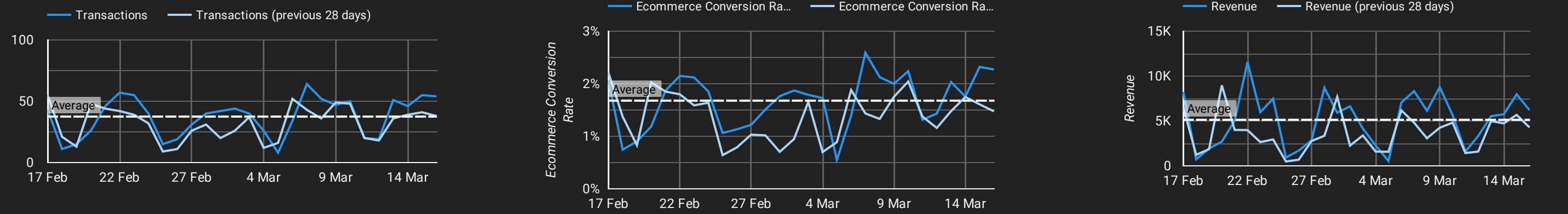
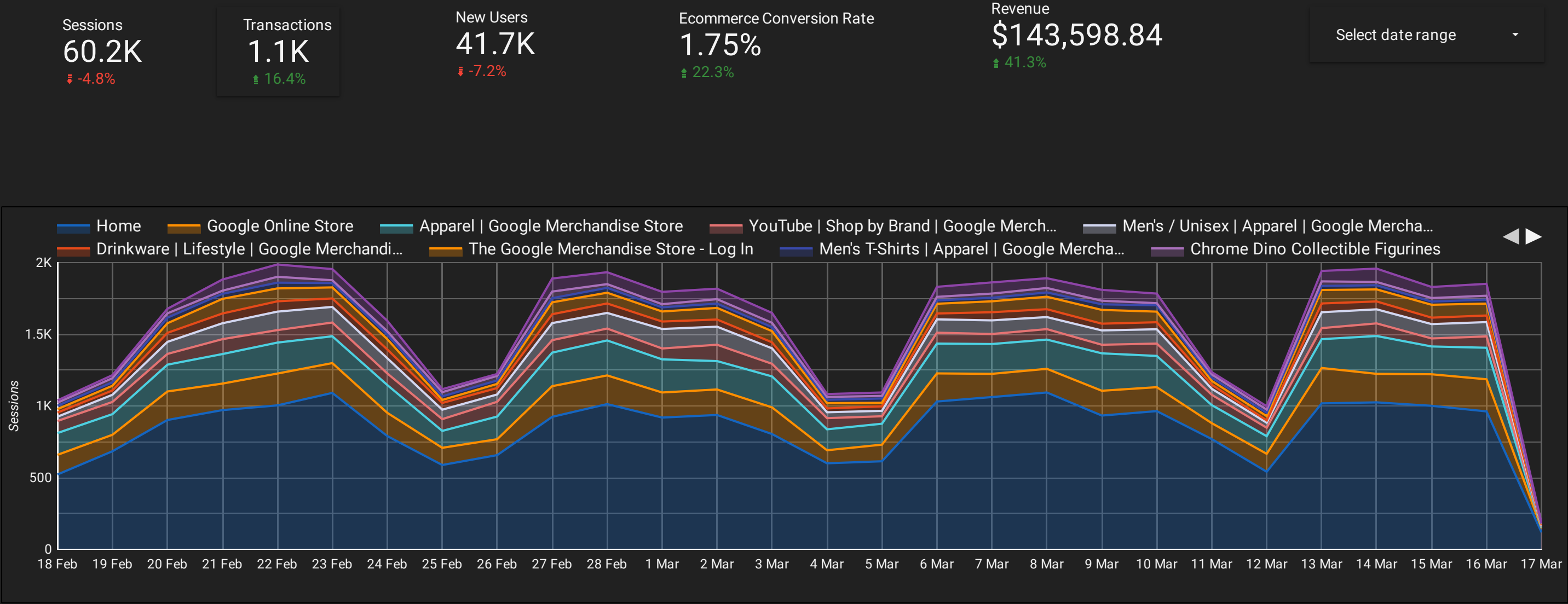
