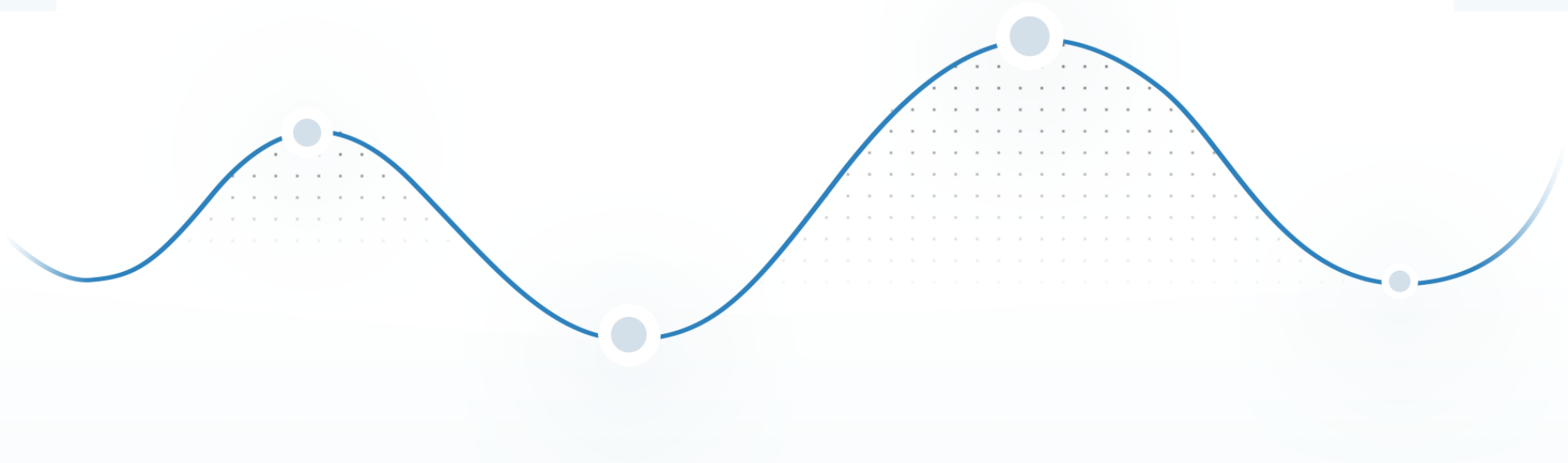
iPDF®

Click, don't scroll

Google Analytics Reports



PolyVista

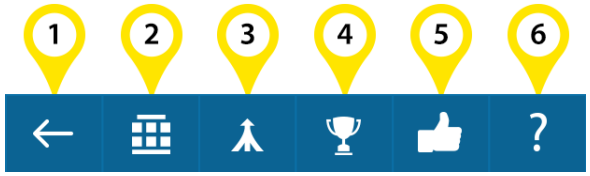
Social Media Acquisition Report

For Google Merchandise Store

Mar 01, 2017 – Mar 28, 2017

Powered by PolyVista

iPDF facilitates easy navigation by allowing you to click on the components of a visualization to drill down to the next level of detail, and the icons located in top-left corner of the iPDF will allow you to navigate to different sections within the report. Below is a brief description of the icons:



1. Back Button

Allows you to go back to where you were previously in the iPDF; the action is similar to a 'back' button in a web-browser

2. Social Traffic Acquisition Summary

The web analytics is presented in a summarized format.

3. Social Media Traffic Distribution by Segments

The button navigates to Social Media Traffic Distribution by Segments

4. Users Dominance Summary

The button navigates to users preferred segment of the report.

5. Traffic Distribution by Social Networks

The button navigates to Social Media Networks List section of the report. The section provide insights on the traffic distribution by Social Network. A drill analysis on Social Networks respectively.

6. Help

Navigates to "Appendix" section of the report. This section describe terms used in report.

Legend: In charts that compare previous and current timeframes, gray color represents previous, while blue color represents current timeframe.

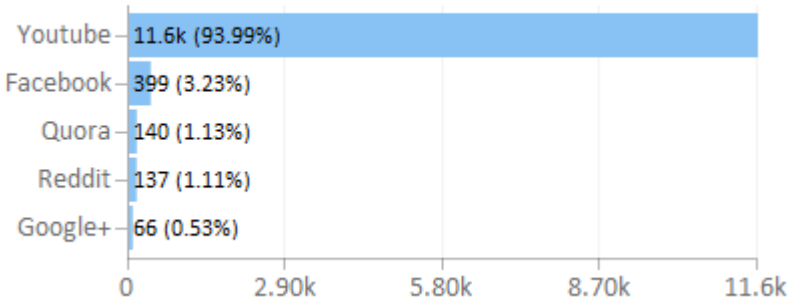
- Previous Period
- Current Period

This report is best viewed with Adobe Acrobat viewer

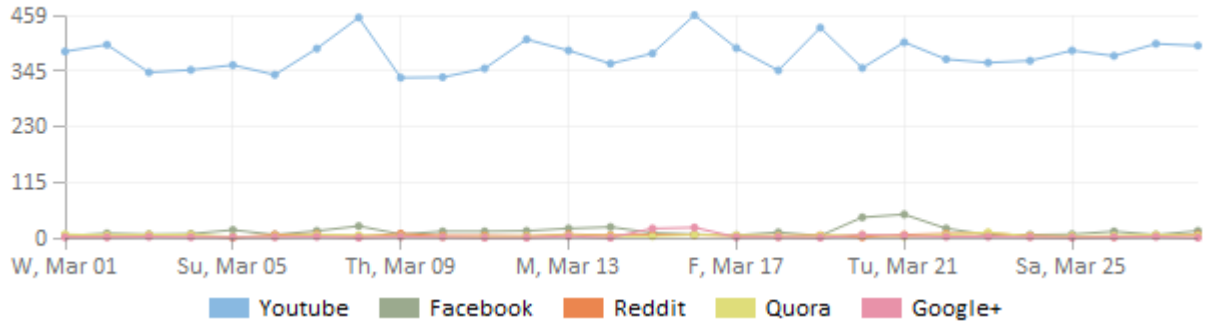
Social Traffic Acquisition Summary (top 5)

11,604 ▲ (30.73%)	399 ▼ (32.72%)	140 ▲ (27.27%)	137 ▲ (4.58%)	66 ▼ (44.07%)
8,876 last period	**593** last period	**110** last period	**131** last period	**118** last period
93.12% contribution to total	**3.20%** contribution to total	**1.12%** contribution to total	**1.10%** contribution to total	**0.53%** contribution to total
09:00 a.m. peak hour	**08:00 p.m.** peak hour	**05:00 a.m.** peak hour	**03:00 p.m.** peak hour	**11:00 a.m.** peak hour
USA top location	**USA** top location	**India** top location	**USA** top location	**UK** top location
00:00:56 avg. time on page	**00:04:15** avg. time on page	**00:00:52** avg. time on page	**00:01:20** avg. time on page	**00:03:16** avg. time on page
Desktop preferred device	**Mobile** preferred device	**Desktop** preferred device	**Desktop** preferred device	**Desktop** preferred device
Male gender	**Female** gender	**Male** gender	**Male** gender	**Male** gender
Chrome preferred browser	**Chrome** preferred browser	**Chrome** preferred browser	**Chrome** preferred browser	**Chrome** preferred browser

Social Networks Distribution (top 5)



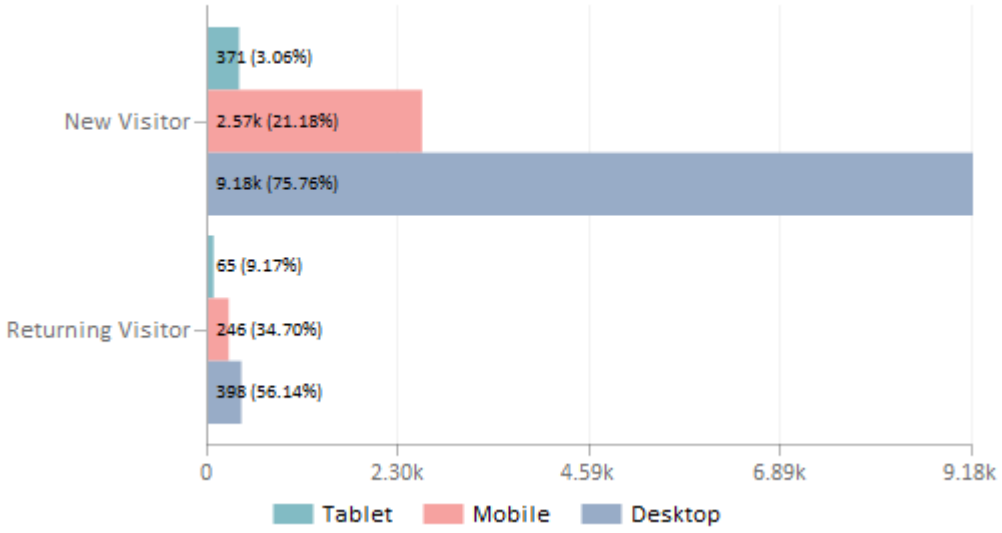
Social Traffic Trend (top 5)



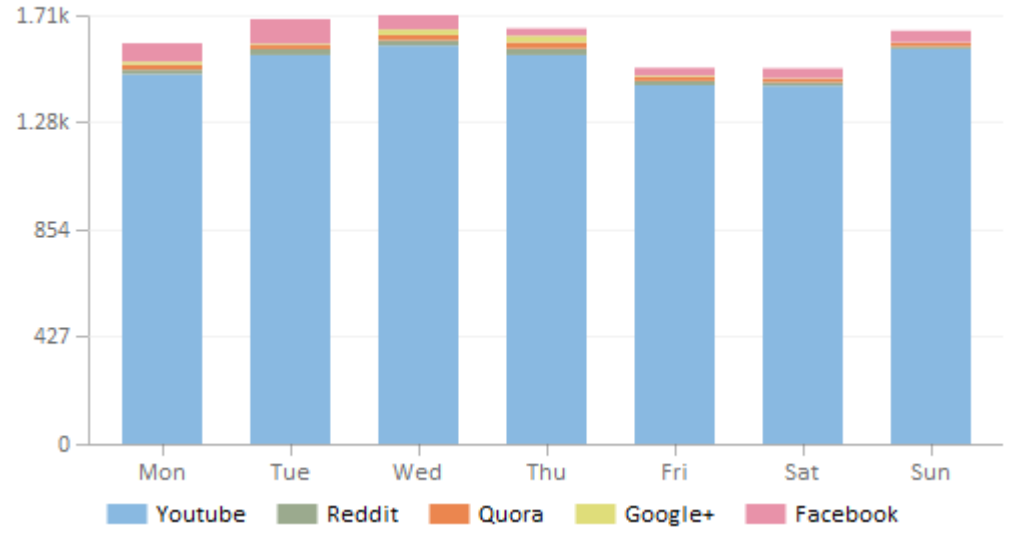
Social Media Traffic Distribution by Segments

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
13,112	64.29%	28,201	00:02:28	91.94%

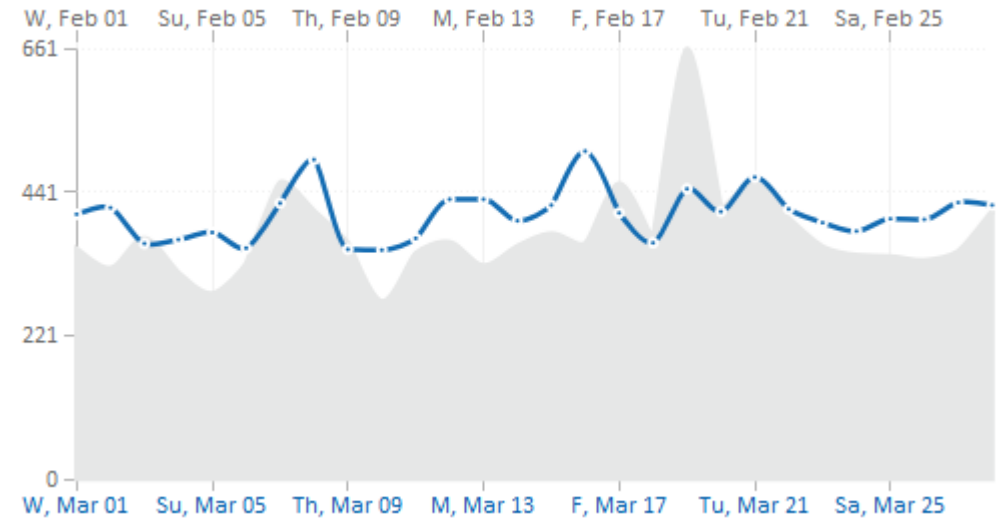
Distribution by Device Type



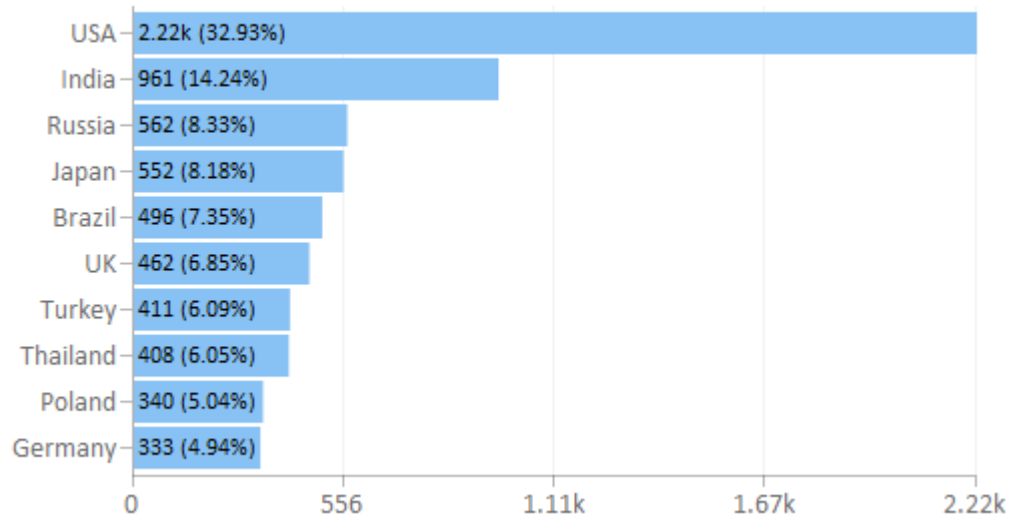
Distribution by Week Day (Top 5)



Social Media Traffic Trend (previous vs. current)



Locations (top 10)



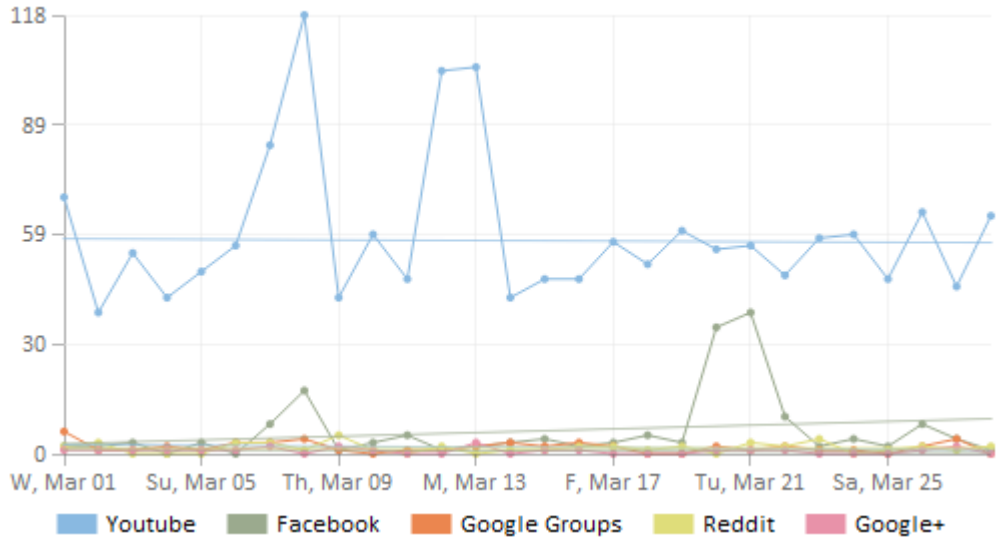
Users Dominance Summary

Peak Hour	Preferred Browser	Preferred Device Type	Gender
10:00 a.m.	**Chrome**	**Desktop**	**Male**
711 users	7,513 users	9,389 users	4,734 users
USA top location	**USA** top location	**USA** top location	**USA** top location
00:01:45 avg. time on page	**00:02:29** avg. time on page	**00:02:25** avg. time on page	**00:02:04** avg. time on page
10:00 a.m. peak hour	**11:00 a.m.** peak hour	**09:00 a.m.** peak hour	**11:00 a.m.** peak hour
Chrome preferred browser	**Chrome** preferred browser	**Chrome** preferred browser	**Chrome** preferred browser
Desktop preferred device type	**Desktop** preferred device type	**Desktop** preferred device type	**Desktop** preferred device type
Male gender	**Male** gender	**Male** gender	**Male** gender

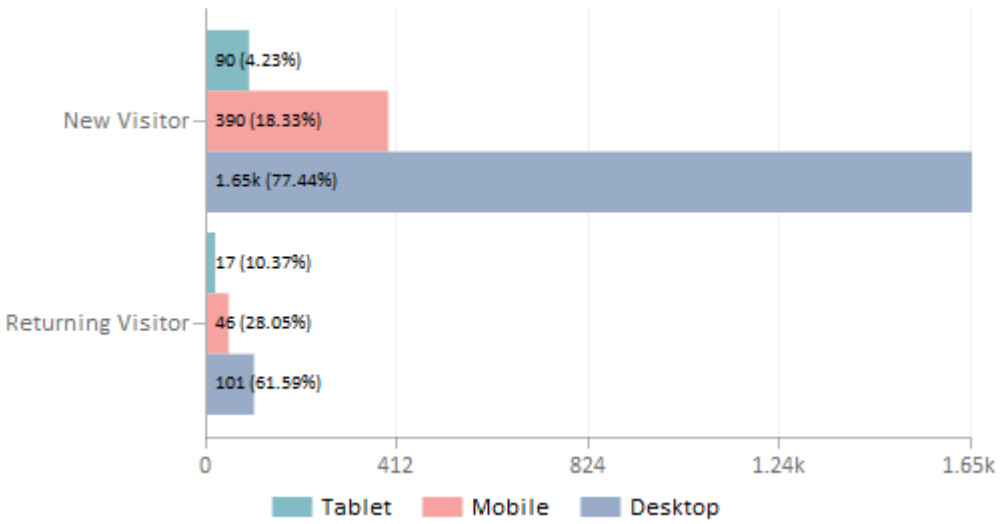
Traffic | USA 2,222

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
2,405	49.90%	7,071	00:02:05	88.48%

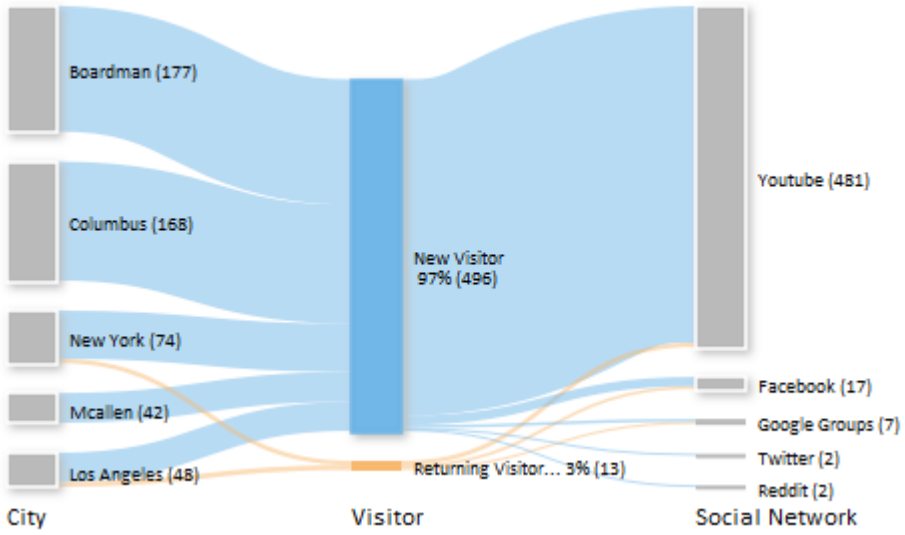
Social Traffic Trend



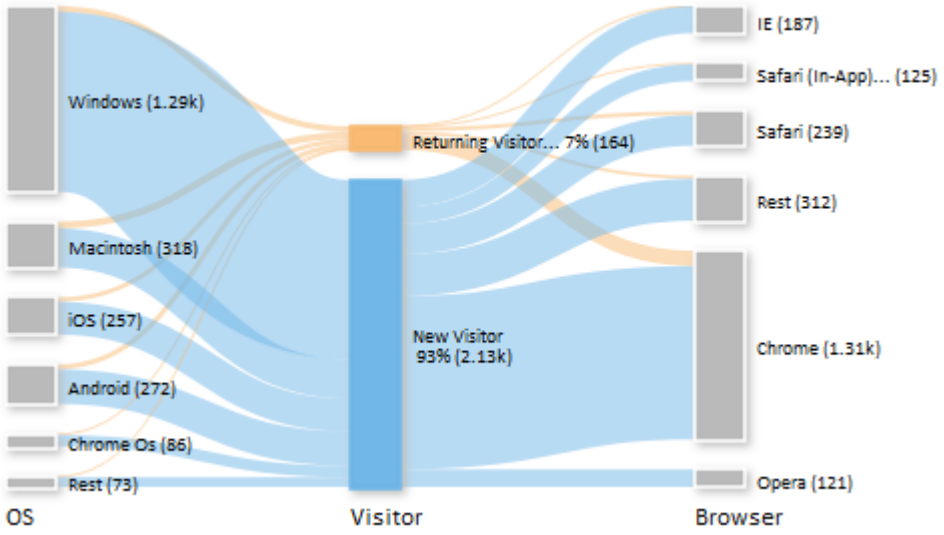
Distribution by Device Type



Distribution by City & Social Network



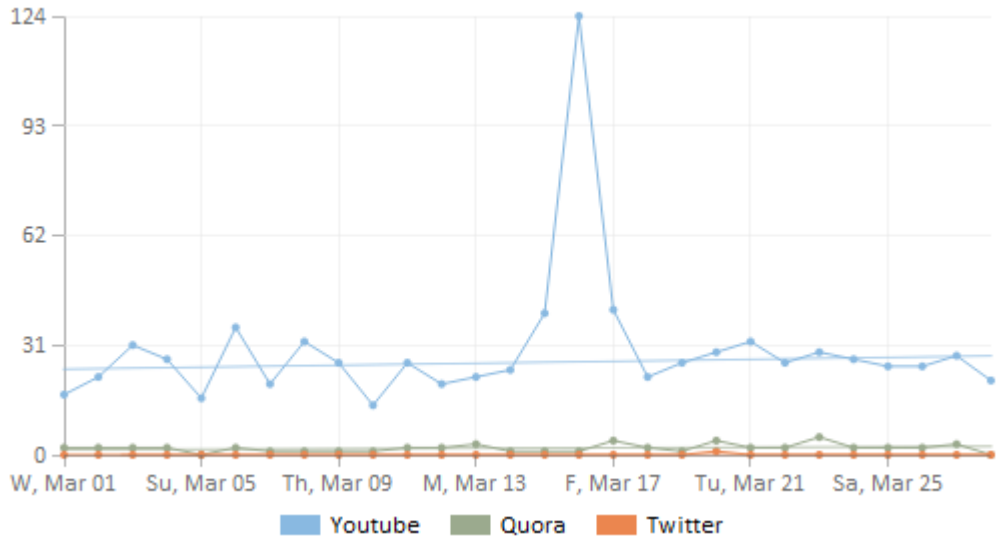
Distribution by OS & Browser Type



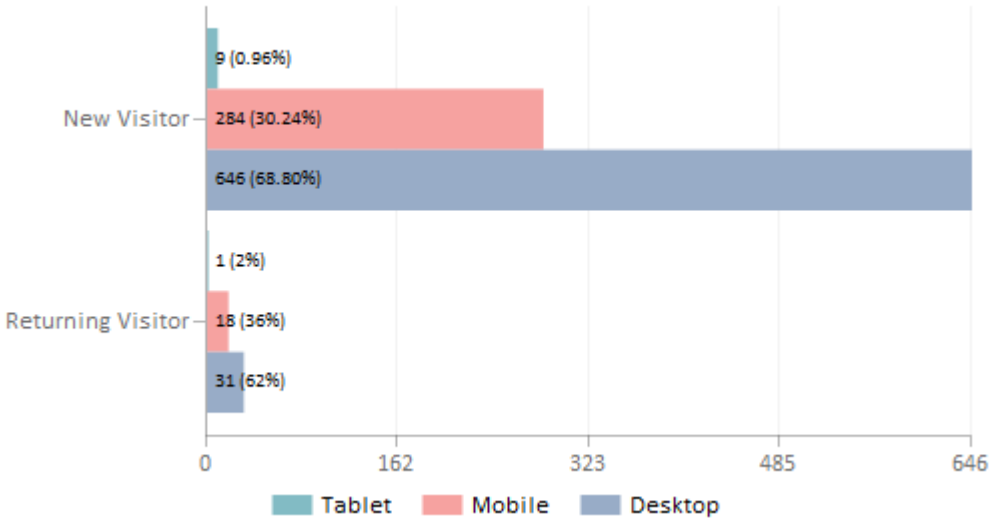
Traffic | India 961

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
1,002	67.56%	2,029	00:00:22	93.91%

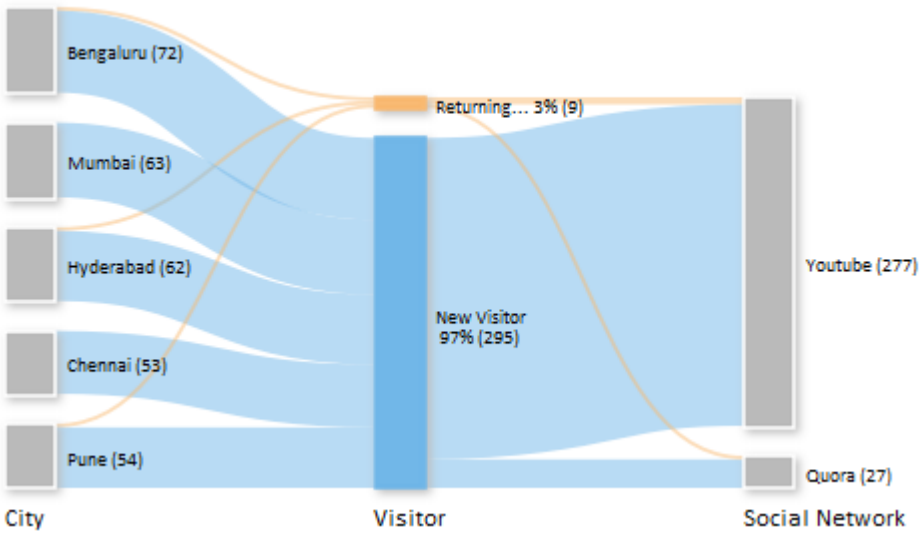
Social Traffic Trend



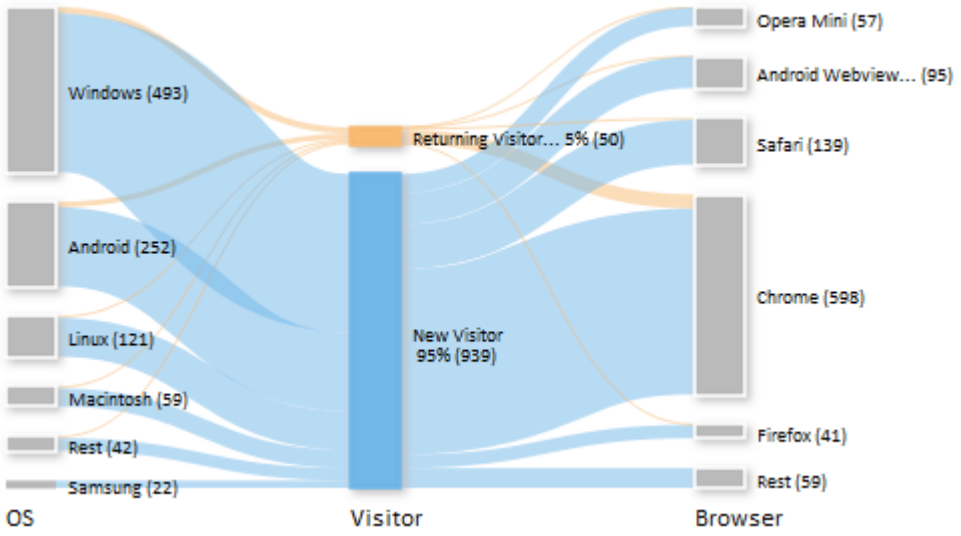
Distribution by Device Type



Distribution by City & Social Network



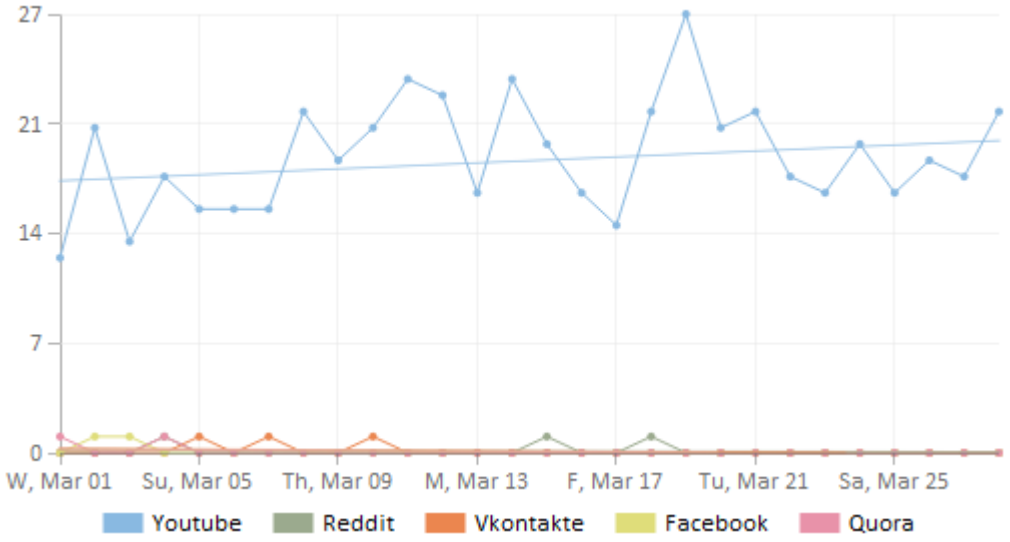
Distribution by OS & Browser Type



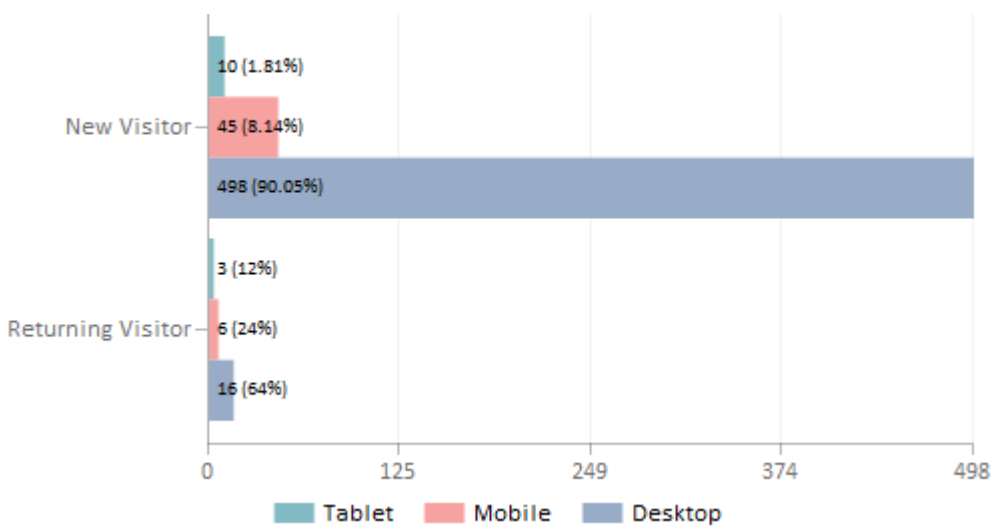
Traffic | Russia 562

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
594	78.28%	834	00:01:14	93.10%

