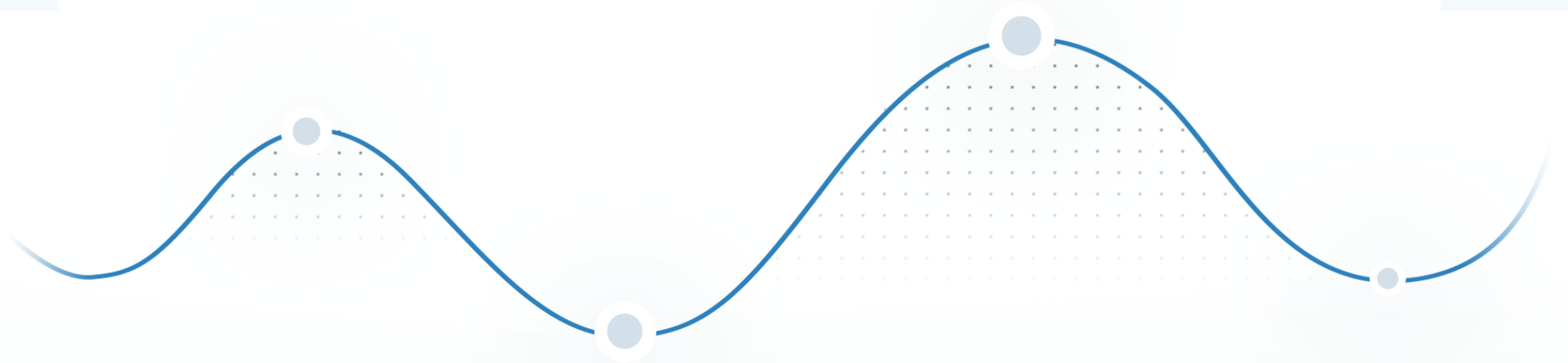




Click, don't scroll

Google Analytics Reports



PolyVista

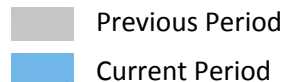
Mobile Performance Report
For Google Merchandise Store
Mar 01, 2017 – Mar 28, 2017

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:

