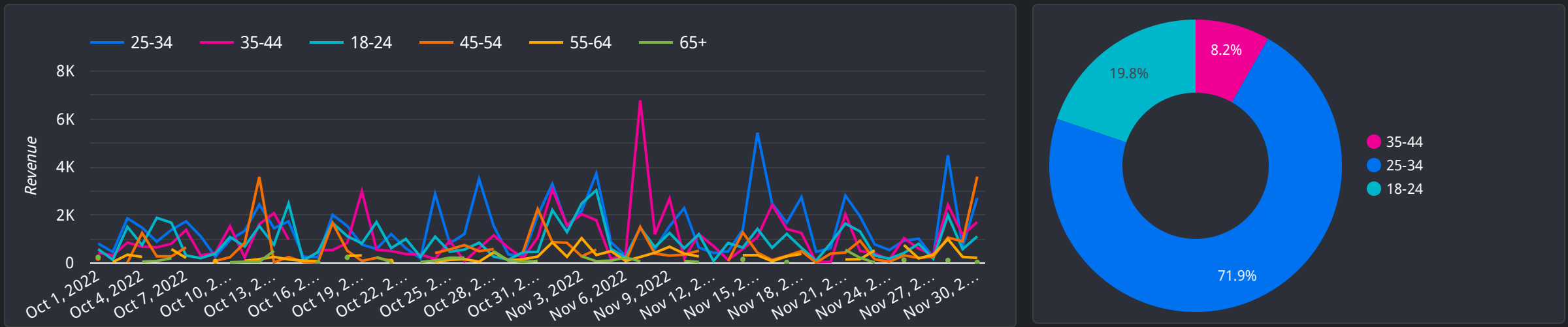


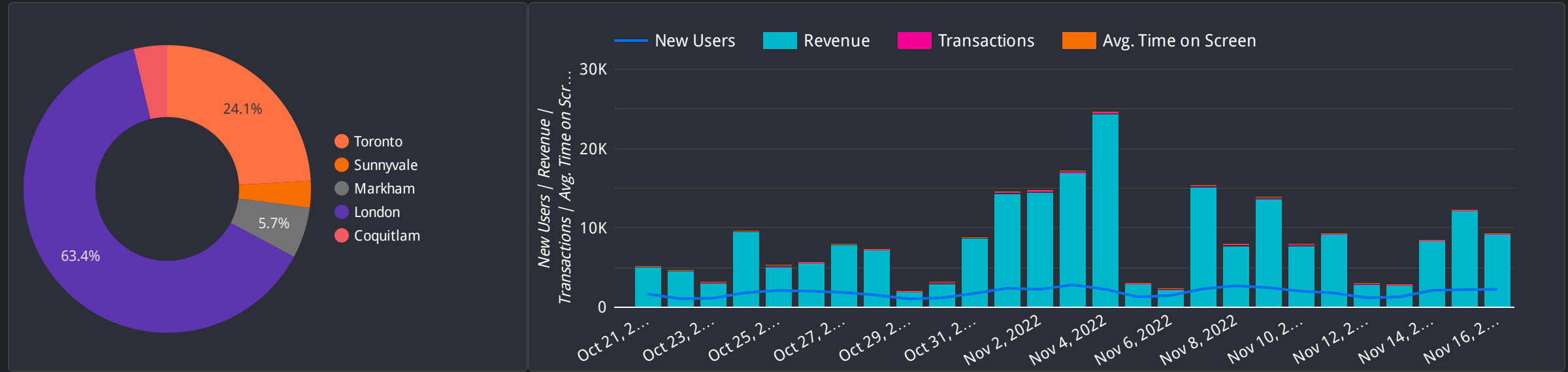
	Default Channel Group	Sessions	% Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
1.	Direct	30,662	-43.0%	5	-72.2%	0.02%	-51.2%	\$747.2	-82.0%
2.	Paid Search	12,537	-22.8%	1	-87.5%	0.01%	-83.8%	\$1,295.2	24.2%
3.	Referral	2	-50.0%	0	-	0%	-	\$0	-
4.	(Other)	1	-66.7%	0	-	0%	-	\$0	-
5.	Display	4	-60.0%	0	-	0%	-	\$0	-
6.	Affiliates	69	-43.4%	0	-	0%	-	\$0	-
	Grand total	43,275	-38.4%	6	-76.9%	0.01%	-62.6%	\$2,042.4	-60.8%