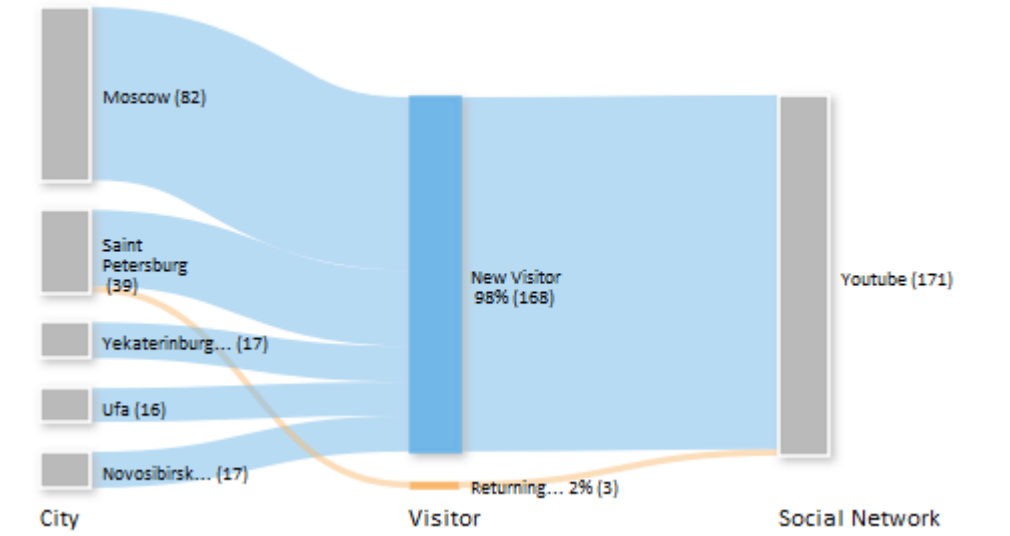
Social Traffic Trend



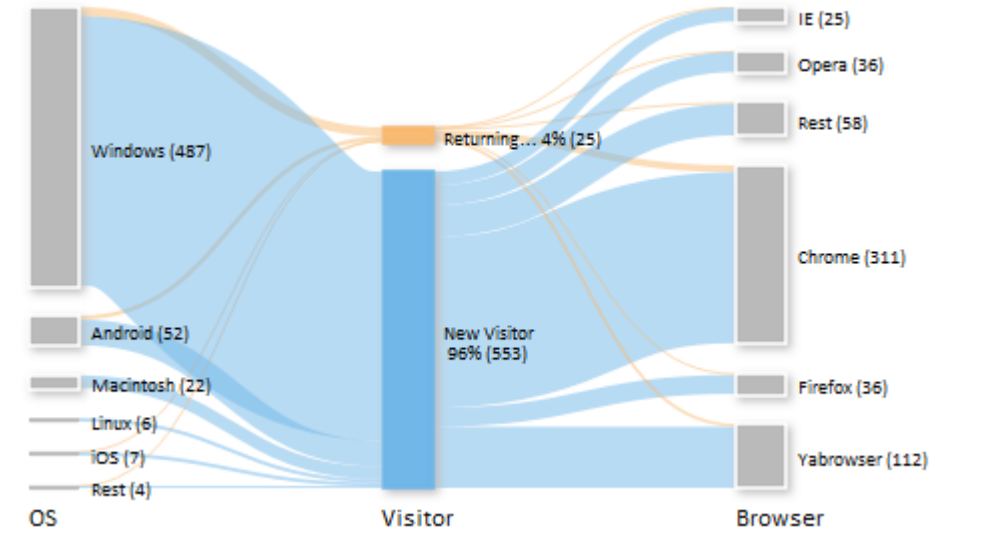
Distribution by Device Type



Distribution by City & Social Network



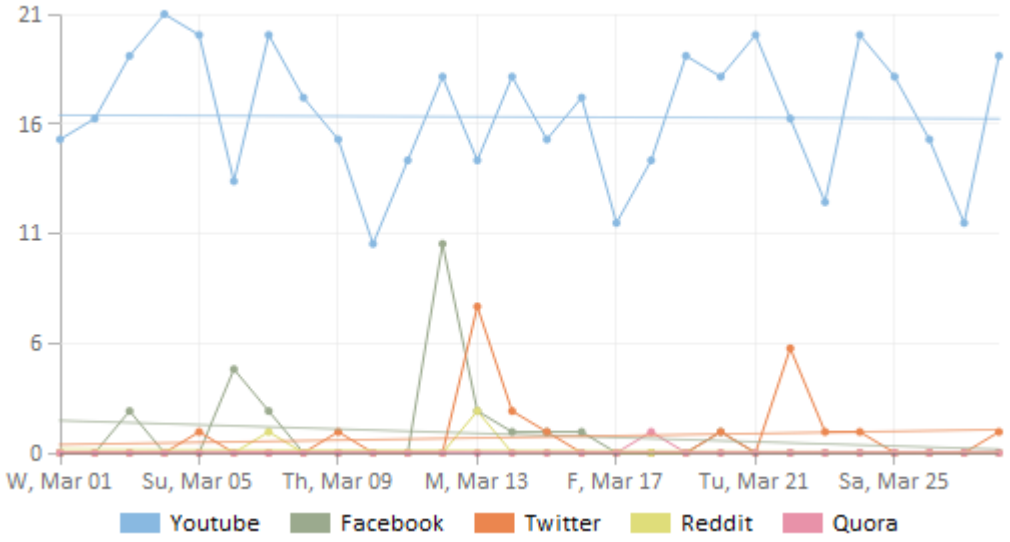
Distribution by OS & Browser Type



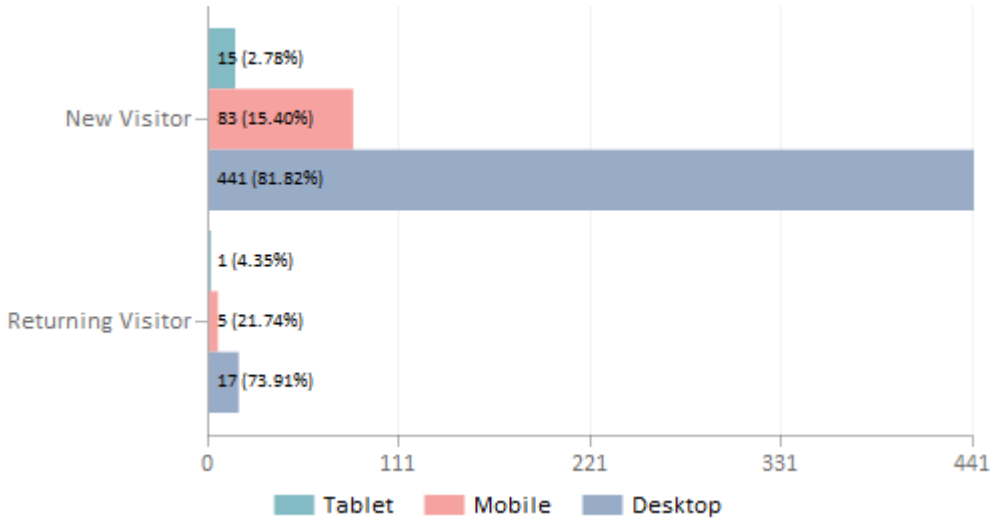
Traffic | Japan 552

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
574	72.65%	849	00:00:49	93.90%

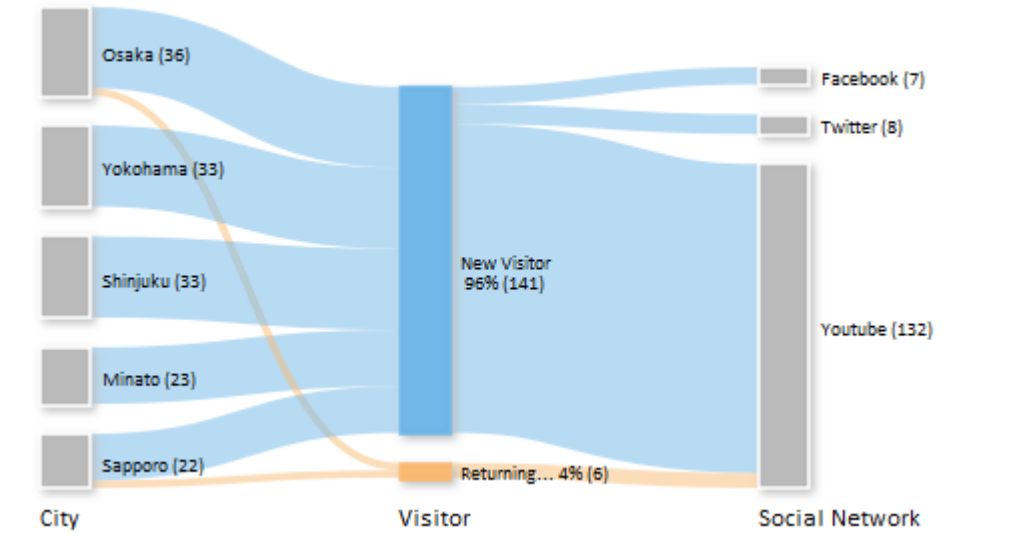
Social Traffic Trend



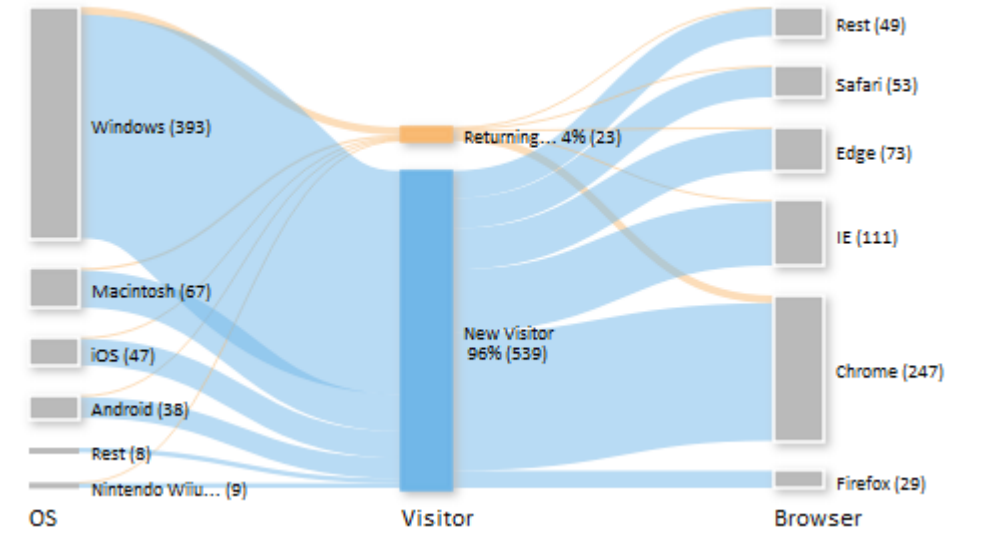
Distribution by Device Type



Distribution by City & Social Network



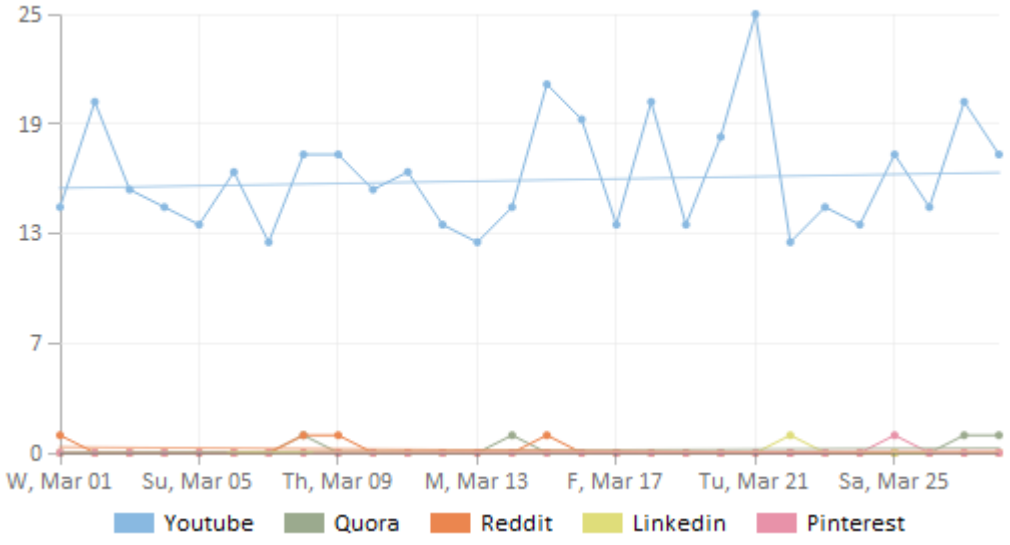
Distribution by OS & Browser Type



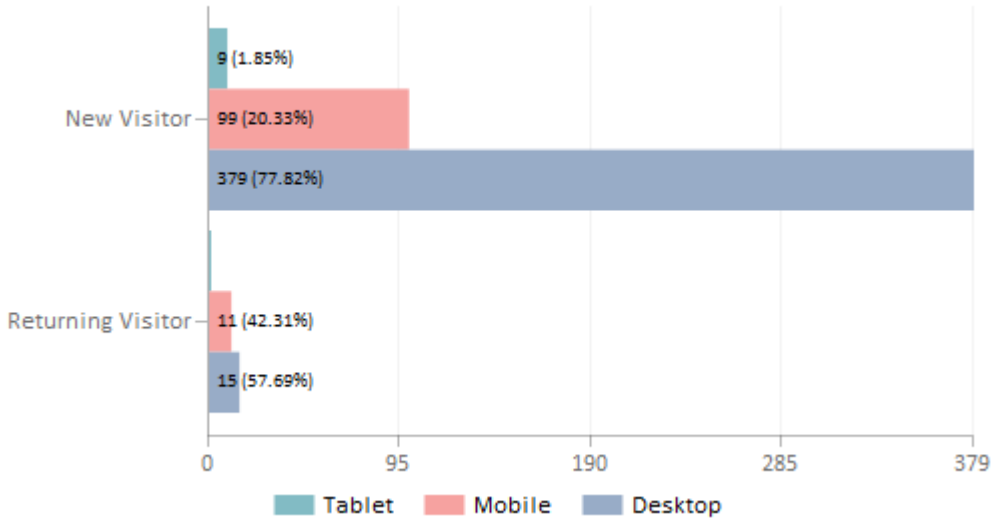
Traffic | Brazil 496

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
521	72.36%	917	00:02:14	93.47%

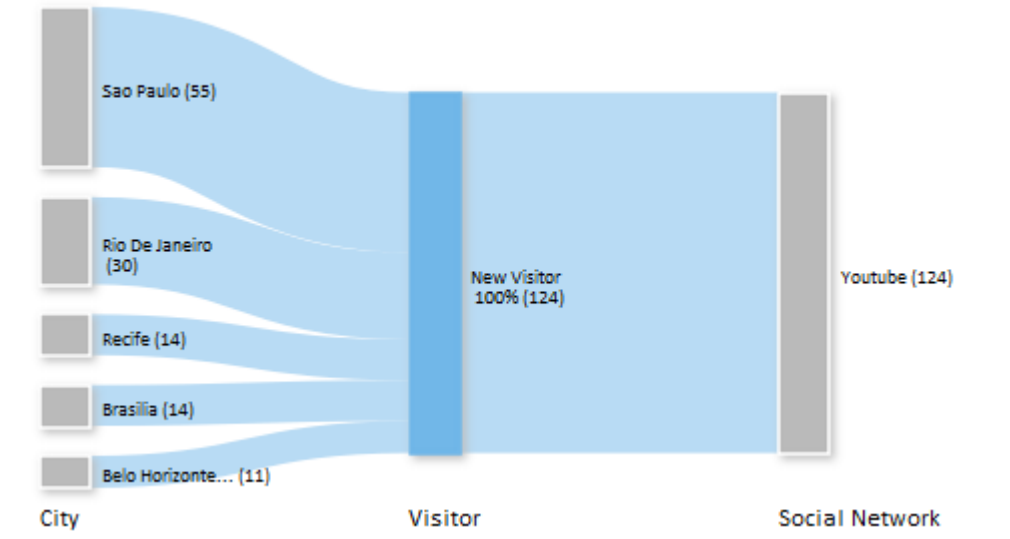
Social Traffic Trend



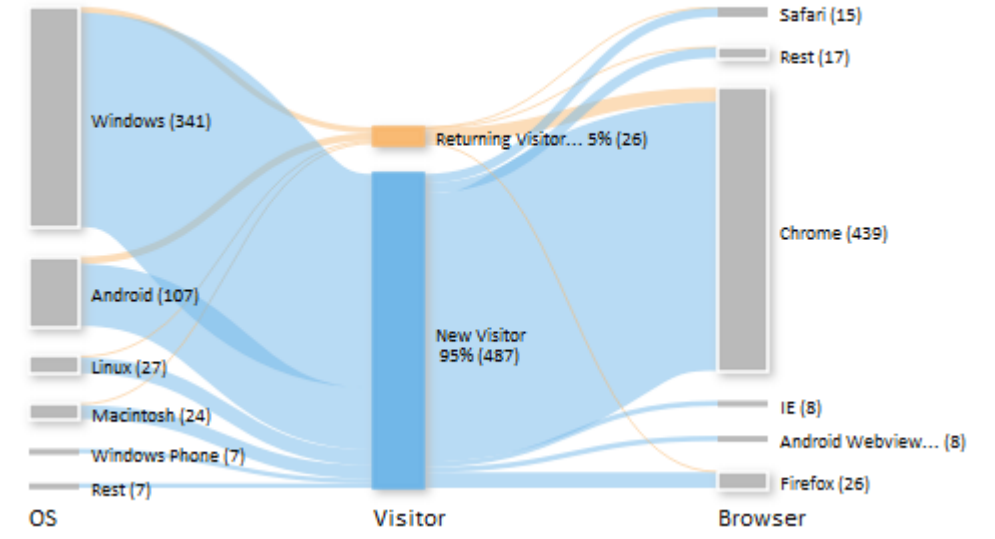
Distribution by Device Type



Distribution by City & Social Network



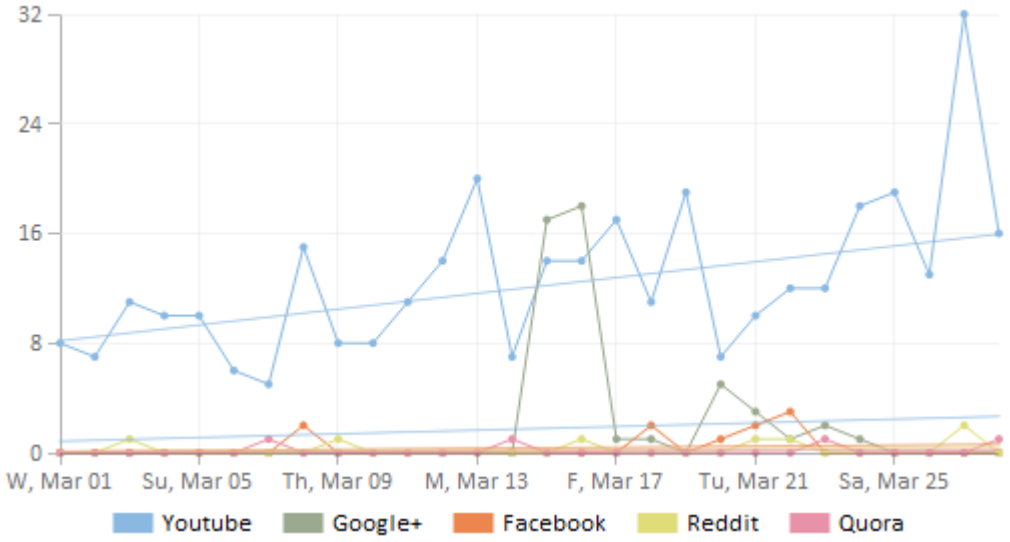
Distribution by OS & Browser Type



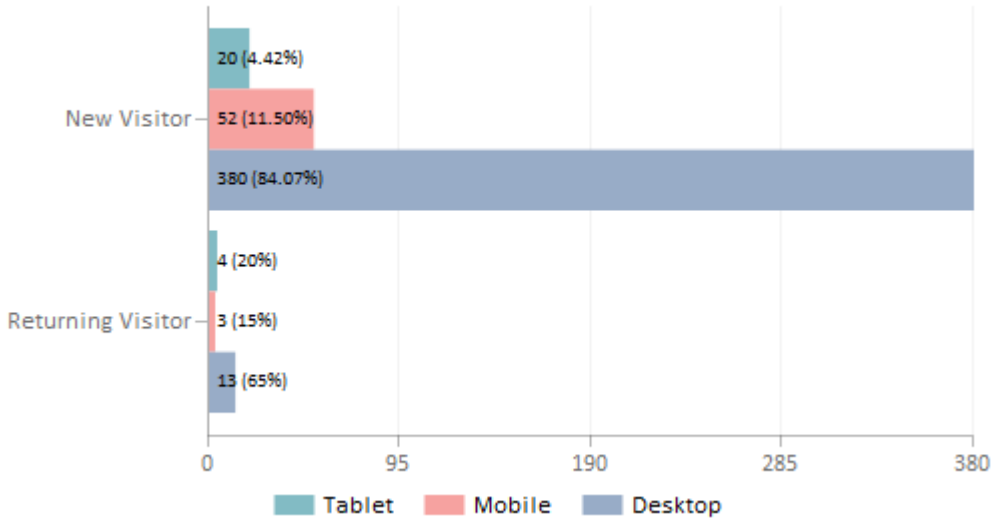
Traffic | UK 462

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
474	53.38%	1,122	00:01:40	95.36%

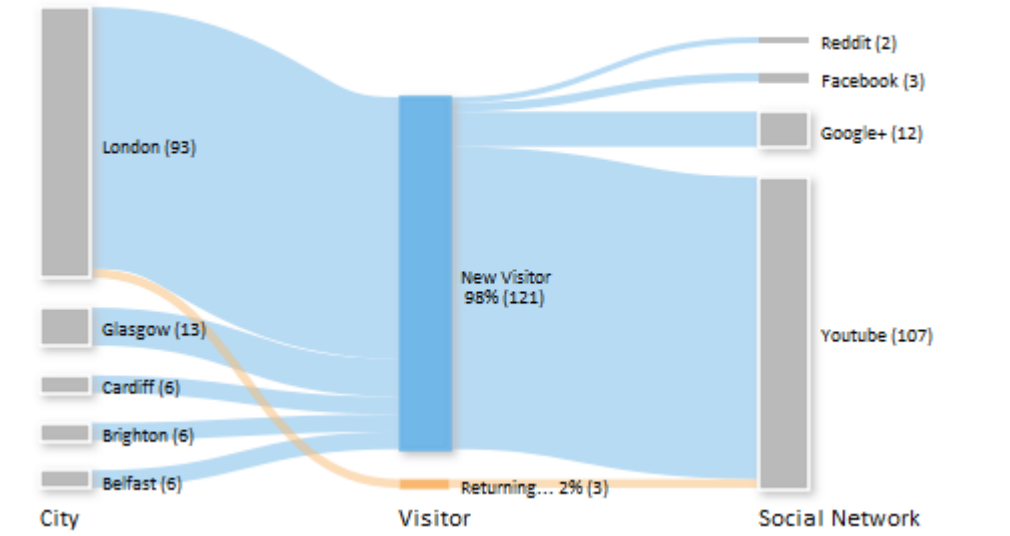
Social Traffic Trend



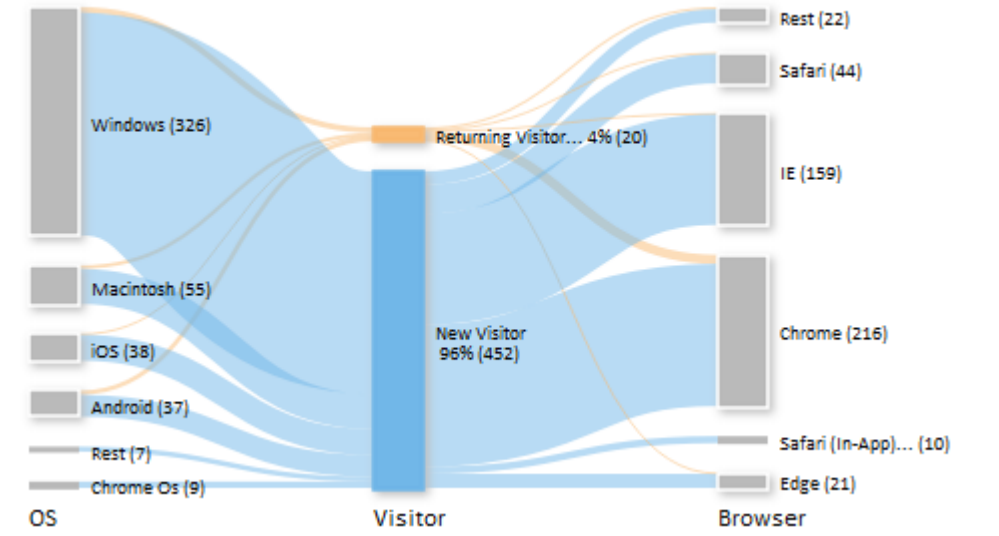
Distribution by Device Type



Distribution by City & Social Network



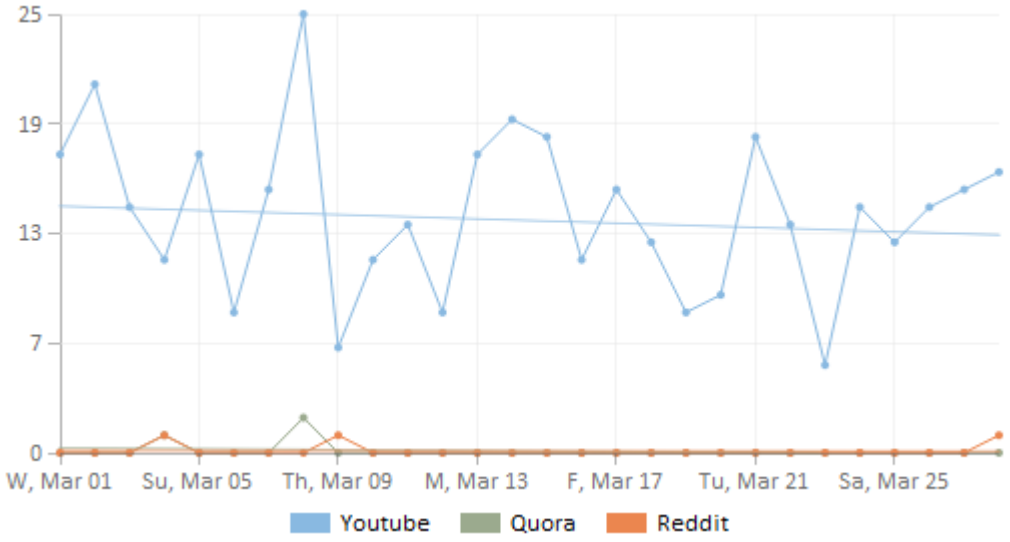
Distribution by OS & Browser Type



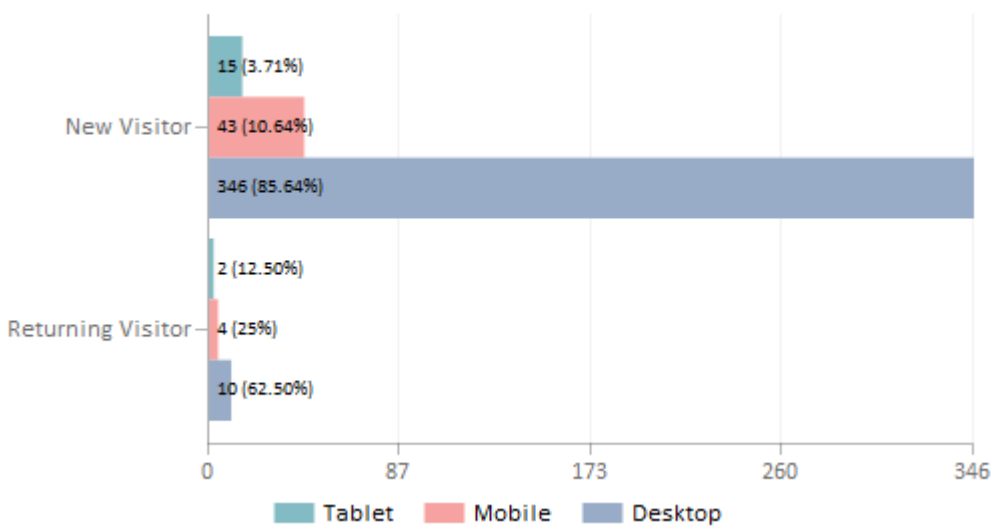
Traffic | Turkey 411

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
423	74.23%	672	00:00:37	95.51%

