

# PERFORMANCE CAMPAGNE

1 gen 2023 - 31 mar 2023

Sessioni  
283.989

Sessioni per utente  
1,44

Entrate totali  
\$321.154

Clic su promozione  
12.143

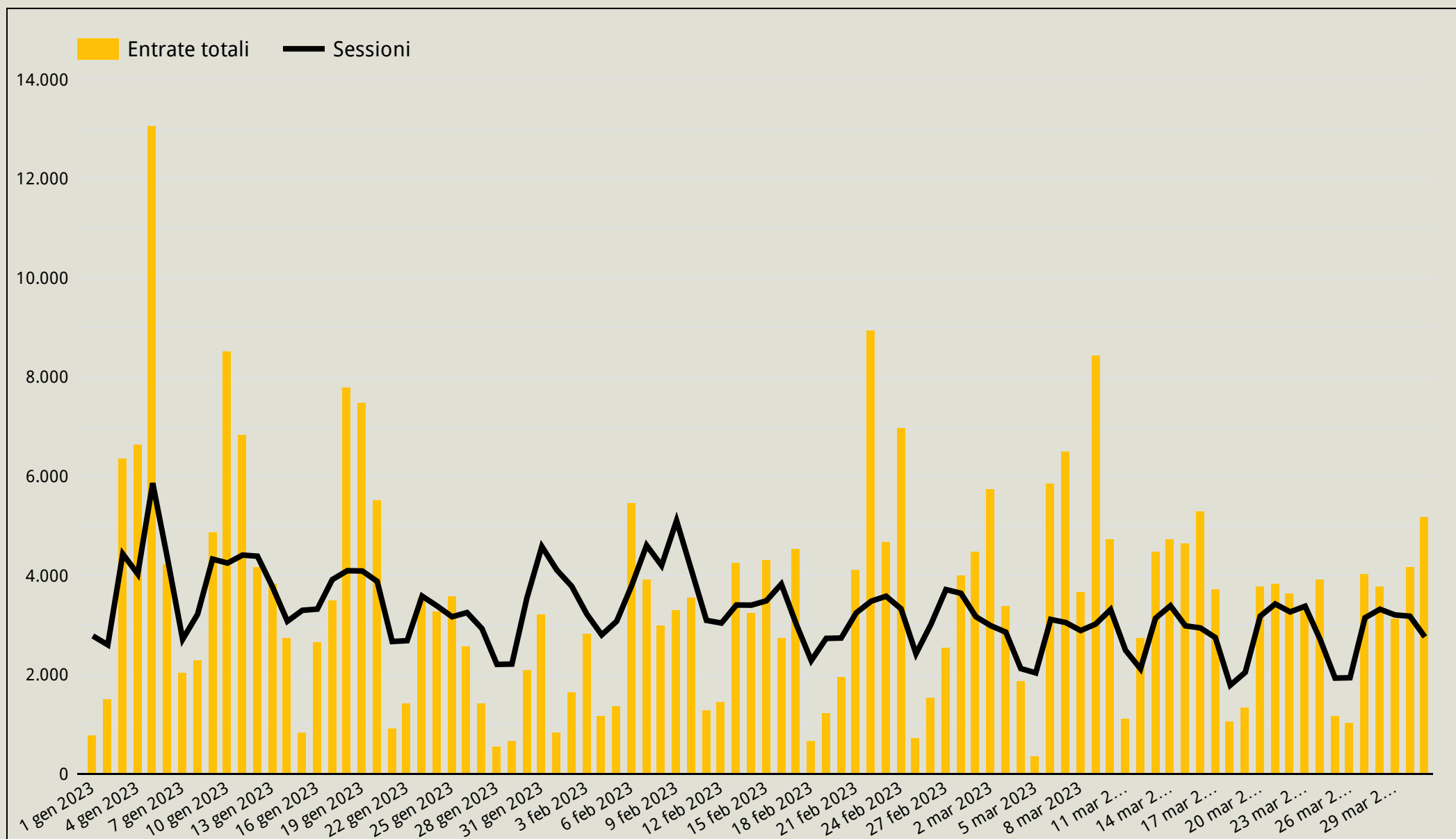
Utenti totali  
220.103

Nuovi utenti  
174.597

Campagna sessione	Sessioni	Nuovi utenti	Conversioni	Entrate totali	Percentuale di clic per promozione articoli	Tasso di coinvolgimento	Tasso di visualizzazione rispetto al carrello
(direct)	101.240	63.591	524.792	\$154.72...	124,01%	90,54%	1,93%
(organic)	89.561	53.091	477.107	\$105.29...	169,84%	90,47%	24,38%
(not set)	37.047	15.000	239.796	\$10.308,...	37,2%	59,21%	34,44%
(referral)	19.081	10.682	95.988	\$22.411,...	209,82%	90,16%	2,11%
1009693   Google Analytics Demo   DR   mlibaste   NA   US   en   Hybrid   MAX   AUT ...	15.801	13.344	72.390	\$4.811,7	143,87%	96,33%	11,35%
Jan2023_LunarNY_V1	3.398	471	27.769	\$10.734,...	10,49%	86,29%	3,54%
1009693   Google Analytics Demo   DR   mlibaste   NA   US   en   Hybrid   DISP   MT   ...	12.083	8.747	27.200	\$56,8	366,58%	96,76%	0%
1009693   Google Analytics Demo   DR   mlibaste   NA   US   en   Hybrid   SEM   BKW...	1.526	922	12.035	\$1.312,55	63,23%	91,87%	21,01%
Nov2022_CyberMonday_V1	1.073	24	9.625	\$5.574,32	11,72%	85,09%	3,16%
