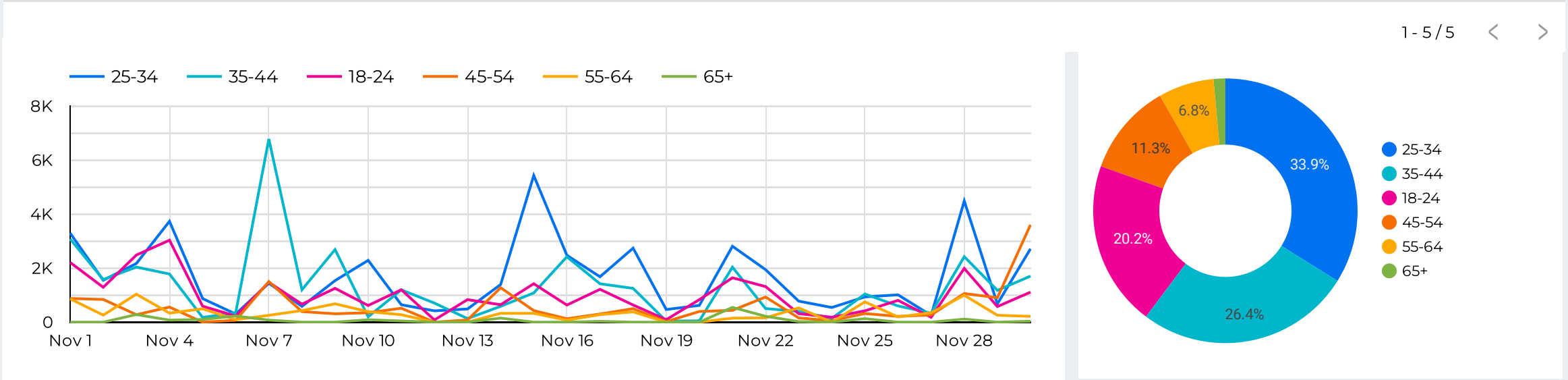
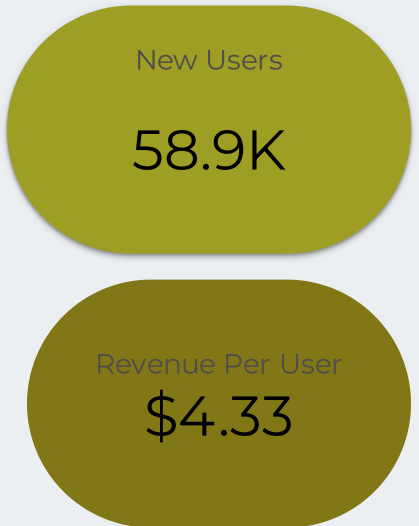