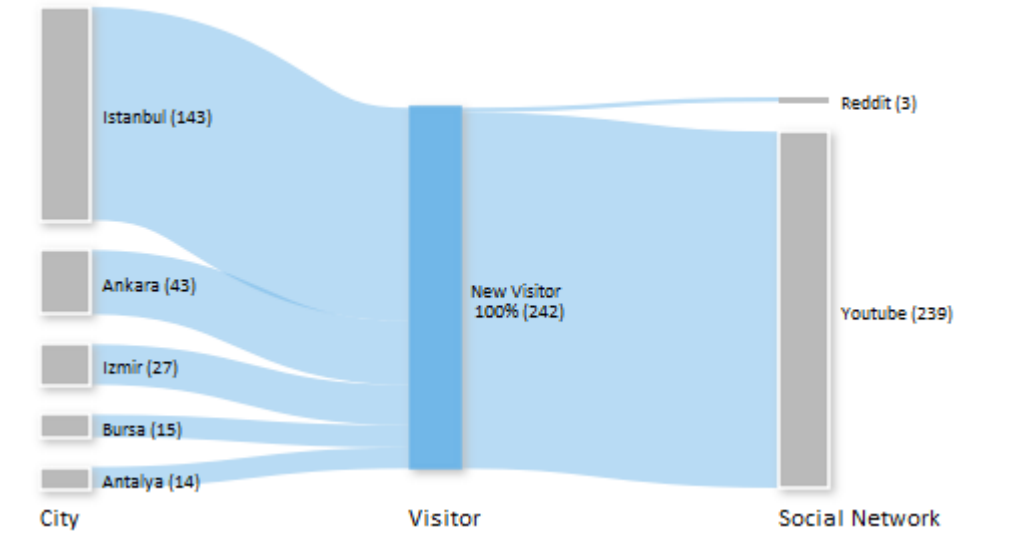
Social Traffic Trend



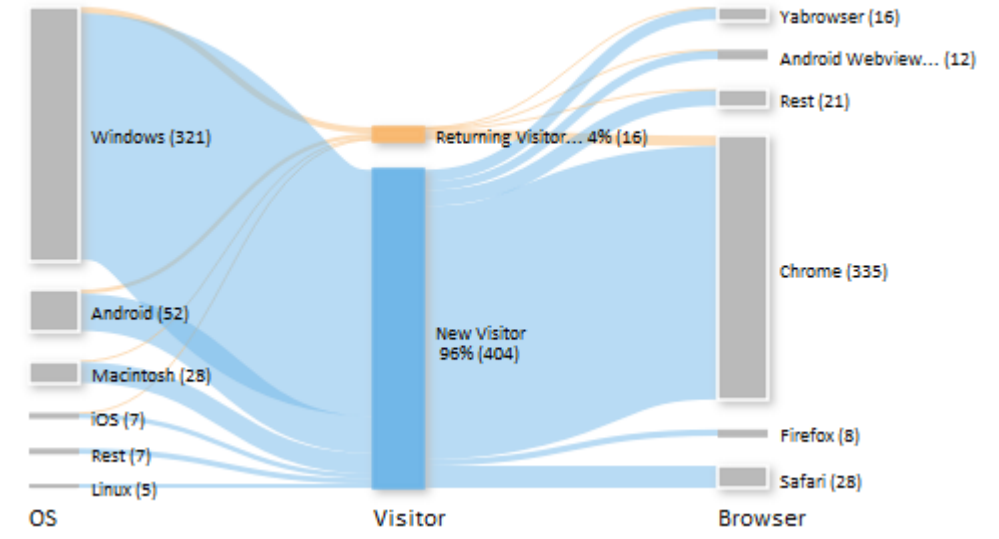
Distribution by Device Type



Distribution by City & Social Network



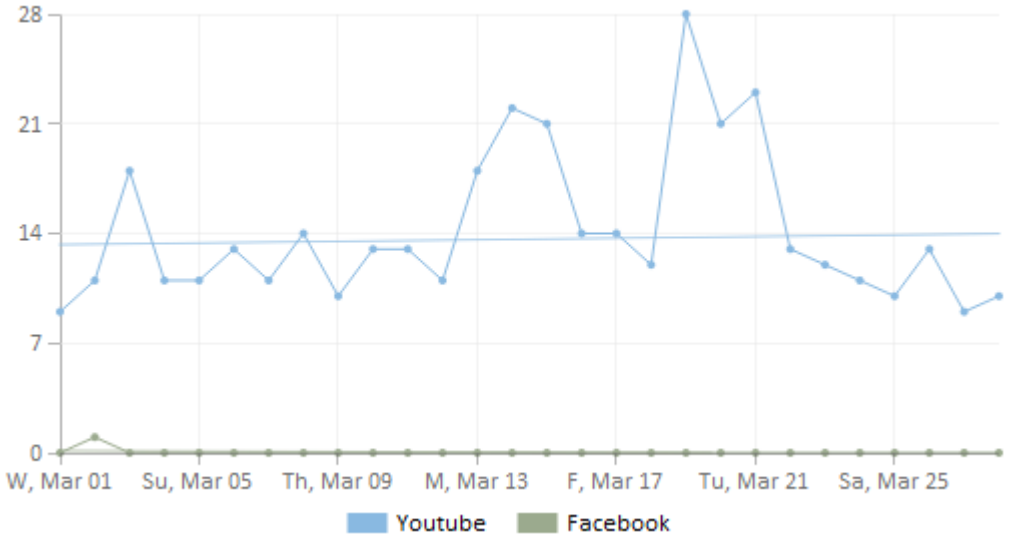
Distribution by OS & Browser Type



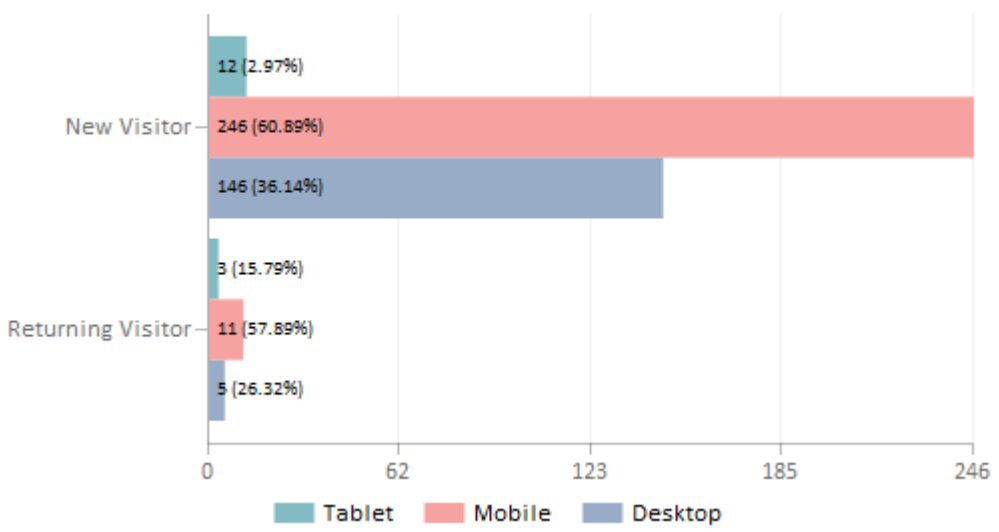
Traffic | Thailand 408

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
431	64.73%	946	00:10:51	93.97%

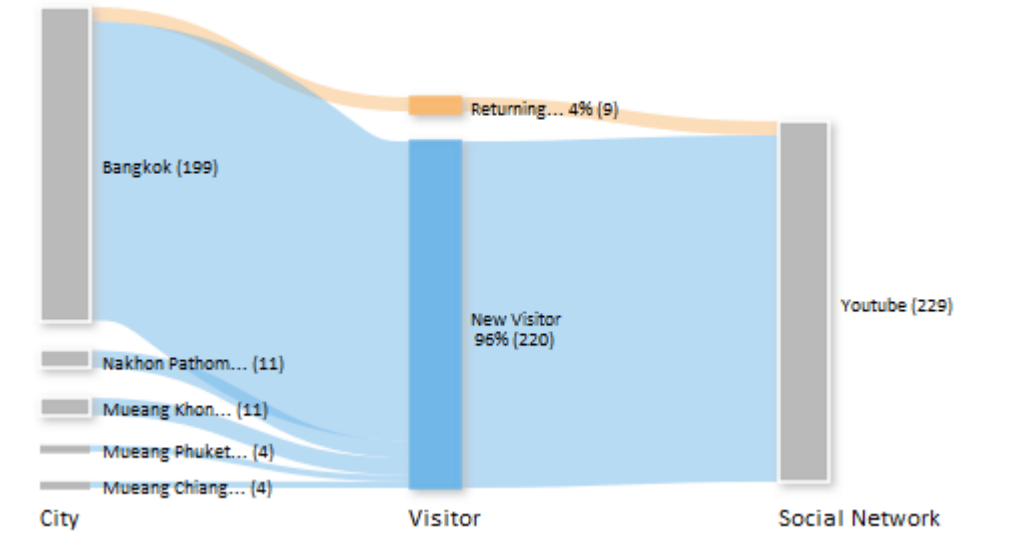
Social Traffic Trend



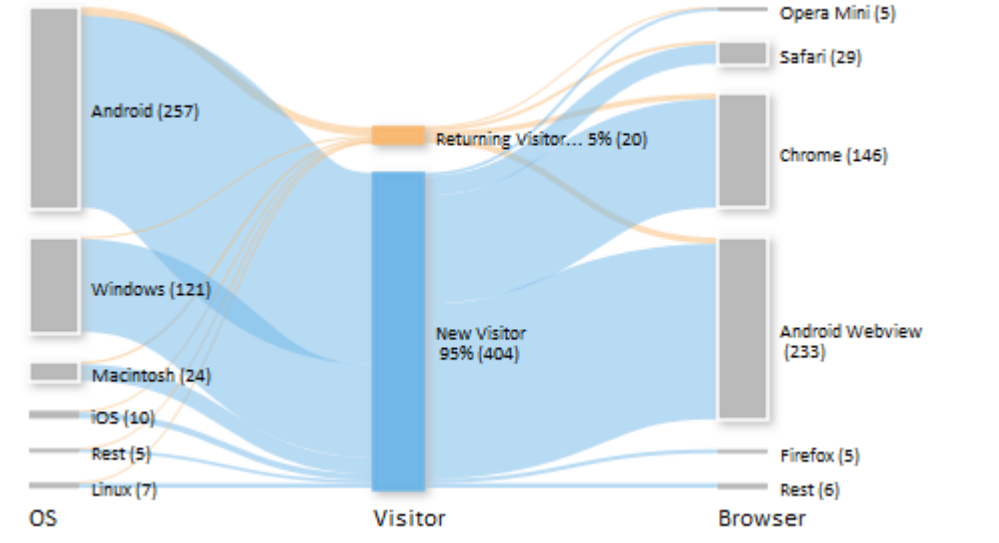
Distribution by Device Type



Distribution by City & Social Network



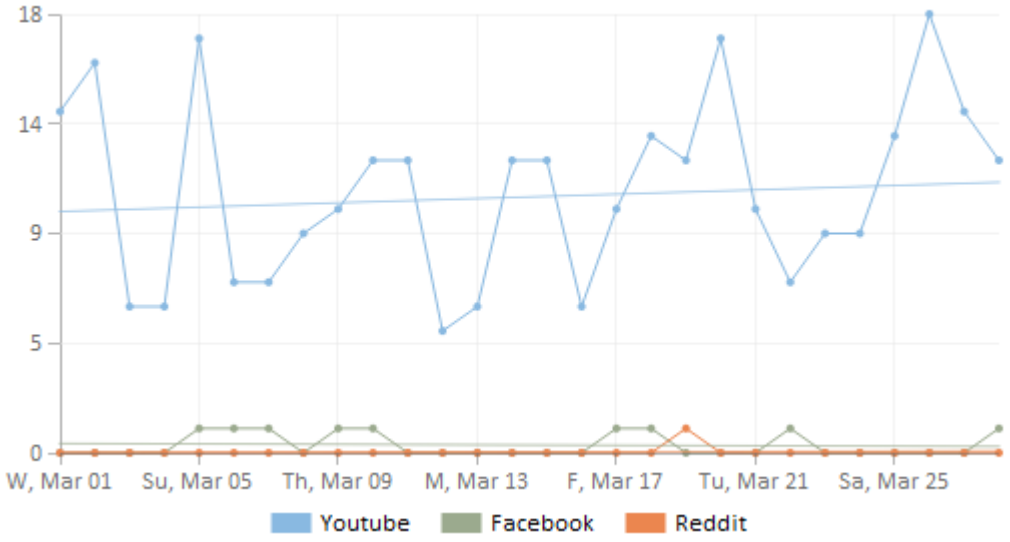
Distribution by OS & Browser Type



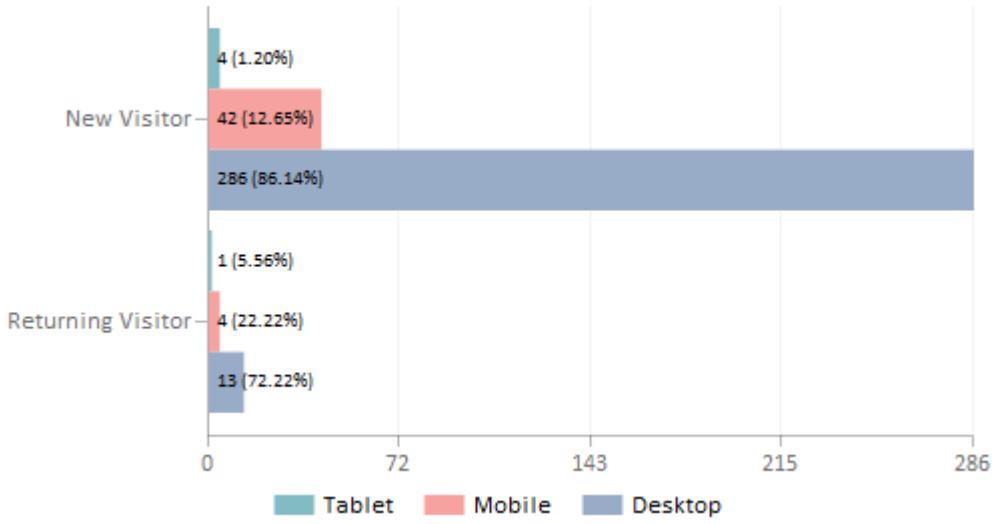
Traffic | Poland 340

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
358	73.74%	544	00:01:24	93.02%

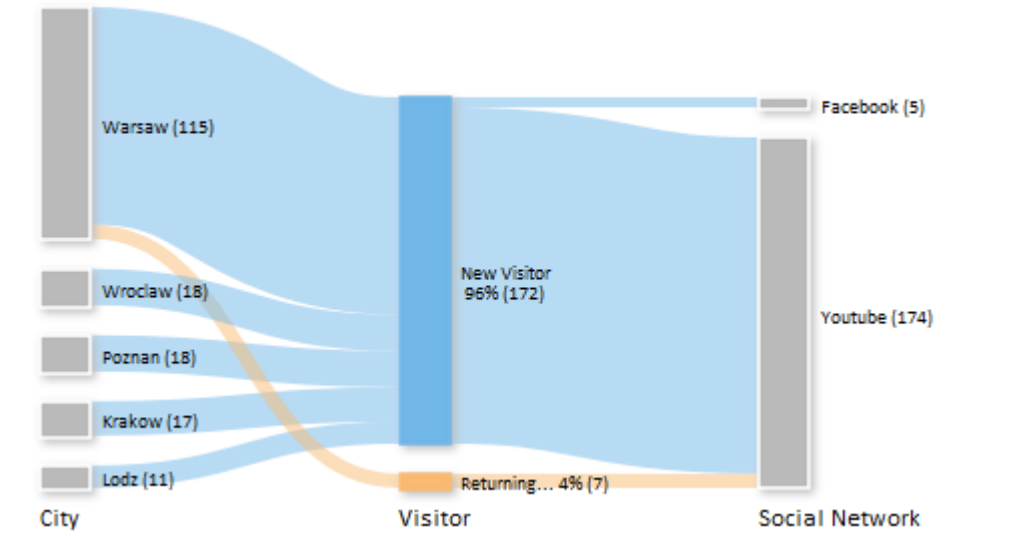
Social Traffic Trend



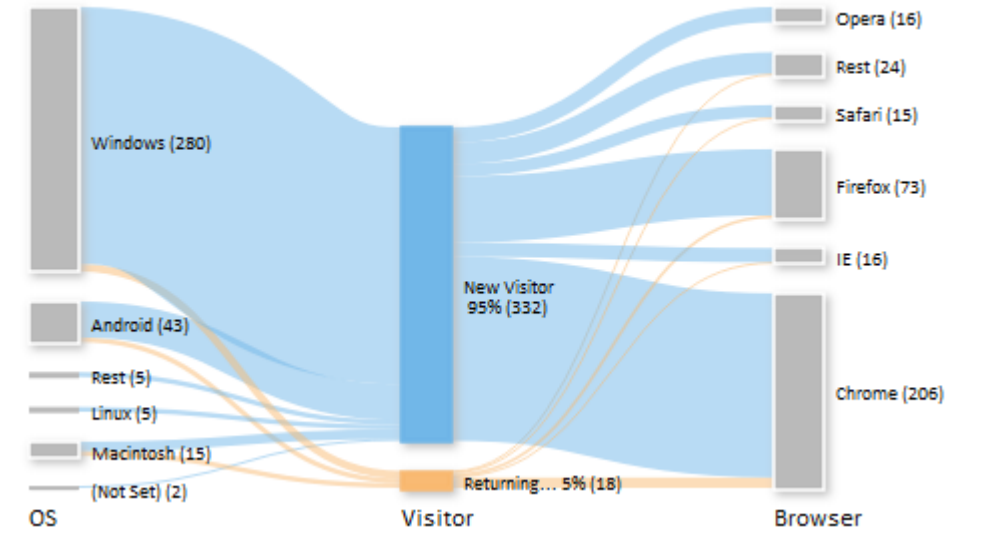
Distribution by Device Type



Distribution by City & Social Network



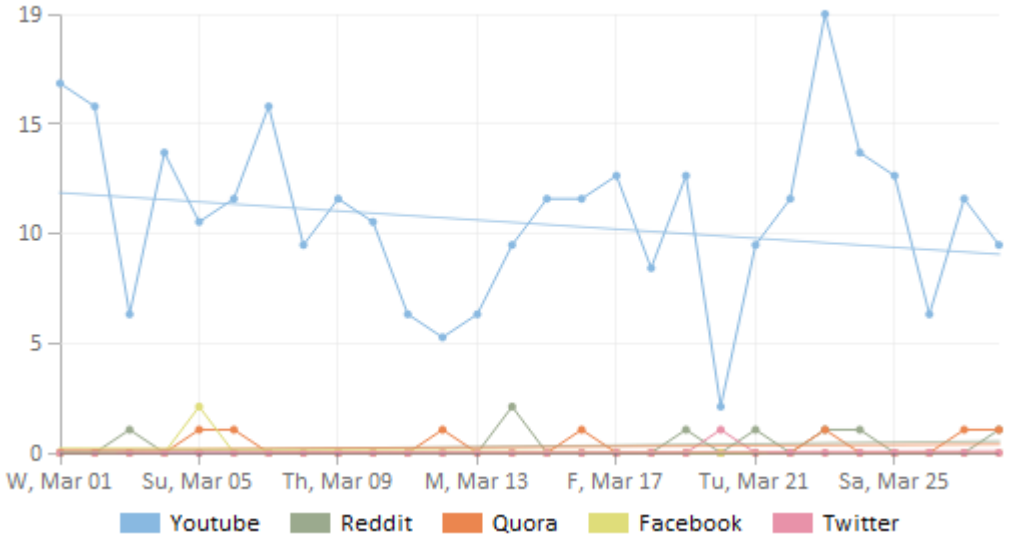
Distribution by OS & Browser Type



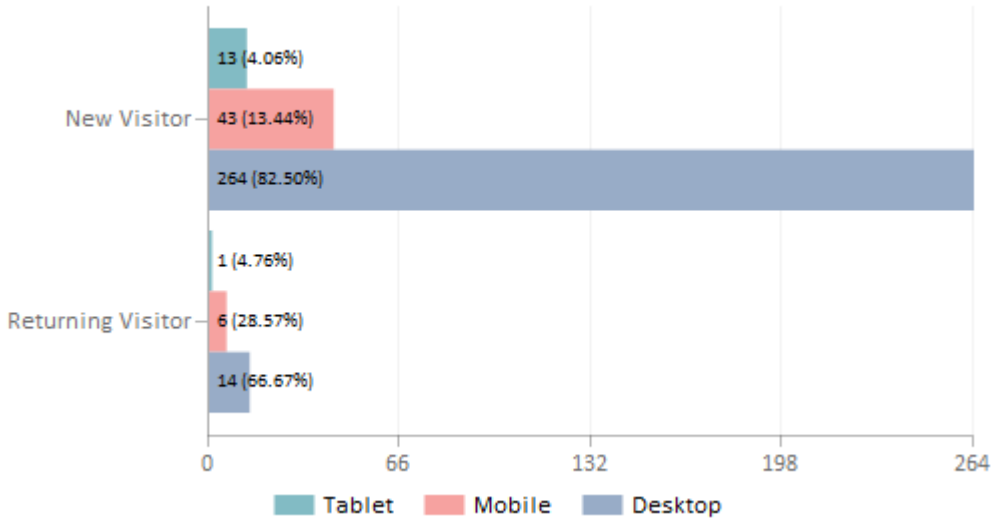
Traffic | Germany 333

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
349	72.21%	555	00:00:35	91.69%

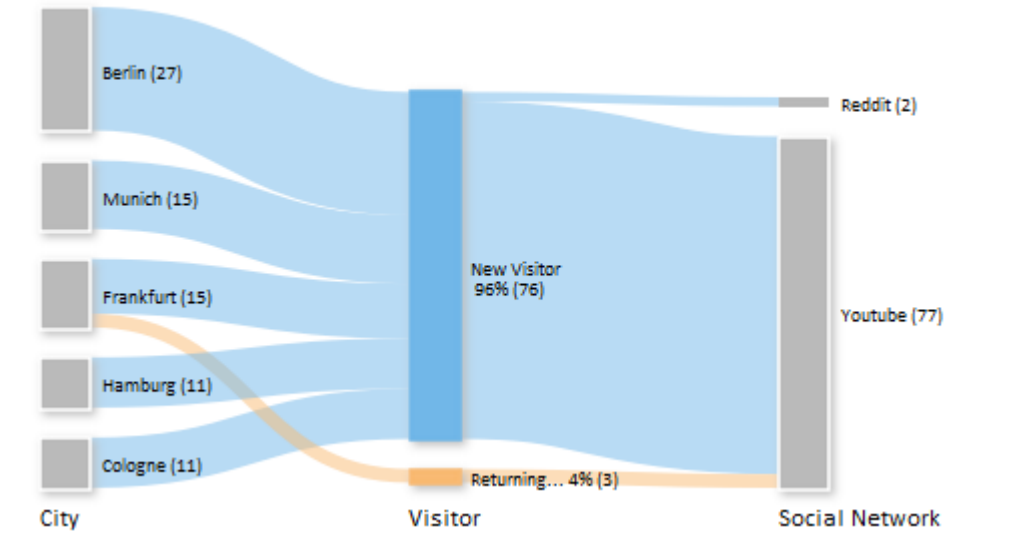
Social Traffic Trend



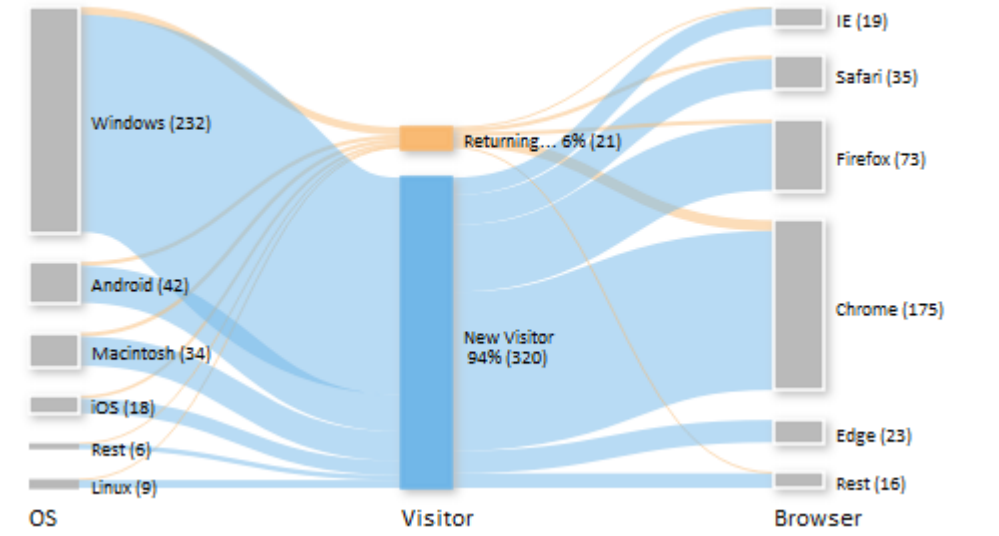
Distribution by Device Type



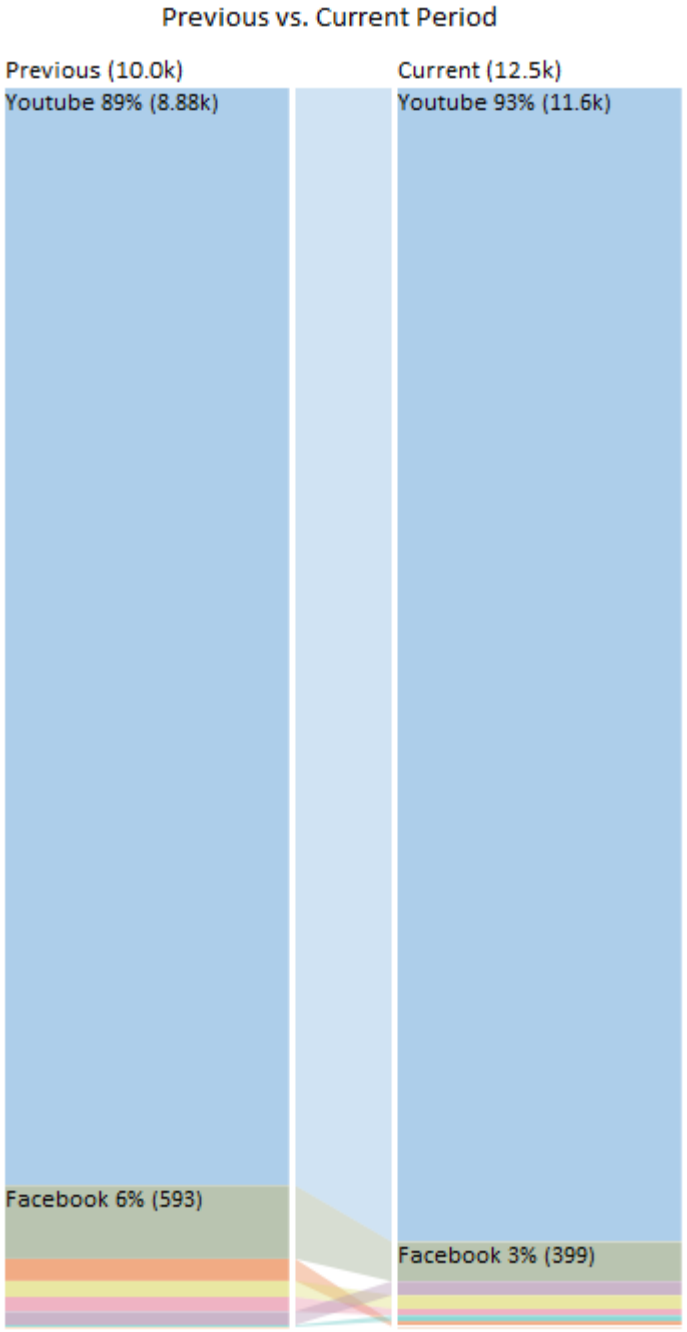
Distribution by City & Social Network

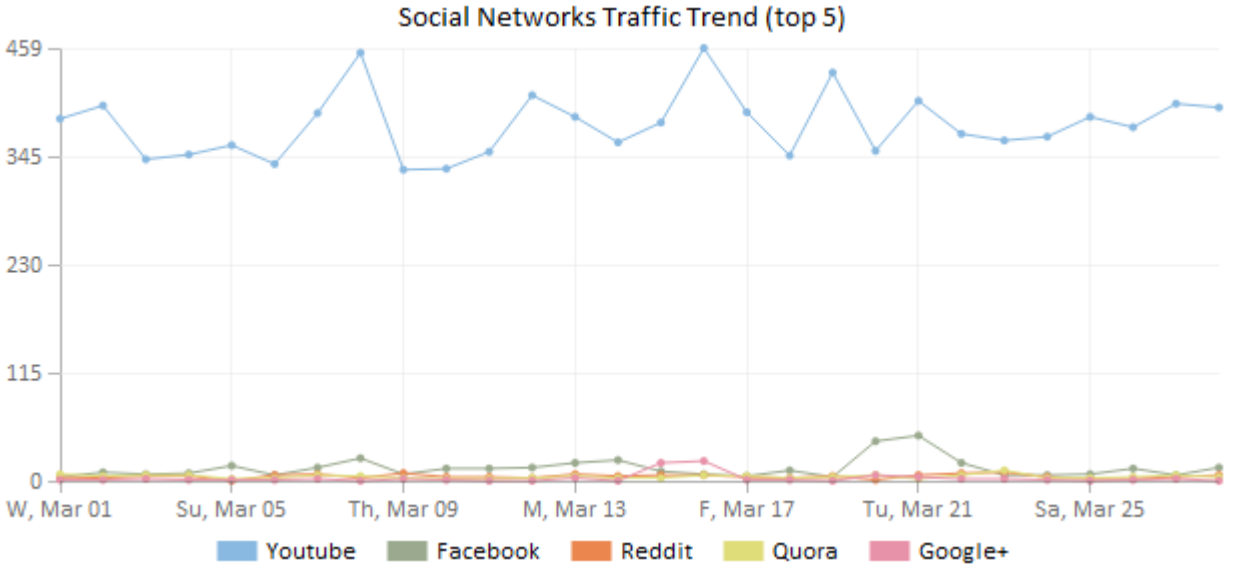


Distribution by OS & Browser Type



Traffic Distribution by Social Networks



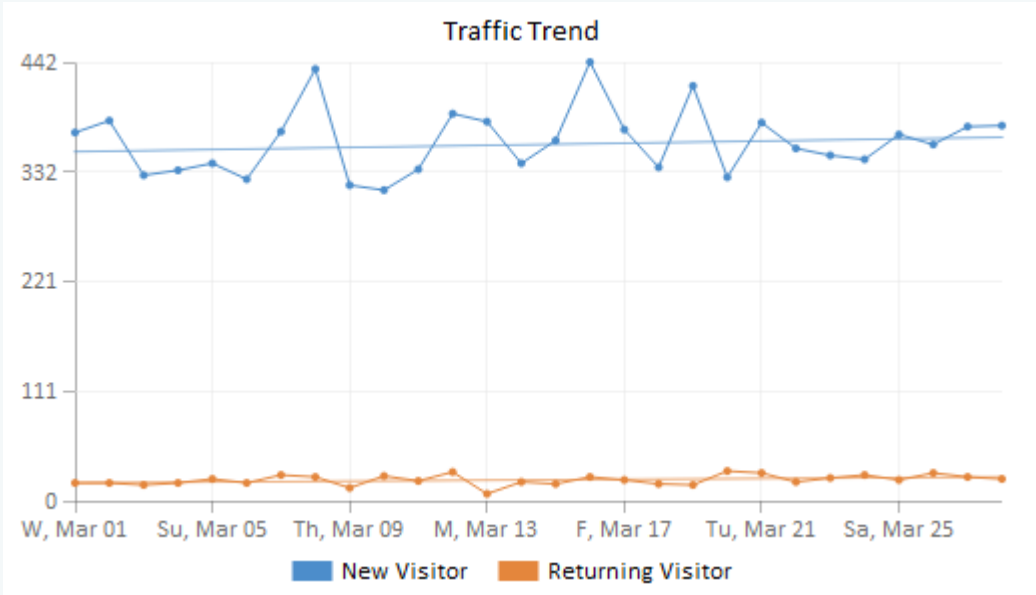


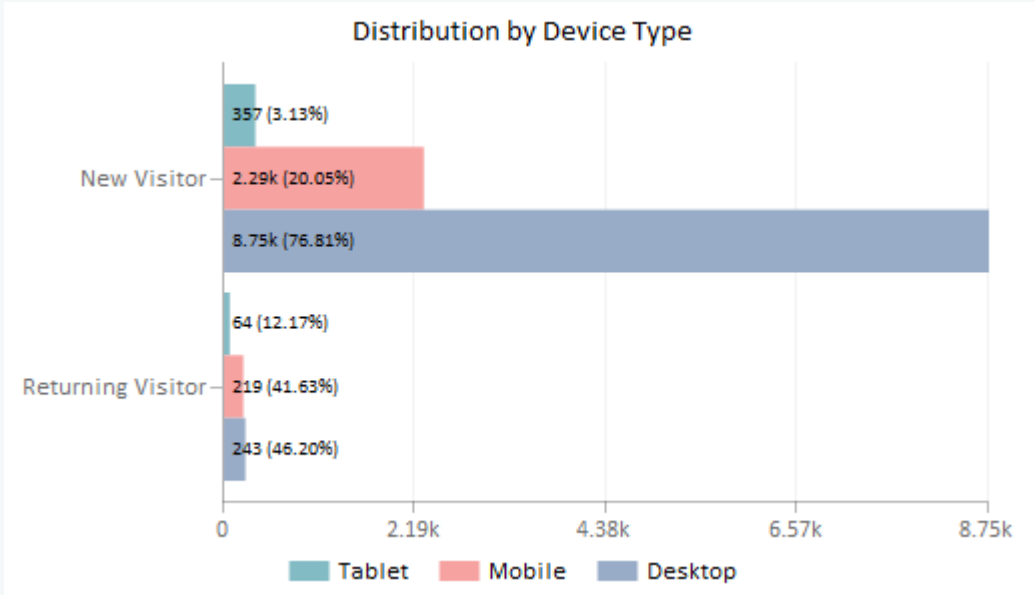
Social Networks Detail (top 10)

