

E-commerce Overview

27 Mar 2019 - 24 Jul 2019

Country

Device Category

Source/Medium

User Type

Acquisition

(compared to the previous period)

Users

1M

↓ -5.6%

Sessions

2M

↓ -7.9%

% New Sessions

47.4%

↑ 3.9%

Behaviour

(compared to the previous period)

Pages/Session

5.8

↓ -2.1%

Avg. Duration

03:15

↓ -1.6%

Bounce Rate

38.4%

↑ 0.4%

Conversions

(compared to the previous period)

Revenue

£4.3M

↑ 5.7%

Transactions

46K

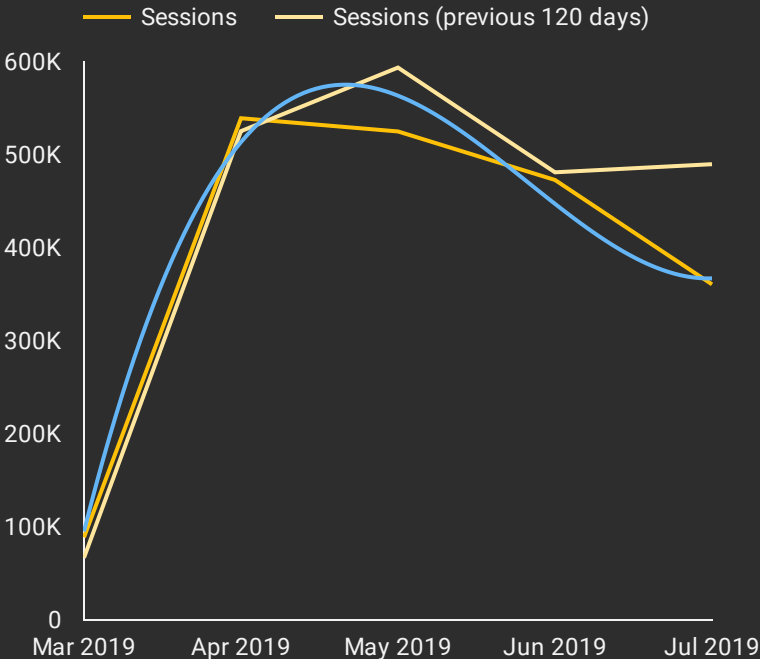
↓ -3.9%

Conversion Rate

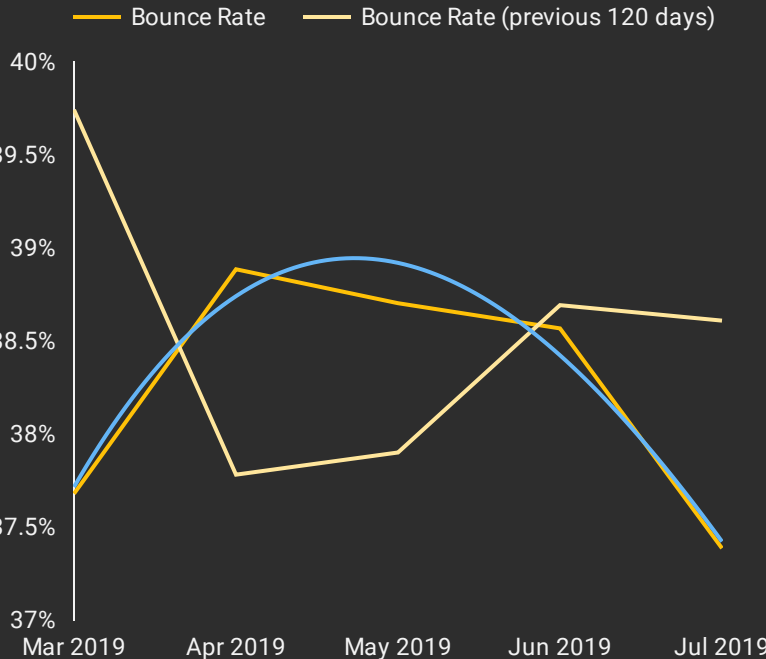
2.30%

↑ 4.4%

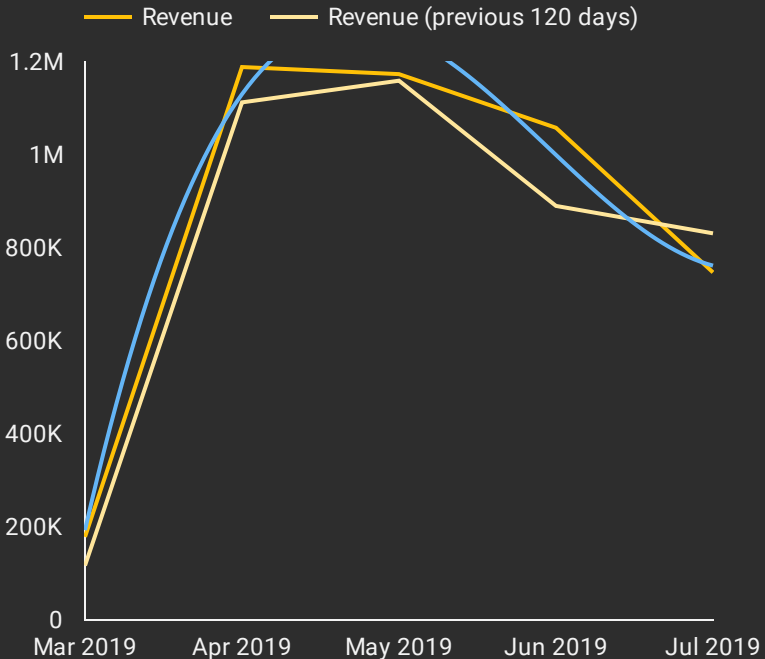
Session Trend



Bounce Rate Trend



Revenue Trend

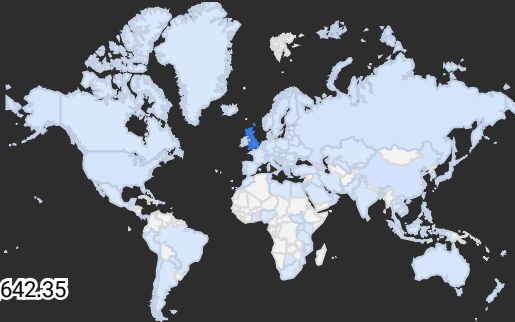


Channel Performance

| Channel Grouping | Sessions | Transactions | Conversion Rate | Revenue ▾ |
|------------------------|------------------|-------------------|-----------------|-------------------|
| 1. Organic Search | 629K <div></div> | 15.3K <div></div> | 2.43% | 32.3% <div></div> |
| 2. Generic Paid Search | 674K <div></div> | 13.4K <div></div> | 1.99% | 26.4% <div></div> |
| 3. Display | 308K <div></div> | 7K <div></div> | 2.28% | 18.1% <div></div> |
| 4. Direct | 255K <div></div> | 6.3K <div></div> | 2.47% | 14.8% <div></div> |
| 5. Referral | 61K <div></div> | 2.2K <div></div> | 3.52% | 5.5% <div></div> |
| 6. Paid Search | 19K <div></div> | 504 <div></div> | 2.65% | 0.9% <div></div> |
| 7. Social | 16K <div></div> | 291 <div></div> | 1.83% | 0.8% <div></div> |
| 8. (Other) | 18K <div></div> | 299 <div></div> | 1.69% | 0.6% <div></div> |
| 9. Branded Paid Search | 8K <div></div> | 450 <div></div> | 5.35% | 0.5% <div></div> |
| Grand total | 2M | 45.8K | 2.30% | 100.0% |

Device Breakdown

| Device | Sessions | % Δ | Transactions | % Δ | Revenue ▾ | % Δ |
|-------------|----------|---------|--------------|---------|-----------|---------|
| 1. desktop | 609K | -7.6% ↓ | 20.9K | -5.8% ↓ | 54.1% | 0.3% ↑ |
| 2. mobile | 1M | -8.2% ↓ | 18.7K | -1.1% ↓ | 32.8% | 0.2% ↑ |
| 3. tablet | 226K | -6.9% ↓ | 6.2K | -5.3% ↓ | 13.1% | -1.6% ↓ |
| Grand total | 2M | -7.9% ↓ | 45.8K | -3.9% ↓ | 100.0% | 0.0% |



