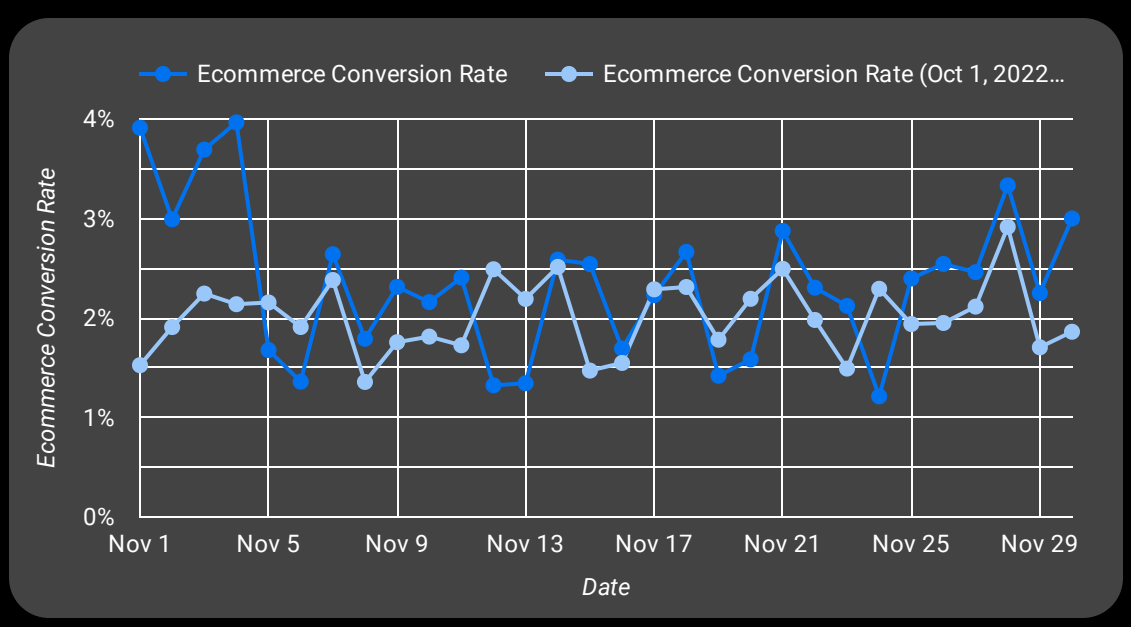
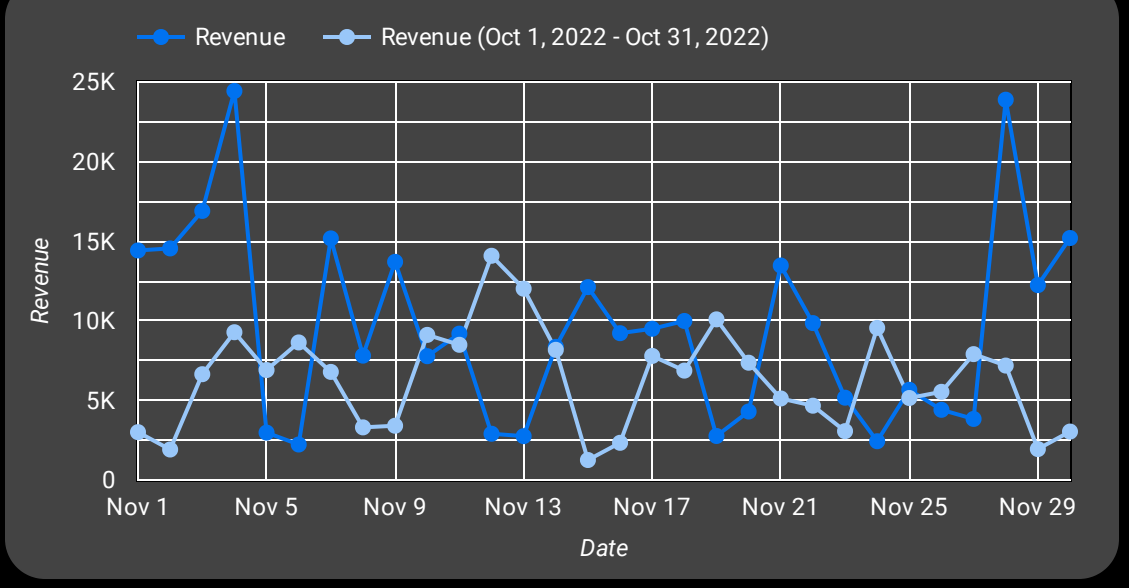
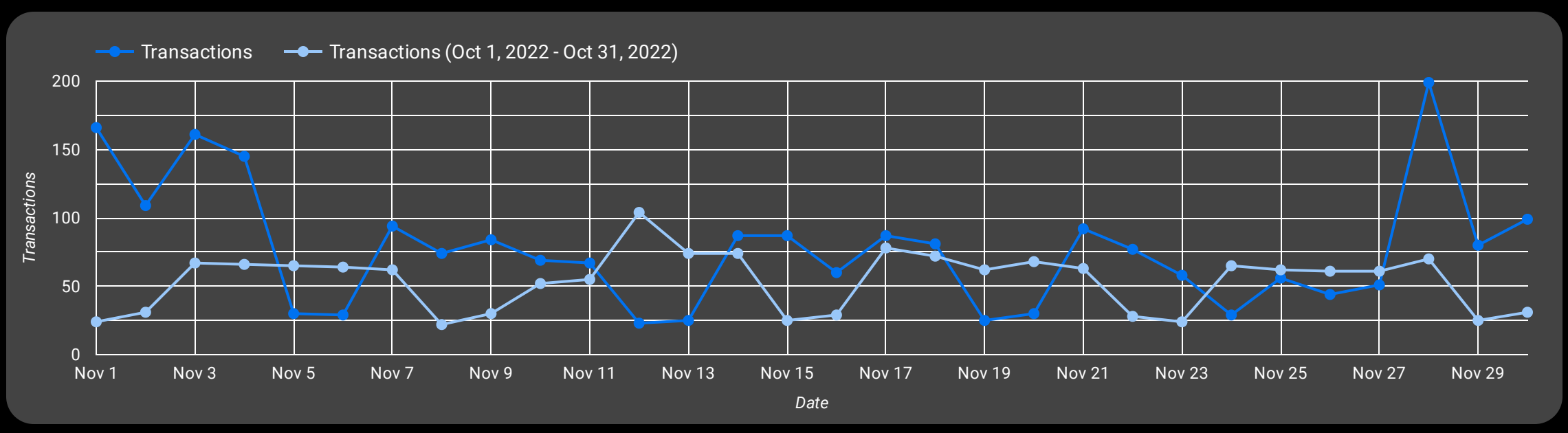
# Google Market Analysis