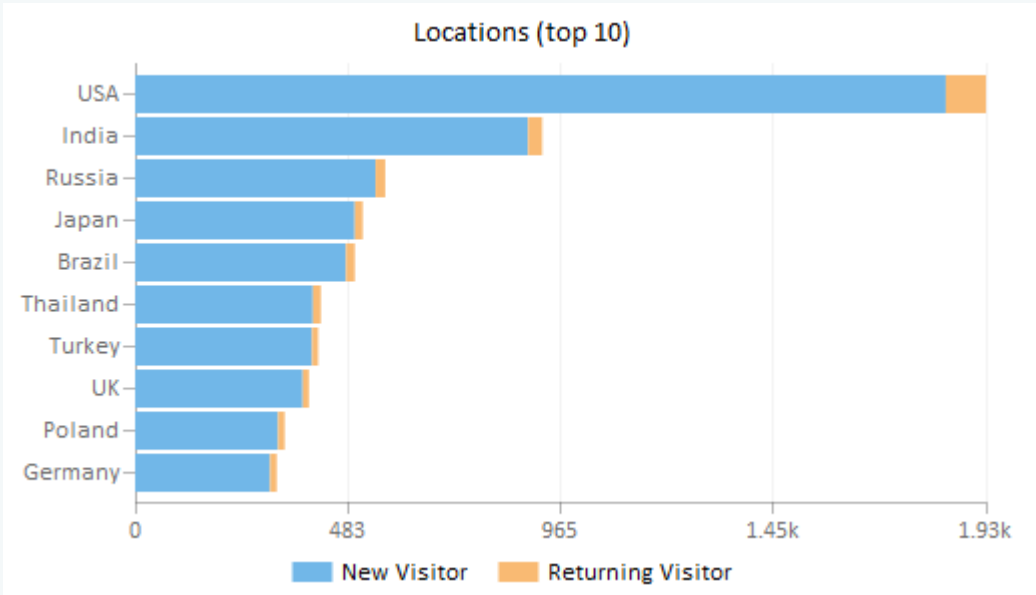
	Social Networks	Users ▼	Pageviews	Bounce Rate	Time on Site (avg.)
1	Youtube	11,604 ▲	24,099 ▲	65.76% ▼	00:00:56 ▲
2	Facebook	399 ▼	2,300 ▲	55.98% ▼	00:04:15 ▲
3	Quora	140 ▲	319 ▲	51.39% ▲	00:00:52 ▼
4	Reddit	137 ▲	557 ▼	28.19% ▲	00:01:20 ▼
5	Google+	66 ▼	377 ▼	22.22% ▼	00:03:16 ▲
6	Twitter	58 ▲	158 ▲	54.69% ▼	00:00:51 ▼
7	Google Groups	50 ▼	347 ▼	34.38% ▼	00:03:48 ▲
8	Linkedin	4 ▲	18 ▲	50.00% ▲	00:05:15 ▲
9	Vkontakte	4 ▲	26 ▲	16.67% ▲	00:01:44 ▲

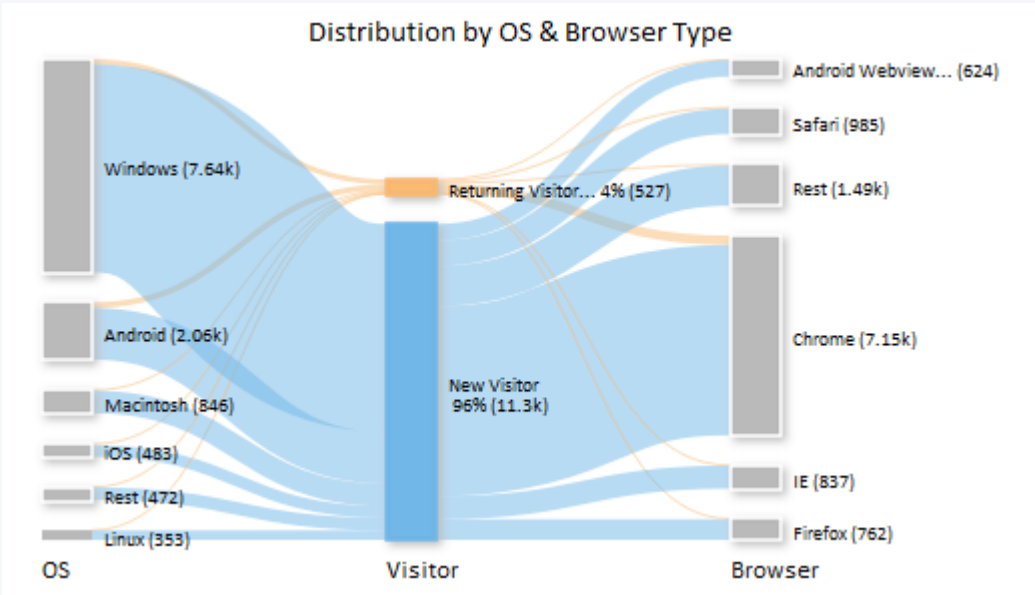
Traffic | Youtube 11,604

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
12,096	65.76%	24,099	00:00:56	93.68%





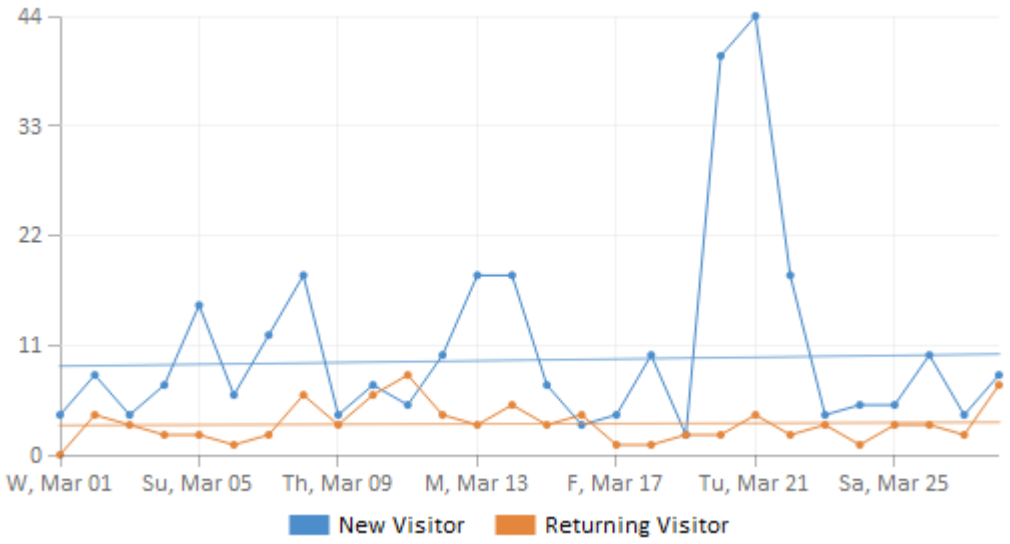




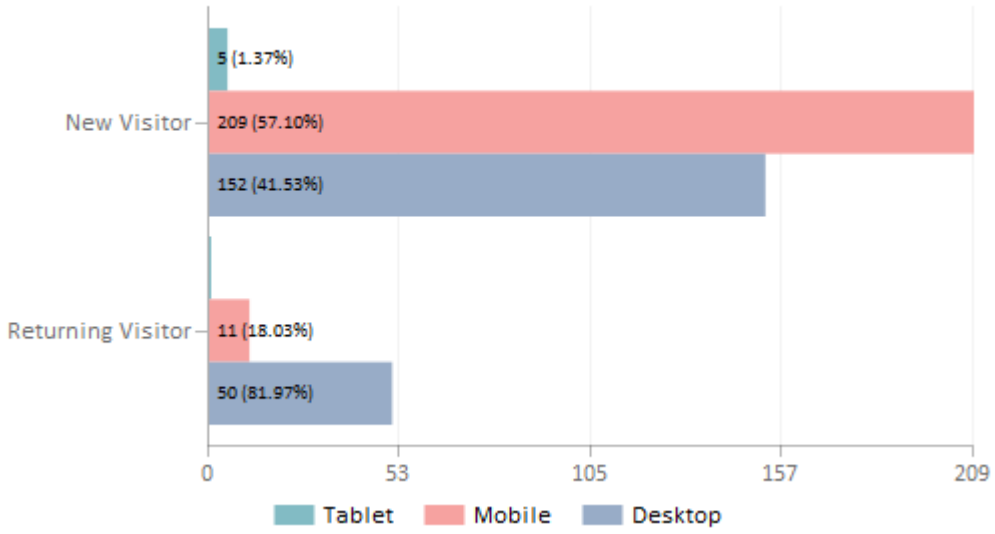
Traffic | Facebook 399

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
502	55.98%	2,300	00:04:15	73.11%

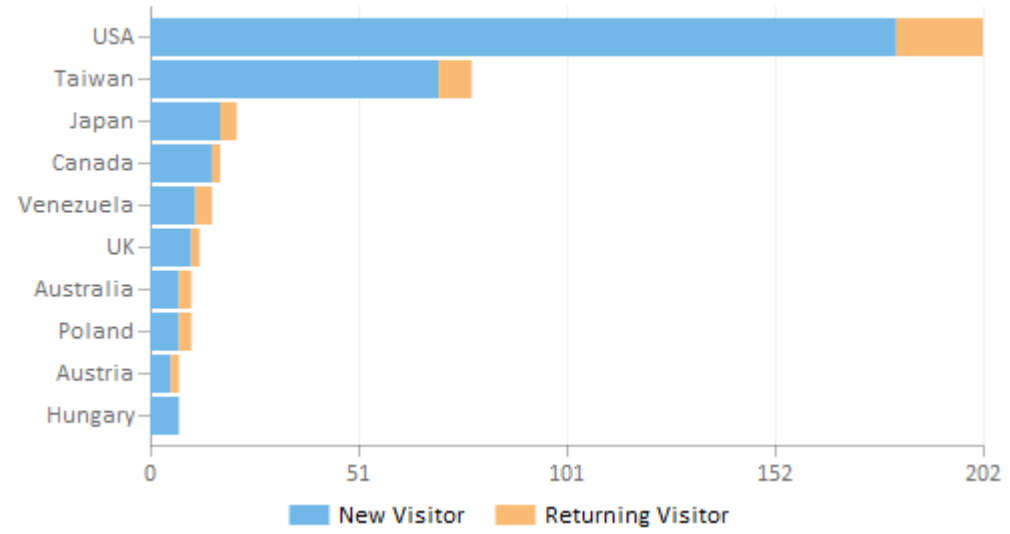
Traffic Trend



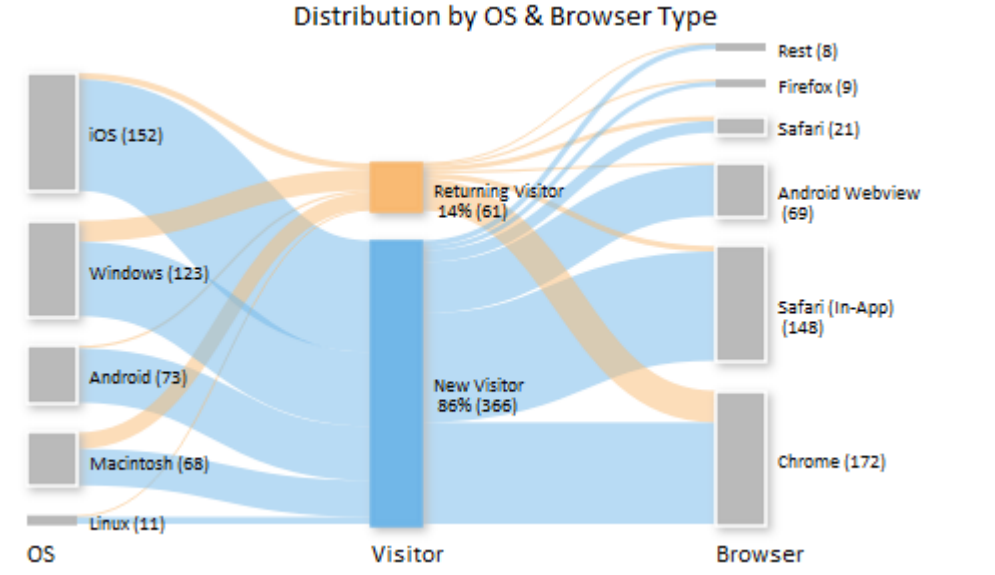
Distribution by Device Type



Locations (top 10)

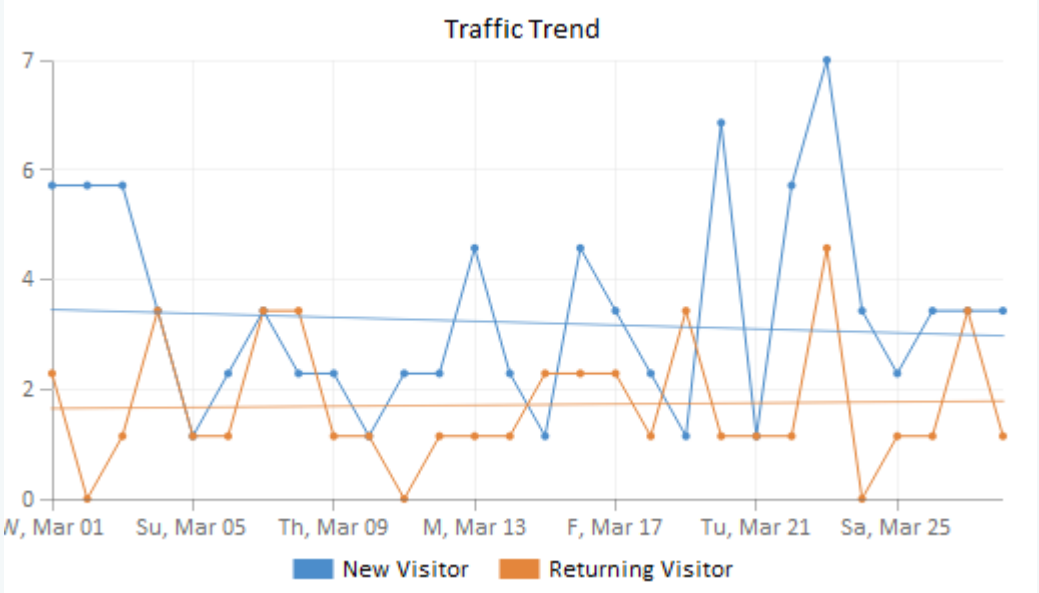


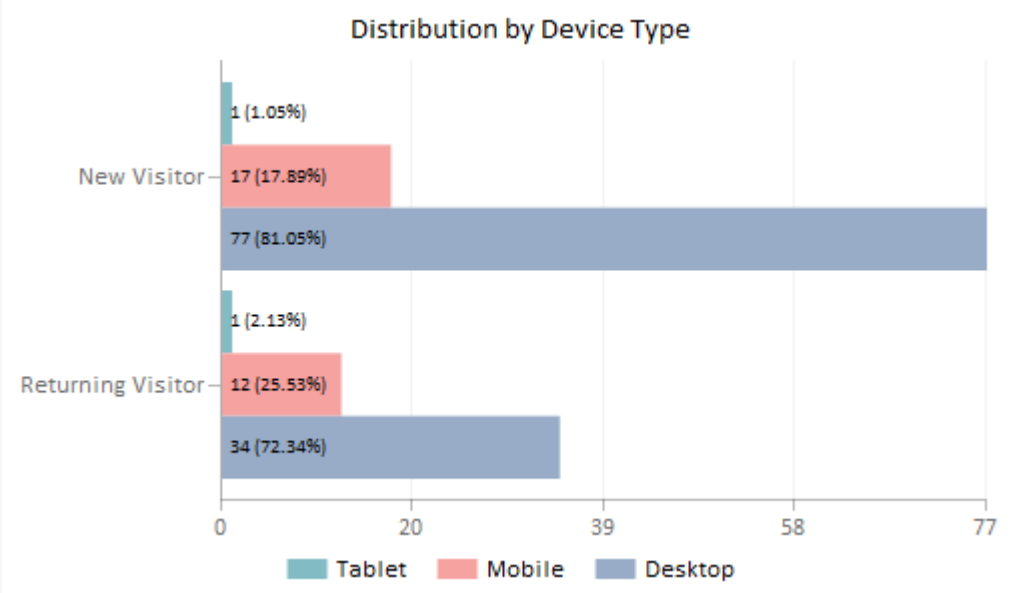
Distribution by OS & Browser Type

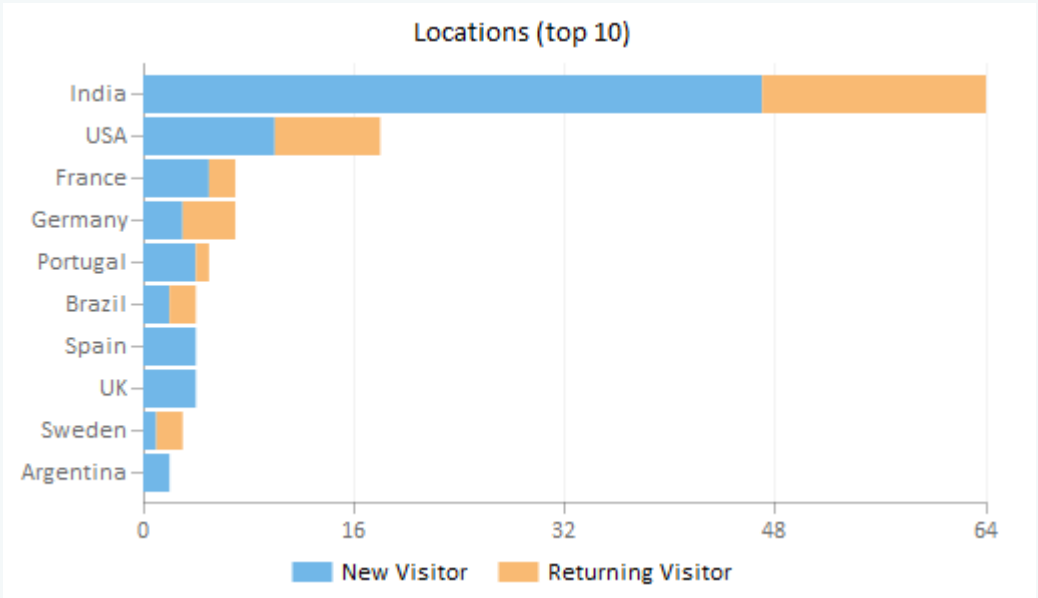


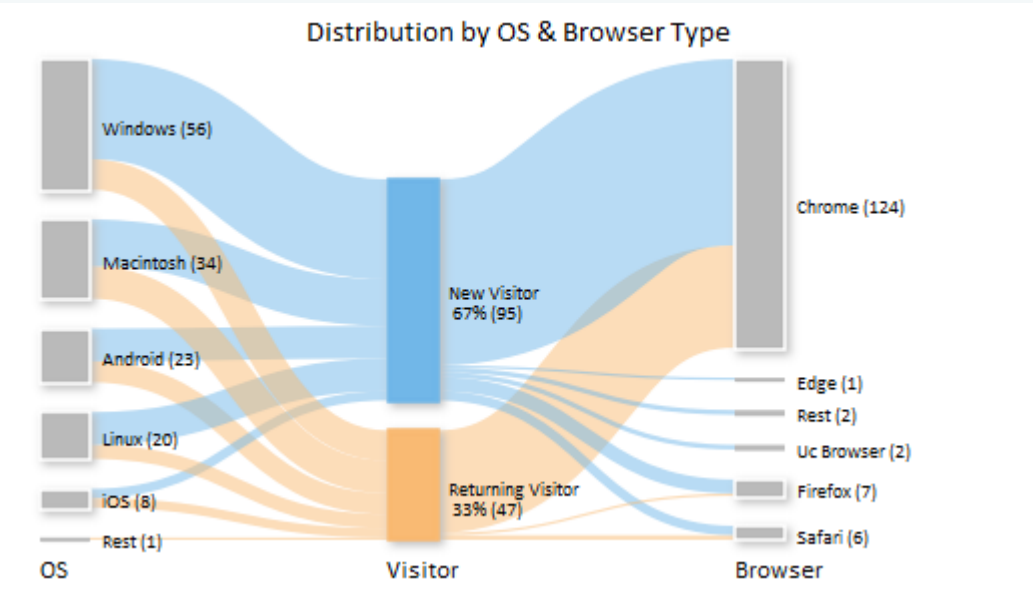
Traffic | Quora 140

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
144	51.39%	319	00:00:52	65.97%



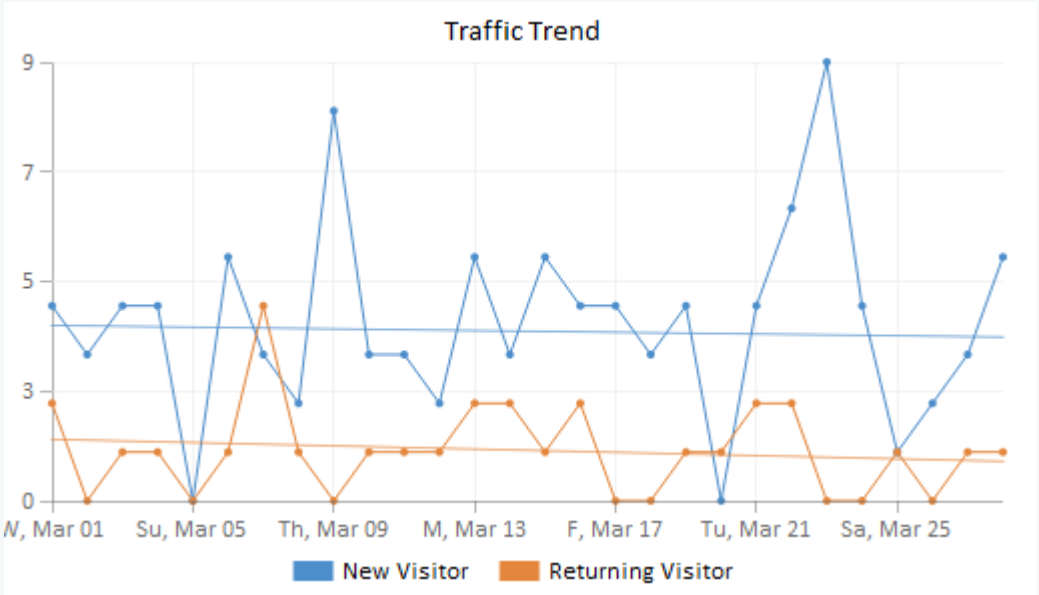


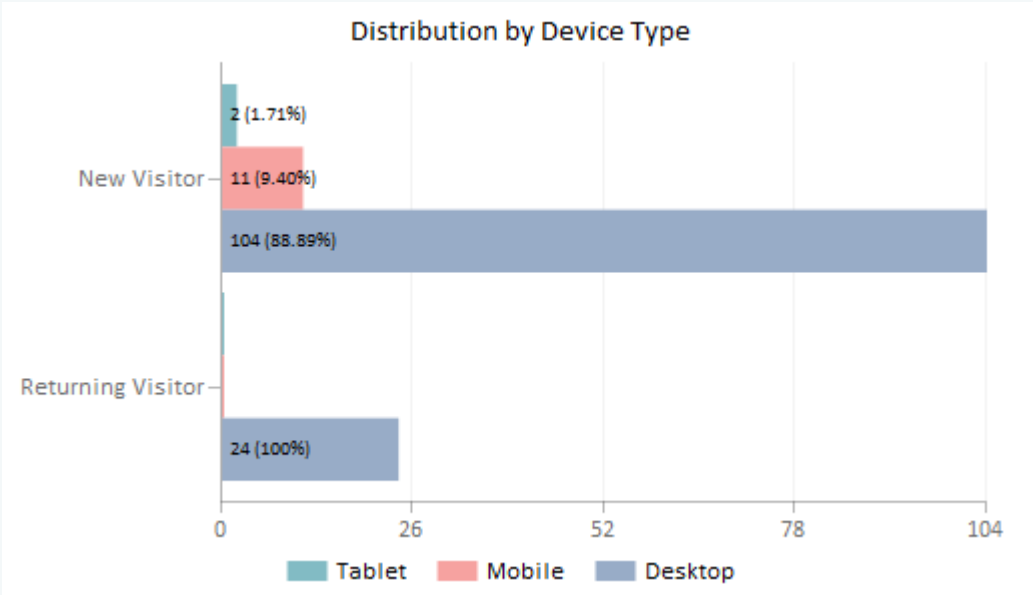


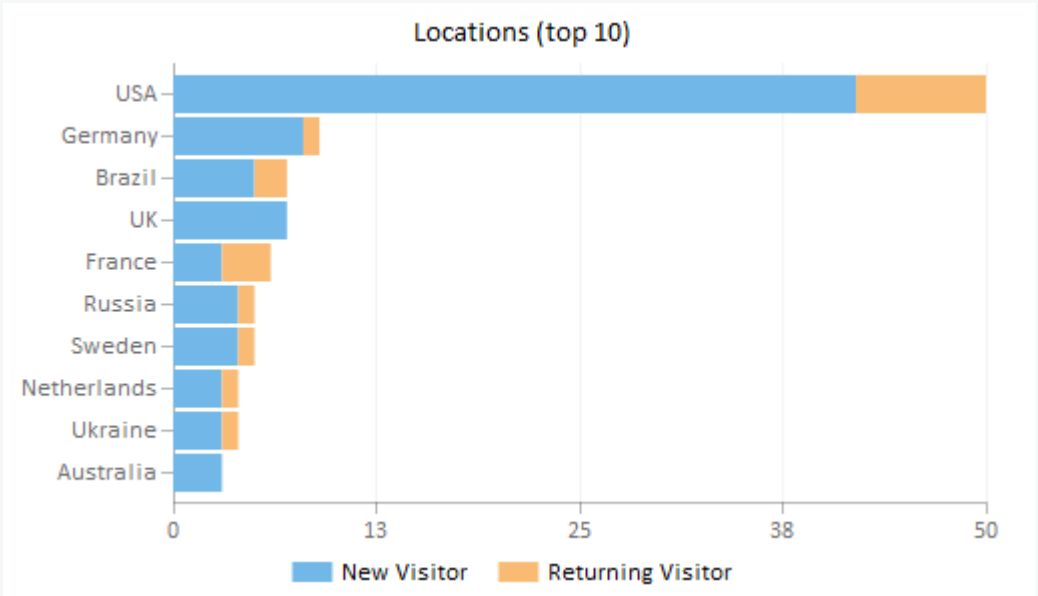


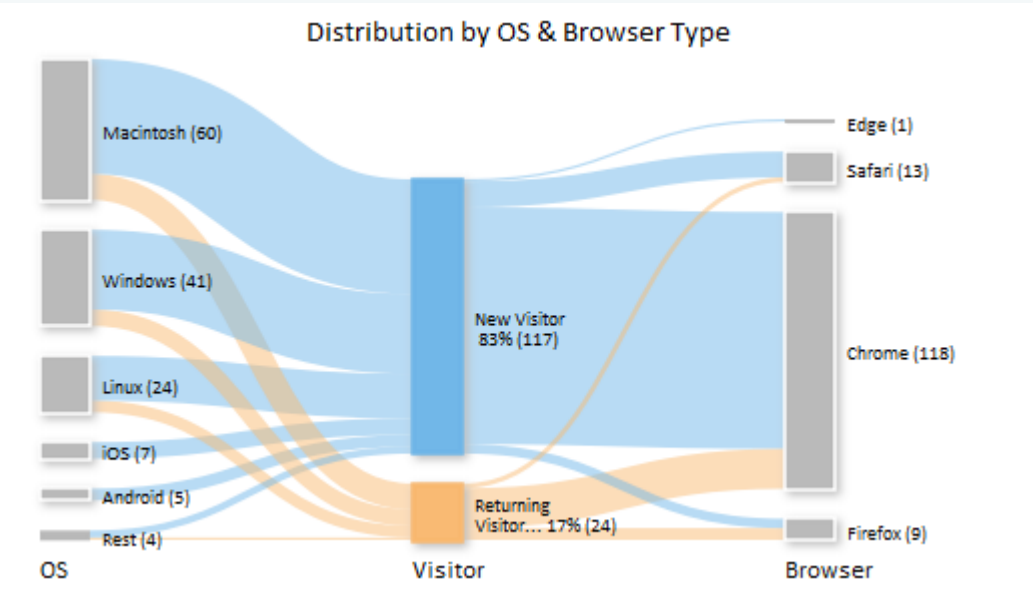
Traffic | Reddit 137

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
149	28.19%	557	00:01:20	78.52%