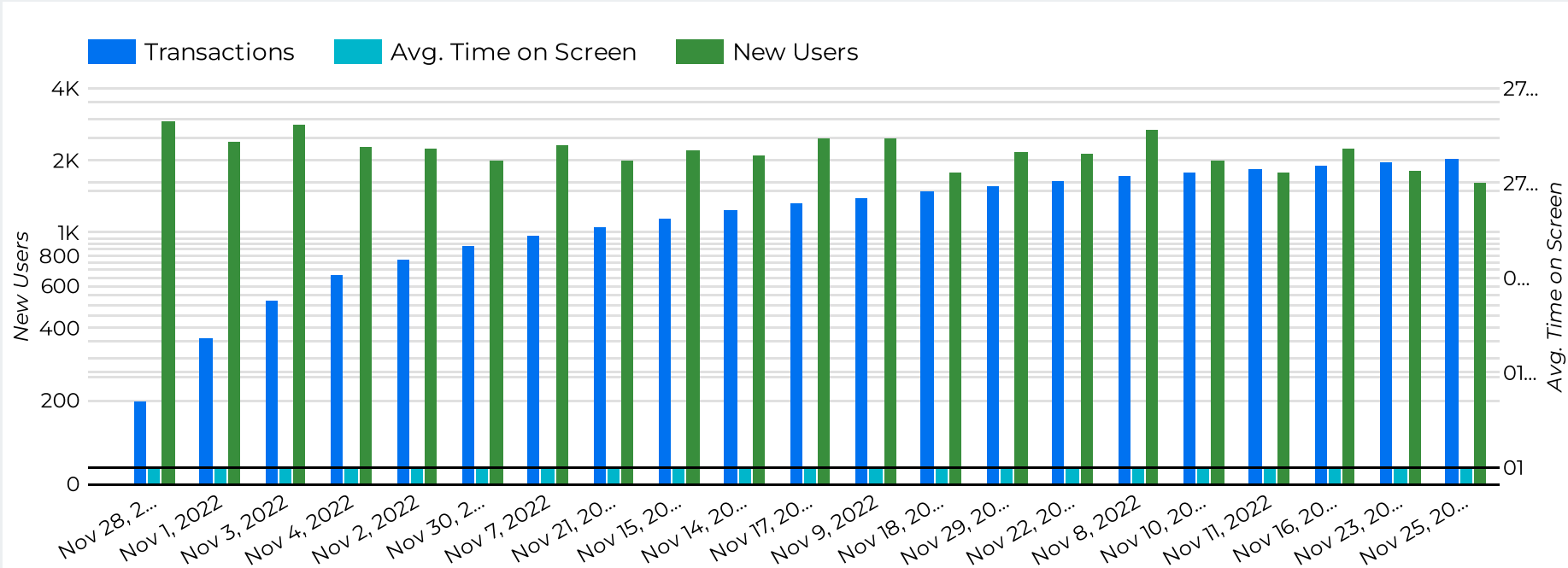
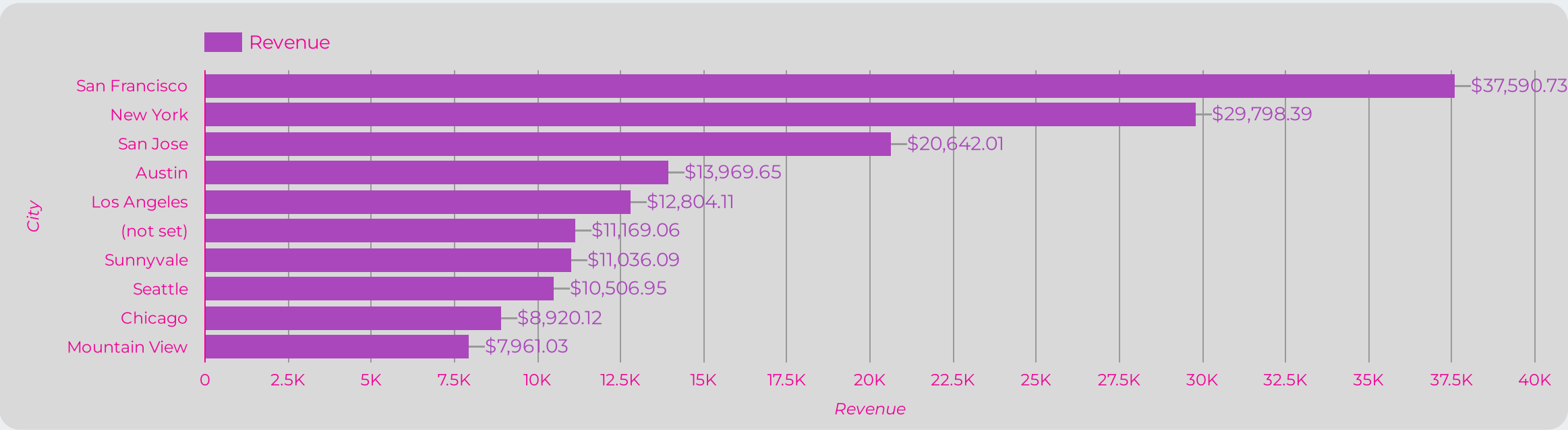