1 - 6 / 6



	Landing Page	Sessions	% Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
1.	/google+redesign/shop+by+brand/google	174	-44.8%	1	-	0.57%	-	\$61.6	-
2.	/google+redesign/apparel/hats	181	-50.4%	1	0.0%	0.55%	101.7%	\$76.8	52.4%
3.	/basket.html	777	-50.9%	2	-77.8%	0.26%	-54.8%	\$1,756	28.0%
4.	/signin.html	1,018	-37.9%	2	-60.0%	0.2%	-35.6%	\$148	-92.3%
5.	/google+redesign/apparel/google+recycl...	2	0.0%	0	-	0%	-	\$0	-
6.	/google+redesign/accessories/classic+an...	1	-88.9%	0	-	0%	-	\$0	-
7.	/google+redesign/accessories/android+i...	1	-90.0%	0	-	0%	-	\$0	-
	Grand total	43,275	-38.4%	6	-76.9%	0.01%	-62.6%	\$2,042.4	-60.8%

1 - 100 / 298

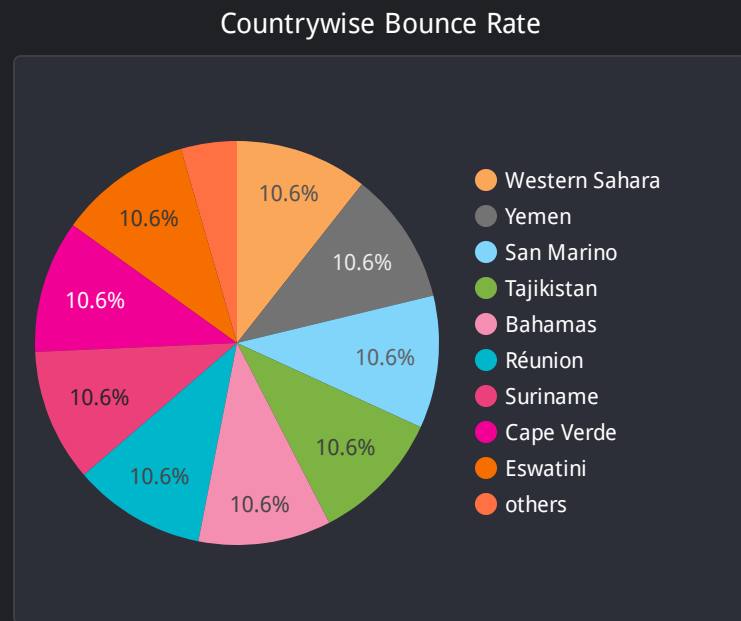
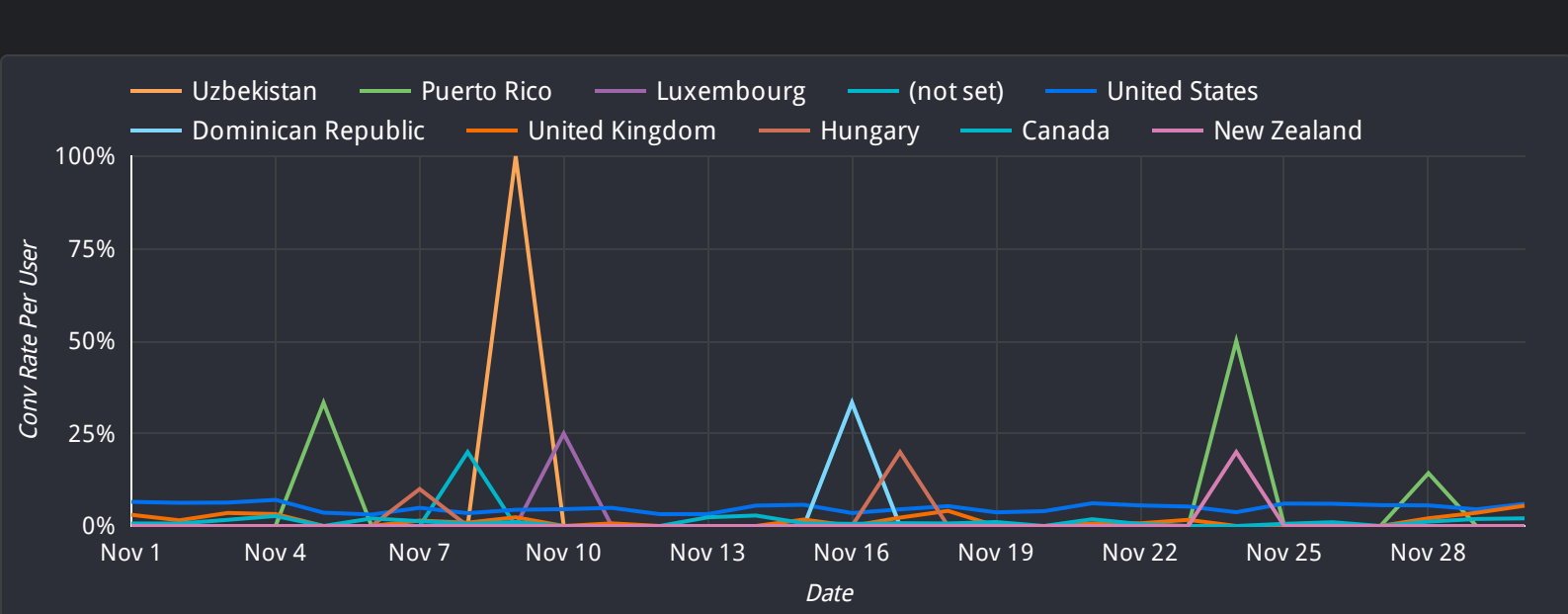


