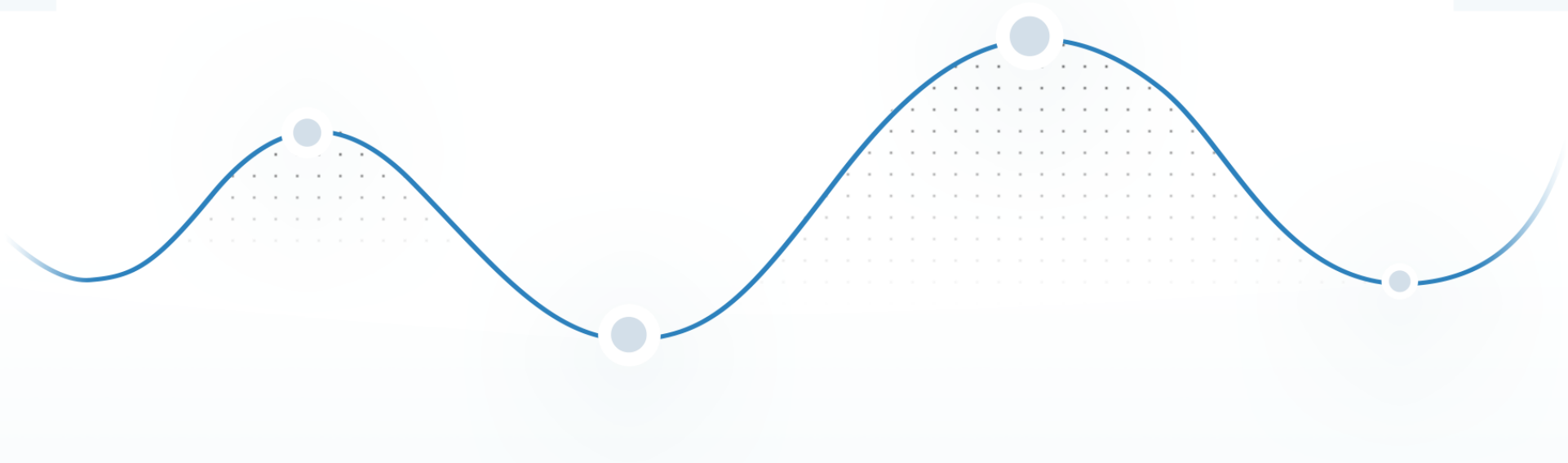
iPDF®

Click, don't scroll

Google Analytics Reports



PolyVista

Web Traffic Acquisition Report

For Google Merchandise Store

Mar 01, 2017 – Mar 28, 2017

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. Summary

The web analytics is presented in a summarized format.

3. Traffic Distribution by Channels

The button navigates to acquisition List section of the report. The section provide insights on the traffic distribution by channel. A drill analysis on channels respectively.

4. Channel Comparison Trend

The button navigates to Acquisition Trend over time of the report.

5. 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

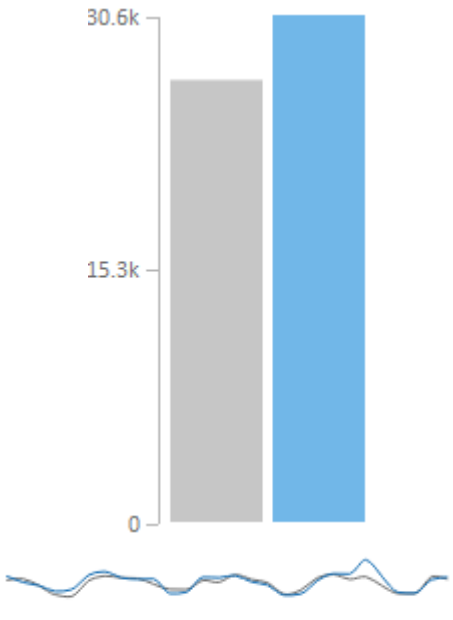
This report is best viewed with Adobe Acrobat viewer

Summary

Organic Search

26,676 / 30,598

14.70% ▲

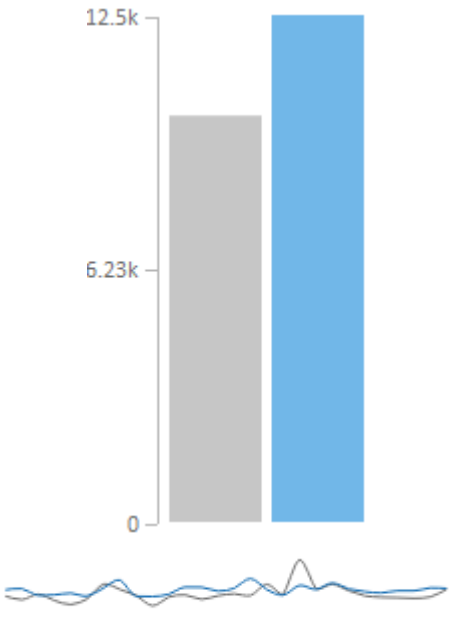


Google	29,917 ▲
Yahoo	244 ▲
Bing	225 ▲
Baidu	132 ▼
Ask	25 ▼

Social

9,993 / 12,467

24.76% ▲

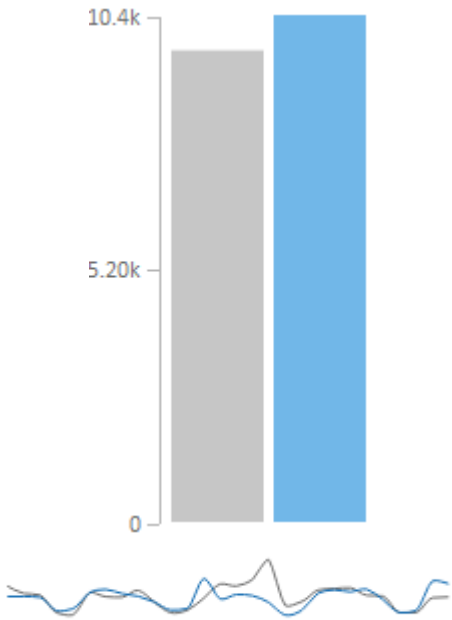


Youtube.com	11,604 ▲
M.facebook.com	214 ▼
Quora.com	140 ▲
Reddit.com	137 ▲
Facebook.com	98 ▼

Direct

9,670 / 10,395

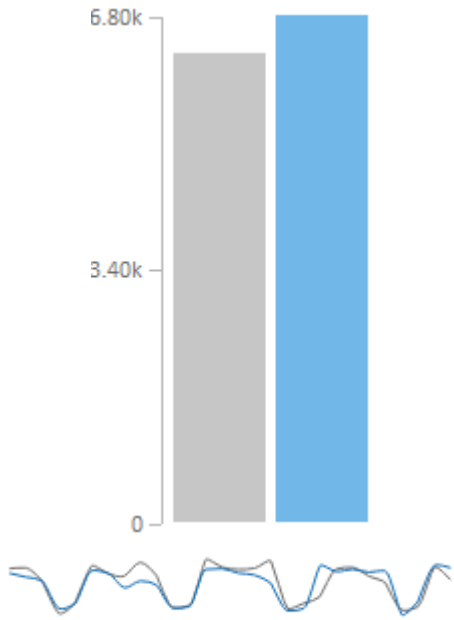
7.50% ▲



Referral

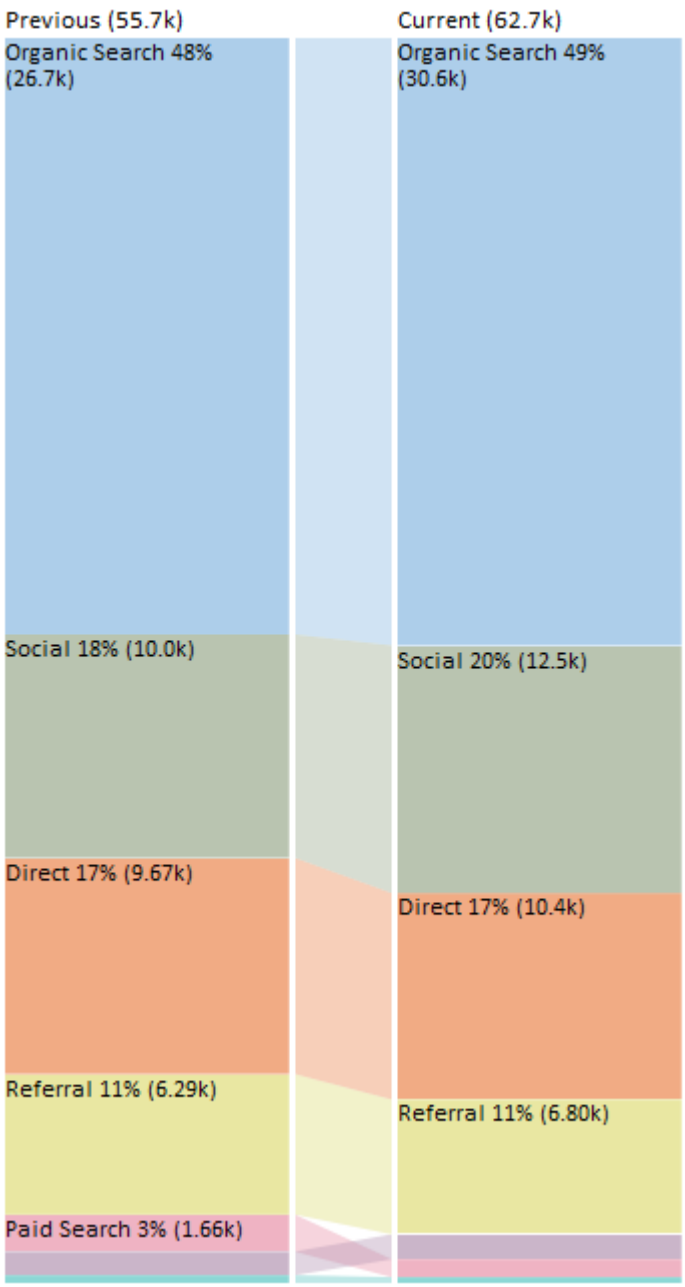
6,287 / 6,796

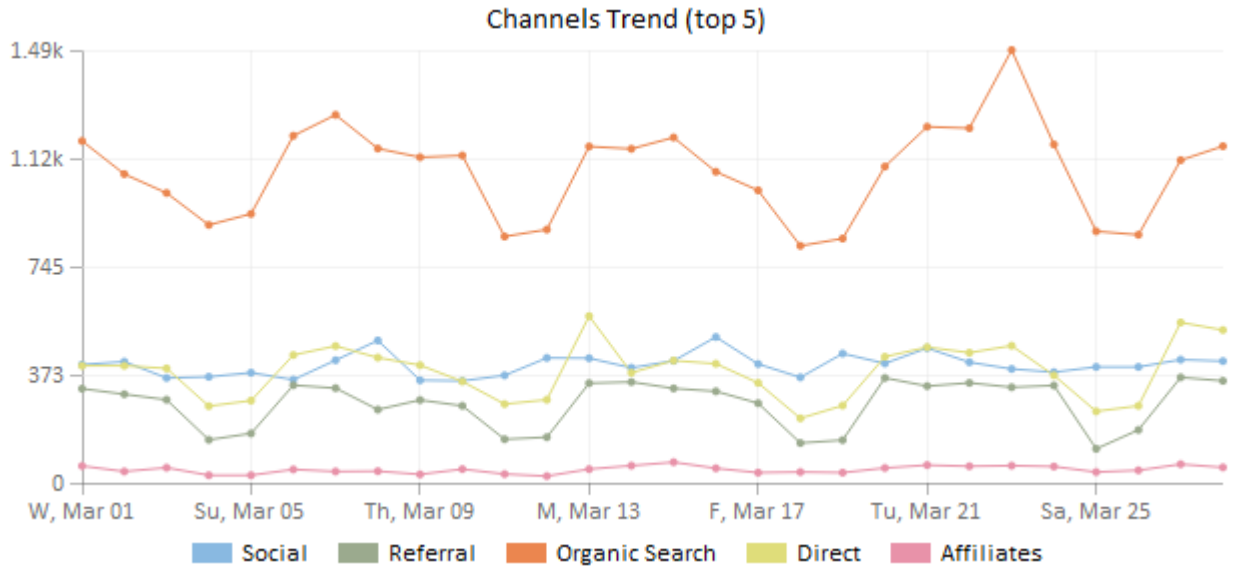
8.10% ▲



Mall.googleplex.com	3,673 ▲
Analytics.google.com	1,242 ▲
Sites.google.com	618 ▲
Google.com	479 ▲
Siliconvalley.abo...	183 ▲

Traffic Distribution by Channels

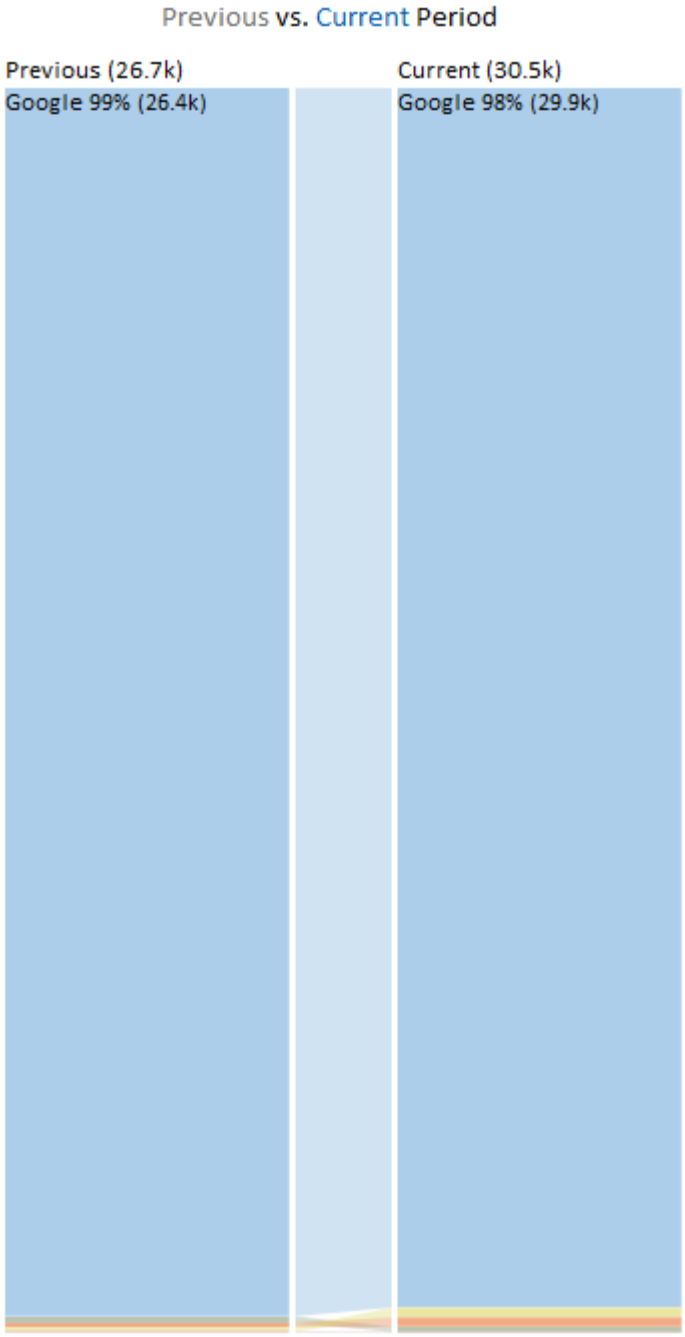


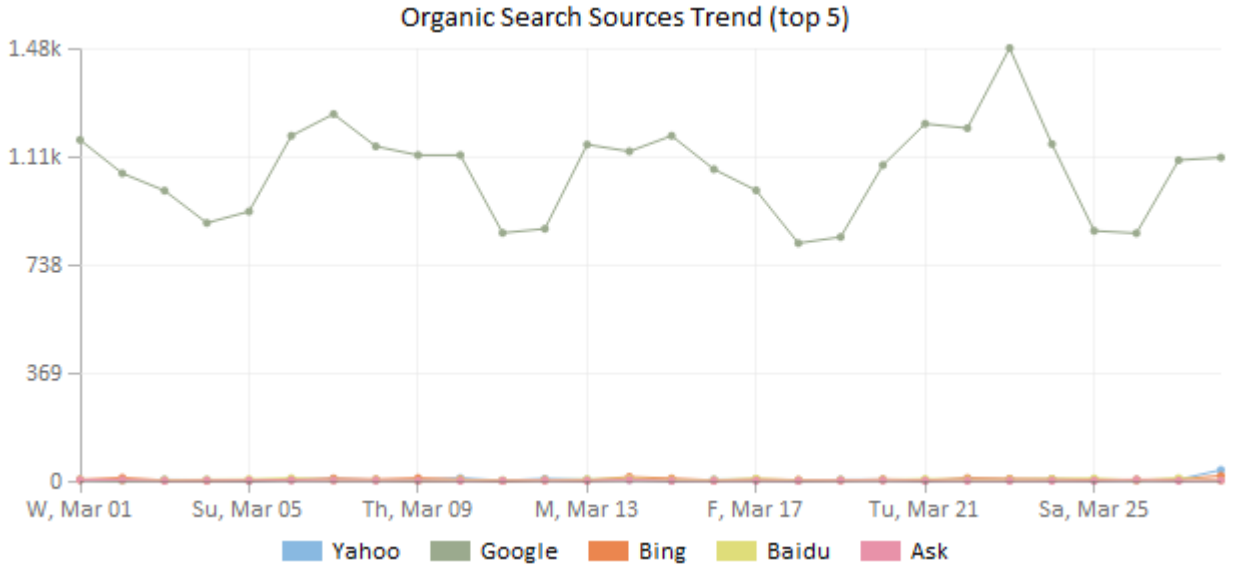


Acquisition Channels Detail (top 10)

S, No.	Channel	Users	Pageviews	Bounces	Time on Site (avg.)
1	Organic Search	30,598 ▲	147,818 ▲	49.48% ▲	00:02:30 ▼
2	Social	12,467 ▲	28,206 ▲	64.30% ▼	00:01:06 ▲
3	Direct	10,395 ▲	65,590 ▲	45.95% ▲	00:03:17 ▲
4	Referral	6,796 ▲	69,139 ▲	26.50% ▲	00:04:23 ▲
5	Affiliates	1,256 ▲	4,224 ▲	56.43% ▲	00:02:40 ▲
6	Paid Search	902 ▼	8,168 ▼	32.24% ▼	00:03:44 ▲
7	Display	292 ▼	2,348 ▼	35.29% ▼	00:03:45 ▲

Traffic by Organic Search 30,598





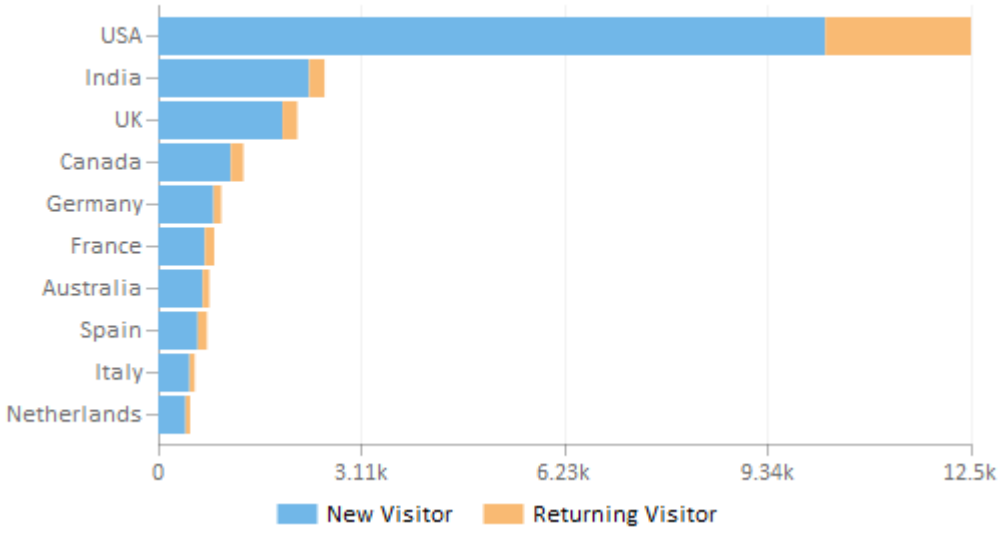
Search Engines Acquisition Detail (top 10)

S, No.	Organic Search Sources	Users	Pageviews	Bounces	Time on Site (avg.)
1	Google	29,917 ▲	145,452 ▲	49.47% ▲	00:02:31 ▼
2	Yahoo	244 ▲	858 ▲	50.37% ▲	00:01:42 ▼
3	Bing	225 ▲	1,156 ▲	40.07% ▲	00:02:45 ▼
4	Baidu	132 ▼	271 ▼	69.40% ▲	00:01:26 ▲
5	Ask	25 ▼	67 ▲	66.67% ▼	00:01:36 ▲

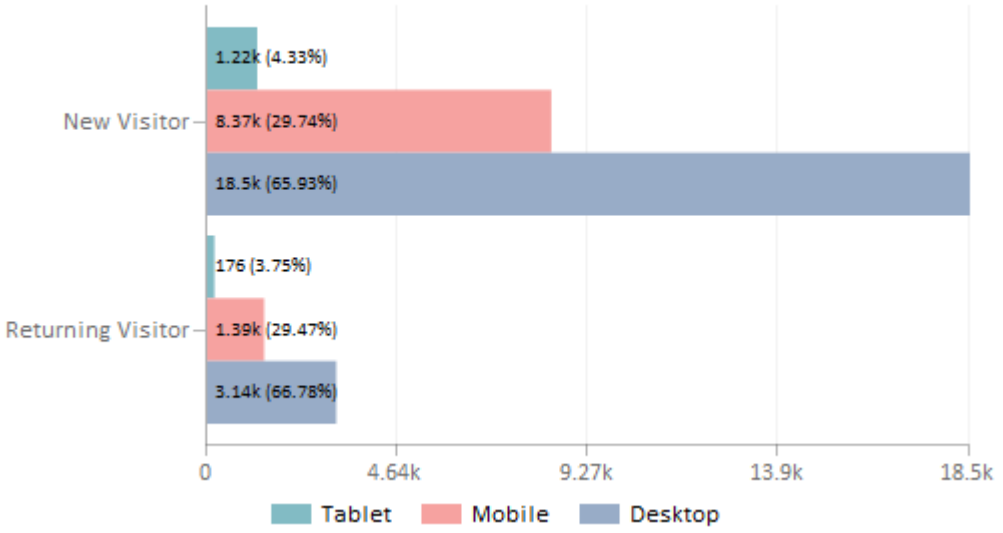
Traffic | Organic Search **Google** 29,917

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
35,435	49.47%	145,452	00:02:31	78.97%

Locations (top 10)



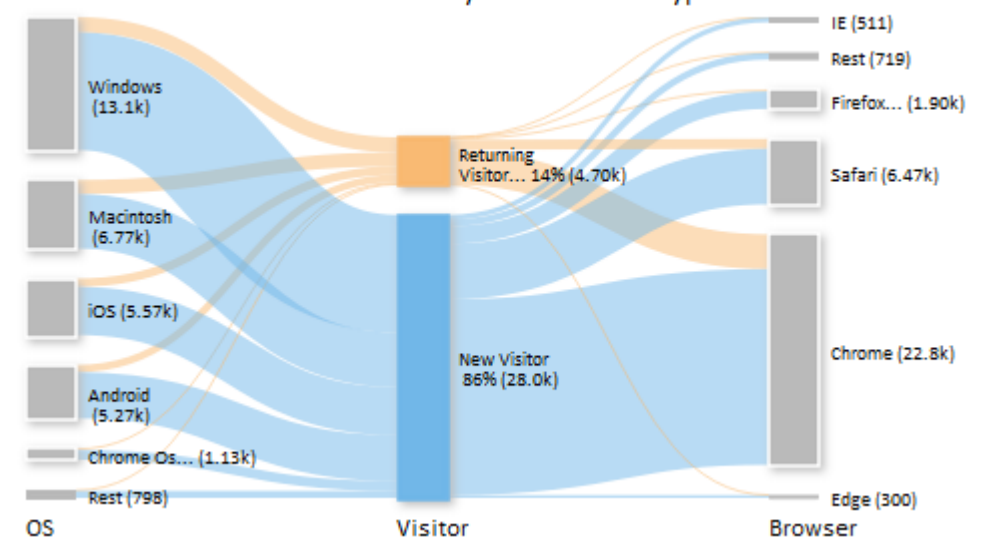
Distribution by Device Type



Keyword Distribution by Search Engine

KeyWords	Users	Bounces	Time on Site (avg.)
(not provided)	28,773	48.46%	00:02:34
youtube	159	81.10%	00:00:34
https://shop.googlemerchandise...	38	17.50%	00:03:20
https://www.googlemerchandises...	25	60.00%	00:02:55
you tube	22	91.30%	00:00:09
google store	18	77.78%	00:00:52
youtube t shirt	13	84.62%	00:01:04
google merchandise	10	72.73%	00:01:14
bag	8	100.00%	00:00:00
youtube store	7	85.71%	00:00:05

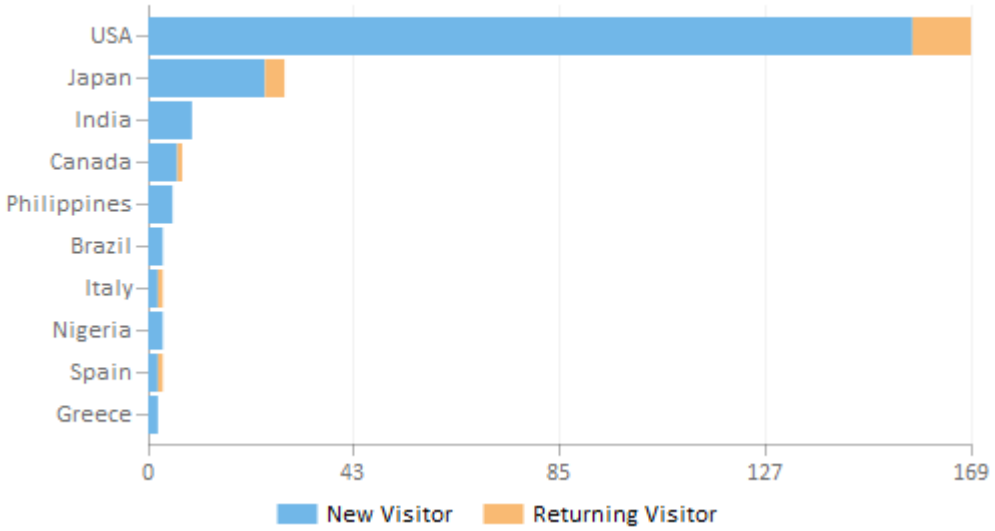
Distribution by OS & Browser Type



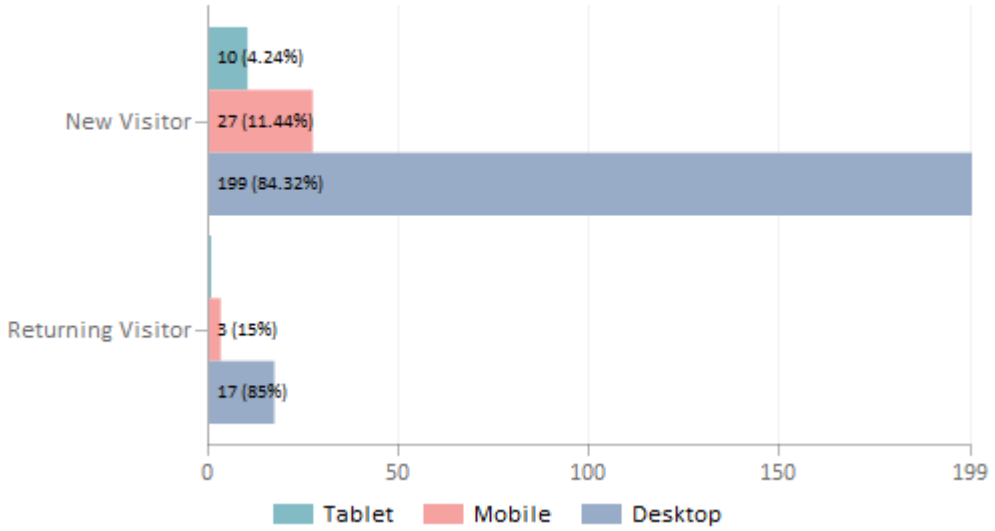
Traffic | Organic Search **Yahoo** 244

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
272	50.37%	858	00:01:42	86.76%

Locations (top 10)



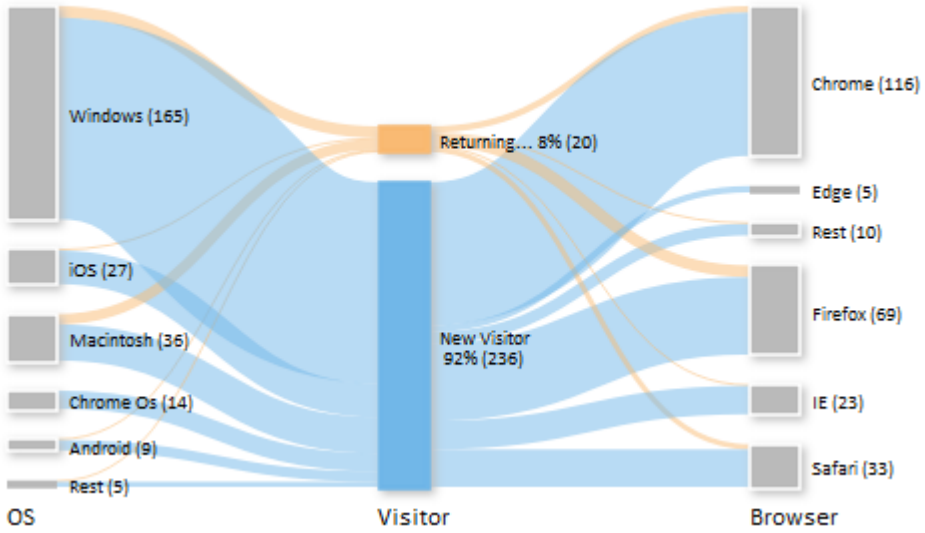
Distribution by Device Type



Keyword Distribution by Search Engine

KeyWords	Users	Bounces	Time on Site (avg.)
(not provided)	237	49.43%	00:01:45
google store	5	80.00%	00:00:05
www.googlestore.com	1	100.00%	00:00:00
googal.com holi tshirt	1	100.00%	00:00:00

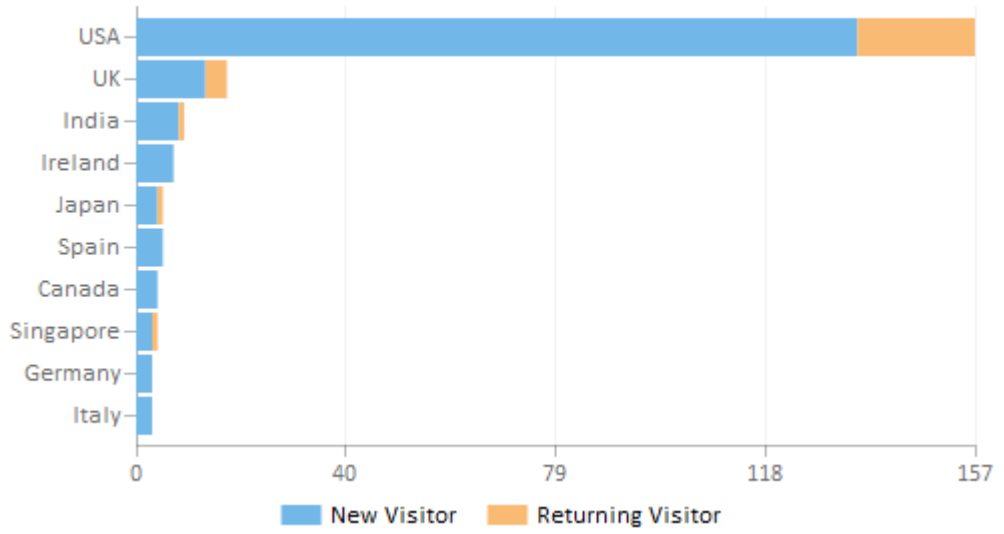
Distribution by OS & Browser Type



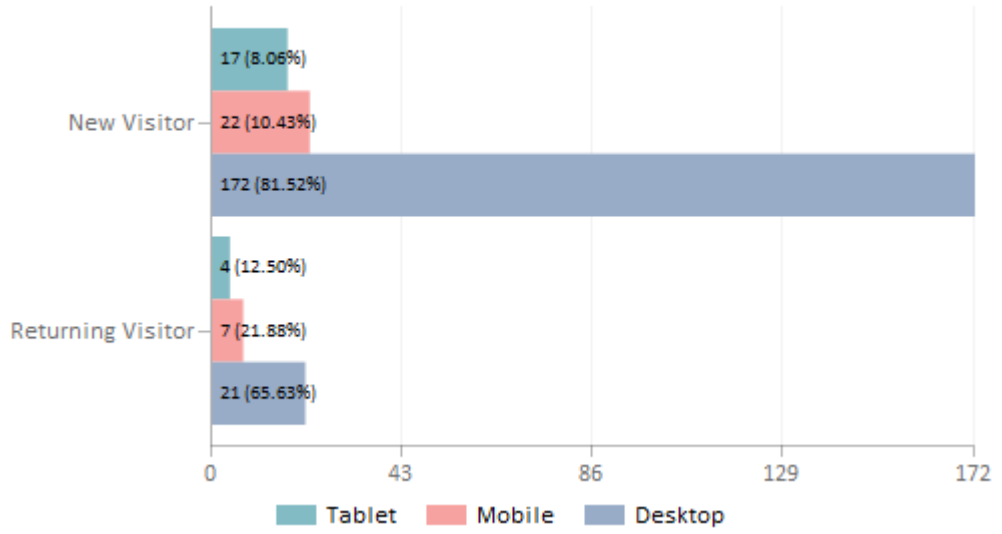
Traffic | Organic Search **Bing** 225

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
272	40.07%	1,156	00:02:45	77.57%

