eCommerce Dashboard #3: Acquisitions

May 15, 2022 - May 20, 2022
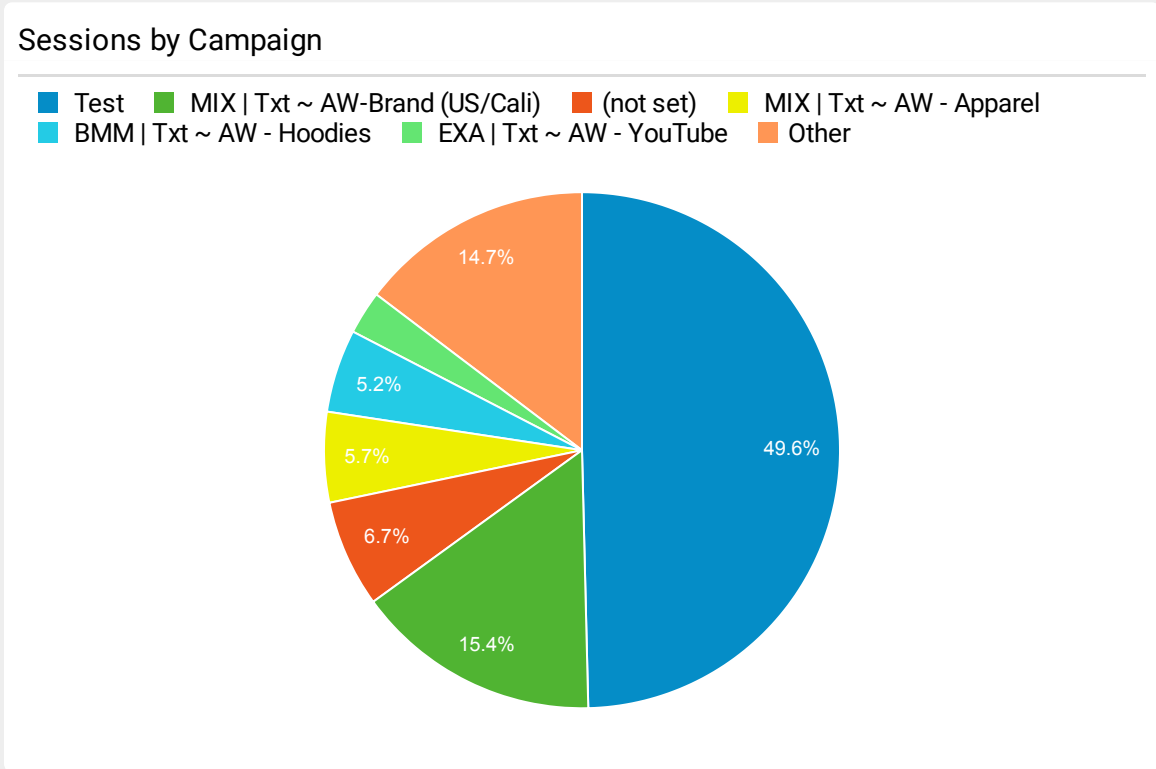
○ All Users
100.00% Sessions

Users by Default Channel Grouping

Legend: ■ Direct ■ Paid Search ■ Display ■ Affiliates ■ (Other)