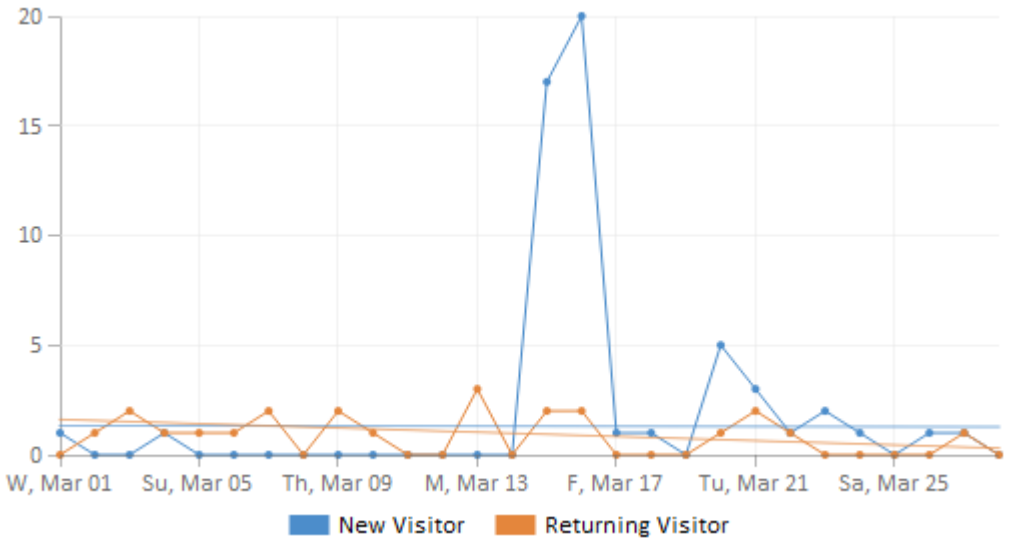




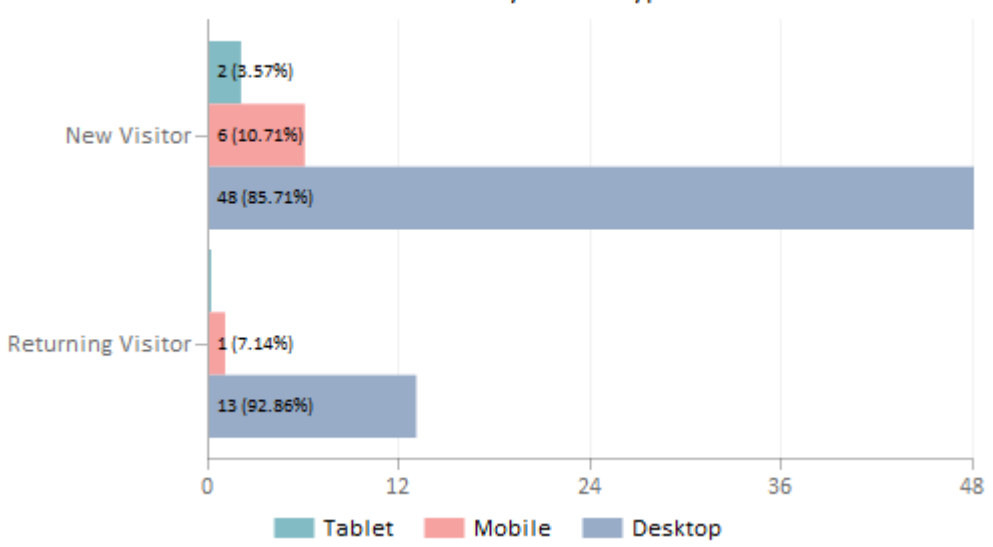
Traffic | Google+ 66

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
81	22.22%	377	00:03:16	69.14%

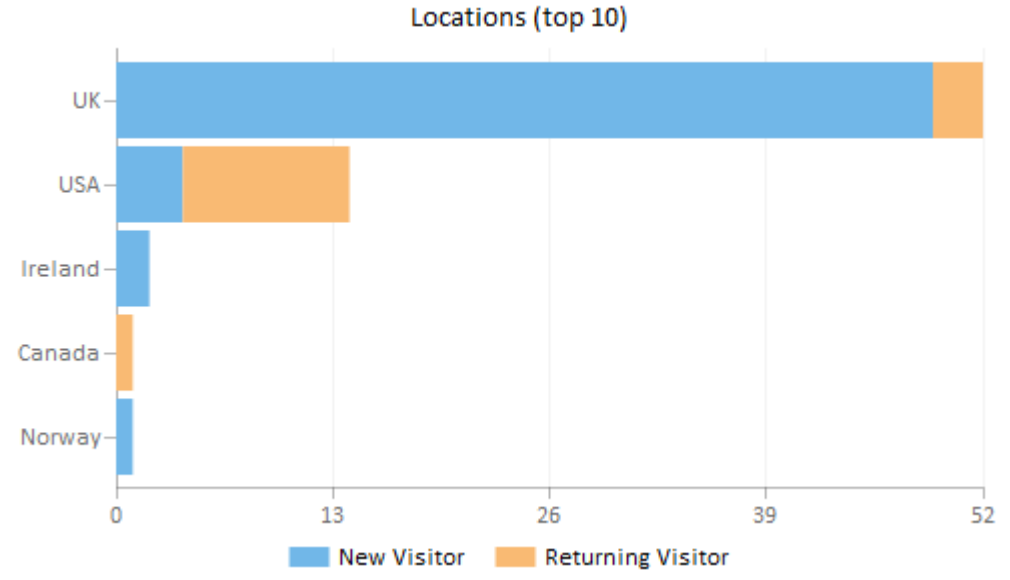
Traffic Trend



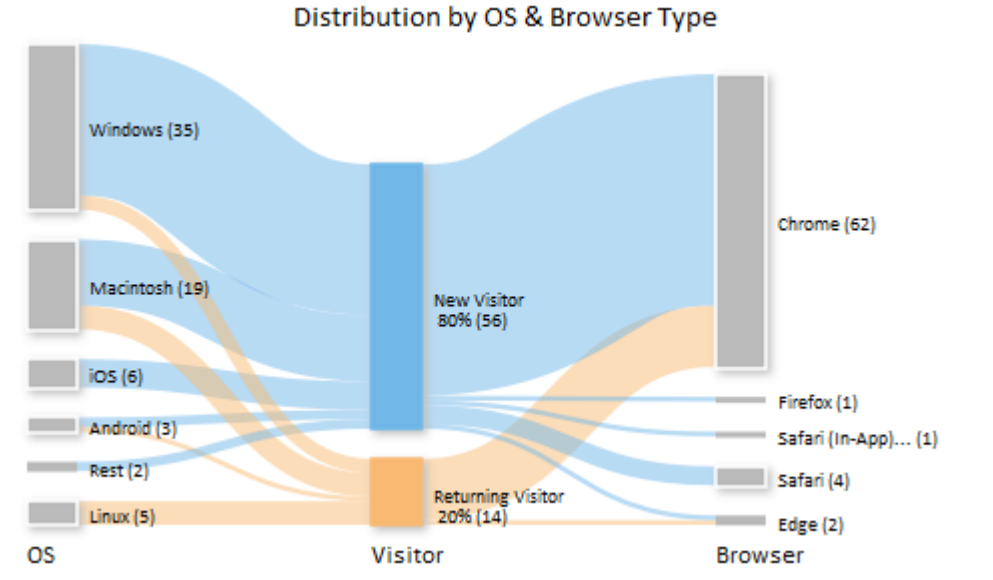
Distribution by Device Type



Locations (top 10)

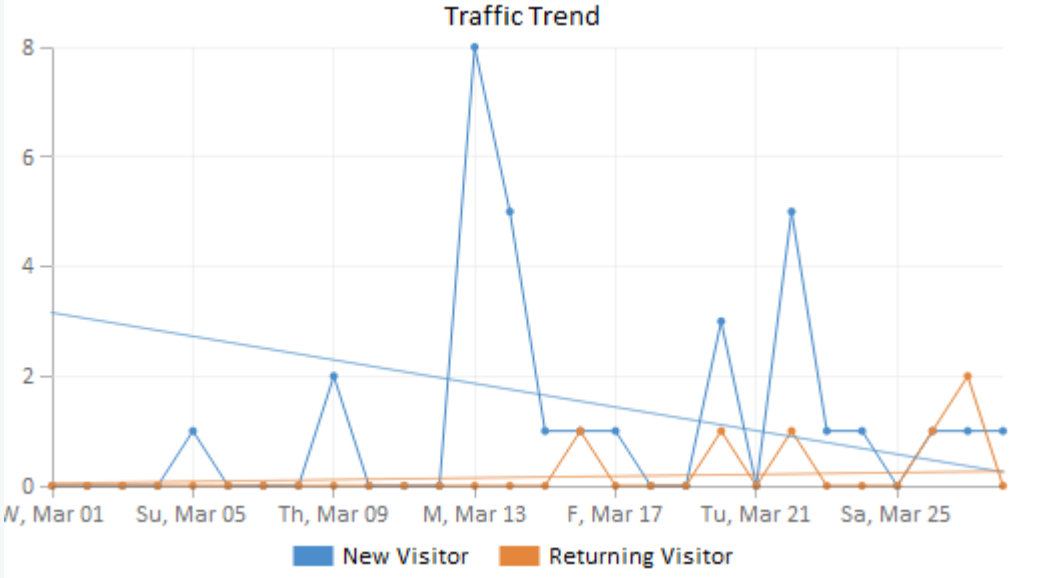


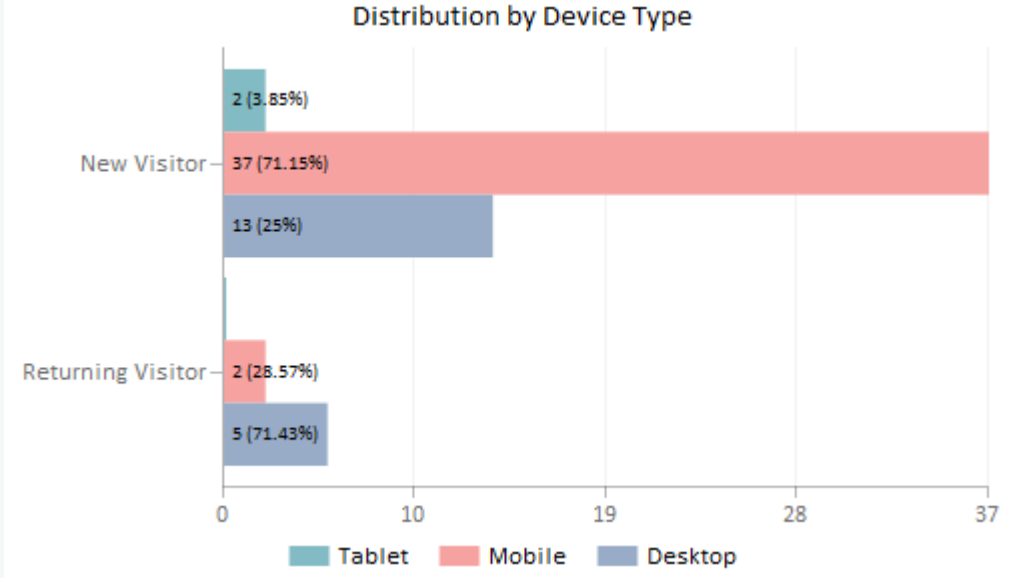
Distribution by OS & Browser Type

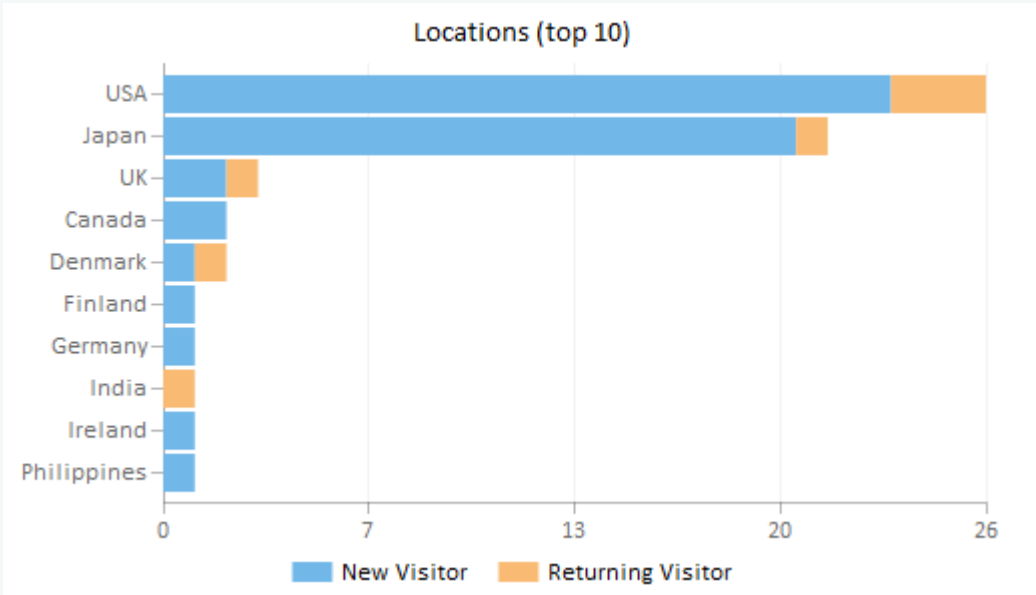


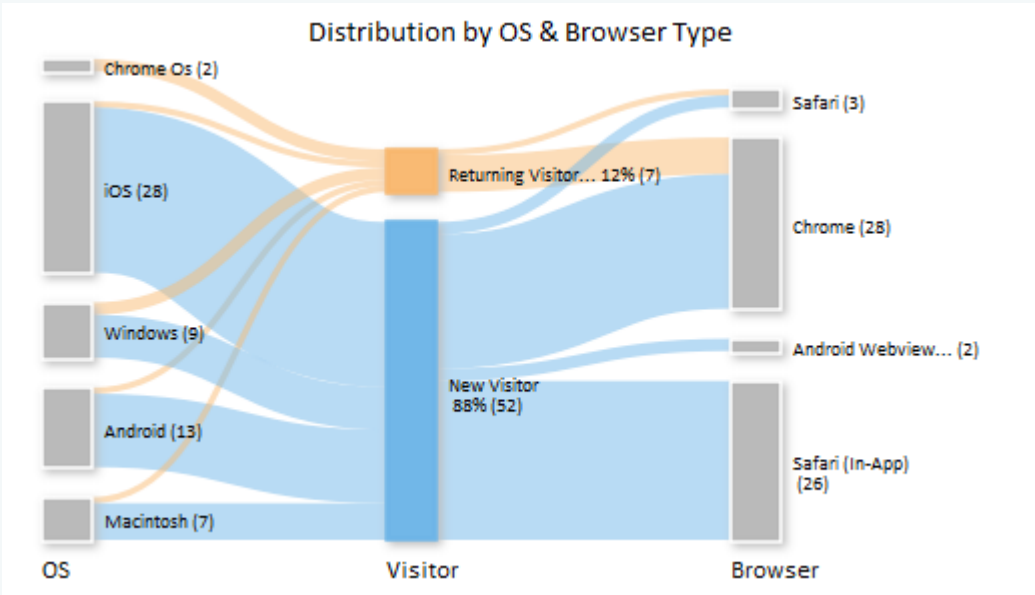
Traffic | Twitter 58

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
64	54.69%	158	00:00:51	81.25%





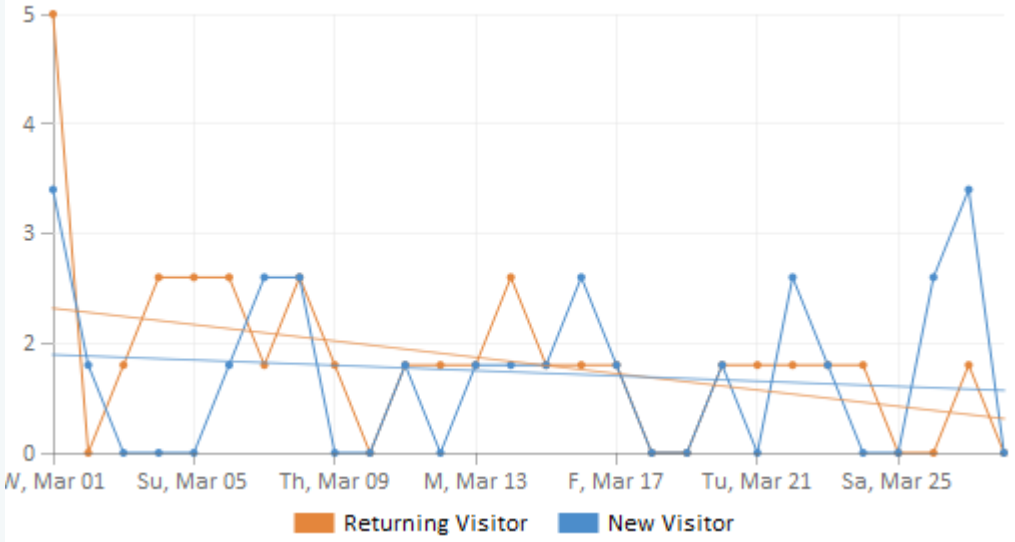




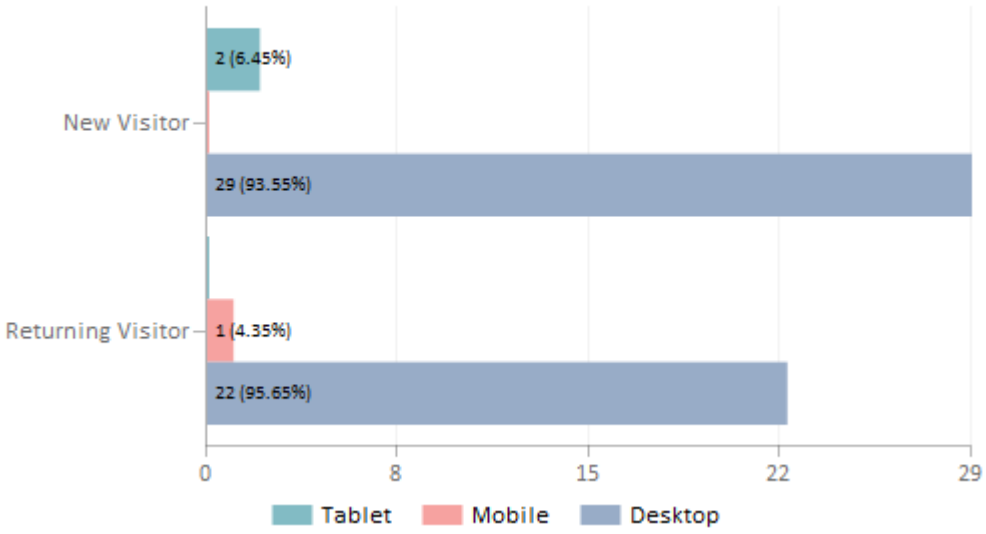
Traffic | Google Groups 50

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
64	34.38%	347	00:03:48	48.44%

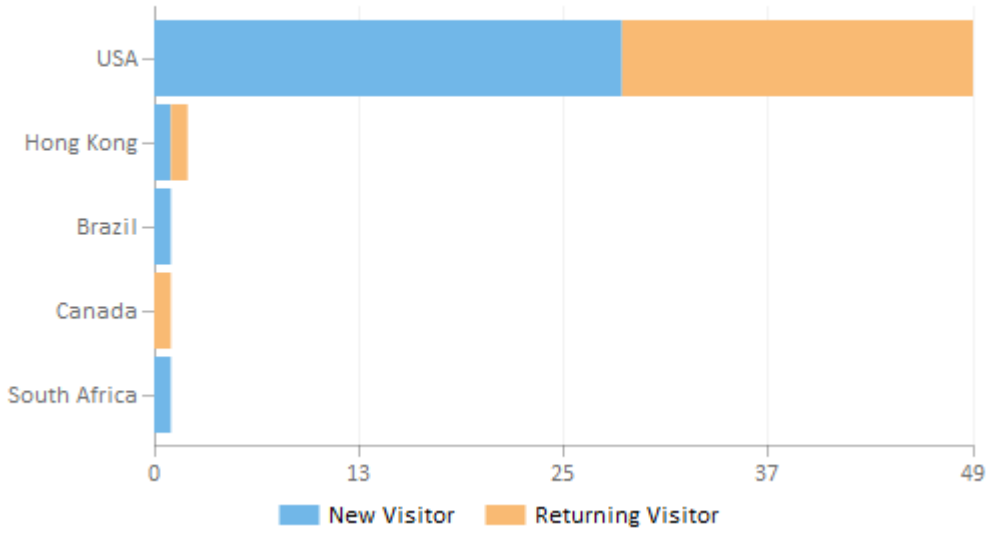
Traffic Trend



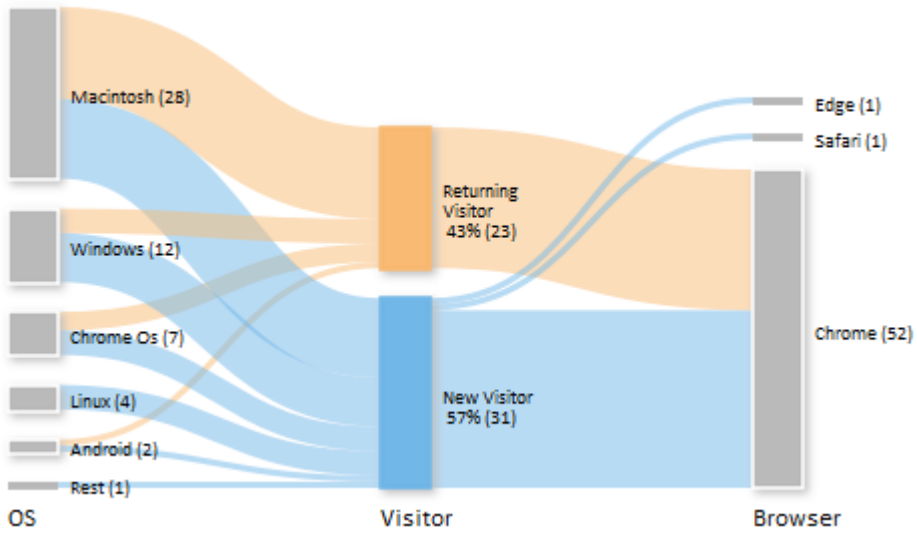
Distribution by Device Type



Locations (top 10)



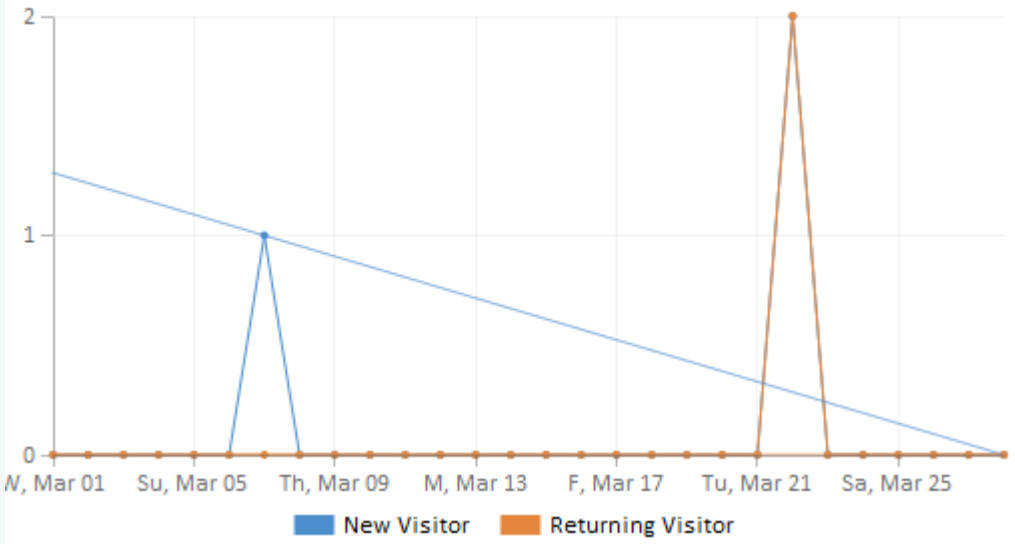
Distribution by OS & Browser Type



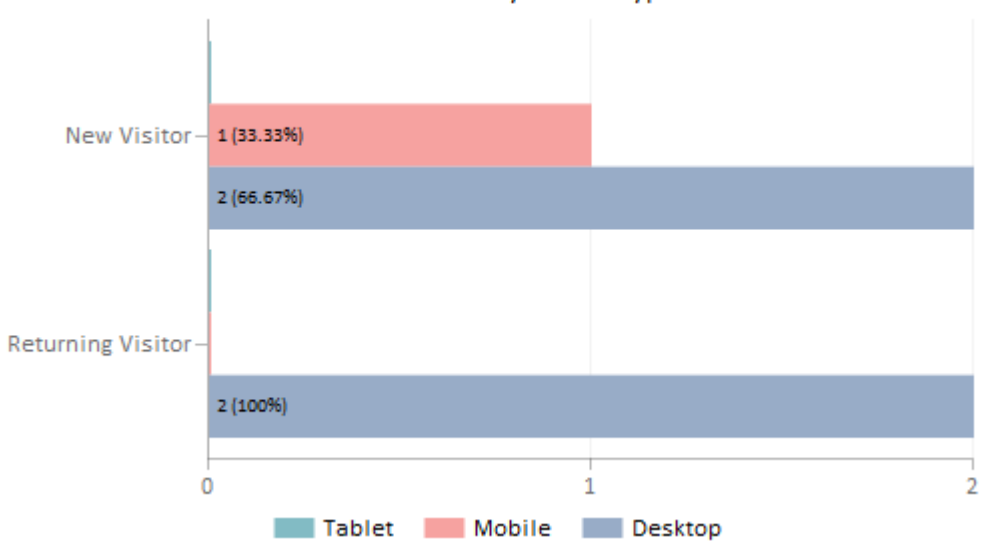
Traffic | Linkedin 4

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
6	50.00%	18	00:05:15	50.00%

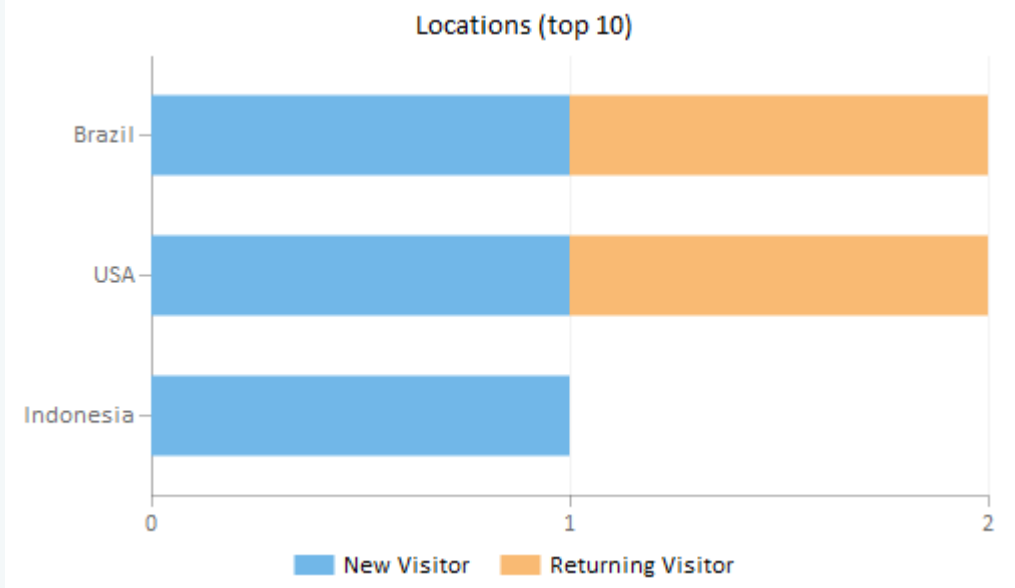
Traffic Trend



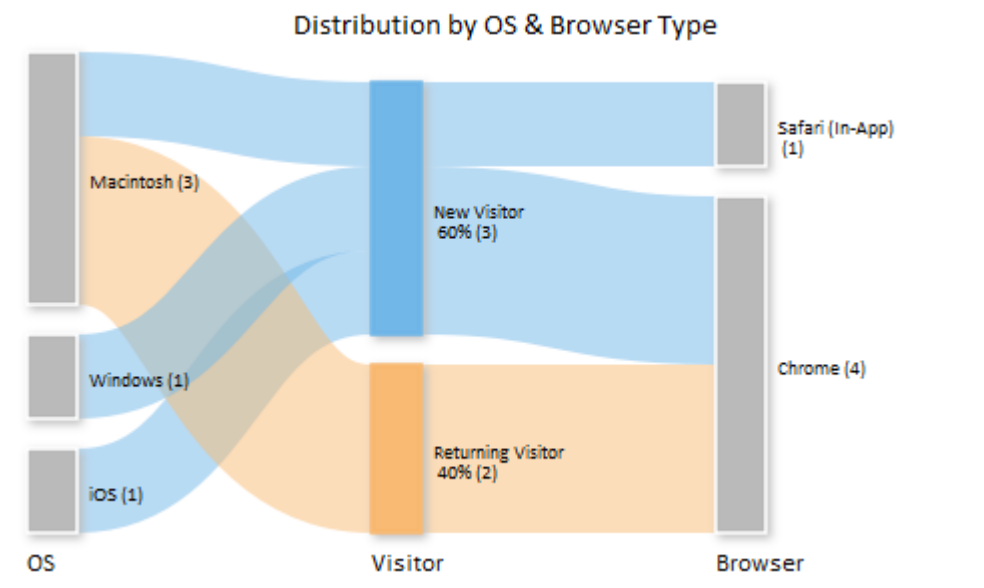
Distribution by Device Type



Locations (top 10)