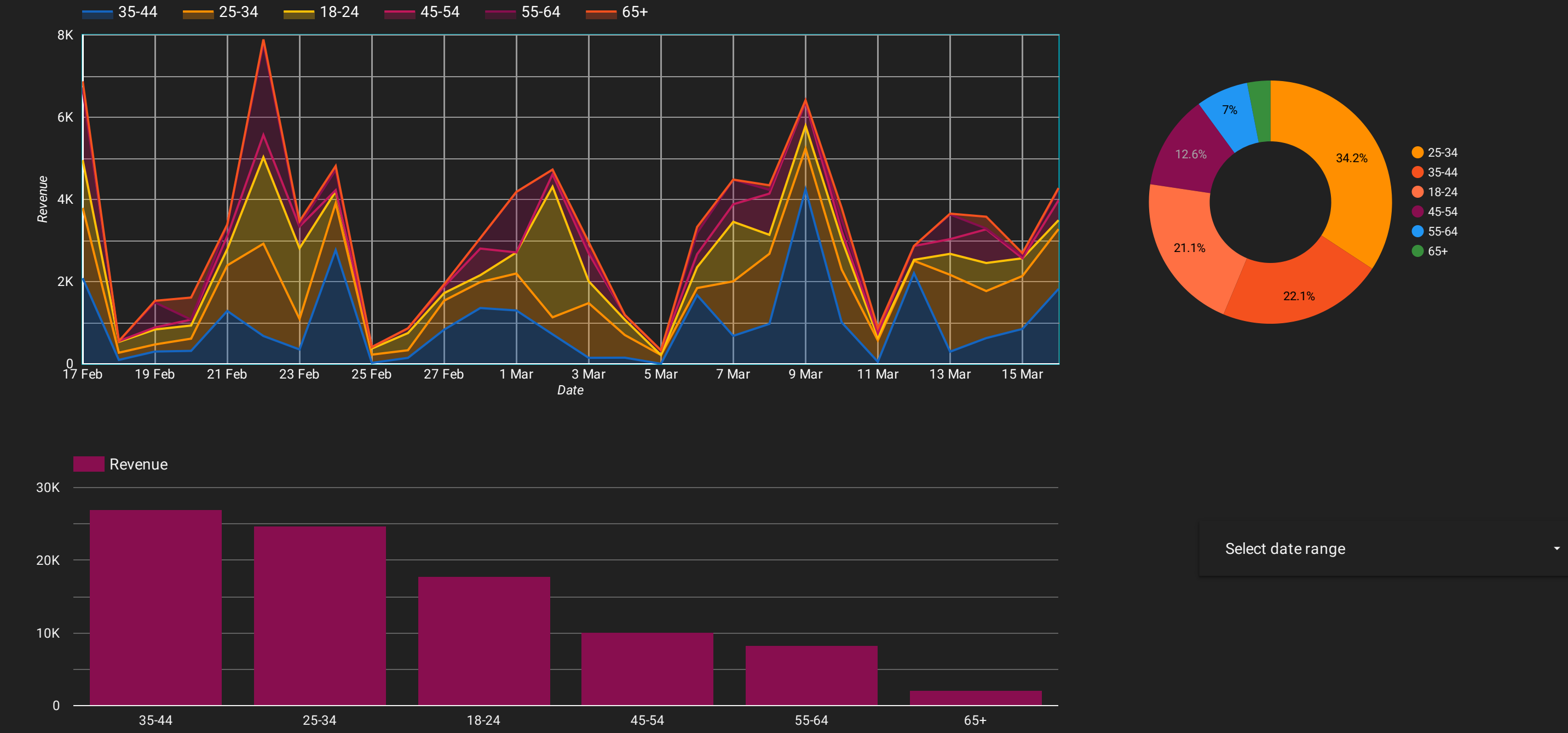