	Default Channel Gro...	Transactions ▾	% Δ	Ecommerce Convers...	% Δ	Revenue	% Δ	Sessions	% Δ
1.	Direct	8,965	5.3% ↑	2.46%	4.8% ↑	\$1,076,267.86	7.7% ↑	363,856	0.5% ↑
2.	Paid Search	753	-15.5% ↓	1.75%	-13.8% ↓	\$74,067.7	-23.5% ↓	43,089	-2.0% ↓
3.	Affiliates	2	-75.0% ↓	0.23%	-60.7% ↓	\$212.8	-96.7% ↓	882	-36.5% ↓
4.	Display	0	-100.0% ↓	0%	-100.0% ↓	\$0	-100.0% ↓	4,635	-76.2% ↓
5.	(Other)	0	-	0%	-	\$0	-	61	1.7% ↑



	Landing Page	Transactions ▾	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
1.	/basket.html	4,234	35.4% ↑	14.81%	-10.8% ↓	\$565,525.16	111.8% ↑
2.	/home	3,681	-52.5% ↓	0.82%	-51.8% ↓	\$408,494.03	-31.4% ↓
3.	/signin.html	2,771	13.8% ↑	7.46%	-20.6% ↓	\$332,669.33	55.9% ↑
4.	/google+redesign/apparel/me...	2,336	45.1% ↑	5%	-8.3% ↓	\$224,674.66	66.4% ↑
5.	/store.html	1,151	-0.8% ↓	4.37%	-27.8% ↓	\$155,979.03	41.3% ↑
6.	/google+redesign/apparel/wo...	824	18.9% ↑	5.3%	-28.6% ↓	\$73,998.8	34.7% ↑
-							

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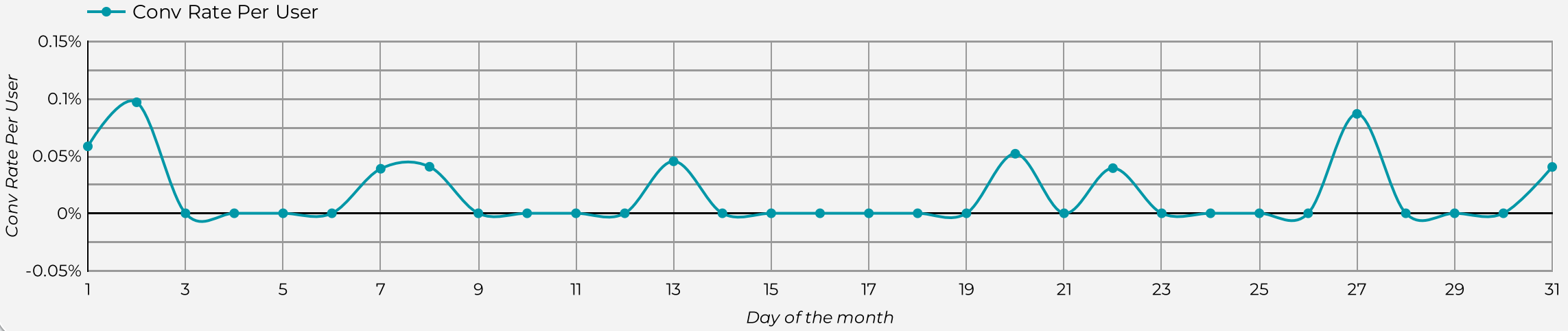