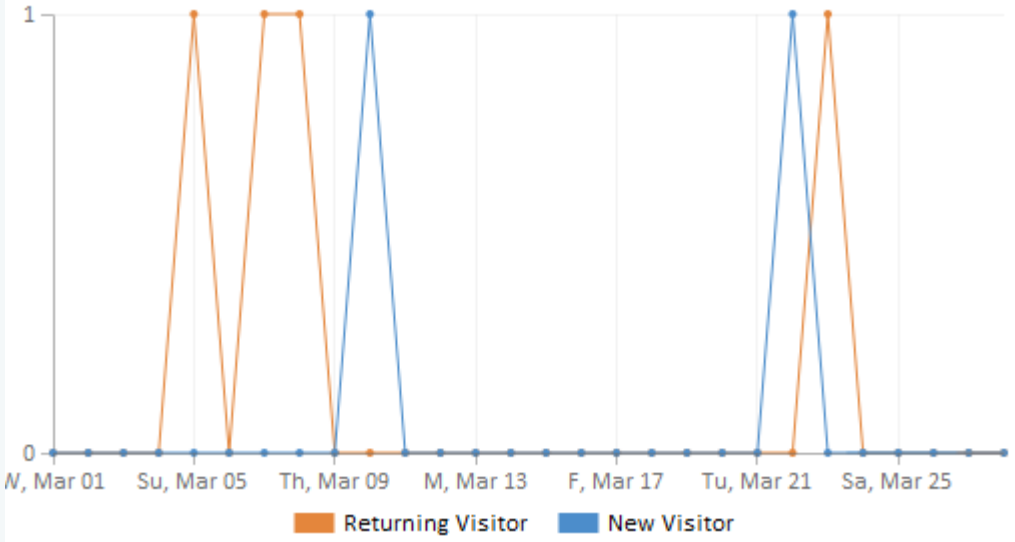
Distribution by OS & Browser Type



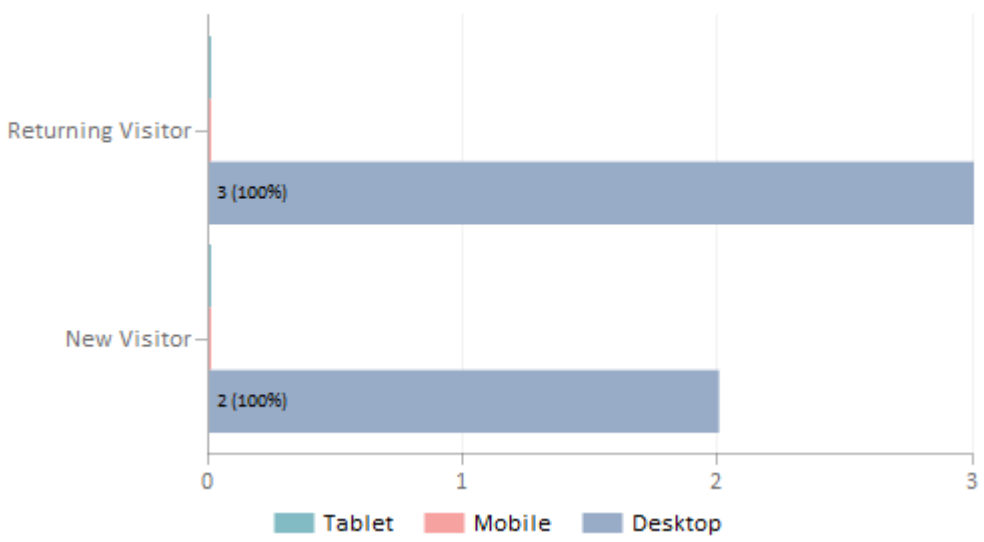
Traffic | Vkontakte 4

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
6	16.67%	26	00:01:44	33.33%

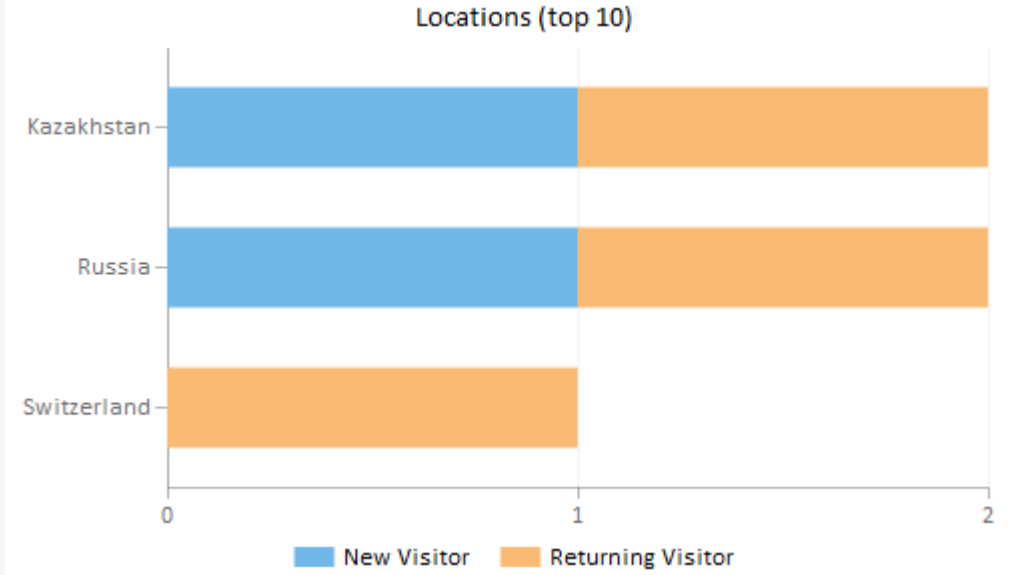
Traffic Trend



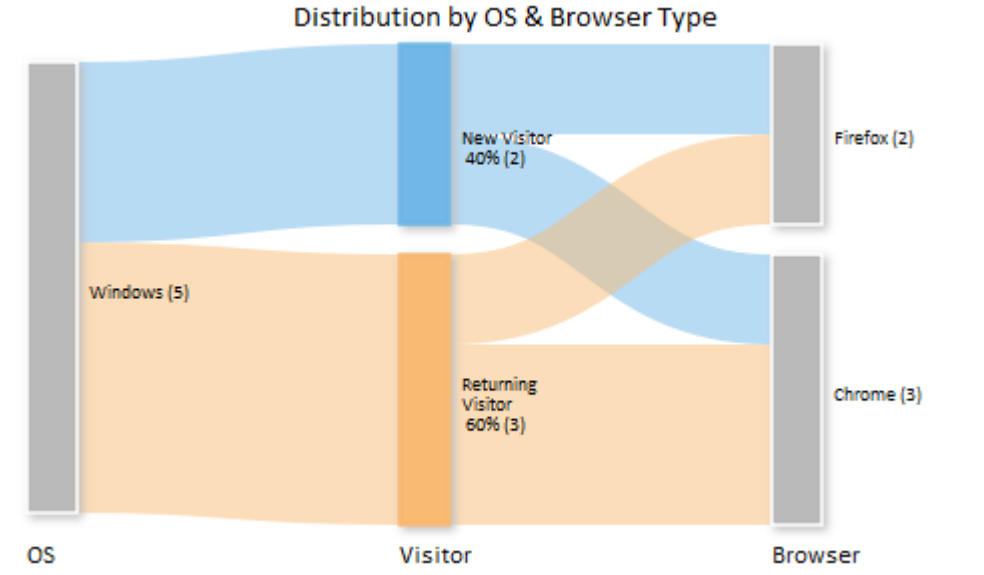
Distribution by Device Type



Locations (top 10)

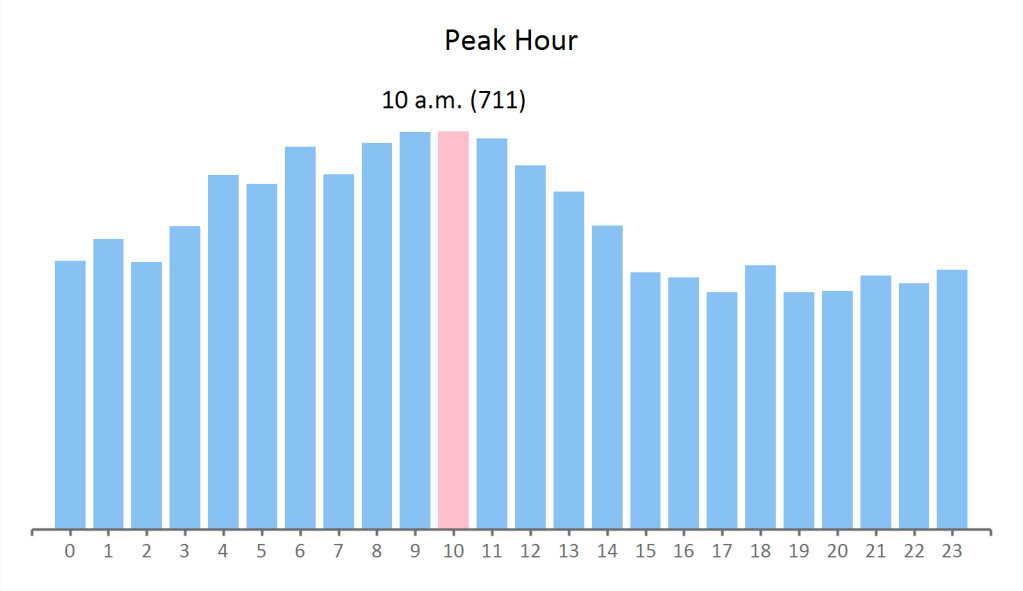


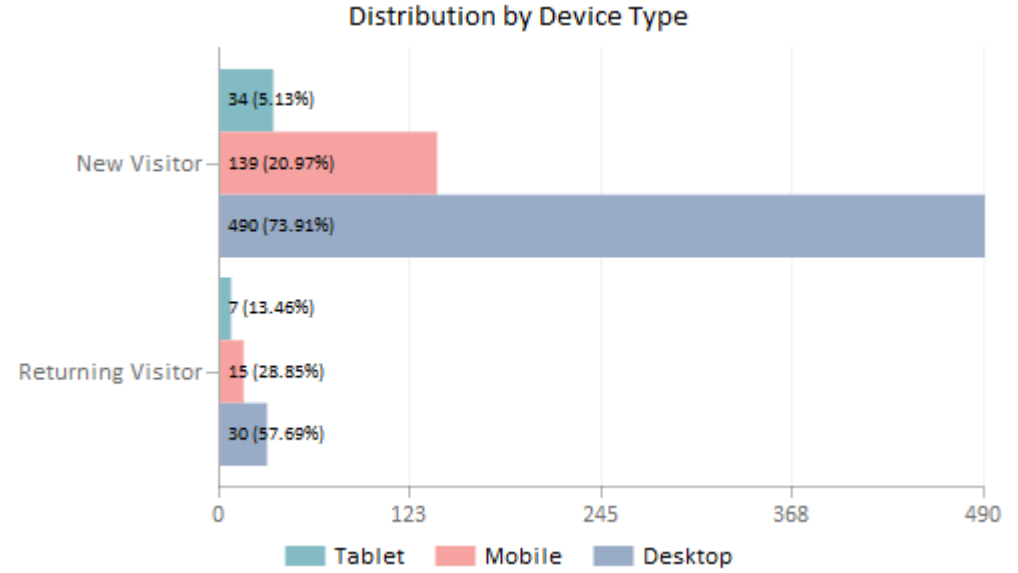
Distribution by OS & Browser Type

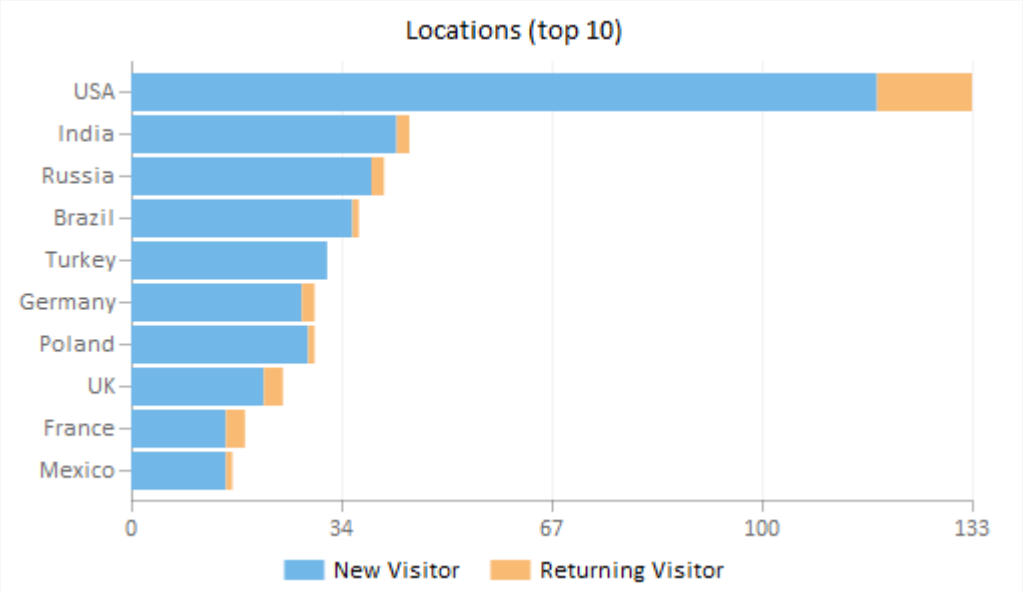


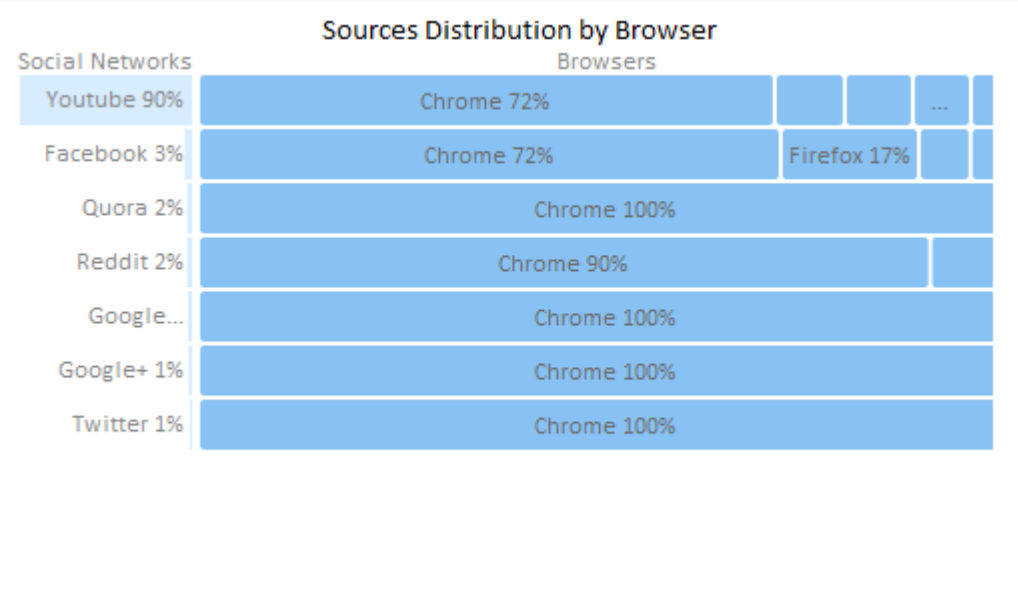
Social Media Peak Hours

Session	Bounce Rate	Pageviews	Time on Site (avg.)	% New Session
702	65.38%	1,503	00:01:45	92.45%







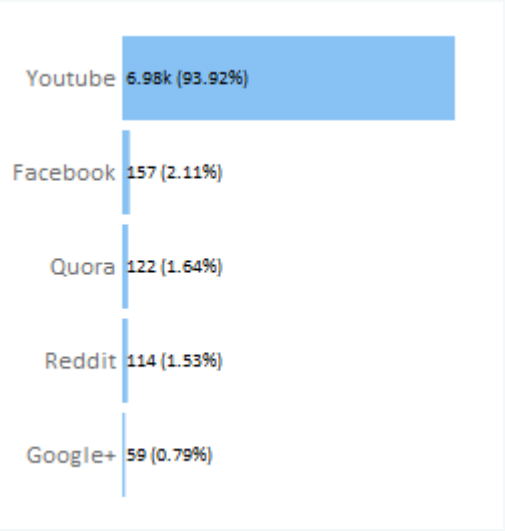


Users Preference by Browsers

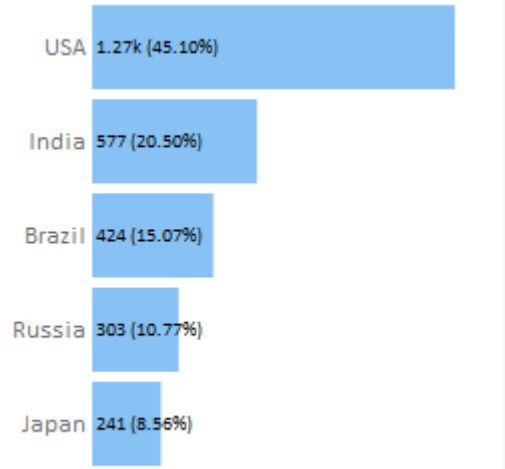
Chrome

7,513

Social Networks (top 5)



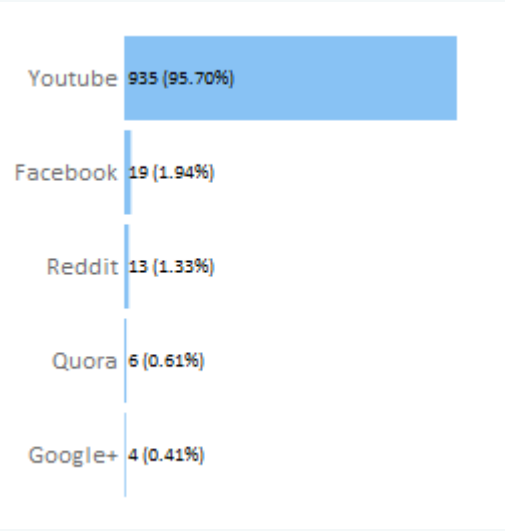
Locations (top 5)



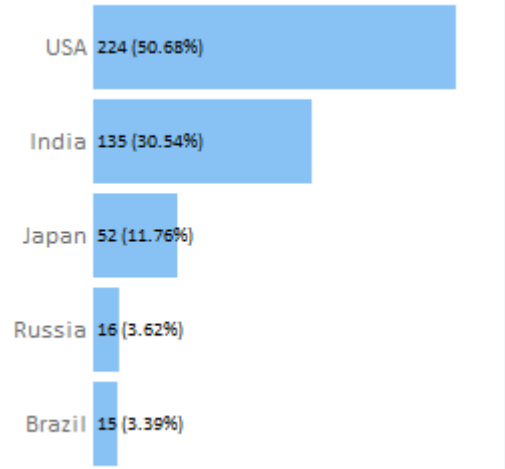
Safari

982

Social Networks (top 5)



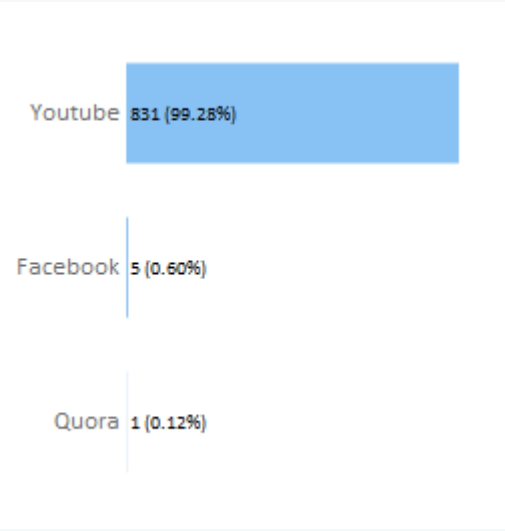
Locations (top 5)



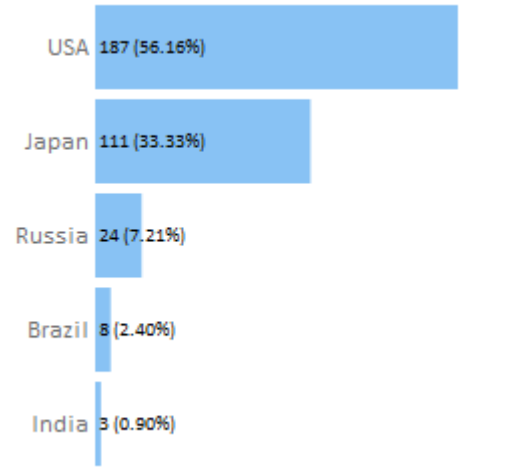
IE

837

Social Networks (top 5)



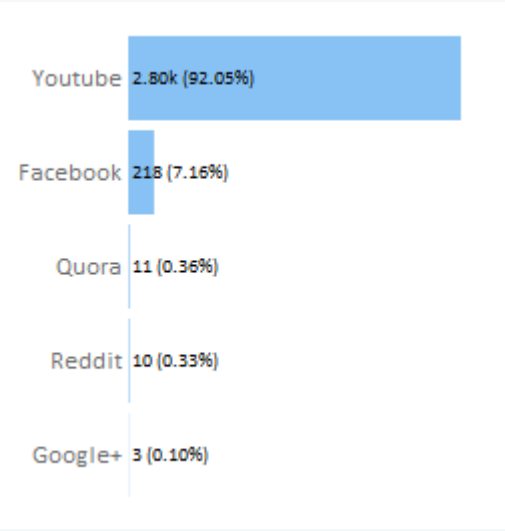
Locations (top 5)



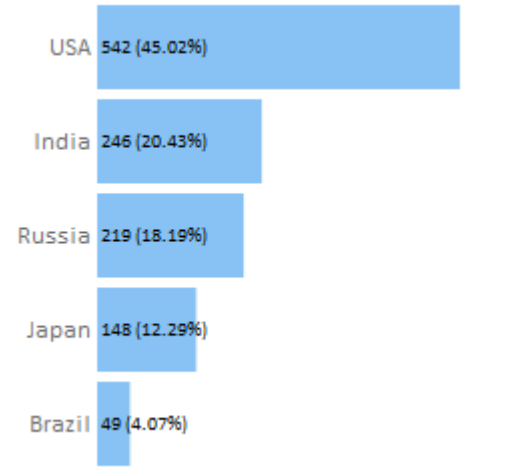
Others

3,078

Social Networks (top 5)



Locations (top 5)



Users Preference by Device Types

Desktop

9,389

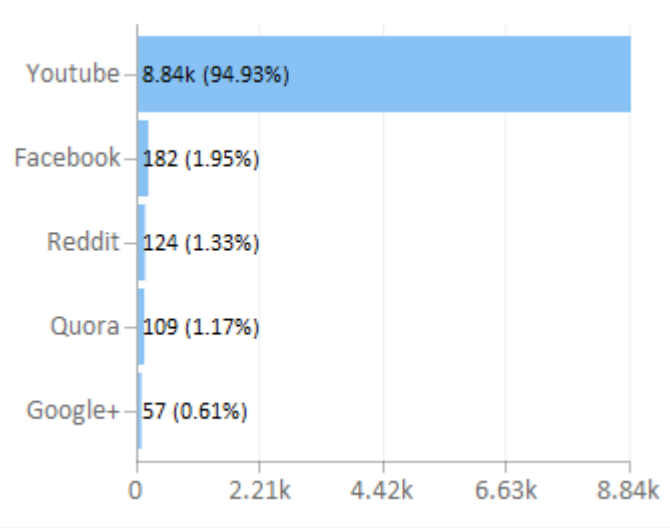
Tablet

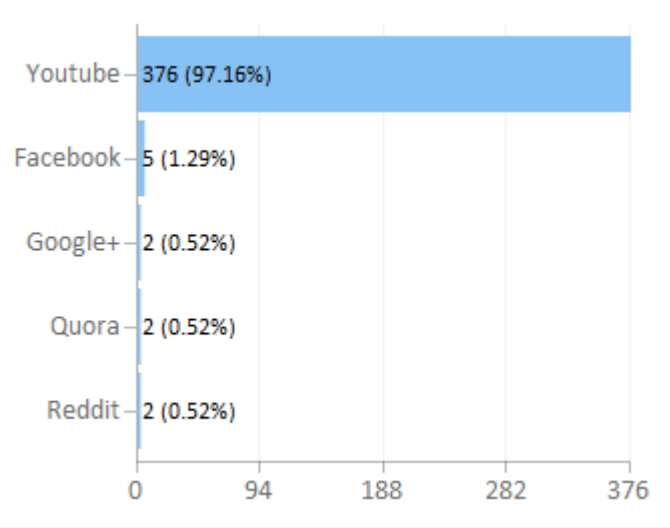
391

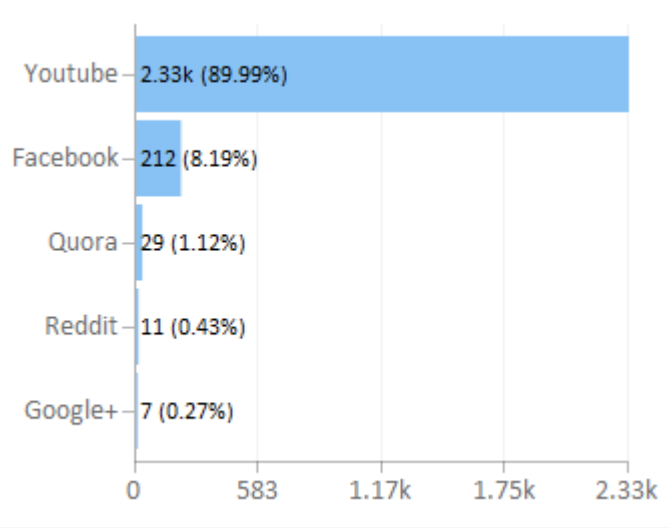
Mobile

2,629

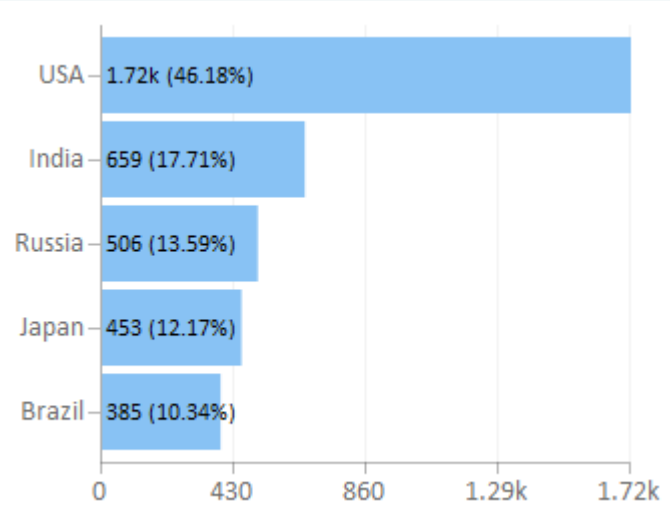
Social Networks (top 5)

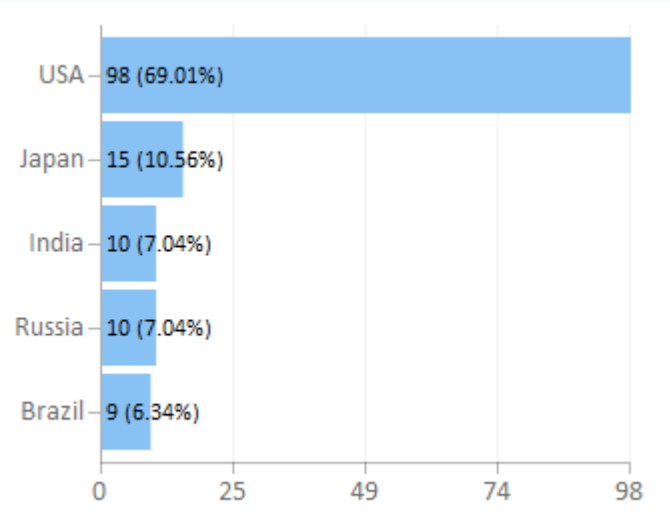


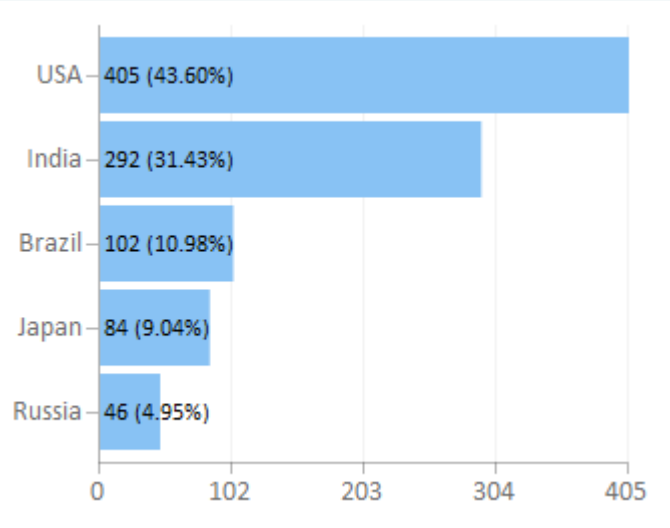




Locations (top 5)