Google

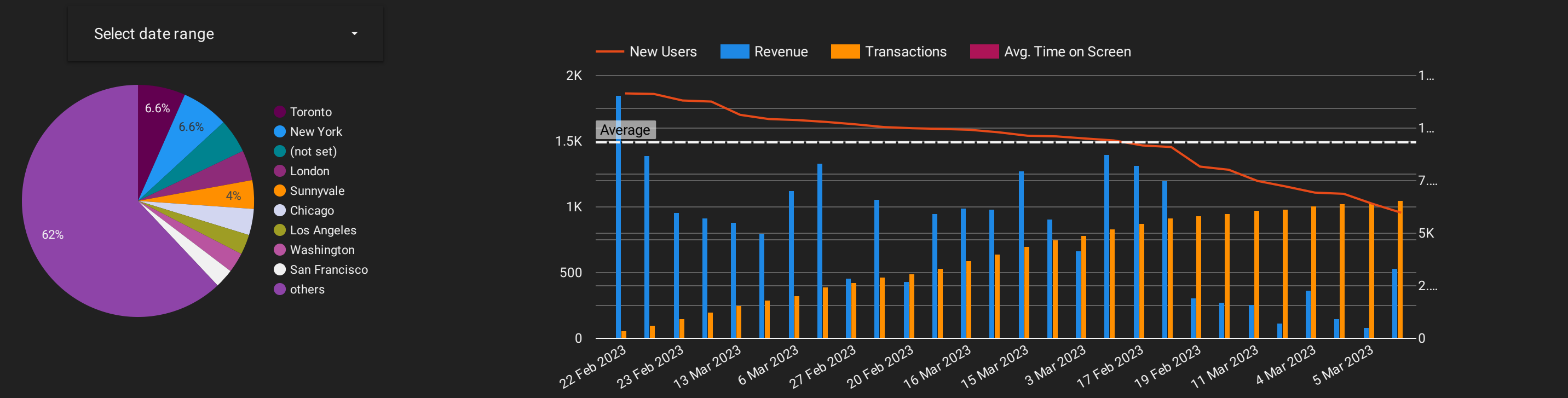
GOOGLE MARKET ANALYSIS



Default Channel Grouping		Sessions ▾	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
1.	Direct	51,341	-1.3%	1.73%	12.3%	\$124,973.35	37.8%
2.	Paid Search	8,491	2.7%	1.87%	56.4%	\$18,568.69	69.4%
3.	Affiliates	163	-0.6%	0%	-	\$0	-
4.	Display	160	-94.2%	0.63%	-	\$56.8	-
5.	(Other)	4	-	0%	-	\$0	-



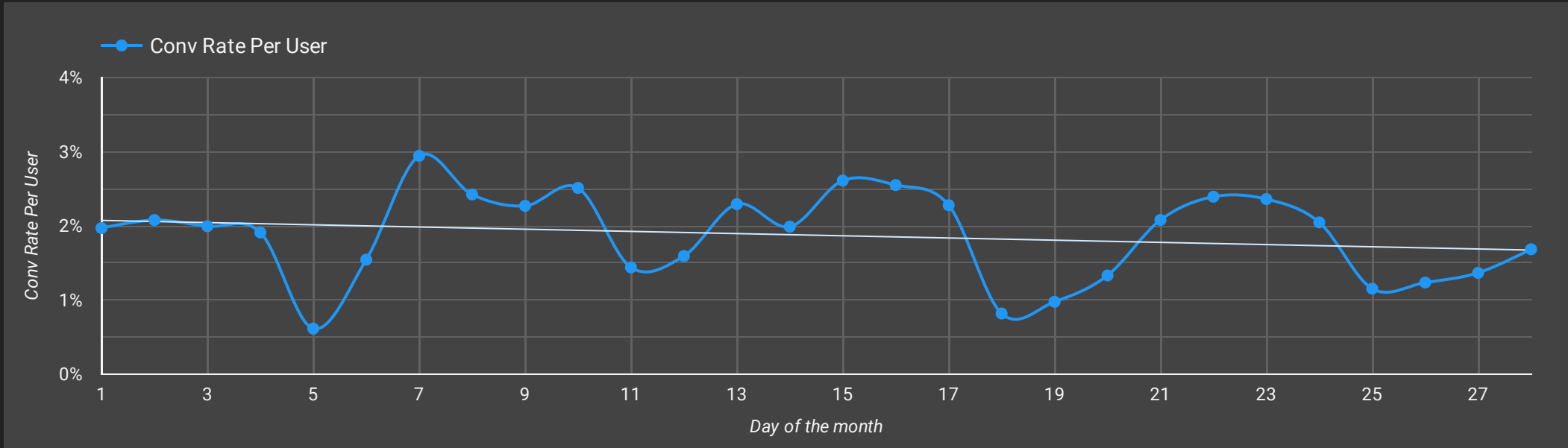
	Landing Page	Sessions ▾	% Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
1.	/home	29,009	-4.7%	129	11.2%	0.44%	16.7%	\$19,277.24	81....
2.	/google+redesi...	4,600	14.8%	73	78.0%	1.59%	55.1%	\$9,964.03	86....
3.	/google+redesi...	2,336	3.2%	19	216.7%	0.81%	206.9%	\$1,488.8	786....
4.	/google+redesi...	2,281	-7.2%	98	-13.3%	4.3%	-6.5%	\$9,699.4	-7.2%
5.	/signin.html	1,841	-7.7%	134	19.6%	7.28%	29.6%	\$19,692.32	68....
6.	/store.html	1,767	-11.8%	78	13.0%	4.41%	28.2%	\$10,735.4	36....
7.	/google+redesi...	1,635	-7.2%	37	60.9%	2.26%	73.4%	\$4,829.11	47....
8.	/basket.html	1,419	0.9%	155	36.0%	10.92%	34.8%	\$26,903.18	34....
9.	/google+redesi...	1,272	-2.6%	22	26.0%	2.50%	20.2%	\$5,711.56	120....



