

Sessions

16.9K

↑ 984

Transactions

243

↑ 56.8%

E-commerce Conversion Rate

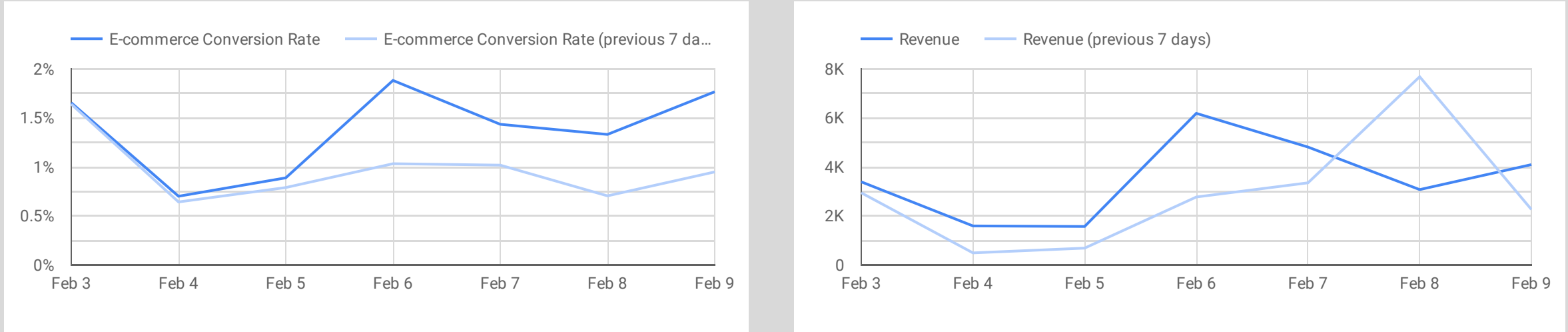
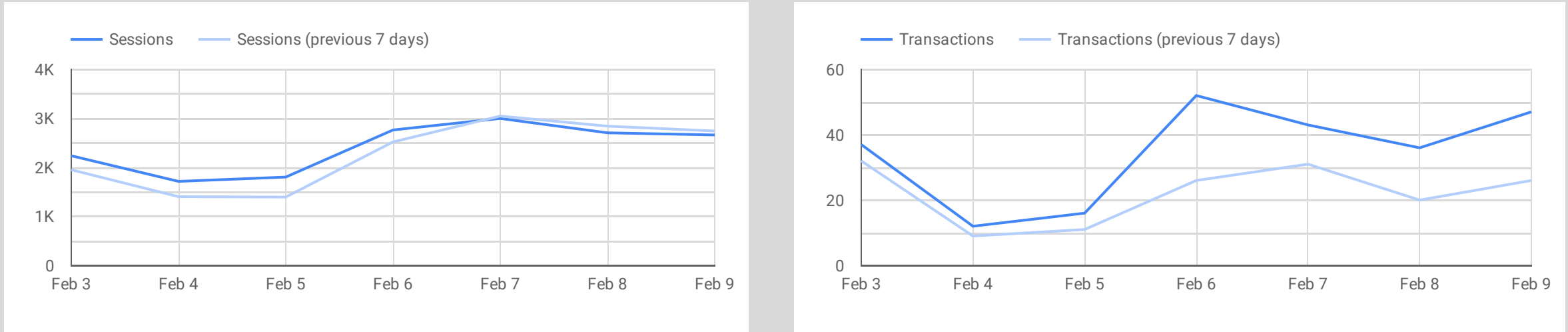
1.44%

↑ 47.6%

Revenue

\$24.69K

↑ 22.5%



Default Channel Grouping	Sessions ▾	Δ	Transactions	% Δ	E-commerce Conversion Rate	% Δ	Revenue	% Δ
Direct	13,428	162 ↑	215	56.9% ↑	1.6%	55.0% ↑	\$22,389.86	17.9% ↑
Paid Search	2,622	790 ↑	28	55.6% ↑	1.07%	8.7% ↑	\$2,299.3	97.6% ↑
Display	796	33 ↑	0	-	0%	-	\$0	-
Affiliates	41	-1 ↓	0	-	0%	-	\$0	-

1 - 4 / 4

Landing Page	Session...	Sessions	% Δ	Transactio...	% Δ	E-commerce Conversion...	% Δ	Revenue	% Δ
/home	47.92%	8,093	3.0% ↑	28	75.0% ↑	0.35%	70.0% ↑	\$2,226.55	123.6% ↑
/google+redesign/apparel	7.24%	1,223	28.3% ↑	11	83.3% ↑	0.9%	42.9% ↑	\$1,122.2	125.4% ↑
/google+redesign/apparel/mens	3.55%	599	-6.1% ↓	22	-4.3% ↓	3.67%	1.9% ↑	\$1,891.94	4.3% ↑
/google+redesign/shop+by+brand/youtube	3.27%	553	-11.1% ↓	1	-	0.18%	-	\$28.8	-
/signin.html	3.07%	519	21.8% ↑	44	175.0% ↑	8.48%	125.7% ↑	\$4,964.8	261.9% ↑
/store.html	2.97%	502	8.7% ↑	23	53.3% ↑	4.58%	41.1% ↑	\$3,233.08	162.2% ↑
/google+redesign/new	2.43%	410	-3.1% ↓	6	200.0% ↑	1.46%	209.5% ↑	\$903.5	270.6% ↑
/basket.html	2.24%	379	15.5% ↑	35	150.0% ↑	9.23%	116.4% ↑	\$3,349.15	-33.7% ↓
/google+redesign/lifestyle/drinkware	1.89%	319	0.9% ↑	8	100.0% ↑	2.51%	98.1% ↑	\$1,152.6	1,085.8% ↑
/asearch.html	1.78%	301	14.9% ↑	7	16.7% ↑	2.33%	1.6% ↑	\$366.84	50.1% ↑
/google+redesign/shop+by+brand/google	1.74%	293	-6.4% ↓	4	0.0%	1.37%	6.8% ↑	\$421.6	296.2% ↑
/google+redesign/accessories/google+chrome+dinosaur...	1.59%	268	12.1% ↑	0	-100.0% ↓	0%	-100.0% ↓	\$0	-100.0% ↓
/google+redesign/lifestyle/home	1.56%	263	-12.3% ↓	1	0.0%	1.52%	14.1% ↑	\$400.6	-80.1% ↓

1 - 100 / 275