Locations (top 10)



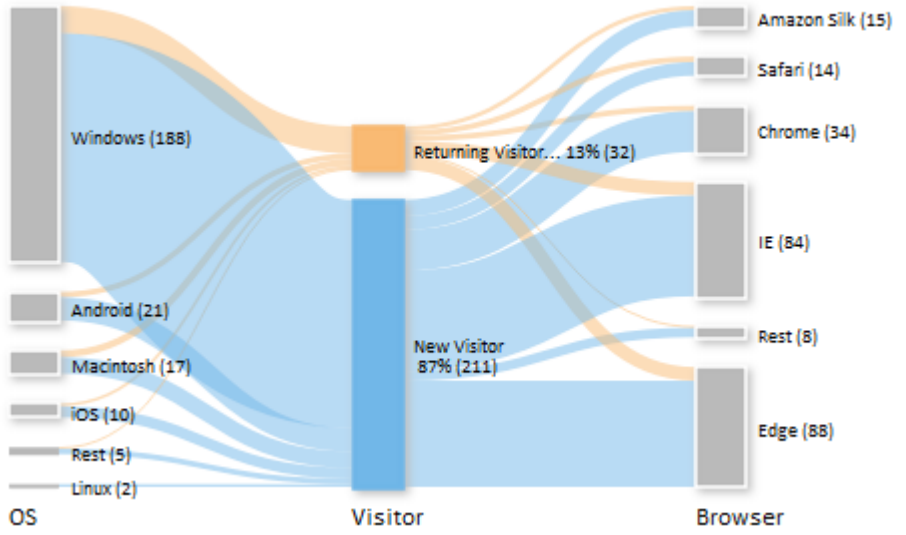
Distribution by Device Type



Keyword Distribution by Search Engine

KeyWords	Users	Bounces	Time on Site (avg.)
(not provided)	125	41.78%	00:02:07
google merchandise store	27	53.33%	00:02:08
google store	27	25.00%	00:01:26
google merchandise	11	47.06%	00:06:01
googlestore	4	25.00%	00:00:19
google company store	3	0.00%	00:07:26
google merchandising store	2	50.00%	00:00:08
google online store	2	0.00%	00:01:02
google brand store	1	100.00%	00:00:00
google apparel store	1	0.00%	00:12:31

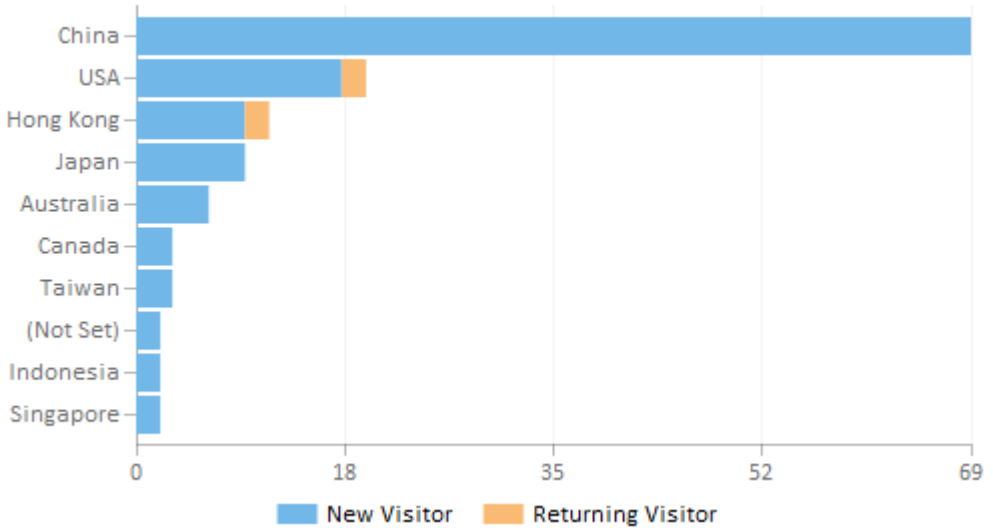
Distribution by OS & Browser Type



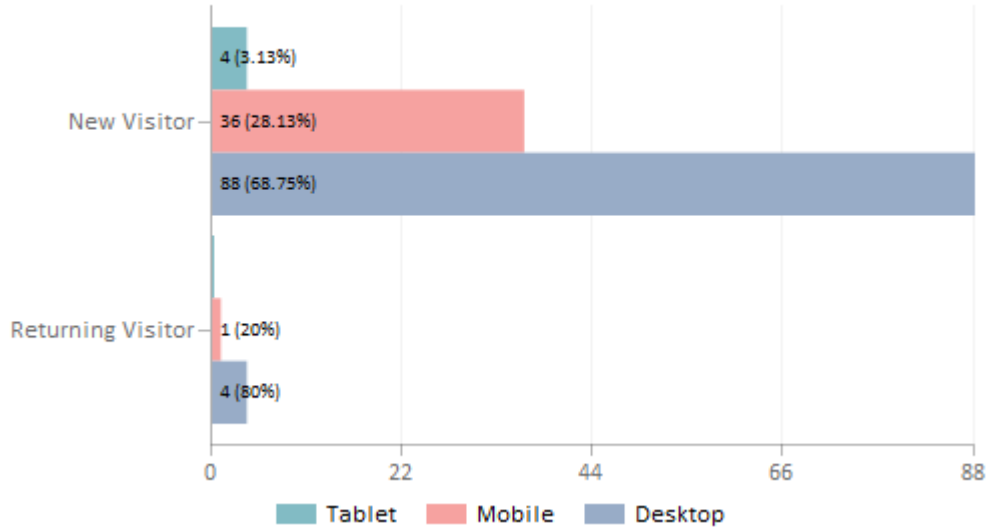
Traffic | Organic Search **Baidu** 132

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
134	69.40%	271	00:01:26	96.27%

Locations (top 10)



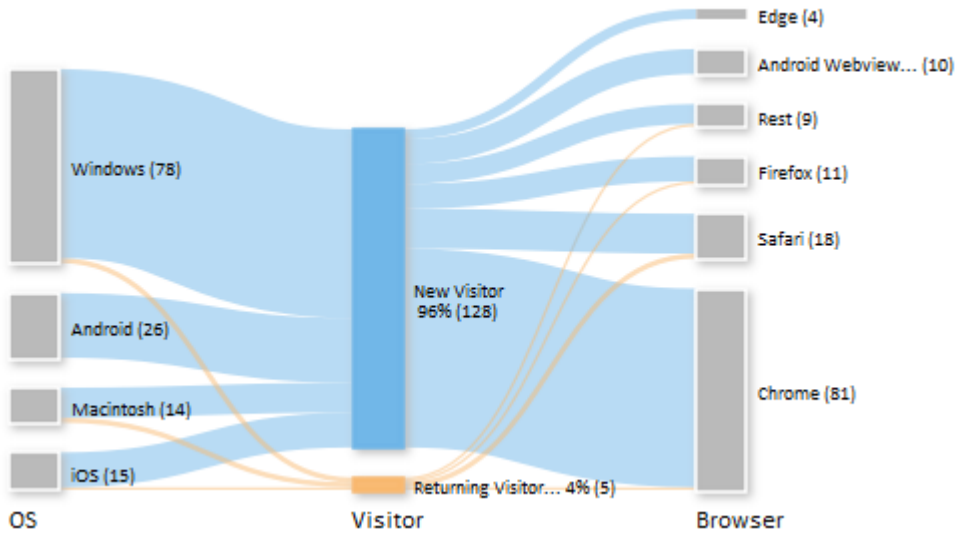
Distribution by Device Type



Keyword Distribution by Search Engine

KeyWords	Users	Bounces	Time on Site (avg.)
(not set)	130	70.45%	00:01:27
googleå•†åº—å®˜ç½‘	1	0.00%	00:01:01
google shop	1	0.00%	00:00:32

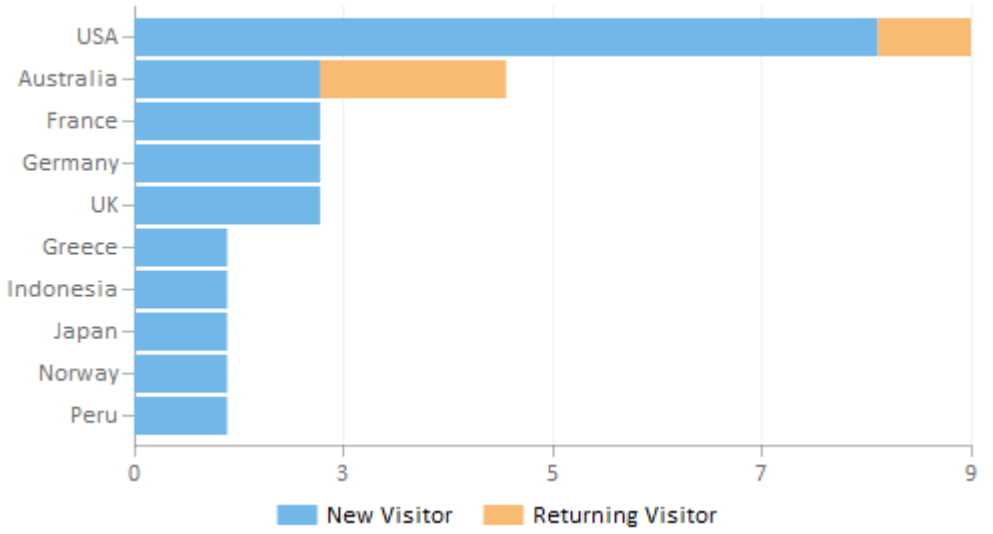
Distribution by OS & Browser Type



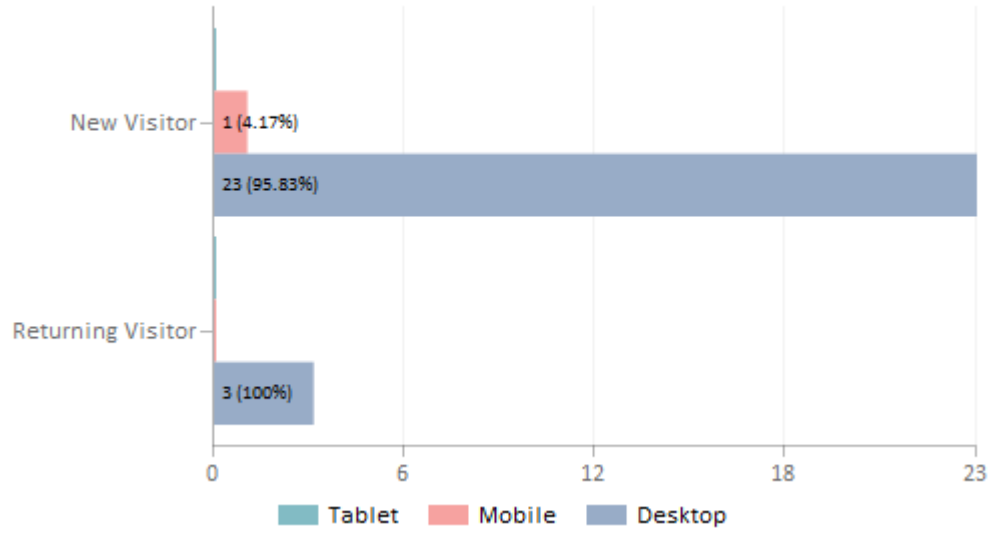
Traffic | Organic Search **Ask** 25

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
27	66.67%	67	00:01:36	88.89%

Locations (top 10)



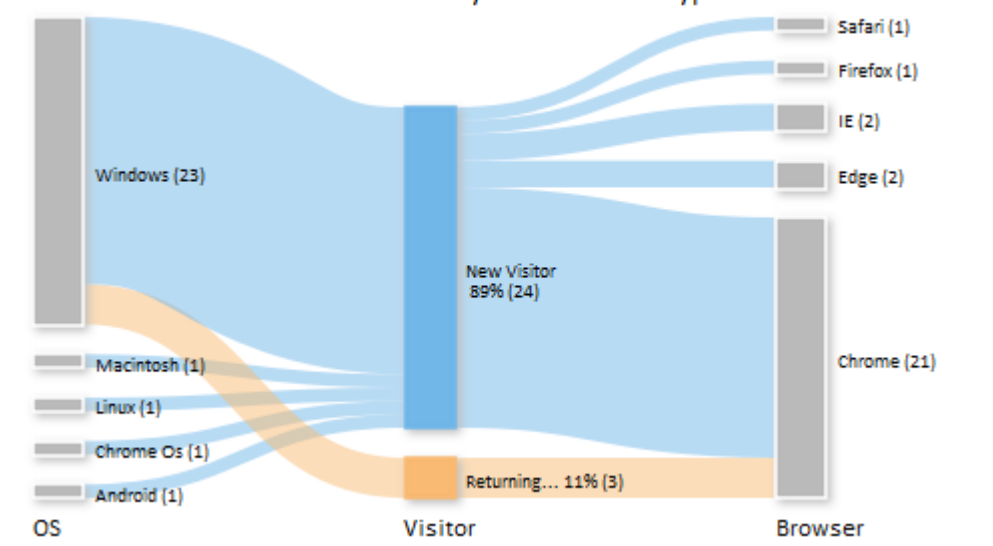
Distribution by Device Type



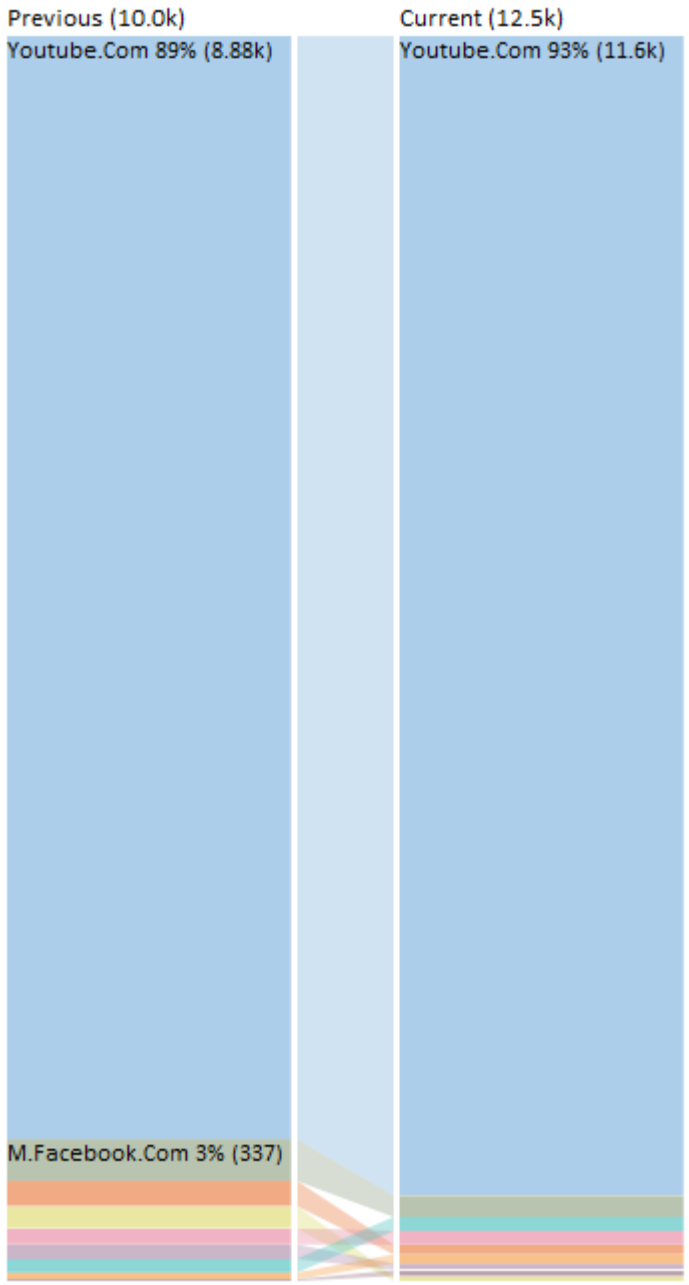
Keyword Distribution by Search Engine

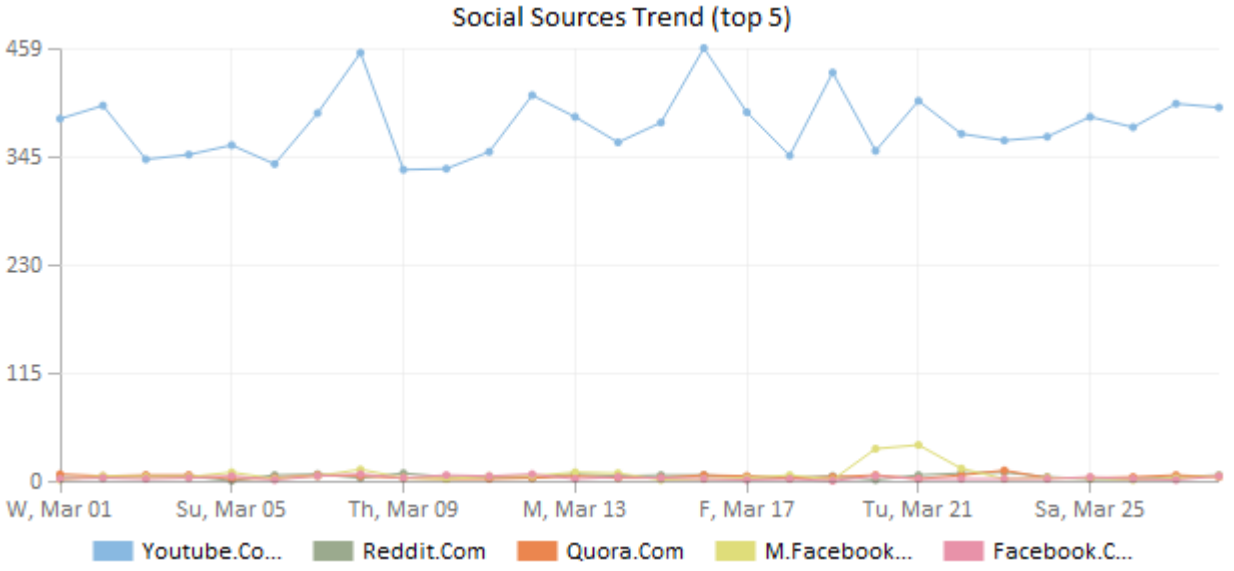
KeyWords	Users	Bounces	Time on Site (avg.)
youtube	6	100.00%	00:00:00
youtube youtube	3	100.00%	00:00:00
youtube merchandise	2	33.33%	00:01:10
where we can find the clothing...	1	100.00%	00:00:00
is there a google store in sydney	1	0.00%	00:00:16
insulated stainless tumblers	1	100.00%	00:00:00
google's gmail shortcut stickers	1	0.00%	00:00:29
google t shirts	1	0.00%	00:01:36
google store sydney	1	100.00%	00:00:00
google merchandise store	1	100.00%	00:00:00

Distribution by OS & Browser Type



Traffic by Social 12,467



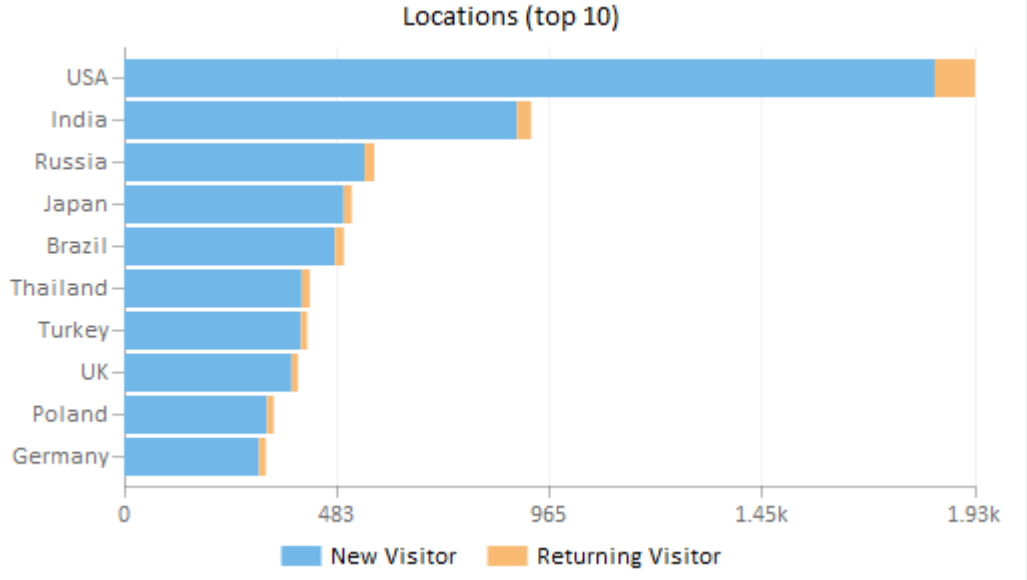


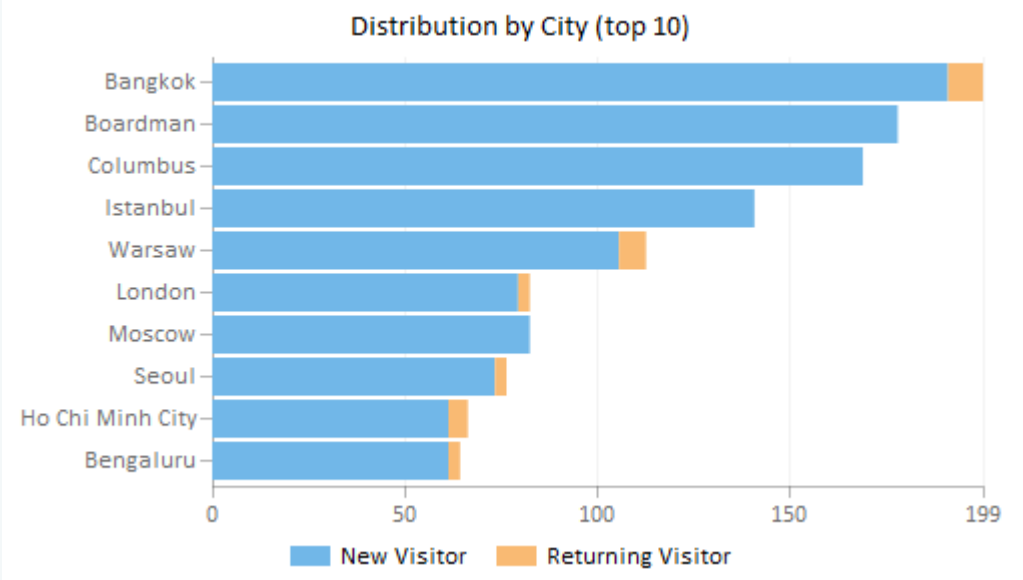
Social Media Acquisition Detail (top 10)

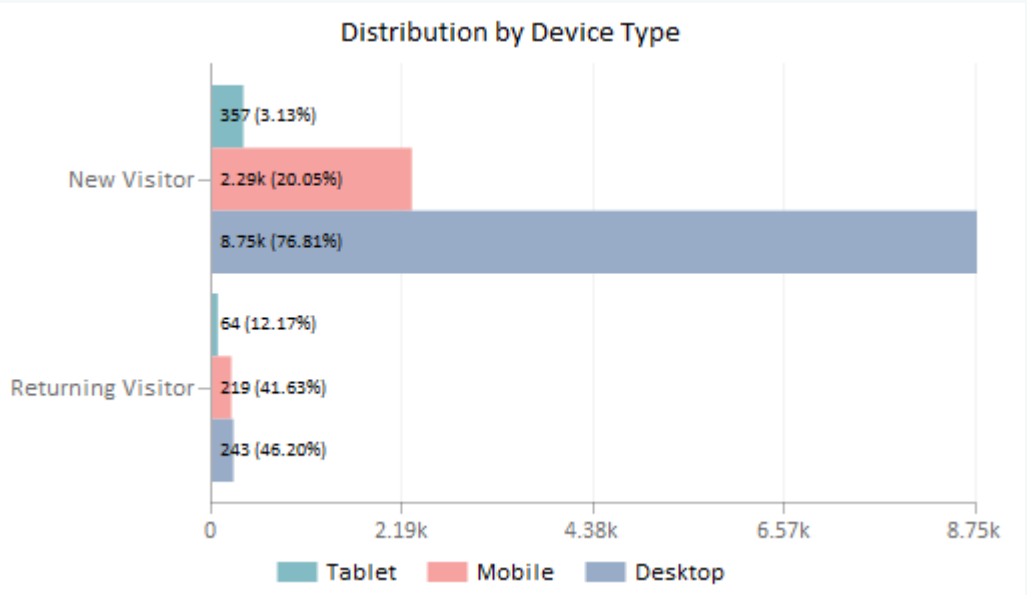
S, No.	Social Sources	Users	Pageviews	Bounces	Time on Site (avg.)
1	Youtube.com	11,604 ▲	24,099 ▲	65.76% ▼	00:00:56 ▲
2	M.facebook.com	214 ▼	566 ▼	57.85% ▼	00:01:27 ▼
3	Quora.com	140 ▲	319 ▲	51.39% ▲	00:00:52 ▼
4	Reddit.com	137 ▲	557 ▼	28.19% ▲	00:01:20 ▼
5	Facebook.com	98 ▼	651 ▼	54.48% ▼	00:05:09 ▲
6	L.facebook.com	92 ▲	1,071 ▲	54.23% ▼	00:07:43 ▲
7	Plus.google.com	66 ▼	377 ▼	22.22% ▼	00:03:16 ▲
8	T.co	58 ▲	158 ▲	54.69% ▼	00:00:51 ▼
9	Groups.google.com	50 ▼	347 ▼	34.38% ▼	00:03:48 ▲

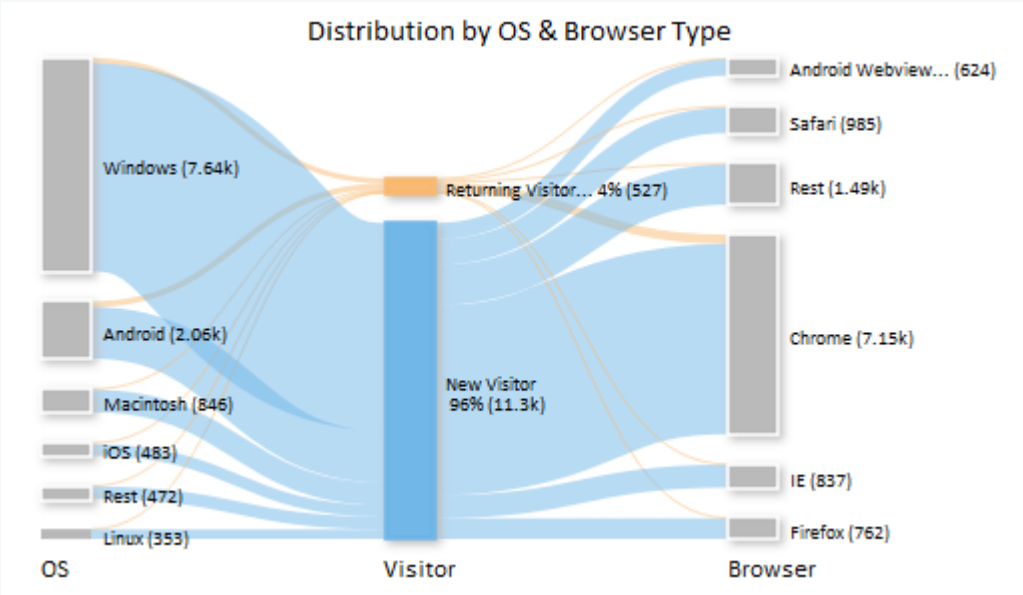
Traffic | Social **Youtube.com** 11,604

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





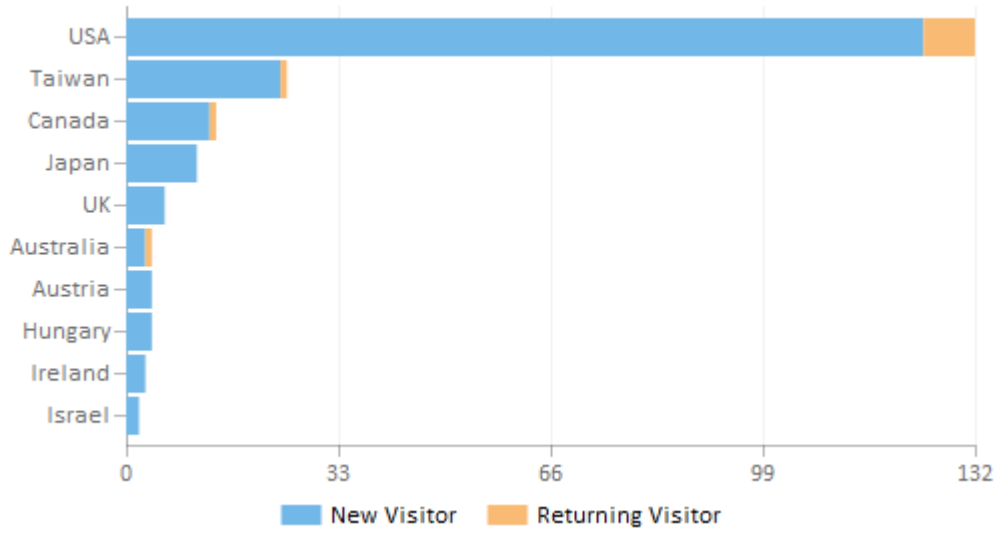




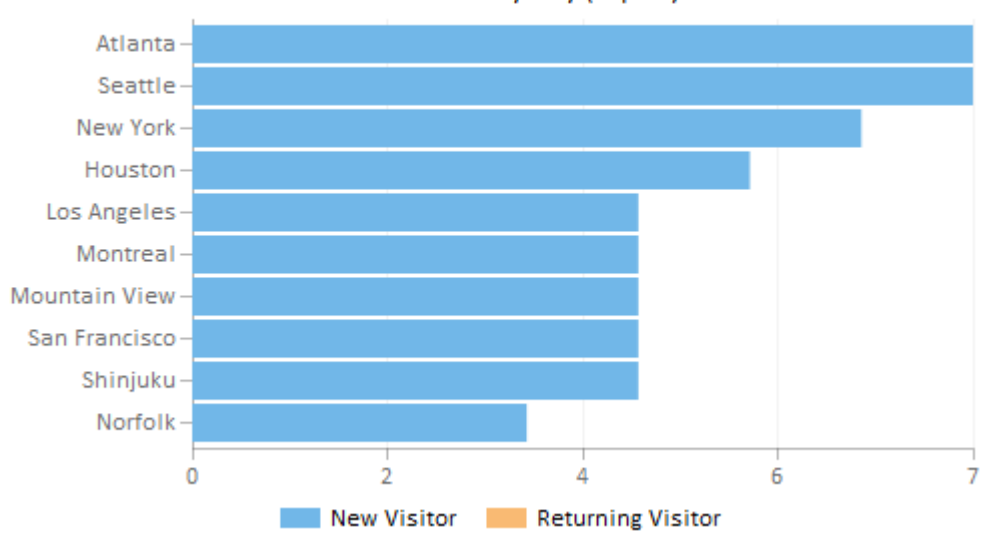
Traffic | Social M.facebook.com 214

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
223	57.85%	566	00:01:27	94.62%

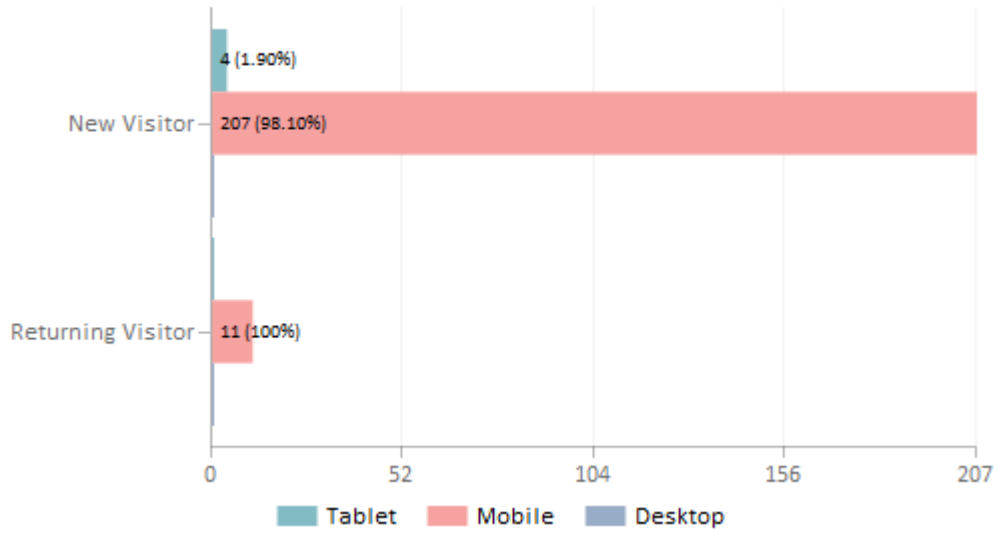
Locations (top 10)