20.95 2996.4235

Email Performance

27 Mar 2019 - 24 Jul 2019

Source/Medium

Campaign

Ad Content

Device Category

Main KPIs

Users

1M

↓ -5.6%

Sessions

2M

↓ -7.9%

Bounce Rate

38.4%

↑ 0.4%

Transactions

46K

↓ -3.9%

Revenue

£4.3M

↑ 5.7%

Conversion Rate

2.30%

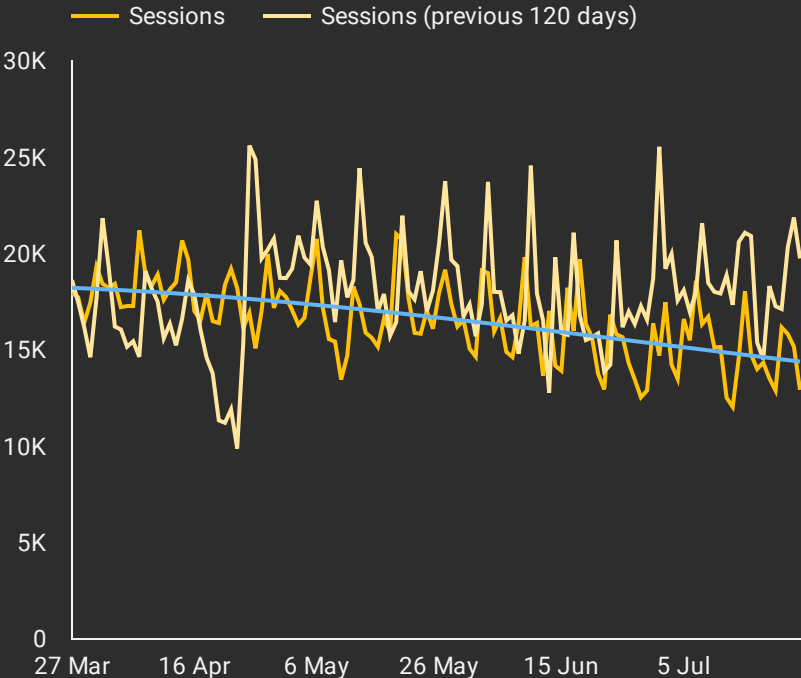
↑ 4.4%

Avg Order Value

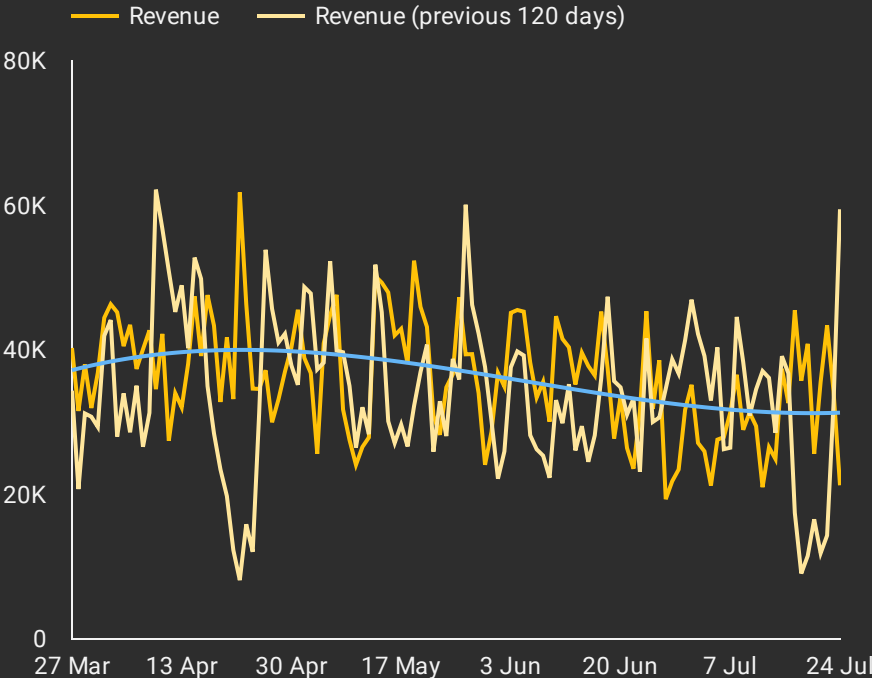
£95.0

↑ 10.0%

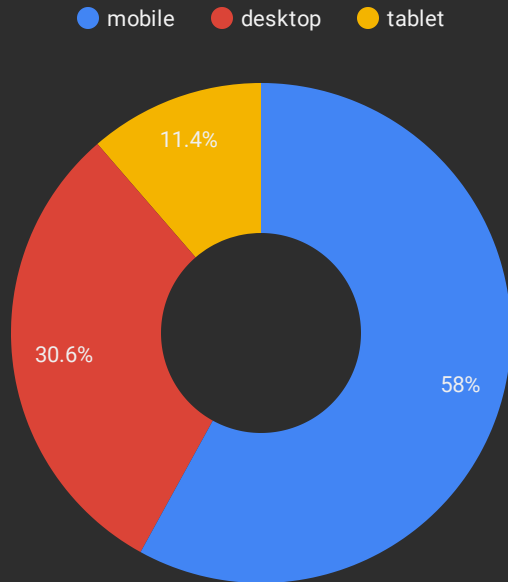
Session Trend



Revenue Trend



Device Breakdown



Top Campaigns

| Campaign | Sessions | Transactio... | Bounce Rate | Revenue ▾ |
|----------------------------|----------|-------------------|--------------------|---------------------|
| 1. (not set) | 976.5K | 24.5K <div></div> | 34.69% <div></div> | £2.4M <div></div> |
| 2. All Products (Cycles... | 107.1K | 889 <div></div> | 53.81% <div></div> | £216.8K <div></div> |
| 3. new-products | 7.4K | 324 <div></div> | 18.88% <div></div> | £146.5K <div></div> |
| 4. All Products (Fitnes... | 46.9K | 1.5K <div></div> | 47.21% <div></div> | £89.2K <div></div> |
| 5. Brooks Products+U... | 27.3K | 921 <div></div> | 51.29% <div></div> | £79.6K <div></div> |
| 6. Adidas Products+U... | 60.8K | 1.3K <div></div> | 42.37% <div></div> | £71.2K <div></div> |
| 7. asics-footwear | 9.9K | 350 <div></div> | 24.70% <div></div> | £51.1K <div></div> |
| 8. Santa Cruz Product... | 12.7K | 17 <div></div> | 57.09% <div></div> | £44.4K <div></div> |
| 9. Saucony Products+... | 18.6K | 553 <div></div> | 56.45% <div></div> | £42.9K <div></div> |
| 10 running-shoes | 10.4K | 455 <div></div> | 20.07% <div></div> | £40.0K <div></div> |
| 11 under-armour-cleara... | 4.5K | 206 <div></div> | 21.04% <div></div> | £37.6K <div></div> |
| 12 Vervant - Cannond | 14.9K | 62 <div></div> | 53.30% <div></div> | £36.3K <div></div> |
| Grand total | 2.0M | 45.8K | 38.44% | £4.3M |

Top Ad Content

| Ad Content | Sessions | Transactions | Bounce Rate | Revenue ▾ |
|--------------------------------|----------|-------------------|--------------------|--------------------|
| 1. (not set) | 1.9M | 44.7K <div></div> | 38.15% <div></div> | £4.3M <div></div> |
| 2. Womens Brooks Adrenali... | 3.2K | 102 <div></div> | 39.21% <div></div> | £10.5K <div></div> |
| 3. 9. Everything Else | 3.9K | 136 <div></div> | 52.28% <div></div> | £8.4K <div></div> |
| 4. Mens Brooks Adrenaline G... | 2.4K | 80 <div></div> | 47.01% <div></div> | £8.1K <div></div> |
| 5. Buy Mens Brooks Ghost™ ... | 2K | 72 <div></div> | 40.27% <div></div> | £7.3K <div></div> |
| 6. Everything Else | 4.4K | 48 <div></div> | 58.13% <div></div> | £6.7K <div></div> |
| 7. Everything Else - adidas | 3.7K | 69 <div></div> | 59.59% <div></div> | £4.1K <div></div> |
| 8. Buy Brooks Ghost Runnin... | 1.3K | 40 <div></div> | 36.85% <div></div> | £4.1K <div></div> |
| 9. Ad Group #1 | 1.9K | 30 <div></div> | 65.07% <div></div> | £2.6K <div></div> |
| 10 Everything Else Brooks | 978 | 28 <div></div> | 56.03% <div></div> | £2.0K <div></div> |
| 11 Shop Saucony Kinvara On... | 927 | 23 <div></div> | 36.57% <div></div> | £2.0K <div></div> |
| 12 SuperSiv | 62 | 1 <div></div> | 62.00% <div></div> | £1.1K <div></div> |
| Grand total | 2M | 45.8K | 38.44% | £4.3M |

AdWords Performance

27 Mar 2019 - 24 Jul 2019

Device Category

Click Through Rate & Impressions

(compared to the previous period)

Impressions

43.2M

↓ -2.5%

Clicks

634K

↓ -8.0%

CTR

1.47%

↓ -5.7%

Conversions & Conv. Rate

(compared to the previous period)

Transactions

46K

↓ -3.9%

Conversion Rate

2.30%

↑ 4.4%

Cost/Conv

£2.15

↑ 0.6%

Total Value & ROAS

(compared to the previous period)

