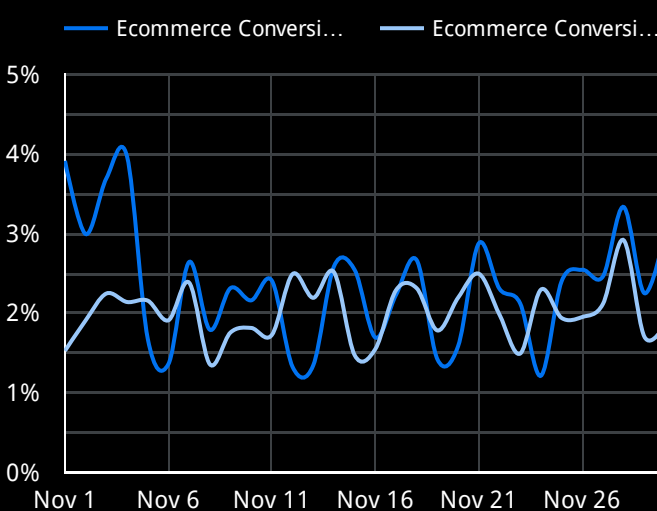
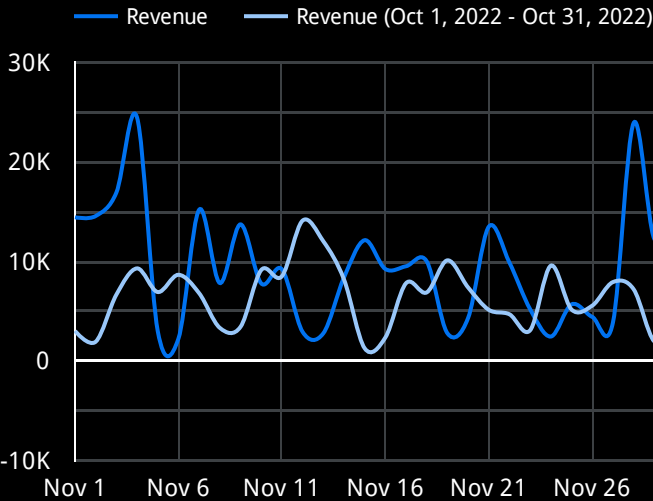
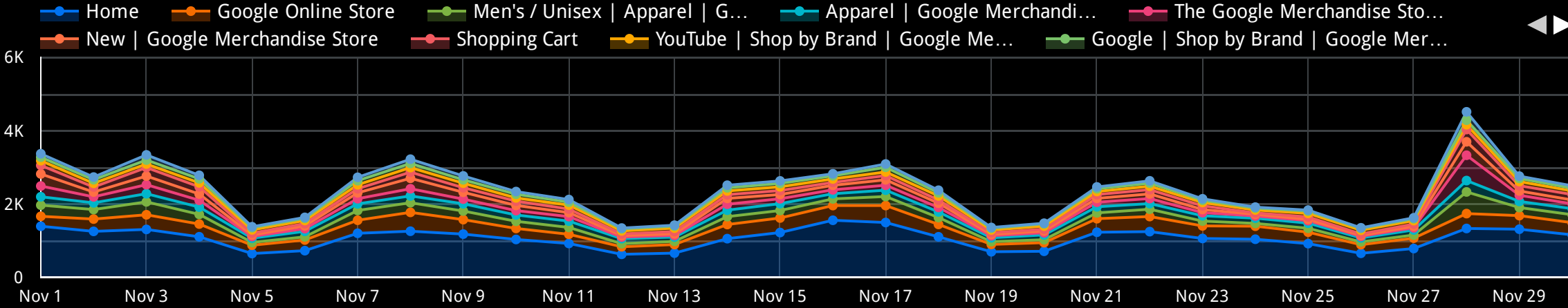
\$287.26K