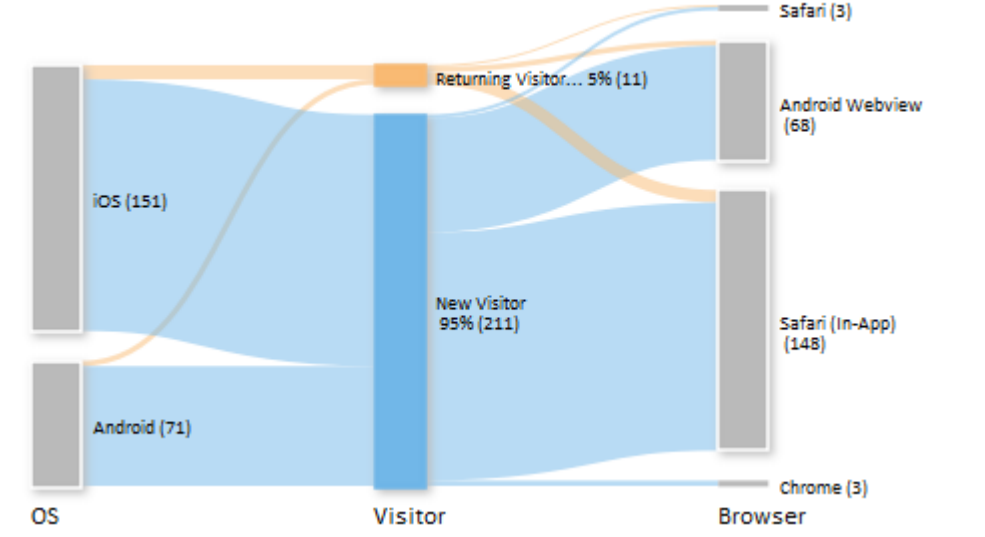
Distribution by City (top 10)



Distribution by Device Type



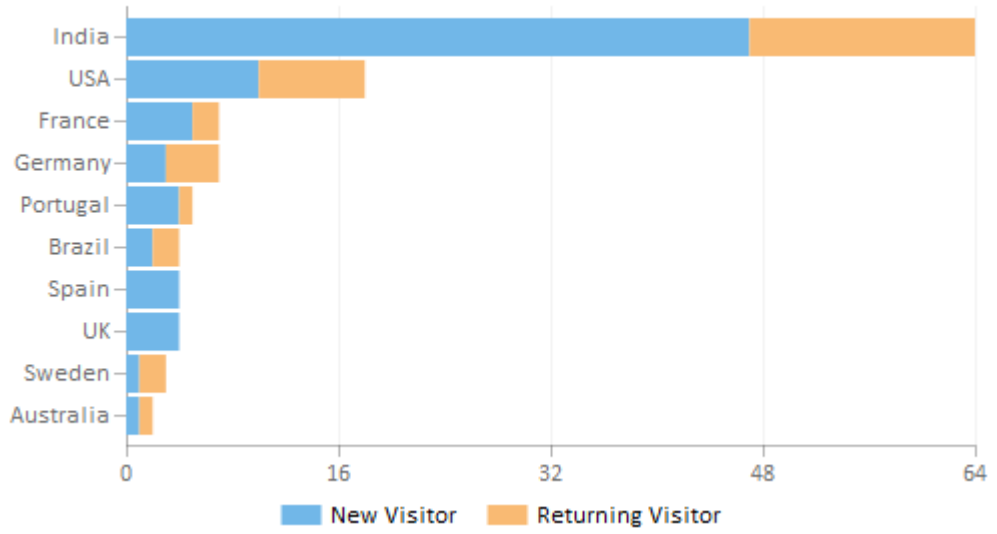
Distribution by OS & Browser Type



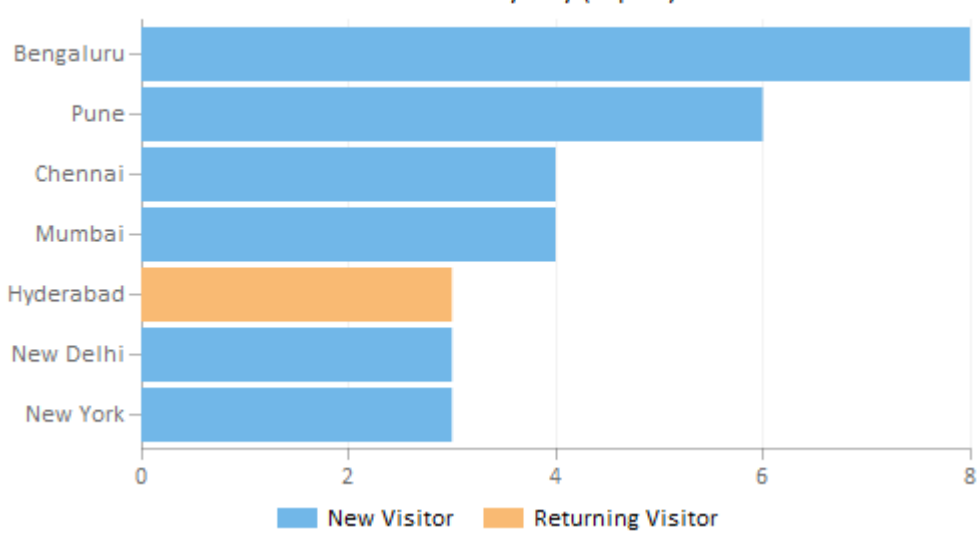
Traffic | Social Quora.com 140

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

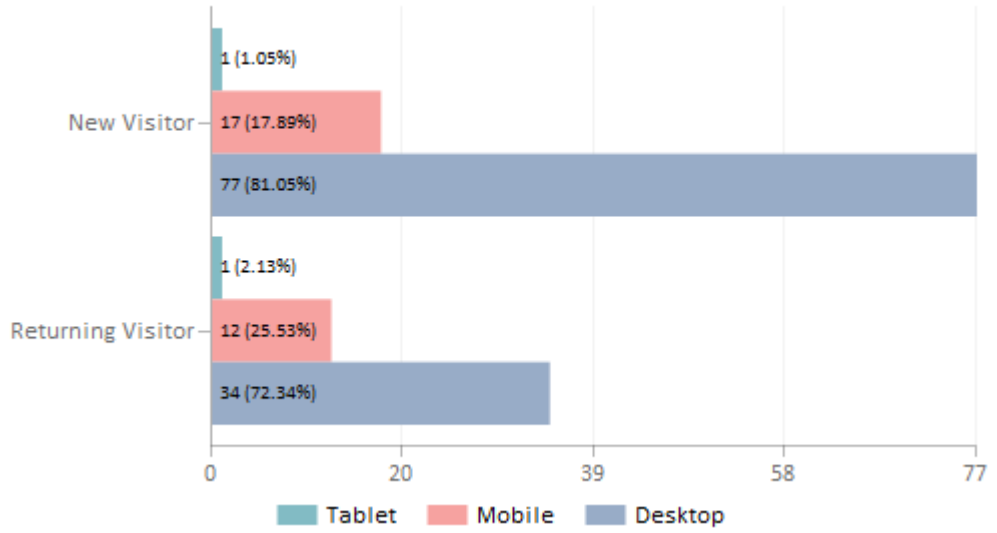
Locations (top 10)



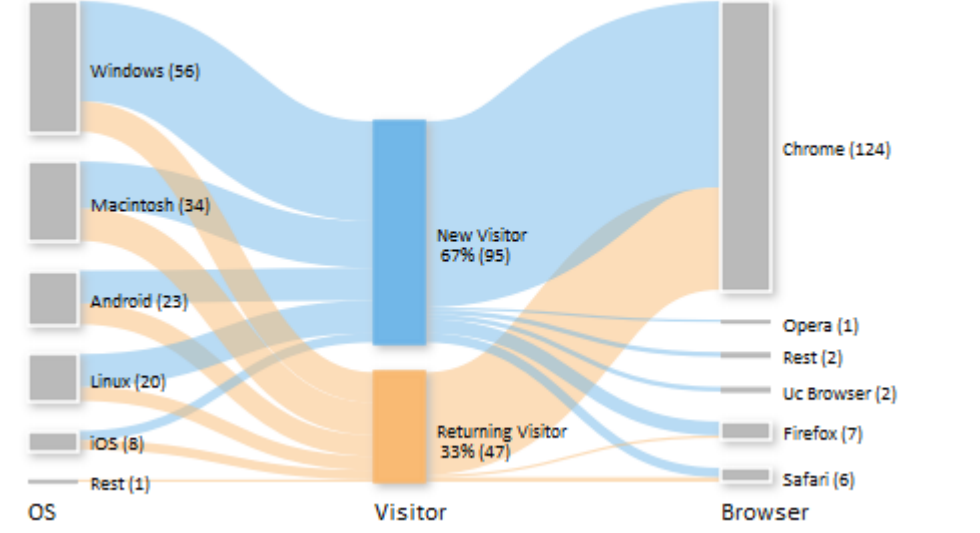
Distribution by City (top 10)



Distribution by Device Type

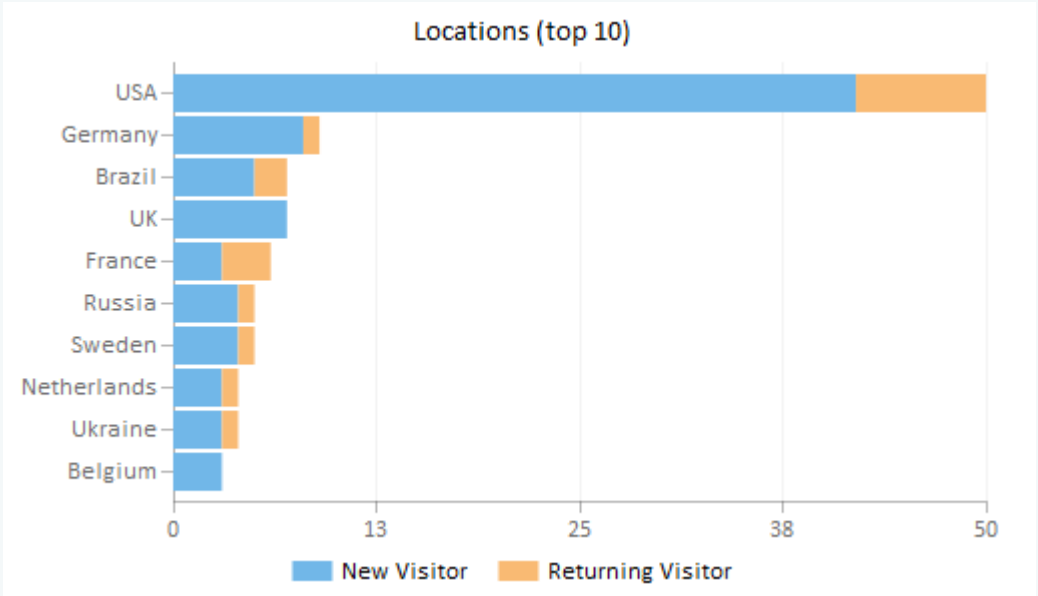


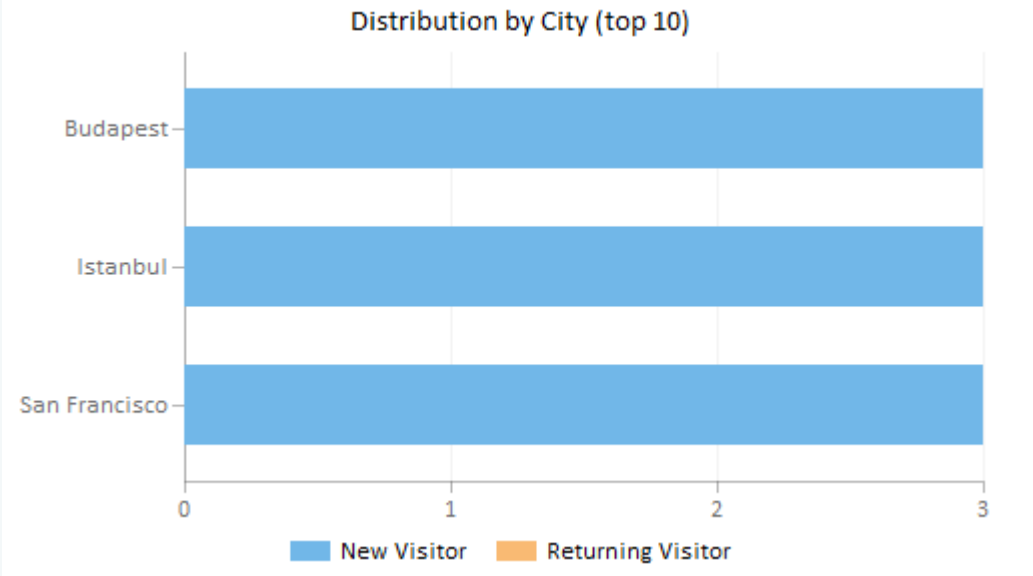
Distribution by OS & Browser Type

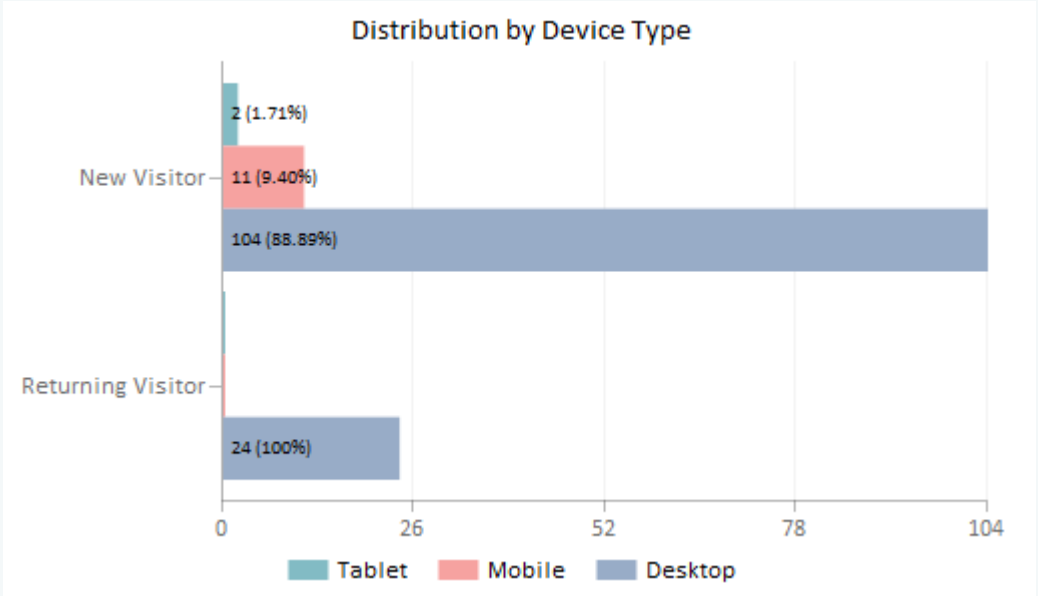


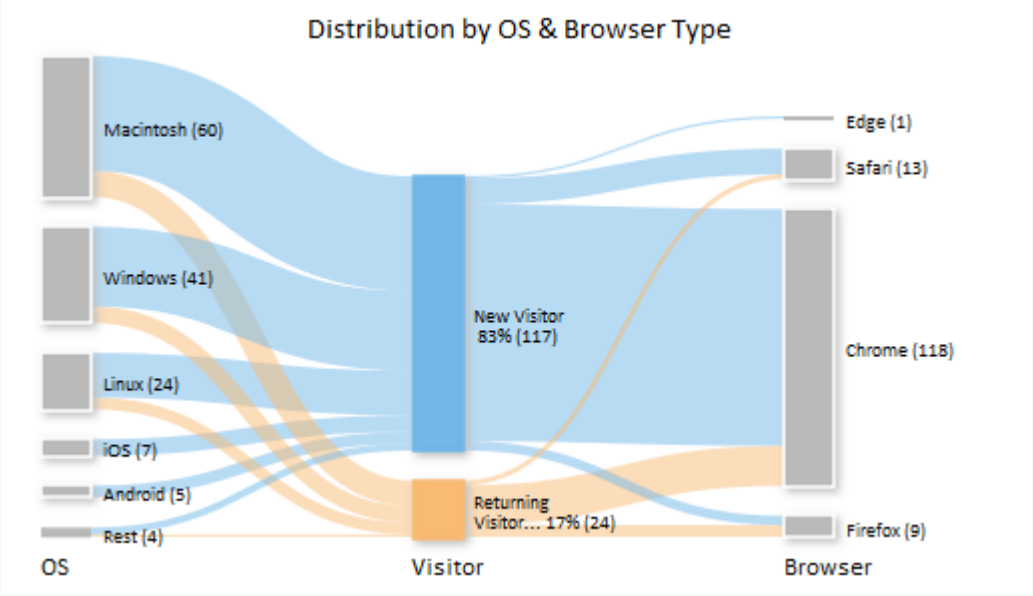
Traffic | Social **Reddit.com** 137

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



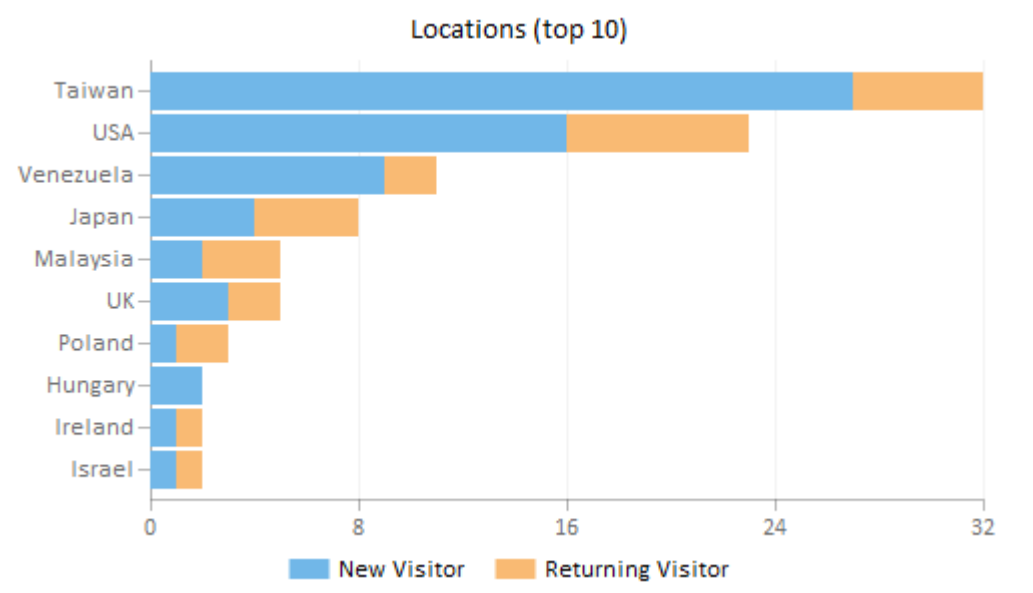


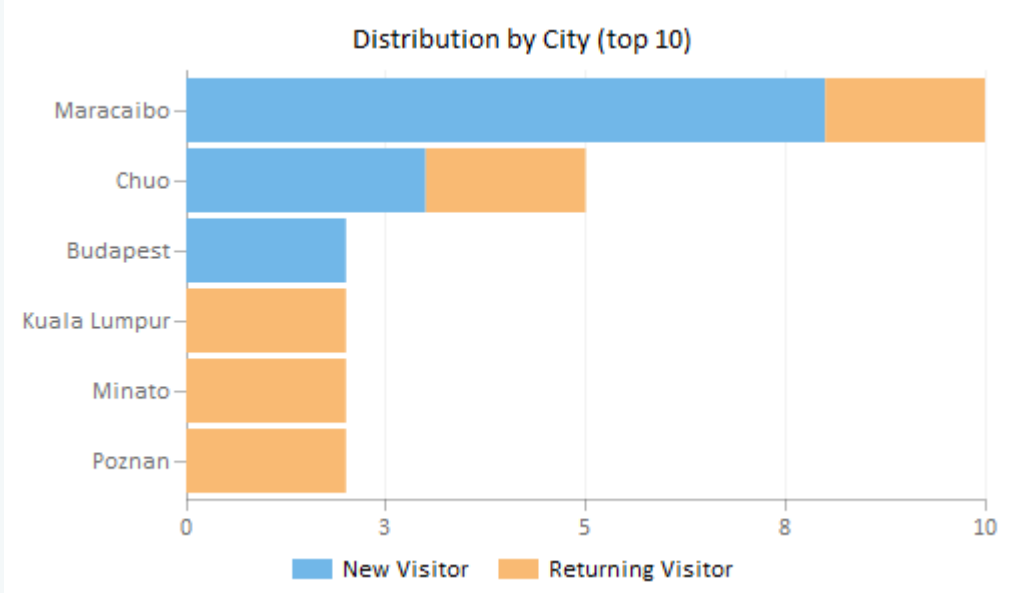


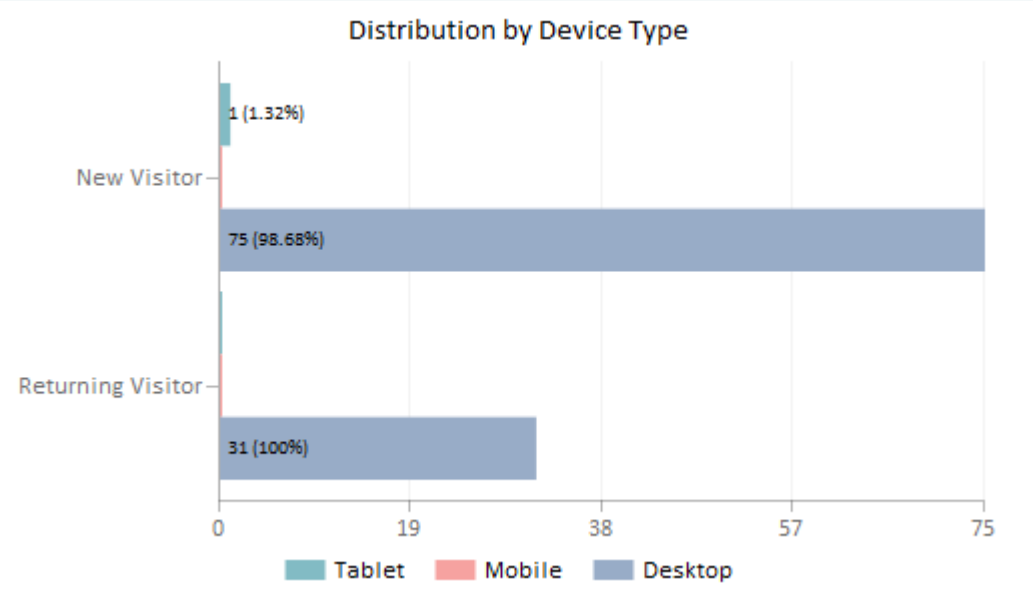


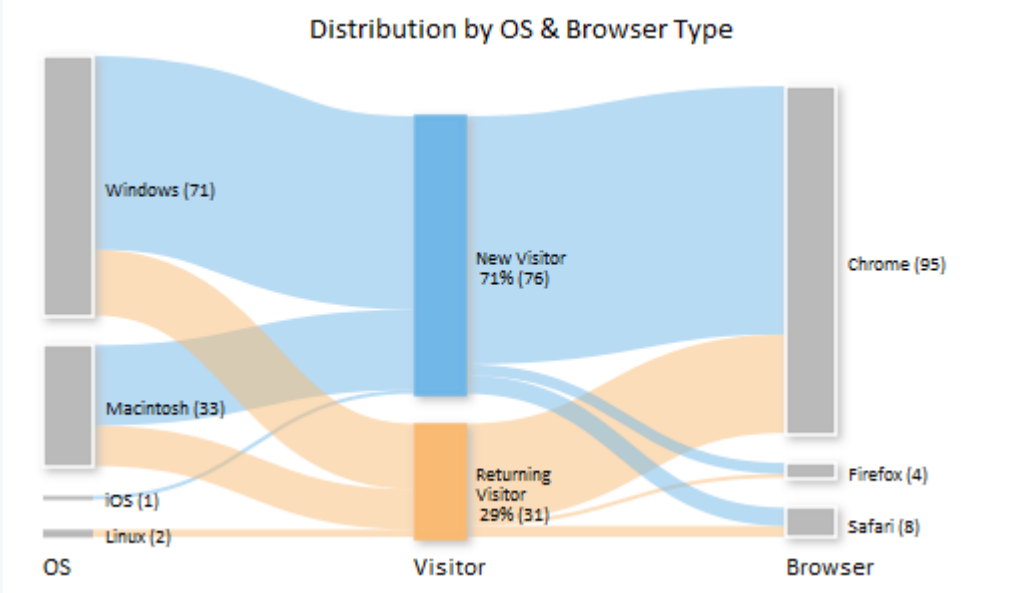
Traffic | Social **Facebook.com** 98

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
134	54.48%	651	00:05:09	56.72%



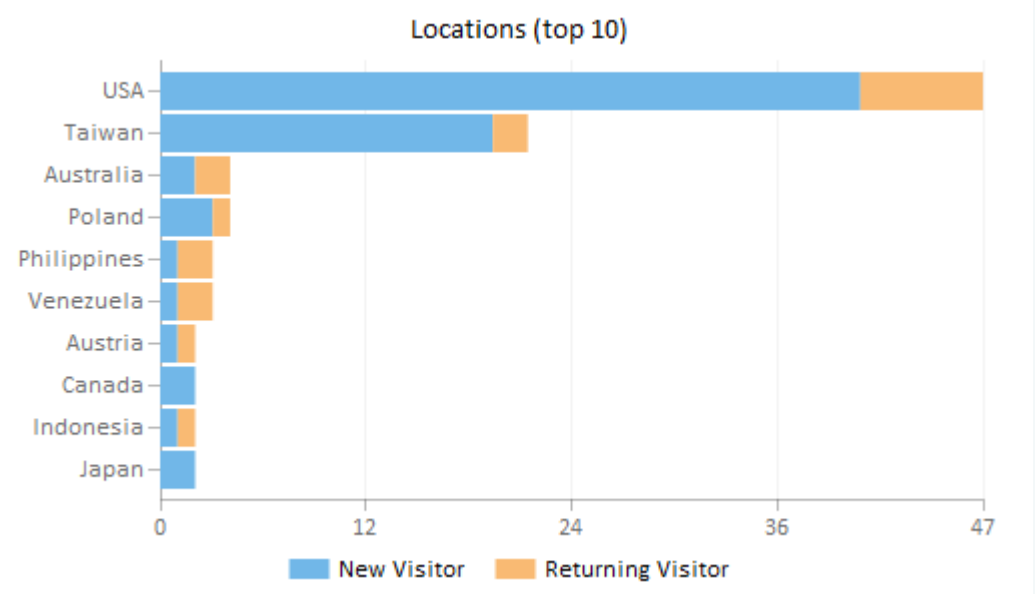


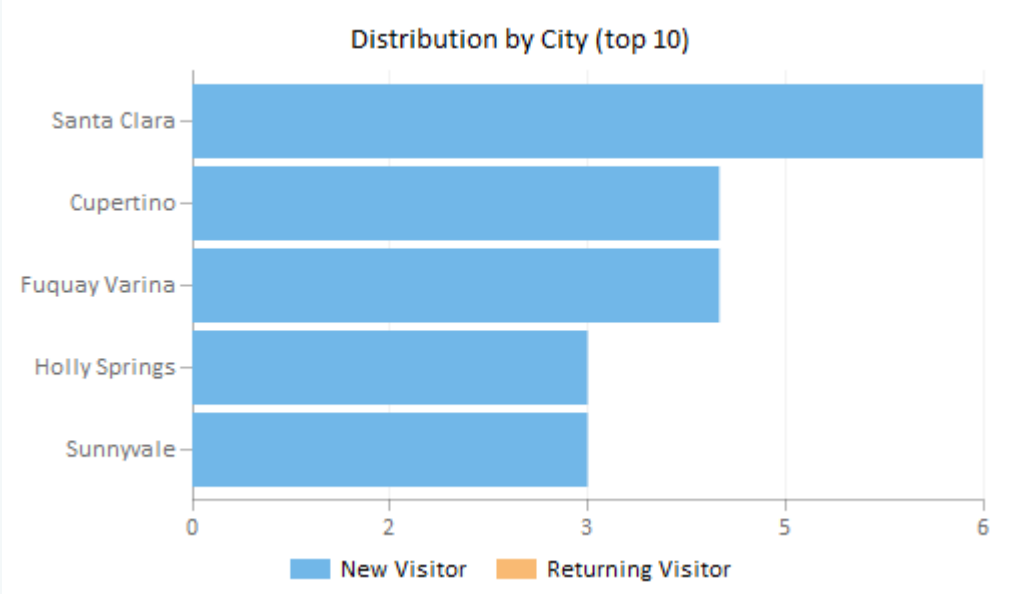


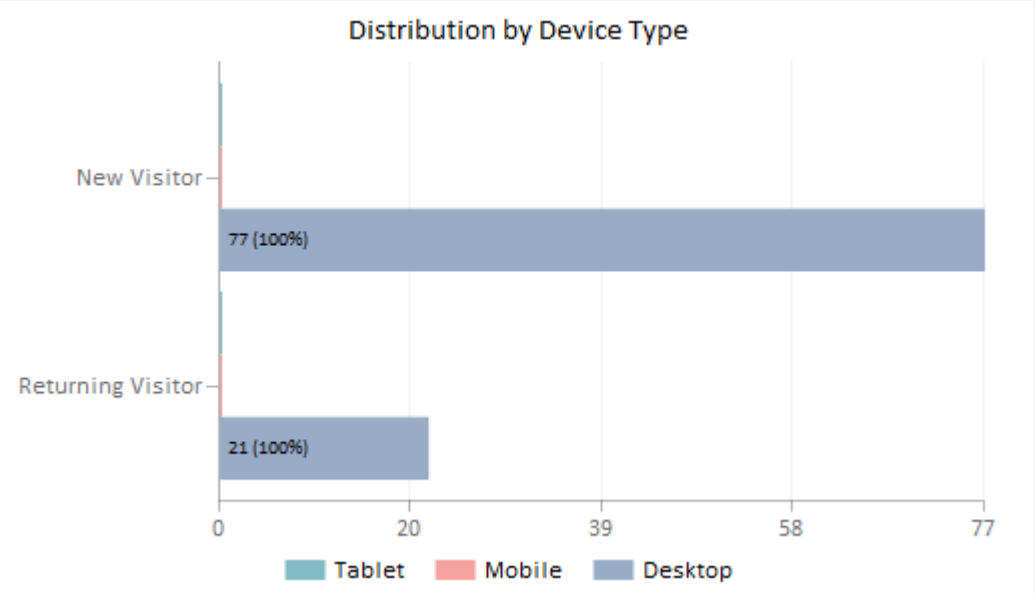


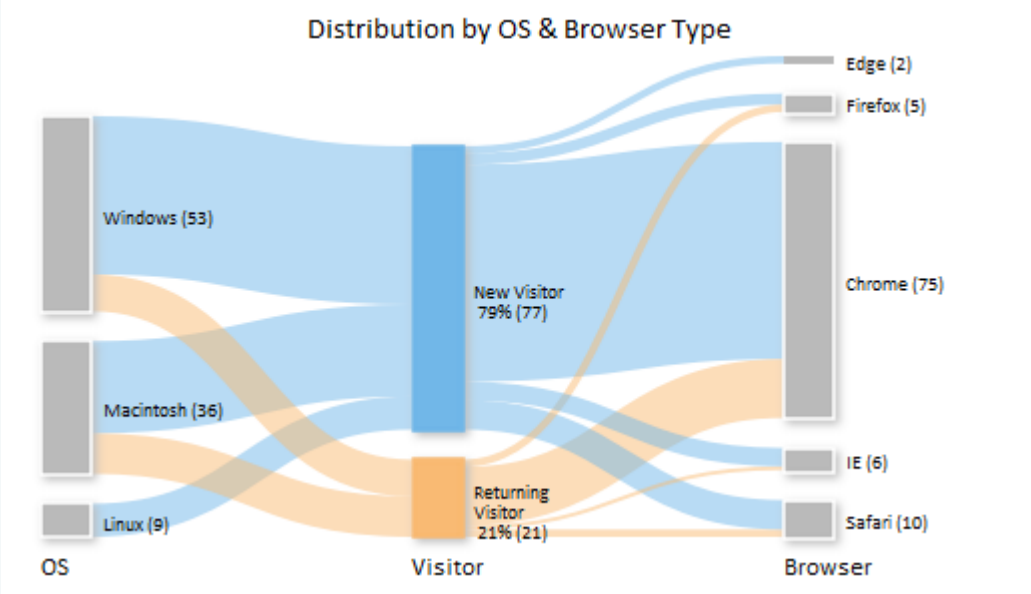
Traffic | Social L.facebook.com 92

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
142	54.23%	1,071	00:07:43	54.93%



