

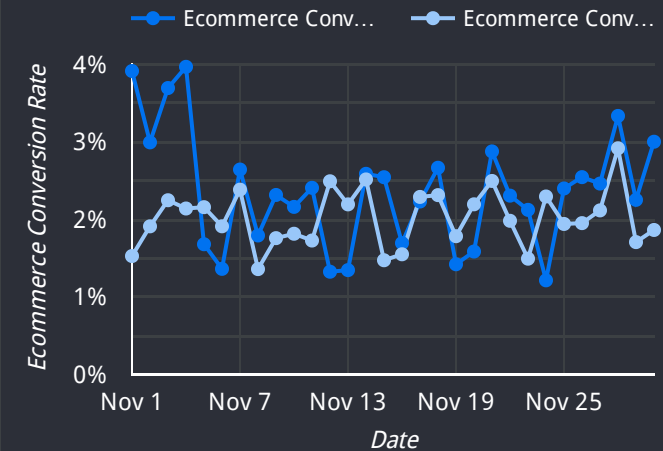
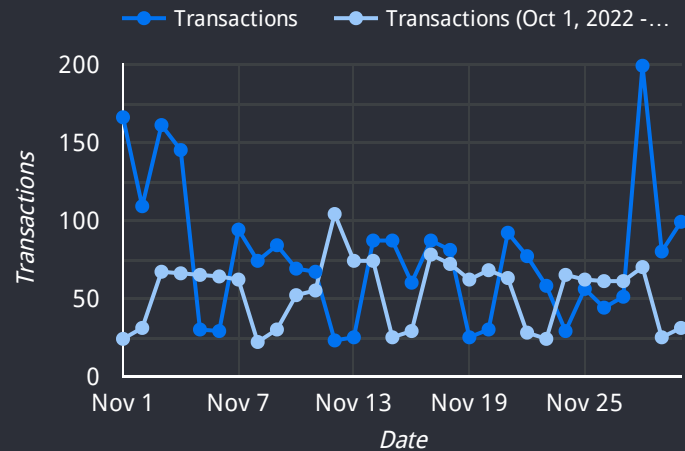
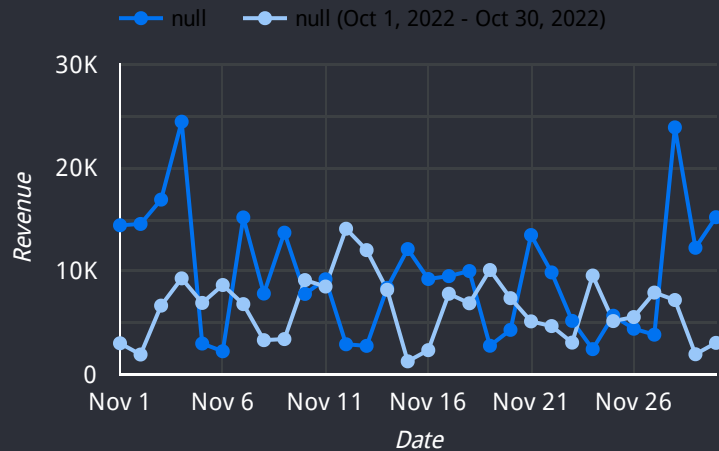
Sessions
65,733
↓ -23.7%