Cohort Analytics

Nov 1, 2022 - Nov 30, 2022

Date / Conv Rate Per User											
Date	User Type	Nov 4, 2022	Nov 1, 2022	Nov 3, 2022	Nov 28, 20...	Nov 2, 2022	Nov 30, 20...	Nov 21, 20...	Nov 18, 20...	Nov 7, 2022	Grand to...
Nov 4, 2022	Returning Visi...	8.68% <div></div>	-	-	-	-	-	-	-	-	8.68%
	New Visitor	2.02% <div></div>	-	-	-	-	-	-	-	-	2.02%
Nov 1, 2022	Returning Visi...	-	7.41% <div></div>	-	-	-	-	-	-	-	7.41%
	New Visitor	-	2.08% <div></div>	-	-	-	-	-	-	-	2.08%
Nov 3, 2022	Returning Visi...	-	-	7.25% <div></div>	-	-	-	-	-	-	7.25%
	New Visitor	-	-	2.47% <div></div>	-	-	-	-	-	-	2.47%
Nov 28, 2022	Returning Visi...	-	-	-	4.98% <div></div>	-	-	-	-	-	4.98%
	New Visitor	-	-	-	2.59% <div></div>	-	-	-	-	-	2.59%
Grand total		4.49%	4.41%	4.12%	3.84%	3.41%	3.41%	3.19%	3.04%	2.9%	3.49%