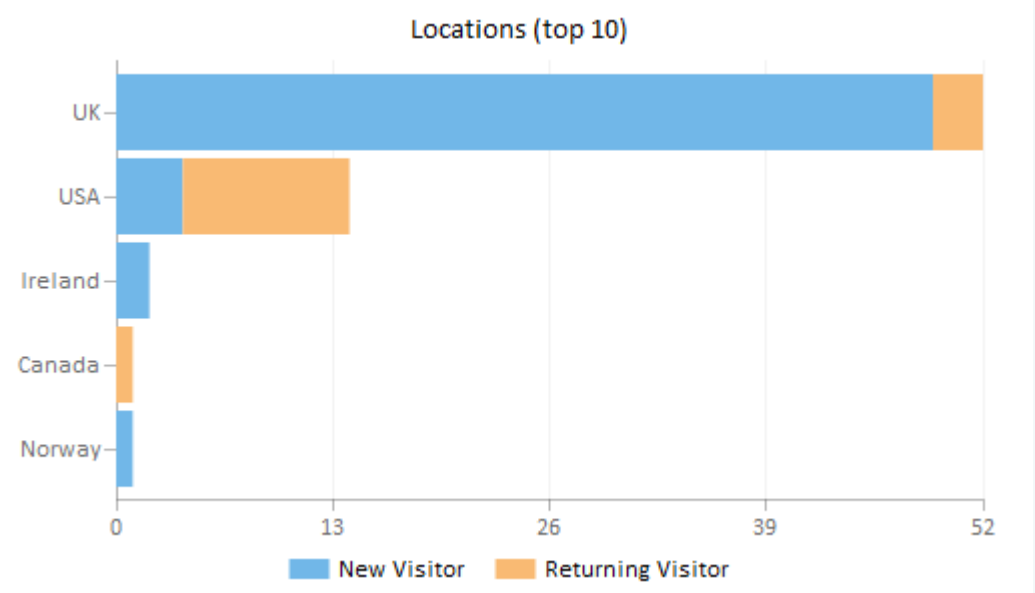


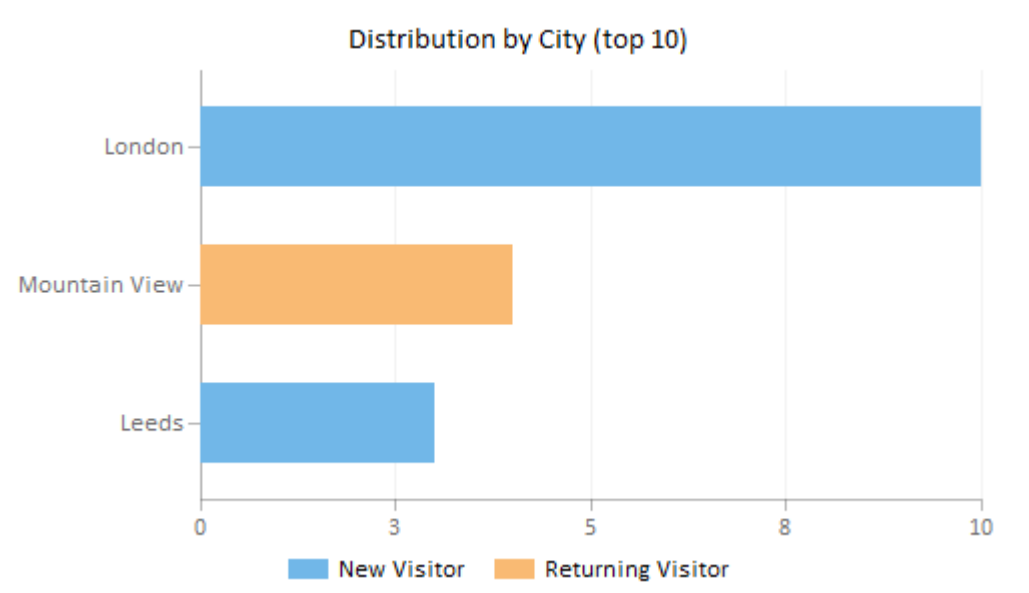


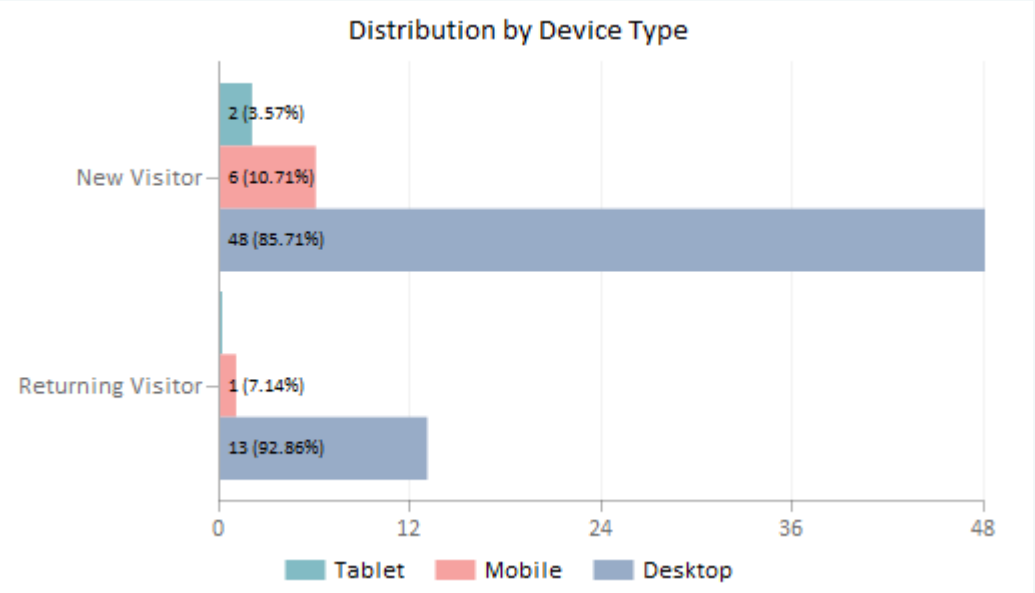


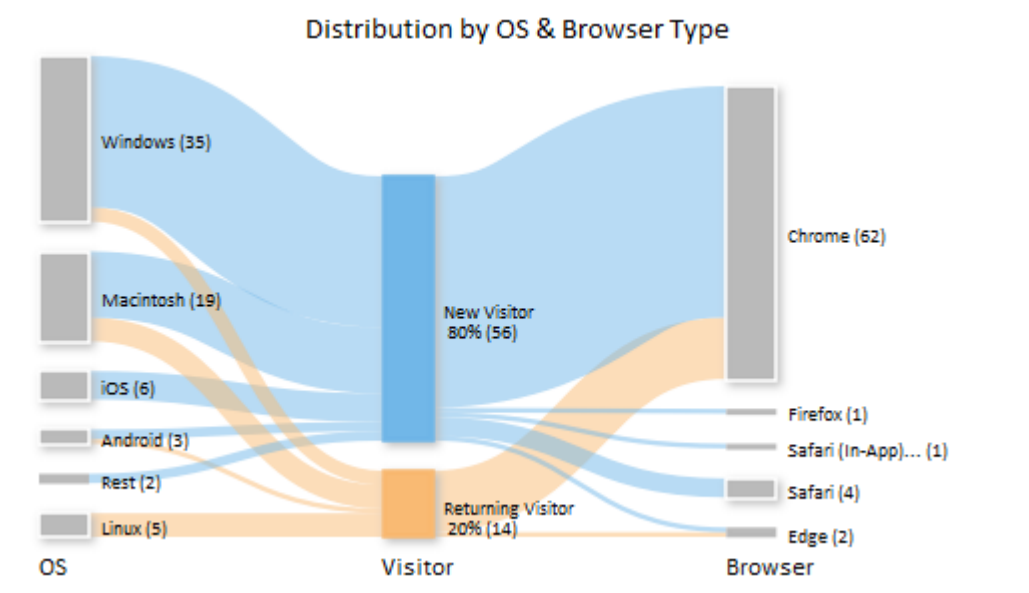
Traffic | Social **Plus.google.com** 66

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





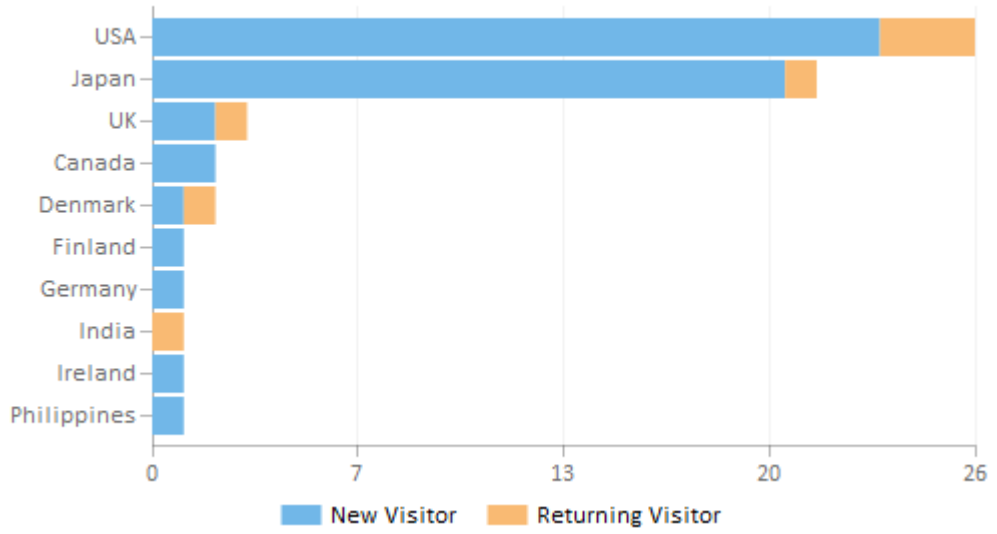




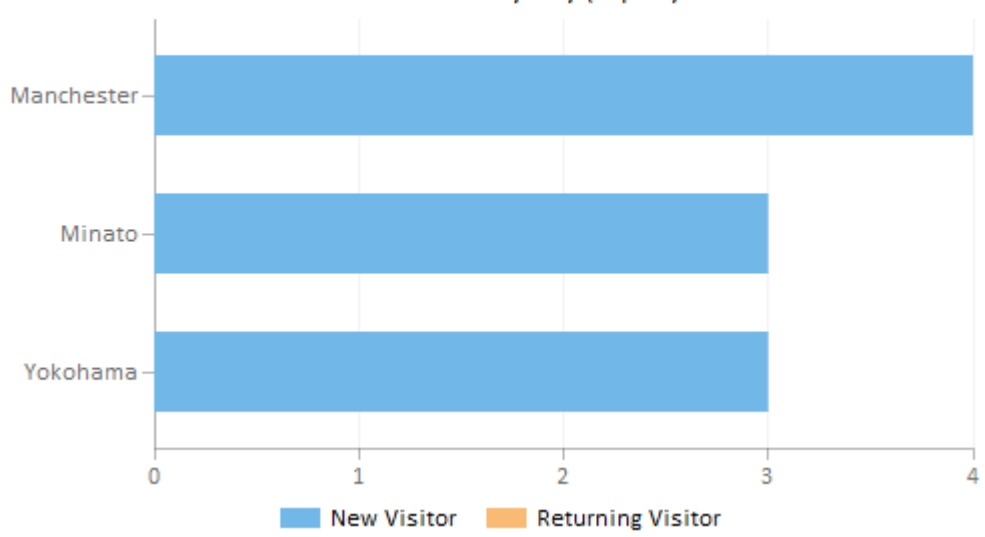
Traffic | Social T.co 58

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

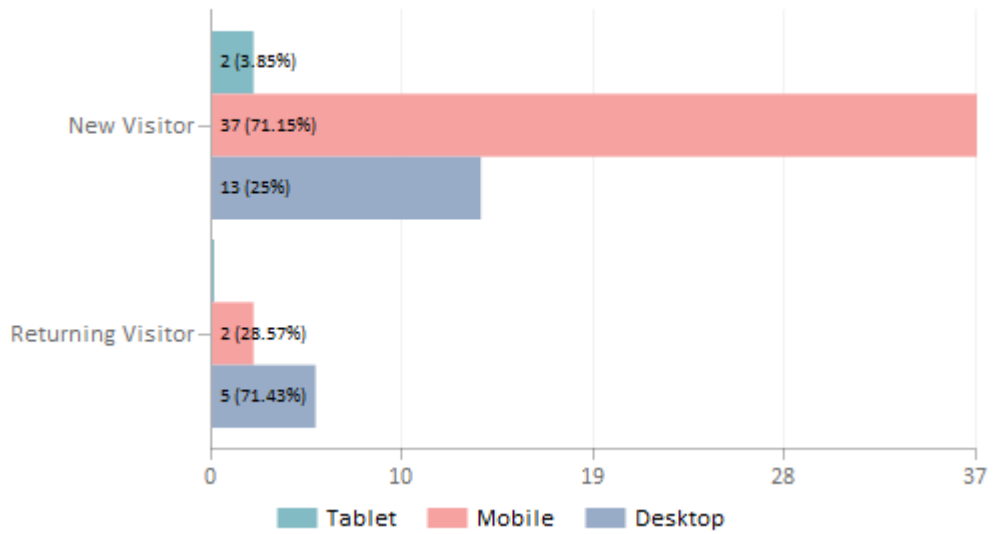
Locations (top 10)



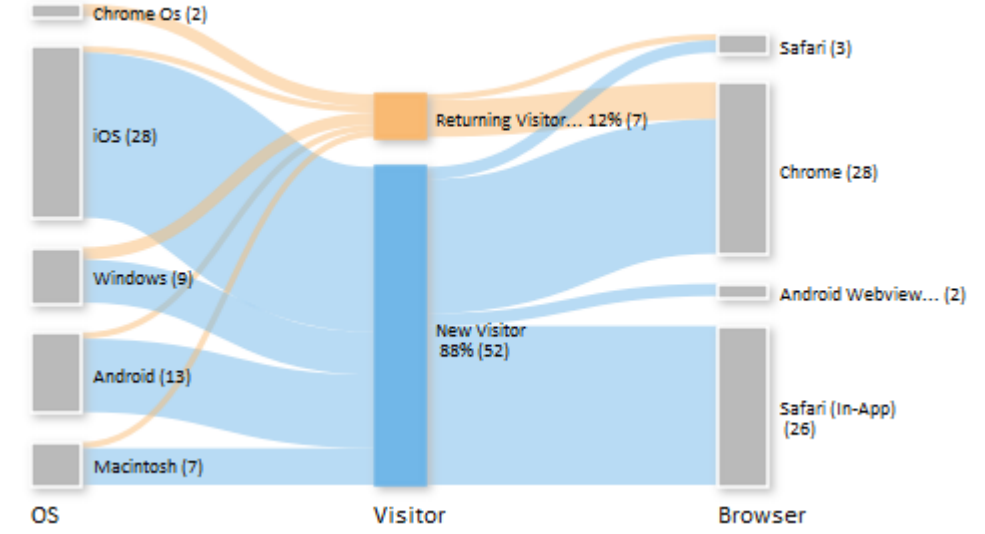
Distribution by City (top 10)



Distribution by Device Type

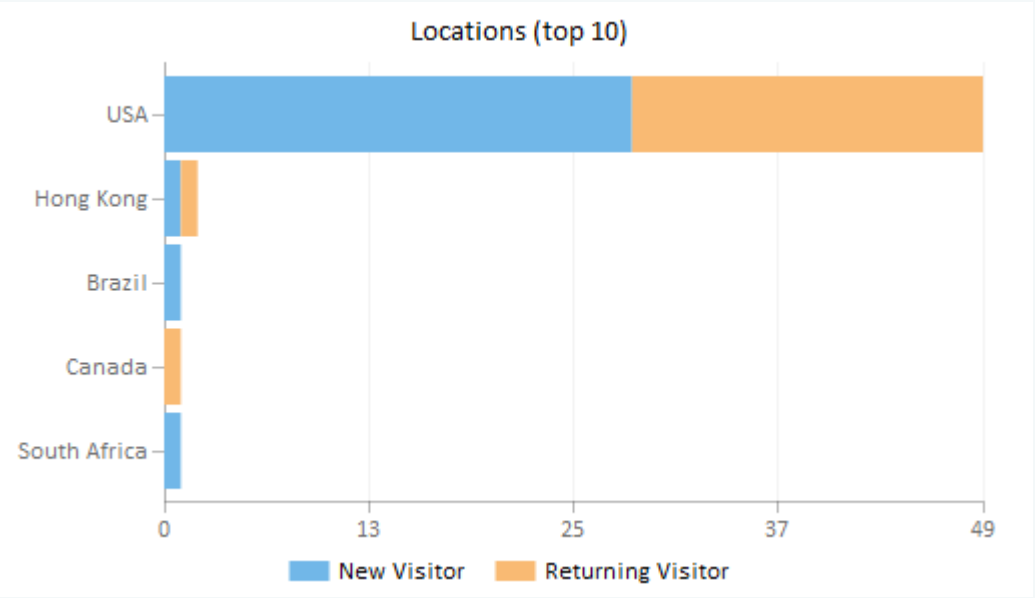


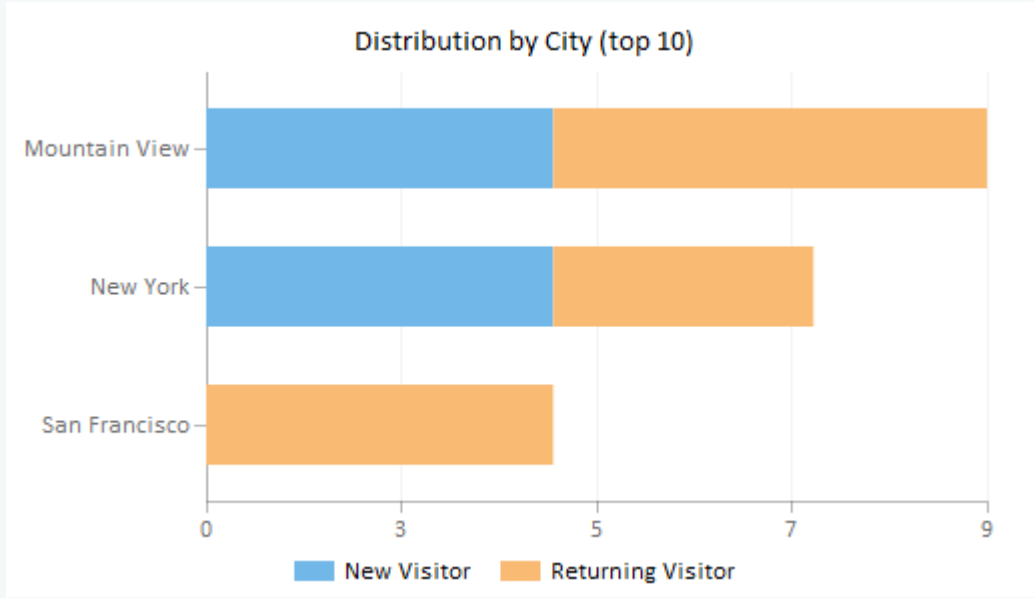
Distribution by OS & Browser Type

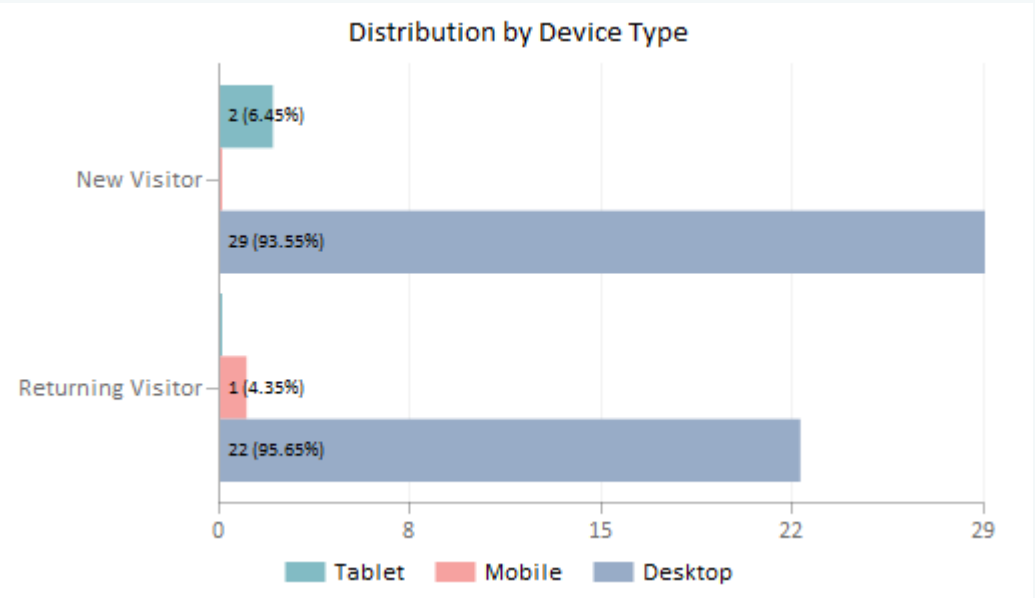


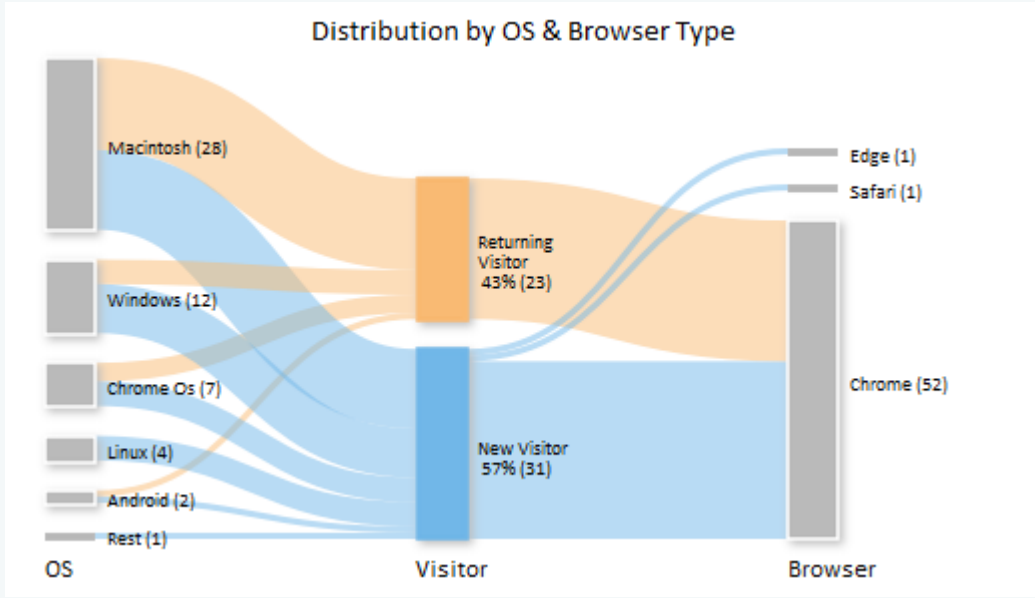
Traffic | Social **Groups.google.com** 50

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



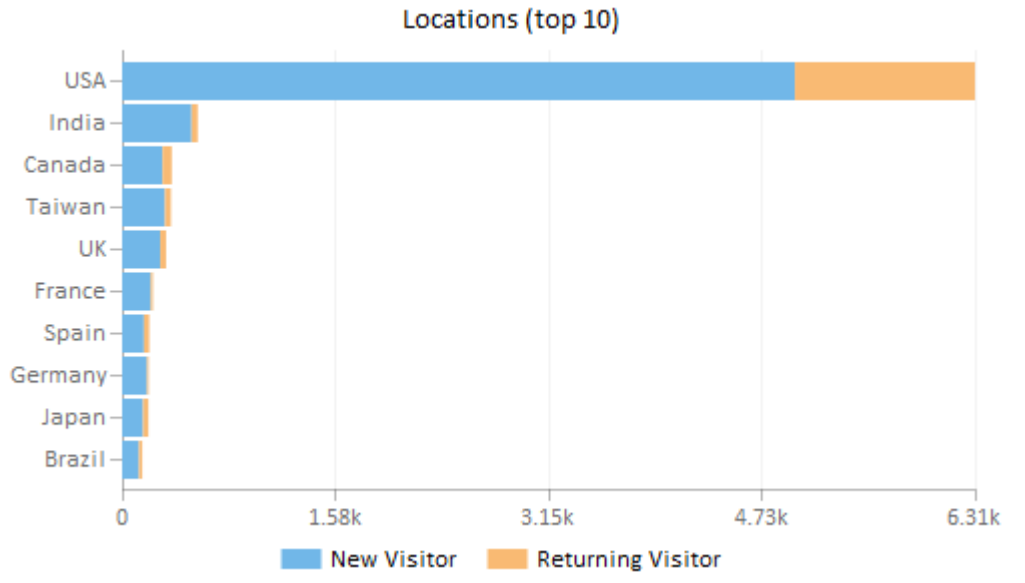


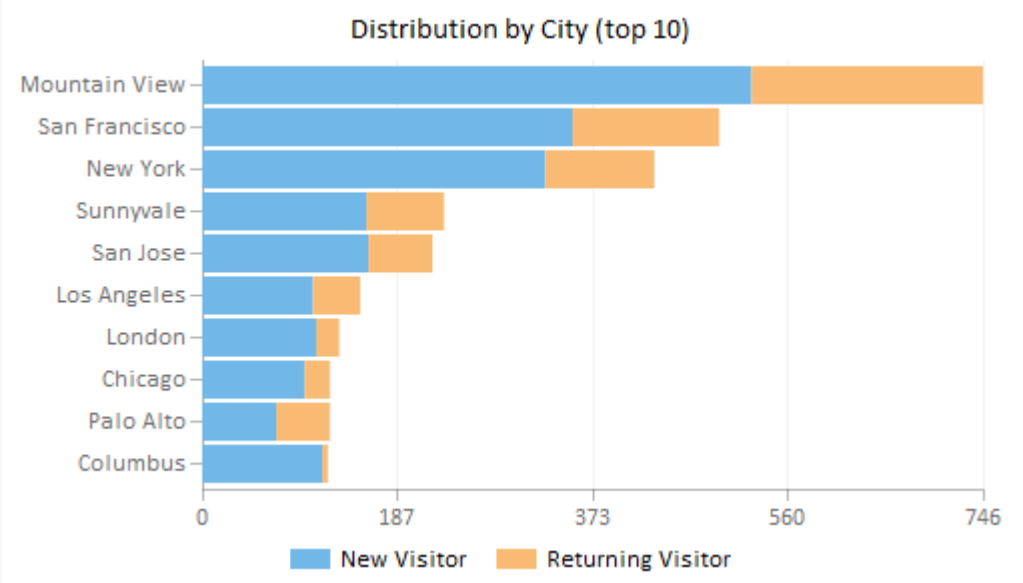


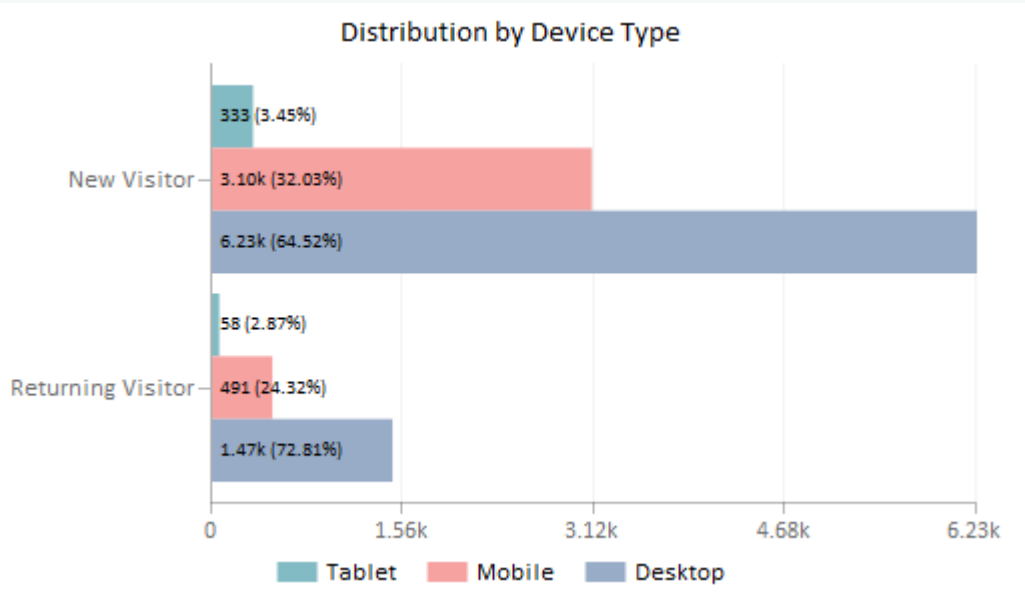


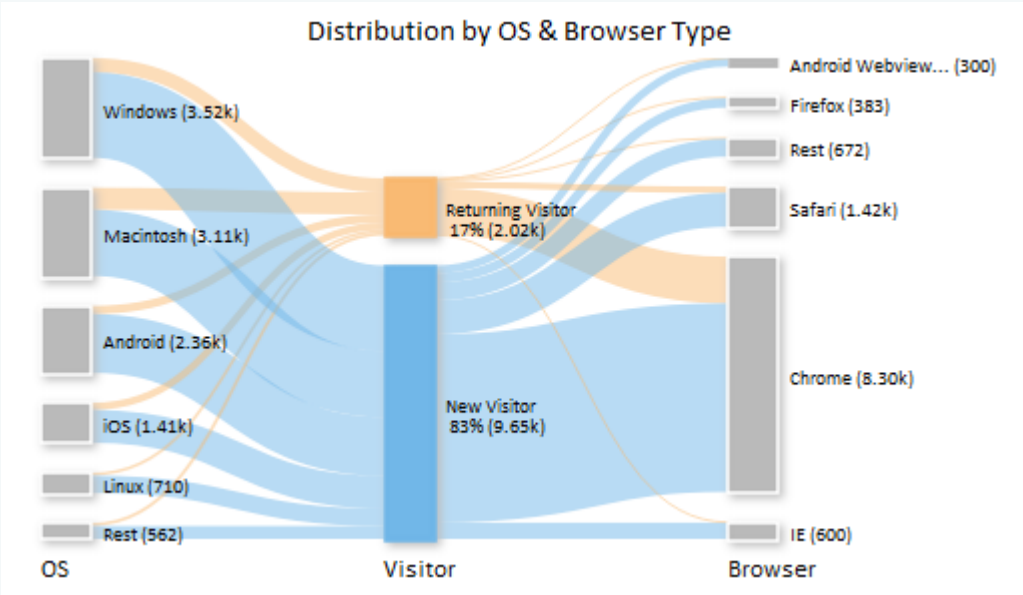
Traffic | Direct 10,395

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
13,181	45.95%	65,590	00:03:17	73.33%

