

Clear All Filters

Country

All

Age Group

All

Gender

All

Product

All

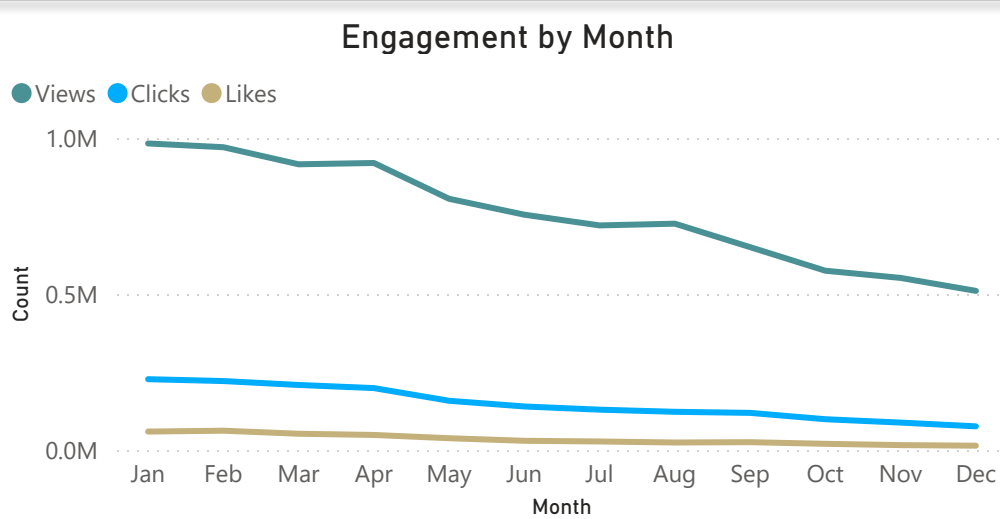
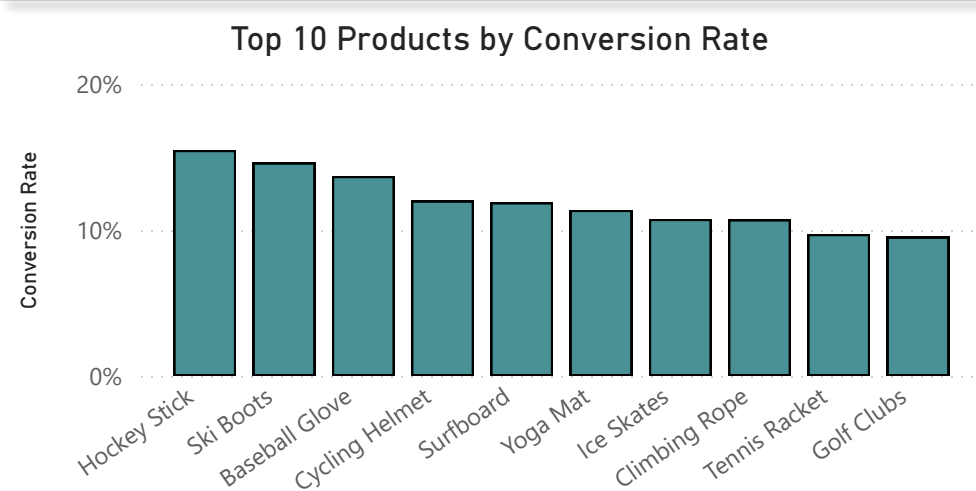