Total Value

£4.3M

↑ 5.7%

Cost

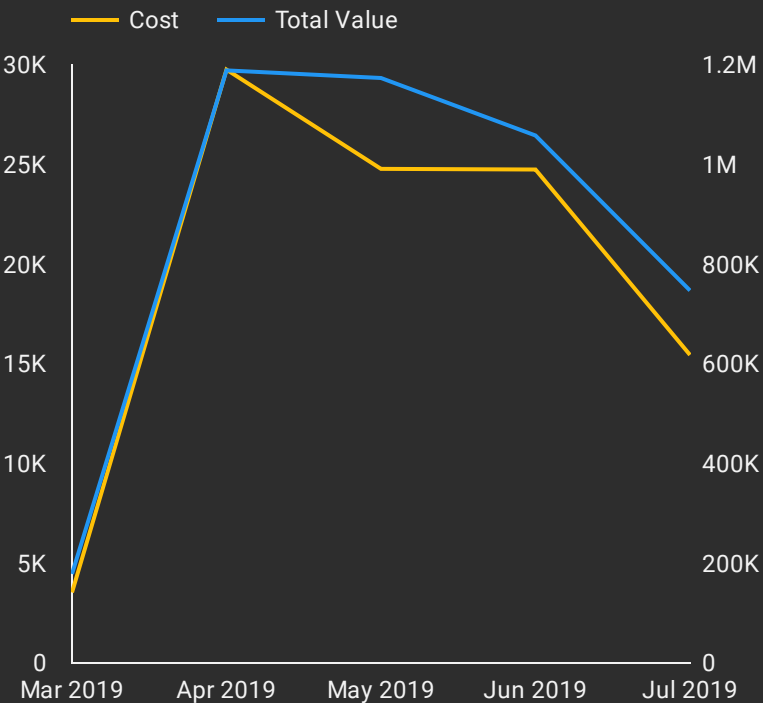
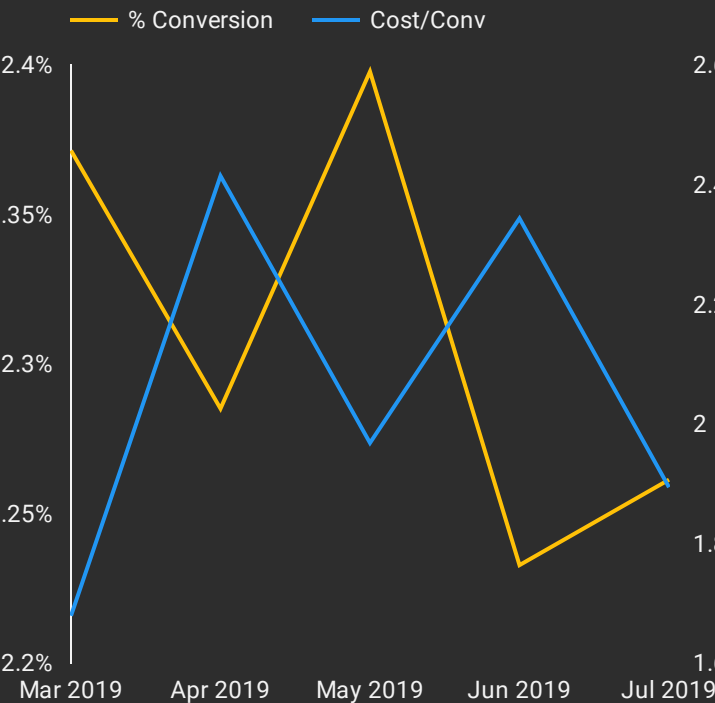
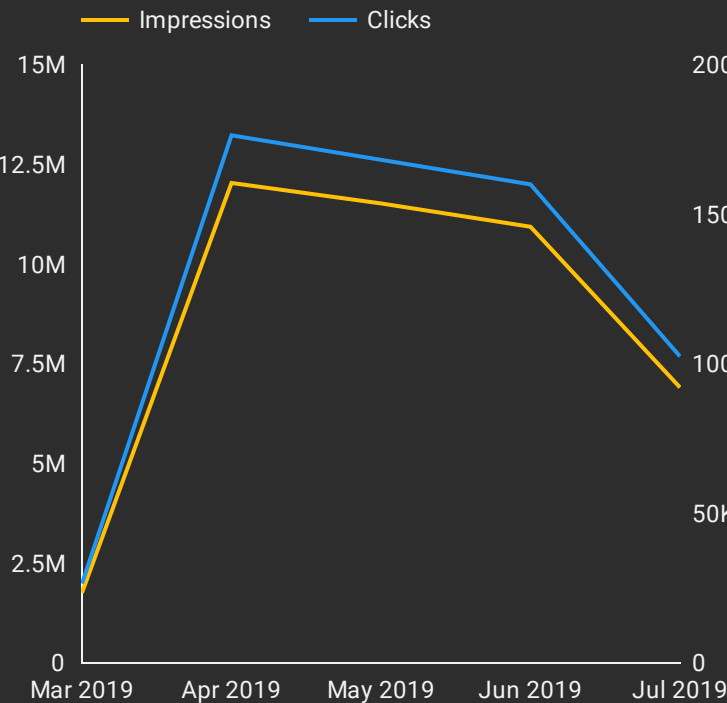
£98K

↓ -3.3%

ROAS

4,423%

↑ 9.3%



Top Campaigns

| | Campaign | Cost/Conv | Conversion Rate | ROAS | Cost |
|-----|-------------|-----------|-----------------|--------|--------|
| 1. | 1723850814 | £18.93 | 0.84% | 1,291% | £16.4K |
| 2. | 1639461036 | £5.36 | 2.09% | 1,048% | £6.8K |
| 3. | 1616494951 | £6.37 | 3.37% | 1,358% | £5.9K |
| 4. | 291632164 | £3.41 | 3.28% | 1,683% | £4.8K |
| 5. | 1632495534 | £6.24 | 2.98% | 1,243% | £3.5K |
| 6. | 1654999403 | £6.04 | 1.42% | 870% | £2.9K |
| 7. | 1745938295 | £7.06 | 3.82% | 1,258% | £2.7K |
| 8. | 1746896823 | £31.93 | 0.74% | 559% | £2.7K |
| 9. | 1769295736 | £38.68 | 0.42% | 1,516% | £2.4K |
| 10. | 1782427398 | £6.64 | 2.48% | 989% | £2.1K |
| 11. | 1674981968 | £2.89 | 4.35% | 731% | £2.0K |
| | Grand total | £2.15 | 2.30% | 4,423% | £98.3K |

Device Breakdown

| Device | Clicks | % Δ | Cost | % Δ | Cost/Conv | % Δ |
|------------|--------|--------|--------|---------|-----------|--------|
| 1 mobile | 418K | -13... | £55.0K | -18.... | £2.94 | -17... |
| 2 tablet | 76K | 4.9% ↑ | £14.2K | 25.6% ↑ | £2.30 | 32.... |
| 3 desktop | 140K | 4.3% ↑ | £29.1K | 27.3% ↑ | £1.39 | 35.... |
| Grand t... | 634K | -8.... | £98.3K | -3.3% ↓ | £2.15 | 0.6% ↓ |