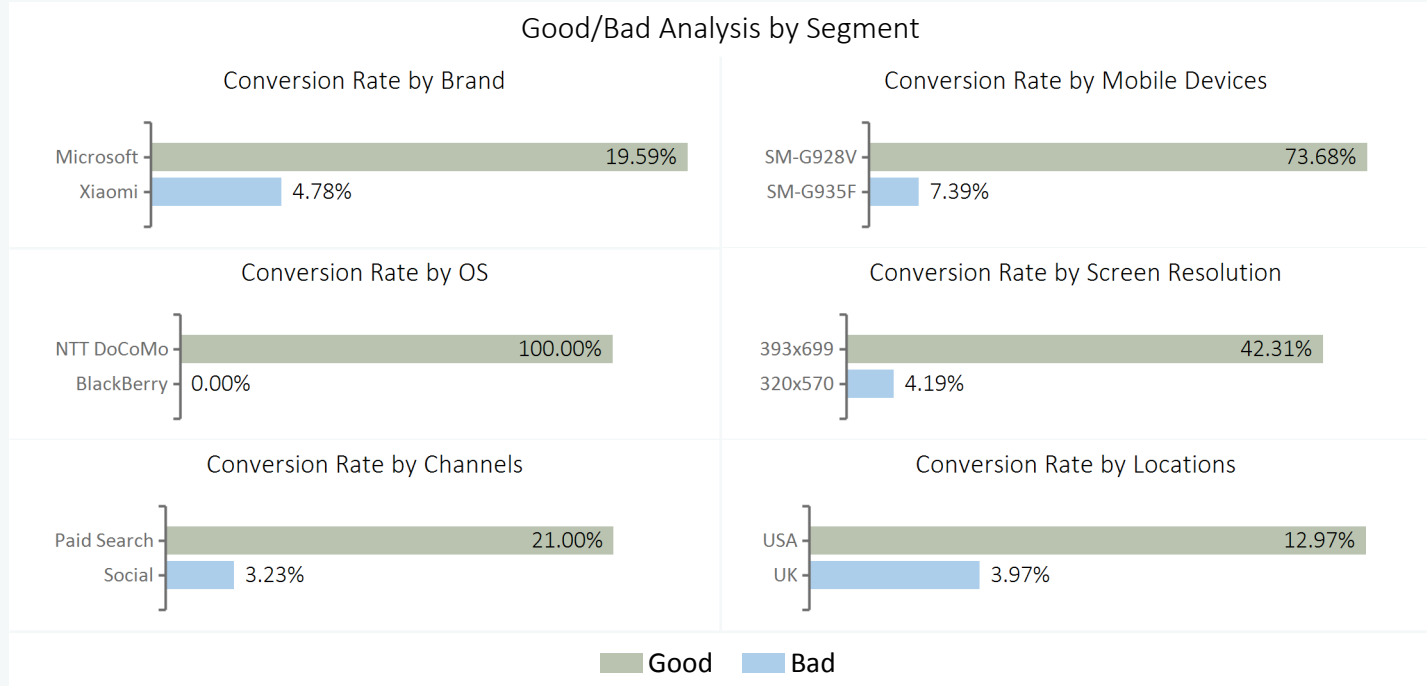
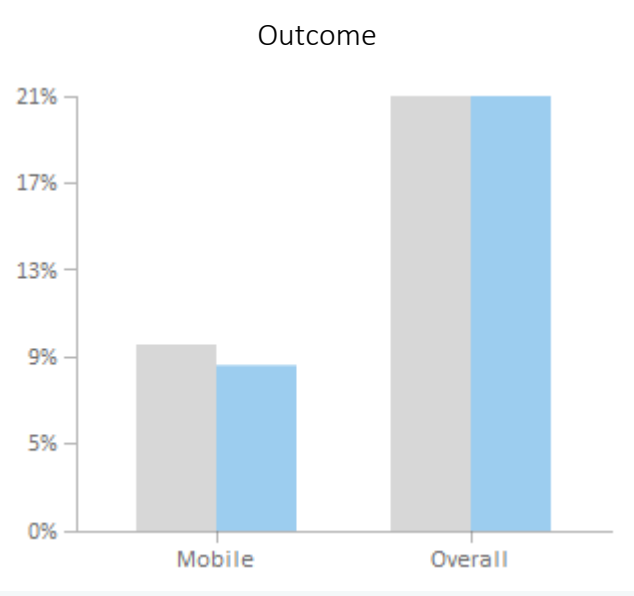
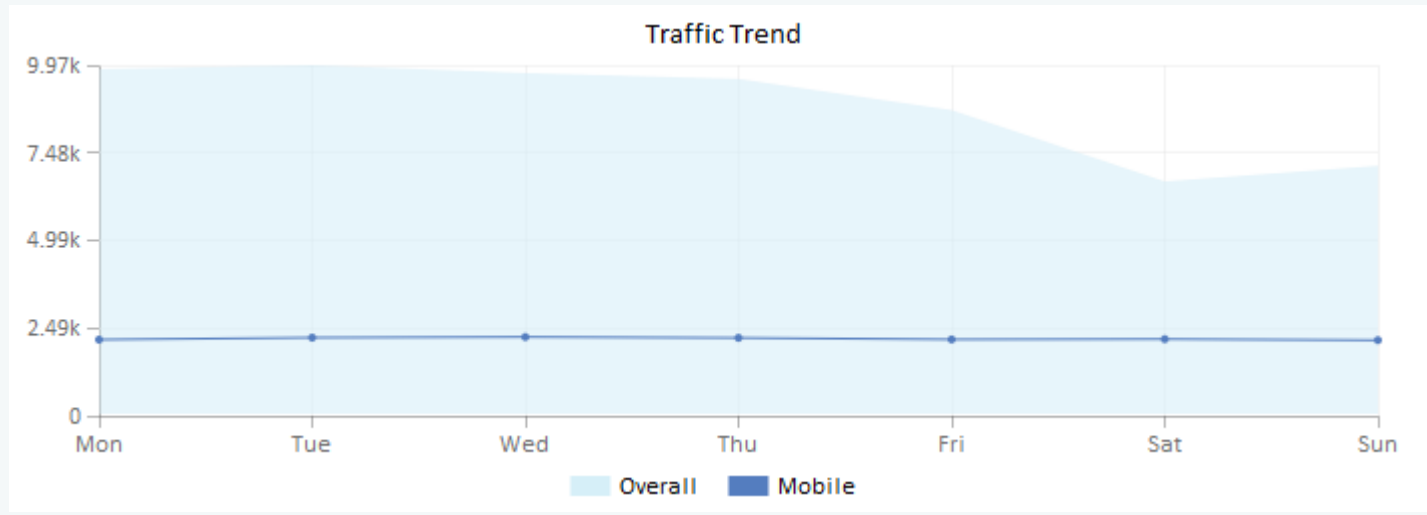
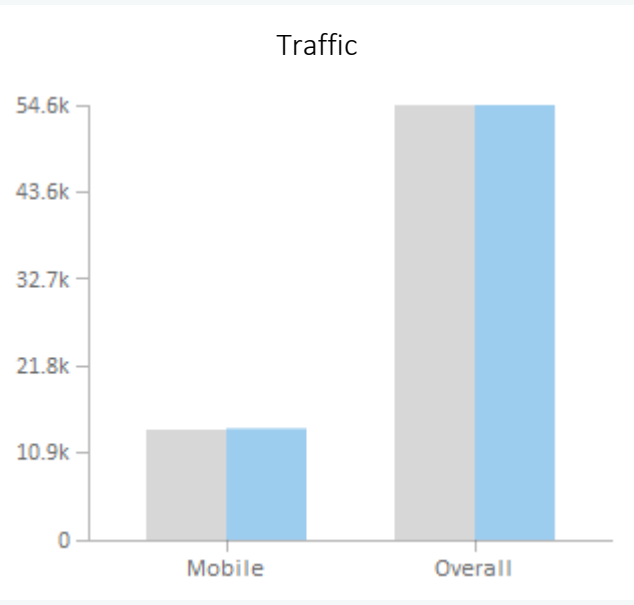


- 1. Back Button:** Allows you to go back to where you were previously in the iPDF; the action is similar to a 'back' button in a web-browser.
- 2. Summary:** The google analytics is presented in a summarized format.
- 3. Mobile Visitor Behavior:** Navigates to "Mobile Visitor Behavior" section of the report. This section provides answers of questions like "How frequently users visit? How long it has been since a visitor last visited? How user engaged? and retention behavior with difference aspects.
- 4. 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.