44.0% from Oct

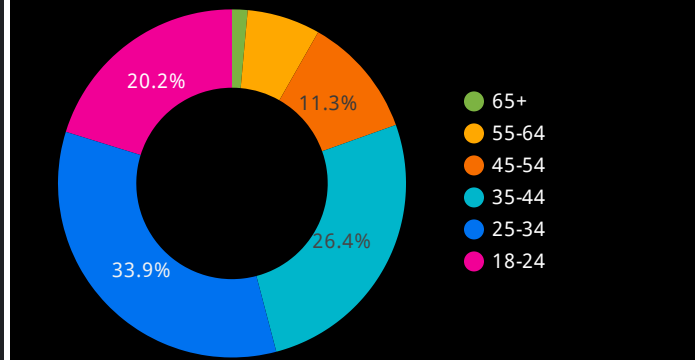
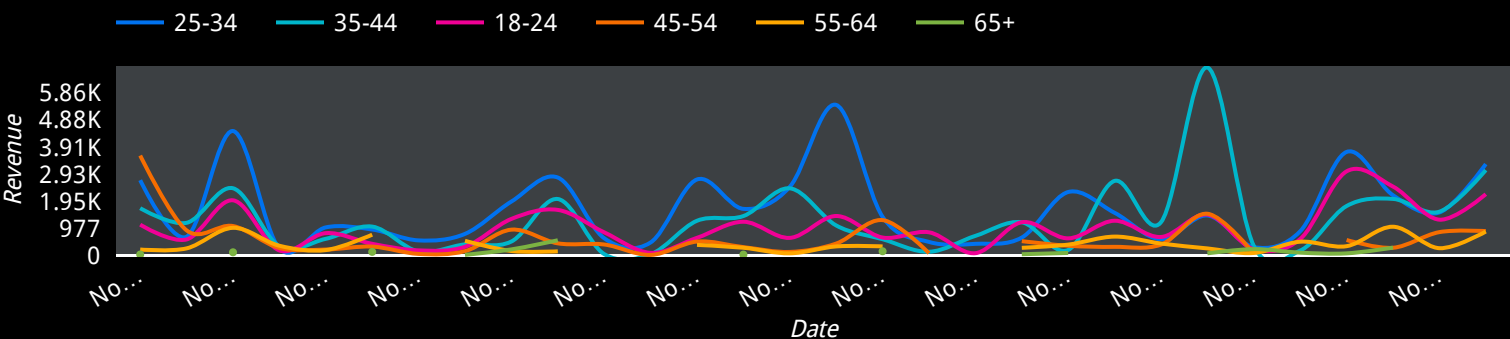
Sessions

92,283

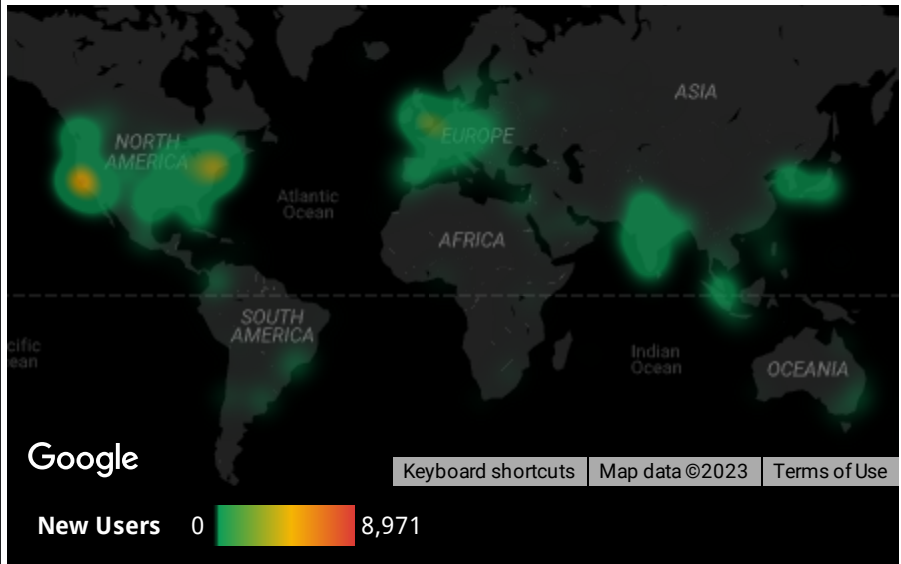
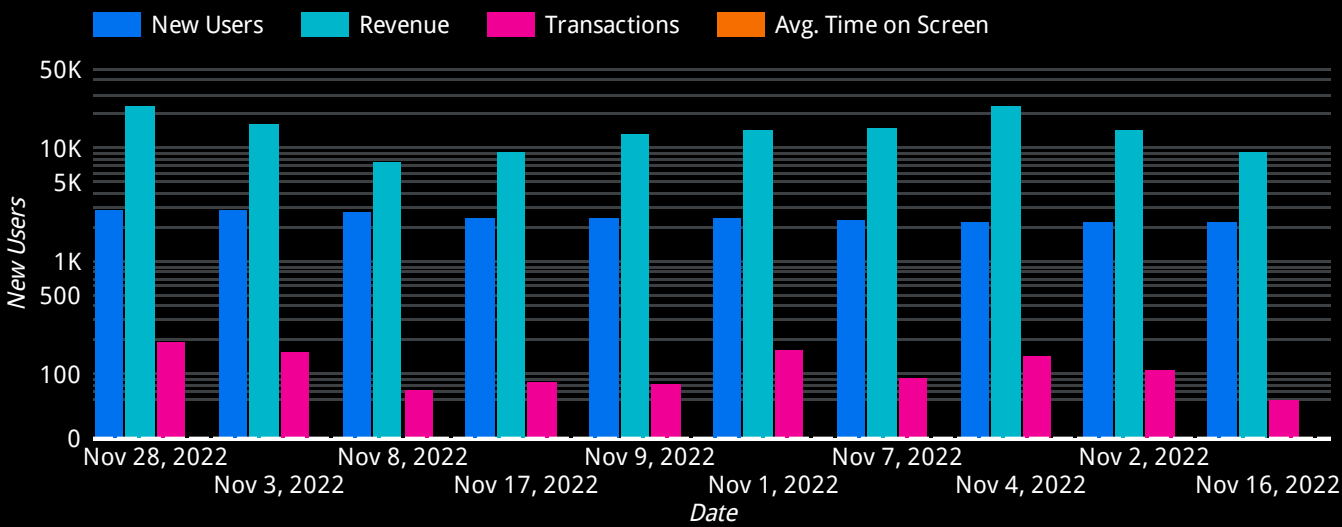
14.5% from Oct