Organic Overview

27 Mar 2019 - 24 Jul 2019

Country

Device Category

User Type

Organic % Total Revenue

Total Revenue

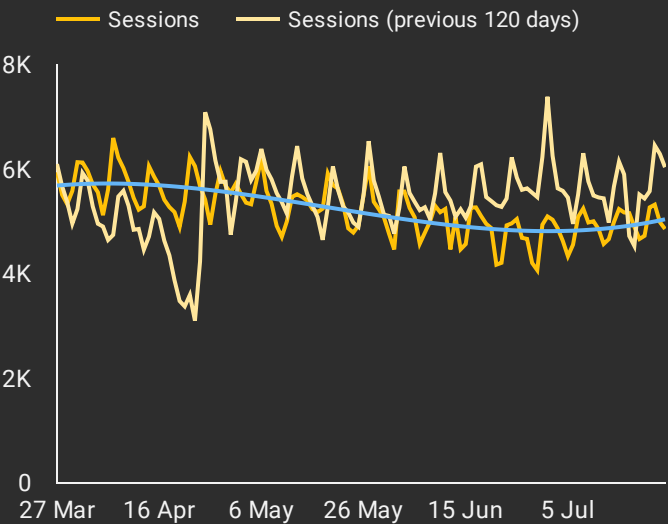
£4.3M

↑ 5.7%

Organic Revenue

£1.4M

↑ 4.8%



Top Product From Organic Search

| | Product | Revenue ▾ | % Δ |
|-----|------------------------------|------------------|-------------|
| 1. | Under Armour Hustle LD... | £18K <div></div> | - |
| 2. | Cannondale SuperSix Ev... | £13K <div></div> | - |
| 3. | Merida eOne-Twenty 800 ... | £12K <div></div> | - |
| 4. | Bianchi Infinito CV 105 M... | £11K <div></div> | 63.9% ↓ |
| 5. | Nukeproof 2018 Mega 29... | £9K <div></div> | - |
| 6. | Bodyglide The Original A... | £8K <div></div> | 58,491.8% ↓ |
| 7. | adidas Ultra Boost 4.0 M... | £8K <div></div> | 368.1% ↓ |
| 8. | Scott Addict 20 Mens Ro... | £8K <div></div> | - |
| 9. | Bianchi Aria E-Road Ulteg... | £8K <div></div> | - |
| 10. | Garmin Forerunner 245 ... | £7K <div></div> | - |
| 11. | Scott Genius 940 Mens M... | £7K <div></div> | - |
| 12. | Scott Addict 30 Mens Car... | £7K <div></div> | - |
| | Grand total | £1M | -1.5% ↓ |

1 - 50 / 5112

Organic Search Conversion Rate

Sessions

629K

↓ -3.5%

Transactions

15K

↑ 1.0%

Conversion Rate

2.43%

↑ 4.7%

Users

413K

↓ -2.4%

V

Revenue/User

£3.40

↑ 7.4%

Search Console Performance

| | Search Query | Clicks ▾ | Impressions | CTR | Avg. Time on Page |
|-----|--------------------------|-----------------|--------------------|-------|-------------------|
| 1. | weightlifting shoes | 2K <div></div> | 96.9K <div></div> | 2.51% | 36 |
| 2. | nukeproof scout | 2K <div></div> | 92.7K <div></div> | 2.09% | 40 |
| 3. | brooks adrenaline gts... | 2K <div></div> | 40.7K <div></div> | 4.63% | 30 |
| 4. | running spikes | 2K <div></div> | 78.7K <div></div> | 2.28% | 29 |
| 5. | nukeproof mega | 2K <div></div> | 80.8K <div></div> | 2.11% | 42 |
| 6. | santa cruz nomad | 1K <div></div> | 53.9K <div></div> | 2.70% | 48 |
| 7. | santa cruz bronson | 1K <div></div> | 76.3K <div></div> | 1.52% | 50 |
| 8. | under armour | 816 <div></div> | 189.4K <div></div> | 0.43% | 29 |
| 9. | bianchi road bike | 783 <div></div> | 53.4K <div></div> | 1.47% | 35 |
| ... | adidas ultra boost | 781 <div></div> | 96.4K <div></div> | 0.81% | 30 |
| ... | brooks ghost 11 | 768 <div></div> | 31.1K <div></div> | 2.47% | 35 |
| ... | bianchi aria | 743 <div></div> | 7.8K <div></div> | 9.53% | 38 |
| | Grand total | 634K | 43.2M | 1.47% | 40 |

1 - 50 / 257441

KPIs by Month

| | Month ▲ | Use... | Sessions | Transactions | Revenue | Avg. Order Value |
|----|-------------|--------|--------------------|--------------|---------------------|------------------|
| 1. | Mar 2019 | 23K | 28.5K ↓ | 679.00 | £62.7K ↓ | £92.29 |
| 2. | Apr 2019 | 119K ↓ | 169.6K <div></div> | 4.20K | £408.3K <div></div> | £97.21 |
| 3. | May 2019 | 117K ↓ | 166.3K <div></div> | 4.18K | £360.4K <div></div> | £86.3 |
| 4. | Jun 2019 | 103K ↓ | 146.1K <div></div> | 3.47K | £326.8K <div></div> | £94.29 |
| 5. | Jul 2019 | 87K ↓ | 118.3K <div></div> | 2.79K | £246.9K <div></div> | £88.48 |
| | Grand total | 413K | 628.9K | 15.31K | £1.4M | £91.76 |

1 - 5 / 5

Products (Enhanced E-commerce)