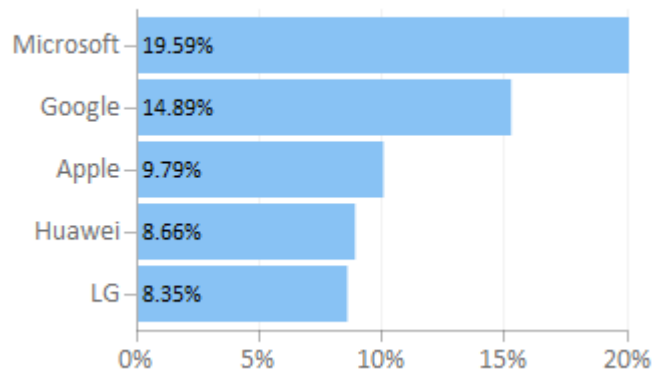


Summary

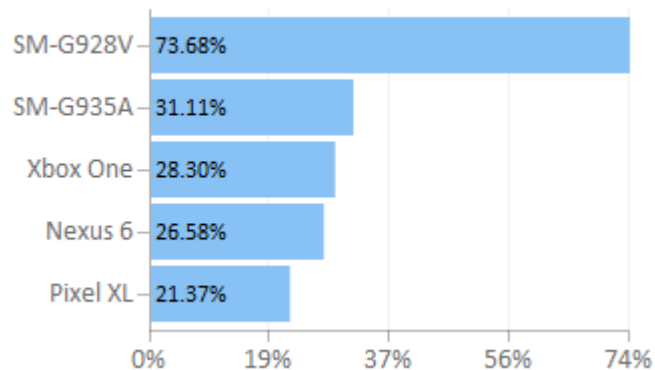


Outcome Analysis

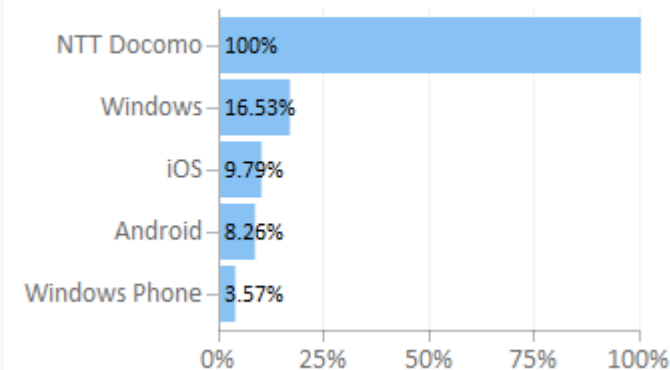
Outcome by Brand (top 5)



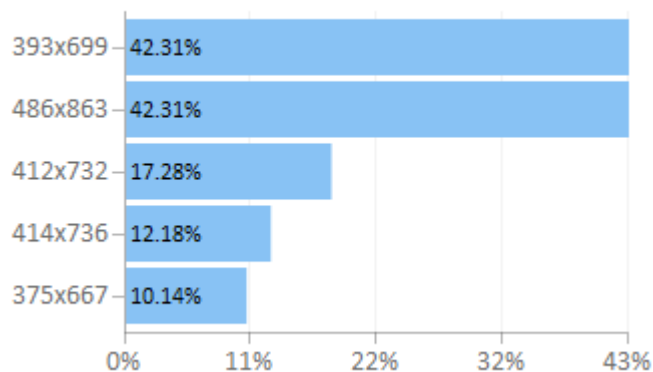
Outcome by Mobile Devices (top 5)



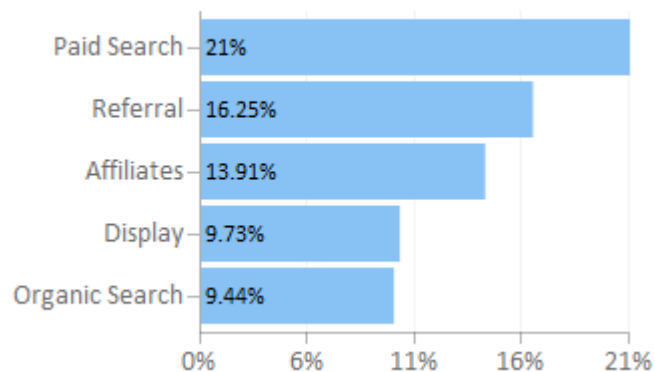
Outcome by OS (top 5)