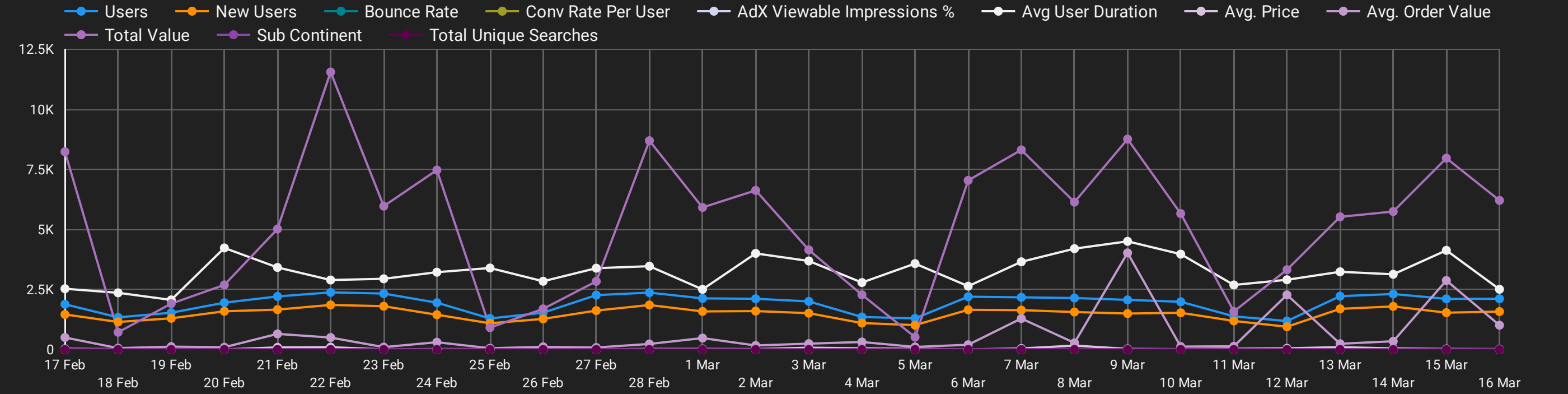
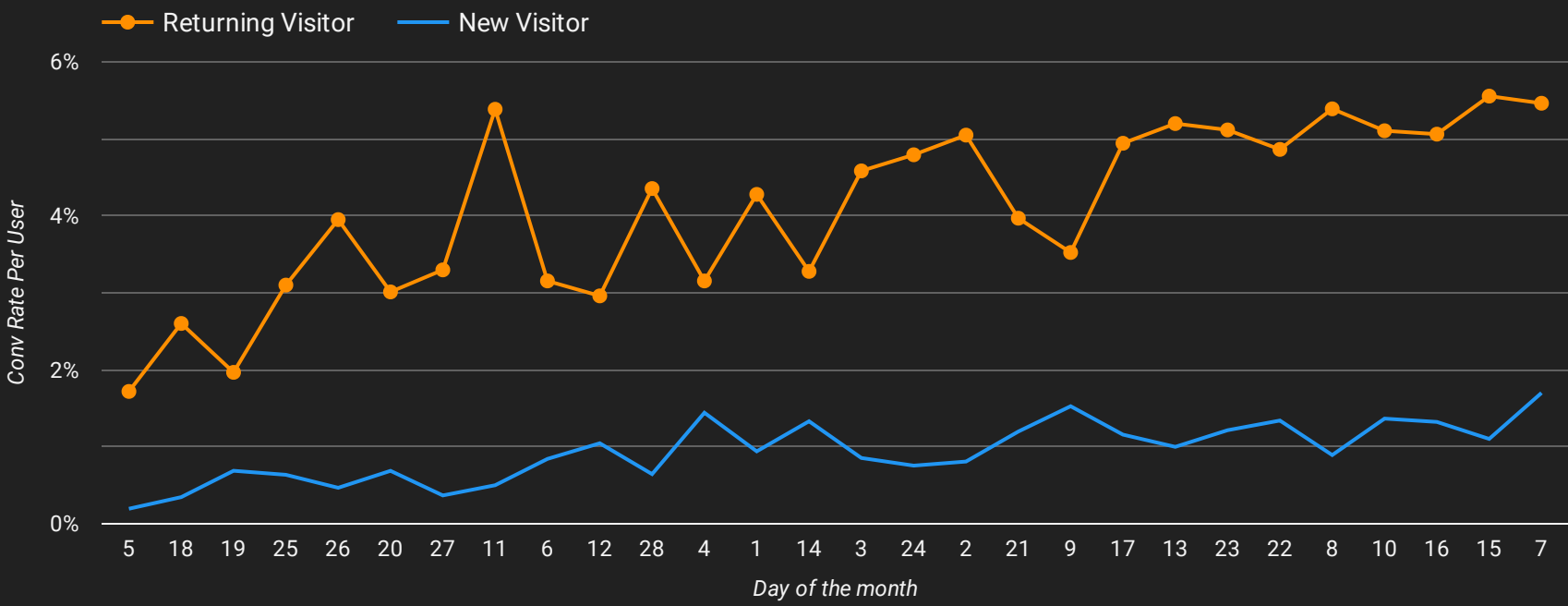
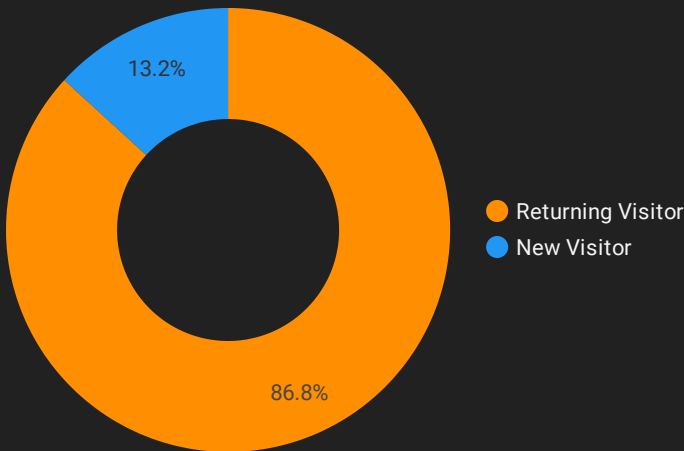
Google