Select date range

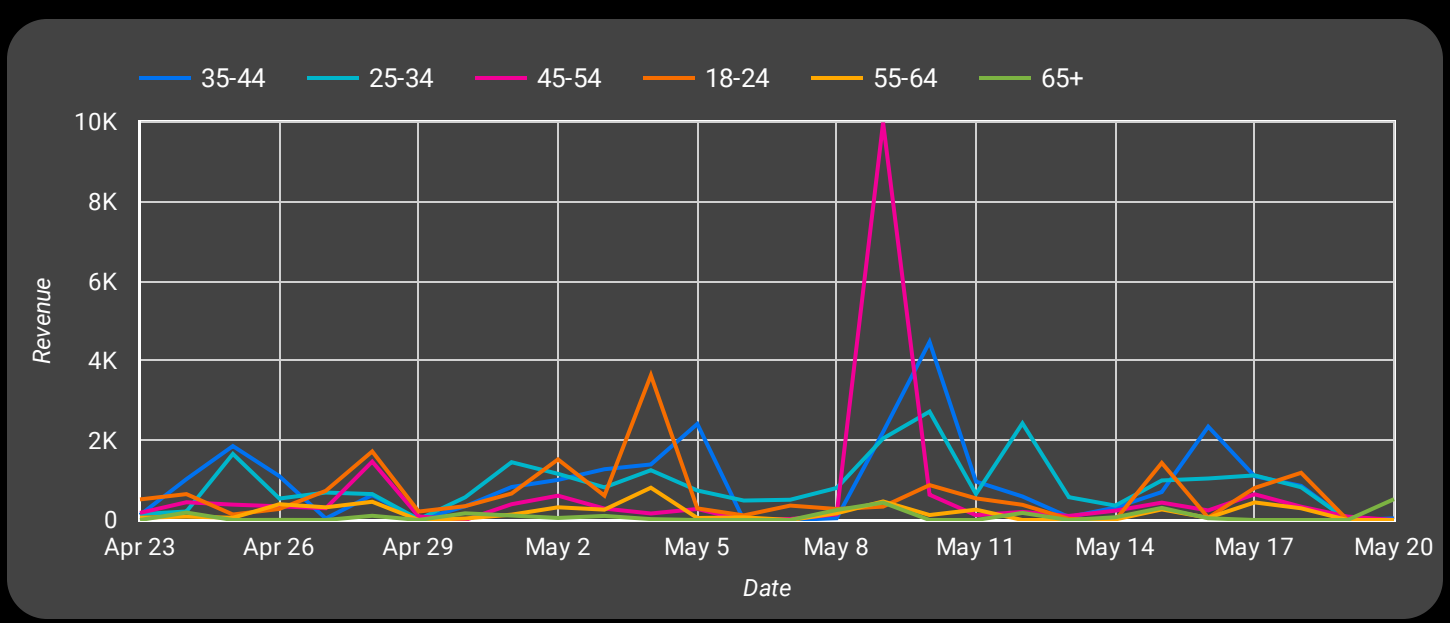
| Sessions | Transactions | Ecommerce Conversion Rate | Revenue |
|---|---|---|---|
| 92,283 | 2,318 | 2.51% | $287.26K |
| ▲ 14.5% | ▲ 38.6% | ▲ 21.1% | ▲ $87.83K |

