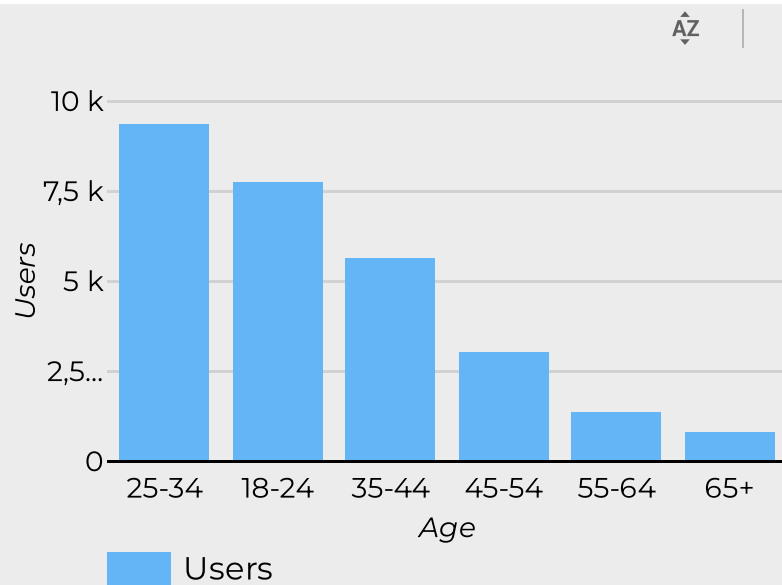


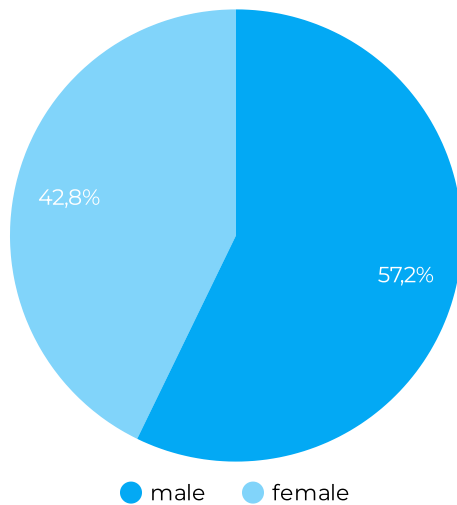
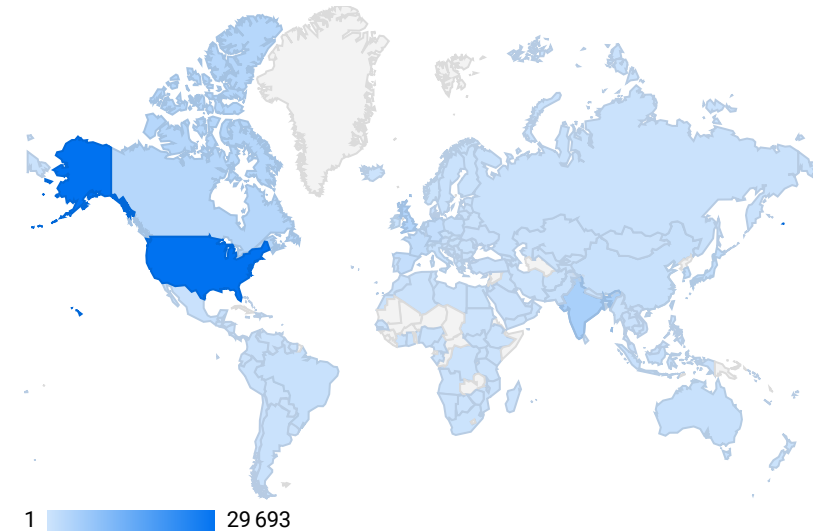
Google Merchandising Store - Audience

Discover more about this website audience



Pageviews
434 937

Most of users come from **the US (29 897)**



Among those users, **57.4%** of them are **female**.
Among those users, **42.6%** of them are **male**.