Transactions
8
↓ -99.6%

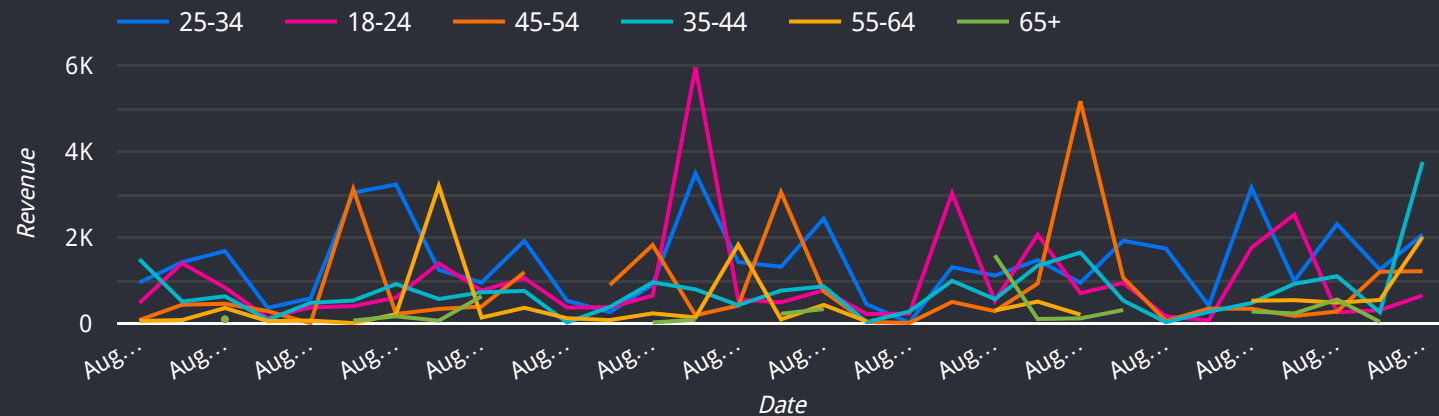
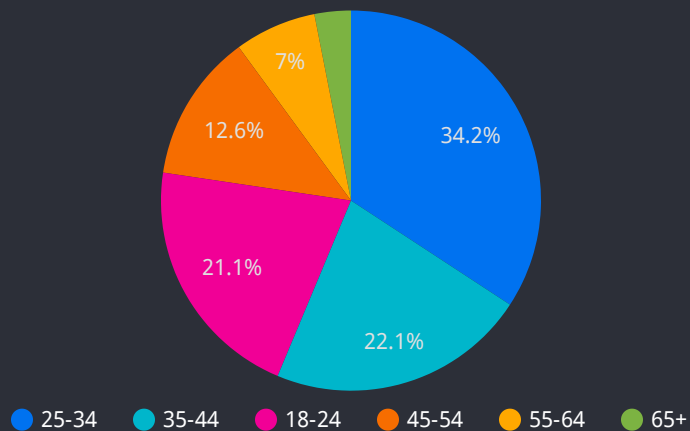
Avg. Order Value
\$268.40
↑ 126.7%