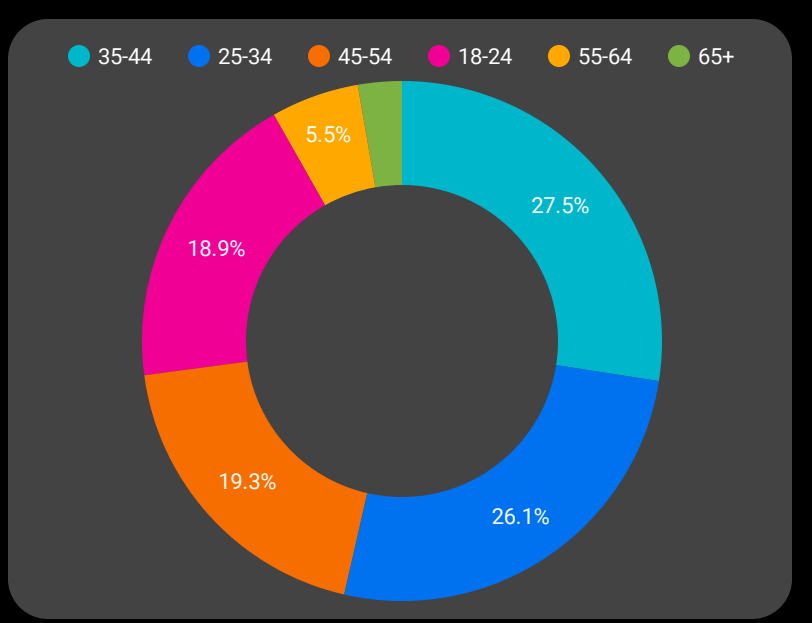



| | Channel Groups | Transactions | Δ | Ecommerce Conver… | % Δ | Revenue | % Δ | Sessions | % Δ |
|---|---|---|---|---|---|---|---|---|---|
| 1. | (Other) | 0 | 0 | 0% | - | $0 | - | 5 | -89.8… |
| 2. | Affiliates | 0 | 0 | 0% | - | $0 | - | 508 | -5.4% |
| 3. | Direct | 2,912 | -3,740 | 1.72% | -41.9% | $365.58K | -50.0… | 169,286 | -24.7… |
| 4. | Display | 2 | 2 | 0.04% | - | $118.8 | - | 5,397 | -30.4… |
| 5. | Paid Search | 411 | -135 | 1.68% | -23.9% | $44.94K | -24.8… | 24,493 | -1.1% |




| | Landing Page | Transactions | Δ | Ecommerce Conversion Rate | % Δ | Revenue | % Δ |
|---|---|---|---|---|---|---|---|
| 1. | /basket.html | 480 | -1,144 | 10.01% | -37.8% | $81.49K | -54.1… |
| 2. | /home | 430 | -593 | 0.44% | -48.9% | $49.23K | -59.1… |
| 3. | /signin.html | 416 | -429 | 6.52% | -13.7% | $49.85K | -47.8… |
| 4. | /google+redesign/ap… | 338 | -363 | 4.26% | -15.6% | $35.43K | -50.6… |
| 5. | /store.html | 229 | -143 | 3.77% | -25.2% | $29.65K | -43.0… |