1009693   Google Analytics Demo   DR   mlibaste   NA   US   en   Hybrid   MAX   AUT ...	1.106	19	6.862	\$818,8	5,88%	85,62%	1,38%
1009693   Google Analytics Demo   DR   mlibaste   NA   US   en   Hybrid   MAX   AUT ...	1.027	771	6.769	\$459	9,09%	93,57%	0,92%
1009693   Google Analytics Demo   DR   mlibaste   NA   US   en   Hybrid   SHOP   SM...	2.049	1.857	9.423	\$208,5	66,67%	97,9%	6,25%
1009693   Google Analytics Demo   DR   mlibaste   NA   US   en   Hybrid   SEM   BKW...	926	505	5.786	\$1.242,75	5,56%	94,96%	0,37%

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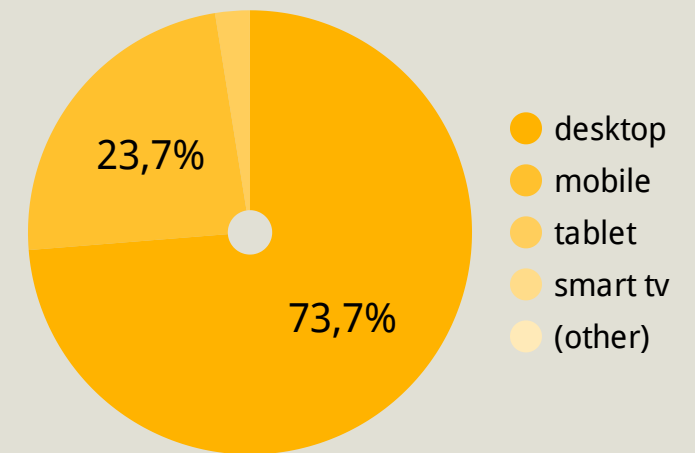
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Nome gruppo di annunci Google Ads dell'u...	Coinvolgi...	Conteggio eve...	Nuovi u...	Sessi...
(not set)	247:26:45	235.678	14.211	1,22
Affinity	104:23:44	151.777	8.188	1,36
AW - Google Brand	60:31:23	42.888	919	1,59
AW - Apparel All	39:12:41	27.349	636	1,46
Test	24:39:31	25.015	1.862	1,17
AW - YouTube Brand	11:10:55	11.188	479	1,17
AW - Hoodies	02:44:41	6.118	745	1,04
Custom Intent	04:08:25	6.578	548	1,27
AW - T Shirts	01:48:38	3.150	395	1,06
AW - Hoody	01:21:04	2.628	324	1,06
AW - Sweatshirt	01:48:02	2.566	293	1,08
AW - Drinkware	02:05:23	2.193	169	1,16
AW - Mixed	01:27:18	2.262	224	1,1
AW - Shirts	01:33:18	1.502	150	1,07
AW - Tumbler	00:35:01	1.104	165	1,02