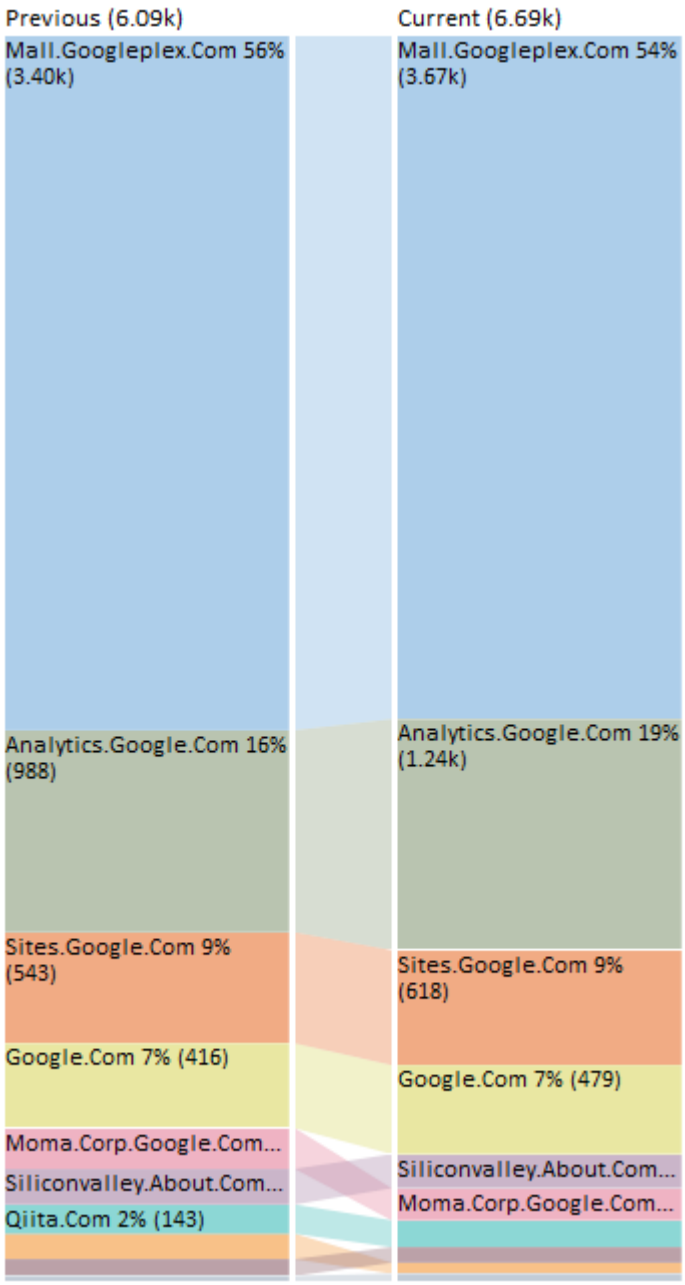


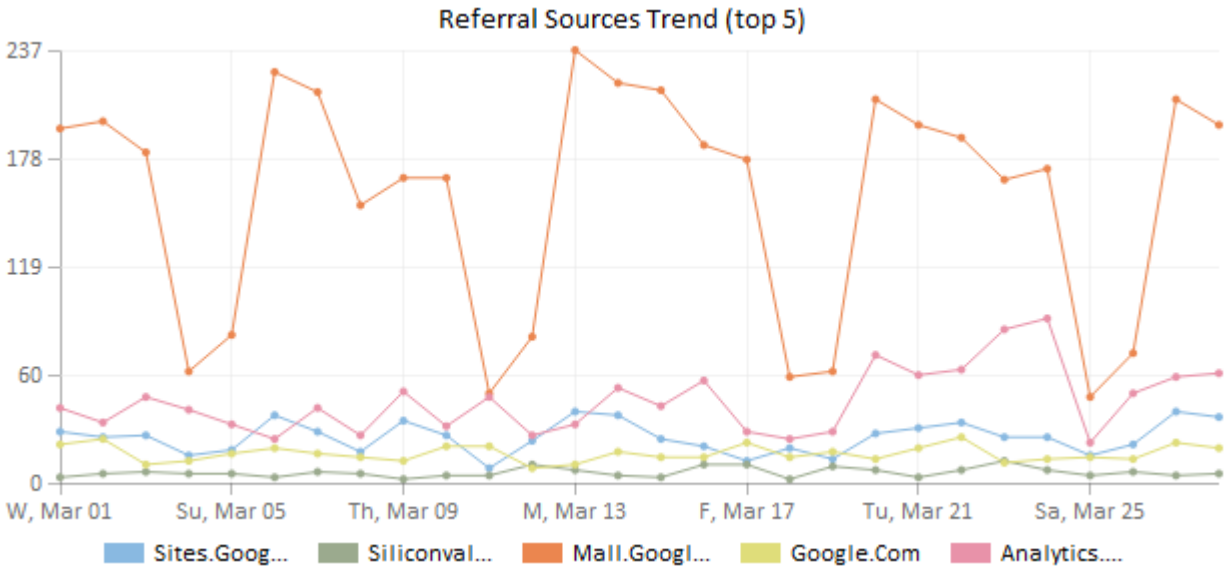






Traffic by Referral 6,796



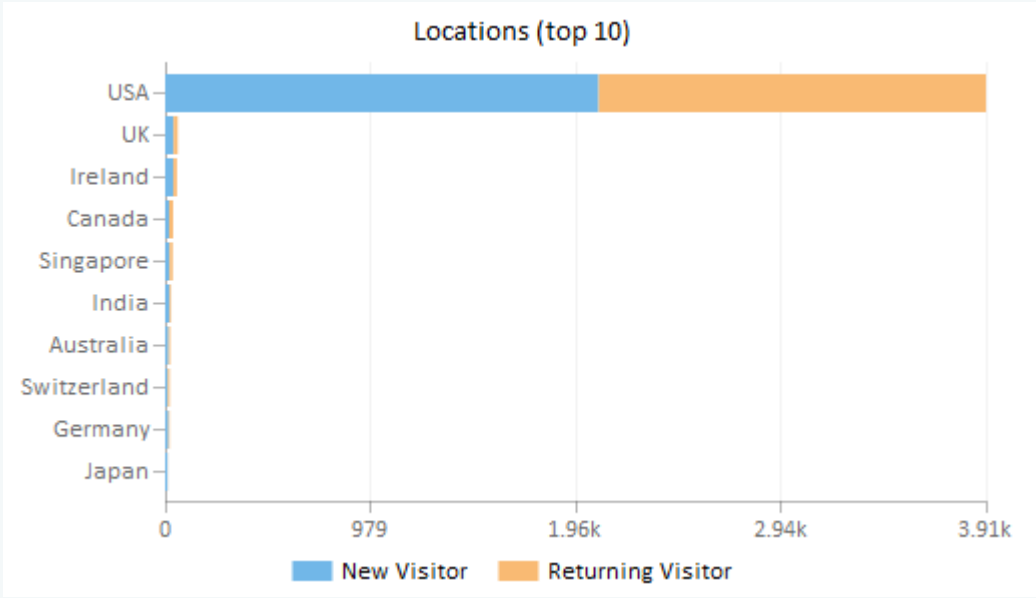


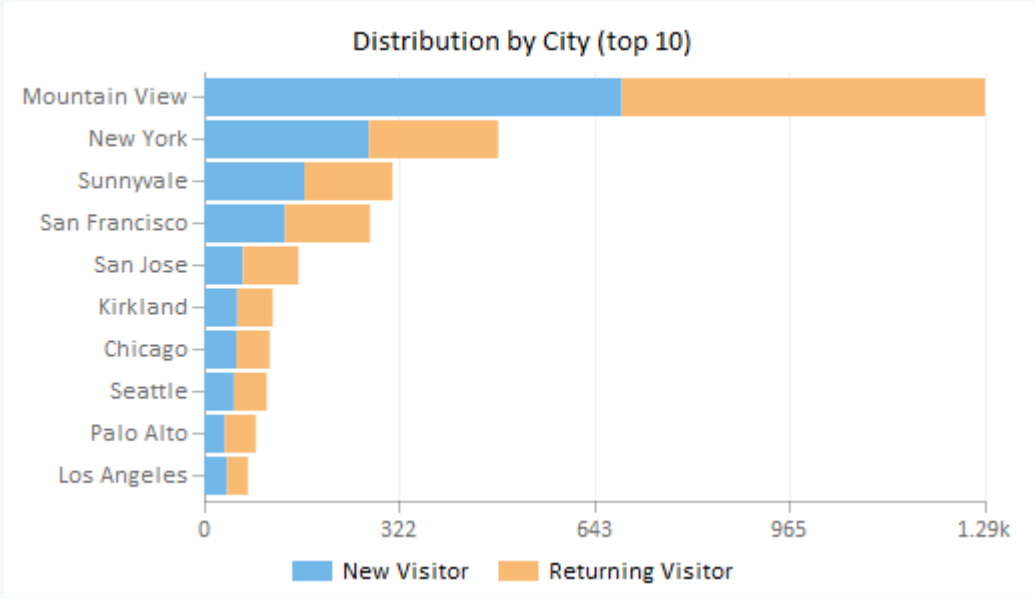
Referral Acquisition Detail (top 10)

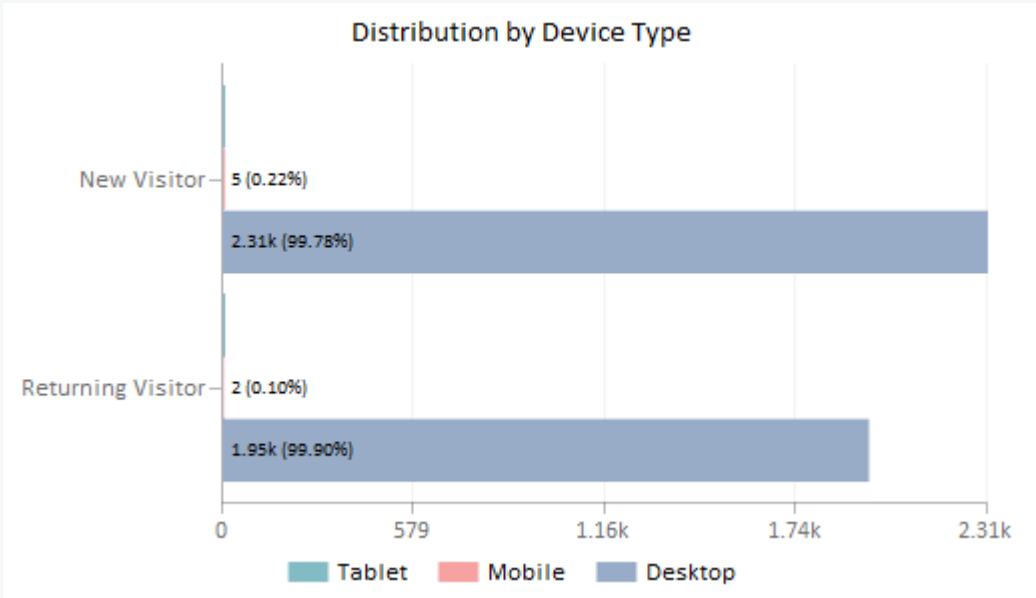
S, No.	Referral Sources	Users	Pageviews	Bounces	Time on Site (avg.)
1	Mall.googleplex.com	3,673 ▲	48,123 ▲	15.19% ▼	00:05:11 ▲
2	Analytics.google.com	1,242 ▲	4,746 ▲	52.56% ▲	00:03:07 ▲
3	Sites.google.com	618 ▲	6,383 ▲	20.83% ▼	00:04:05 ▲
4	Google.com	479 ▲	2,177 ▲	43.26% ▲	00:03:01 ▲
5	Siliconvalley.abou...	183 ▲	921 ▼	26.67% ▼	00:03:07 ▼
6	Moma.corp.google.com	173 ▼	1,464 ▼	28.38% ▲	00:03:14 ▼
7	Qiita.com	144 ▲	568 ▼	52.87% ▲	00:02:28 ▲
8	Blog.golang.org	84 ▲	260 ▼	24.42% ▼	00:01:09 ▼
9	Mail.google.com	59 ▼	1,927 ▲	34.78% ▼	00:08:12 ▲
10	Docs.google.com	39 ▲	148 ▲	38.10% ▼	00:02:52 ▲

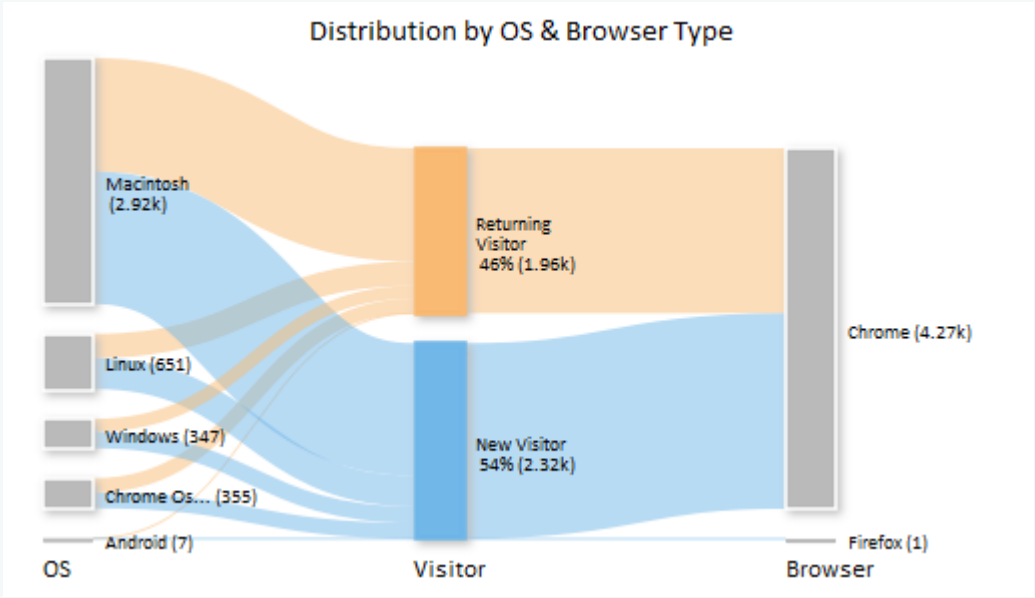
Traffic | Referral Mall.googleplex.com 3,673

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
5,627	15.19%	48,123	00:05:11	41.23%



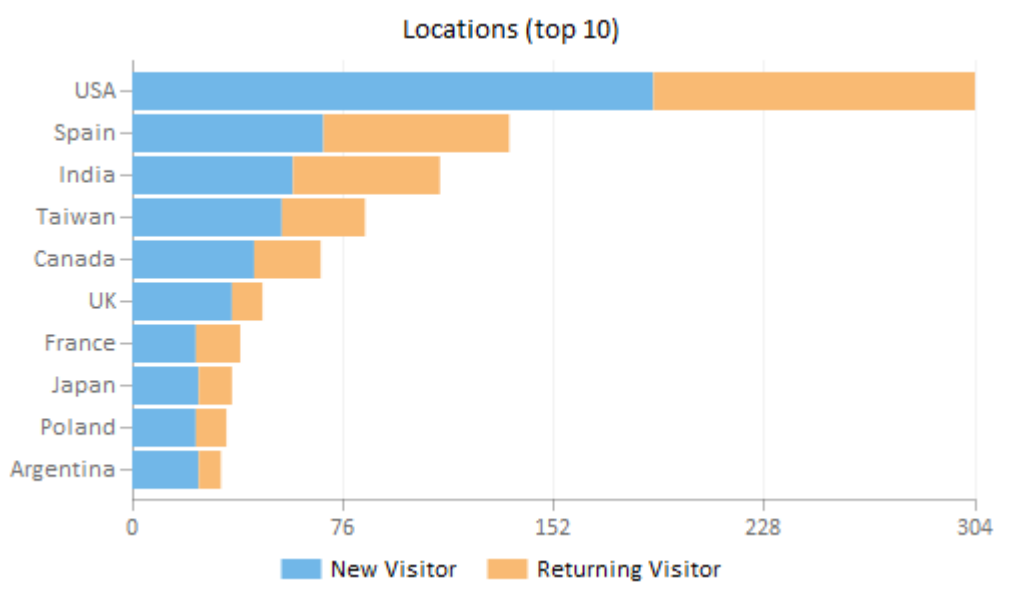


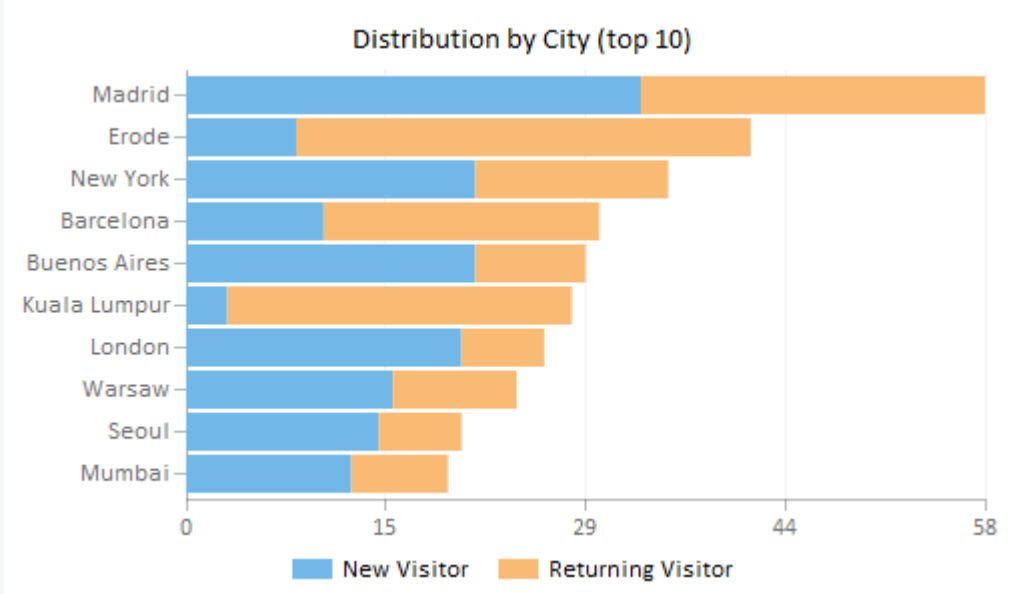


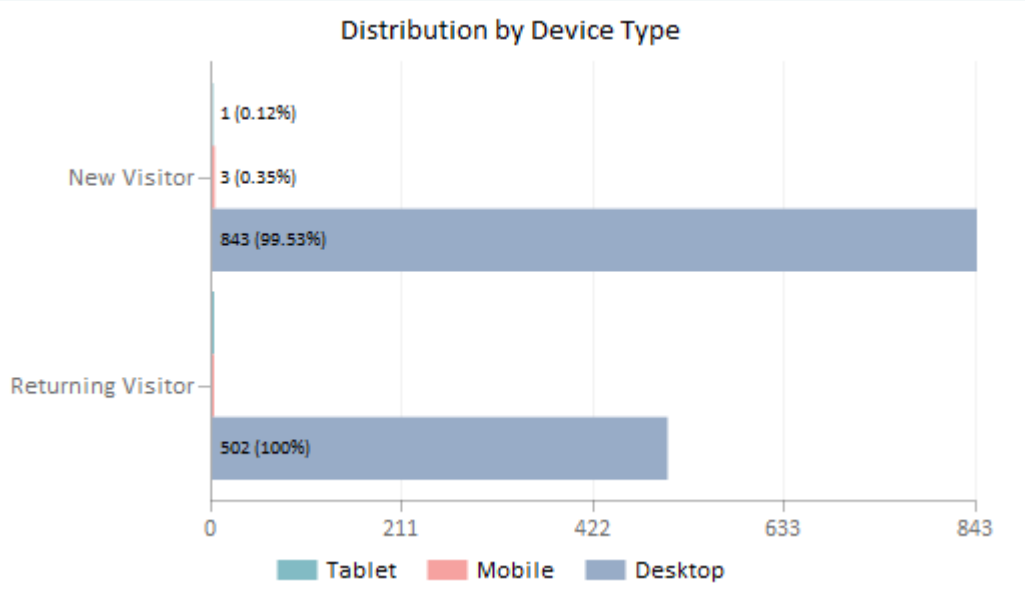


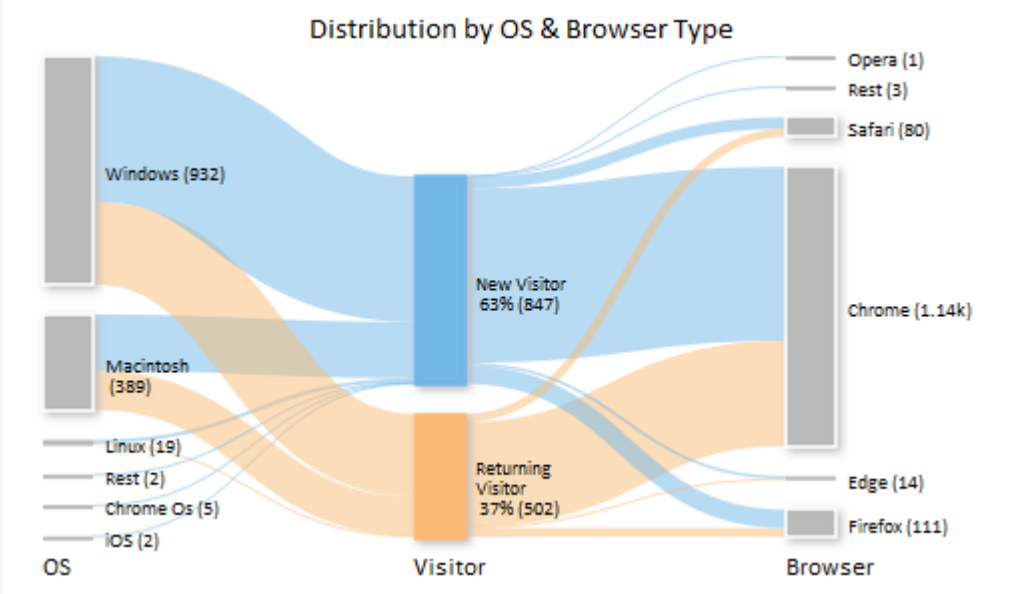
Traffic | Referral **Analytics.google.com** 1,242

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
1,619	52.56%	4,746	00:03:07	52.38%





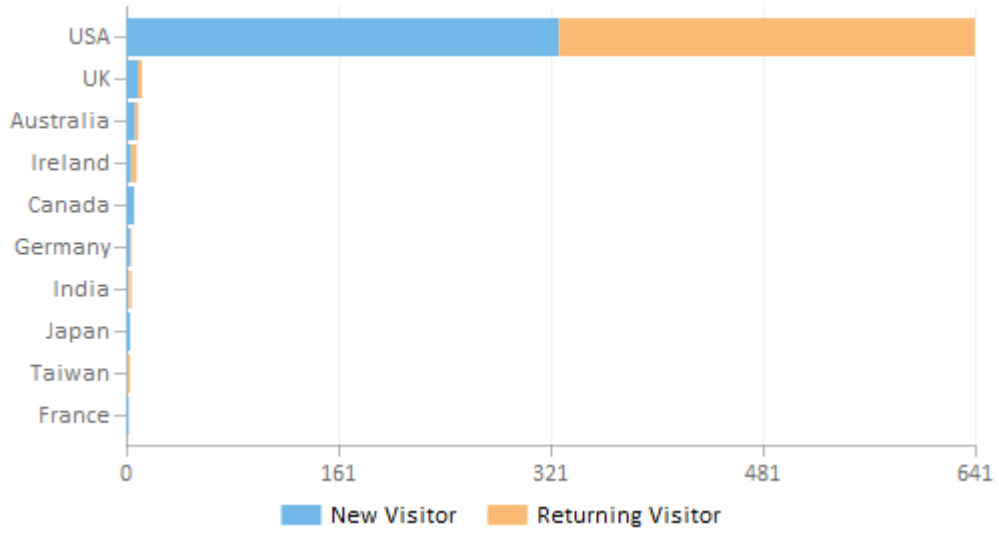




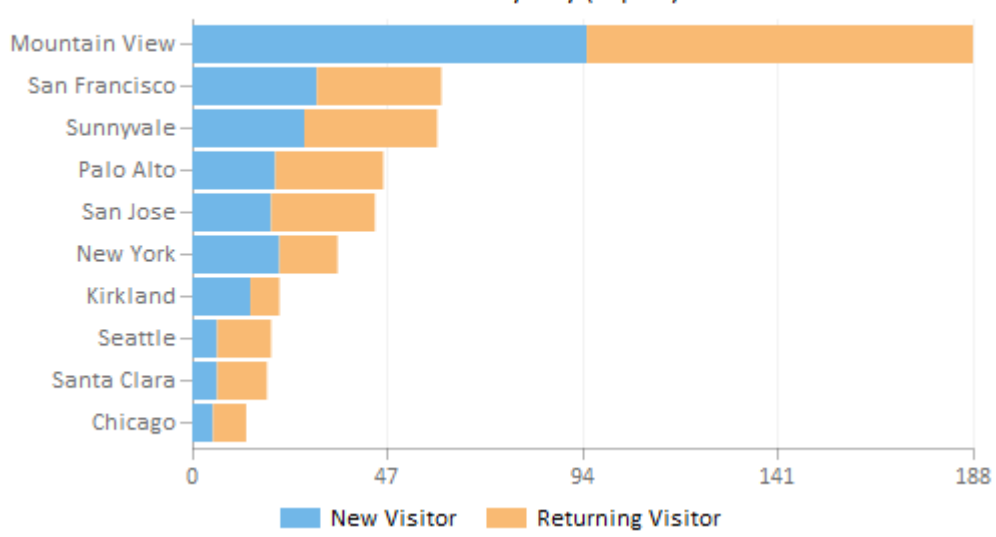
Traffic | Referral **Sites.google.com** 618

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
869	20.83%	6,383	00:04:05	43.38%

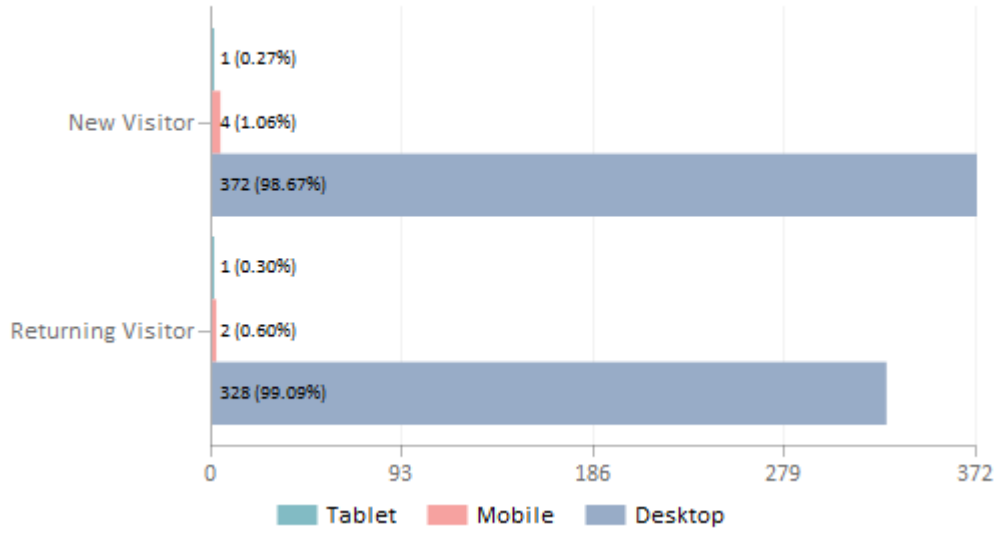
Locations (top 10)



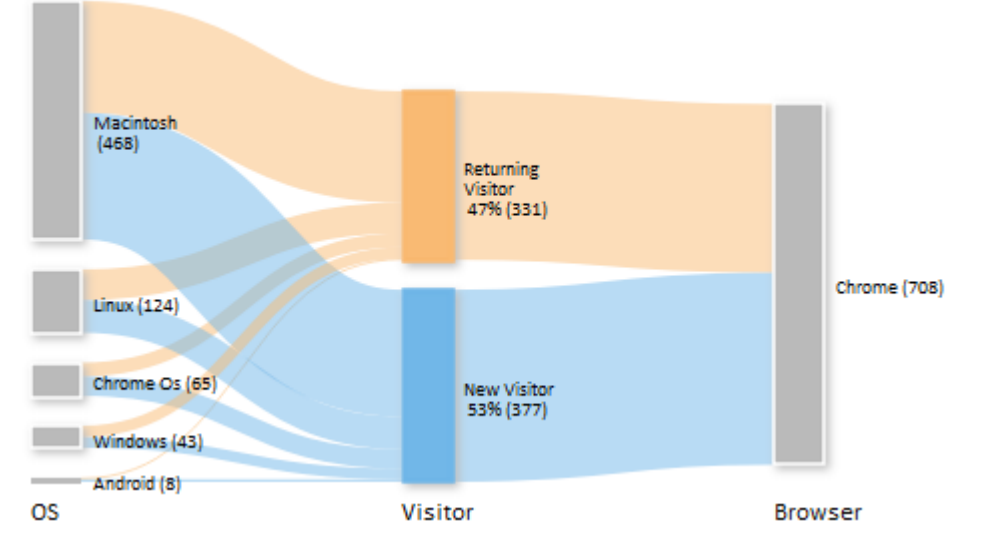
Distribution by City (top 10)



Distribution by Device Type

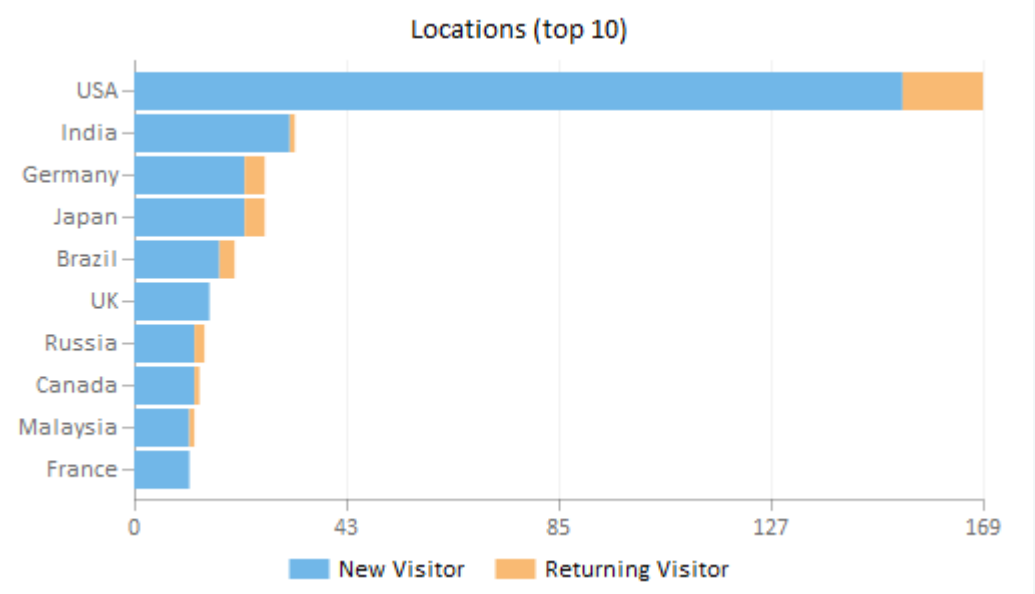


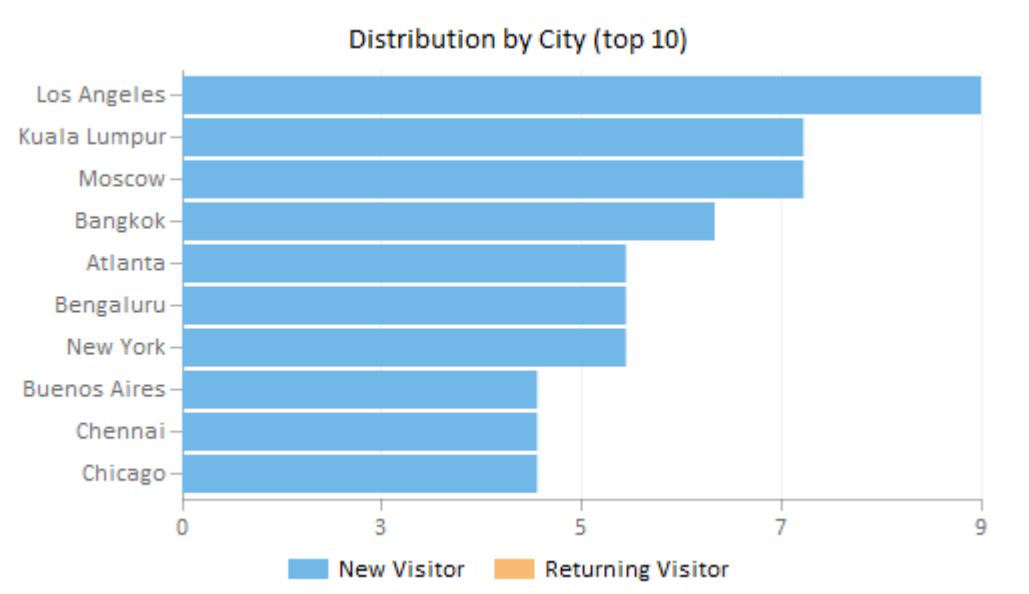
Distribution by OS & Browser Type

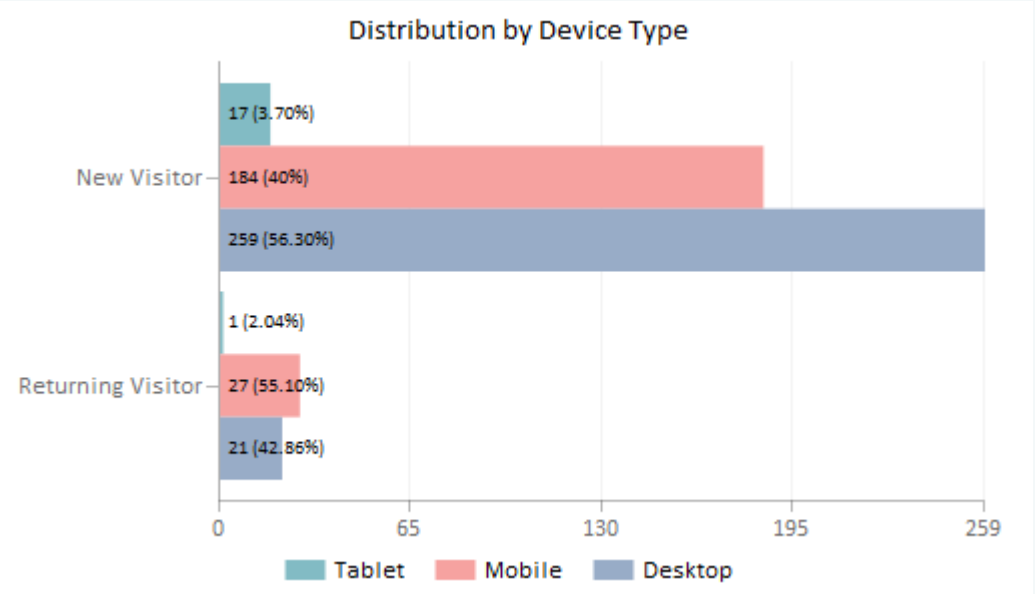


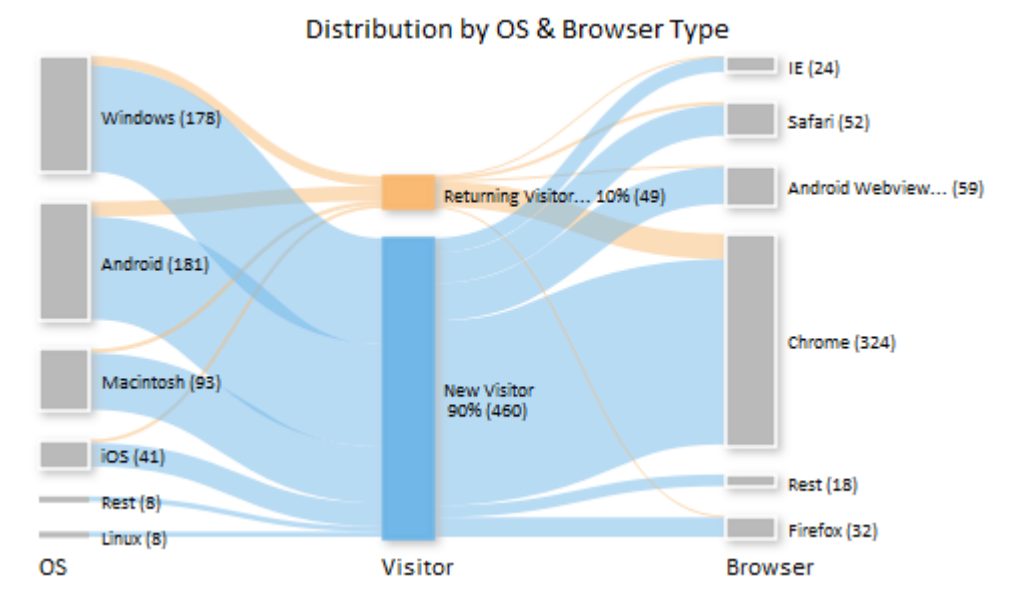
Traffic | Referral **Google.com** 479

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
534	43.26%	2,177	00:03:01	86.33%



