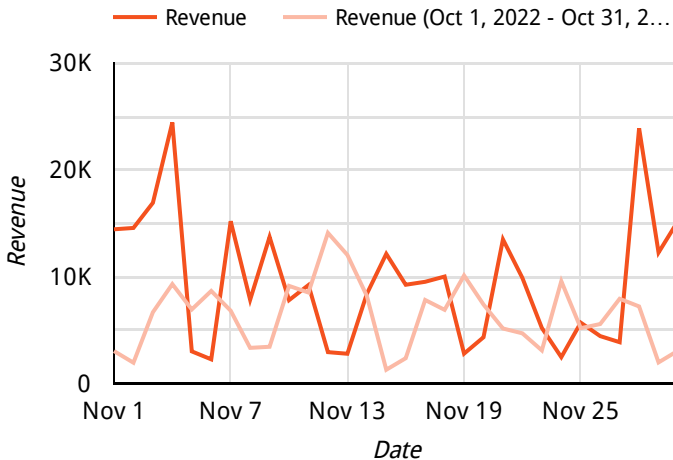
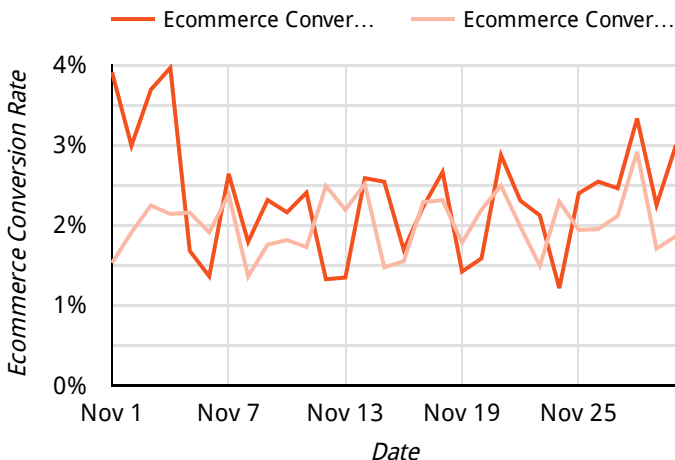
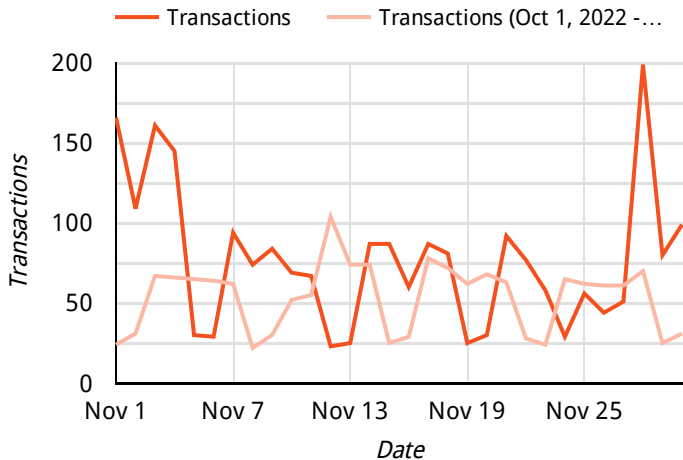


Sessions
92.28K

Transactions
2.32K

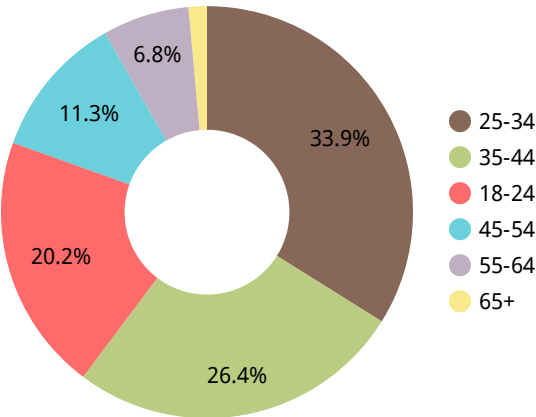
Ecommerce Conversion Rate
2.51%

Revenue
\$287.26K



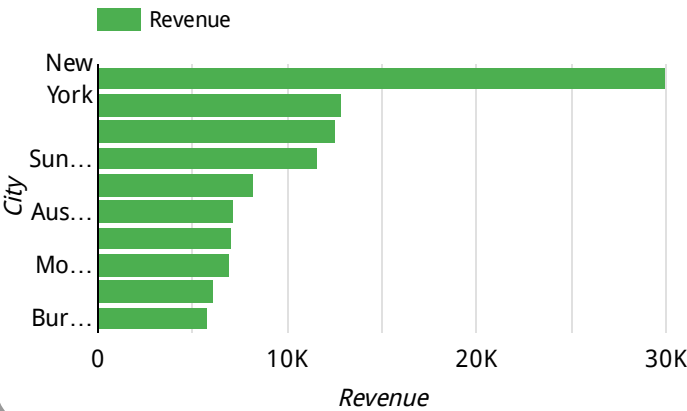
Default Channel Grouping		Transactions ▾	Ecommerce C...	Revenue
1.	Direct	2,139	2.61%	\$265,806.65
2.	Paid Search	179	2.15%	\$21,454.42
3.	Display	0	0%	\$0
4.	Affiliates	0	0%	\$0
5.	(Other)	0	0%	\$0