27 Mar 2019 - 24 Jul 2019

Country

Device Category

User Type

Sales Performance

Unique Purchases

91K

↓ -5.8%

Quantity

108K

↓ -1.7%

Product Revenue

£6.9M

↑ 68.5%

Avg. Price

£64

↑ 71.4%

Shopping Behaviour

Basket-to-Detail Rate

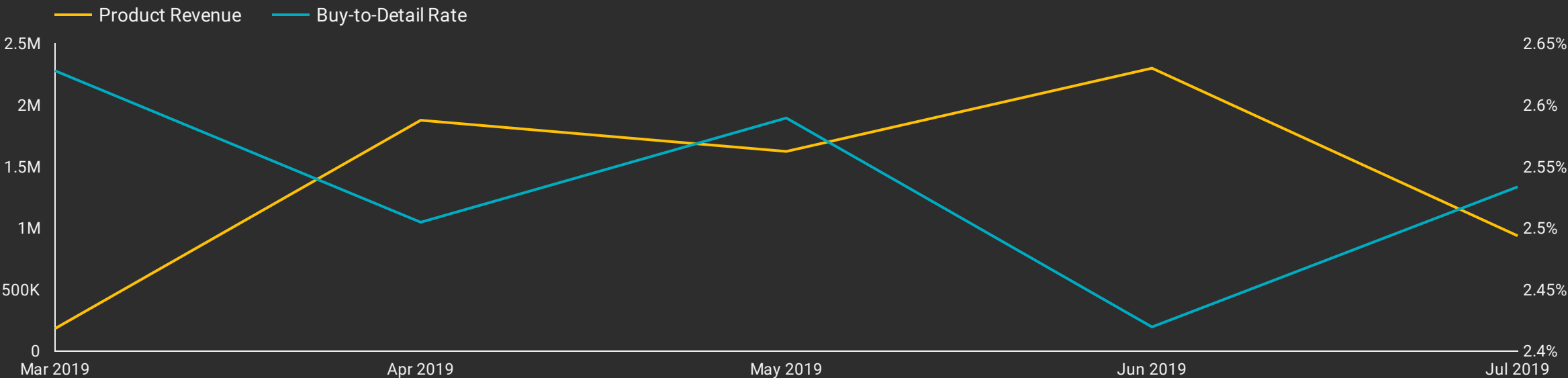
7.90%

↓ -0.8%

Buy-to-Detail Rate

2.52%

↑ 2.7%



Sales Performance Per Product

| | Product | Unique Purchases | % Δ | Product Revenue | % Δ | Avg. Price | % Δ | Buy-to-Detail Rate ▾ | % Δ |
|-----|--------------------------------------|------------------|----------|-----------------|----------|------------|----------|----------------------|------------|
| 1. | Mitchell & Ness Detroit Red Wing... | 1 | - | £6.7 | - | £7 | - | 100.00% | - |
| 2. | adidas X 15.3 Soft Ground Mens ... | 1 | 0.0% | £16.7 | -20.0% ↓ | £17 | -20.0% ↓ | 100.00% | 3,800.0% ↑ |
| 3. | Nike Paris Saint Germain Away 2... | 1 | 0.0% | £3.0 | 0.0% | £3 | 0.0% | 100.00% | 3,200.0% ↑ |
| 4. | GMTee Hollow Practice (6 Pack) ... | 4 | 300.0% ↑ | £5.9 | 604.8% ↑ | £1 | 41.0% ↑ | 80.00% | 540.0% ↑ |
| 5. | More Mile Gym Sack - Yellow | 3 | 50.0% ↑ | £27.5 | 450.0% ↑ | £6 | 120.0% ↑ | 75.00% | 350.0% ↑ |
| 6. | More Mile Endurance (5 Pack) W... | 403 | 52.7% ↑ | £3.8K | 52.5% ↑ | £9 | -0.2% ↓ | 54.46% | 15.9% ↑ |
| 7. | GMTee Hollow Practice (6 Pack) ... | 3 | 200.0% ↑ | £5.0 | 502.4% ↑ | £1 | 50.6% ↑ | 50.00% | 200.0% ↑ |
| 8. | Craghopper Erna Junior Long Sle... | 1 | - | £5.0 | - | £5 | - | 50.00% | - |
| 9. | Scott Aspect Junior SF Cycling Gl... | 1 | -50.0% ↓ | £5.0 | -80.0% ↓ | £5 | -40.0% ↓ | 50.00% | 1,050.0% ↑ |
| ... | adidas FC Bayern Munich 2017/... | 2 | - | £33.3 | - | £17 | - | 50.00% | - |
| ... | GMTee Hollow Practice (6 Pack) ... | 5 | 150.0% ↑ | £9.2 | 9.8% ↑ | £1 | -37.2% ↓ | 50.00% | 50.0% ↑ |
| | Regatta Animally II Junior Mitte - | 1 | - | £3.0 | - | £3 | - | 50.00% | - |
| | Grand total | 91K | -5.8% ↓ | £6.9M | 68.5% ↑ | £64 | 71.4% ↑ | 2.52% | 2.7% ↑ |