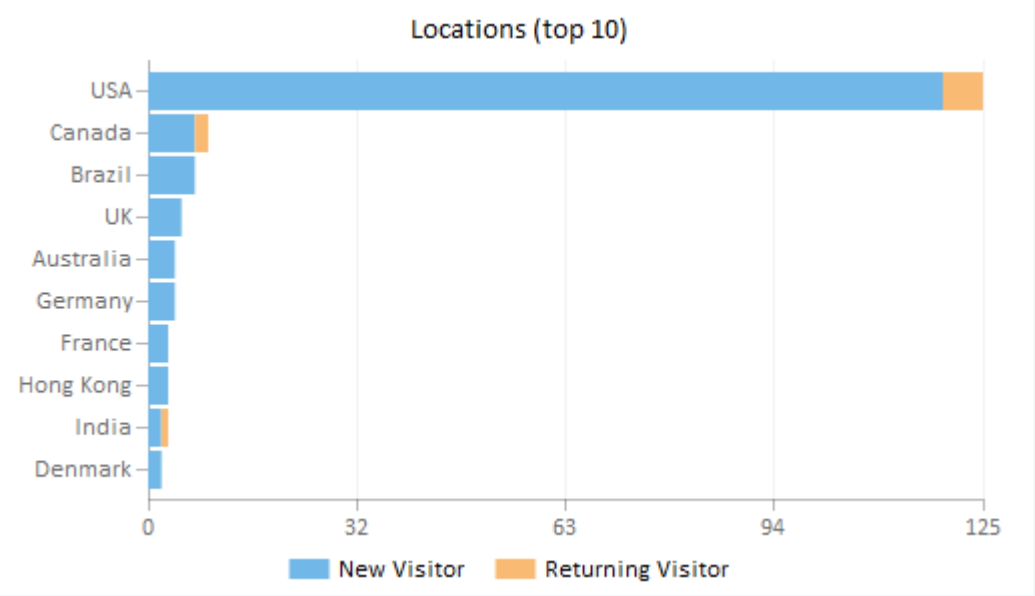


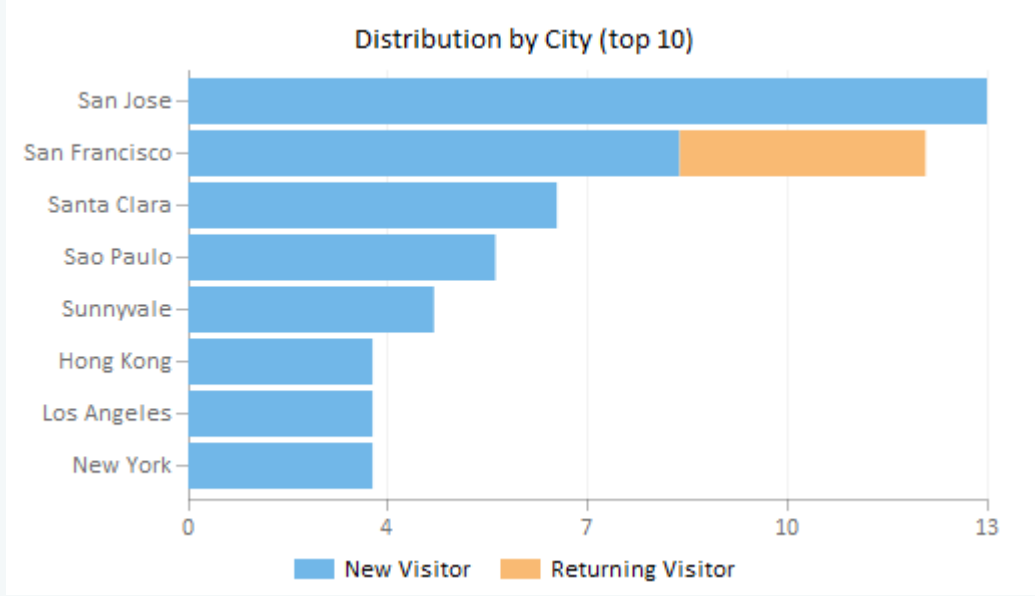


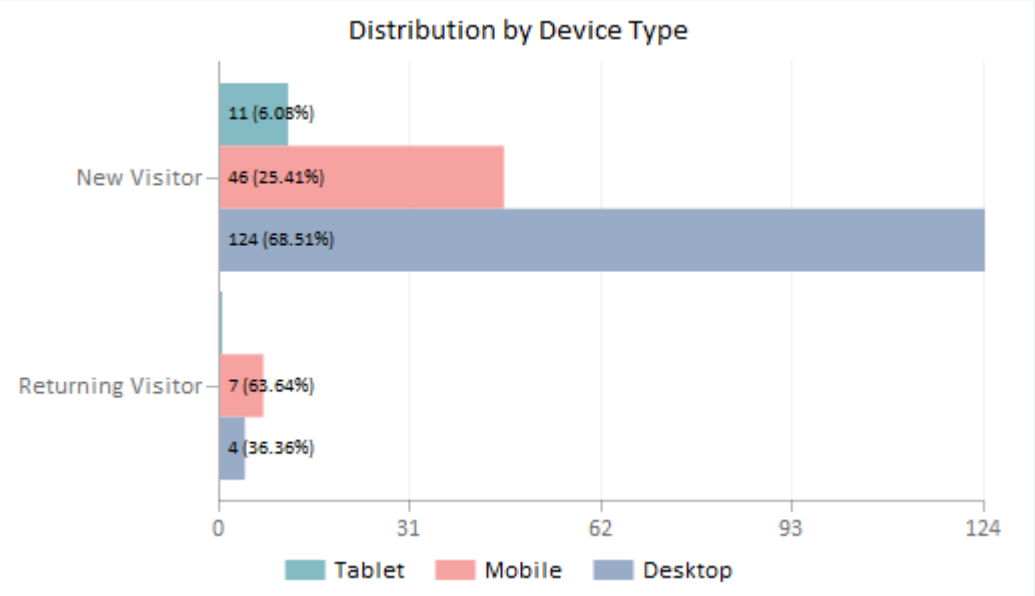


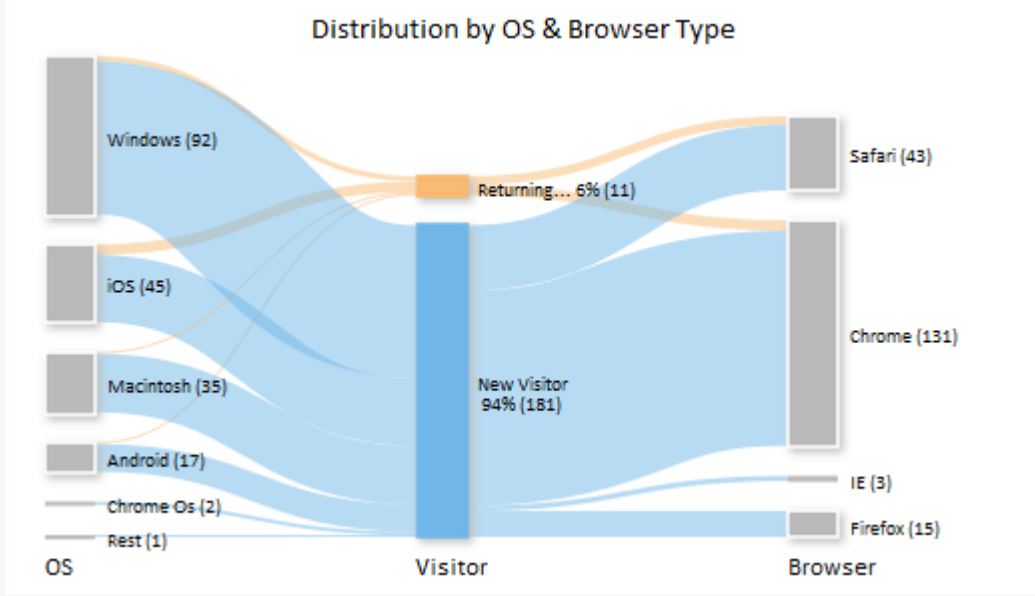
Traffic | Referral Siliconvalley.about.com 183

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
195	26.67%	921	00:03:07	92.82%





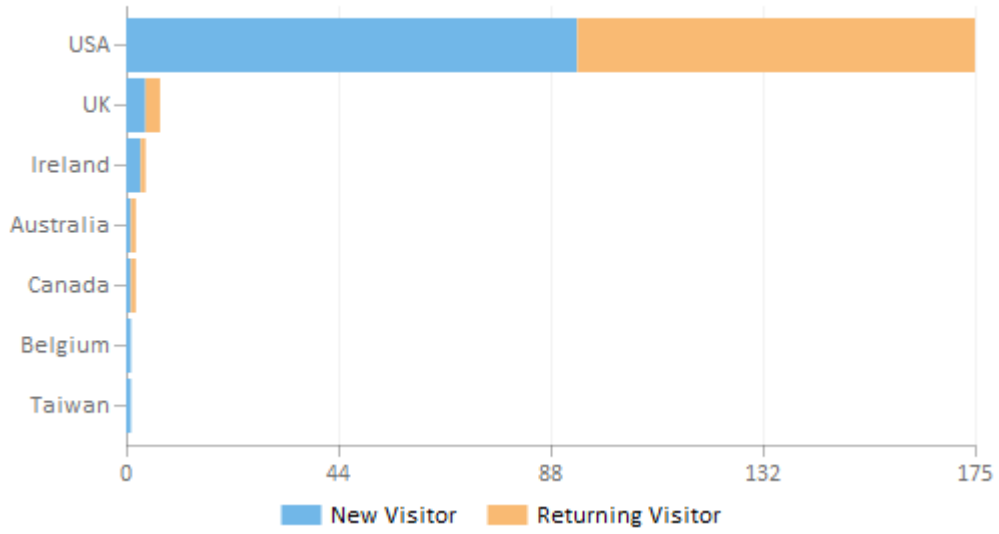




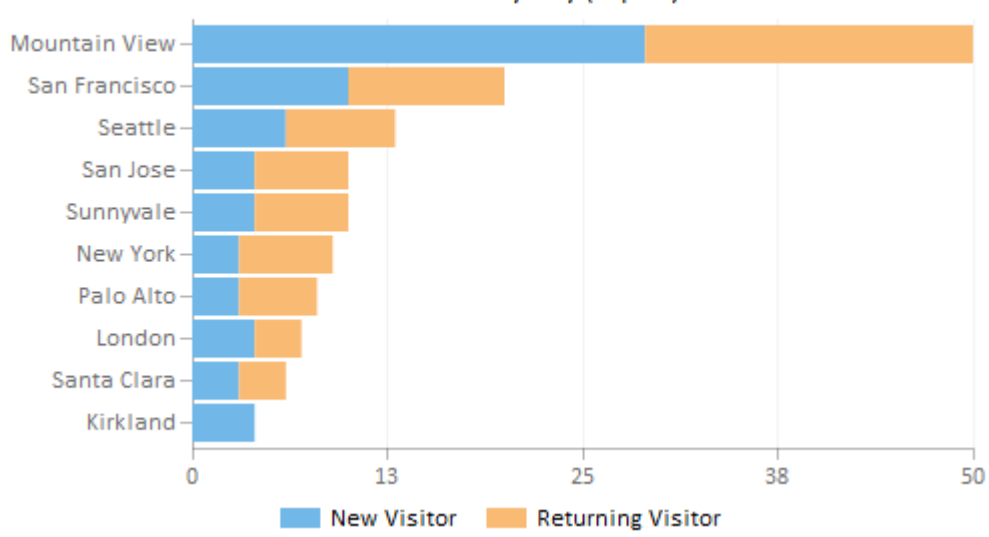
Traffic | Referral Moma.corp.google.com 173

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
229	28.38%	1,464	00:03:14	45.41%

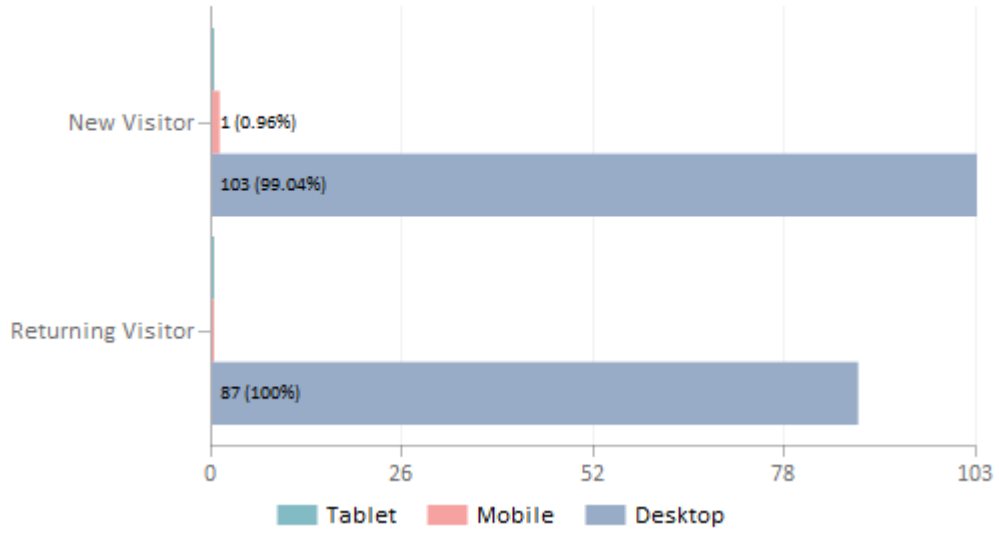
Locations (top 10)



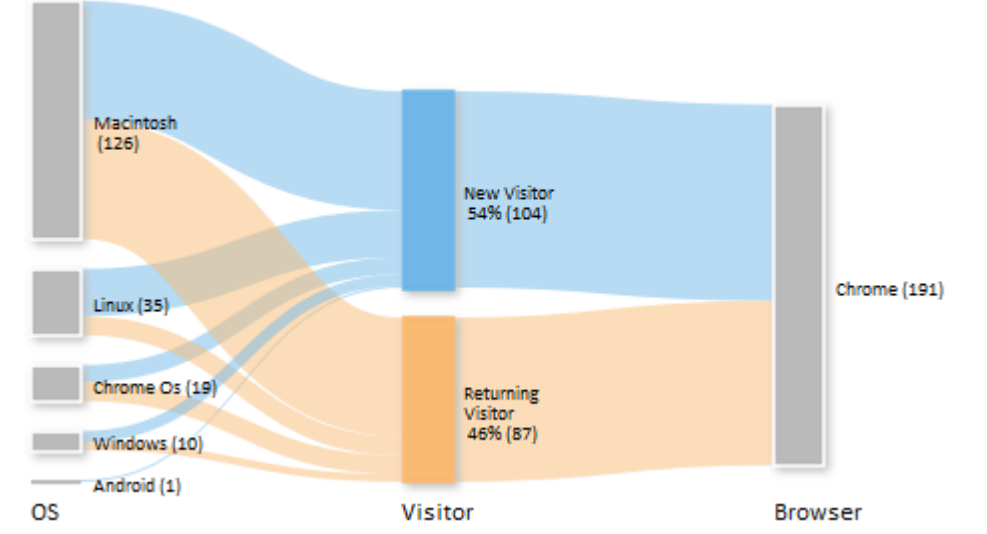
Distribution by City (top 10)



Distribution by Device Type

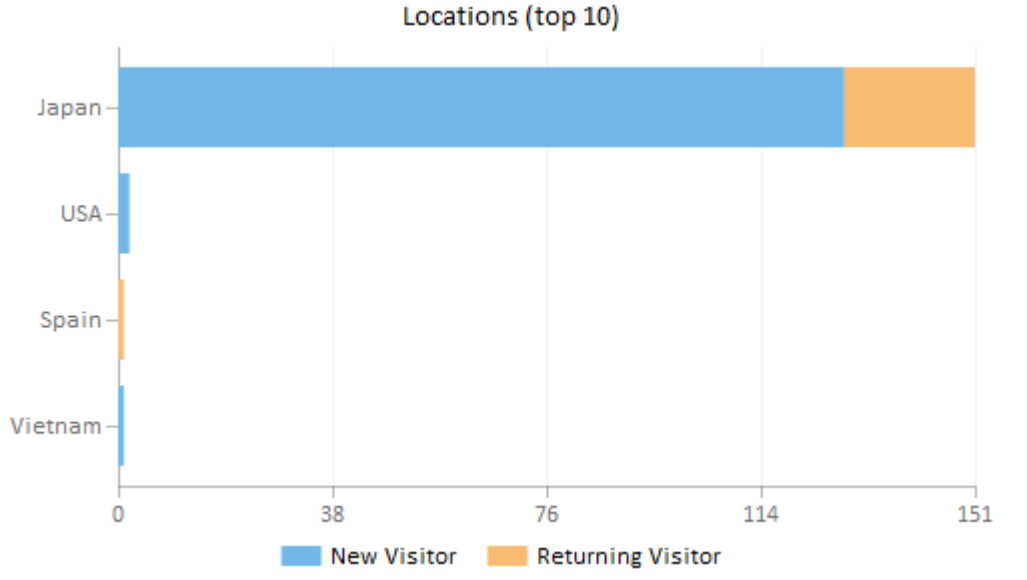


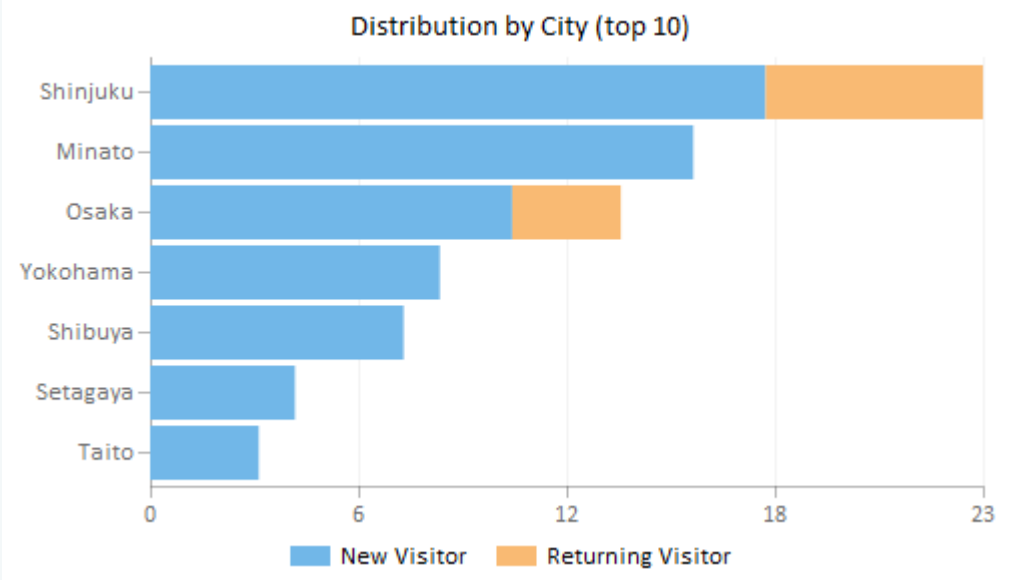
Distribution by OS & Browser Type

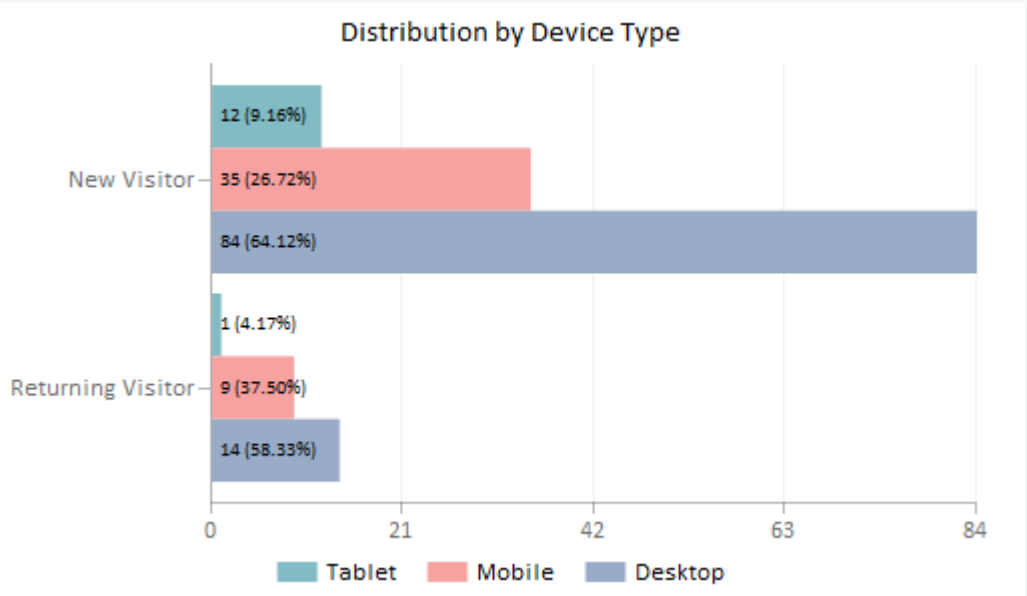


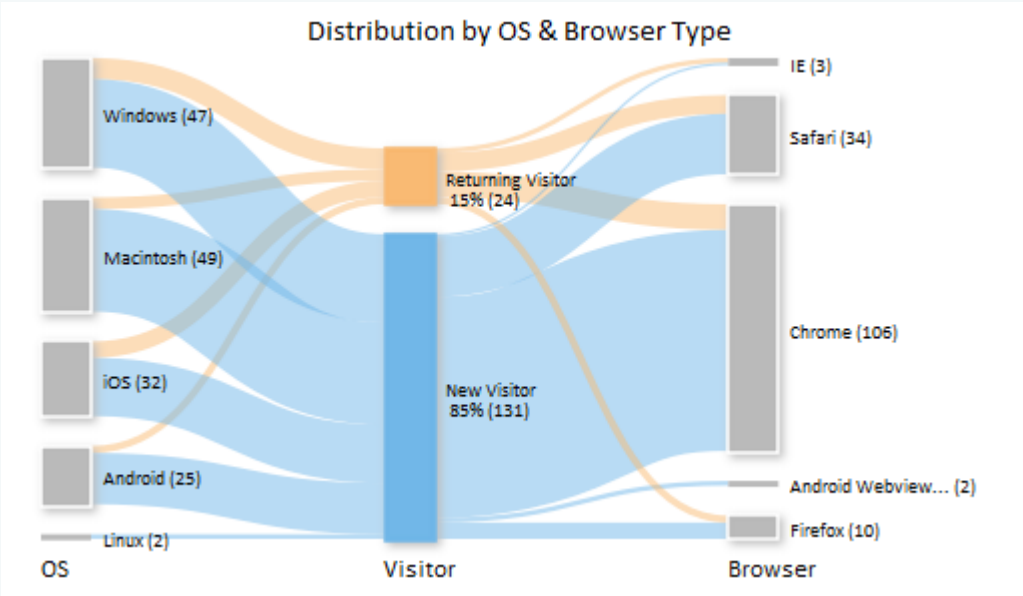
Traffic | Referral Qiita.com 144

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
157	52.87%	568	00:02:28	83.44%



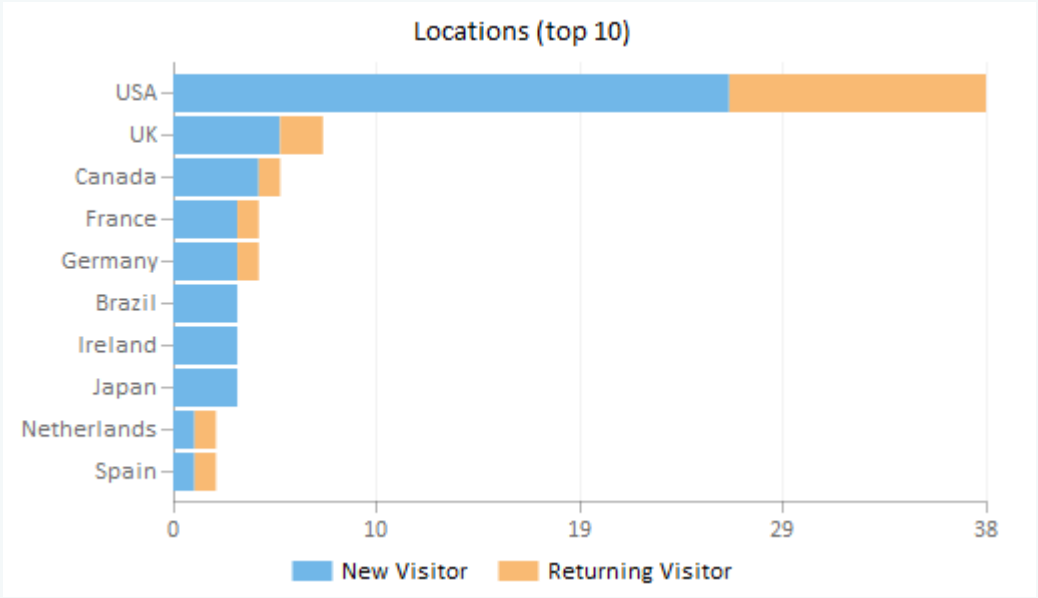


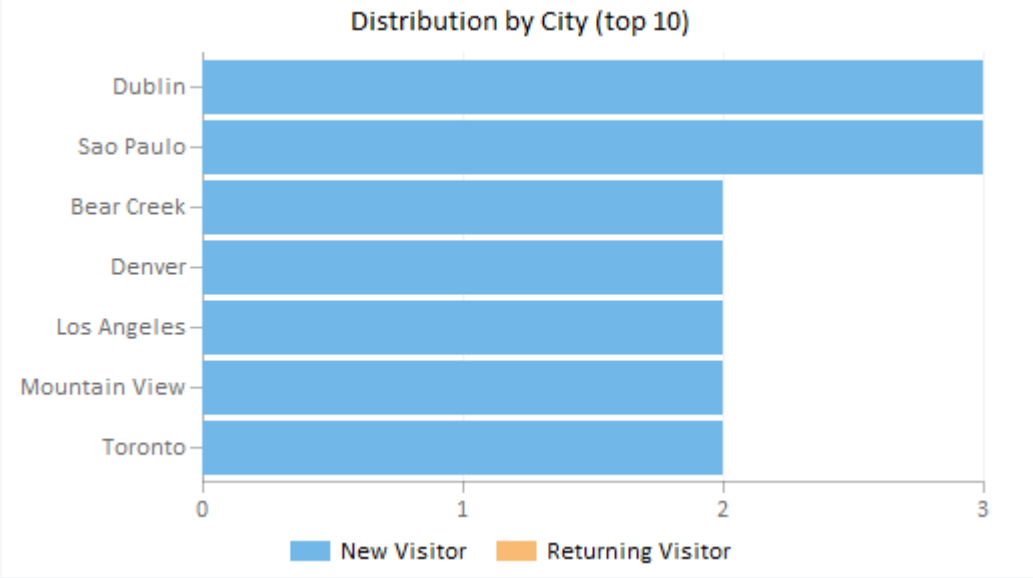


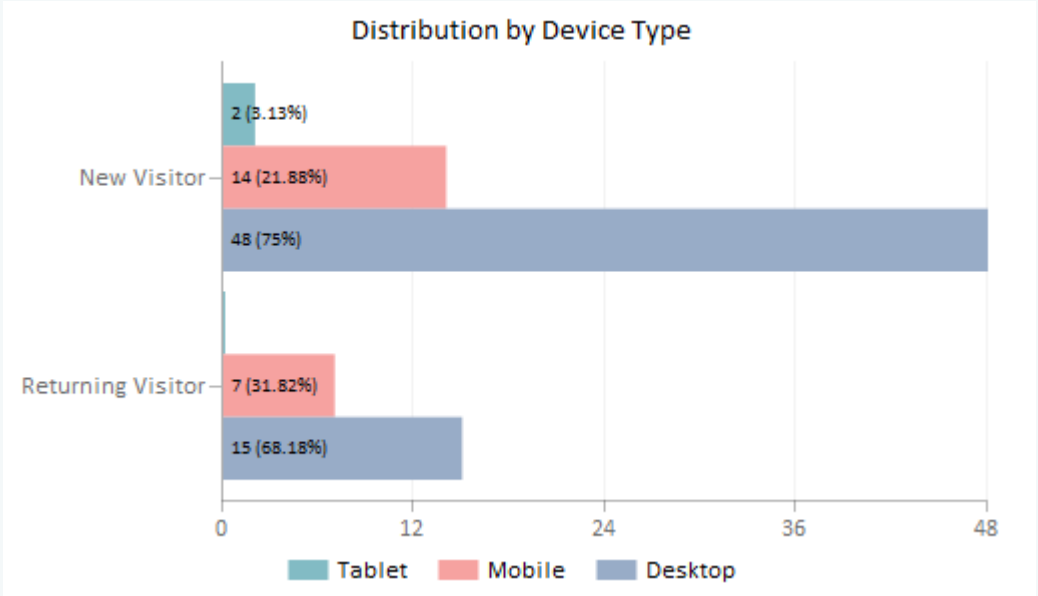


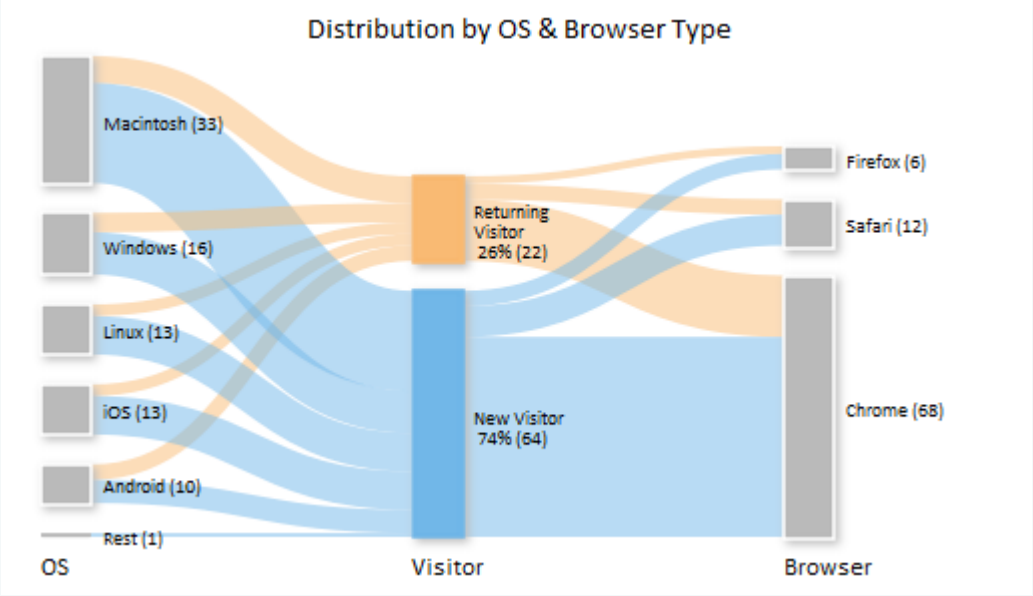
Traffic | Referral **Blog.golang.org** 84

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
86	24.42%	260	00:01:09	74.42%