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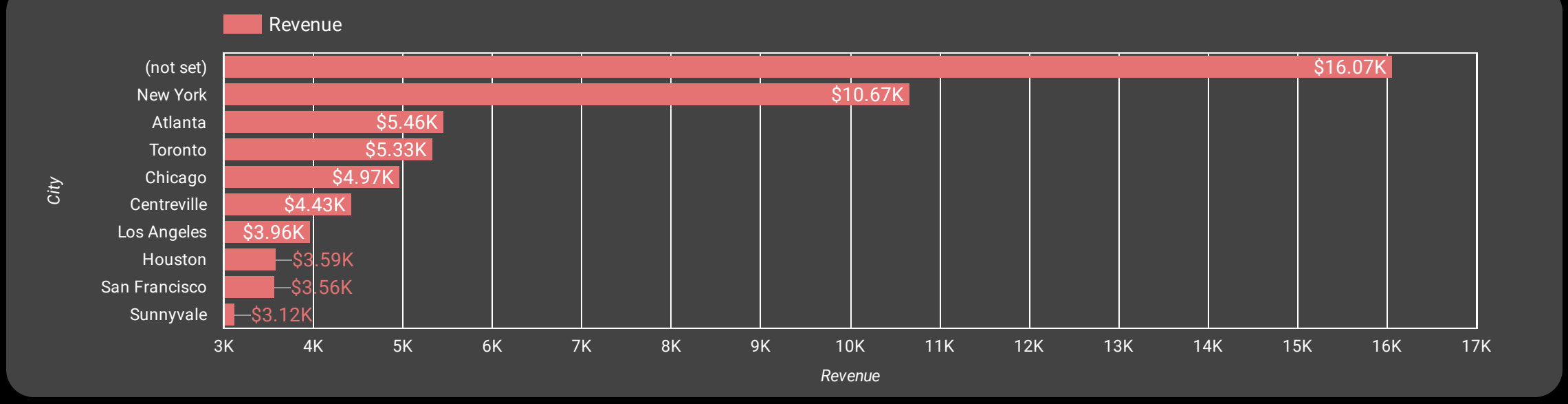
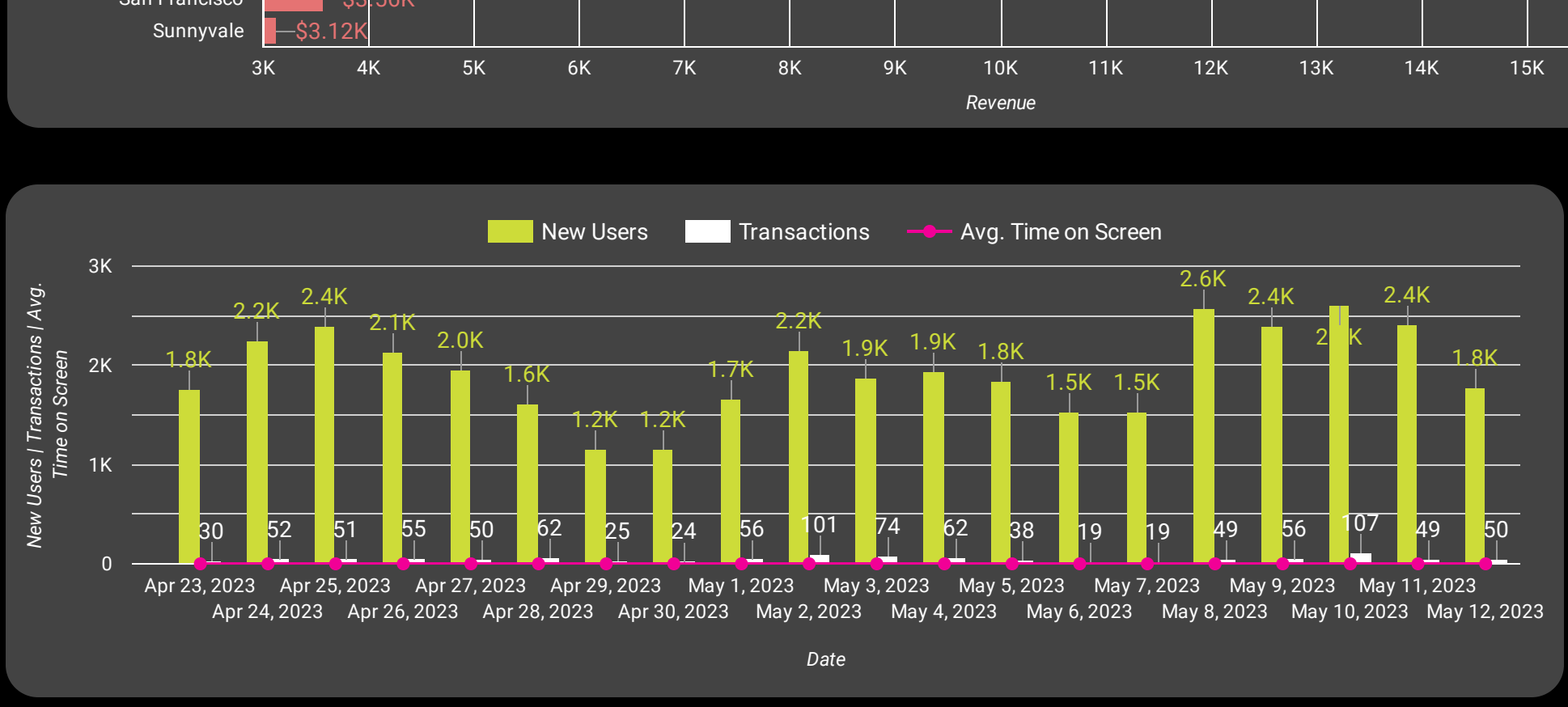
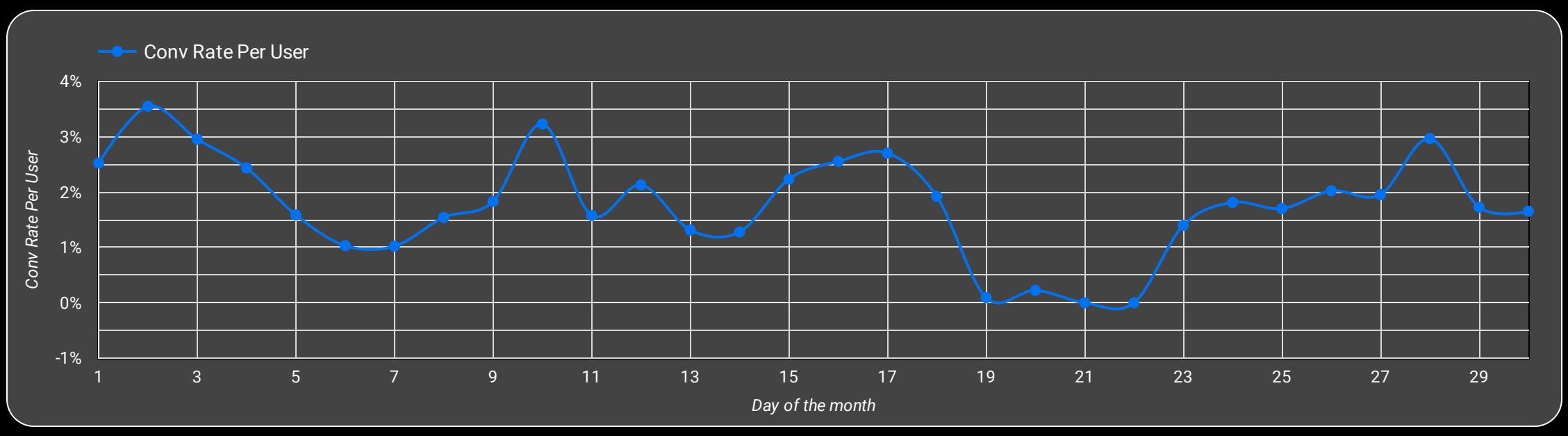