Users Overview

27 Mar 2019 - 24 Jul 2019

Country

Gender

Age

Device Category

Source/Medium

User Type

Main Info

Users

1M

↓ -5.6%

New Users

943K

↓ -4.3%

% New Sessions

47.4%

↑ 3.9%

Revenue per User

£4.23

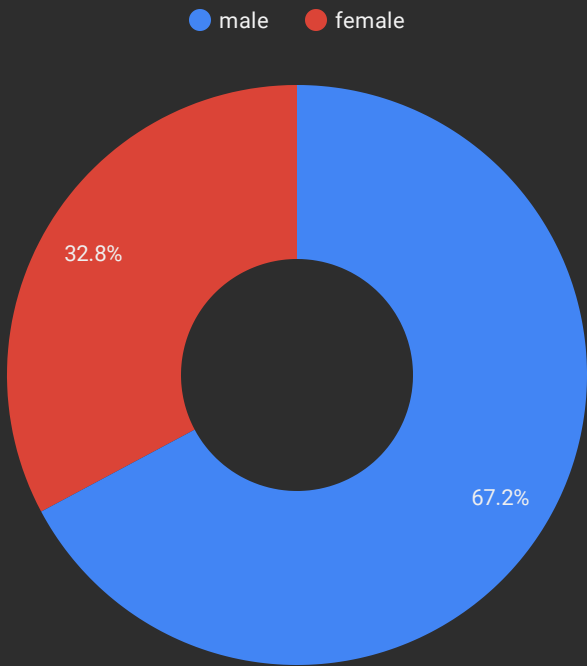
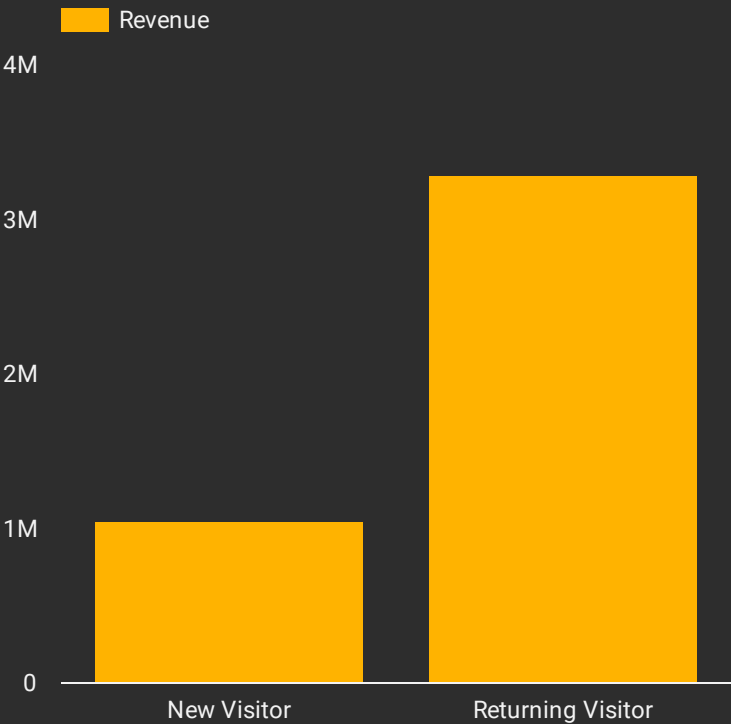
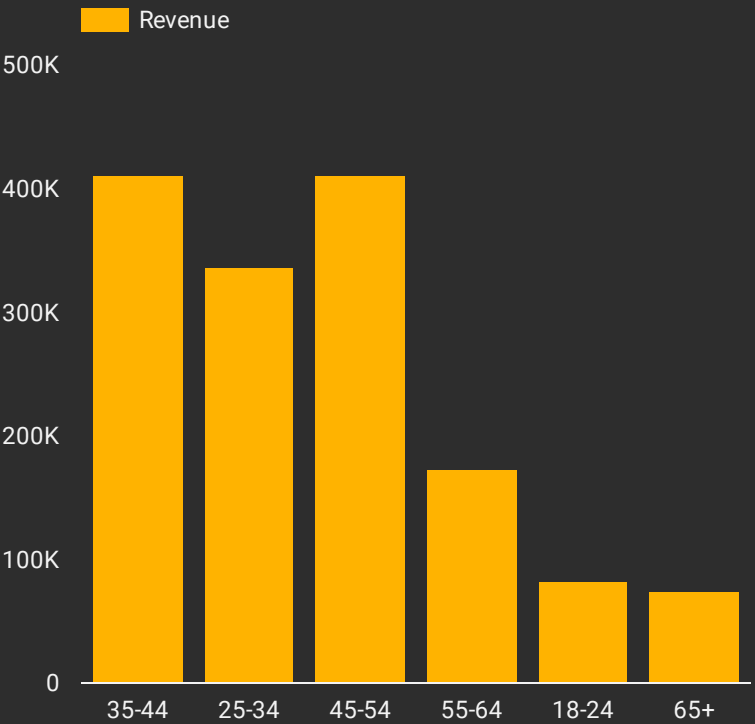
↑ 12.0%

