

Transactions

2.3K

↑ 40.6%

Ecommerce Conversion Rate

2.5%

↑ 20.4%

Revenue

\$287.26K

↑ 46.2%

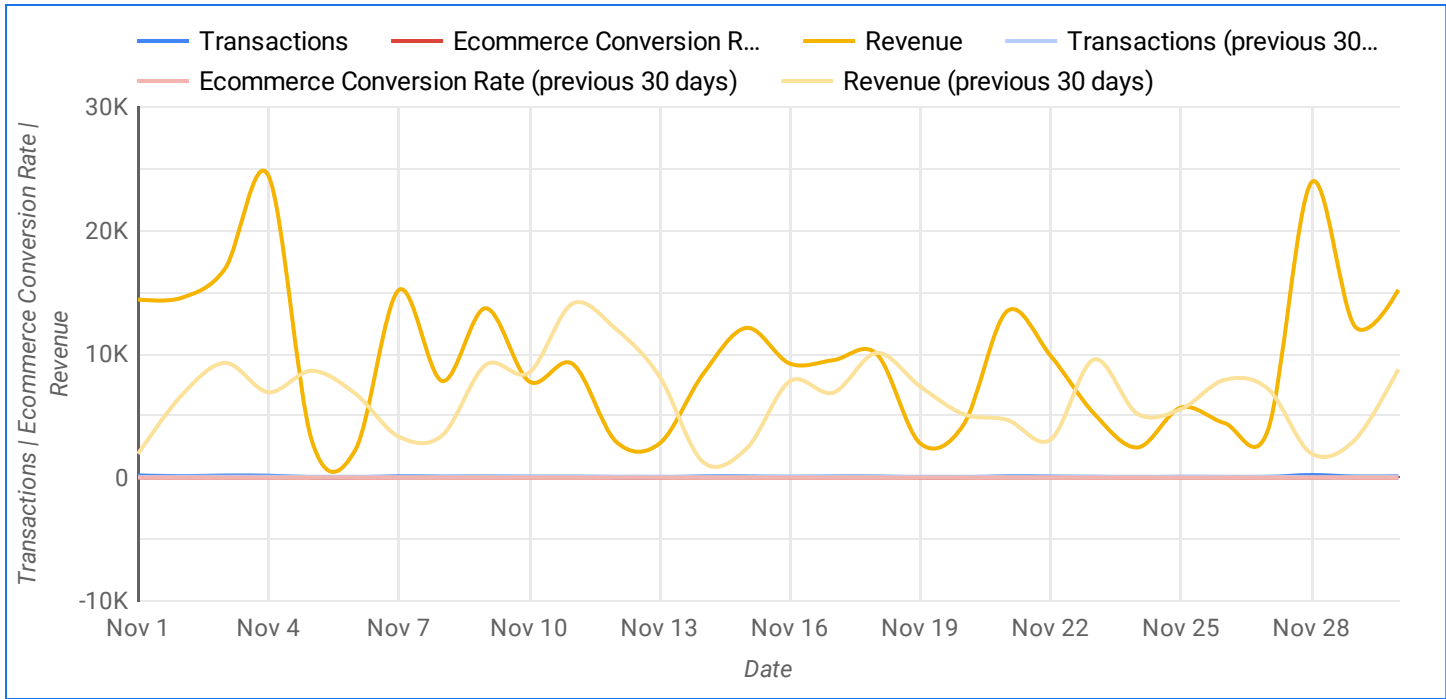
Total number of sessions in July,2022

79,639

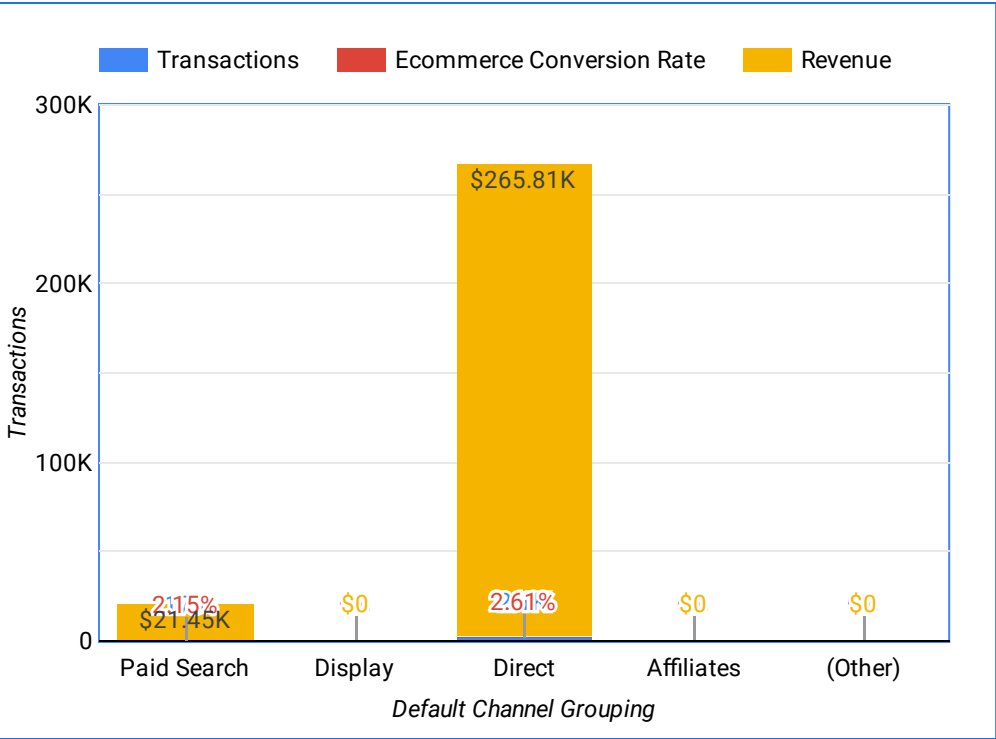
Revenue increased from Paid Search in the month of September 2022