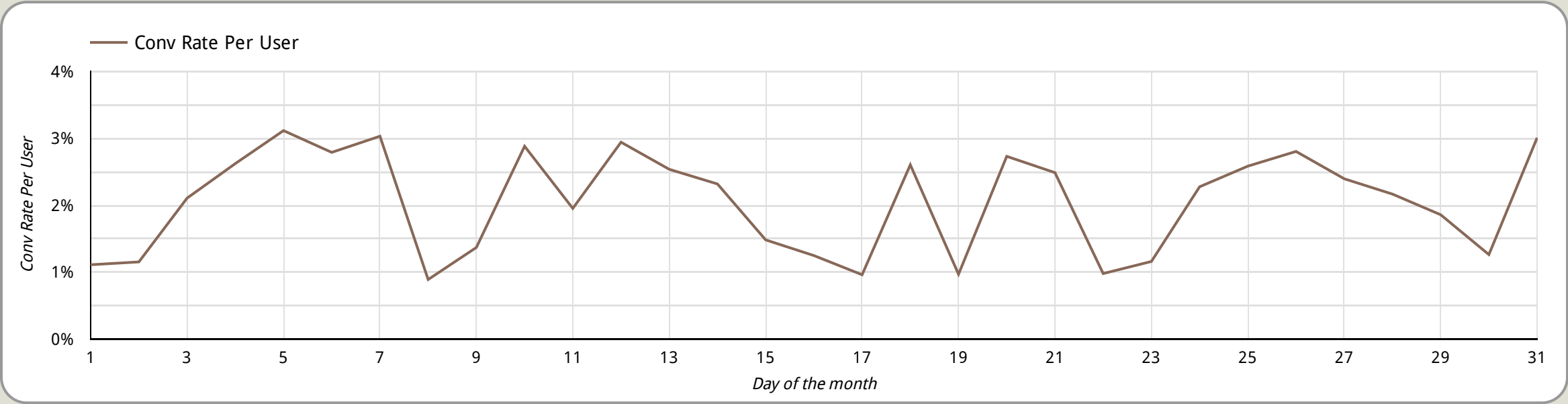
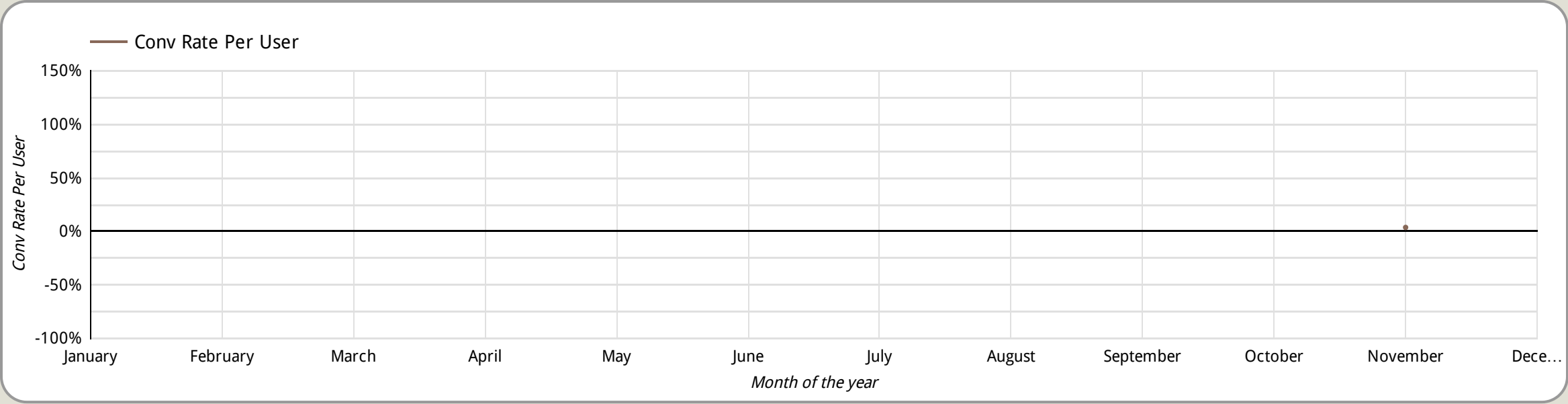
1 - 5 / 5 < >