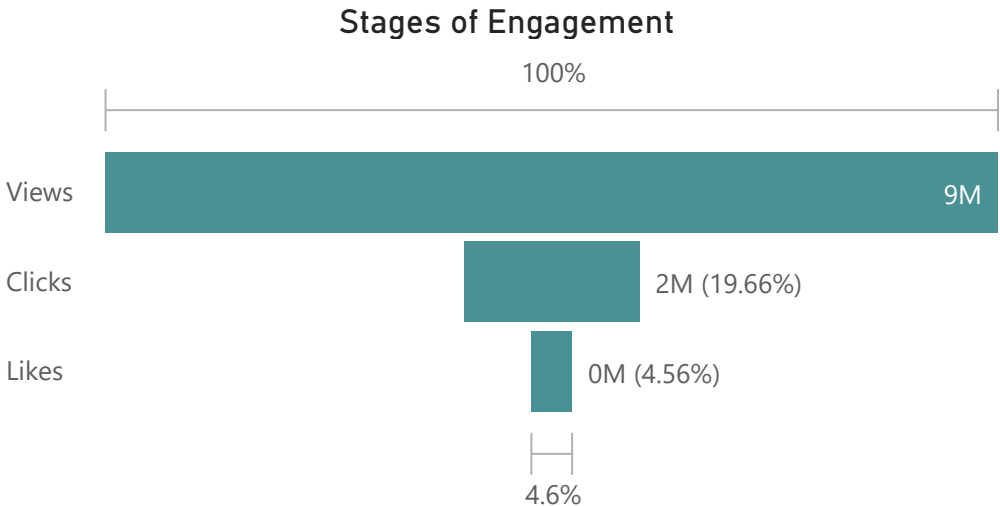
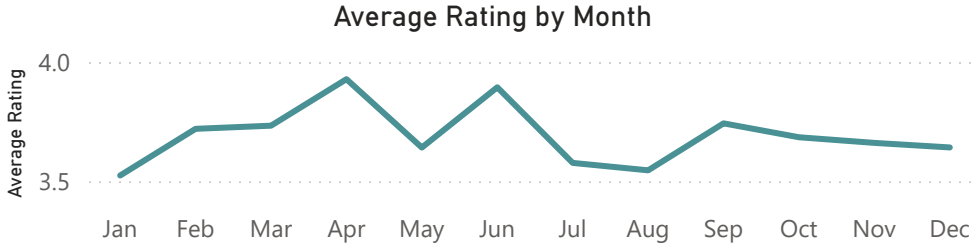
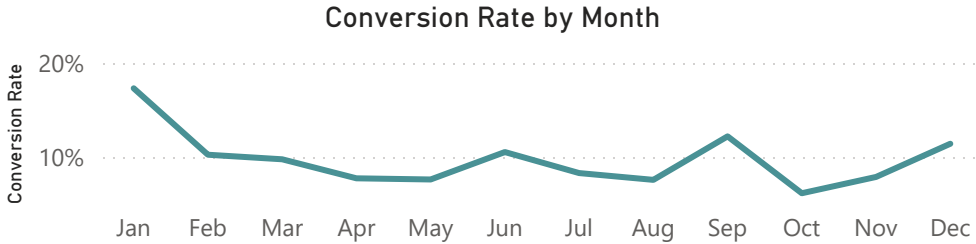
Price Category

