

# Marketing Website Summary

Jan 1, 2023 - Dec 31, 2023

Views  
2.6M  
↓ -23.9%

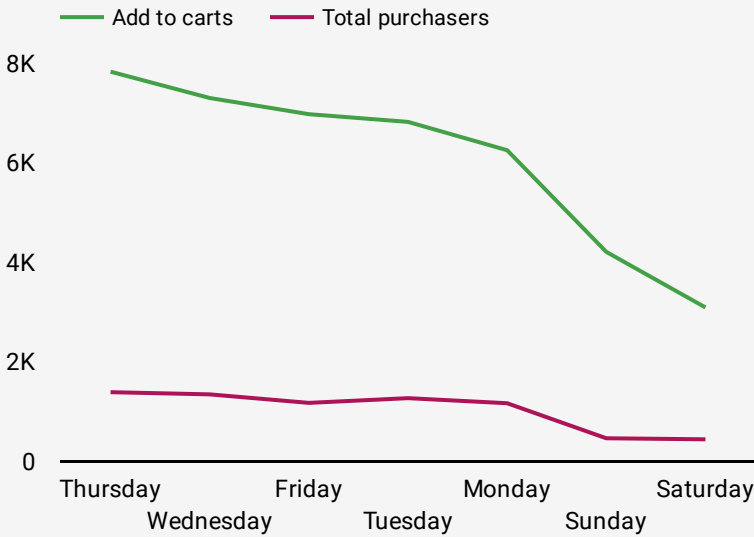
Total users  
487.9K  
↓ -5.2%

Item view events  
563.3K  
↓ -28.1%

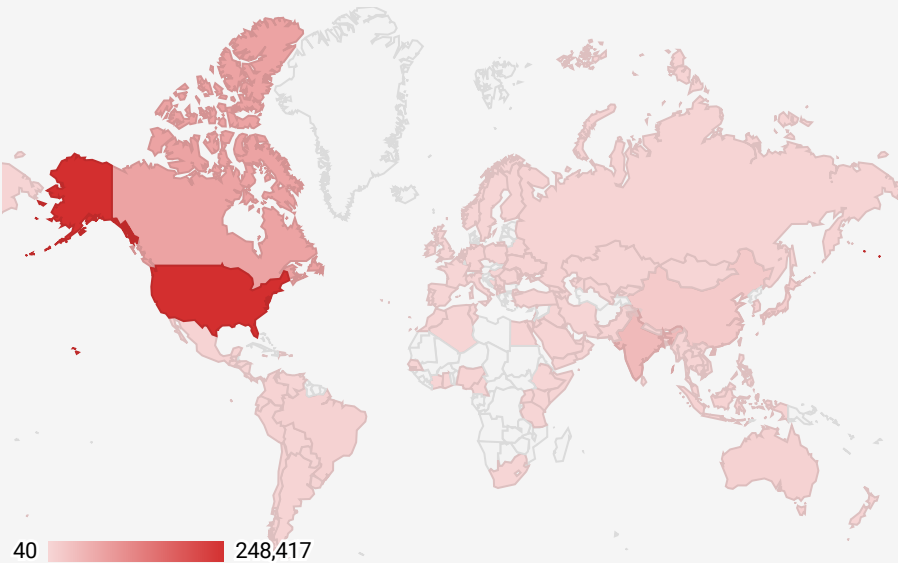
Total revenue  
\$816.93K  
↓ -49.4%

Bounce rate  
15.2%  
↓ -57.9%

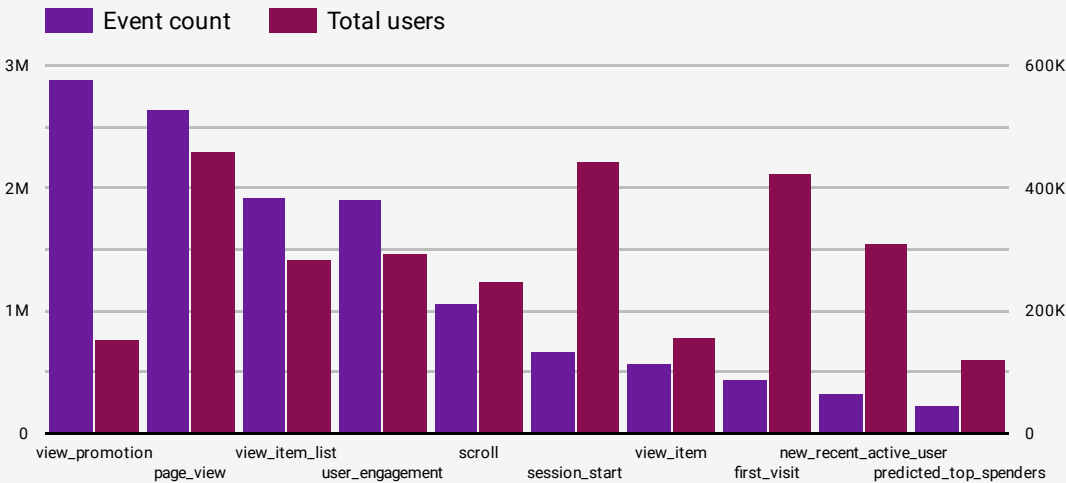
WEEKLY USERS PURCHASES EVENT



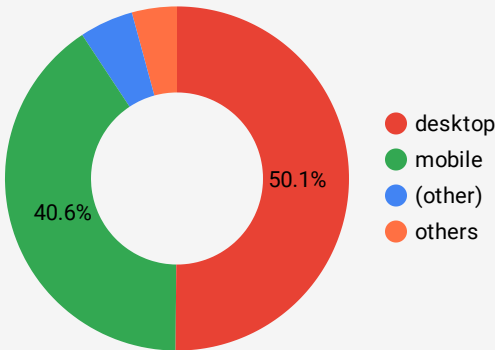
WHERE ARE YOUR USERS VISITING FROM?