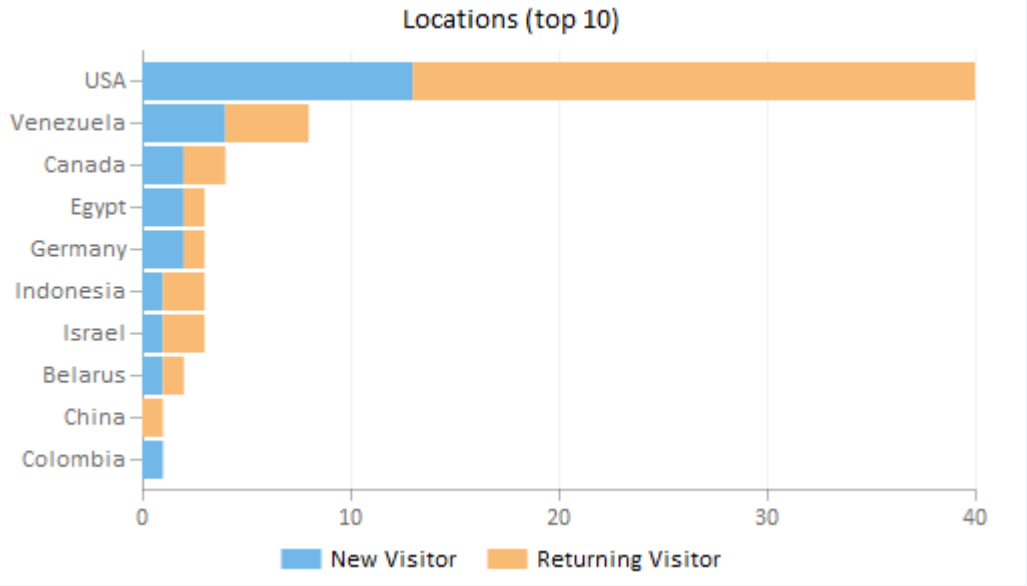


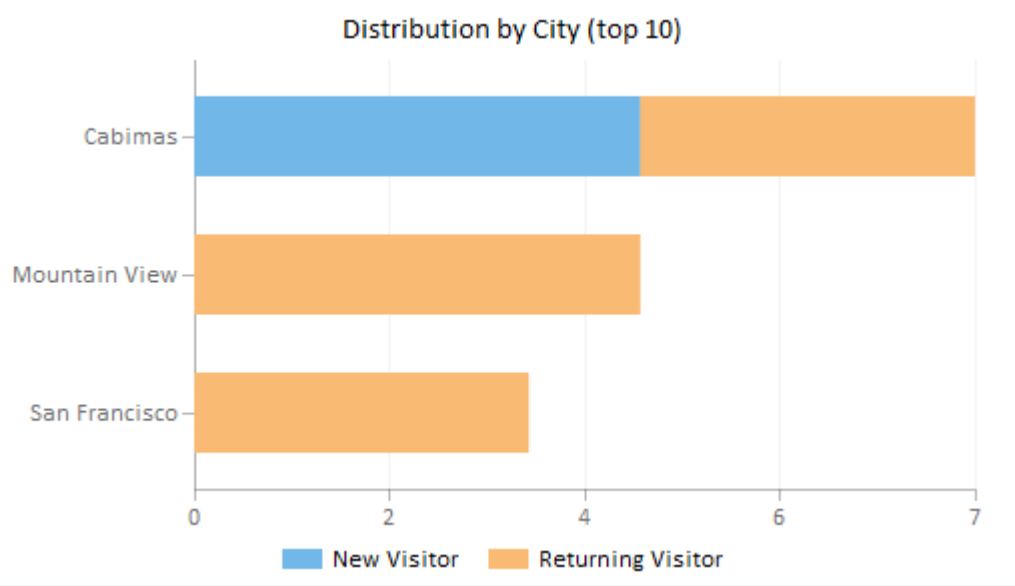


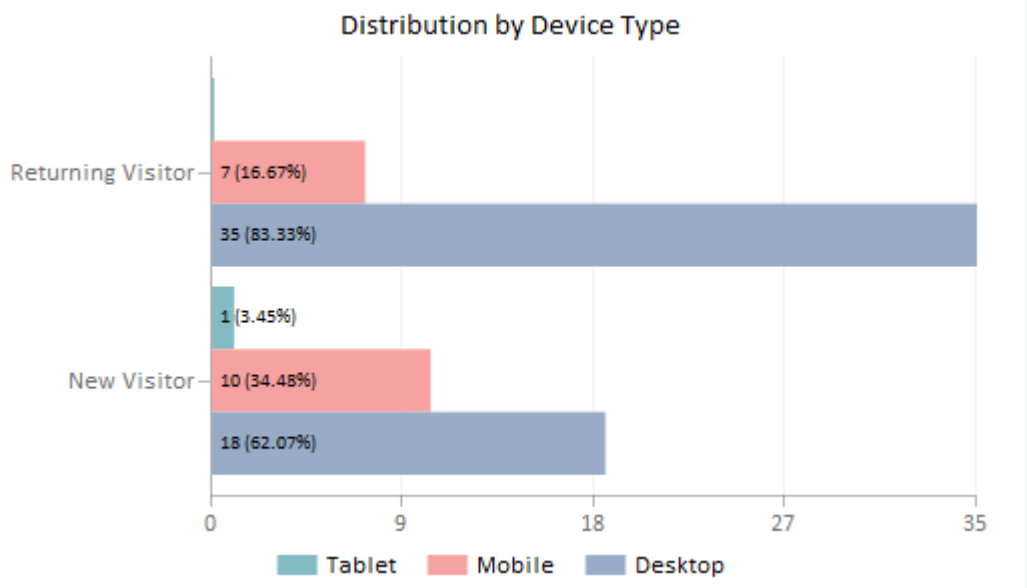


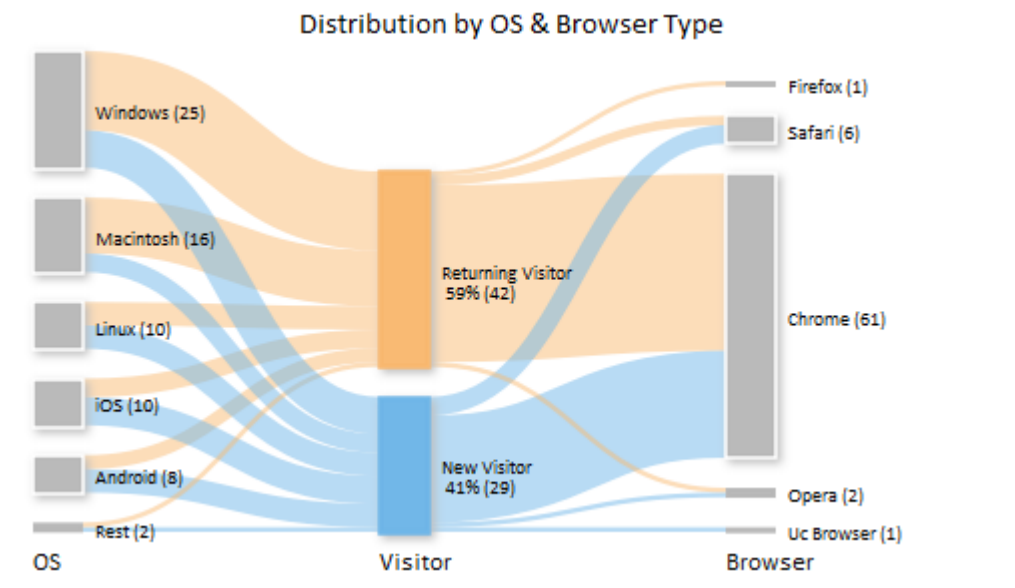
Traffic | Referral **Mail.google.com** 59

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
115	34.78%	1,927	00:08:12	25.22%





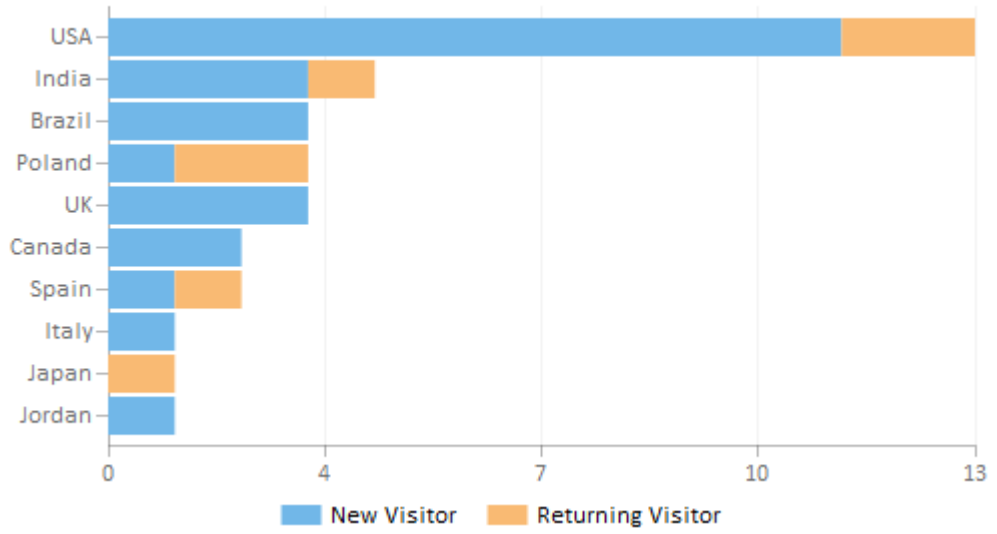




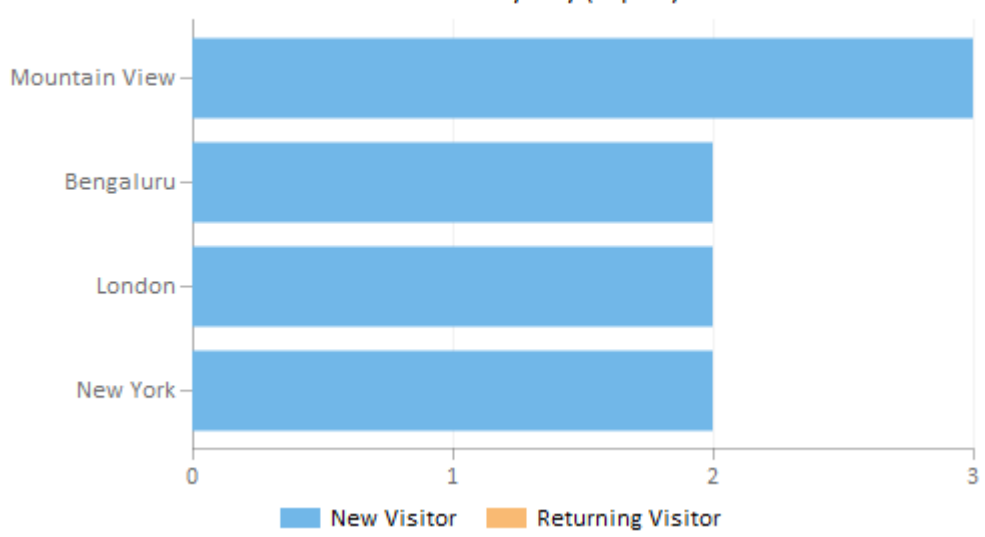
Traffic | Referral **Docs.google.com** 39

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
42	38.10%	148	00:02:52	76.19%

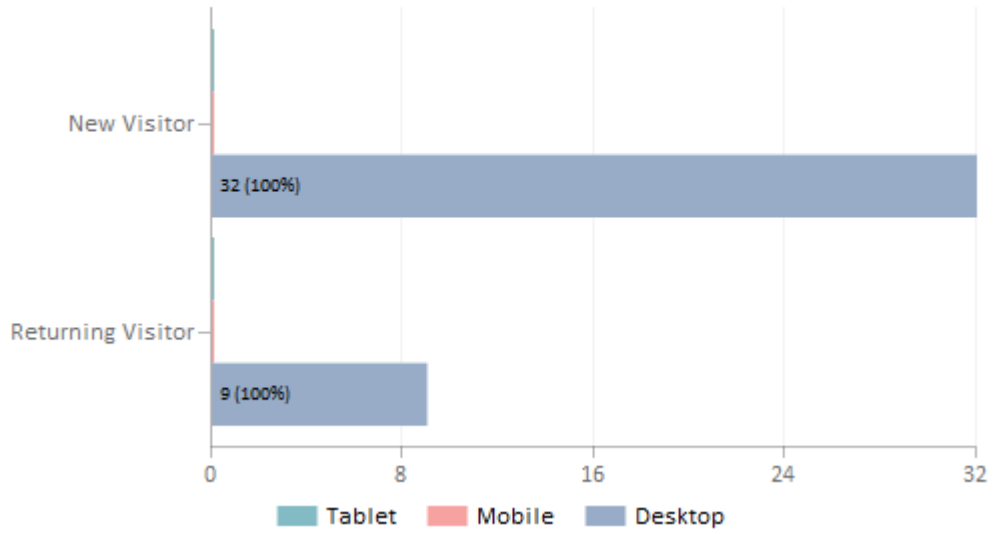
Locations (top 10)



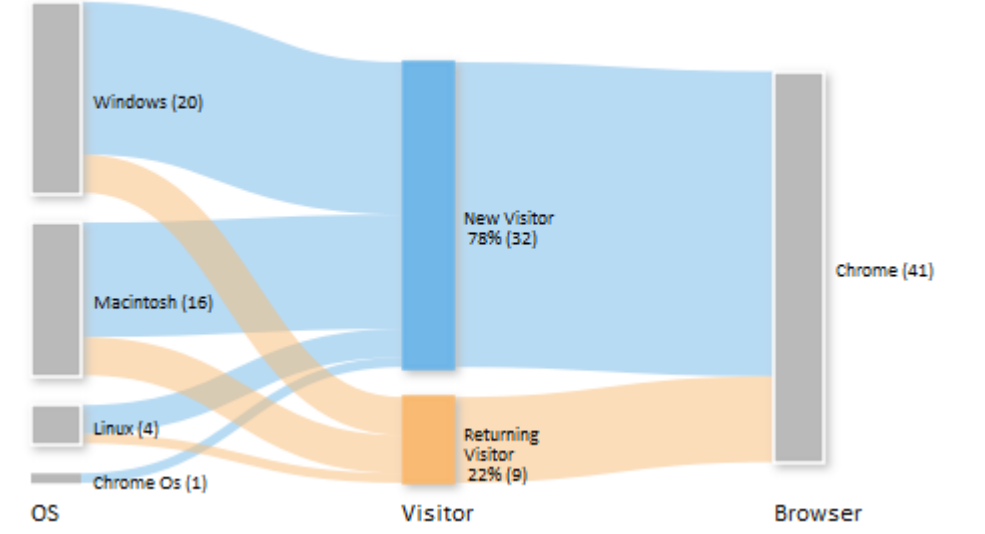
Distribution by City (top 10)



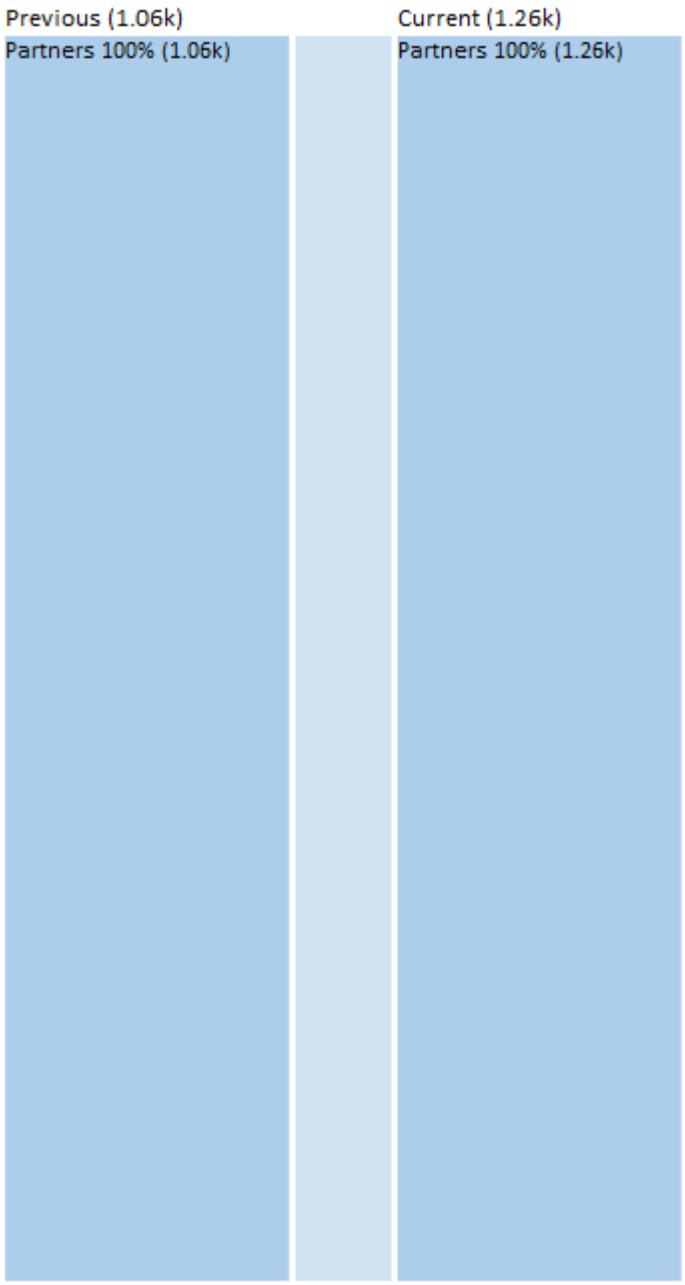
Distribution by Device Type

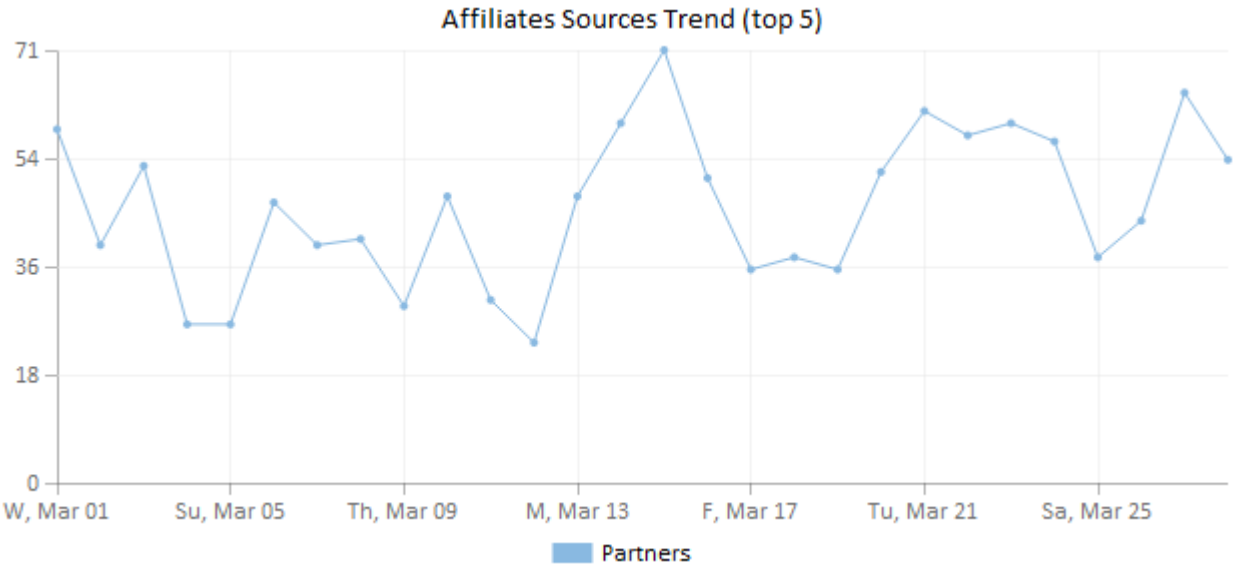


Distribution by OS & Browser Type



Traffic by Affiliates 1,256





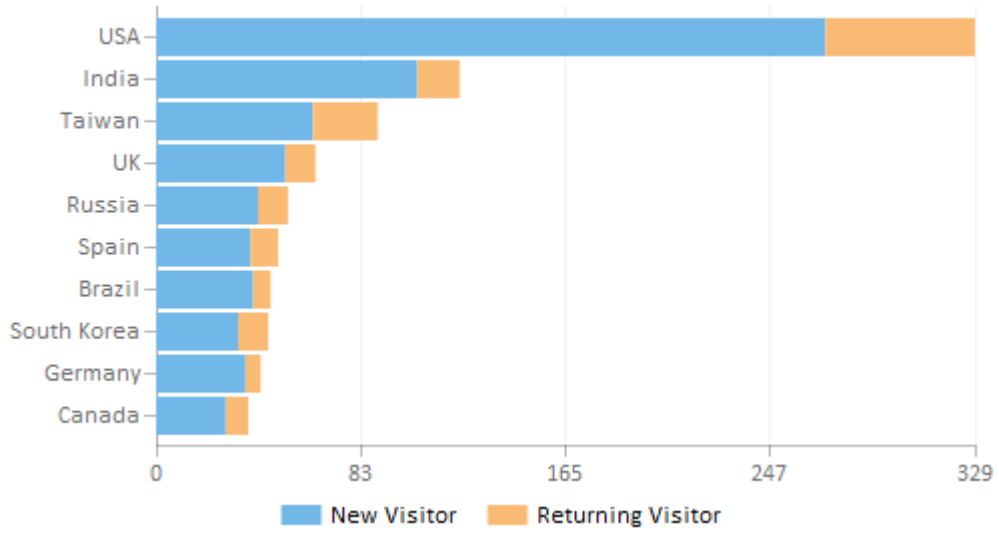
Affiliates Acquisition Detail (top 10)

S, No.	Affiliates Sources	Users	Pageviews	Bounces	Time on Site (avg.)
1	Partners	1,256 ▲	4,224 ▲	56.43% ▲	00:02:40 ▲

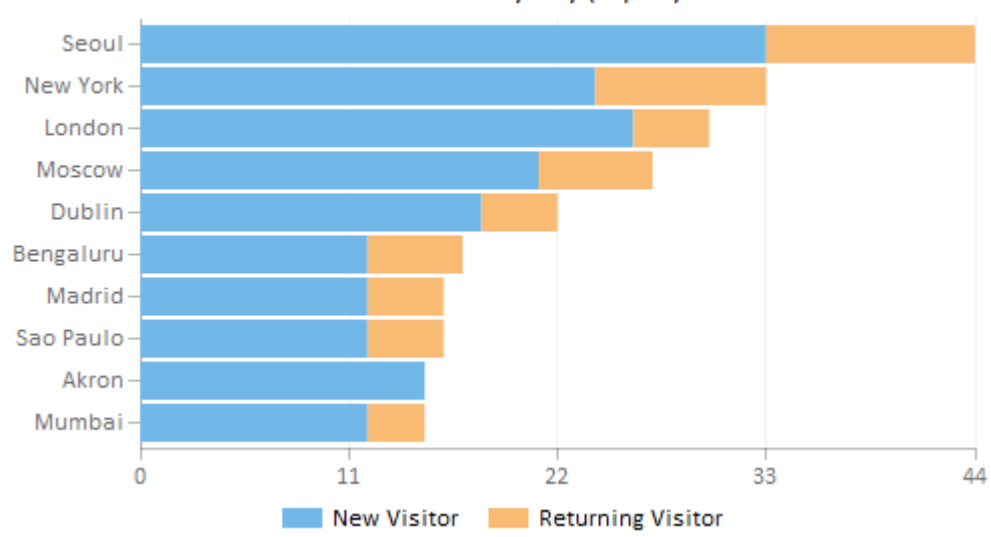
Traffic | Affiliates **Partners** 1,256

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
1,524	56.43%	4,224	00:02:40	74.74%

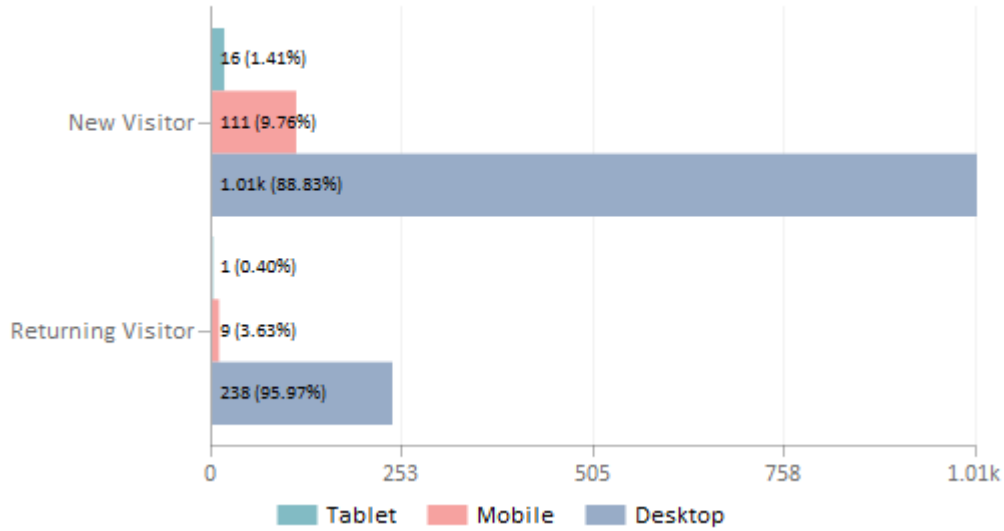
Locations (top 10)



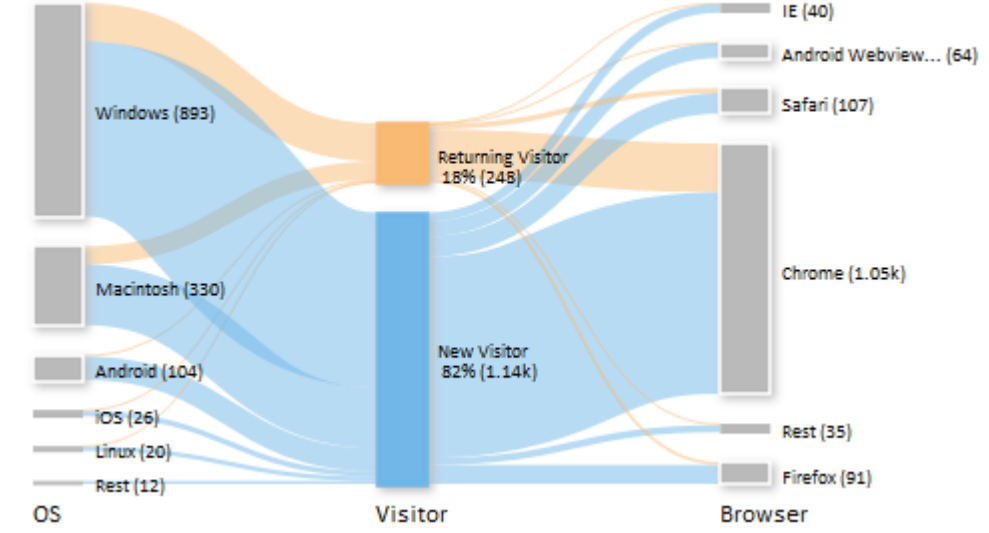
Distribution by City (top 10)



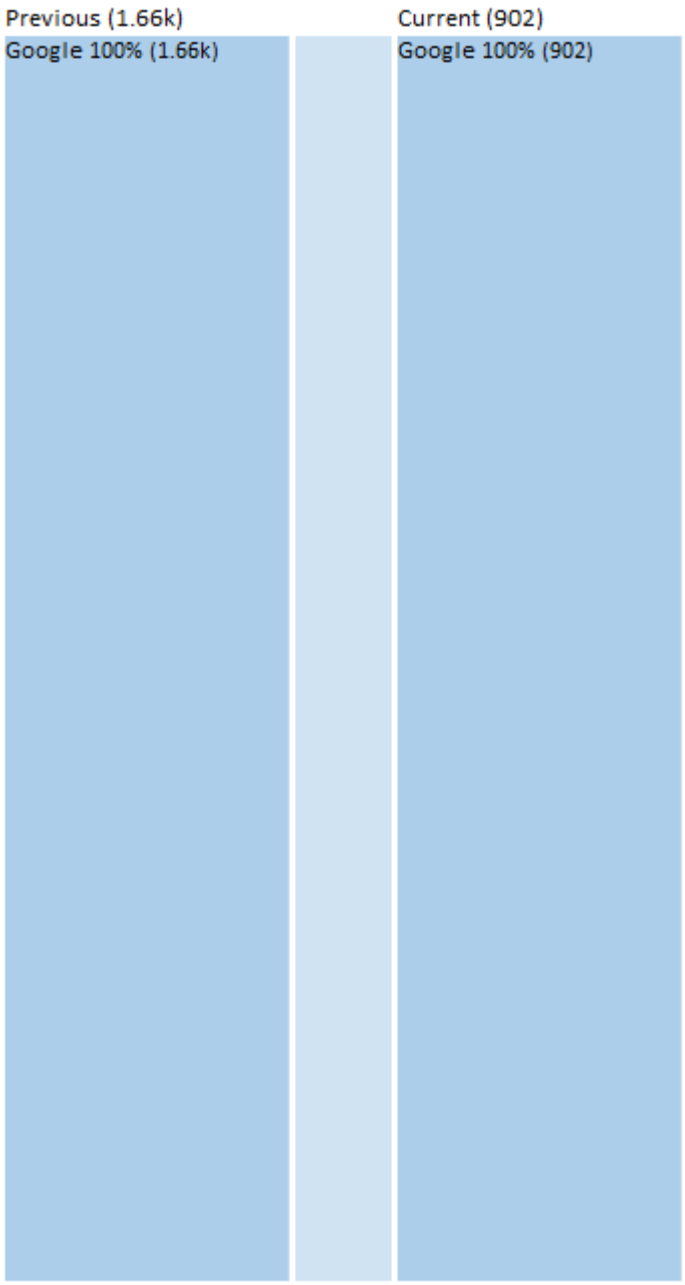
Distribution by Device Type



Distribution by OS & Browser Type



Traffic by Paid Search 902



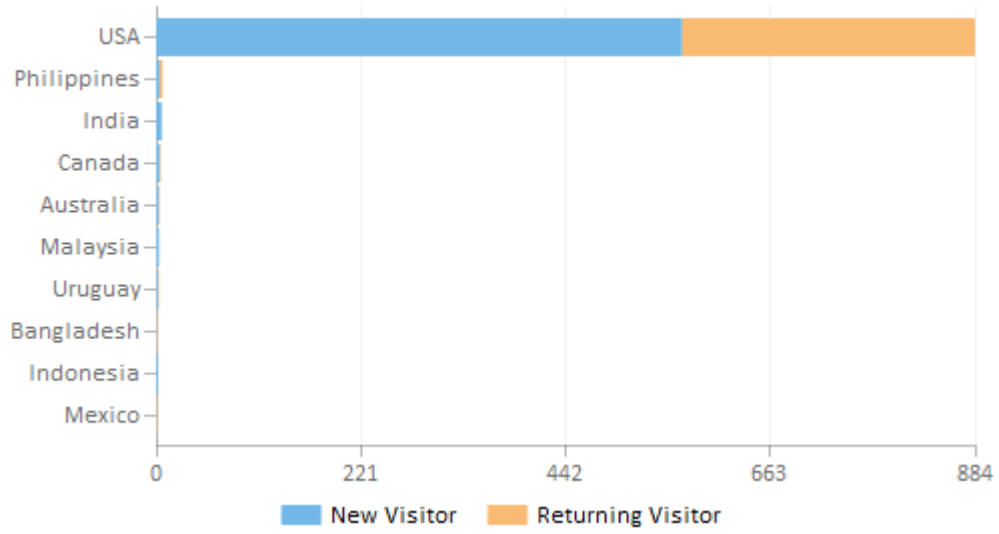
Paid Search Acquisition Detail (top 10)

S, No.	Paid Search Sources	Users	Pageviews	Bounces	Time on Site (avg.)
1	Google	902 ▼	8,168 ▼	32.24% ▼	00:03:44 ▲

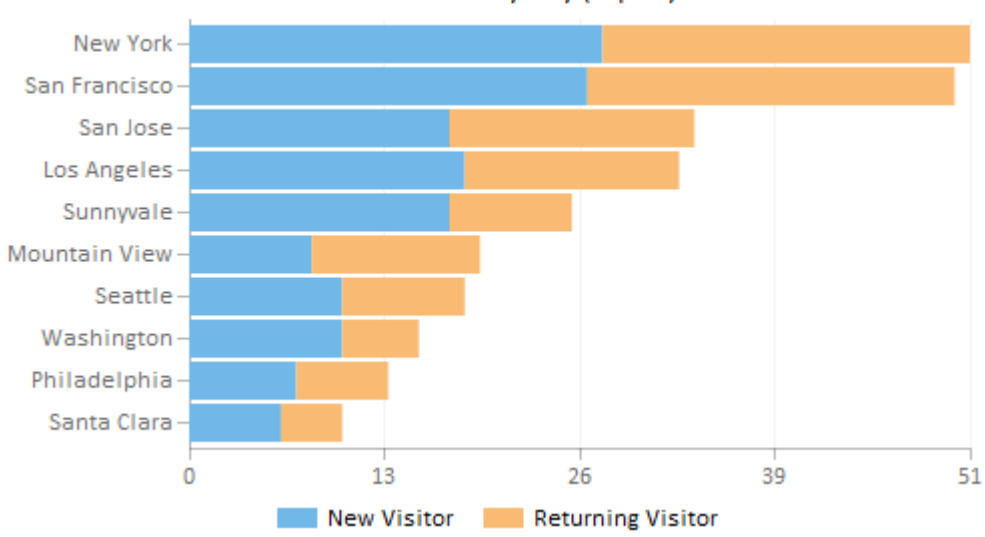
Traffic | Paid Search **Google** 902

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
1,343	32.24%	8,168	00:03:44	46.17%