All

Date

1/1/202312/31/2025

Social Media			Reviews		Conversion
9M	2M	414K	3.69	67.9%	9.6%
Total Views	Total Clicks	Total Likes	Average Rating	% of Positive Reviews	Conversion Rate



Clear All Filters

Month

All

Year

All

Day of the week

All

Product

All

Price Category

All

Date

1/1/2023 12/31/2025

Social Media

9M

Total Views

2M

Total Clicks

414K

Total Likes

19.7%

Click-Through Rate

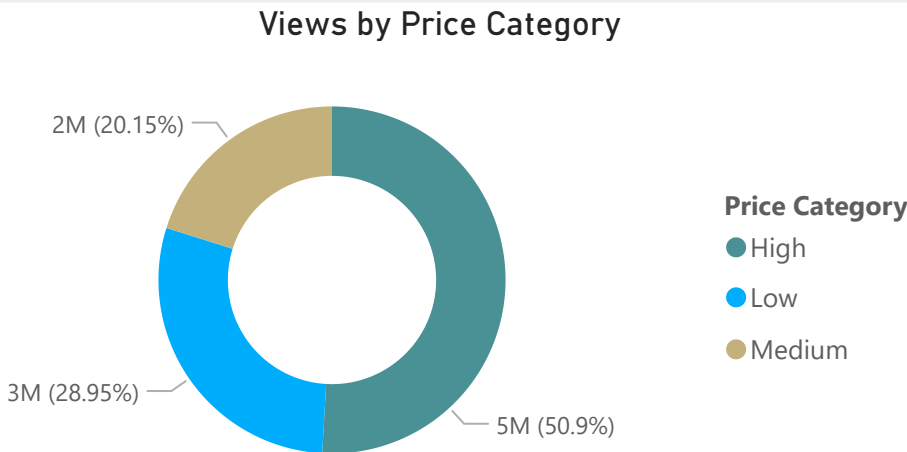
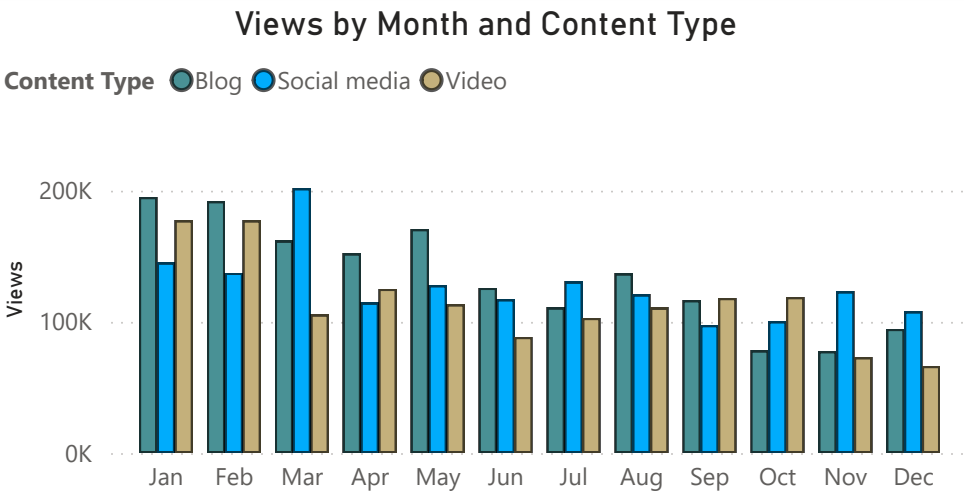
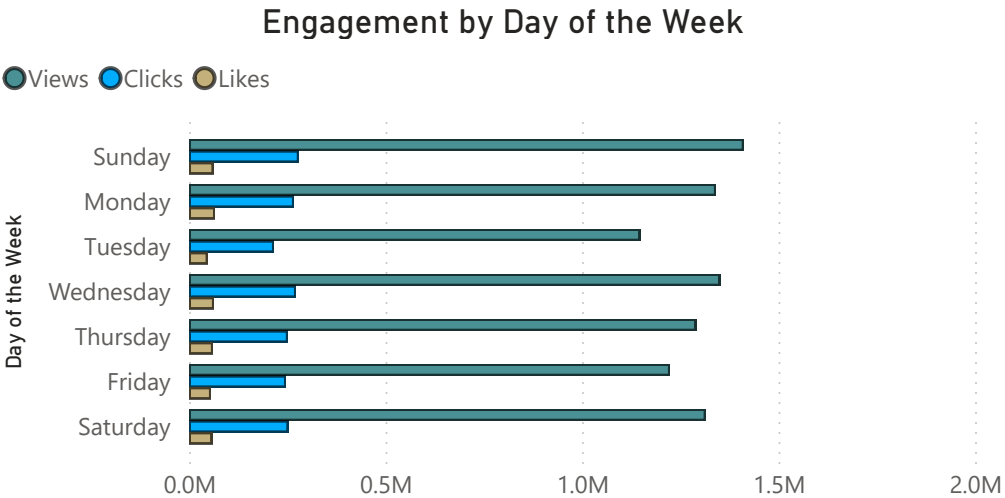
23.2%