Users Preference by Gender

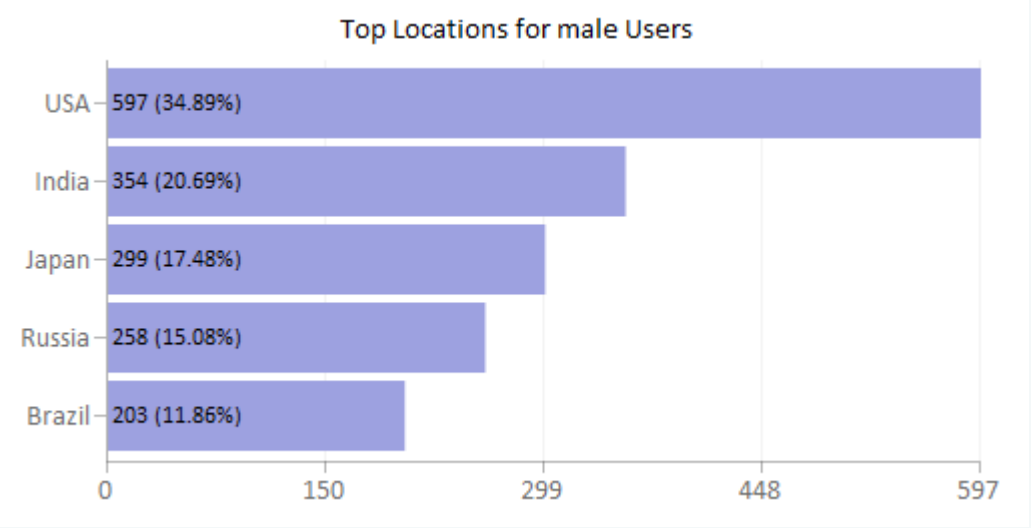
Male

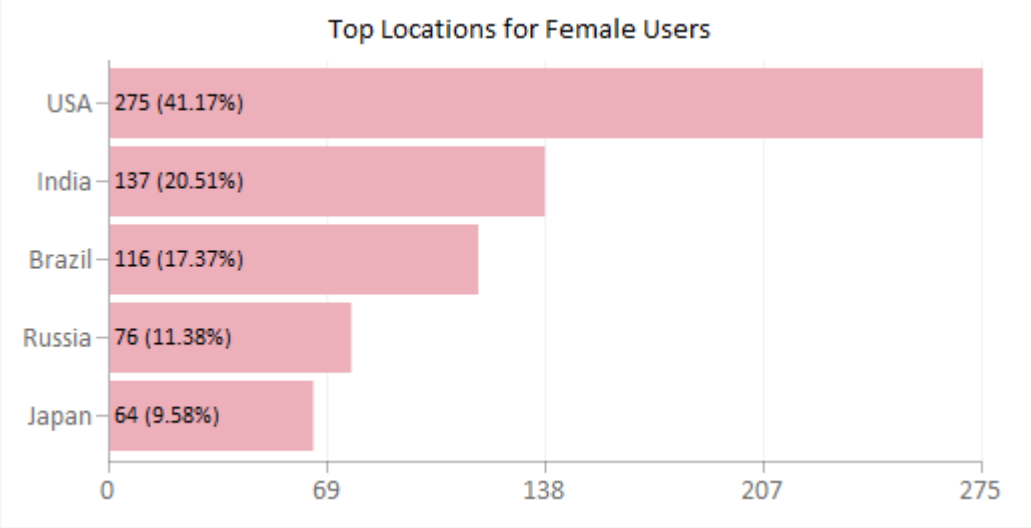
4,734

Female

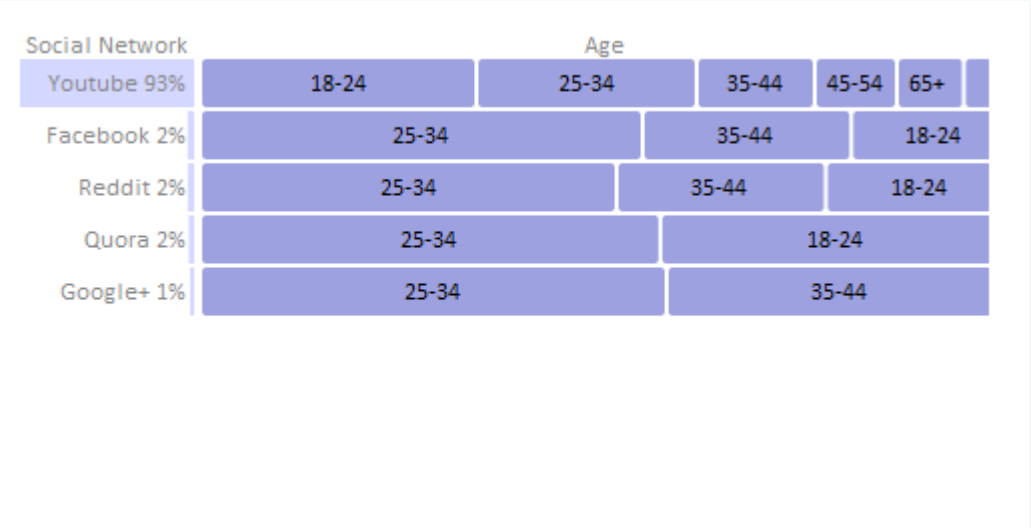
1,983

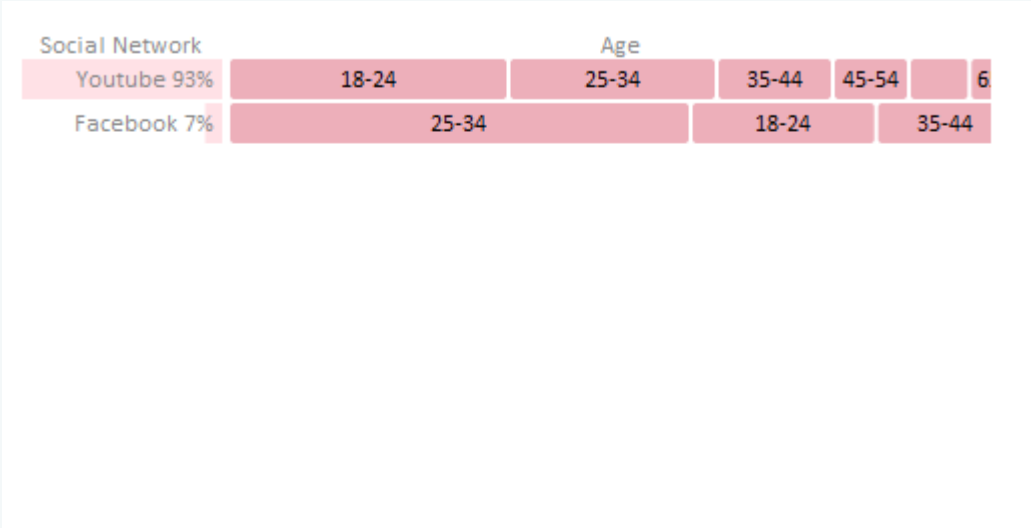
Locations (top 5)





Distribution of Social Networks by Age





Users Preference by Device Types

Desktop

9,389

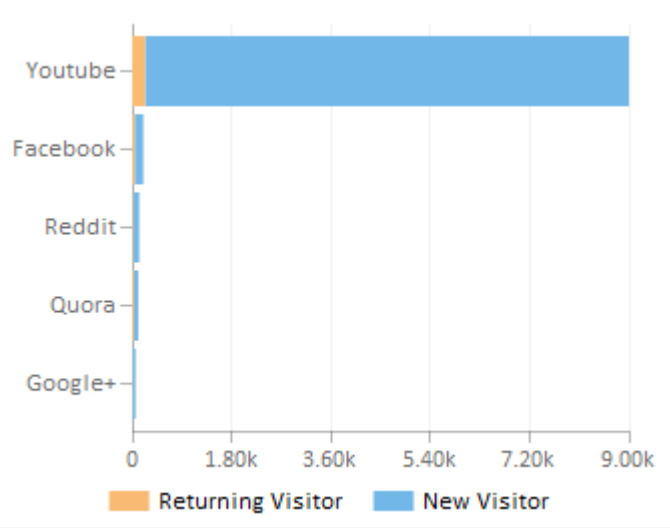
Tablet

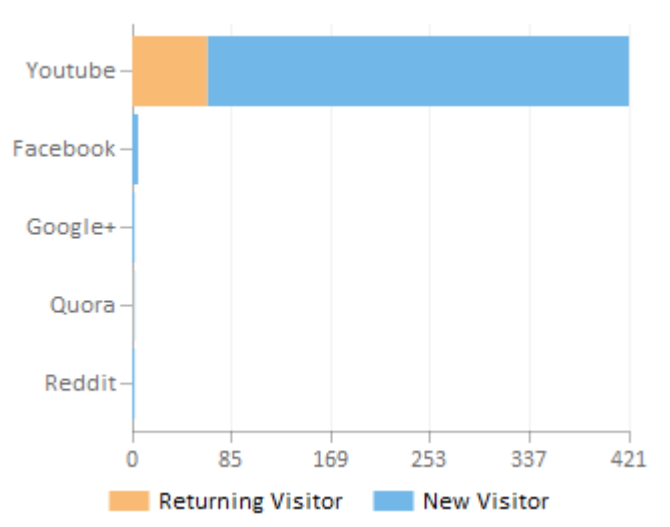
391

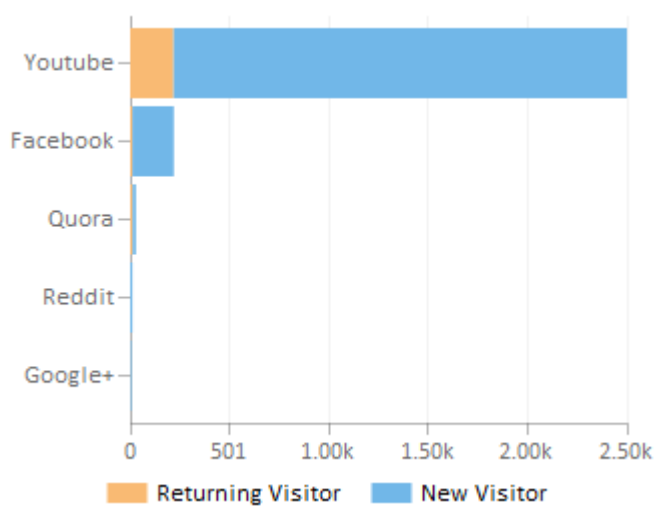
Mobile

2,629

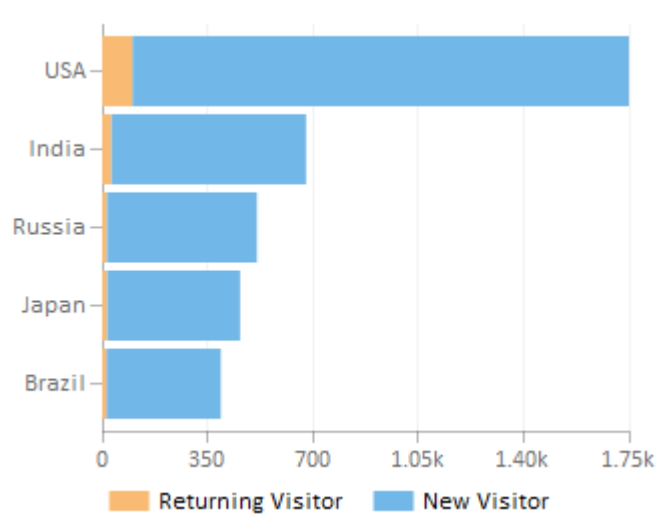
Social Networks (top 5)

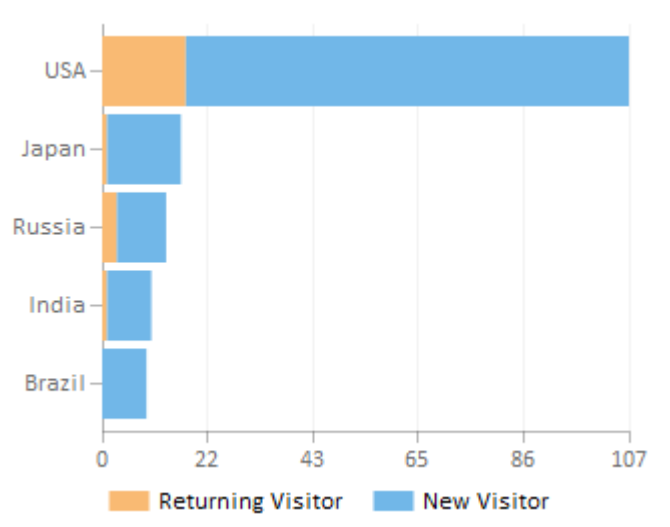


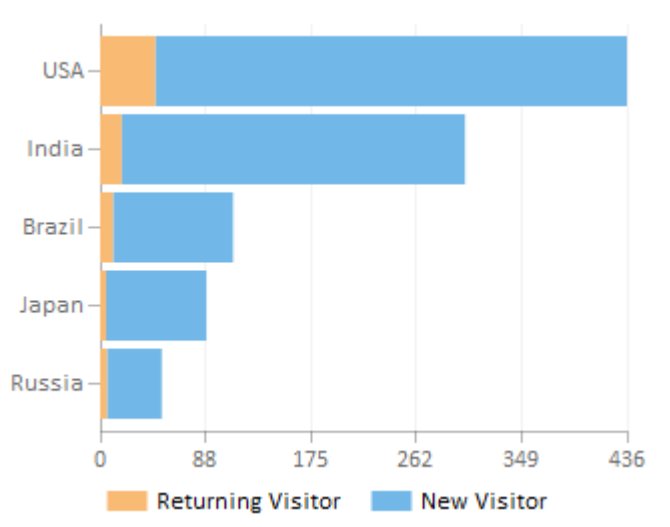




Locations (top 5)



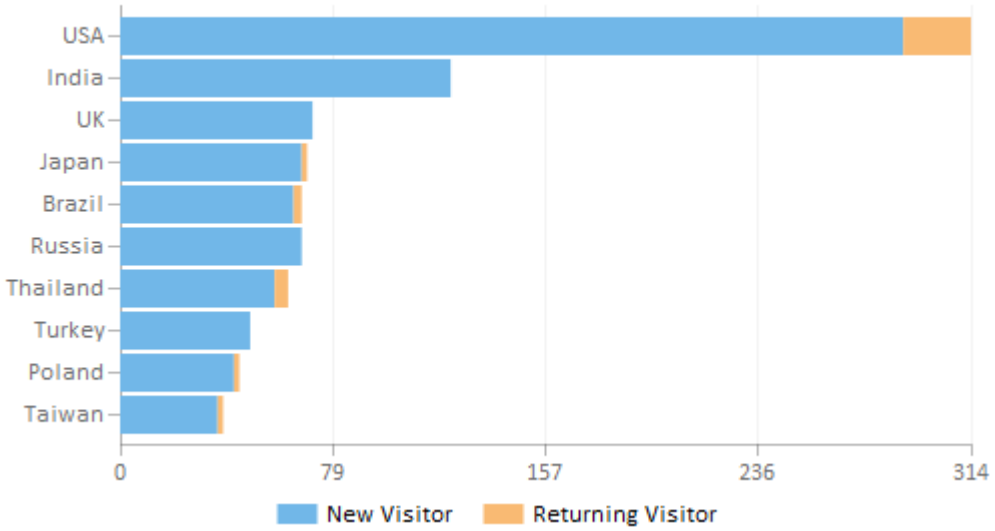




Traffic Distribution on Monday

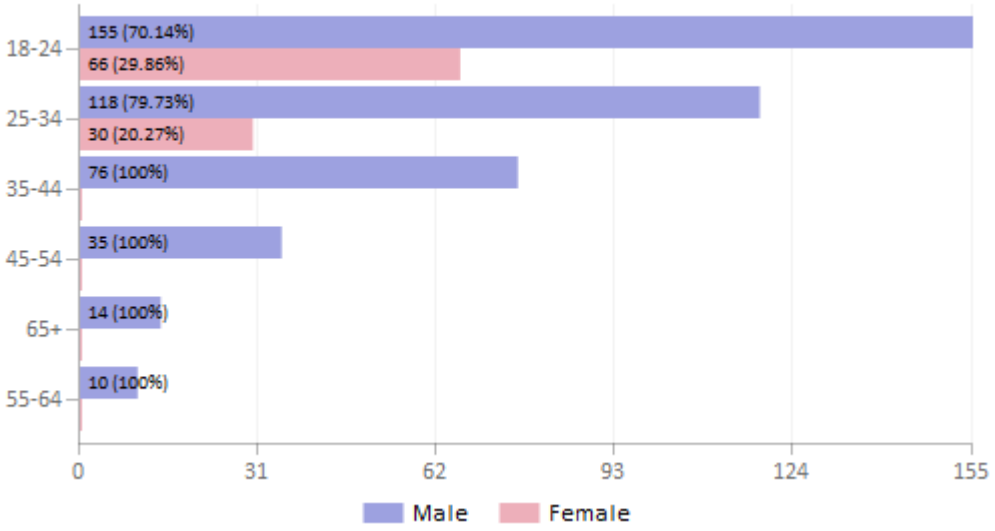
Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
1,656	62.74%	3,523	00:01:18	92.33%

Locations (top 10)

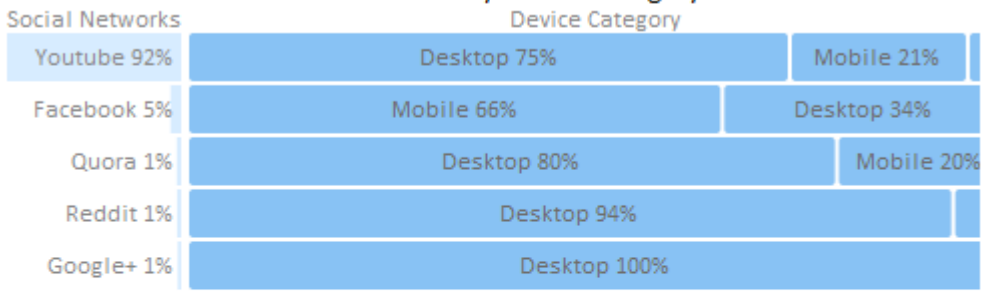


Social Media Traffic Trend by Hour of the Day

Users by Age and Gender



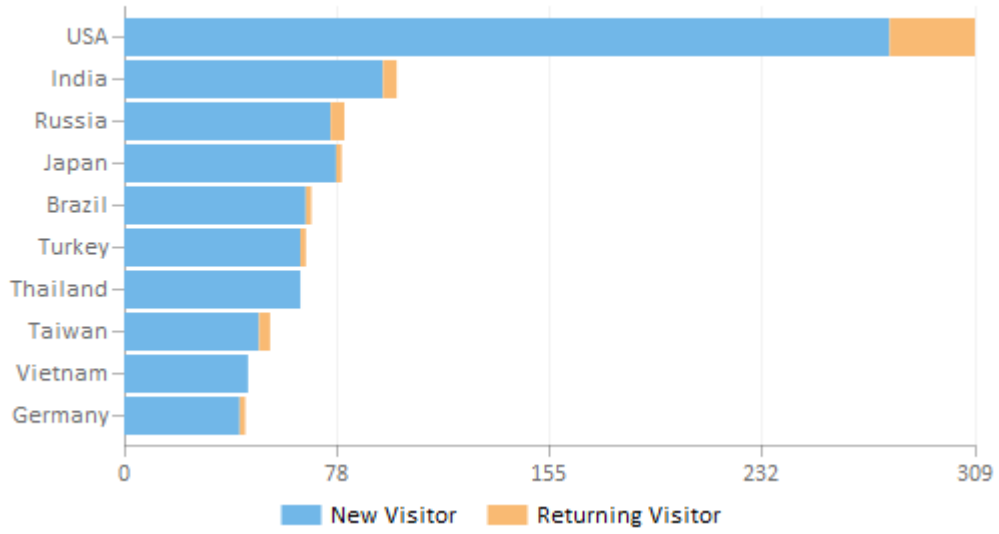
Distribution by Device Category



Traffic Distribution on Tuesday

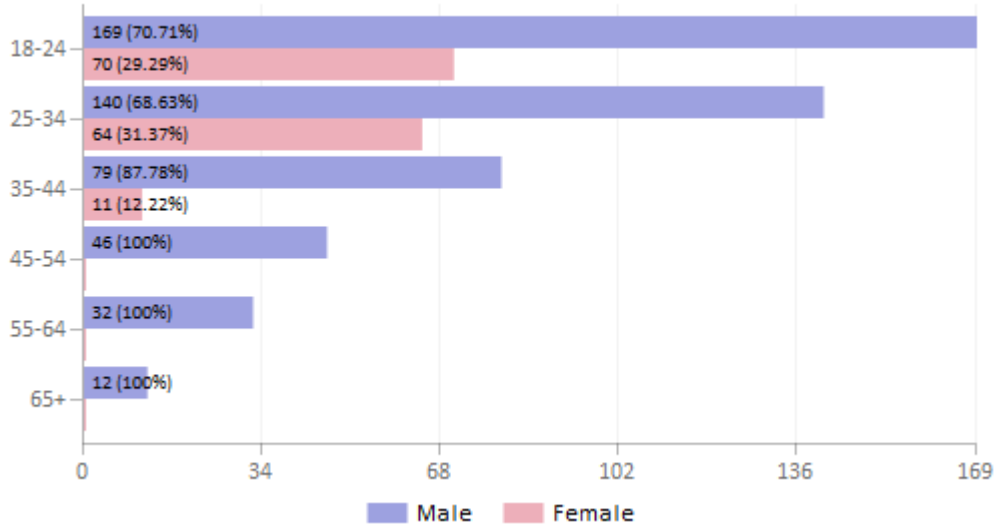
Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
1,745	63.95%	3,745	00:03:26	91.12%

Locations (top 10)

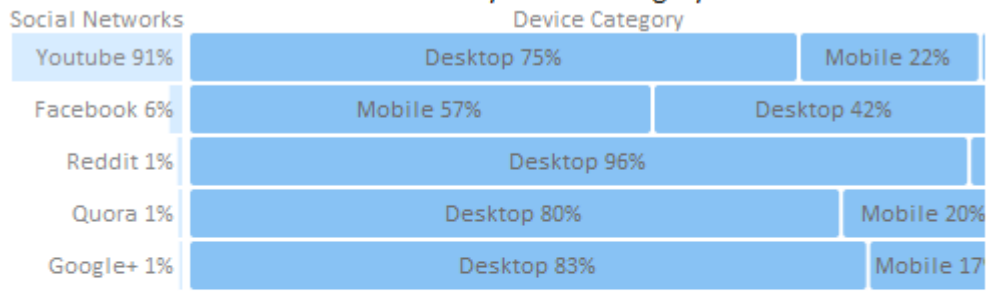


Social Media Traffic Trend by Hour of the Day

Users by Age and Gender



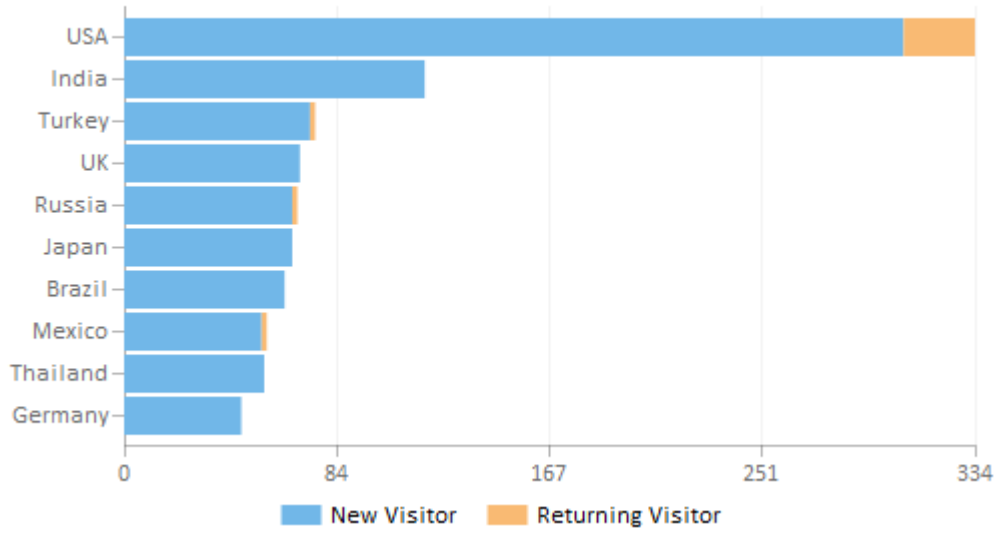
Distribution by Device Category



Traffic Distribution on Wednesday

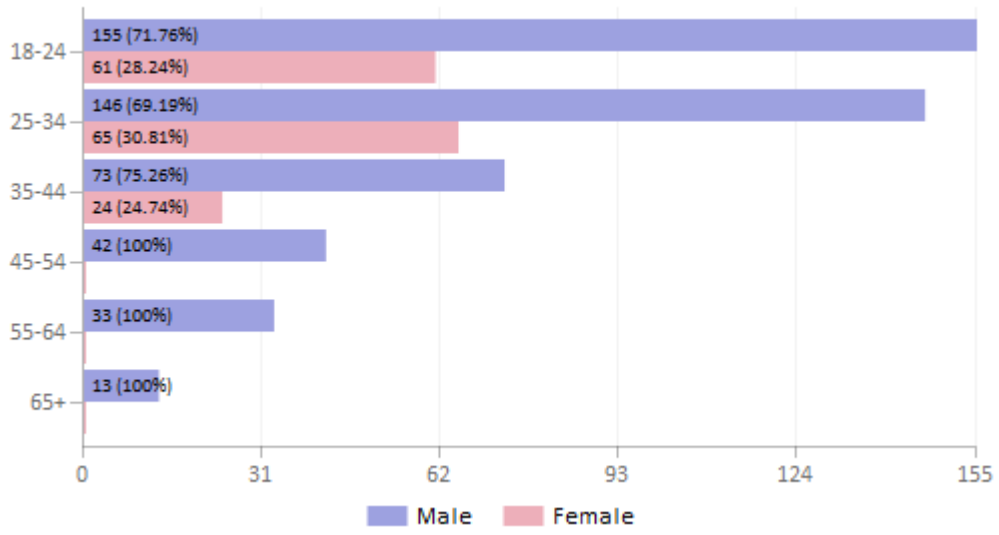
Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
1,783	62.42%	3,867	00:01:47	91.81%

Locations (top 10)

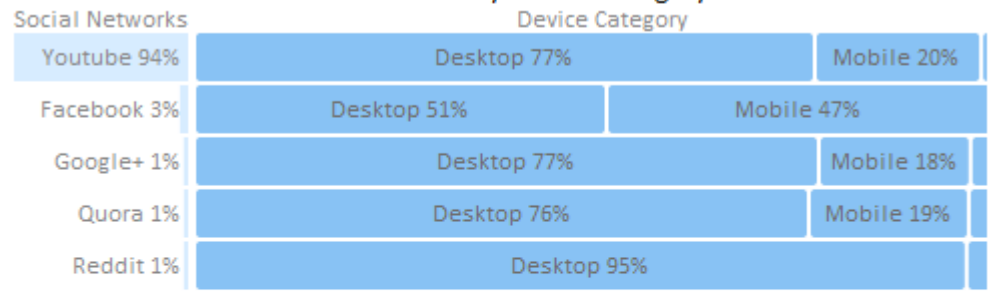


Social Media Traffic Trend by Hour of the Day

Users by Age and Gender



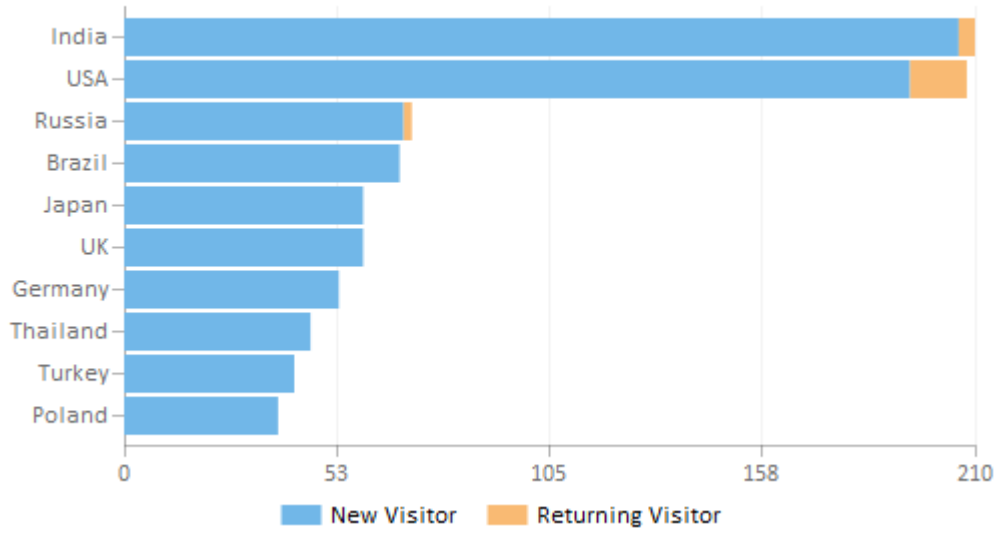
Distribution by Device Category



Traffic Distribution on Thursday

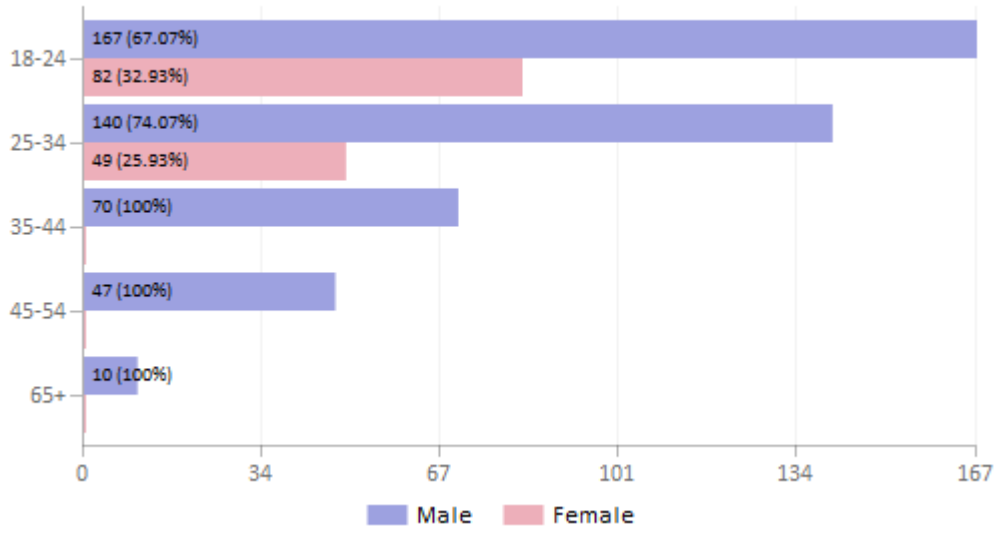
Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
1,717	67.33%	3,535	00:02:05	92.14%

Locations (top 10)