\$13.52K

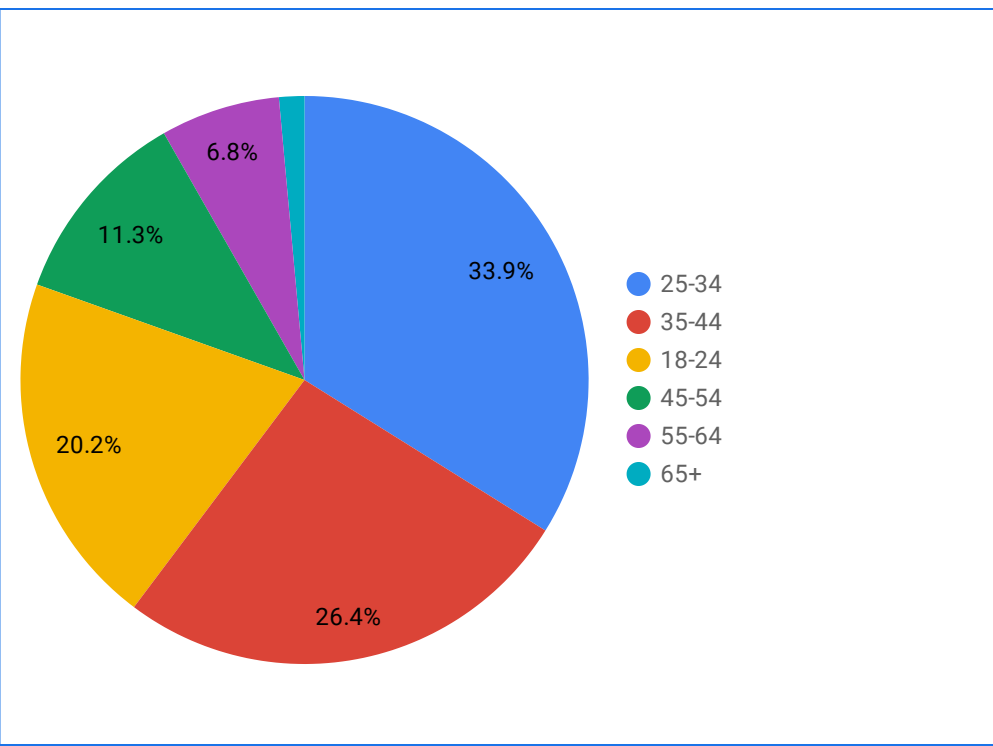
↑ 31.5%



	Date ▾	Transact...	Average Tra...	Ecommerce...	Avg. Ecommerce...	Revenue
1.	Nov 30, 2...	99	99	3%	3%	\$15,199.45
2.	Nov 29, 2...	80	89.5	2.25%	2.63%	\$12,240.4
3.	Nov 28, 2...	199	126	3.33%	2.86%	\$23,887.74
4.	Nov 27, 2...	51	107.25	2.46%	2.76%	\$3,835.69
5.	Nov 26, 2...	44	94.6	2.54%	2.72%	\$4,408.78
6.	Nov 25, 2...	56	88.17	2.4%	2.66%	\$5,667.24
7.	Nov 24, 2...	29	79.71	1.21%	2.46%	\$2,435.1
8.	Nov 23, 2...	58	77	2.12%	2.41%	\$5,170.83
1 - 30 / 30						