| New Users | Revenue Per User |
|---|---|
| 51,575 | $0.86 |

# Cohort Analytics

Select date range




| | Date | User Type | Conv Rate Per User | Transactions |
|---|---|---|---|---|
| 1. | Apr 28, 2023 | Returning Visitor | 7.11% | 41 |
| 2. | May 10, 2023 | Returning Visitor | 6.71% | 60 |
| 3. | May 3, 2023 | Returning Visitor | 6.36% | 49 |
| 4. | May 17, 2023 | Returning Visitor | 5.7% | 41 |
| 5. | May 16, 2023 | Returning Visitor | 5.56% | 38 |
| 6. | May 4, 2023 | Returning Visitor | 5.22% | 39 |
| 7. | May 1, 2023 | Returning Visitor | 4.84% | 32 |
| 8. | May 2, 2023 | Returning Visitor | 4.77% | 40 |
| 9. | May 9, 2023 | Returning Visitor | 4.76% | 39 |

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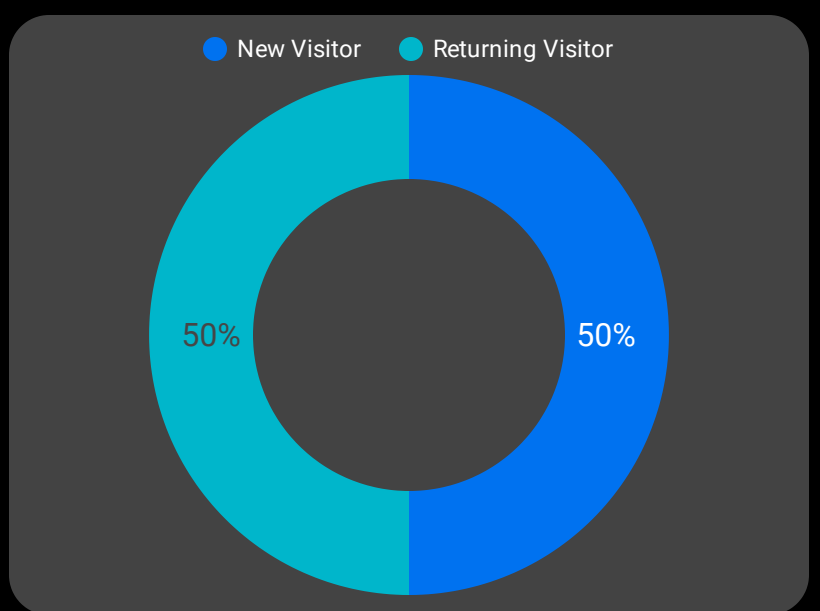