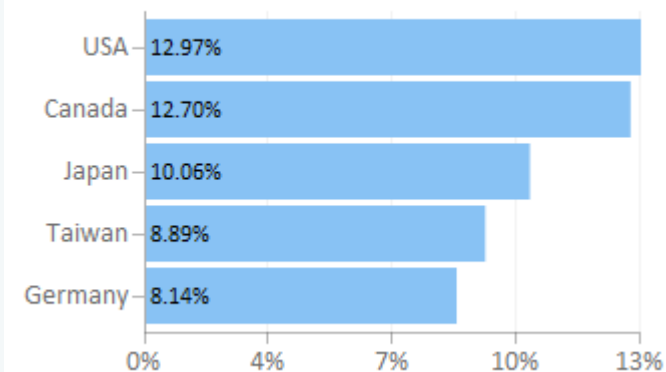
Outcome by Screen Resolution (top 5)



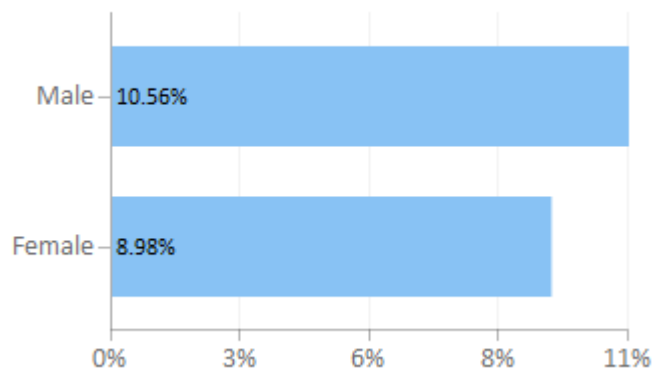
Outcome by Channels (top 5)



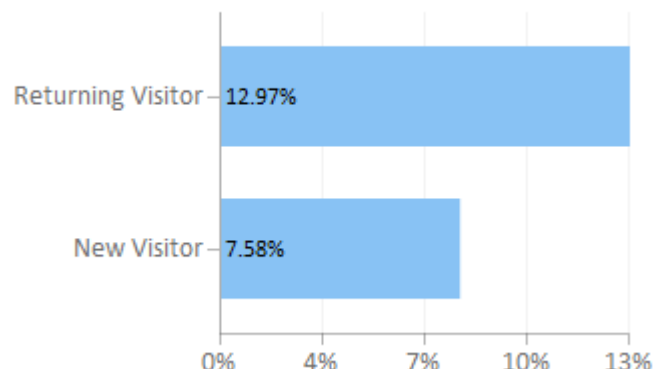
Outcome by Locations (top 5)



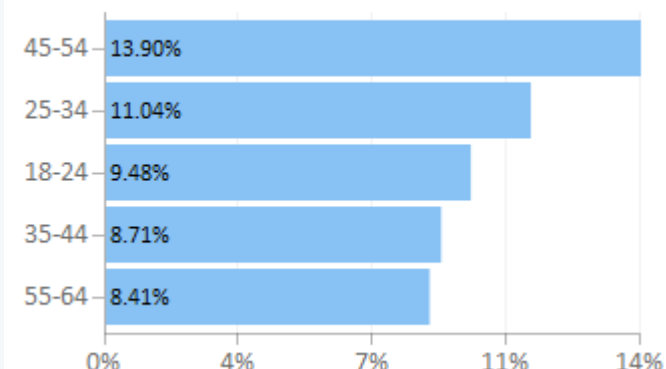
Outcome by Gender



Outcome by User Type (top 5)



Outcome by Age (top 5)



Monday | Mobile Traffic Acquisition

Sessions

2,370 / 2,373 ▲

Bounce Rate

52.74% / 53.73% ▲

Pageviews

7,903 / 7,825 ▼

Time on Site (avg.)

00:01:51 / 00:01:53 ▲

Page Load Time (avg.)

00:00:11 / 00:00:06 ▼

What keywords visitors are using to find us? (top 10)

KeyWords	Users	Bounces	Time on Site (avg.)
google merchandise	23	29.63%	00:04:11
google merchandise store	21	34.62%	00:03:08
youtube	11	81.82%	00:00:11
dynamic search ads	8	62.50%	00:01:24
google store	2	50.00%	00:01:21
youtube store	2	100.00%	00:00:00
youtube t shirt	2	100.00%	00:00:00
google jacket	1	100.00%	00:00:00
google headphone	1	100.00%	00:00:00
google gifts	1	100.00%	00:00:00

Does my site take longer to load? (top 10)

Pages	Page Views	Avg. Page Load Time
/google+redesign/apparel/men+s+t+shirts/go...	6	00:00:09
/home	2,524	00:00:09
/google+redesign/drinkware	121	00:00:06
/google+redesign/drinkware/bottles/22+oz+y...	2	00:00:05
/google+redesign/office/stickers/google+la...	2	00:00:05
/myaccount.html?mode=customerinfo	1	00:00:04
/google+redesign/bags	130	00:00:03
/store.html	228	00:00:03
/google+redesign/shop+by+brand/android	102	00:00:03
/google+redesign/apparel/headgear/google+s...	3	00:00:03

What mobile devices are used by visitors? (top 10)