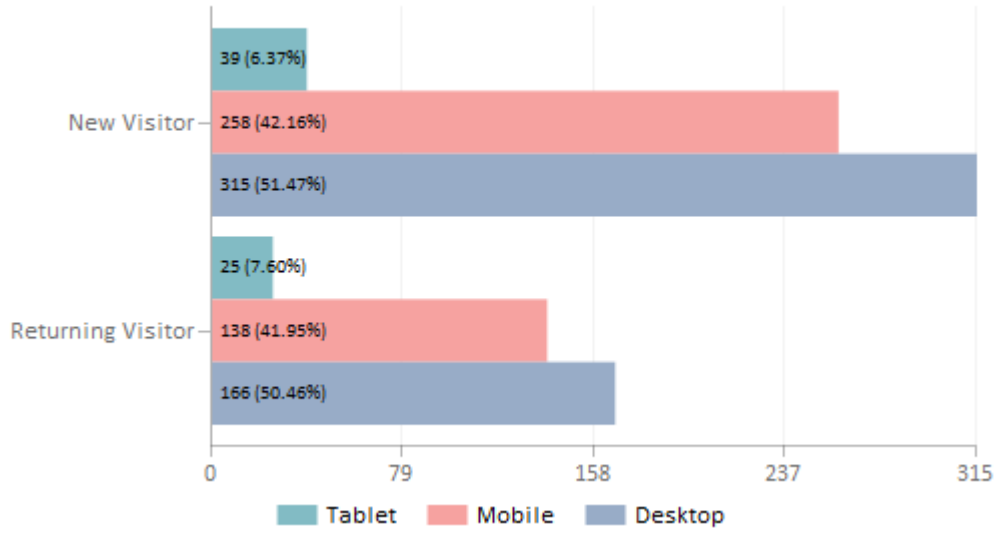
Locations (top 10)



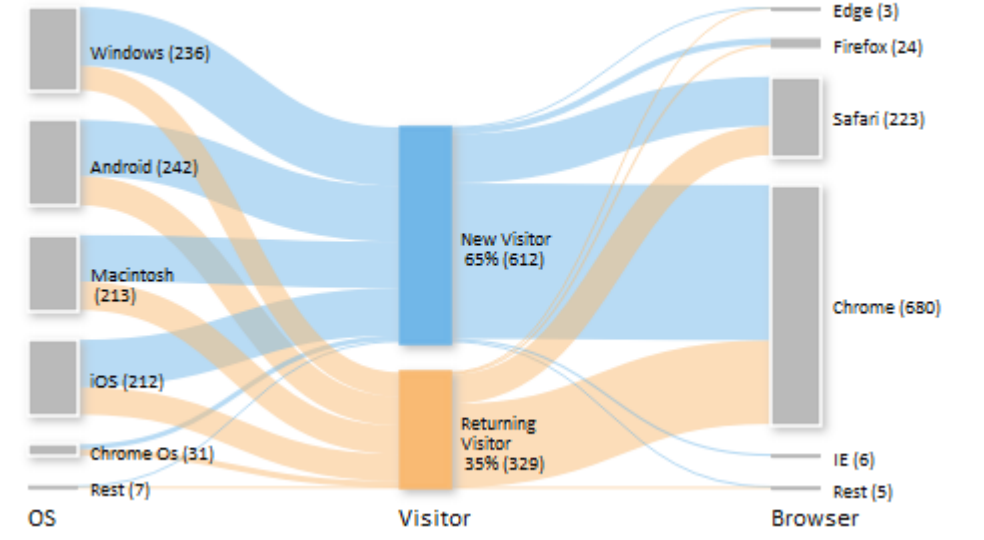
Distribution by City (top 10)



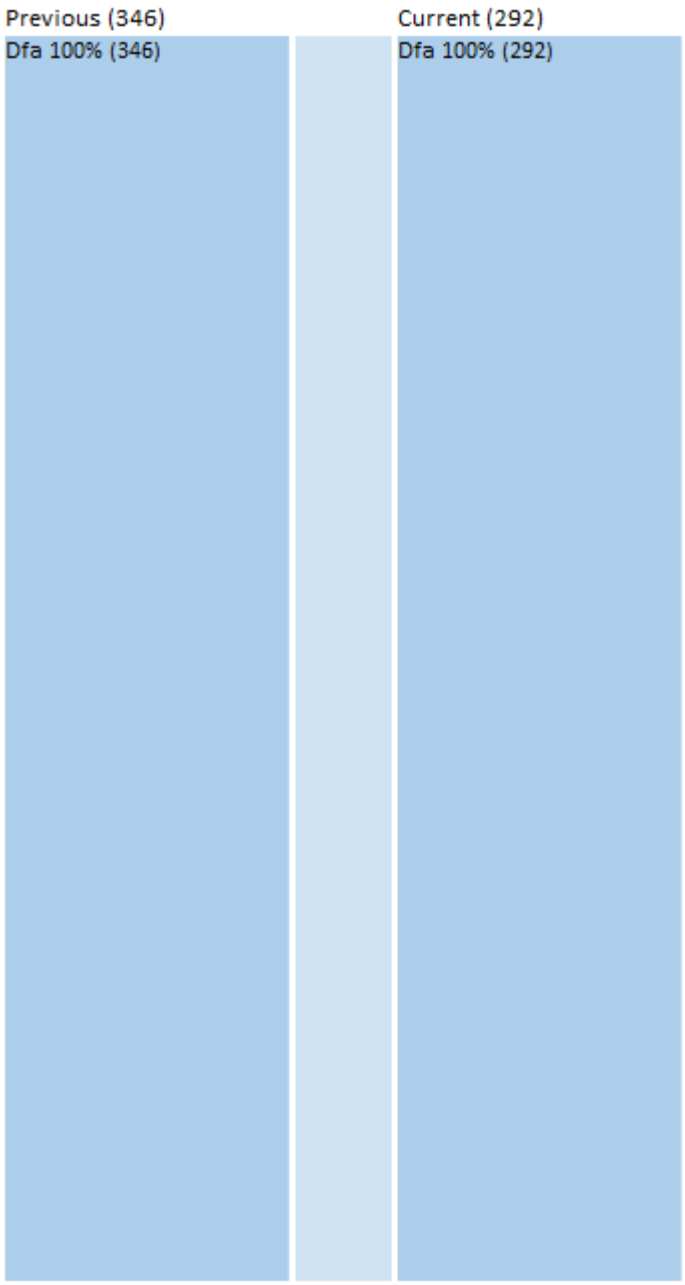
Distribution by Device Type

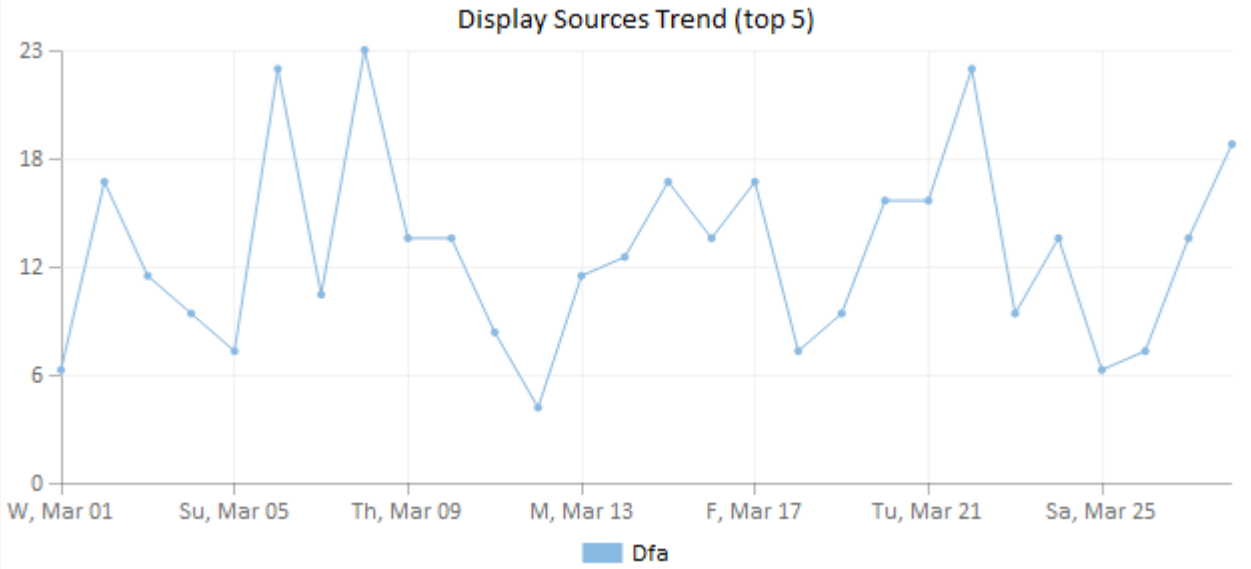


Distribution by OS & Browser Type



Traffic by Display 292



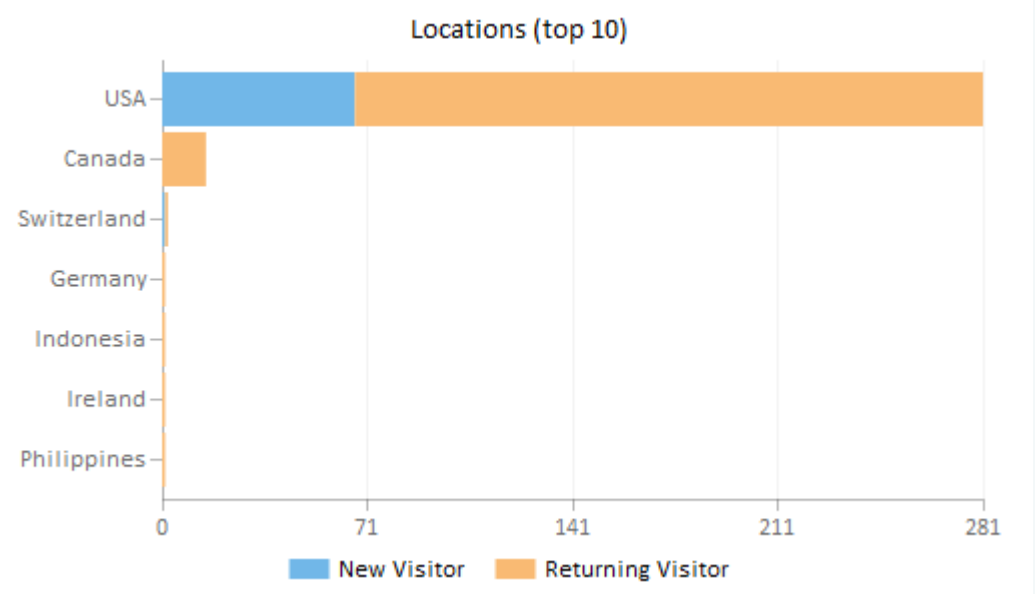


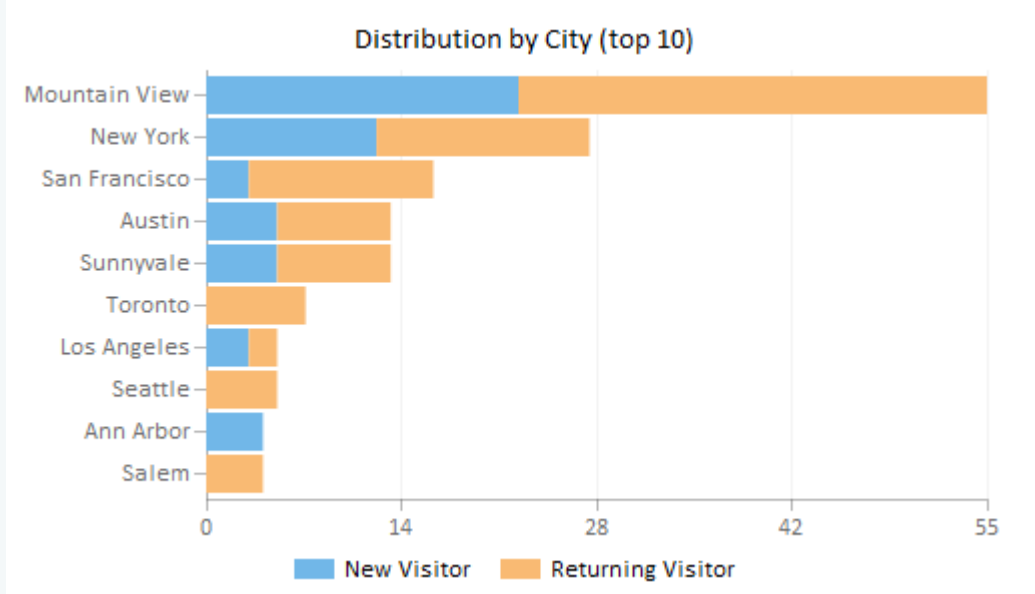
Display Acquisition Detail (top 10)

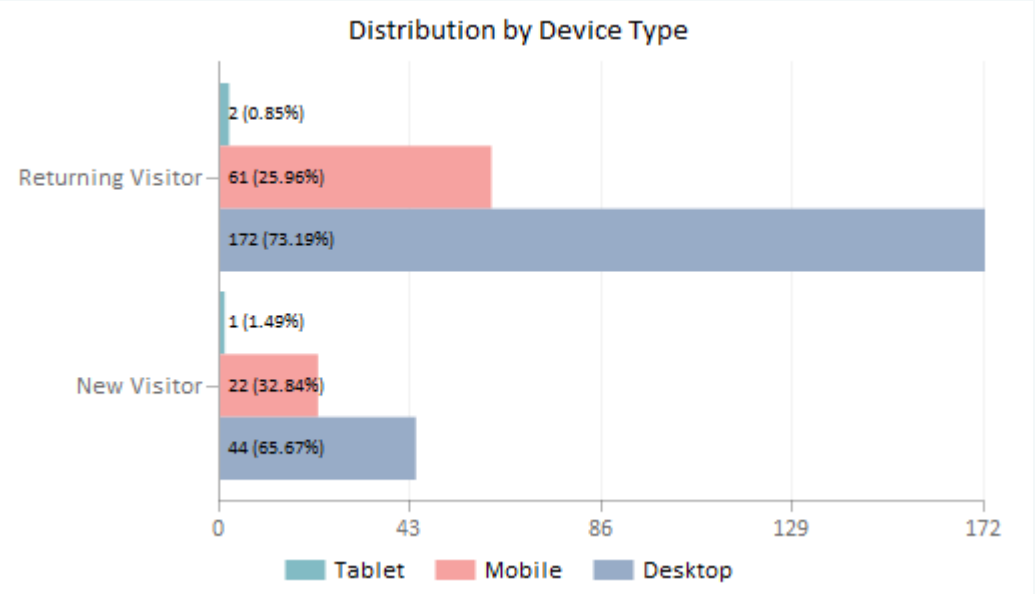
S, No.	Display Sources	Users	Pageviews	Bounces	Time on Site (avg.)
1	Dfa	292 ▼	2,348 ▼	35.29% ▼	00:03:45 ▲

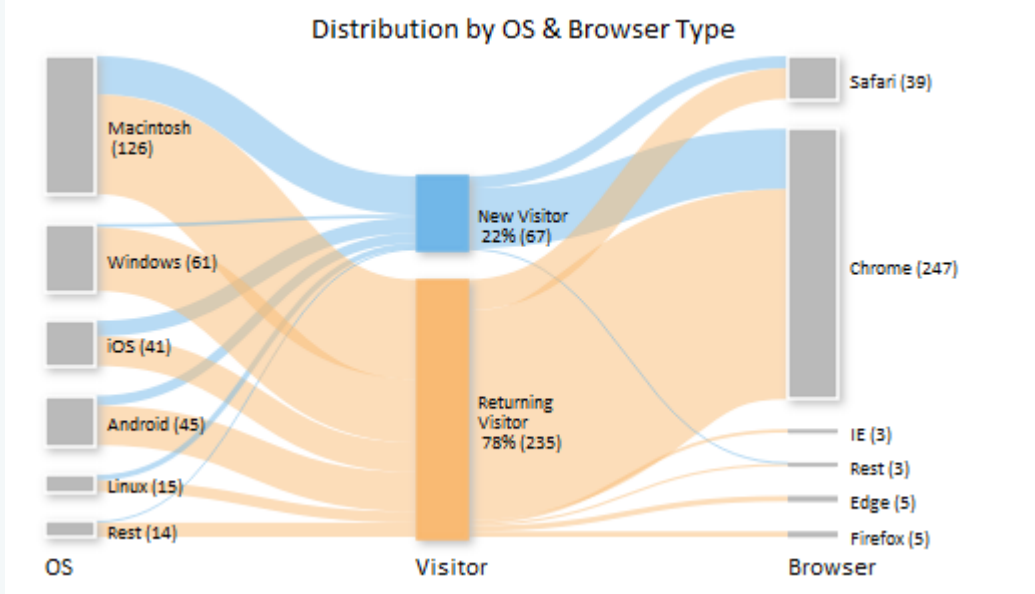
Traffic | Display **Dfa** 292

Sessions	Bounce Rate	Pageviews	Time on Site (avg.)	% New Sessions
442	35.29%	2,348	00:03:45	15.16%

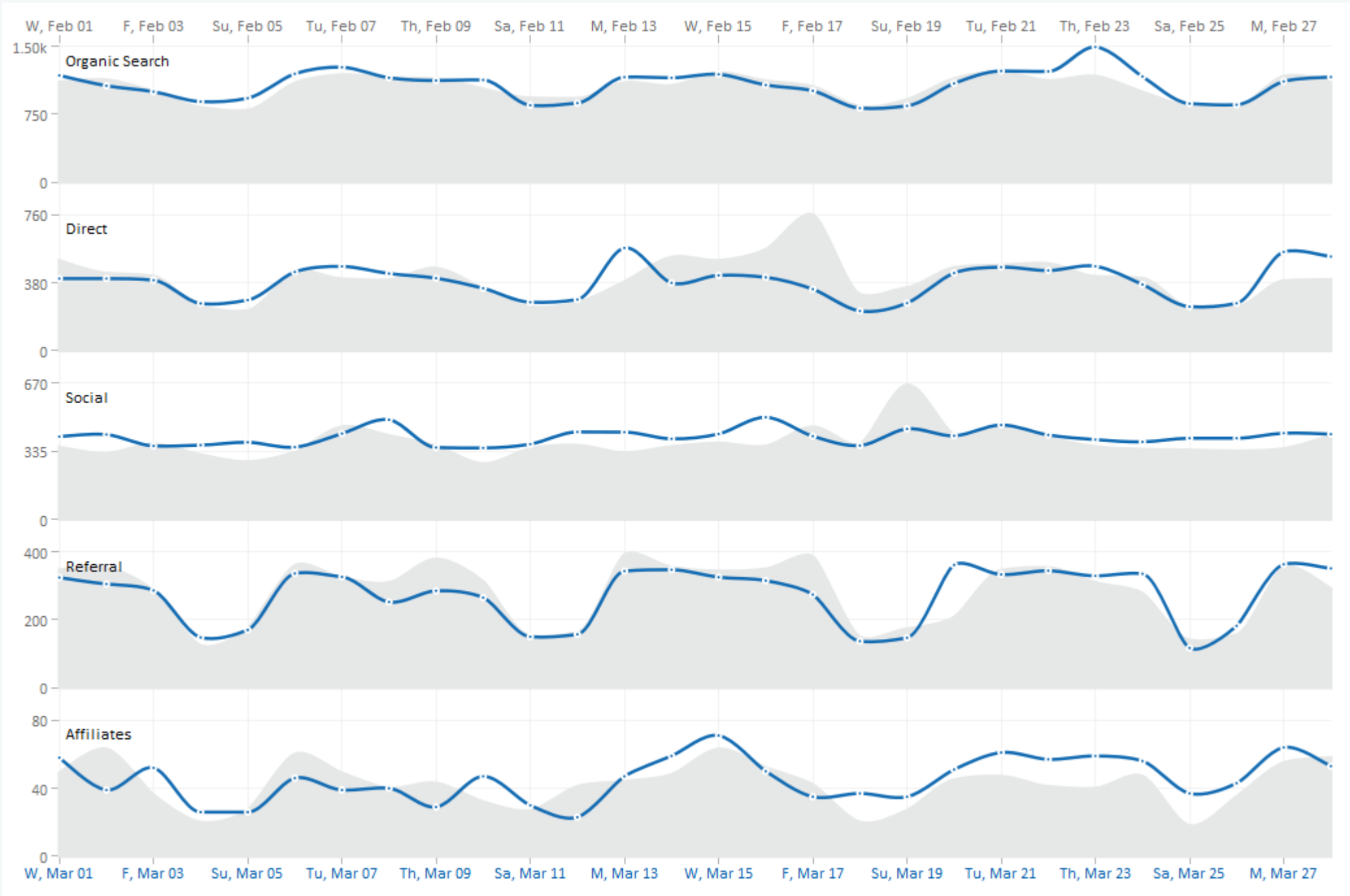




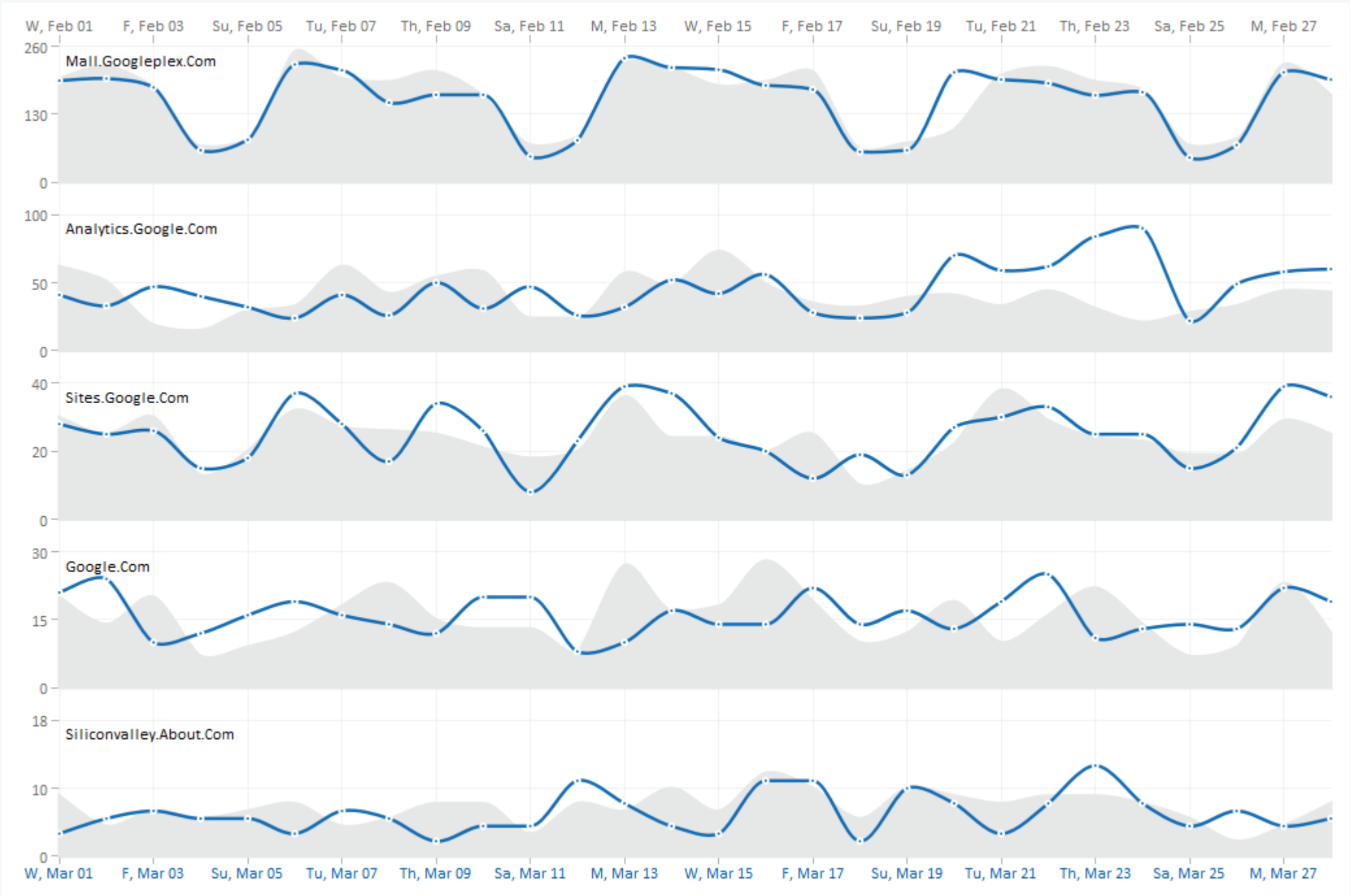




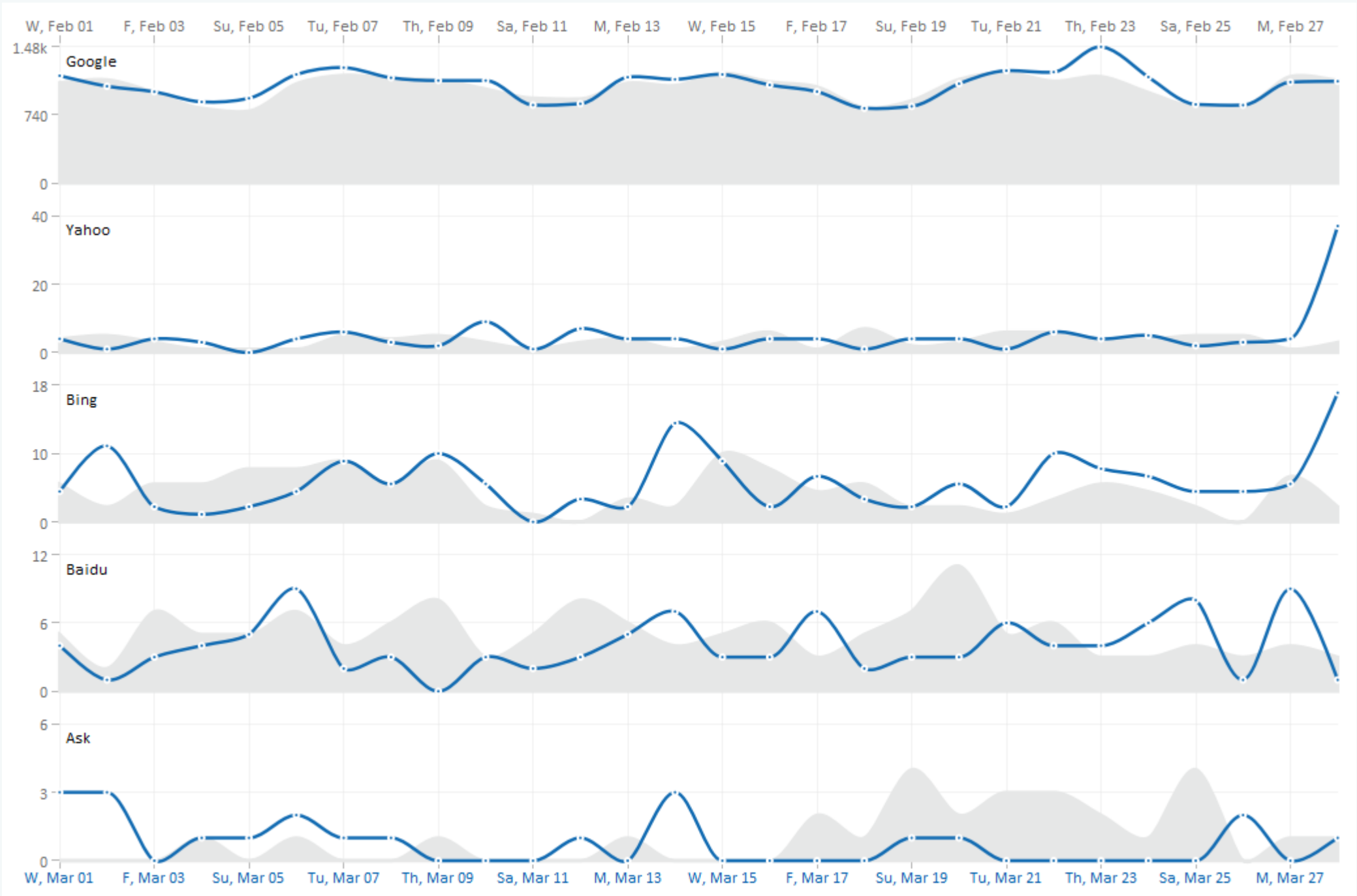
Channel Comparison Trend (previous vs. current)



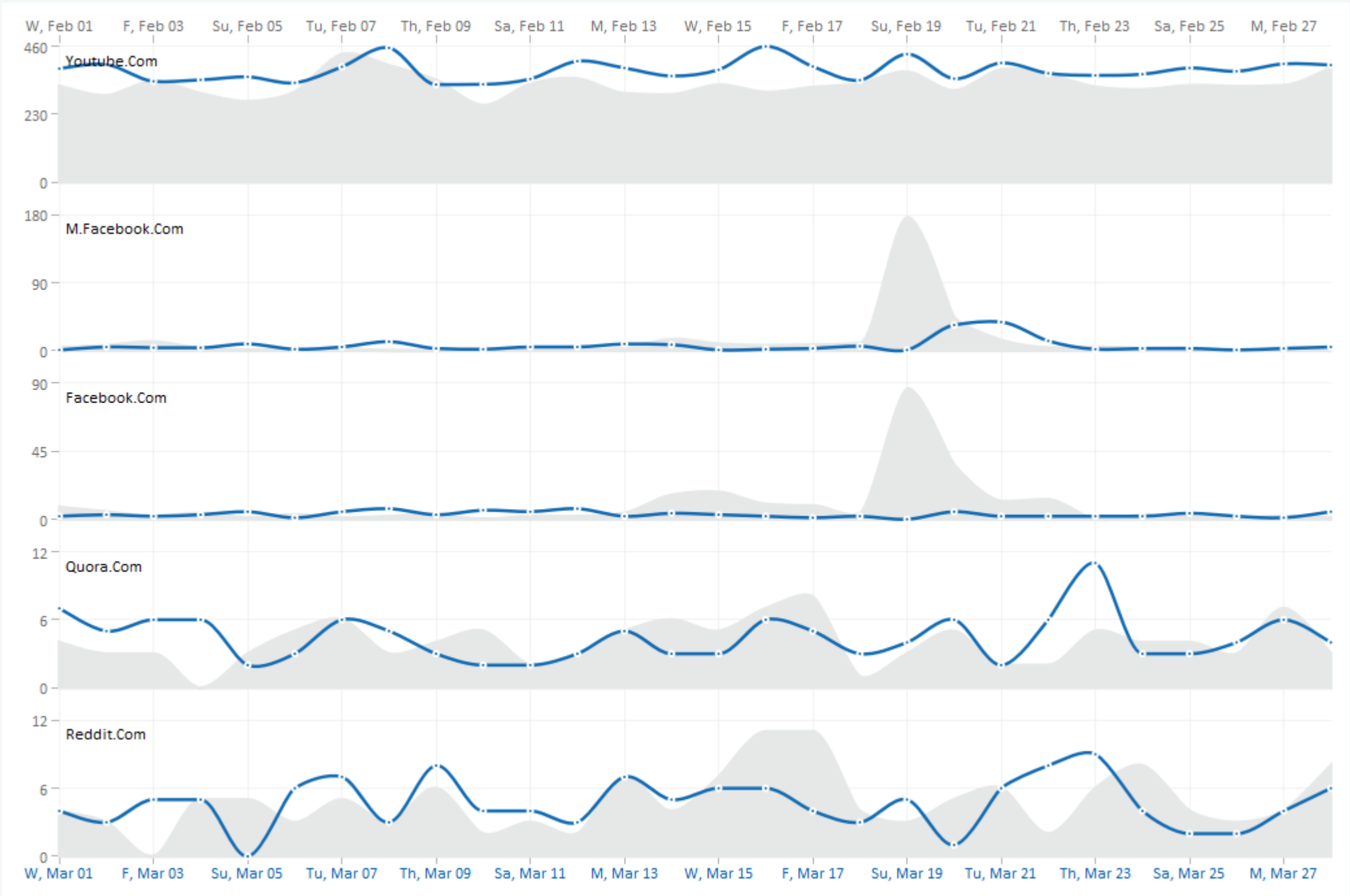
Referral Comparison Trend (previous vs. current)



Search Engines Comparison Trend (previous vs. current)



Social Media Comparison Trend (previous vs. current)



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 Browser

The browsers used by visitors to your website.

Preferred Device Type

The Device used by visitors to your website.

Operating System (OS)

The operating systems used by visitors to your website. Includes mobile operating systems such as Android.

Appendix

These are the terms we get asked about the most.

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. Social traffic originates from places like Facebook, Twitter or Reddit.

Channels
Channels are Organic Search, Referral, Direct, Social, Paid Search, Email or other routes your visitor takes to arrive at your website.

Organic Search
Organic Search like Google, Yahoo! or Bing queries, provide the majority of web traffic for most websites.

Paid Search/Adwords
Paid Search traffic comes from Google AdWords or other advertising platforms.

Referral Traffic
Referral traffic comes from a link on another website.

Email
Email, well, that comes from a link in an email, obviously.

Direct
Direct visitors come to your site by entering your unique domain name into their web browser.

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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