COHORT ANALYTICS

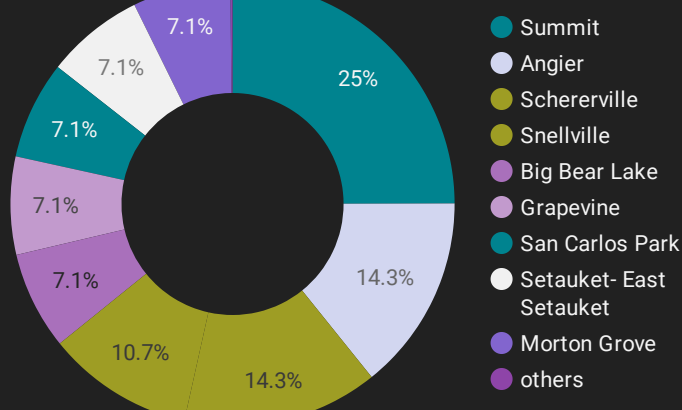
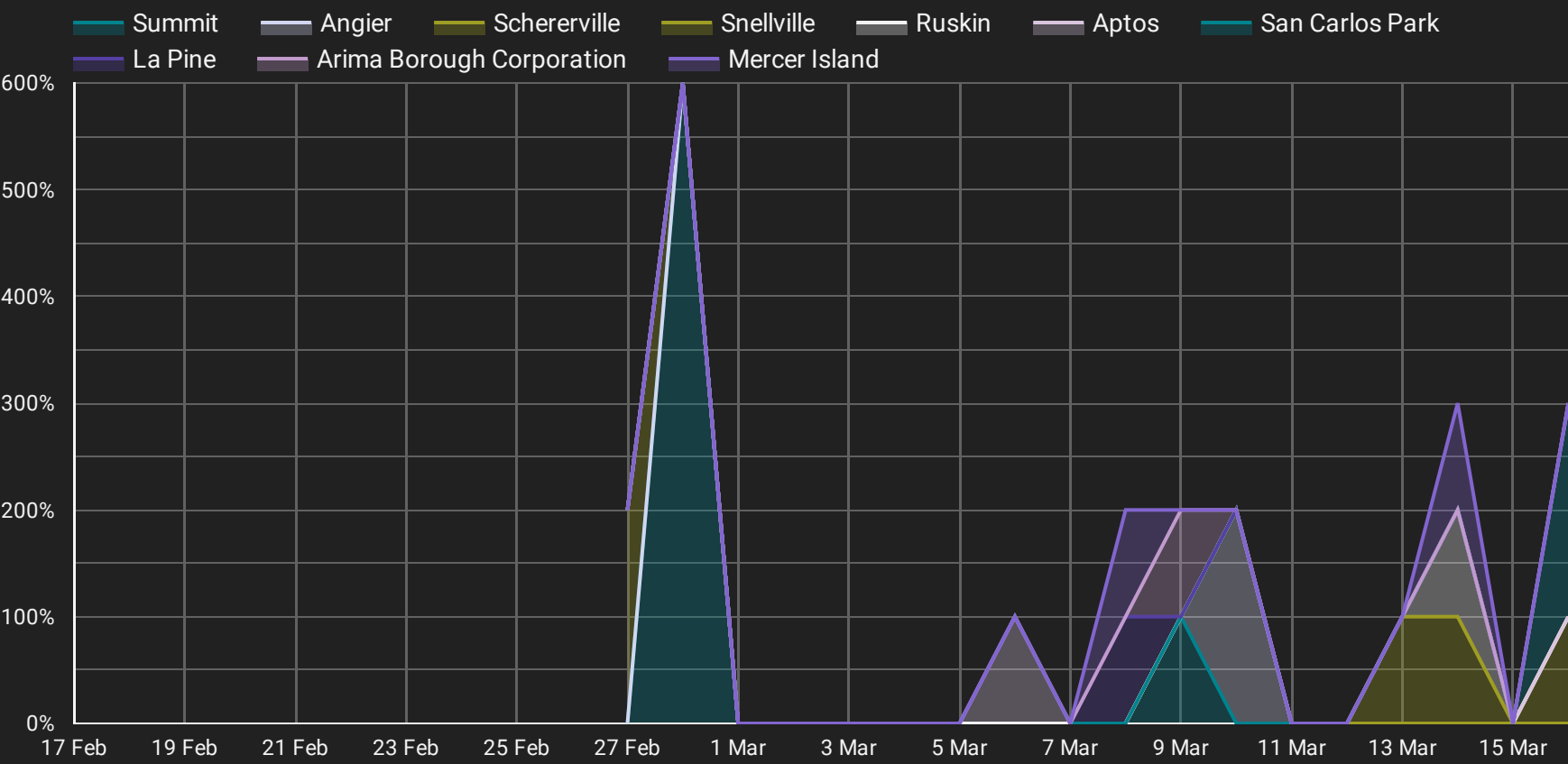
Default Data
Click to select Unive