Mobile Device Info	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Time on Site (avg.)
Apple iPhone	901	74.81%	674	53.61%	3.53	00:01:47
Google Nexus 5X	69	81.16%	56	62.32%	3.20	00:02:24
Google Pixel XL Pixel XL	60	71.67%	43	48.33%	3.97	00:03:25
Google Pixel Pixel	56	66.07%	37	48.21%	4.34	00:02:17
Google Nexus 6P	38	68.42%	26	52.63%	3.08	00:02:09
Samsung SM-G935F Galaxy S7 Edge	35	62.86%	22	65.71%	3.60	00:01:59
Spice M6800 Flo	24	100.00%	24	54.17%	1.92	00:01:02
Samsung SM-G930F Galaxy S7	19	94.74%	18	42.11%	4.84	00:02:06
Opera Opera Mini for S60	18	100.00%	18	44.44%	2.83	00:06:13
Apple iPhone 7 Plus	14	92.86%	13	50.00%	3.07	00:00:25

Tuesday | Mobile Traffic Acquisition

Sessions

2,261 / 2,416 ▲

Bounce Rate

51.57% / 52.98% ▲

Pageviews

7,804 / 7,901 ▲

Time on Site (avg.)

00:02:13 / 00:02:01 ▼

Page Load Time (avg.)

00:00:11 / 00:00:08 ▼

What keywords visitors are using to find us? (top 10)

KeyWords	Users	Bounces	Time on Site (avg.)
google merchandise	24	33.33%	00:08:33
google merchandise store	20	36.00%	00:04:42
youtube	10	90.00%	00:00:10
dynamic search ads	9	40.00%	00:04:18
google store	3	66.67%	00:00:27
youtube t shirt	3	66.67%	00:04:32
google store merchandise	2	0.00%	00:05:19
shop on google	2	50.00%	00:01:18
you tube	2	50.00%	00:00:16
youtube shop	2	100.00%	00:00:00

Does my site take longer to load? (top 10)

Pages	Page Views	Avg. Page Load Time
/google+redesign/apparel/men++s	34	00:00:11
/google+redesign/bags	129	00:00:08
/home	2,684	00:00:06
/asearch.html	234	00:00:04
/google+redesign/electronics	117	00:00:04
/google+redesign/apparel	251	00:00:03
/google+redesign/shop+by+brand/youtube	708	00:00:02
/google+redesign/shop+by+brand	45	00:00:02
/google+redesign/office/writing/pen+pencil...	19	00:00:01
/google+redesign/bags/water+bottles+and+tu...	17	00:00:01

What mobile devices are used by visitors? (top 10)

Mobile Device Info	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Time on Site (avg.)
Apple iPhone	874	77.12%	674	50.92%	3.43	00:01:53
Google Nexus 5X	69	71.01%	49	57.97%	5.06	00:03:12
Google Pixel Pixel	62	74.19%	46	38.71%	5.55	00:03:14
Google Pixel XL Pixel XL	59	62.71%	37	45.76%	4.42	00:02:34
Google Nexus 6P	36	72.22%	26	41.67%	3.36	00:01:17
Samsung SM-G935F Galaxy S7 Edge	29	68.97%	20	65.52%	2.21	00:01:13
Opera Opera Mini for S60	23	100.00%	23	60.87%	2.26	00:02:05
Samsung SM-B313E Metro 313	17	94.12%	16	76.47%	1.41	00:01:06
Samsung SM-G930F Galaxy S7	17	70.59%	12	64.71%	3.88	00:03:22
OnePlus A3003 3	15	73.33%	11	20.00%	4.00	00:03:04

Wednesday | Mobile Traffic Acquisition

Sessions

2,405 / 2,483 ▲

Bounce Rate

51.93% / 51.79% ▼

Pageviews

8,199 / 8,288 ▲

Time on Site (avg.)

00:01:57 / 00:02:01 ▲

Page Load Time (avg.)

00:00:06 / 00:00:07 ▲

What keywords visitors are using to find us? (top 10)

KeyWords	Users	Bounces	Time on Site (avg.)
google merchandise	26	14.29%	00:06:33
google merchandise store	24	27.78%	00:04:44
youtube	13	76.92%	00:00:24
dynamic search ads	12	73.33%	00:00:17
google store	3	66.67%	00:03:16
google jacket	1	100.00%	00:00:00
google company store	1	0.00%	00:00:05
google clothing	1	100.00%	00:00:00
google assistant t shirt	1	100.00%	00:00:00
gogle kids	1	100.00%	00:00:00

Does my site take longer to load? (top 10)

Pages	Page Views	Avg. Page Load Time
/google+redesign/apparel/kids/kids+infant/...	2	00:00:06
/home	2,601	00:00:06
/google+redesign/accessories	145	00:00:05
/google+redesign/apparel/men+s+outerwear/y...	3	00:00:04
/google+redesign/apparel	274	00:00:04
/google+redesign/shop+by+brand/youtube/qui...	133	00:00:04
/google+redesign/shop+by+brand/youtube	772	00:00:04
/google+redesign/lifestyle/fun/windup+andr...	31	00:00:03
/basket.html	465	00:00:03
/google+redesign/apparel/kids/kids+toddler...	2	00:00:02

What mobile devices are used by visitors? (top 10)