Transactions/User

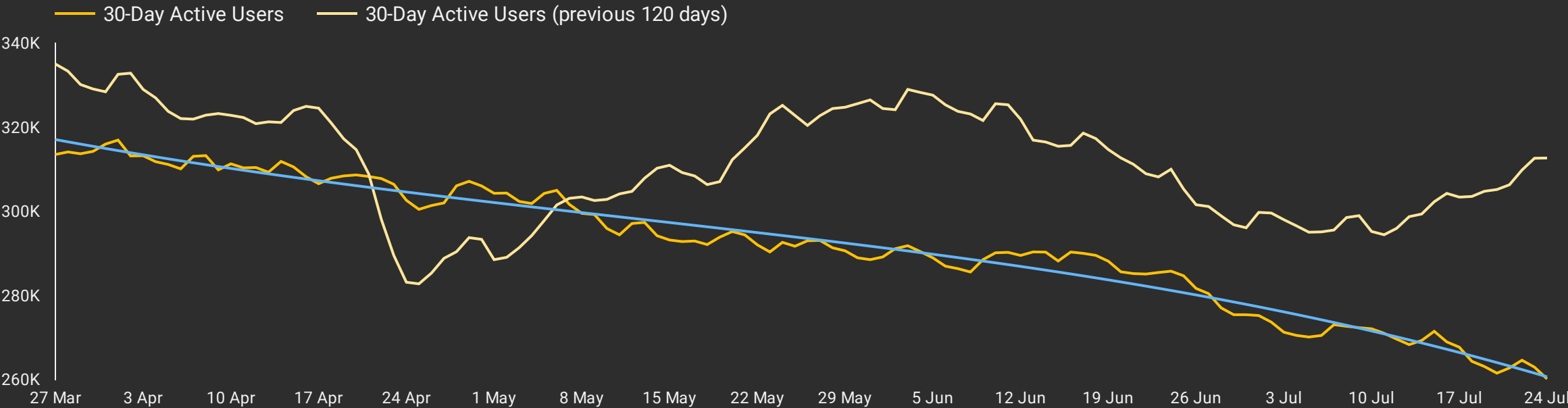
0.04

↑ 1.8%

Revenue Based On User Demographics



Active Users



Site Performance

27 Mar 2019 - 24 Jul 2019

Country

Device Category

Page Load Time - Existing Users

5.80

⬆ 23.0%

Page Load Time - New Users

4.77

⬆ 10.9%

Server Response Time

2.16

⬆ 13.8%

Redirection Time

0.33

⬇ -20.9%

Domain Lookup Time

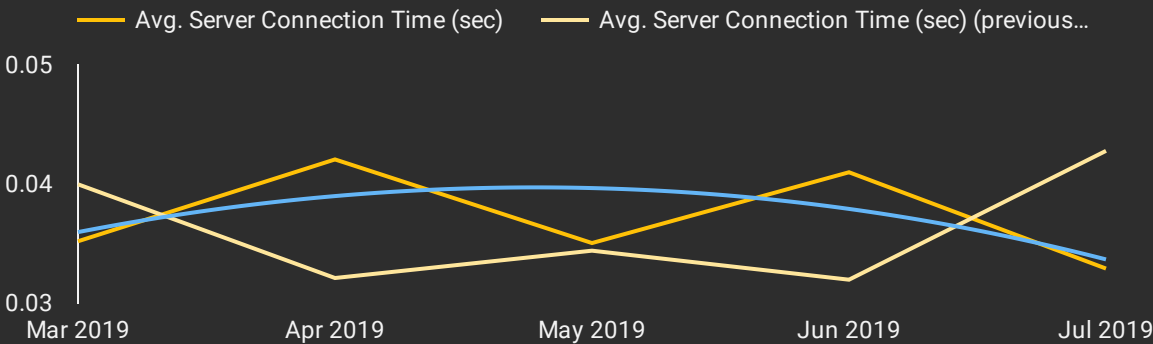
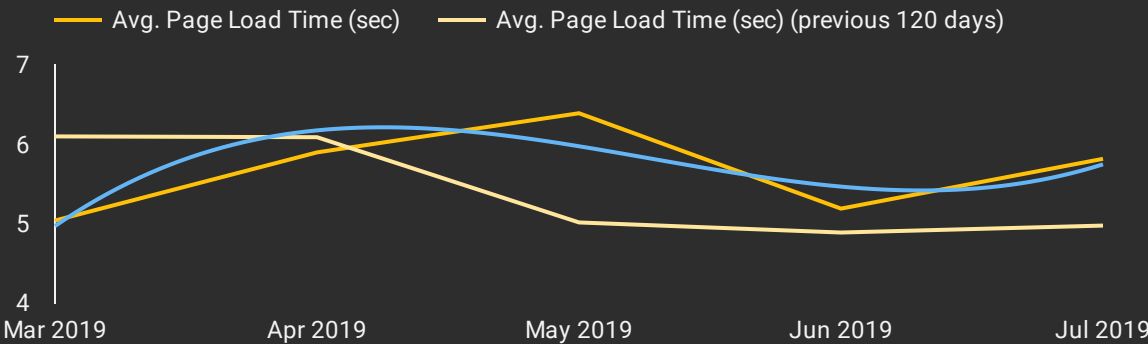
0.01

⬆ 26.8%

Page Views

12M

⬇ -9.8%

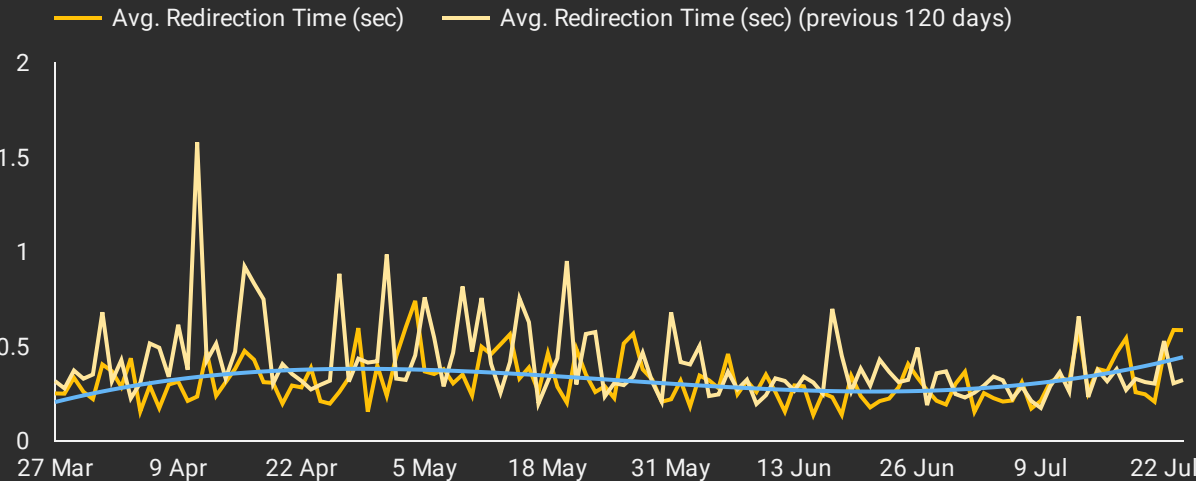


Load Times, Popular Pages

| | Page | Load Time | Page Views ▾ |
|-----|---|-----------|----------------|
| 1. | m.startfitness.co.uk/checkout/cart/ | 9.76 | 3% <div></div> |
| 2. | m.startfitness.co.uk/catalogsearch/result/?order=creat... | 3.80 | 3% <div></div> |
| 3. | www.startfitness.co.uk/checkout/cart/ | 14.36 | 3% <div></div> |
| 4. | www.startfitness.co.uk/checkout/onepage/ | 8.21 | 3% <div></div> |
| 5. | m.startfitness.co.uk/ | 3.83 | 2% <div></div> |
| 6. | www.startfitness.co.uk/ | 7.45 | 2% <div></div> |
| 7. | m.startfitness.co.uk/checkout/onepage/ | 6.73 | 2% <div></div> |
| 8. | www.startfitness.co.uk/catalogsearch/result/ | 8.63 | 1% <div></div> |
| 9. | www.startfitness.co.uk/checkout/onepage/index/ | 6.92 | 1% <div></div> |
| 10. | www.startfitness.co.uk/checkout/onepage/success/ | 8.13 | 1% <div></div> |