Landing Page		Transactions ▾	Ecommerce C...	Revenue
1.	/basket.html	491	14.2%	\$78,726.65
2.	/home	335	0.8%	\$46,285.42
3.	/signin.html	263	6.44%	\$32,492.78
4.	/google+redesign/apparel/mens	255	4.65%	\$28,689.44
5.	/store.html	107	4.18%	\$15,063.14
6.	/google+redesign/new	97	2.63%	\$8,844.46

1 - 100 / 416 < >





	Date ▾	User Type	Ecommerce Conversion Rate
1.	Jan 31, 2022	Returning Visitor	5.82%
2.	Jan 31, 2022	New Visitor	1.16%
3.	Jan 30, 2022	Returning Visitor	2.55%
4.	Jan 30, 2022	New Visitor	0.68%
5.	Jan 29, 2022	New Visitor	0.88%
6.	Jan 29, 2022	Returning Visitor	4.51%
7.	Jan 28, 2022	Returning Visitor	4.44%
8.	Jan 28, 2022	New Visitor	0.89%

1 - 62 / 62 < >

	Country	Bounce Rate ▾	Users	New Users	Conv Rate Pe...	Time on Screen	Avg. Price	Total Value
1.	Madagascar	100%	2	2	0%	00:00:00	\$0	\$0
2.	Bermuda	100%	2	2	0%	00:00:00	\$0	\$0
3.	Sudan	100%	1	1	0%	00:00:00	\$0	\$0
4.	Botswana	100%	1	1	0%	00:00:00	\$0	\$0
5.	Iran	100%	1	1	0%	00:00:00	\$0	\$0
6.	Yemen	100%	2	2	0%	00:00:00	\$0	\$0
7.	Eswatini	100%	1	1	0%	00:00:00	\$0	\$0
8.	Cape Verde	100%	1	1	0%	00:00:00	\$0	\$0

1 - 100 / 173 < >

Acquisition

Acquisition Channel		Sessions ▾	Bounce Rate
1.	Direct	78,793	40.74%
2.	Paid Search	6,781	55.08%
3.	Display	1,885	88.01%
4.	Affiliates	133	75.94%
5.	(Other)	6	83.33%

1 - 5 / 5 < >

Users
66.4K
↑ 8.3%

Sessions
92.3K
↑ 14.5%

Activation

Bounce Rate
42.2%
↓ -3.2%

Pages / Session
5.2
↑ 5.8%

Avg. Session Duration
03:35
↑ 4.0%

Registrations (Goal 3 Completions)
3.4K
↑ 17.3%

Engaged Users (Goal 2 Completions)
11.2K
↑ 23.1%

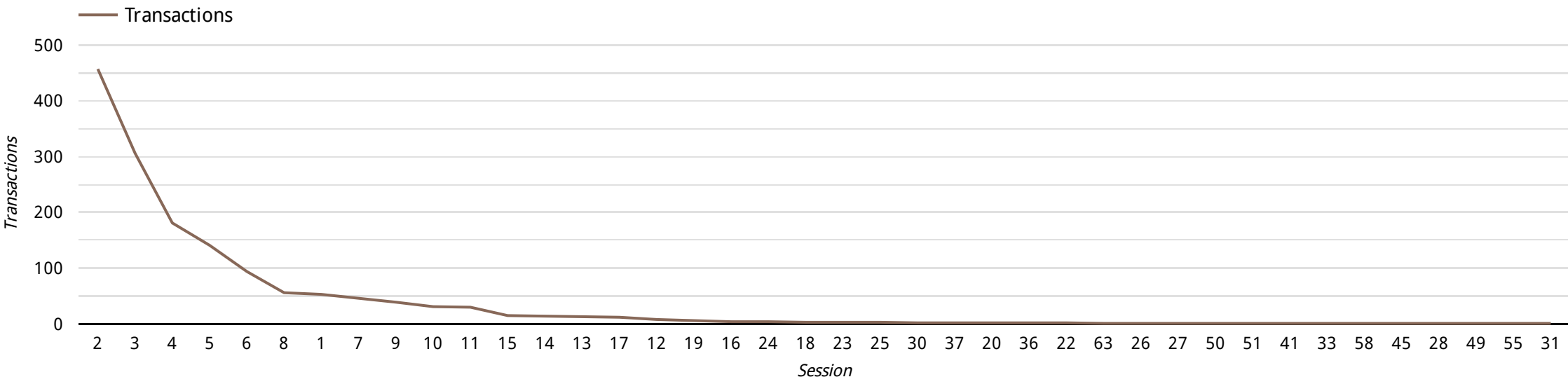
Registrations (Goal 3 Conversion Rate)
3.7%
↑ 2.5%