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	-

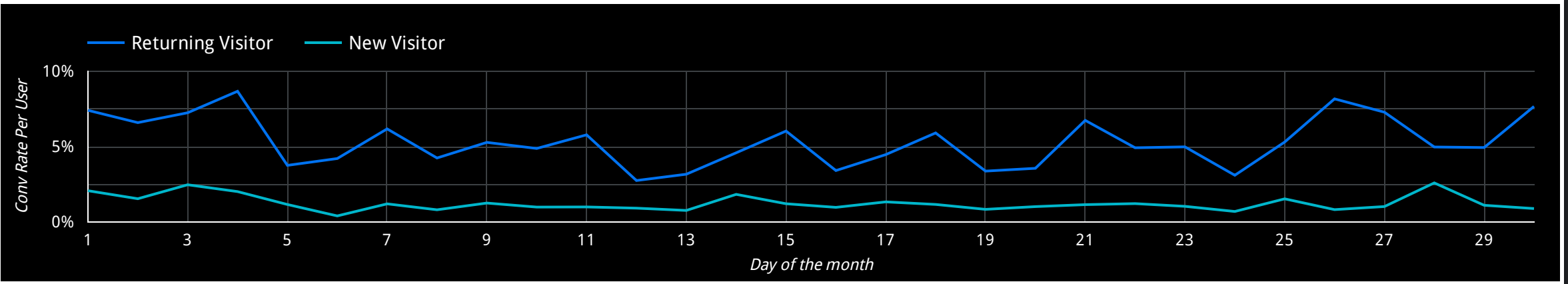
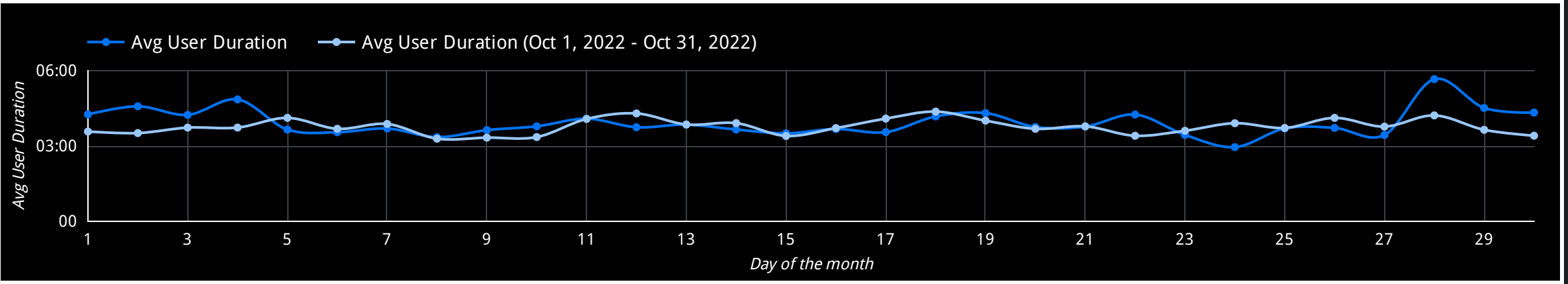