EVENT COUNT BY EVENT NAME

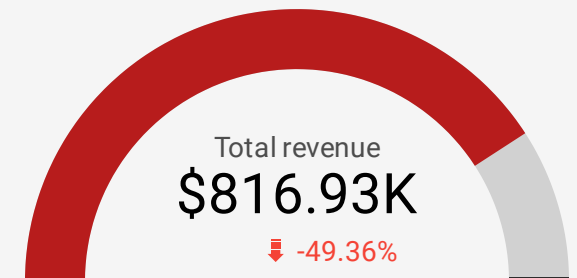


TOTAL USERS BY DEVICE CATEGORY

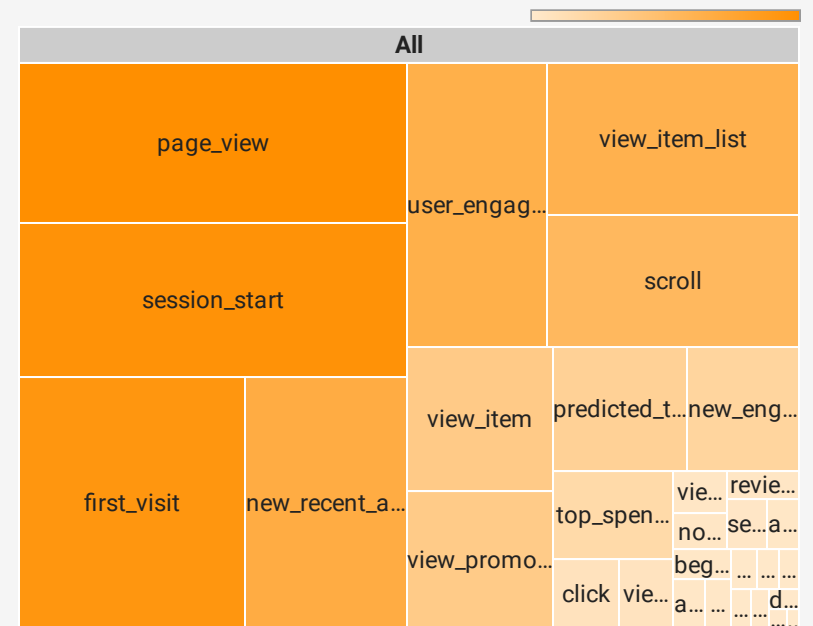


Jan 1, 2023 - Dec 31, 2023

↑ 9.6%



## TOTAL USERS BY EVENT NAME



# Monetization overview

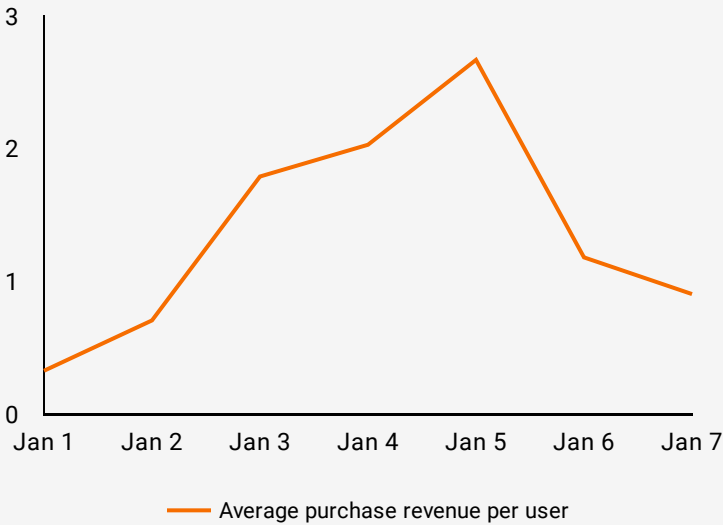
Jan 1, 2023 - Jan 7, 2023

Total revenue  
\$34.67K  
↑ 116.6%

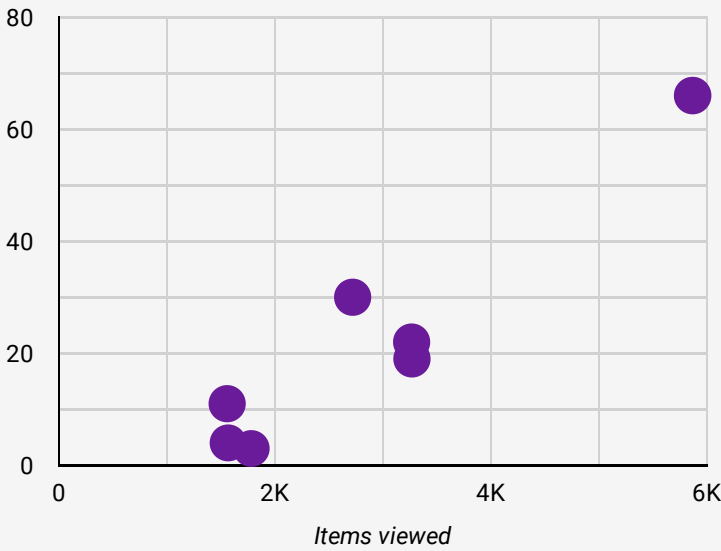
Purchase revenue  
\$34.67K  
↑ 116.6%

Total ad revenue  
\$0.0  
N/A

Average purchase revenue per user  
\$1.69



ITEMS VIEWED AND ITEMS ADDED TO CART BY ITEM NAME

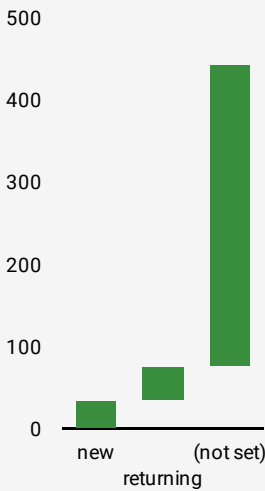


Total purchasers  
283.0  
↑ 87.4%

First time purchasers  
271.0  
↑ 81.9%

	Item name	Items viewed	Items added to cart	Items purchased	Item revenue
1.	Google Crimson Tumbler	445	4	38	\$810
2.	Google Year of the Rabbit Plush	439	3	25	\$721
3.	Chrome Dino Collectible Figurines	429	0	6	\$150
4.	Google Cloud Journal	409	0	14	\$224
5.	Google Year of the Rabbit Notebook	340	2	50	\$888.8
6.	Google Land & Sea Recycled Puffe...	291	0	0	\$0
7.	Chrome Dino Dark Mode Collectible	289	2	4	\$102
8.	Google Campus Bike	256	1	6	\$235.2

