

Advertisement Session Conversion Rate

Utm Content	Conversion Rate	Total Unique Orders	Sessions
g_ad_1	3.59%	35.00	975.0
b_ad_2	0.00%	0.00	2.0
g_ad_2	0.00%	0.00	6.0

g_ad_1 corresponds to the source gsearch and nonbrand campaign. Its the only utm content generating orders from session traffic...

Gsearch Sales Conversion Rate

Conversion Rate	2.96%
Sessions	3,611

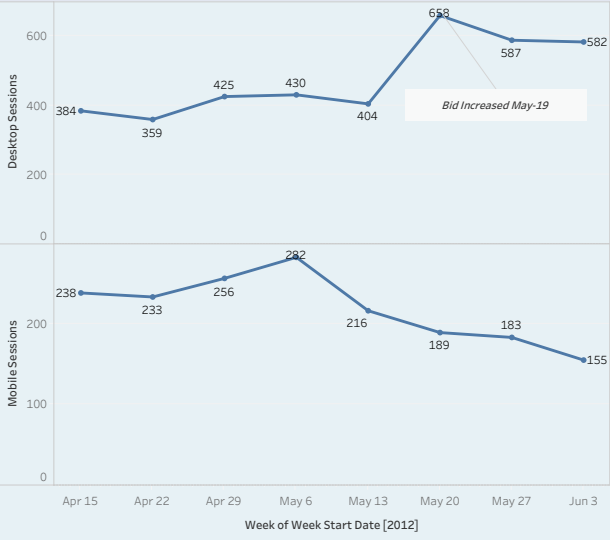
Marketing Director was looking for atleast a 4%..
Consider analyzing a different channel of increaseing orders - user devices.

Session-to-Order-Conversion Rates for Desktop and Mobile Users

Device Type	Sessions	Order Amounts	Conversion Rate
desktop	3,909	146	3.73%
mobile	2,491	24	0.96%

Users on their mobile device have about a 1% chance to convert to a sale, while desktop users have a 3.73% chance.

Session Trends from Desktop Devices



With an increased bid in Desktop devices there was a 60% increase in session traffic directly after, so the marketing department was able to correctly optimize spending.