Landing Page	Sessions	% Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
/home	41,700	10.5%	335	19.2%	0.8%	7.9%	\$46.29K	40.8%
/google+redesign/apparel/mens	5,486	31.9%	255	48.3%	4.65%	12.4%	\$28.69K	82.5%
/google+redesign/apparel	4,311	15.5%	64	23.1%	1.48%	6.5%	\$8.3K	71.6%
/signin.html	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%

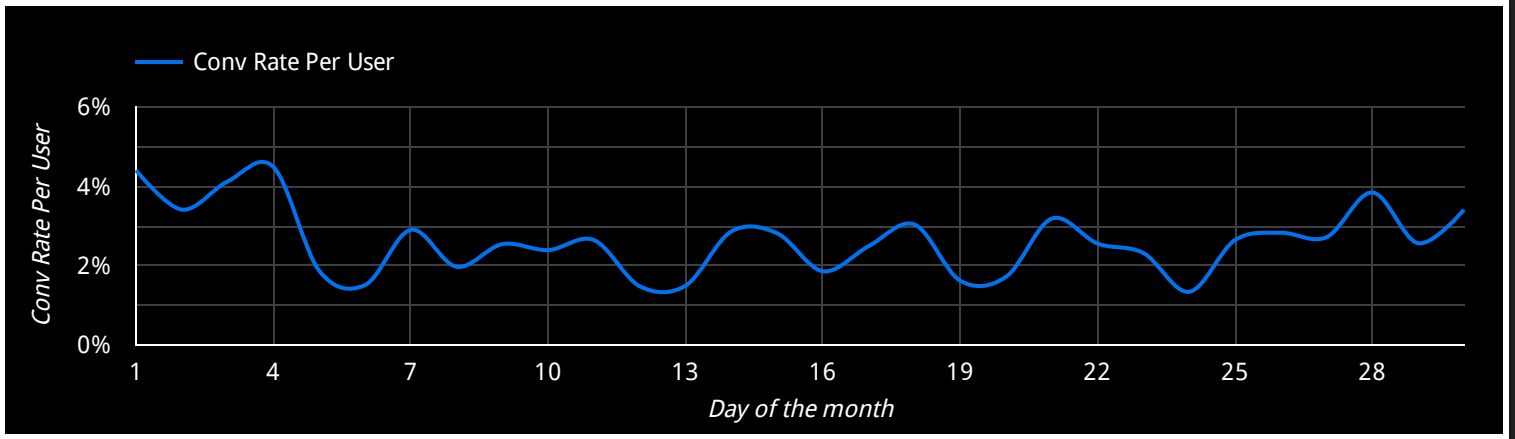
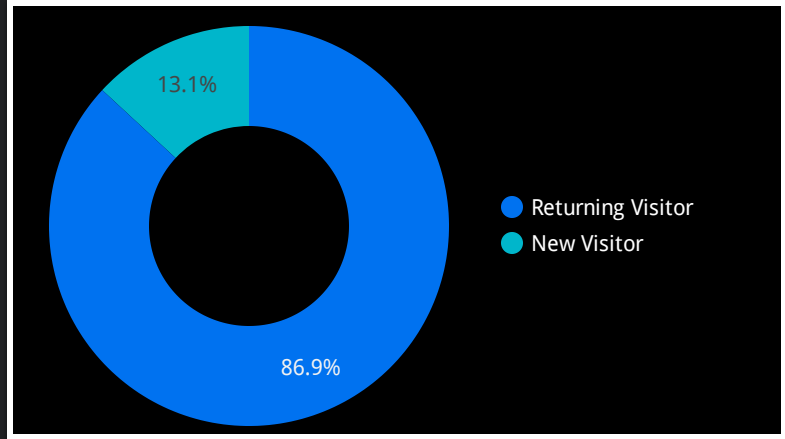