USER RETENTION



# User attributes overview

Jan 1, 2023 - Dec 31, 2023

Active users

463.2K

↓ -9.1%

New users

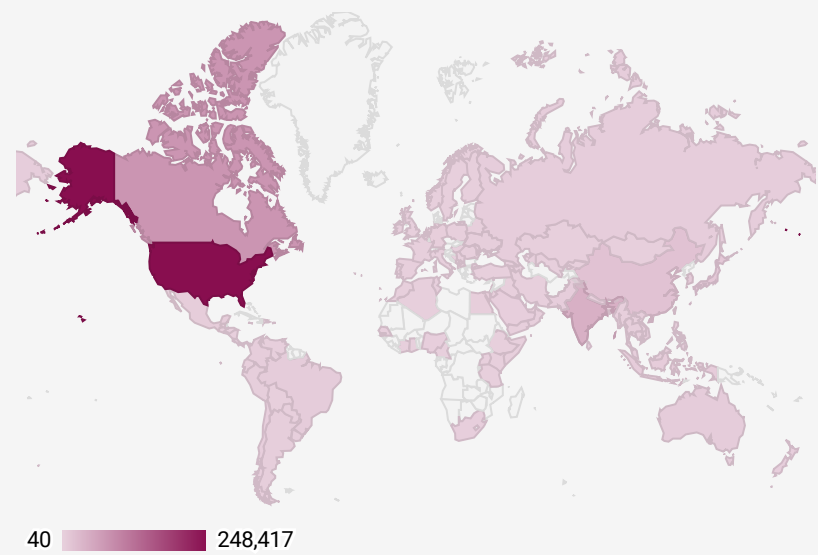
421.1K

↓ -12.3%

User engagement

13940:34:32

↓ -30.7%



Country	Total users
United States	248,417
(not set)	143,556
Canada	74,503
India	40,006
China	16,180
Japan	8,531
South Korea	6,635
Taiwan	5,242
Singapore	4,553
Australia	4,110

USERS BY GENDER

7-day active users

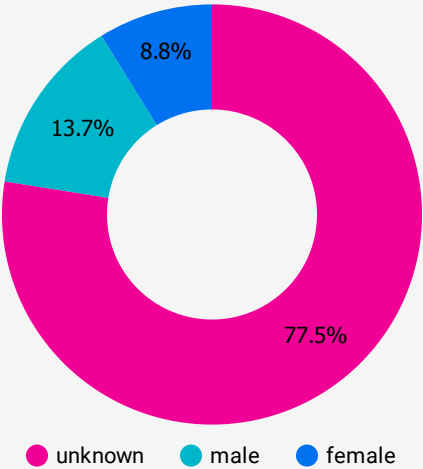
475.3K

↓ -6.7%

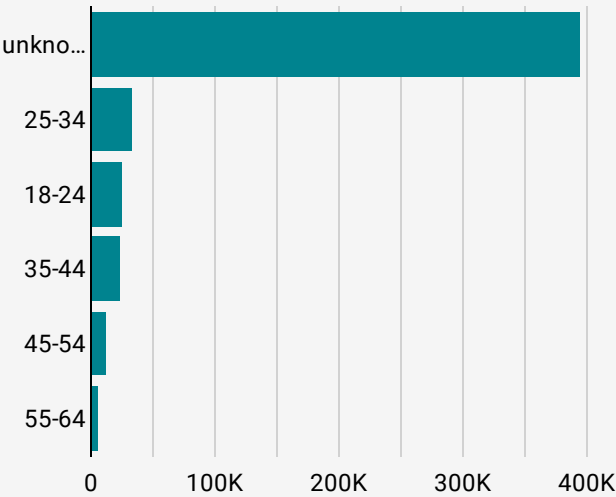
30-day active users

550.7K

↑ 8.1%



USERS BY AGE



USERS BY LANGUAGE