Day Index / Conv Rate Per User													
Date	User Type	0018	0026	0027	0021	0019	0005	0006	0024	0000	0020	0004	Grand total
7 Mar 2023	Returning Visi...	5.46%	-	-	-	-	-	-	-	-	-	-	5.46%
	New Visitor	1.7%	-	-	-	-	-	-	-	-	-	-	1.7%
15 Mar 2023	Returning Visi...	-	5.56%	-	-	-	-	-	-	-	-	-	5.56%
	New Visitor	-	1.1%	-	-	-	-	-	-	-	-	-	1.1%
16 Mar 2023	Returning Visi...	-	-	5.06%	-	-	-	-	-	-	-	-	5.06%
	New Visitor	-	-	1.32%	-	-	-	-	-	-	-	-	1.32%
10 Mar 2023	Returning Visi...	-	-	-	5.11%	-	-	-	-	-	-	-	5.11%
	New Visitor	-	-	-	1.37%	-	-	-	-	-	-	-	1.37%
Grand total		2.94%	2.61%	2.55%	2.51%	2.42%	2.39%	2.36%	2.29%	2.28%	2.27%	2.08%	2.28%



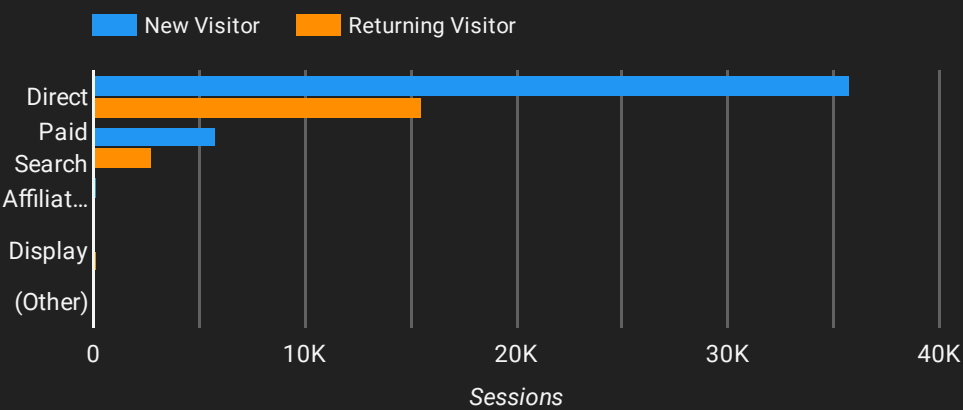
	Country	Users	New Users	Bounce Ra...	Conv Rate ...	AdX Viewable I...	Avg User Duration	Avg. Price	Avg. Order Value	Total Value	Sub Continent	Total Unique Sea...
1.	United States	19,762	16,831	42.13%	4.88%	0%	00:04:27	\$11.91	\$120.86	\$116,631.47	1	0
2.	India	4,523	4,230	55.62%	0%	0%	00:02:11	\$0	\$0	\$0	1	0
3.	Canada	2,405	2,204	56.24%	1.66%	0%	00:02:55	\$13.66	\$322.75	\$12,910.05	1	0
4.	United Kingdom	2,181	1,957	46.25%	0.55%	0%	00:03:51	\$13.22	\$511.01	\$6,132.12	1	0
5.	Spain	1,132	1,029	45.35%	0.18%	0%	00:05:35	\$17.6	\$35.2	\$70.4	1	0
6.	Japan	1,088	1,024	52.46%	0.18%	0%	00:04:23	\$13.7	\$109.6	\$219.2	1	0
7.	France	1,055	967	59.58%	0.09%	0%	00:03:23	\$55.2	\$110.4	\$110.4	1	0
8.	Germany	829	769	49.58%	0.12%	0%	00:02:22	\$4.45	\$182.4	\$182.4	1	0
9.	South Korea	686	649	52.23%	0.29%	0%	00:02:33	\$42.5	\$42.5	\$85	1	0
10.	Italy	680	660	50.89%	0.15%	0%	00:03:17	\$20.8	\$62.4	\$62.4	1	0
11.	Netherlands	604	565	47.04%	0.5%	0%	00:04:12	\$14.13	\$37.67	\$113	1	0
1 - 100 / 185												



ACQUISITION

	Default Channel Grouping	Sessions	Bounce Rate
1.	Direct	51,341	46.29%
2.	Paid Search	8,491	54.52%
3.	Affiliates	163	79.75%
4.	Display	160	71.88%
5.	(Other)	4	50%