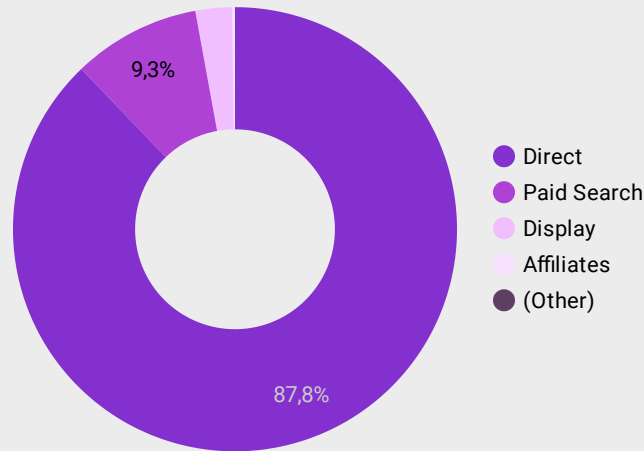
	Device Category	Users ▾
1.	desktop	43 157
2.	mobile	16 752
3.	tablet	1 694

Majority of users spend time on **their desktop and mobile phones**.

Google Merchandising Store - Acquisition

Discover more about this website acquisition

The **Default Channel** Grouping by **users**



The **Traffic** is mainly **direct (87,9%)**.

The **total number** of users

Users
61 611

The Source/Medium by **New Users**

Source / Medium	New Users ▾
(direct) / (none)	47 623
google / cpc	6 283
bing / cpc	227
Partners / affiliate	103
dfa / cpm	12

Majority of users are aware of the website and type directly the name (**47 853** of new users come from a **direct source**, **without any medium**).

The Campaigns **by sessions**

Campaign	Sessions ▾
MIX Txt ~ AW-Brand (US/Cali)	2 523
Test	2 441
MIX Txt ~ AW - Apparel	1 080
BMM Txt ~ AW - Hoodies	953
EXA Txt ~ AW - YouTube	281
MSFT - Brand	243
MIX Txt ~ AW - YouTube	169
MIX Txt ~ AW - T-shirts	143
Data Share Promo	138
MIX Txt ~ AW - Drinkware	116
PHR Txt ~ AW - YouTube	100

Google Merchandising Store - Behavior

What do the users do on the website?

Number of **sessions** per **page**

Page Title	Sessions ▾
Home	29 085
Google Online Store	9 366
Men's / Unisex Apparel Google Merchandise Sto...	5 156
Apparel Google Merchandise Store	4 561
The Google Merchandise Store - Log In	3 692
New Google Merchandise Store	3 270
Shopping Cart	3 032

Avg. Time on Page

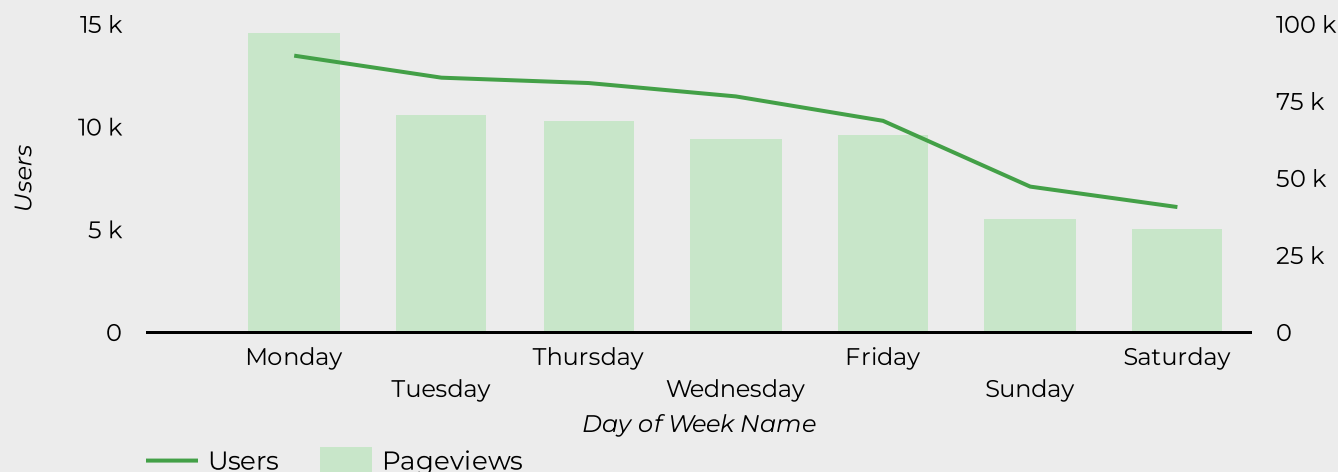
00:00:51

The **homepage** is the page that is the most visited (**29 179**) and the **men's part** is the third most visited page meaning that these product interest more the users.