Country	Users ▾	Bounce Rate	New Users	Conv Rate Per User	Time on Screen	Avg. Price	Avg. Order Value
United States	32,340 <div><div></div></div>	35.11% <div><div></div></div>	26,425 <div><div></div></div>	6.68% <div><div></div></div>	00:00:00 <div><div></div></div>	\$14.36 <div><div></div></div>	\$124.29 <div><div></div></div>
India	5,476 <div><div></div></div>	50.82% <div><div></div></div>	5,172 <div><div></div></div>	0.04% <div><div></div></div>	00:00:00 <div><div></div></div>	\$34.27 <div><div></div></div>	\$102.8 <div><div></div></div>
United Kingdom	3,946 <div><div></div></div>	43.91% <div><div></div></div>	3,234 <div><div></div></div>	1.85% <div><div></div></div>	00:00:00 <div><div></div></div>	\$16.97 <div><div></div></div>	\$98.81 <div><div></div></div>
Canada	3,448 <div><div></div></div>	48.55% <div><div></div></div>	3,146 <div><div></div></div>	1.16% <div><div></div></div>	00:00:00 <div><div></div></div>	\$22.01 <div><div></div></div>	\$105.63 <div><div></div></div>
France	1,539 <div><div></div></div>	59.91% <div><div></div></div>	1,407 <div><div></div></div>	0% <div><div></div></div>	00:00:00 <div><div></div></div>	\$0 <div><div></div></div>	\$0 <div><div></div></div>
Germany	1,273 <div><div></div></div>	57.14% <div><div></div></div>	1,170 <div><div></div></div>	0.08% <div><div></div></div>	00:00:00 <div><div></div></div>	\$51.2 <div><div></div></div>	\$51.2 <div><div></div></div>
Spain	1,256 <div><div></div></div>	56.08% <div><div></div></div>	1,205 <div><div></div></div>	0.16% <div><div></div></div>	00:00:00 <div><div></div></div>	\$7.94 <div><div></div></div>	\$655 <div><div></div></div>
Japan	1,252 <div><div></div></div>	53.59% <div><div></div></div>	1,187 <div><div></div></div>	0.08% <div><div></div></div>	00:00:00 <div><div></div></div>	\$42 <div><div></div></div>	\$126 <div><div></div></div>
South Korea	1,251 <div><div></div></div>	45.31% <div><div></div></div>	1,175 <div><div></div></div>	0% <div><div></div></div>	00:00:00 <div><div></div></div>	\$0 <div><div></div></div>	\$0 <div><div></div></div>
Taiwan	1,086 <div><div></div></div>	42.94% <div><div></div></div>	984 <div><div></div></div>	0.37% <div><div></div></div>	00:00:00 <div><div></div></div>	\$17.92 <div><div></div></div>	\$112 <div><div></div></div>
Grand total	66,415	42.23%	58,871	3.49%	00:00:00	\$14.37	\$123.93



Nov 1, 2022 - Nov 30, 2022

Funnel Analytics

Default Channel Grouping

Full Referrer

Page

User Type

Product

Acquisition

Sessions92.3K± 16.7%

Users66.4K± 10.7%

Default Channel Grouping	Sessions	Bounce Rate
Direct	81,883	40.32%
Paid Search	8,342	49.96%
Display	1,895	87.97%
Affiliates	156	71.79%
(Other)	7	85.71%

Default Channel Grouping

New Visitor

Returning Visitor

Direct

Paid Search

Display

Affiliates

(Other)

51,789

30,094

2,695

1,06

3

Sessions

Activation

Avg. Session Duration03:35± 3.9%

Pages / Session5.2± 5.7%

Bounce Rate42.2%± -2.9%

Engaged Users (Goal 2 Conversion Rate)12.1%± 7.5%

Registrations (Goal 3 Conversion Rate)3.7%± 2.2%

Engaged Users (Goal 2 Completions)11.2K± 25.5%

Registrations (Goal 3 Completions)3.4K± 19.3%

Retention

User Type	Count of Sessions	Transactions
1. Returning Visitor	50	1,542
2. New Visitor	1	776

User Type	Bounce Rate	Users
1. Returning Visitor	35.24%	17,583
2. New Visitor	46.18%	58,639

Revenue

Product Revenue per Purchase\$39.91± 2.6%

Revenue\$287.26K± 46.2%

Revenue Per User\$4.33± 32.2%

Transactions2.3K± 40.6%

Product

Quantity

Google Black Wheat Pen

619

1,076

Google Recycled Gray Notebook

488

Google Cloud Sticker

436

Google Pen White

396

374

Super G Bamboo Lid Bottle

345

323

Quantity

Referral

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

10%

89.5%

(direct)

google

bing

Partners

dfa

(not set)

Funnel Visualization

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)