	Default ...	Date	Scr...	Transact...	Ecommerce ...	Revenue
1.	Direct	Nov 4...	0	136	4.15%	\$23,995....
2.	Direct	Nov 1...	0	158	4.13%	\$13,613.7
3.	Paid Sea...	Nov 3...	0	13	3.89%	\$1,030.4
4.	Direct	Nov 3...	0	148	3.73%	\$15,871....
5.	Paid Sea...	Nov 1...	0	10	3.61%	\$2,117.65
6.	Direct	Nov 2...	0	193	3.53%	\$23,429....
7.	Paid Sea...	Nov 3...	0	9	3.36%	\$2,031.9
8.	Paid Sea...	Nov 1...	0	6	3.31%	\$500
9.	Direct	Nov 2...	0	104	3.17%	\$14,330.2
1 - 100 / 126						



	Age	Date	Revenue ▾
1.	18-24	Aug 18, 2022	\$5,954.48
2.	45-54	Aug 9, 2022	\$5,169.68
3.	35-44	Aug 1, 2022	\$3,758.8
4.	25-34	Aug 18, 2022	\$3,493.36
5.	25-34	Aug 25, 2022	\$3,234.92
6.	55-64	Aug 24, 2022	\$3,203.2
1 - 100 / 166			

	Age	Revenue ▴	Revenue Percent...
1.	65+	45,206.48	1.7%
2.	55-64	101,627.58	3.81%
3.	45-54	183,810.09	6.9%
4.	18-24	307,368.19	11.54%
5.	35-44	322,434.44	12.1%
6.	25-34	400,723.01	18.76%
1 - 6 / 6			

	Landing Page	Revenue ▾	No Of Tran...	Ecommerce ...
1.	/basket.html	78,726.65	491	14.2%
2.	/home	46,285.42	826	0.8%
3.	/signin.html	32,492.78	1,089	6.44%
4.	/google+red...	28,689.44	1,344	4.65%
5.	/store.html	15,063.14	1,451	4.18%
6.	/google+red	8,926	1,534	4.37%
1 - 100 / 100				