Mobile Device Info	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Time on Site (avg.)
Apple iPhone	966	72.98%	705	50.21%	3.63	00:02:08
Google Nexus 5X	83	79.52%	66	57.83%	3.07	00:02:18
Google Pixel Pixel	63	71.43%	45	47.62%	3.13	00:01:50
Google Pixel XL Pixel XL	54	53.70%	29	37.04%	5.59	00:02:48
Samsung SM-G935F Galaxy S7 Edge	45	68.89%	31	60.00%	3.47	00:01:57
Google Nexus 6P	36	63.89%	23	38.89%	5.03	00:05:16
Motorola Moto G (4) Moto G4	26	73.08%	19	61.54%	3.54	00:01:11
Samsung SM-G930F Galaxy S7	20	90.00%	18	45.00%	4.35	00:02:27
Samsung SM-G920F Galaxy S6	19	73.68%	14	42.11%	4.63	00:02:32
Samsung SM-G930V Galaxy S7	19	57.89%	11	26.32%	4.26	00:05:18

Thursday | Mobile Traffic Acquisition

Sessions
2,438 / 2,453 ▲



Bounce Rate
53.40% / 54.75% ▲




Pageviews
8,007 / 7,610 ▼



Time on Site (avg.)
00:01:46 / 00:01:47 ▲



Page Load Time (avg.)
00:00:09 / 00:00:10 ▲



What keywords visitors are using to find us? (top 10)

KeyWords	Users	Bounces	Time on Site (avg.)
google merchandise	24	26.47%	00:05:38
google merchandise store	14	18.75%	00:05:45
youtube	12	75.00%	00:00:26
google store	6	33.33%	00:01:21
dynamic search ads	4	60.00%	00:00:33
google merch	4	40.00%	00:00:18
you tube	3	100.00%	00:00:00
google free store	1	100.00%	00:00:00
foto google dapat tote bag	1	100.00%	00:00:00
buy google branded merchandise	1	0.00%	00:00:52

Does my site take longer to load? (top 10)

Pages	Page Views	Avg. Page Load Time
/google+redesign/bags/totes/google+tote+ba...	1	00:00:20
/google+redesign/wearables/men+s+t-shirts	1	00:00:12
/google+redesign/shop+by+brand/youtube	700	00:00:10
/home	2,487	00:00:08
/asearch.html	279	00:00:05
/google+redesign/electronics	115	00:00:01
/google+redesign/accessories/fun	17	00:00:01
/google+redesign/bags/backpacks/home	40	00:00:01
/google+redesign/electronics/audio/google+...	17	00:00:01
/google+redesign/drinkware	92	00:00:00

What mobile devices are used by visitors? (top 10)

Mobile Device Info	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Time on Site (avg.)
Apple iPhone	860	75.70%	651	49.30%	3.61	00:02:13
Google Nexus 5X	87	79.31%	69	59.77%	3.09	00:02:00
Google Pixel Pixel	62	66.13%	41	35.48%	3.85	00:02:11
Google Pixel XL Pixel XL	61	59.02%	36	39.34%	5.49	00:03:22
Samsung SM-G935F Galaxy S7 Edge	52	48.08%	25	53.85%	3.15	00:02:12
Motorola Moto G (4) Moto G4	38	76.32%	29	55.26%	2.42	00:00:46
Google Nexus 6P	30	83.33%	25	46.67%	4.60	00:02:34
Samsung SM-G930F Galaxy S7	25	72.00%	18	56.00%	2.56	00:00:51
Opera Opera Mini for S60	20	100.00%	20	75.00%	1.55	00:01:05
Google Nexus 6	18	66.67%	12	38.89%	4.56	00:02:51

Friday | Mobile Traffic Acquisition



What keywords visitors are using to find us? (top 10)

KeyWords	Users	Bounces	Time on Site (avg.)
google merchandise	23	27.59%	00:02:02
youtube	18	83.33%	00:00:03
google merchandise store	15	29.41%	00:03:46
dynamic search ads	13	33.33%	00:01:25
google merch	3	20.00%	00:03:12
google hoodie	2	0.00%	00:01:12
you tube	2	100.00%	00:00:00
gholgla t shrt man	1	100.00%	00:00:00
free google shop	1	100.00%	00:00:00
corl youtube merchandise	1	100.00%	00:00:00

Does my site take longer to load? (top 10)

Pages	Page Views	Avg. Page Load Time
/google+redesign/apparel/mens+tshirts/goog...	1	00:00:12
/basket.html	397	00:00:08
/google+redesign/shop+by+brand/youtube	704	00:00:08
/asearch.html	241	00:00:05
/home	2,461	00:00:05
/google+redesign/electronics/accessories/g...	3	00:00:04
/google+redesign/apparel/men+s+t+shirts/go...	14	00:00:03
/google+redesign/shop+by+brand/google	292	00:00:03
/google+redesign/accessories	123	00:00:02
/google+redesign/apparel/men++s/men++s+t+s...	96	00:00:02

What mobile devices are used by visitors? (top 10)