- 82.6%
- 12.7%
- 4.5%
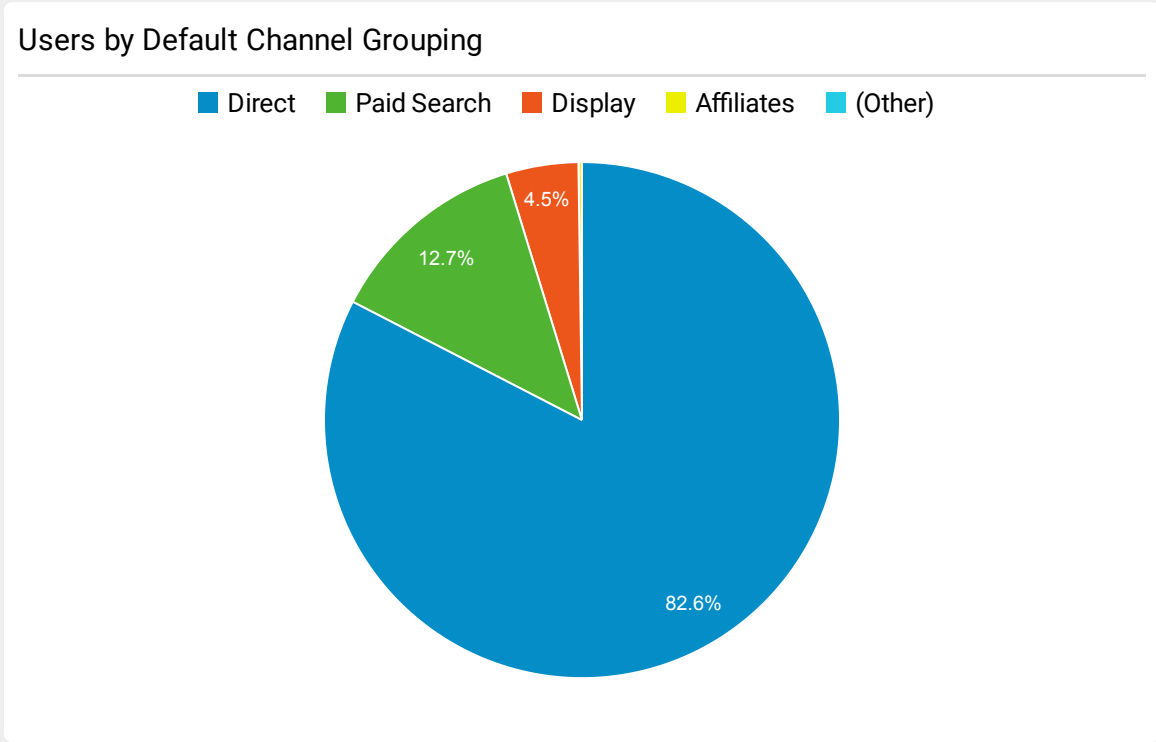
Users and Sessions by Landing Page

Landing Page		Users	Sessions
/home	⧉	7,481	8,301
/google+redesign/apparel/mens	⧉	738	809
/google+redesign/apparel	⧉	728	782
/google+redesign/lifestyle	⧉	701	711
/google+redesign/shop+by+brand/youtube	⧉	639	668
/google+redesign/accessories/google+campus+bike	⧉	546	563
/signin.html	⧉	528	617
/store.html	⧉	437	467
/basket.html	⧉	424	480
/google+redesign/new	⧉	390	457

Sessions by Campaign

Legend: ■ Test ■ MIX | Txt ~ AW-Brand (US/Cali) ■ (not set) ■ MIX | Txt ~ AW - Apparel ■ BMM | Txt ~ AW - Hoodies ■ EXA | Txt ~ AW - YouTube ■ Other

- 49.6%
- 15.4%
- 14.7%
- 6.7%
- 5.7%
- 5.2%

Users and Bounce Rate by Default Channel Grouping

Default Channel Grouping	Users	Bounce Rate
Direct	13,053	44.88%
Paid Search	2,002	63.16%
Display	716	91.53%
Affiliates	34	77.50%
(Other)	1	100.00%

Sessions by Source

Legend: ■ (direct) ■ google ■ bing ■ Partners ■ dfa

19,087

Sessions

- 83.5%
- 16%

Sessions and Avg. Session Duration by Source / Medium

Source / Medium	Sessions	Avg. Session Duration
(direct) / (none)	15,930	00:03:30
google / cpc	3,050	00:01:24
bing / cpc	42	00:03:16
Partners / affiliate	40	00:00:17
dfa / cpm	24	00:00:02
Partners / (not set)	1	00:00:00

Conversion Rate

Legend: ● Ecommerce Conversion Rate ● Cost per Conversion

	May 16	May 17	May 18	May 19	May 20
3.00%					$1.50
2.00%					$1.00
1.00%					$0.50