Landing Page on Last Quarter

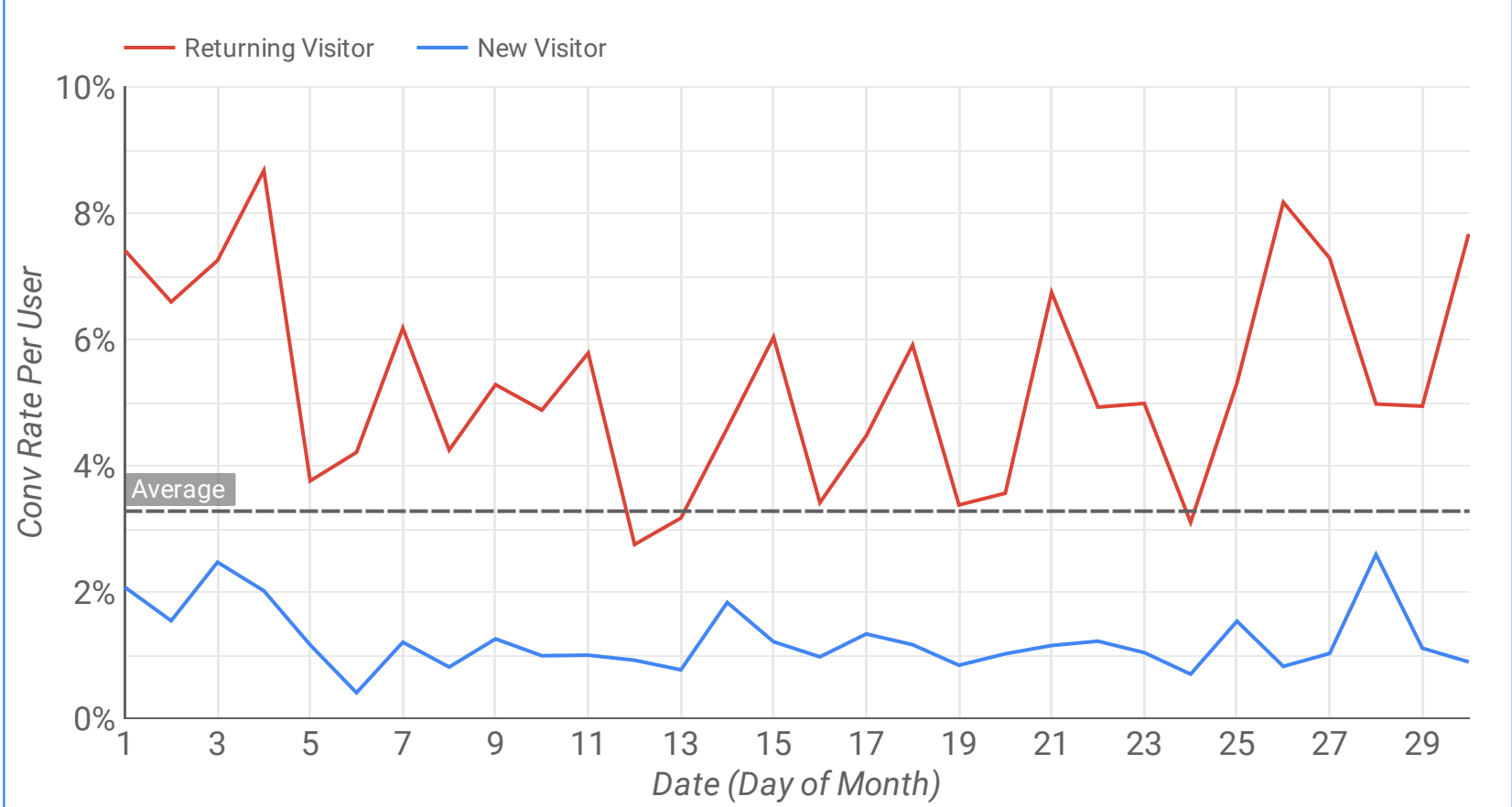
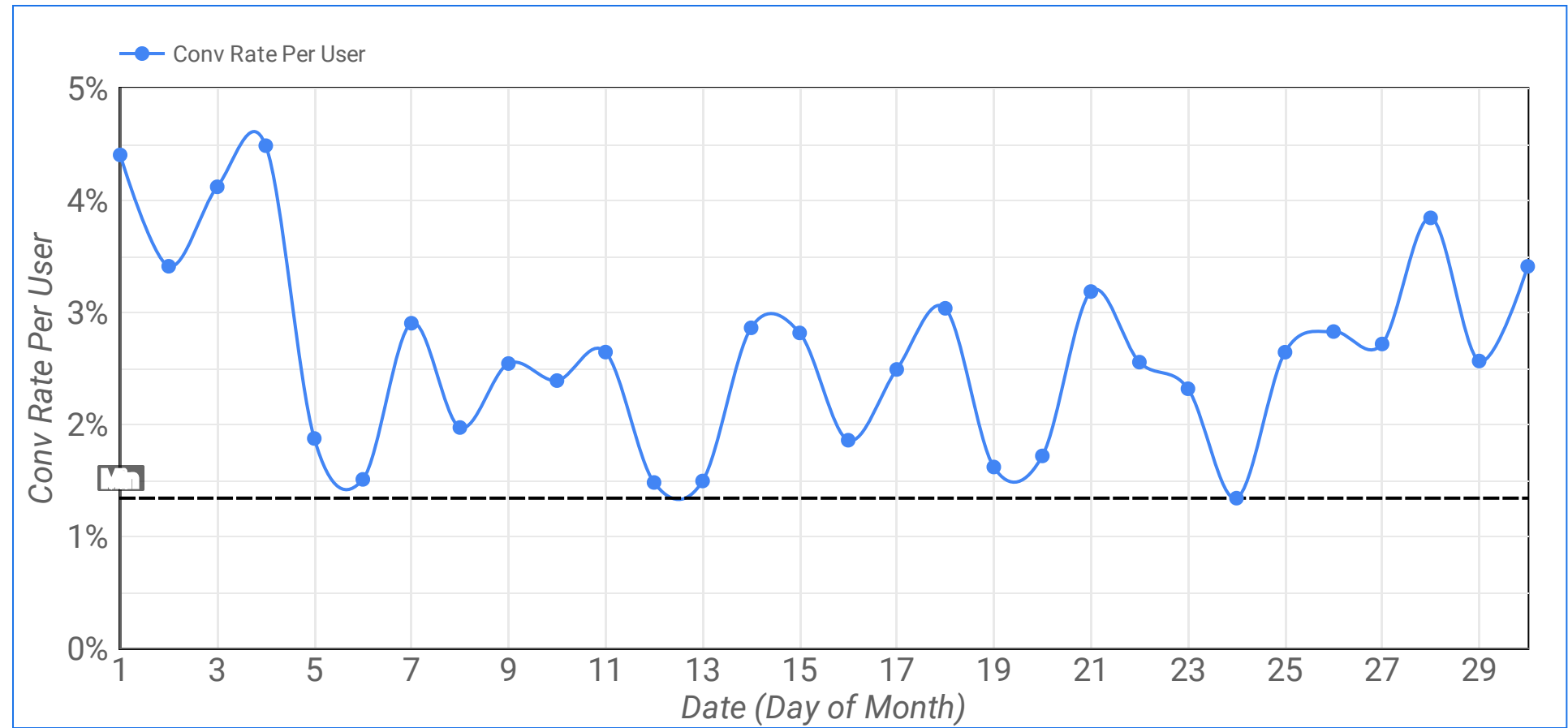
535