Mobile Device Info	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Time on Site (avg.)
Apple iPhone	903	77.19%	697	52.38%	3.33	00:01:43
Google Nexus 5X	78	82.05%	64	67.95%	3.40	00:02:34
Google Pixel Pixel	70	71.43%	50	45.71%	4.49	00:02:13
Google Pixel XL Pixel XL	52	57.69%	30	34.62%	5.63	00:04:14
Samsung SM-G935F Galaxy S7 Edge	44	61.36%	27	59.09%	2.39	00:01:18
Google Nexus 6P	40	75.00%	30	37.50%	3.68	00:03:20
Opera Opera Mini for S60	19	100.00%	19	57.89%	2.21	00:03:30
Huawei ALE-L21 P8 Lite	17	76.47%	13	58.82%	2.47	00:00:57
Samsung SM-G930F Galaxy S7	16	93.75%	15	56.25%	2.63	00:00:35
Motorola Moto G (4) Moto G4	15	80.00%	12	26.67%	2.87	00:02:44

Saturday | Mobile Traffic Acquisition



What keywords visitors are using to find us? (top 10)

KeyWords	Users	Bounces	Time on Site (avg.)
google merchandise	18	15.00%	00:04:47
google merchandise store	17	50.00%	00:02:02
dynamic search ads	16	38.10%	00:01:59
youtube	9	88.89%	00:00:03
google merch	6	10.00%	00:08:50
google store	3	66.67%	00:00:23
+google +accessories	2	50.00%	00:00:54
+google +merchandise	2	50.00%	00:00:35
google pen	2	50.00%	00:00:29
you tube	2	100.00%	00:00:00

Does my site take longer to load? (top 10)

Pages	Page Views	Avg. Page Load Time
/home	2,572	00:00:05
/google+redesign/bags	134	00:00:04
/google+redesign/shop+by+brand/google	313	00:00:03
/google+redesign/shop+by+brand/youtube	841	00:00:02
/asearch.html	331	00:00:02
/google+redesign/nest/nest-usa	52	00:00:01
/google+redesign/shop+by+brand/android	123	00:00:01
/google+redesign/accessories/housewares	15	00:00:00
/google+redesign/accessories/fun/quickview	2	00:00:00
/google+redesign/accessories/fun/android+l...	1	00:00:00

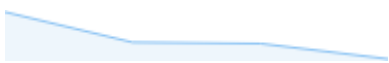
What mobile devices are used by visitors? (top 10)

Mobile Device Info	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Time on Site (avg.)
Apple iPhone	855	78.01%	667	50.29%	3.67	00:01:52
Google Nexus 5X	67	77.61%	52	67.16%	2.91	00:01:42
Google Pixel Pixel	64	60.94%	39	35.94%	4.53	00:02:44
Google Pixel XL Pixel XL	64	65.63%	42	39.06%	5.39	00:02:40
Google Nexus 6P	44	65.91%	29	40.91%	6.89	00:03:38
Samsung SM-G935F Galaxy S7 Edge	42	73.81%	31	54.76%	2.76	00:00:46
Samsung SM-G930F Galaxy S7	24	83.33%	20	58.33%	2.29	00:00:51
Spice M6800 Flo	20	100.00%	20	65.00%	1.90	00:00:25
Opera Opera Mini for S60	19	94.74%	18	68.42%	1.63	00:00:36
Samsung SM-G920F Galaxy S6	17	82.35%	14	76.47%	1.76	00:00:58

Sunday | Mobile Traffic Acquisition

Sessions

2,503 / 2,341 ▼



Bounce Rate

51.34% / 52.03% ▲



Pageviews

9,219 / 7,924 ▼



Time on Site (avg.)

00:02:07 / 00:01:59 ▼



Page Load Time (avg.)

00:00:06 / 00:00:08 ▲



What keywords visitors are using to find us? (top 10)

KeyWords	Users	Bounces	Time on Site (avg.)
google merchandise store	25	30.00%	00:02:37
google merchandise	18	21.05%	00:04:57
youtube	9	66.67%	00:00:35
dynamic search ads	7	28.57%	00:02:56
youtube store	5	80.00%	00:00:04
google merch	3	33.33%	00:03:21
googlestore	2	100.00%	00:00:00
you tube	2	100.00%	00:00:00
youtube logo t shirt	2	100.00%	00:00:00
google bike buy	1	100.00%	00:00:00

Does my site take longer to load? (top 10)

