Google Merchandise Store Conversion Funnel

Summary

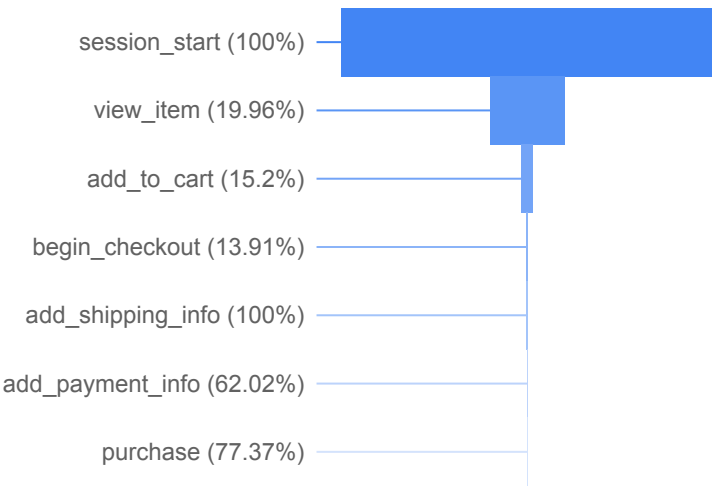| Total distinct session starters	Total distinct purchasers	Overall conversion rate	Overall cart abandonment rate	Average days to purchase
267,116 ⓘ	4,419 ⓘ	1.65% ⓘ	22.56% ⓘ	5.31 ⓘ

Overall Conversion Rate Over Time

— Overall conversion rate ⓘ

Closed Conversion Funnel ⓘ

- session_start (100%)
- view_item (19.96%)
- add_to_cart (15.2%)
- begin_checkout (13.91%)
- add_shipping_info (100%)
- add_payment_info (62.02%)
- purchase (77.37%)
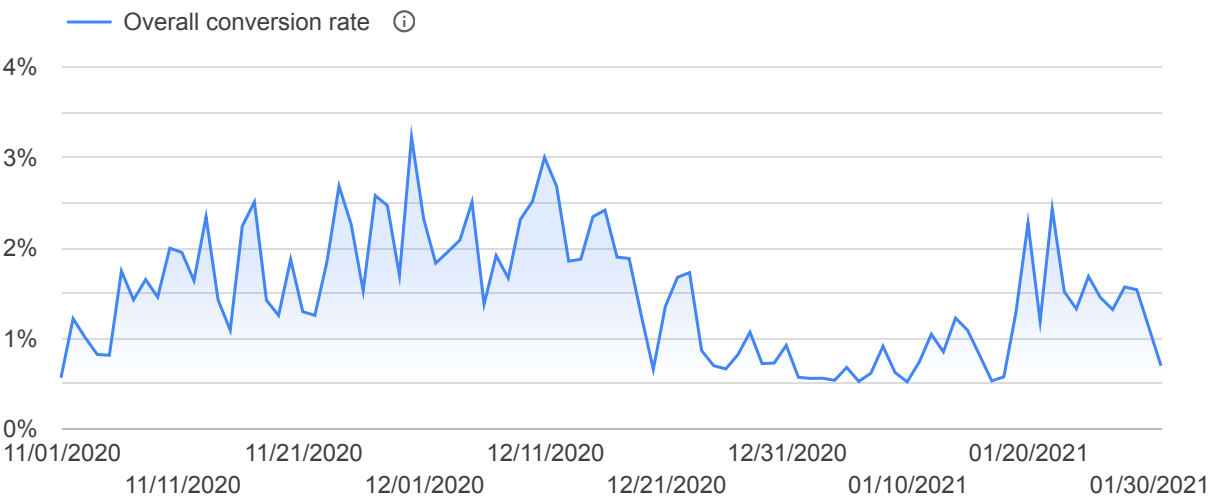
Closed Conversion Funnel Segmentation ⓘ

Segment type: Country (1) ▾

Segment value ⓘ	Session start ⓘ	View item ⓘ ▾	View item % ⓘ	Add to cart ⓘ	Add to cart % ⓘ	Begin checkout ⓘ	Begin checkout % ⓘ	Add shipping info ⓘ	Add shipping info % ⓘ	Add payment info ⓘ	Add payment info % ⓘ	Purchase ⓘ	Purchase % ⓘ
United States	113.2K	22.6K	19.99%	3.5K	15.47%	504	14.4%	504	100%	317	62.9%	249	78.55%
India	24.3K	4.9K	20.25%	752	15.31%	106	14.1%	106	100%	66	62.26%	49	74.24%
Canada	19.3K	3.9K	20.1%	588	15.13%	71	12.07%	71	100%	48	67.61%	34	70.83%
United Kingdom	8.1K	1.6K	20.2%	251	15.25%	29	11.55%	29	100%	20	68.97%	15	75%
France	5.1K	1K	19.76%	148	14.55%	20	13.51%	20	100%	13	65%	11	84.62%
Spain	4.8K	929	19.27%	139	14.96%	23	16.55%	23	100%	12	52.17%	7	58.33%
China	4.4K	899	20.33%	146	16.24%	24	16.44%	24	100%	8	33.33%	8	100%
Taiwan	4.4K	880	20.09%	130	14.77%	13	10%	13	100%	8	61.54%	6	75%

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