Default Data
Click to select Universal A

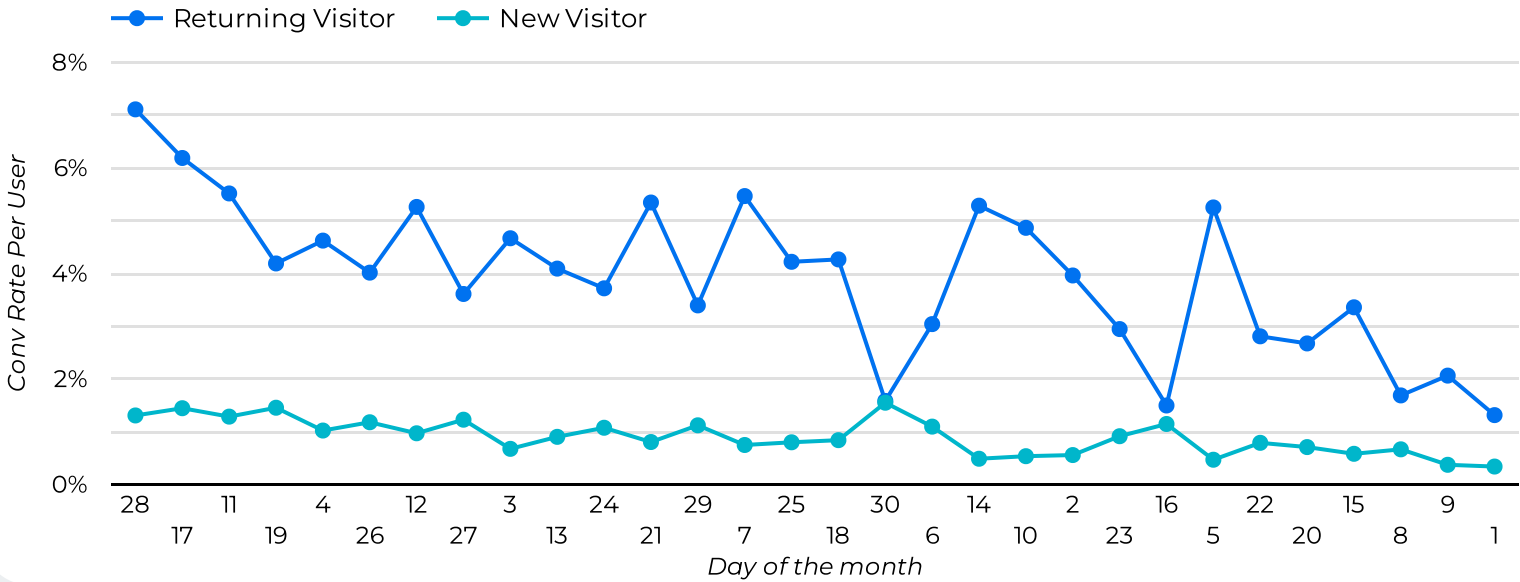
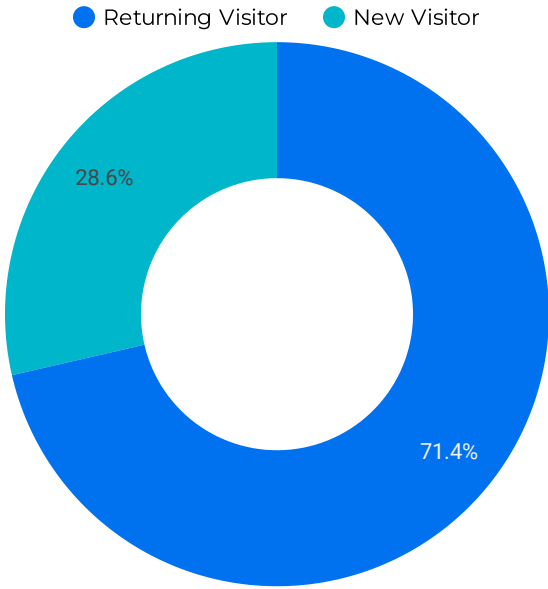
Cohort Analysis