	New Users	Revenue ▾
1.	21,342	\$65,792.38
1 - 1 / 1		

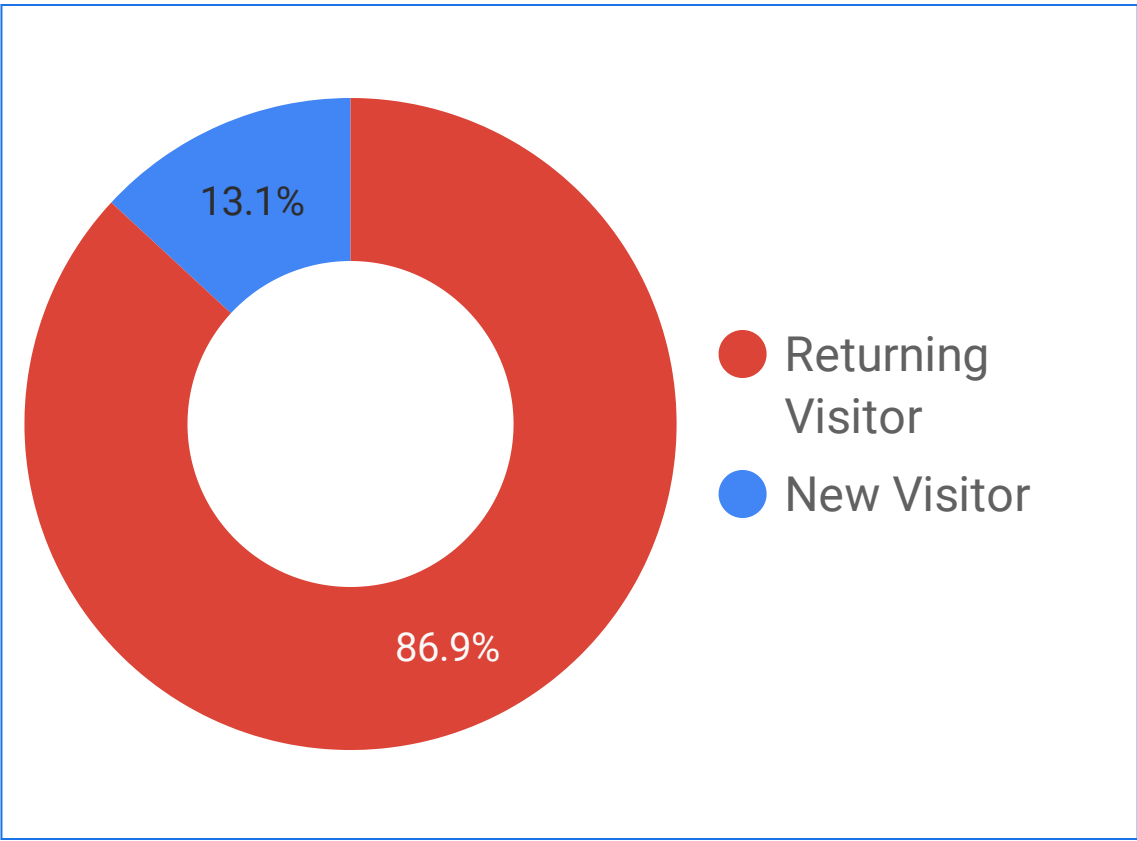
	Landing Page	Transactions ▾
1.	/home	7,757
2.	/basket.html	3,127
3.	/signin.html	2,434
4.	/google+redesi...	1,610
5.	/store.html	1,160
1 - 100 / 345		

	City	Revenue ▾
1.	San Francisco	\$37,590.73
2.	New York	\$29,798.39
3.	San Jose	\$20,642.01
4.	Austin	\$13,969.65
5.	Los Angeles	\$12,804.11
6.	Chicago	\$11,160.66
7.	San Antonio	\$10,642.01
8.	Phoenix	\$10,642.01
9.	San Diego	\$10,642.01
10.	Portland	\$10,642.01
1 - 100 / 967		

	Count...	City	Transactio...	New Users	Avg. Time ...
1.	Unite...	New York	170	1,541	00:00:00
2.	Unite...	(not set)	117	4,340	00:00:00
3.	Unite...	Sunnyv...	97	913	00:00:00
4.	Unite...	San Jose	83	846	00:00:00
5.	Unite...	San Fra...	81	873	00:00:00
6.	Unite...	Mountai...	75	959	00:00:00
7.	Unite...	Chicago	66	612	00:00:00
8.	Unite...	Austin	60	342	00:00:00
9.	Unite...	Los Ang...	59	672	00:00:00
1 - 100 / 100					