Registrations (Goal 3 Conversion Rate)
3.7%
↑ 2.5%

Retention

Users
17.6K
↑ 19.2%

Bounce Rate
35.2%
↓ -4.9%



Revenue

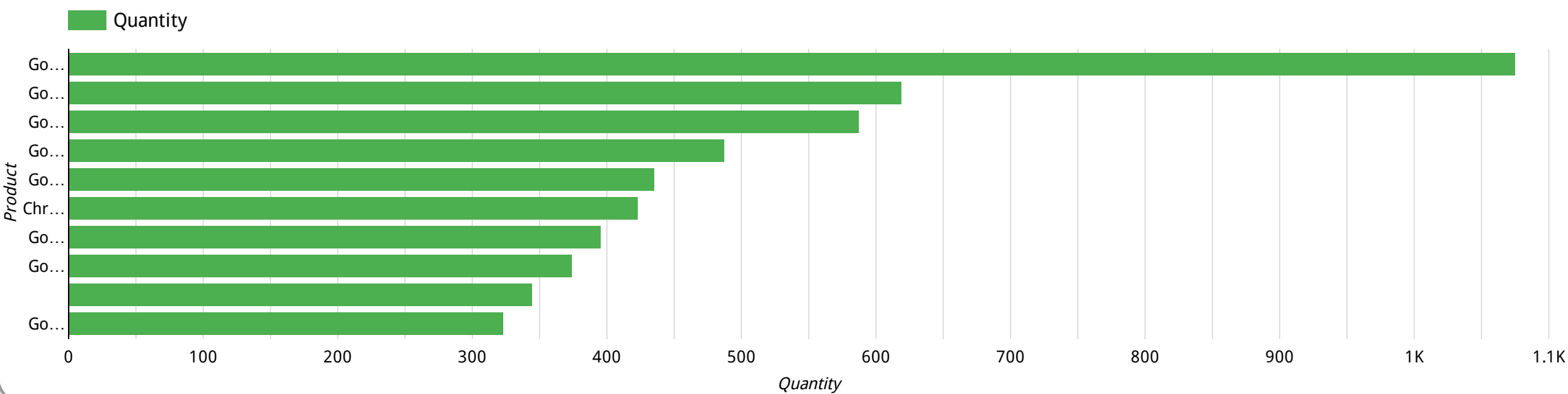
Revenue
\$287.26K
↑ 44.0%

Transactions
2.3K
↑ 38.6%

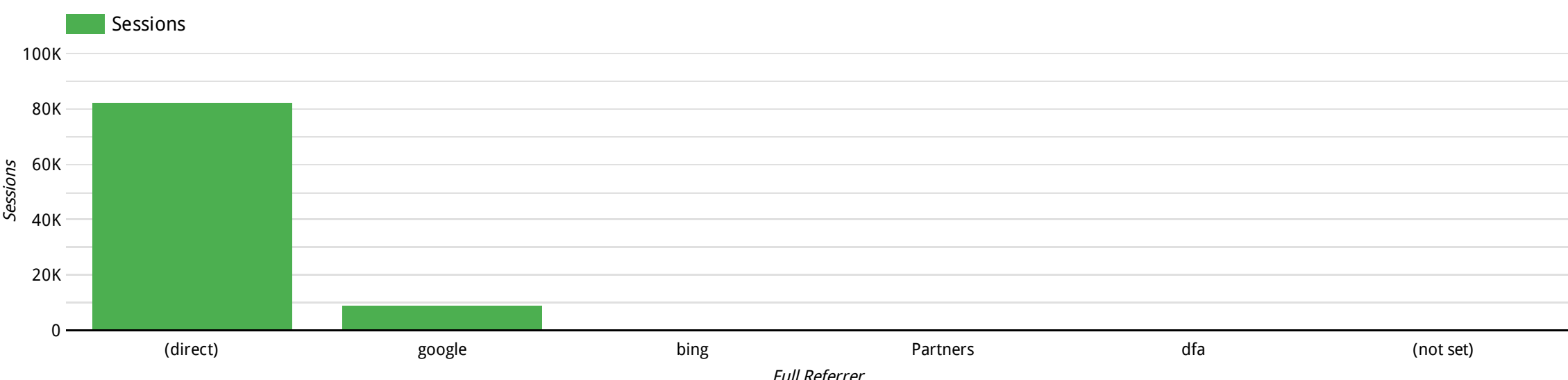
Revenue Per User
\$4.33
↑ 33.0%

Ecommerce Conversion Rate
4.6%
↑ 19.2%

Product Revenue per Purchase
\$40.05
↓ -4.2%



Referral



Funnel Visualization