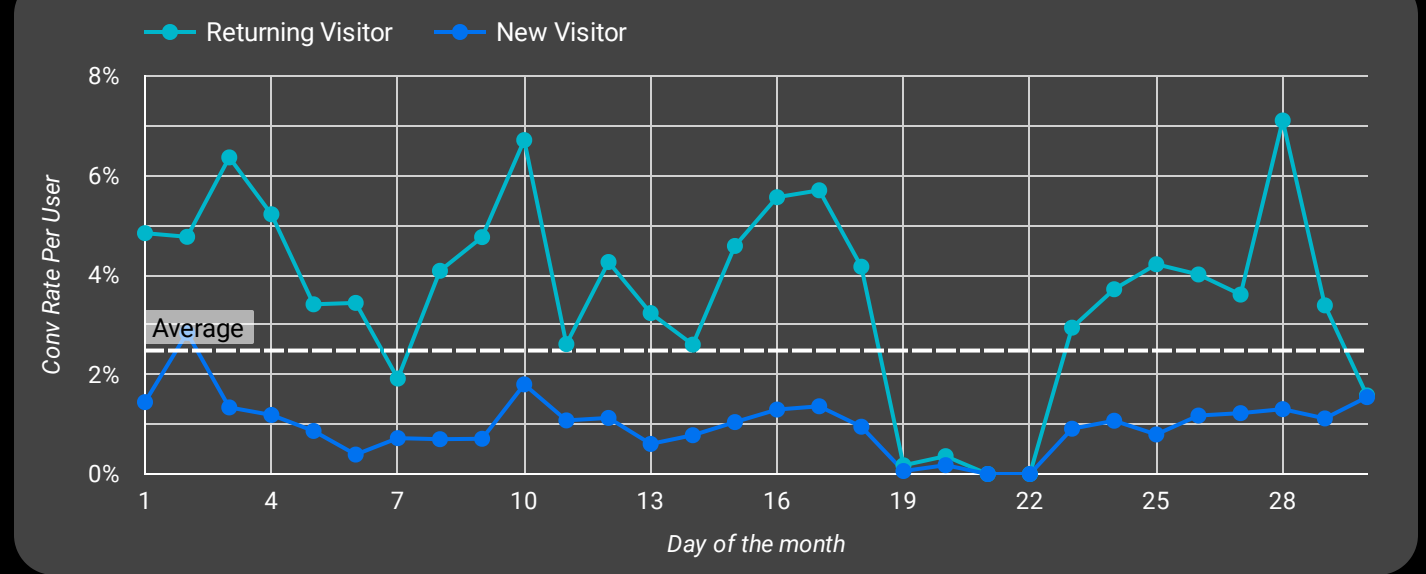


| | Country | Users | AdX Monetized Pageviews | Bounce Rate | Conv Rate Per User | AdX Viewable Impressions % | Time on Screen | Avg User Duration | Avg. Price | Avg. Order Value | Total Value | Sub Continent | Total Unique Searches |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1. | Taiwan | 773 | 0 | 51.41% | 0.78% | 0% | 00:00:00 | 00:03:40 | $26.69 | $1,988.5 | $11,931 | 1 | 0 |
| 2. | Brazil | 600 | 0 | 42.03% | 0.17% | 0% | 00:00:00 | 00:07:27 | $5.15 | $844.8 | $844.8 | 1 | 0 |
| 3. | South Korea | 830 | 0 | 54.15% | 0.24% | 0% | 00:00:00 | 00:02:54 | $24.86 | $323.2 | $646.4 | 1 | 0 |
| 4. | Philippines | 213 | 0 | 51.16% | 0.47% | 0% | 00:00:00 | 00:03:03 | $9.11 | $255.2 | $255.2 | 1 | 0 |
| 5. | Canada | 5,718 | 0 | 64.03% | 0.68% | 0% | 00:00:00 | 00:01:38 | $12.72 | $228.58 | $8,914.45 | 1 | 0 |
| 6. | Afghanistan | 77 | 0 | 39.78% | 1.3% | 0% | 00:00:00 | 00:03:06 | $70.13 | $210.4 | $210.4 | 1 | 0 |
| 7. | South Africa | 94 | 0 | 49.61% | 1.06% | 0% | 00:00:00 | 00:02:41 | $47.5 | $190 | $190 | 1 | 0 |