Likes per Clicks

24.2%

Enqagement Rate

ProductName	Views	Clicks	Likes	CTR	LpC	ER
Baseball Glove	437820	86215	20678	19.7%	24.0%	24.4%
Basketball	529860	99247	23328	18.7%	23.5%	23.1%
Boxing Gloves	442433	89521	20930	20.2%	23.4%	25.0%
Climbing Rope	515377	106019	23073	20.6%	21.8%	25.0%
Cycling Helmet	460236	82235	19885	17.9%	24.2%	22.2%
Dumbbells	385934	71809	16819	18.6%	23.4%	23.0%
Fitness Tracker	404966	70853	14239	17.5%	20.1%	21.0%
Football	517162	107182	25434	20.7%	23.7%	25.6%
Football Helmet	407633	85225	18789	20.9%	22.0%	25.5%
Golf Clubs	474649	90293	21518	19.0%	23.8%	23.6%
Total	9079276	1785010	414122	19.7%	23.2%	24.2%



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1/1/2023 12/31/2025

Customer Reviews

67.9%

% of Positive Reviews

3.69

Average Rating

1.24

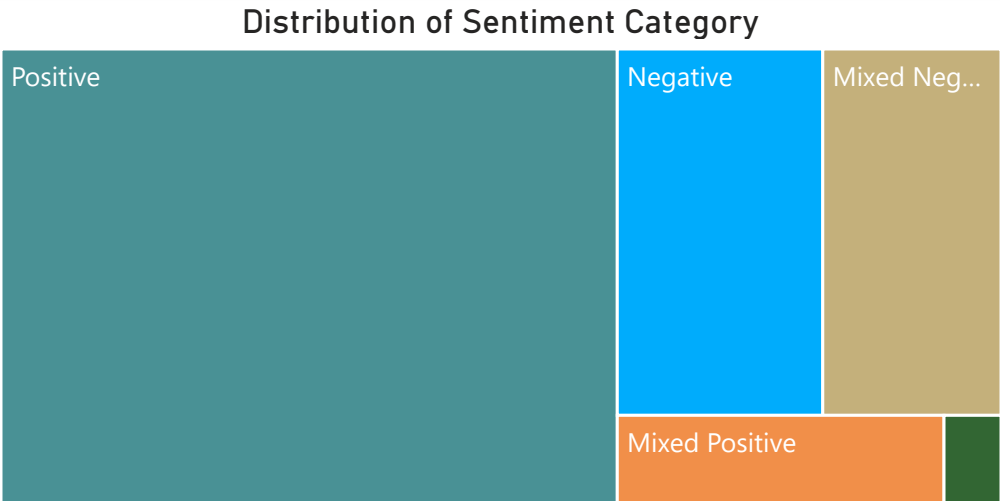
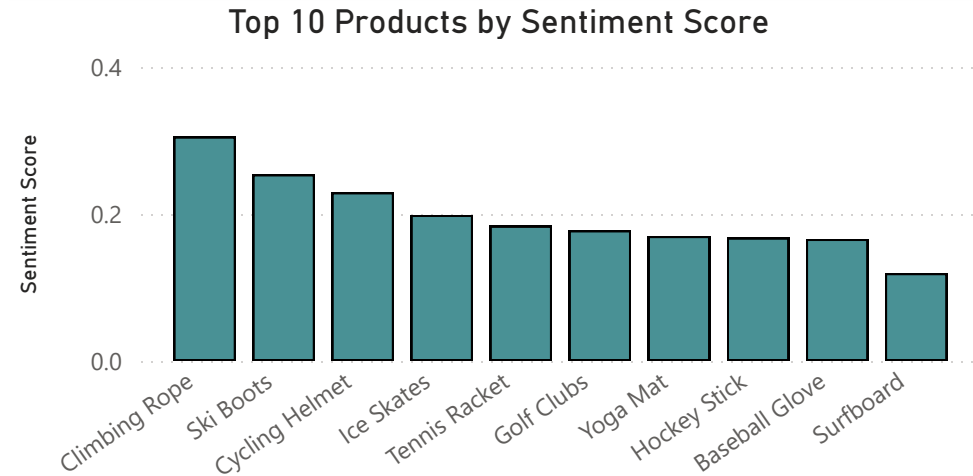
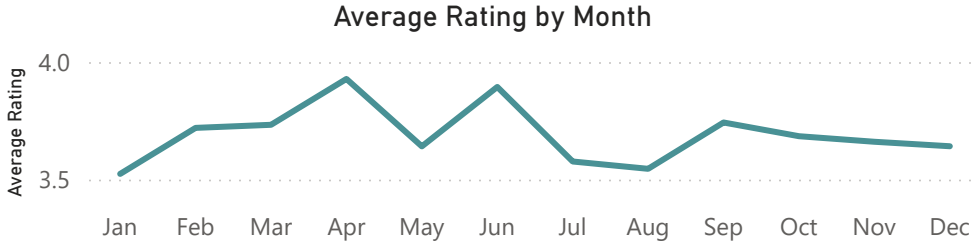
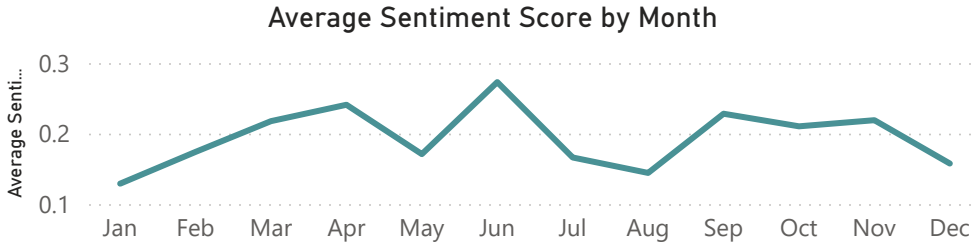
Review Velocity