Ecommerce Conversion Rate
0.01%
↓ -99.5%

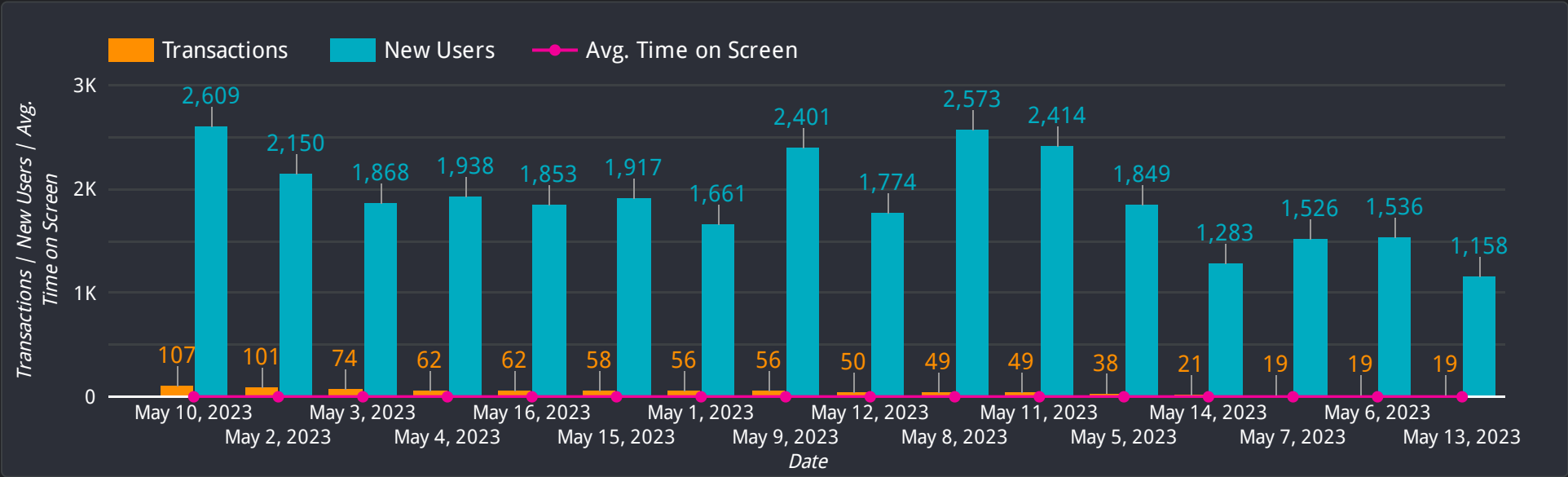
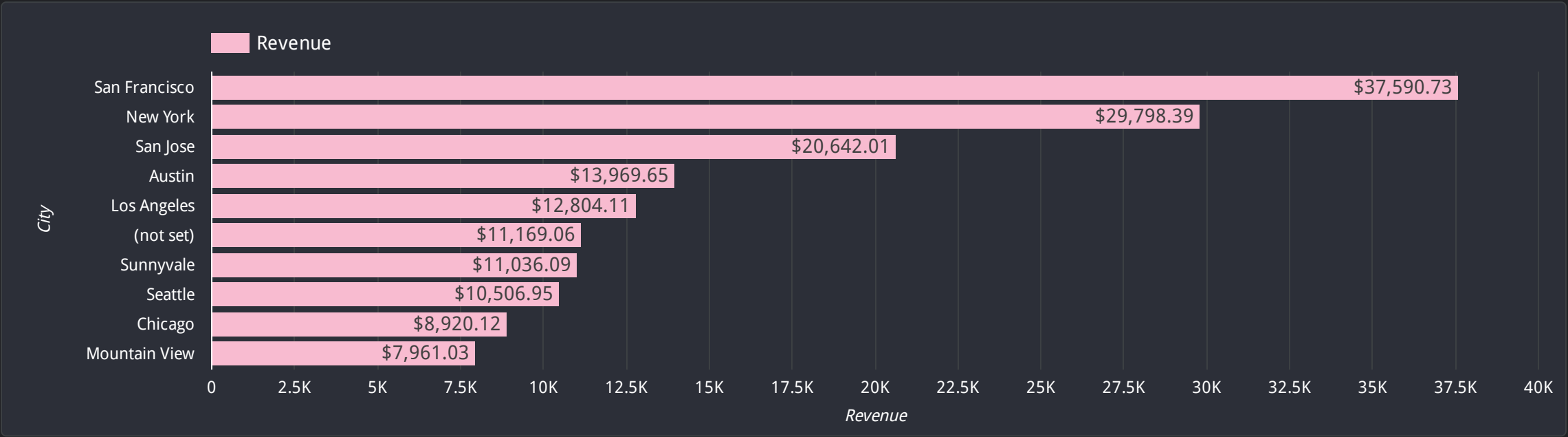
Revenue
\$2,147.20
↓ -99.1%



	Default Channel Grouping	Transactions...	% Δ	Ecommerce Conversion Rate	% 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.	Displav	0	-100.0% ↓	0%	-100.0% ↓	\$0	-100.0% ↓	4,635	-76.2% ↓
								1 - 5 / 5	< >



	Landing Page	Transactions ▾	% Δ	Ecommerce Conversion ...	% 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/mens	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/wome...	824	18.9% ▴	5.3%	-28.6% ▴	\$73,998.8	34.7% ▴
						1 - 100 / 935	< >



New Users
49,579

Revenue Per User
\$0.04