

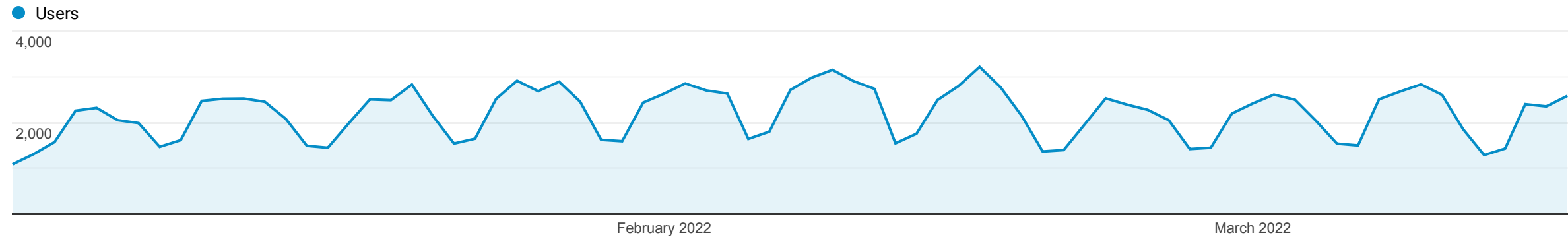
Channels

All Users  
100.00% Users

Jan 1, 2022 - Mar 16, 2022

Explorer

Summary



Default Channel Grouping	Acquisition			Behavior			Conversions	eCommerce	
	Users <span>↓</span>	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	134,258 % of Total: 100.00% (134,258)	128,537 % of Total: 100.12% (128,386)	181,259 % of Total: 100.00% (181,259)	48.55% Avg for View: 48.55% (0.00%)	4.56 Avg for View: 4.56 (0.00%)	00:03:03 Avg for View: 00:03:03 (0.00%)	2.26% Avg for View: 2.26% (0.00%)	4,099 % of Total: 100.00% (4,099)	\$371,841.54 % of Total: 100.00% (\$371,841.54)
1. Direct	111,675 (82.55%)	105,679 (82.22%)	153,240 (84.54%)	44.09%	4.90	00:03:22	2.41%	3,700 (90.27%)	\$327,047.40 (87.95%)
2. Paid Search	12,083 (8.93%)	11,489 (8.94%)	14,883 (8.21%)	62.99%	3.71	00:01:48	2.65%	394 (9.61%)	\$43,187.34 (11.61%)
3. Display	10,950 (8.09%)	10,876 (8.46%)	12,401 (6.84%)	85.65%	1.46	00:00:31	<0.01%	1 (0.02%)	\$98.00 (0.03%)
4. Affiliates	539 (0.40%)	478 (0.37%)	683 (0.38%)	61.05%	2.58	00:02:01	0.59%	4 (0.10%)	\$1,508.80 (0.41%)
5. (Other)	34 (0.03%)	14 (0.01%)	46 (0.03%)	41.30%	3.43	00:02:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Referral	3 (0.00%)	0 (0.00%)	5 (0.00%)	0.00%	13.20	00:11:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Organic Search	1 (0.00%)	1 (0.00%)	1 (0.00%)	0.00%	4.00	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 7 of 7