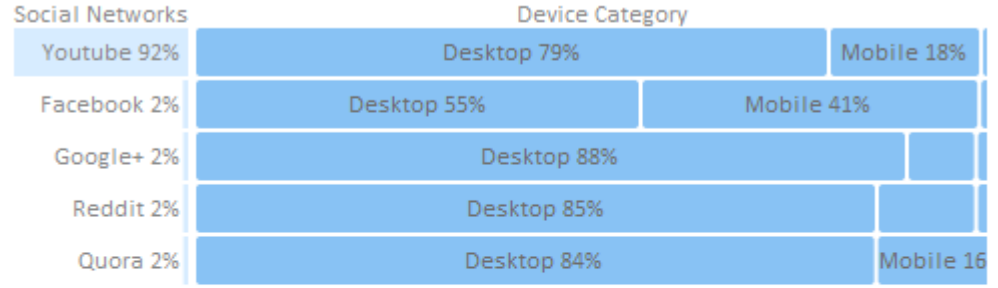


Social Media Traffic Trend by Hour of the Day

Users by Age and Gender



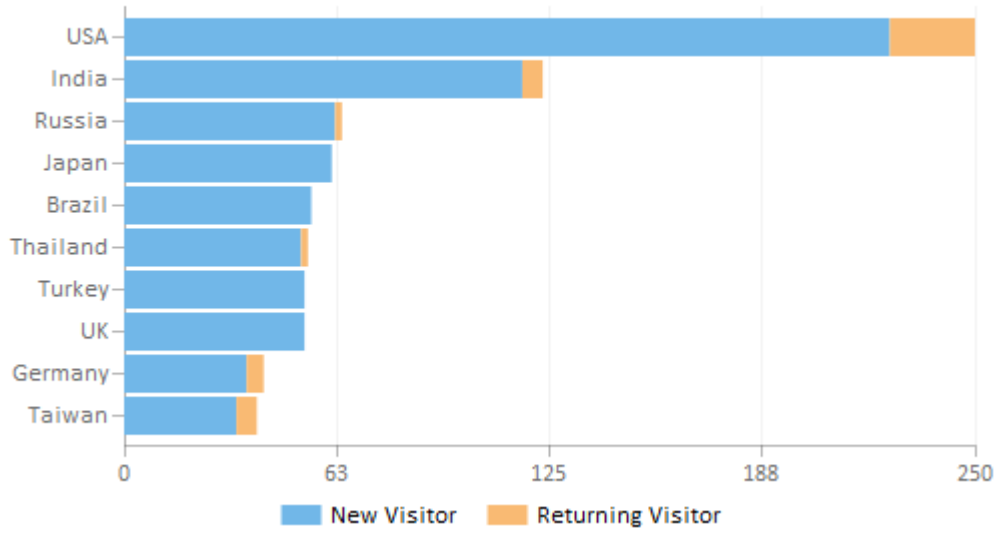
Distribution by Device Category



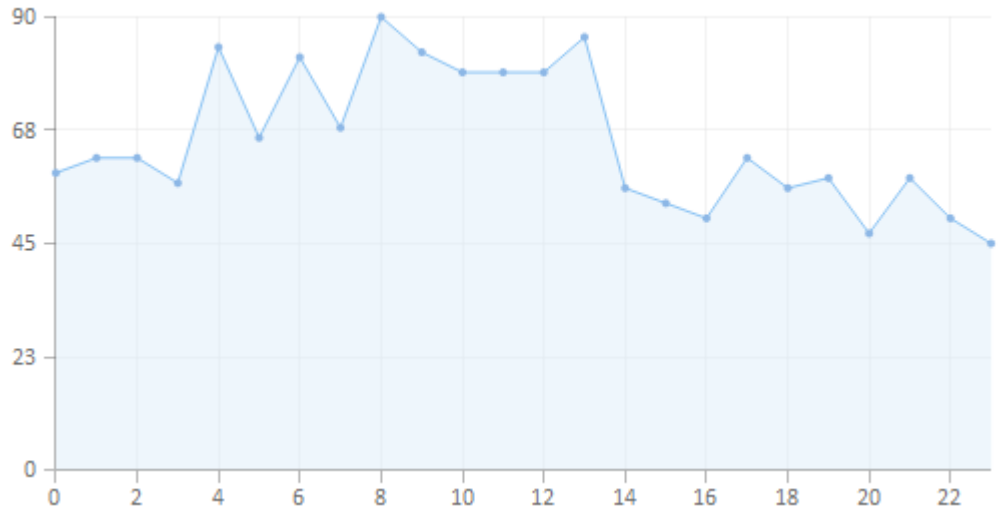
Traffic Distribution on Friday

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
1,553	63.04%	3,485	00:01:39	90.92%

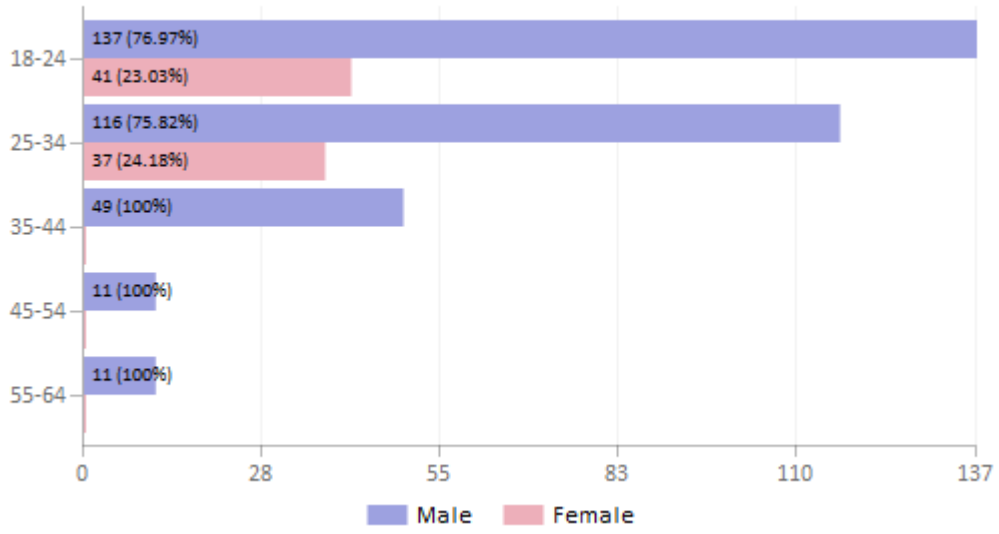
Locations (top 10)



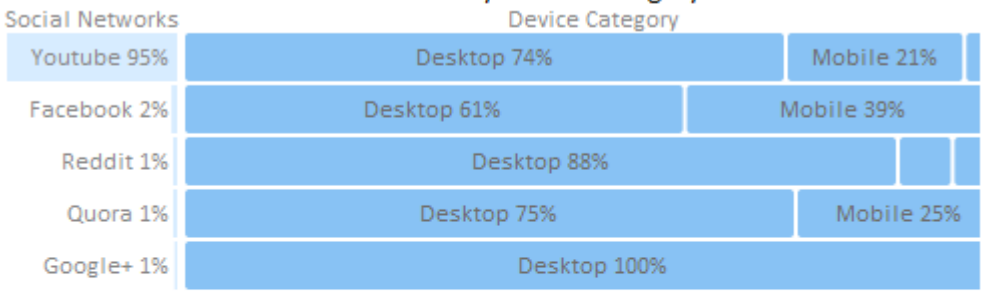
Social Media Traffic Trend by Hour of the Day



Users by Age and Gender



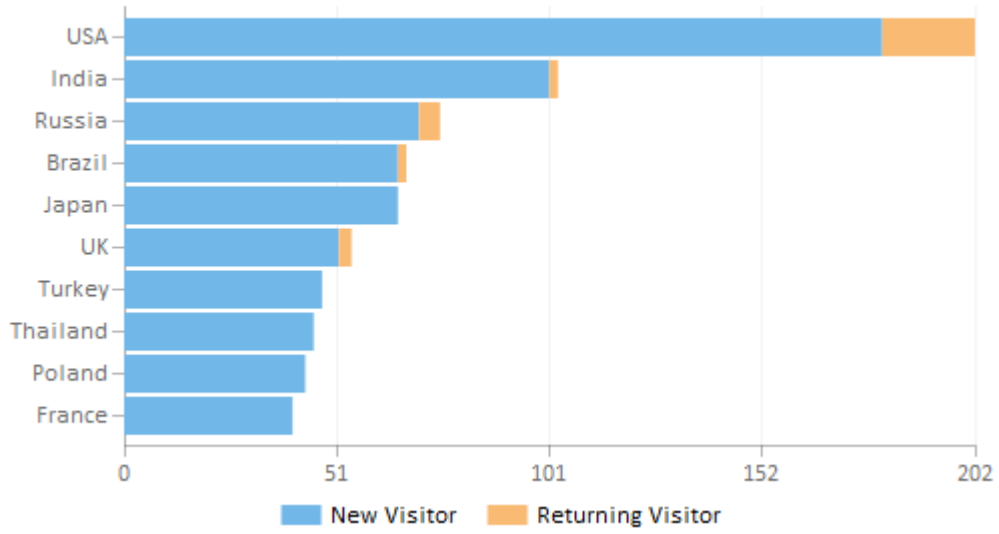
Distribution by Device Category



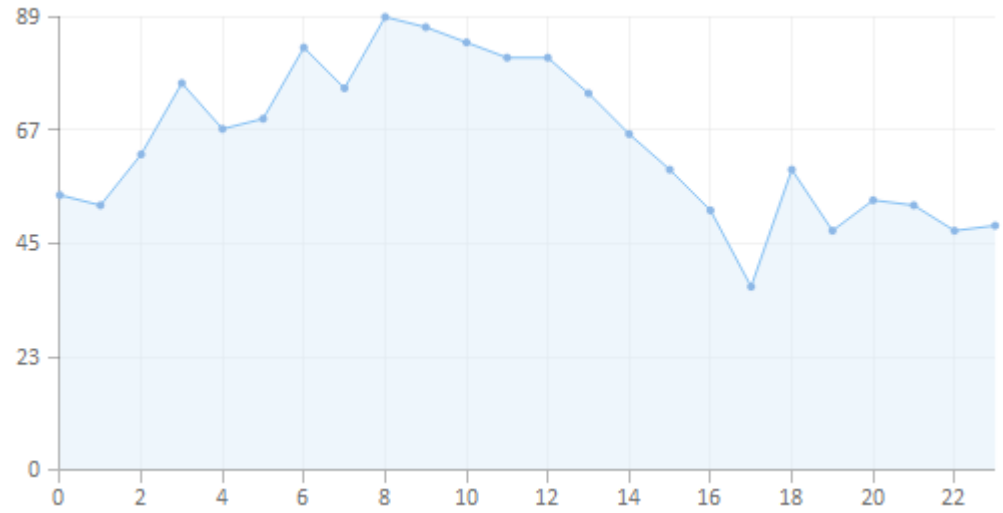
Traffic Distribution on Saturday

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
1,537	65.84%	3,429	00:03:13	92.65%

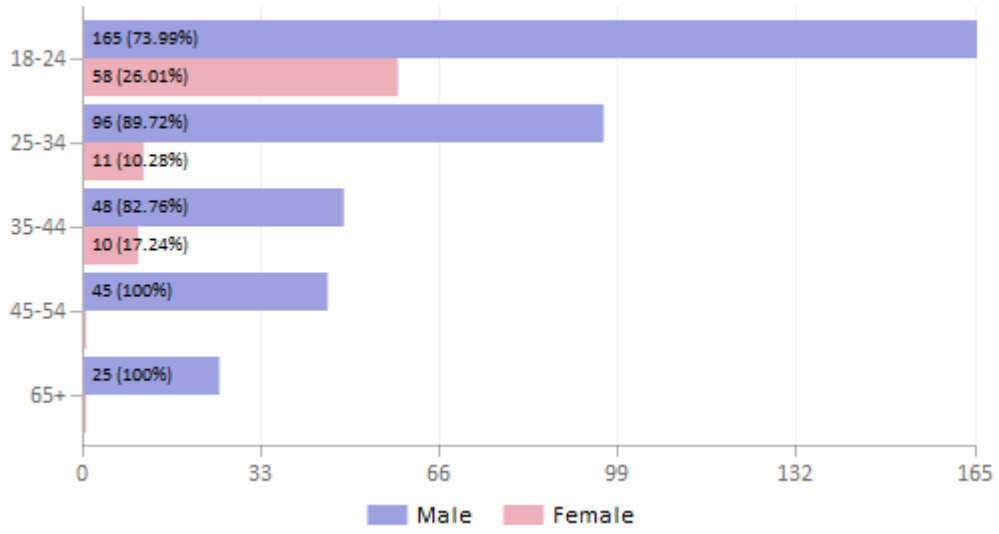
Locations (top 10)



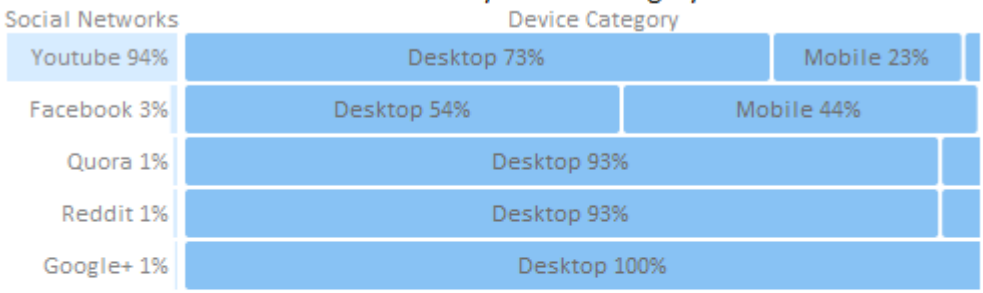
Social Media Traffic Trend by Hour of the Day



Users by Age and Gender



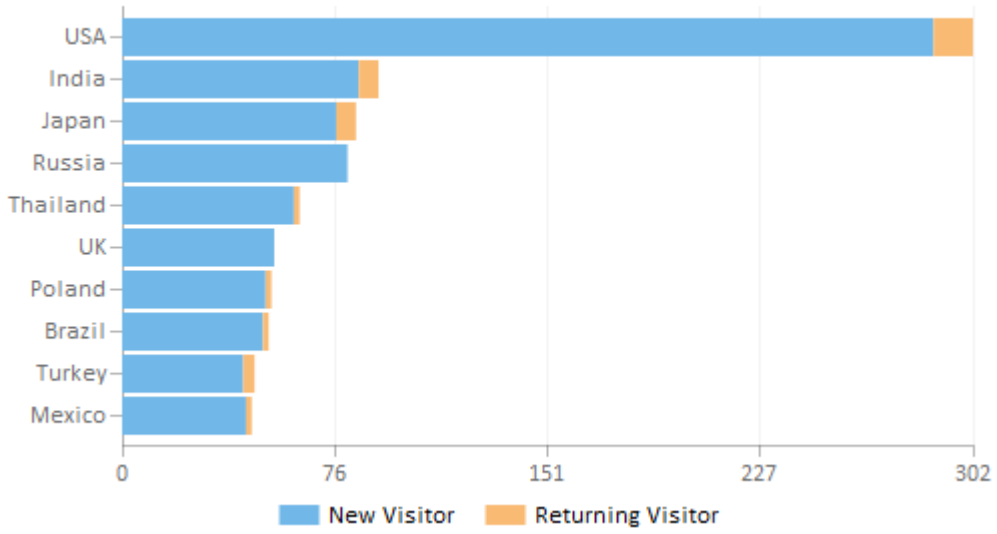
Distribution by Device Category



Traffic Distribution on Sunday

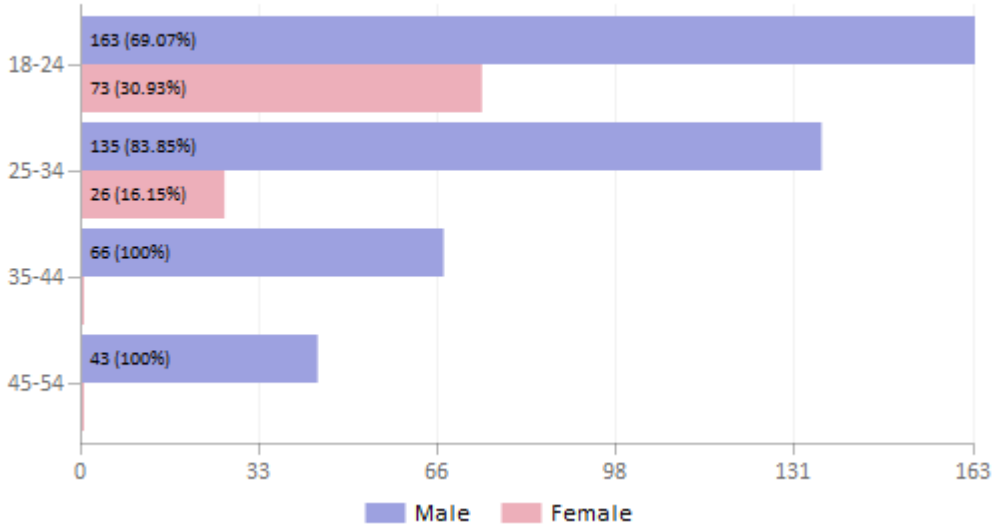
Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
1,700	61.88%	3,739	00:03:10	92.00%

Locations (top 10)

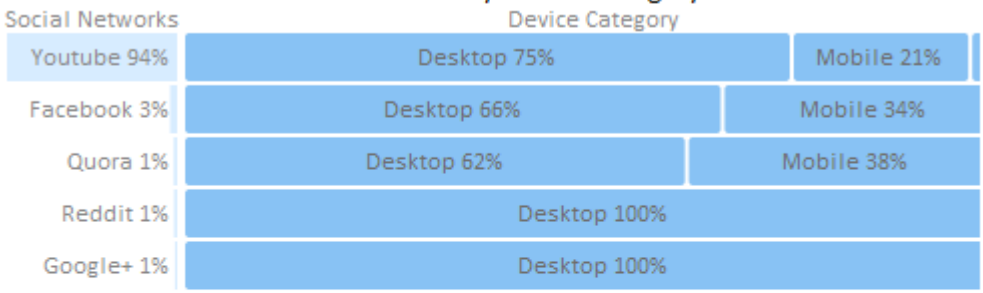


Social Media Traffic Trend by Hour of the Day

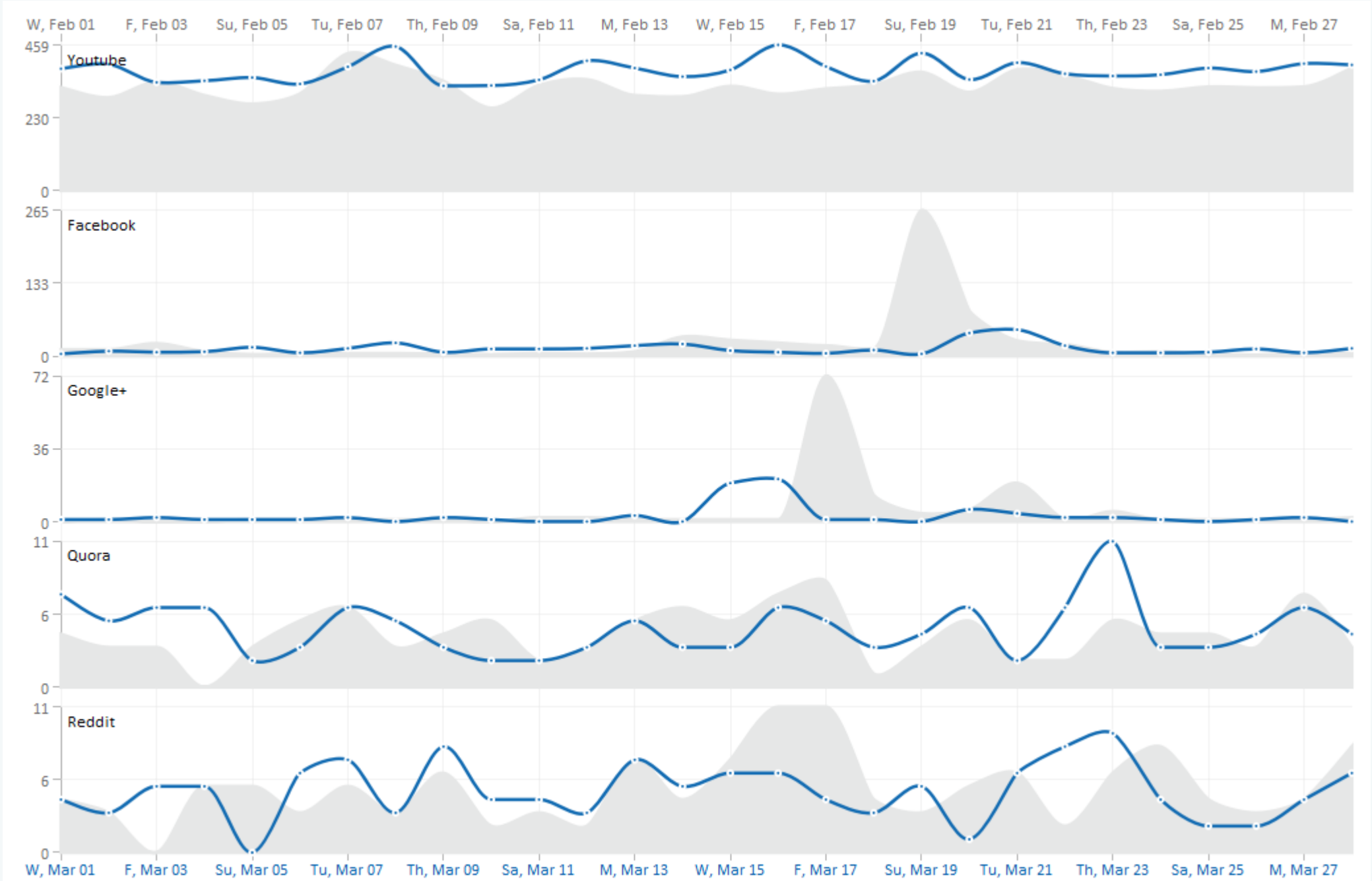
Users by Age and Gender



Distribution by Device Category



Social Media Traffic Trend (top 5, previous vs. current)



Users Preference by Age

18-34

3,386

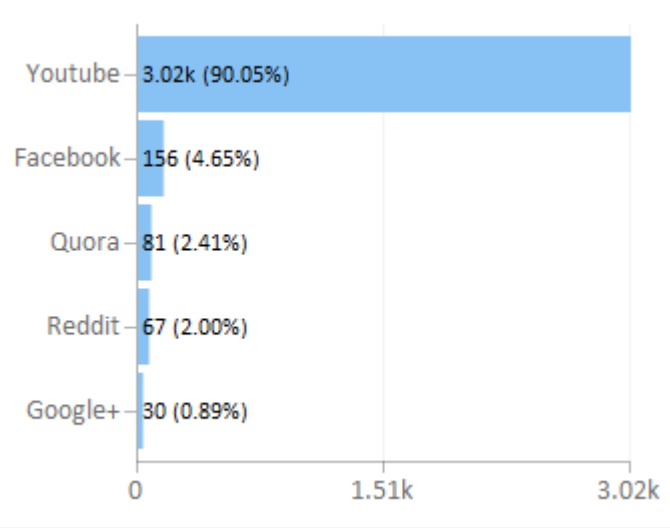
35-54

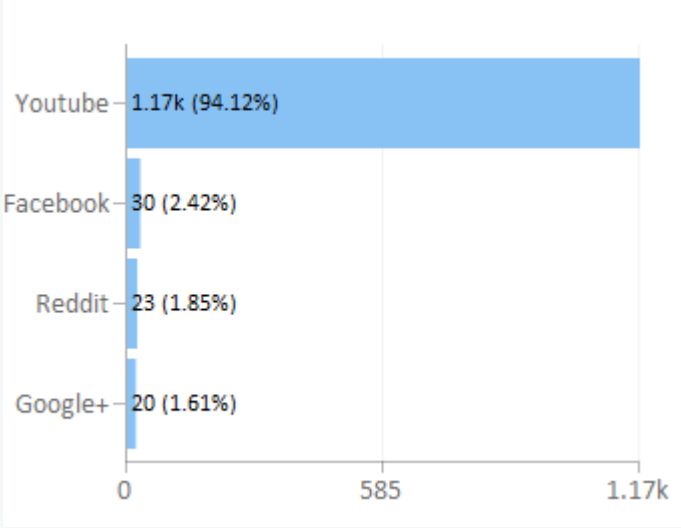
1,263

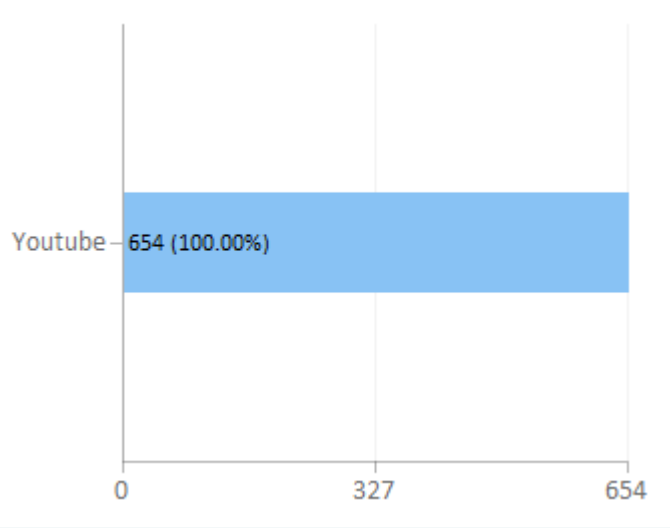
55+

654

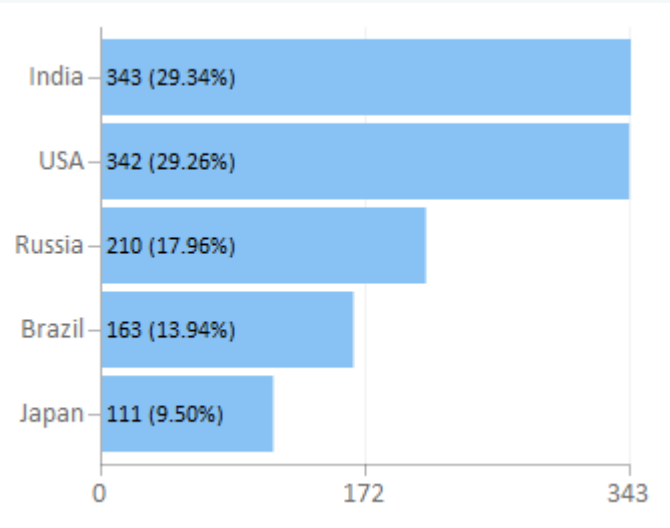
Social Networks (top 5)

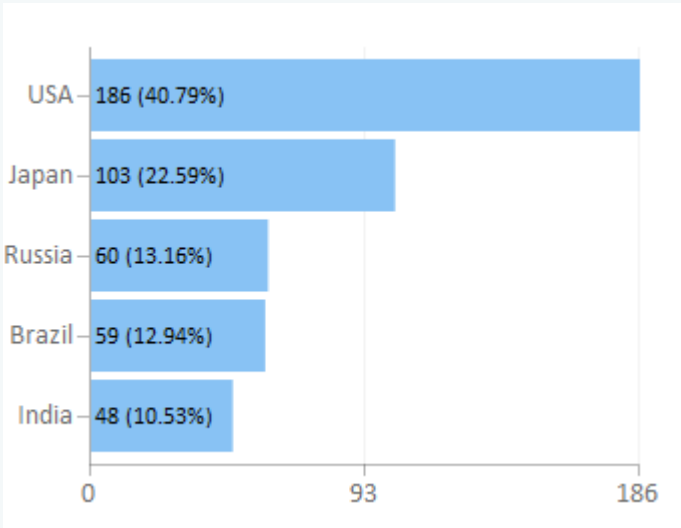


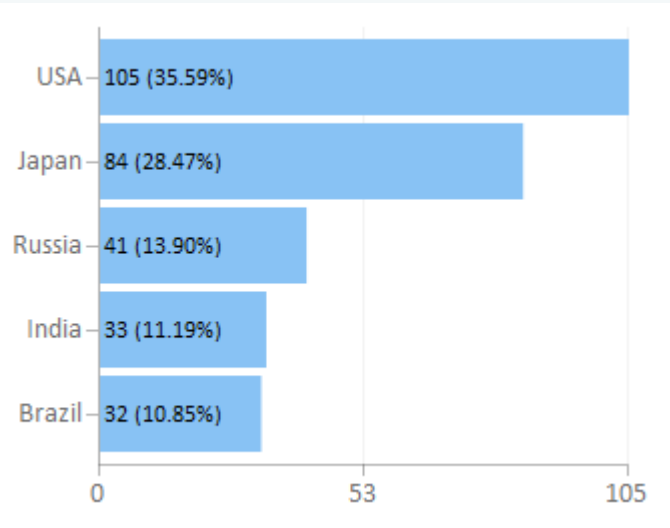




Locations (top 5)







Appendix

These are the terms we get asked about the most.

Google Analytics Terminology

Google Analytics provides description of many technical terms on their help pages. Here are a few selected ones we use in this report.

Users

A user is someone who visits your site. A user will be New and then Returning. There is a significant difference between visits and users. A visit is time on the site whereas a user is a group of visits made on one computer. The number of users will always be lower than the number of visits to a site, this is because some users will visit more than once.

New and Returning Visitors

Through the use of cookies, Google Analytics will know if a user has been to your site on that browser before – and if so, will track them as a returning Visit. If no information is available in the cookies, the visitor is tracked as a New Visit. If the cookie that tracks this has expired or been deleted then the visit will be classed as New.

Gender

Users Gender.

Bounce Rate

The percentage of single page sessions. These are sessions in which the user visits a page, and then leaves your site from the same page without interacting with the page.

Time on Site (avg.)

Time on Page represents the average amount of time, in seconds, a user spends on a particular page. Technically, it represents the time between the start time of a given Pageview and the start time of the subsequent Pageview or Event.

Source

The place users are before seeing your content, like a search engine or another website. The source of a visit is the specific place that sent the visit to your site. i.e., Google.com

Pageviews

The number of pages a visitor views over the duration of their visit to your website. Page views allow you to see which pages on your site are the most popular.

Sessions

(formerly known as Visits) The number of times your website is accessed (this is different from number of Visitors) and the period of time users are actively engaged on your website.

% New Sessions

Percentage of first-time site visitors.

Location

The geographic region from which the session originated.

Peak Hour

Time of day does your website get the most traffic.

Preferred Device Type

The Device used by visitors to your website.

Social Networks

Is an online platform that is used by people to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections.

About PolyVista, Inc.

A Houston-based company founded in 1995, PolyVista is a cloud-based analytical platform that delivers results beyond what conventional analysis and reporting tools are able to provide. With PolyVista's software as a service (SaaS) solution, clients across all industries and business roles are able to harness the power of our automated text analysis capabilities to extract meaningful and previously unknown business insights, anomalies, patterns and correlations hidden in their data. The information discovered by PolyVista serves as the foundation for solving complex and diverse business issues. Contact PolyVista today to learn more.

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