| 11. | m.startfitness.co.uk/checkout/onepage/index/ | 7.69 | 1% <div></div> |

Load Time By Country

| | Country | Load Time | Page Views ▾ | Server Time |
|-----|-----------------|-----------|-----------------|------------------|
| 1. | United Kingd... | 4.67 | 63% <div></div> | 1.71 <div></div> |
| 2. | Russia | 7.80 | 5% <div></div> | 3.14 <div></div> |
| 3. | Greece | 6.24 | 2% <div></div> | 2.77 <div></div> |
| 4. | Sweden | 3.85 | 2% <div></div> | 1.85 <div></div> |
| 5. | United States | 6.96 | 2% <div></div> | 2.00 <div></div> |
| 6. | Ireland | 5.12 | 2% <div></div> | 1.99 <div></div> |
| 7. | India | 8.53 | 1% <div></div> | 2.44 <div></div> |
| 8. | Portugal | 5.23 | 1% <div></div> | 1.83 <div></div> |
| 9. | Spain | 4.92 | 1% <div></div> | 2.01 <div></div> |
| 10. | Finland | 4.59 | 1% <div></div> | 1.79 <div></div> |
| 11. | Israel | 4.16 | 1% <div></div> | 1.90 <div></div> |



Load Time By Browser

| | Browser | Load Time | Sessions ② ▾ |
|----|-------------------|-----------|-----------------|
| 1. | Chrome | 6.07 | 42% <div></div> |
| 2. | Safari | 4.43 | 41% <div></div> |
| 3. | Edge | 6.14 | 2% <div></div> |
| 4. | Firefox | 6.19 | 3% <div></div> |
| 5. | Internet Explorer | 5.58 | 3% <div></div> |
| 6. | Samsung Internet | 5.02 | 5% <div></div> |
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