Select date range



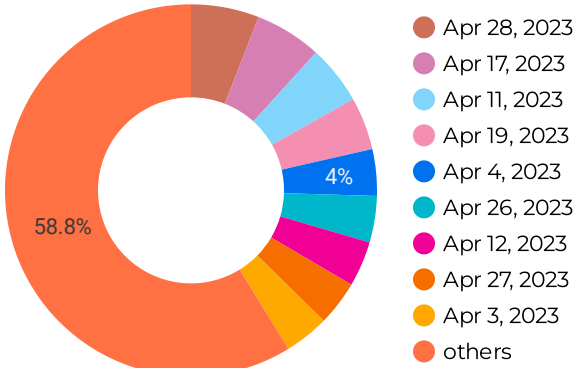
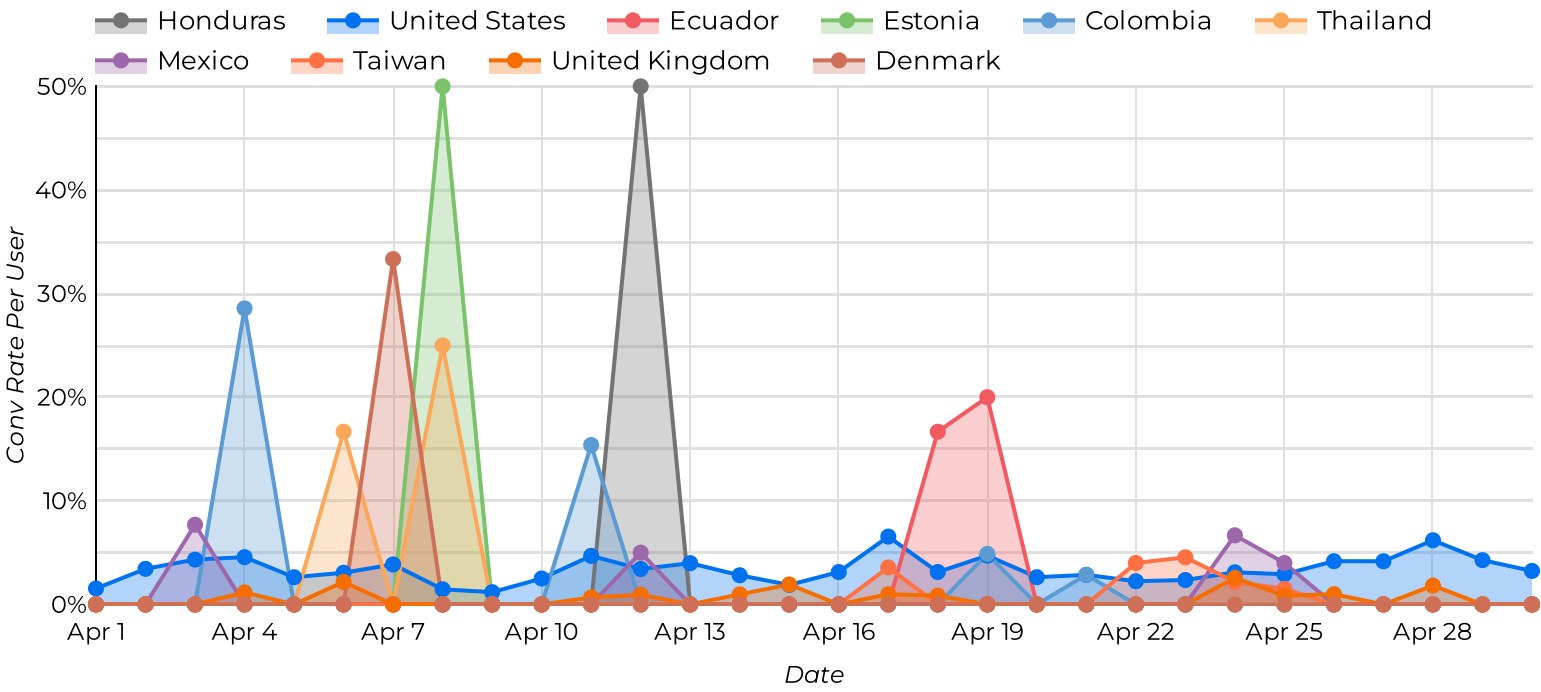
	Date	User Type	Conv Rate Per User
1.	May 10, 2023	Returning Visitor	6.71%
2.	May 3, 2023	Returning Visitor	6.36%
3.	May 17, 2023	Returning Visitor	5.7%
4.	May 16, 2023	Returning Visitor	5.56%
5.	May 4, 2023	Returning Visitor	5.22%
6.	May 1, 2023	Returning Visitor	4.84%
7.	May 2, 2023	Returning Visitor	4.77%