# Cohort Analytics

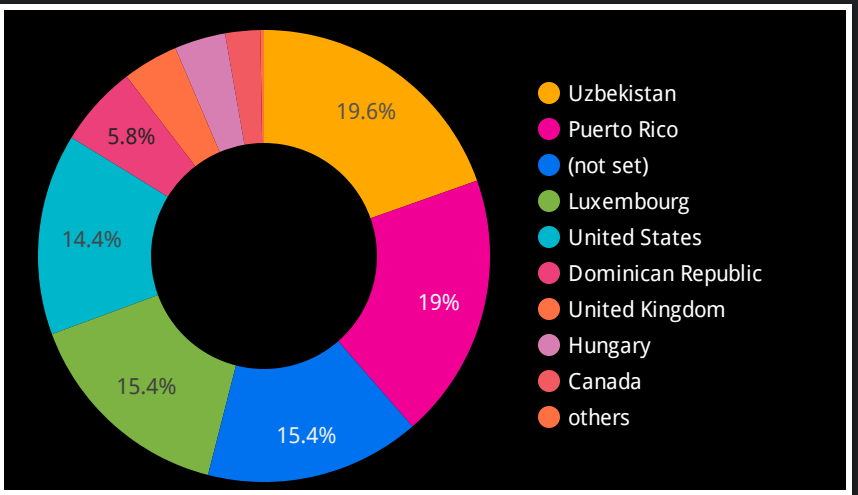
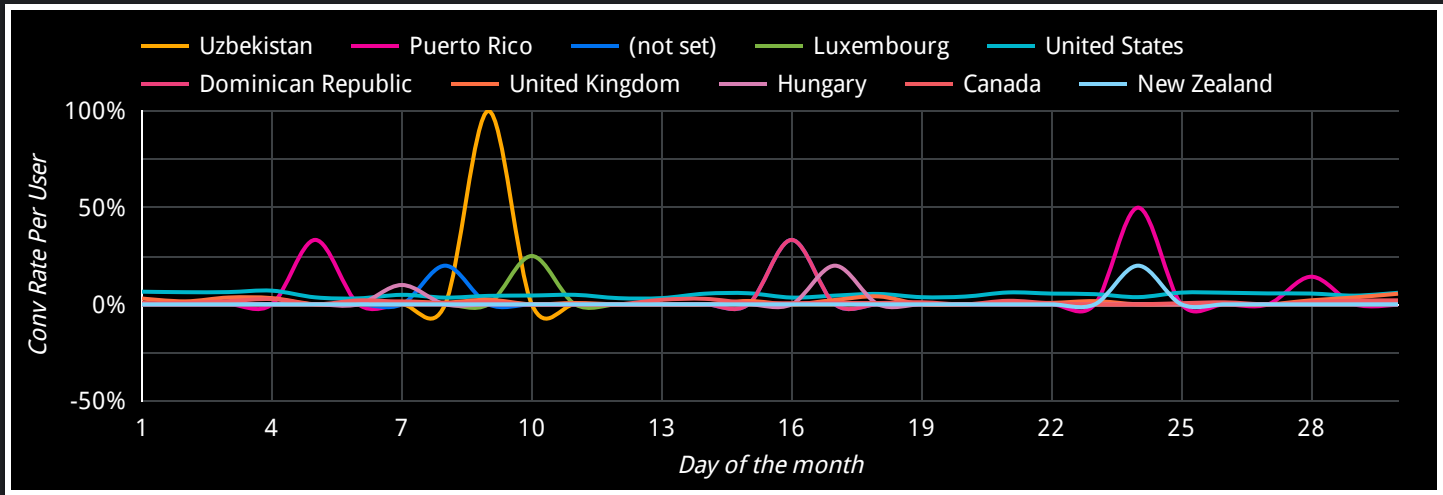
Nov 1, 2022 - Nov 30, 2022



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%



## Acquisition

Default Channel Grouping	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%

Channel	New Visitor	Returning Visitor
Direct	51.5K	16K
Paid Search	5.3K	1.5K
Display	1.5K	
Affiliates	246	
(Other)	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%

Count of Sessions	New Visitor	Returning Visitor
1	58,639	12,713
3	5,767	3,351
5	2,249	1,525
7	1,143	895
9	714	577

## 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%

Product	Quantity
Google Black Wheat Pen	1,076
Google Recycled Gray Notebook	619
Google Cloud Sticker	588
Chrome Dino Holiday Sock	488
Google Pen White	436
Google Light Pen Green	423
Super G Bamboo Lid Bottle	396
Google Unisex Eco Tee Black	374
	345
	323

## 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%

Referrer	Percentage
dfa	22.5%
(not set)	21.6%
Partners	18.7%
google	14.7%
bing	12%
(direct)	10.5%

## REVENUE

100% Engaged Users (Goal 2 Completions)

47% Entered Checkout (Goal 4 Completions)

31% Registrations (Goal 3 Completions)

22% Purchase Completed (Goal 1 Completions)

100% (11,193)  
Engaged Users (Goal 2 Completions)

47% (5,300)  
Entered Checkout (Goal 4 Completions)

31% (3,416)  
Registrations (Goal 3 Completions)

22% (2,514)  
Purchase Completed (Goal 1 Completions)