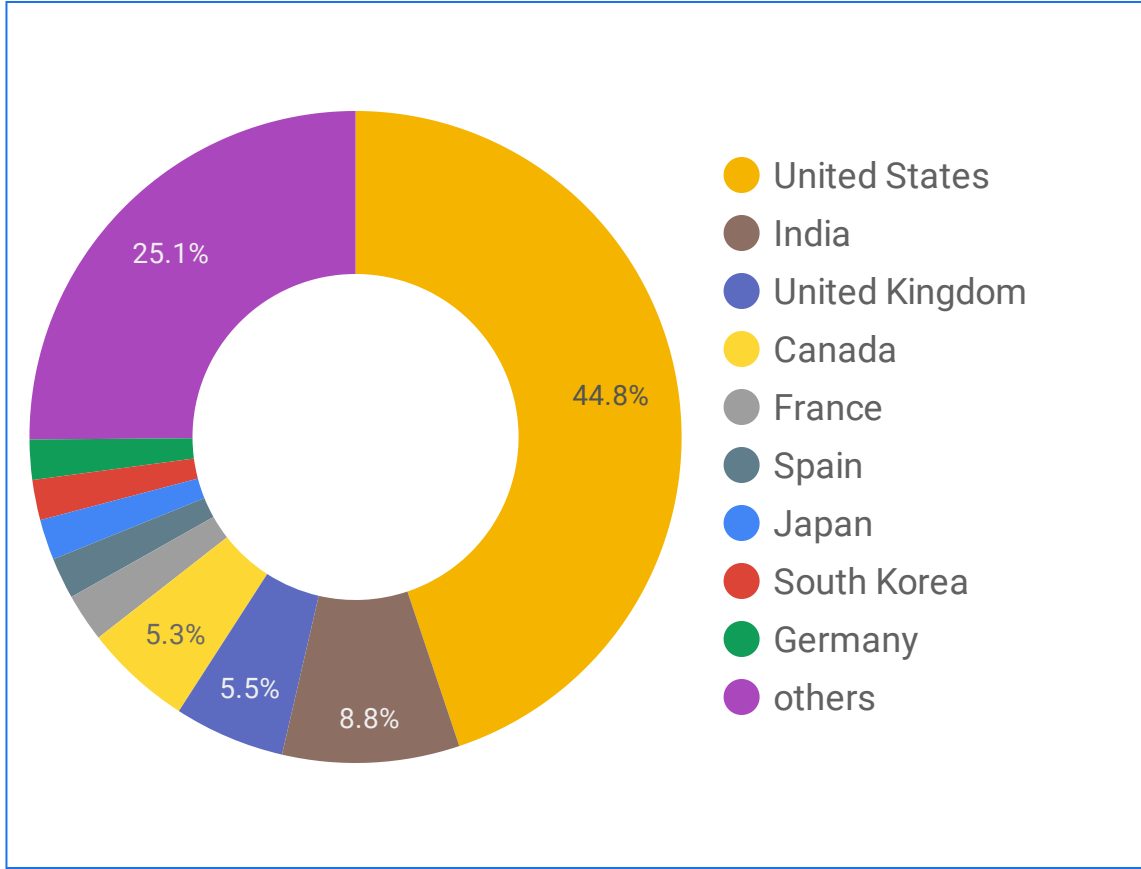
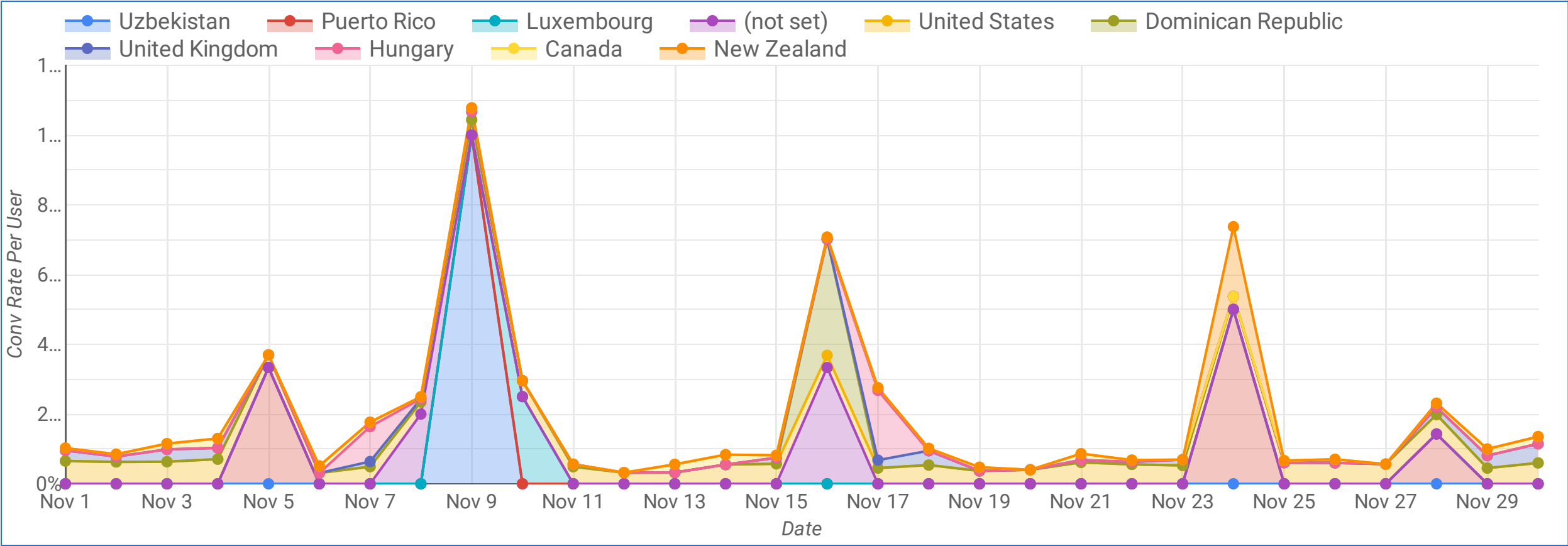