0.19

Average Sentiment Score

0.0 to 0.49

Most Frequent Sentiment Bucket



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Price Category

All

Date

1/1/2023 12/31/2025

Conversion Details

9.6% 15.2% 157 156 159 157

Conversion Rate Drop-Off Rate Average Duration Avg. View Time Avg. Click Time Avg. Purchase Time

ProductName	Conversion Rate	Avg Homepage Duration	Avg I
<div><div></div><div>Hockey Stick</div></div>	15.5%	169	
Young Adult (18-29)	27.3%	164	
Established Adult (30-39)	15.8%	179	
Senior (60 and above)	11.1%	166	
Middle Age (40-59)	10.5%	170	
<div><div></div><div>Ski Boots</div></div>	14.6%	154	
<div><div></div><div>Baseball Glove</div></div>	13.7%	165	
<div><div></div><div>Cycling Helmet</div></div>	12.0%	148	
<div><div></div><div>Surfboard</div></div>	11.9%	162	
<div><div></div><div>Yoga Mat</div></div>	11.4%	164	
<div><div></div><div>Ice Skates</div></div>	10.7%	148	
<div><div></div><div>Climbing Rope</div></div>	10.7%	155	
<div><div></div><div>Tennis Racket</div></div>	9.7%	151	
<div><div></div><div>Golf Clubs</div></div>	9.5%	151	
<div><div></div><div>Kayak</div></div>	8.7%	149	
<div><div></div><div>Fitness Tracker</div></div>	8.3%	160	
<div><div></div><div>Football Helmet</div></div>	8.1%	170	
<div><div></div><div>Football</div></div>	7.5%	173	
<div><div></div><div>Basketball</div></div>	7.4%	159	
<div><div></div><div>Boxing Gloves</div></div>	7.3%	138	
<div><div></div><div>Volleyball</div></div>	7.1%	168	
<div><div></div><div>Dumbbells</div></div>	7.0%	144	
<div><div></div><div>Running Shoes</div></div>	6.3%	151	
Total	9.6%	157	