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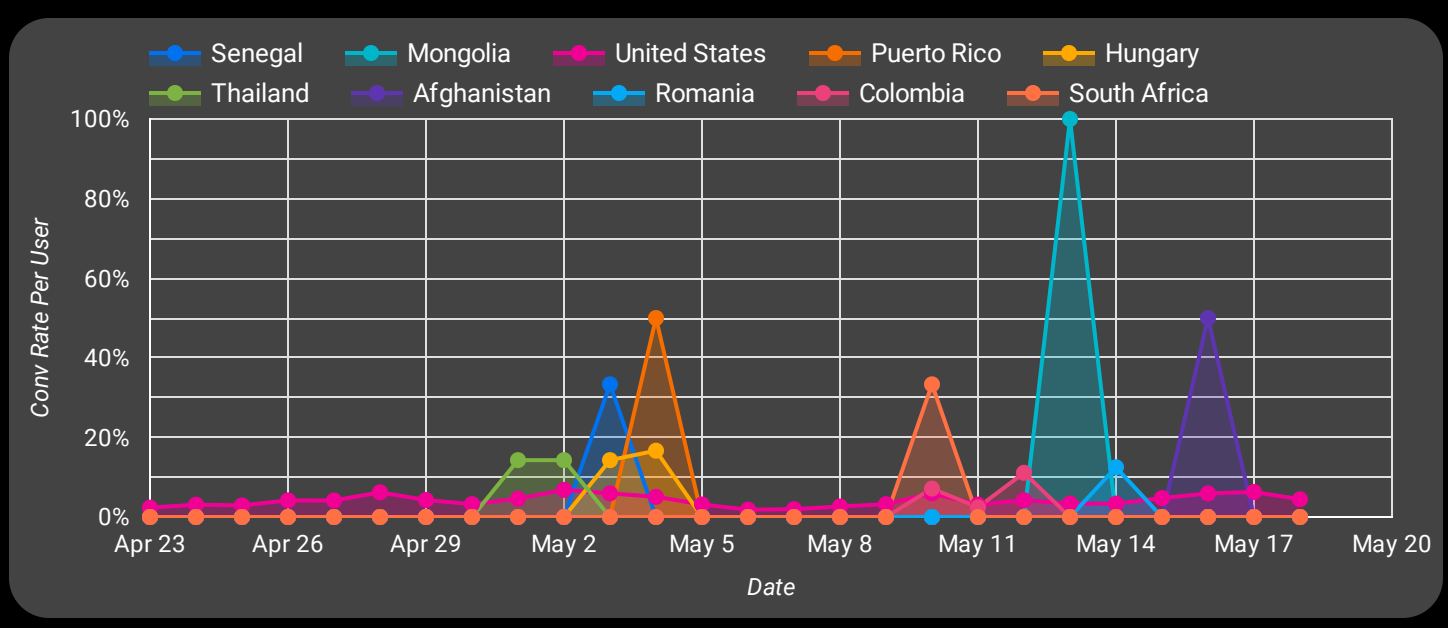


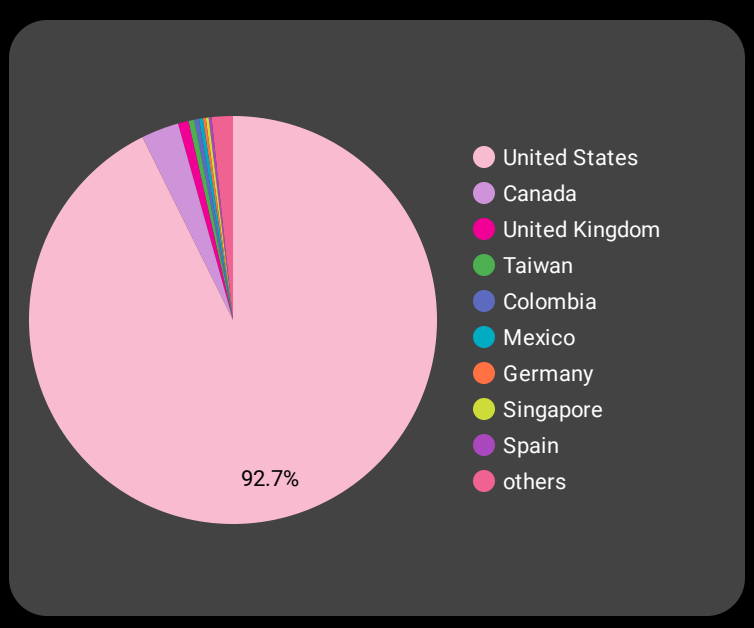

# AlmaBetter Funnel Analytics

Select Date Range | User Type | Default Channel Grouping | Page

## ACQUISITION

| | Default Channel Grouping | Sessions | Bounce Rate |
|---|---|---|---|
| 1. | Display | 12 | 75% |
| 2. | Affiliates | 161 | 70.81% |
| 3. | Paid Search | 18,163 | 55.96% |
| 4. | Direct | 54,935 | 45.24% |
| 5. | Referral | 3 | 33.33% |