Day Index / Conv Rate Per User											
Date	User Type	0026	0020	0029	0017	0012	0015	0006	0013	002	Gr...
Nov 15, ...	Returnin...	-	-	-	-	-	-	-	-		195.8...
	New Visit...	-	-	-	-	-	-	-	-		37.84%
Nov 26, ...	New Visit...	-	-	-	-	-	-	-	-		181.5...
	Returnin...	-	-	-	-	-	-	-	-		180.7...
Nov 6, 2...	Returnin...	-	-	-	-	-	-	-	-		148.6...
	New Visit...	-	-	-	-	-	-	-	-		21.15%
Nov 12, ...	New Visit...	-	-	-	-	-	-	-	-		196.8%
	Returnin...	-	-	-	-	-	-	-	-		144.4...
Nov 17, ...	Returnin...	-	-	-	-	-	-	-	-		116.8%



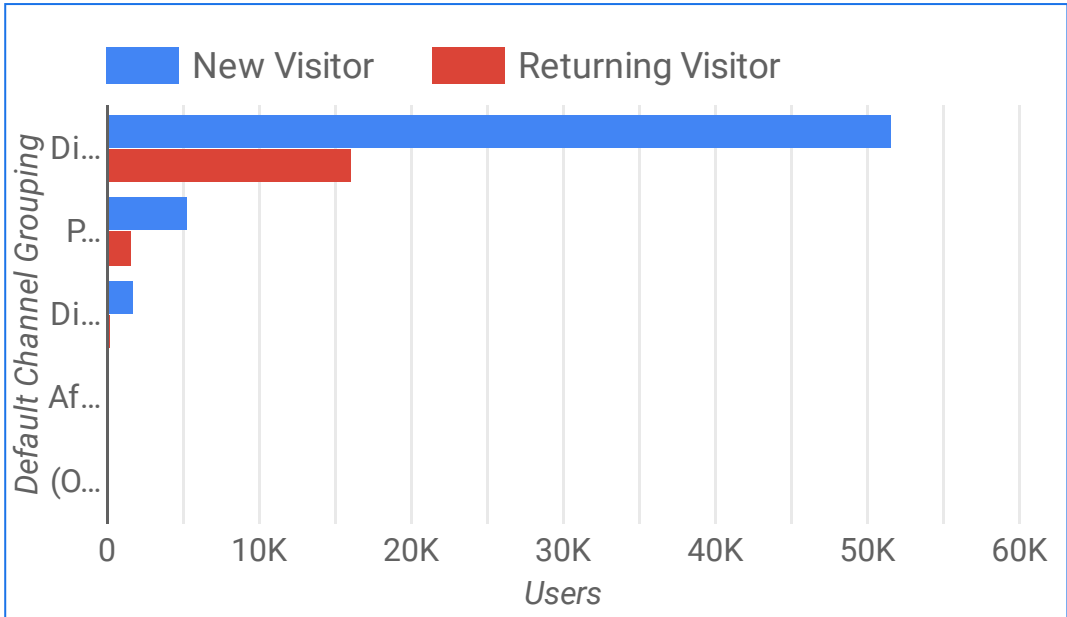
	Country	New Users ▾	Bounce Rate	Users	Conv Rate Per User	Avg. Price	Avg. Order Value	Time on Screen
1.	United States	26,425	35.11%	32,340	6.68%	\$14.36	\$124.29	00:00:00
2.	India	5,172	50.82%	5,476	0.04%	\$34.27	\$102.8	00:00:00
3.	United Kingdom	3,234	43.91%	3,946	1.85%	\$16.97	\$98.81	00:00:00
4.	Canada	3,146	48.55%	3,448	1.16%	\$22.01	\$105.63	00:00:00
5.	France	1,407	59.91%	1,539	0%	\$0	\$0	00:00:00
6.	Spain	1,205	56.08%	1,256	0.16%	\$7.94	\$655	00:00:00

1 - 100 / 173 < >



Acquisition

	Default Chann...	Sessions ▾	Bounce Rate
1.	Direct	81,883	40.32%
2.	Paid Search	8,342	49.96%
3.	Display	1,895	87.97%
4.	Affiliates	156	71.79%
5.	(Other)	7	85.71%
1 - 5 / 5 < >			



