

Select date range ▾

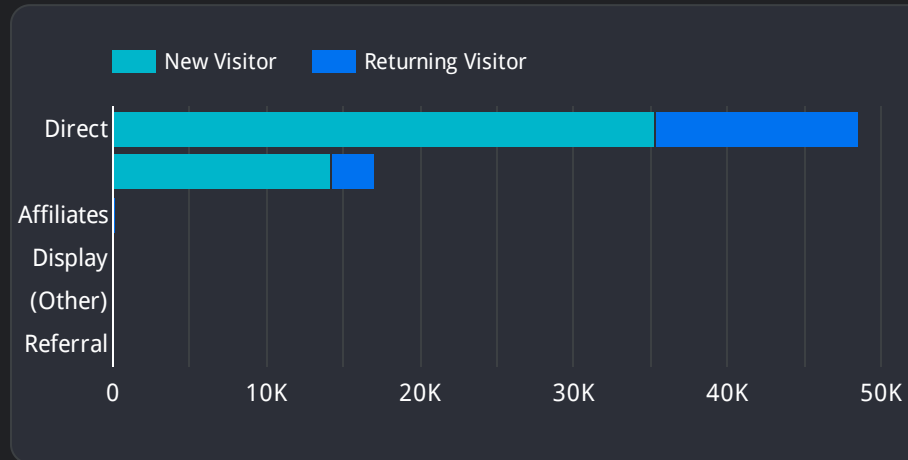
User Type ▾

Default Channel Grouping ▾

Page ▾

AQUISITION

	Default Channel Grouping	Sessions ▾	Bounce Rate
1.	Direct	48,604	44.27%
2.	Paid Search	17,006	72.37%
3.	Affiliates	109	73.39%
4.	Display	7	71.43%
5.	(Other)	4	75%
6.	Referral	3	66.67%
		1 - 6 / 6	< >



Users
54,878
↓ -1.7%

Sessions
65,733
↓ -7.3%

ACTIVATION

Pages / Session
3.63
↓ -8.3%

Bounce Rate
51.60%
↑ 6.7%

Avg. Session Duration
00:02:31
↓ -14.4%

Engaged Users (Goal 2 Completions)
4,780
↓ -19.3%

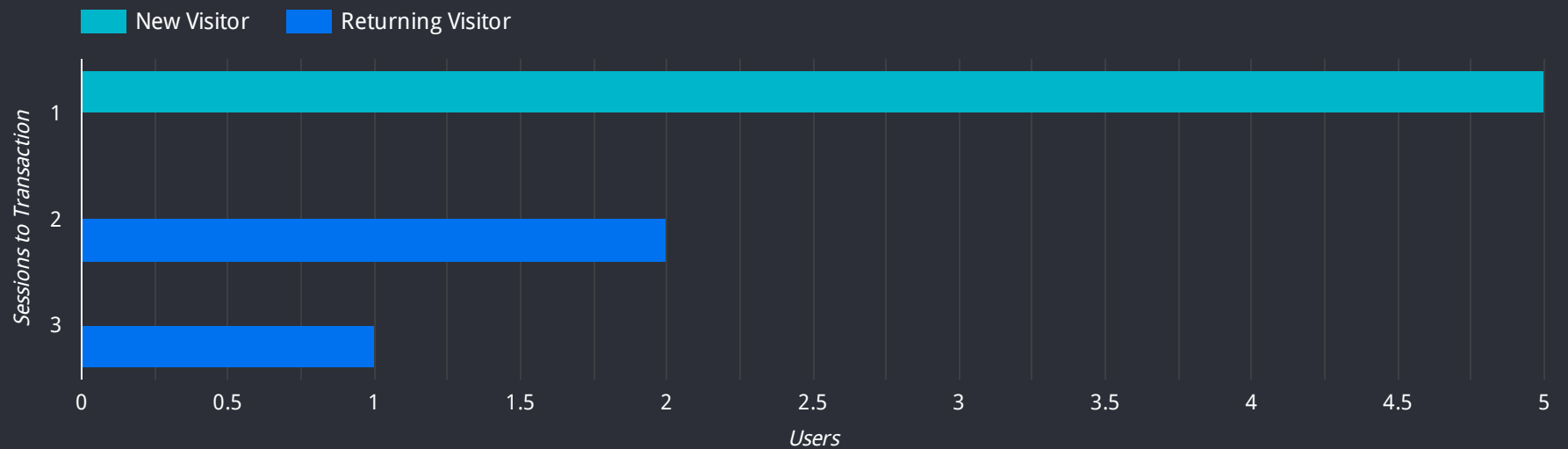
Goal Conversion Rate
12.94%
↓ -12.2%

Registrations (Goal 3 Completions)
100
↓ -3.8%

RETENTION

Users
54,878
↓ -1.7%

Bounce Rate
51.60%
↑ 6.7%



REVENUE

Revenue
\$2,147.20
↓ -95.3%

Revenue Per User
\$0.04
↓ -95.2%

Transactions
8
↓ -98.0%

Product Revenue per Purchase
\$74.04
↑ 94.9%

Ecommerce Conversion Rate
0.01%
↓ -97.9%

Product	Quantity
Google Cloud Vintage Wash Grey ...	26
Google Inspired Green Notebook	20
Google Vintage Wash Black Cap	18
Google Inspired Red Notebook	10
Google Eco Classic Tee	10
Google Inspired Yellow Notebook	10
Google RuMe Recycled Duffel	7
Google Expedition Bottle	6
Google Speckled Pom Hat Red	6
Google Cloud Camp Mug Gray	2

REFERRAL

Number of Sessions per User

1.2

↓ -5.7%

Bounce Rate

51.60%

↑ 6.7%

	Full Referrer	Number of Sessions per User ▾
1.	(not set)	2
2.	tagassistant.google.com/	1.5
3.	bing	1.47
4.	Partners	1.22
5.	(direct)	1.22
6.	google	1.11
7.	...	

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FUNNEL VISUALIZATION