1 - 5 / 5



Users
46.1K
-7.3%

Sessions
60.2K
-4.8%

ACTIVATION

Bounce Rate
47.6%
-3.5%

Pages / Session
4.0
5.9%

Avg. Session Duration
00:03:03
8.2%

COMPLETION

Clicks
12,053
-50.9%

Engaged
5,009
4.5%

Registrations..
452
-76.5%

CONVERSION RATE

Clicks
12,053
-50.9%

Engaged
8.33%
9.7%

Registrations.
0.75%
-75.3%

RETENTION

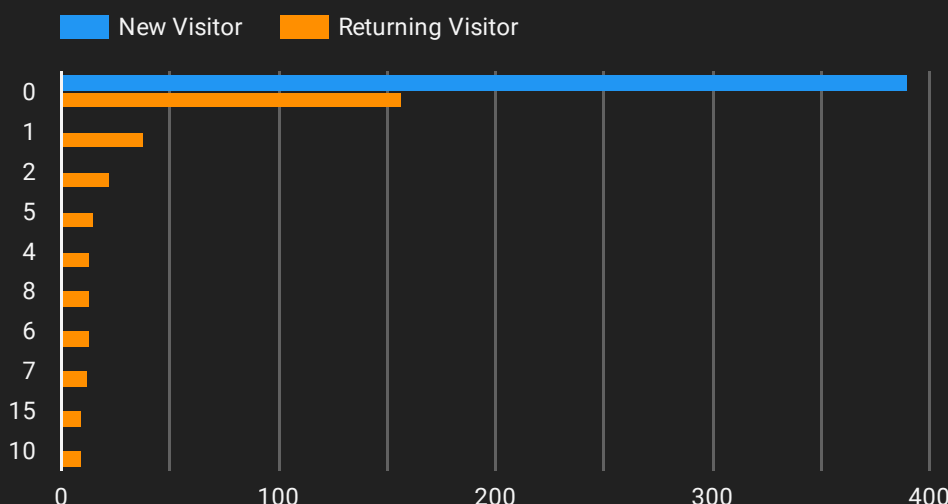
VISITORS

Users
46,103
-7.3%

Bounces
28,644
-8.1%

	Days to Transacti...	User Type	Users
1.	0	New Visitor	390
2.	0	Returning Visitor	157
3.	1	Returning Visitor	38
4.	2	Returning Visitor	22
5.	5	Returning Visitor	15
6.	4	Returning Visitor	13
7.	8	Returning Visitor	13
8.	6	Returning Visitor	13
9.	7	Returning Visitor	13

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REVENUE

Revenue
\$143.60K
41.3%

Transactions
1,050
16.4%

Revenue Per User
\$3.11
52.5%

Product Revenue per Purchase
\$42.64
13.5%

Ecommerce Conversion Rate
1.75%
22.3%

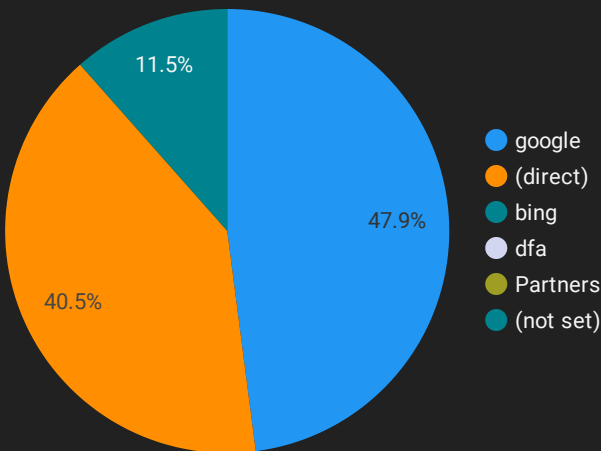
	Product	Quantity
1.	Google Ombre Lime Pen	830
2.	Google Ombre Purple Pen	649
3.	Google Sticker	439
4.	Google Cloud Sticker	405
5.	Google Ombre Yellow Pen	286
6.	Google Perk Thermal Tumbler	270
7.	Google Inspired Red Notebook	258
8.	Google Light Pen Green	241
9.	Google Gradient Green Sunglasses	227

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REFERRAL

Sessions
60,159
-4.8%

Bounce Rate
47.61%
-3.5%



	Full Referrer	Sessions
1.	(direct)	51,855
2.	google	7,722
3.	bing	409
4.	Partners	165
5.	dfa	5
6.	(not set)	3

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FUNNEL VISUALIZATION