Total Users
66,415
↑ 10.7%

Sessions
92.3K
↑ 16.7%

Activation

Bounce Rate

42.23%

↓ -2.9%

Pages / Session

5.22

↑ 5.7%

COMPLETIONS

Engaged Users

11,193

↑ 25.5%

Registrations

3,416

↑ 19.3%

All Users

66,415

↑ 10.7%

CONVERSION RATE

Engaged Users

12.13%

↑ 7.5%

Registrations

3.70%

↑ 2.2%

Cost per Conversion

42.62%

↓ -11.3%

Avg. Session Duration

00:03:35

↑ 3.9%

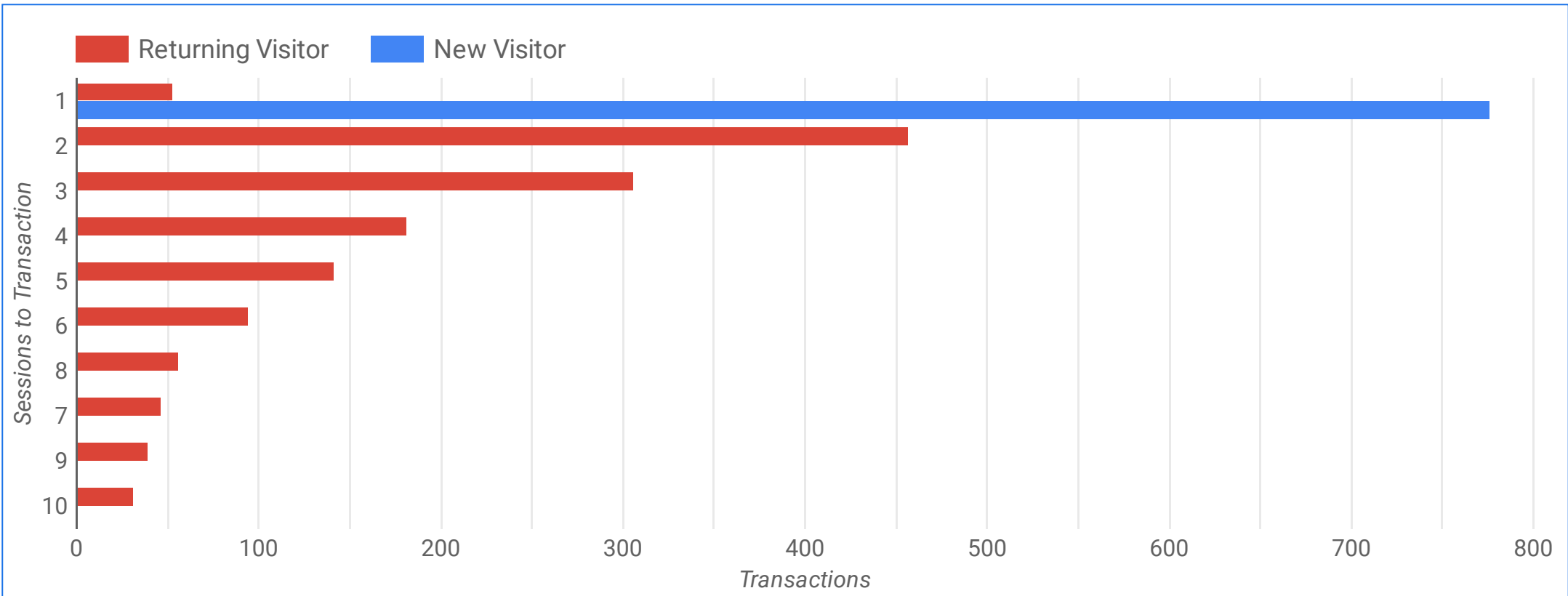
Retention

Users

17,583

Bounce Rate

35.24%



Revenue

Total Revenue

\$198,240.45

↑ 48.0%

Total Transactions

1,542

↑ 52.7%

Ecommerce Conversion Rate

4.62%

↑ 18.6%

Revenue Per User

\$11.27

↑ 22.3%

Product Revenue per Purchase

\$40.05

↓ -4.2%

	Product ▾	Quantity
1.	Young Stan Goes Ice-Skating	1
2.	YouTube Zipper Pull	1
3.	YouTube Ultralight Embroidered ...	1
4.	YouTube Tie-Dye Tee	1
5.	YouTube Shadow Tumbler	1
6.	YouTube Red Le Pen	2
7.	YouTube Recycled Black Cap	1
8.	YouTube Metal Loop Bottle	1
9.	YouTube Marled Black Tee	1
10	YouTube Lake Blue Tee	1
		1 - 100 / 392 < >

Referral

Sessions

33,358

↑ 28.7%

Bounce Rate

35.24%

↓ -4.7%

	Full Referrer	Sessions ▾
1.	(direct)	82,607
2.	google	9,195
3.	bing	303
4.	Partners	157
5.	dfa	15
6.	(not set)	6
1 - 6 / 6 < >		