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	Country	User...	New Users	Bounce Rate	Conv Rate Per U...	AdX Vie...	Time ...	Avg ...	Avg. ...	Avg. O...	Total Val...	Sub Conti...	Total U...
1.	United States	22,590	19,528	35.83%	+0%	0%	00:00:...	00:04:...	\$30.8	\$61.6	\$61.6	1	0
2.	Canada	16,197	15,632	70.3%	0.08%	0%	00:00:...	00:01:...	\$11.48	\$142.17	\$1,848.25	1	0
3.	India	5,787	5,572	61.42%	0%	0%	00:00:...	00:01:...	\$0	\$0	\$0	1	0
4.	United Kingdom	2,029	1,836	45.91%	0.05%	0%	00:00:...	00:02:...	\$16.61	\$1,295.2	\$1,295.2	1	0
5.	Japan	1,296	1,188	54.69%	0%	0%	00:00:...	00:03:...	\$0	\$0	\$0	1	0
6.	France	1,096	1,007	56%	0%	0%	00:00:...	00:04:...	\$0	\$0	\$0	1	0
7.	Spain	929	840	50.36%	0%	0%	00:00:...	00:04:...	\$0	\$0	\$0	1	0
8.	Germany	876	814	46.85%	0%	0%	00:00:...	00:03:...	\$0	\$0	\$0	1	0
	Grand total	63,592	58,588	50.55%	0.07%	0%	00:00:...	01:08:...	\$28.32	\$1,431.62	\$3,205.05	24	0

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ACQUISITION

Users
63.7K
↑ 14.6%

Sessions
78.3K
↑ 9.1%

	Default Channel Gro...	Sessions ▾	Bounce Rate
1.	Direct	59,010	44.11%
2.	Paid Search	19,149	70.24%
3.	Affiliates	125	70.4%
4.	Display	10	70%
5.	Referral	4	75%
6.	(Other)	4	75%

New Visitor

Returning Visitor

Direct

Paid Search

Affiliat...

Display (Other)

Referral

0

10K

20K

30K

40K

50K

60K

ACTIVATION

Bounce Rate
50.5%
↑ 4.3%

Pages / Session
3.8
↓ -3.9%

Engaged Users (Goal 2 Completions)
5,972
↑ 2.1%

Goal Conversion Rate
13.55%
↓ -6.2%

Avg. Session Duration
00:02:37
↓ -11.7%

Registrations (Goal 3 Completions)
136
↑ 58.1%

RETENTION

Users
63,666
↑ 14.6%

Bounce Rate
50.55%
↑ 4.3%

New Visitor

Returning Visitor

1

2

13

3

0

1

2

3

4

5

6

7

8

9

10

REVENUE

Revenue
\$3,205.05
↓ -97.0%

Transactions
15
↓ -98.2%

Revenue Per User
\$0.05
↓ -97.4%

Ecommerce Conversion Rate
0.02%
↓ -98.3%

Product Revenue per Purchase
\$64.10
↑ 46.5%

	Product	Quantity ▾
1.	Google Cloud Wheat Pen	
2.	Google Inspired Red Notebook	
3.	Google Inspired Yellow Notebook	
4.	Google Cloud Vintage Wash Grey Cap	
5.	Google Vintage Wash Black Cap	
6.	Google Inspired Green Notebook	
7.	Google Inspired Blue Notebook	
8.	Google Eco Classic Tee	

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REFERRAL

Number of Sessions per User
1.23
↓ -4.8%

Bounce Rate
50.55%
↑ 4.3%

	Full Referrer	Number of Sessions per User ▾
1.	(not set)	2
2.	tagassistant.google.com/	2
3.	bing	1.29
4.	(direct)	1.25
5.	Partners	1.21
6.	google	1.14

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FUNNEL VISUALIZATION