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URL completo della pagina	Sessioni	Sessioni con coinvolgimento	Sessioni per utente
<a href="https://shop.googlemerchandisestore.com/">shop.googlemerchandisestore.com/</a>	144.396	119.546	1,42
<a href="https://shop.googlemerchandisestore.com/basket.html">shop.googlemerchandisestore.com/basket.html</a>	20.380	2.258	1,39
<a href="https://shop.googlemerchandisestore.com/Google+R...">shop.googlemerchandisestore.com/Google+R...</a>	22.285	462	1,36
<a href="https://shop.googlemerchandisestore.com/Google+R...">shop.googlemerchandisestore.com/Google+R...</a>	24.978	123	1,23
<a href="https://shop.googlemerchandisestore.com/signin.html">shop.googlemerchandisestore.com/signin.html</a>	22.867	2.938	1,42
<a href="https://shop.googlemerchandisestore.com/Google+R...">shop.googlemerchandisestore.com/Google+R...</a>	20.140	1.526	1,31
<a href="https://shop.googlemerchandisestore.com/Google+R...">shop.googlemerchandisestore.com/Google+R...</a>	20.235	8.395	1,24
<a href="https://shop.googlemerchandisestore.com/Google+R...">shop.googlemerchandisestore.com/Google+R...</a>	18.139	576	1,46
<a href="https://shop.googlemerchandisestore.com/store.html">shop.googlemerchandisestore.com/store.html</a>	15.724	1.071	1,36
<a href="https://shop.googlemerchandisestore.com/store.html...">shop.googlemerchandisestore.com/store.html...</a>	11.347	159	1,21
<a href="https://shop.googlemerchandisestore.com/Google+R...">shop.googlemerchandisestore.com/Google+R...</a>	11.490	1.448	1,19
<a href="https://shop.googlemerchandisestore.com/myaccoun...">shop.googlemerchandisestore.com/myaccoun...</a>	4.827	271	1,46
<a href="https://shop.googlemerchandisestore.com/Google+R...">shop.googlemerchandisestore.com/Google+R...</a>	9.448	136	1,21
<a href="https://shop.googlemerchandisestore.com/Google+R...">shop.googlemerchandisestore.com/Google+R...</a>	9.221	717	1,33
<a href="https://shop.googlemerchandisestore.com/yourinfo.h...">shop.googlemerchandisestore.com/yourinfo.h...</a>	6.847	118	1,23
<a href="https://shop.googlemerchandisestore.com/Google+R...">shop.googlemerchandisestore.com/Google+R...</a>	8.834	94	1,19
<a href="https://shop.googlemerchandisestore.com/apparel/ac...">shop.googlemerchandisestore.com/apparel/ac...</a>	8.152	457	1,15
<a href="https://shop.googlemerchandisestore.com/Google+R...">shop.googlemerchandisestore.com/Google+R...</a>	7.328	90	1,15
<a href="https://shop.googlemerchandisestore.com/payment...">shop.googlemerchandisestore.com/payment...</a>	5.468	123	1,24

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Sessioni  
283.989

Sessioni con coinvolgimento  
248.121

Sessioni per utente  
1,44

Coinvolgimento utente  
5561:36:32