Number of **users** per **hour**

Hour	Users ▾
10	5 518
09	5 139
11	5 077
08	4 994
07	4 572
12	4 324
13	4 300
06	4 068
14	3 839
15	3 643
05	3 408
16	3 145
17	3 021
19	3 011
18	2 913

Number of **users** per **day**



More sessions are opened on **monday**, as we can observe that there are **13 479 users** that log on during that day.

The website has more users **in the morning** as it appears that between **8am and 11am** more than **5 000** users log on it.

Google Merchandising Store - Conversions

What do the users do on the website?

Key figures of conversions

Goal Completions

20 043

Cost per Goal Conversion

\$0,49

Goal Conversion Rate

23,75 %

Out of more than **60 000 users**, **20 251** of them **completed the goal** that was set up, thus the goal conversion rate is up to **23,90%**

Revenues per product - Sold items

Product	Product Revenue ▾
Google Black Eco Zip Hoodie	\$7 562,4
Google Unisex Eco Tee Black	\$6 281,6
Chrome Dino Holiday Sock	\$5 392,8
Google Vintage Washed Plum Sweatshirt	\$5 009,4
Google MiiR Sling Bag	\$4 967,4
Google Crewneck Sweatshirt Black	\$4 845
Google Camp Fleece Cream Pullover	\$4 769
Google Sherpa Black Zip Hoodie	\$4 403
Chrome Dino Holiday Scarf	\$4 340
Google Horizon Navy Fleece Unisex Jacket	\$3 850
Google Recycled Gray Notebook	\$3 848
Google Two-tone Jade Mug	\$3 740,8
Google Cloud Clay Mug	\$3 724,8
Google Recycled Memo Notebook Set	\$3 714,2
Google Sherpa Pale Grey Zip Hoodie	\$3 706

The product that earns the **most revenue** is the "**Google Black Eco Zip Hoodie**"

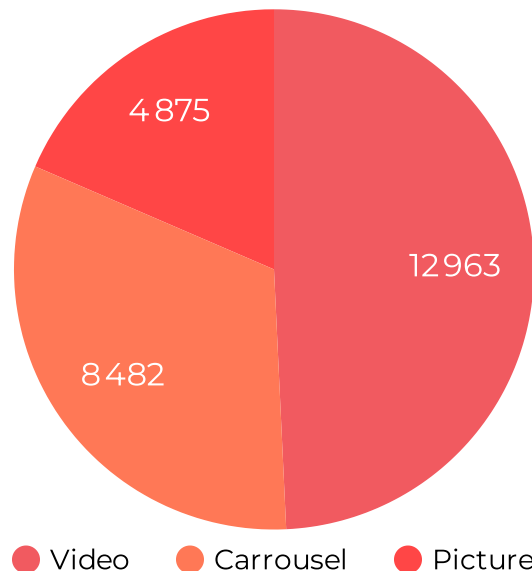
emlyon - LinkedIn data

What engagement on this social media?

Clicks

5 766

The last **13 posts** count a total of **5 766 clicks**.



The type of content that was displayed the most is **video** (**12 963 impressions**). **Carrousel format** counts a total of **8 482 impressions** and **Picture format** is the least important with **4 875 impressions**.

The post with **the most impressions** count **3 217** impressions (Post 12). The post with the **least impressions** is Post 1 (**873** impressions).

	Post title	Impressions ▾
1.	Post 12	3 217
2.	Post 2	3 167
3.	Post 3	2 658
4.	Post 7	2 654
5.	Post 6	2 643
6.	Post 9	2 098
7.	Post 13	1 731
8.	Post 11	1 657
9.	Post 10	1 492
10.	Post 5	1 469
11.	Post 4	1 359
12.	Post 8	1 302
13.	Post 1	873