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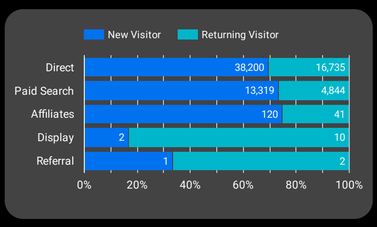



Users
56.4K
-16.9%

Sessions
73.3K
-15.8%

## ACTIVATION

Bounce Rate
47.96%
-5.7%

Sessions
73,274
-15.8%

Avg. Session Duration
00:02:59
-1.0%

Engaged Users (Goal 2 Completions)
6,061
-32.5%

Registrations (Goal 3 Completions)
100
-96.3%

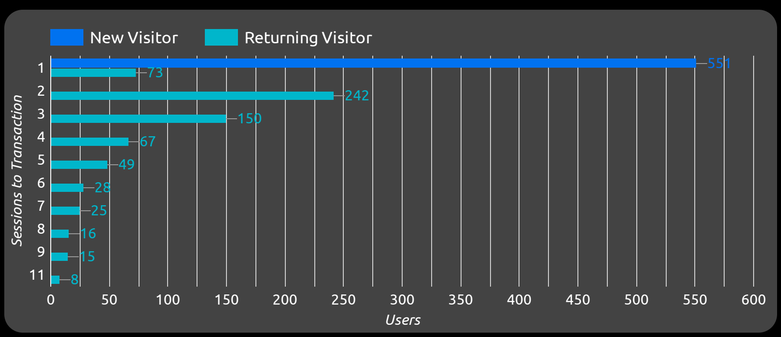
Goal Conversion Rate
14.84%
-26.8%

## RETENTION

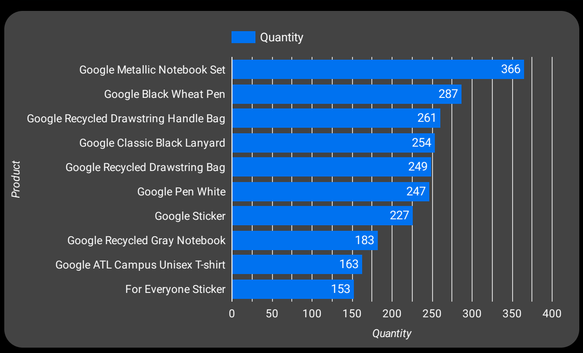
### VISITORS

Users
56,404
-16.9%

Bounce Rate
47.96%
-5.7%




## REVENUE




Revenue
$150,412.35
-43.7%

Revenue Per User
$2.67
-32.2%

Transactions
1,311
-30.0%

Product Revenue per Purchase
$38.54
-11.2%

Ecommerce Conversion Rate
1.79%
-16.9%

## REFERRAL

Number of Sessions per User
1.3
1.4%

Bounce Rate
47.96%
-5.7%

| | Full Referrer | Number of Sessions per User |
|---|---|---|
| 1. | dfa | 3 |
| 2. | tagassistant.goog... | 1.5 |
| 3. | (direct) | 1.32 |
| 4. | bing | 1.28 |
| 5. | Partners | 1.23 |
| 6. | google | 1.2 |

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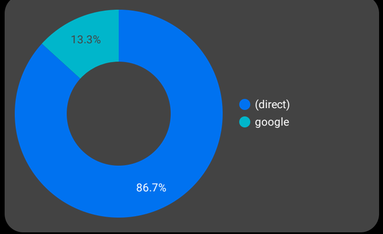

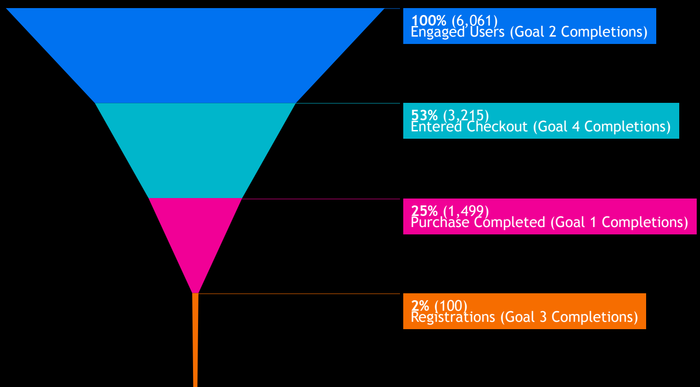
## FUNNEL VISUALIZATION