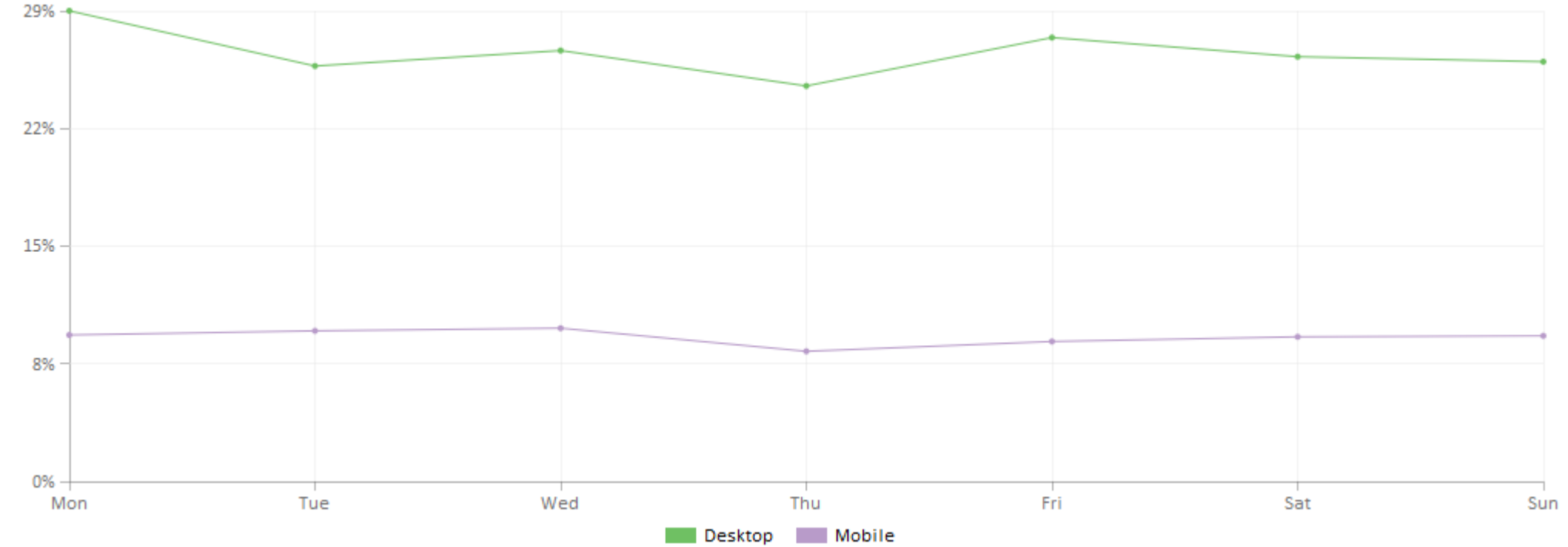
Pages	Page Views	Avg. Page Load Time
/basket.html	460	00:00:15
/google+redesign/apparel/men++s/men++s+t+s...	106	00:00:10
/google+redesign/shop+by+brand/youtube	798	00:00:06
/google+redesign/shop+by+brand	51	00:00:06
/google+redesign/bags/totes/google+tote+ba...	2	00:00:06
/google+redesign/apparel/women+s/women+s+t...	16	00:00:05
/google+redesign/nest/nest-usa	45	00:00:04
/home	2,516	00:00:04
/google+redesign/nest/nest-usa/quickview	12	00:00:03
/asearch.html	269	00:00:02

What mobile devices are used by visitors? (top 10)

Mobile Device Info	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Time on Site (avg.)
Apple iPhone	869	77.91%	677	52.01%	3.69	00:01:57
Google Nexus 5X	91	74.73%	68	57.14%	3.19	00:01:54
Google Pixel Pixel	56	69.64%	39	39.29%	4.91	00:03:37
Google Nexus 6P	46	67.39%	31	36.96%	3.98	00:02:02
Google Pixel XL Pixel XL	43	51.16%	22	41.86%	6.44	00:03:07
Samsung SM-G935F Galaxy S7 Edge	37	70.27%	26	56.76%	3.70	00:02:01
Samsung SM-G920F Galaxy S6	24	70.83%	17	58.33%	2.04	00:02:07
Opera Opera Mini for S60	20	100.00%	20	50.00%	2.70	00:04:33
Samsung SM-B313E Metro 313	19	94.74%	18	57.89%	1.95	00:01:42
Xiaomi Redmi Note 3	19	78.95%	15	52.63%	2.16	00:00:43

Mobile Outcomes

Outcome Trend (mobile vs. desktop)



Pages have High Conversion Rates (top 10)

Page	Goal Completed	Conversion Rate
/registersuccess.html	204	0.00%
/yourinfo.html	198	0.00%
/home	191	2.15%
/basket.html	90	39.47%
/ordercompleted.html	73	0.00%
/google+redesign/shop+by+brand/youtube	47	1.51%
/google+redesign/apparel	44	22.11%
/asearch.html	41	35.04%
/store.html	40	42.11%
/signin.html	39	9.73%

Mobile Visitor Behavior

Retention Behavior

Segments	New Visitor	Returning Visitor
Users	13,432	2,157
Sessions	13,358	3,438
Bounce Rate	50.96%	60.94%
Pages / Session	324.55%	346.48%
Time on Site (avg.)	00:01:49	00:02:21
Page Views	43,353	11,912
Page Load Time	00:00:07	00:00:06
Goal Completed	1,013	446
Conversion Rate	7.58%	12.97%

How frequently user visit? (top 10)

Count of Session	Sessions	Pageviews
1 time	13,358 79.53%	43,353 78.45%
2 times	1,919 11.43%	6,243 11.30%
3 times	594 3.54%	2,247 4.07%
4 times	285 1.70%	1,115 2.02%
5 times	169 1.01%	552 1.00%
6 times	111 0.66%	482 0.87%
7 times	68 0.40%	312 0.56%
8 times	49 0.29%	135 0.24%
9 times	37 0.22%	209 0.38%
10+ times	206 1.23%	617 1.12%

How long it has been since a visitor last visited? (top 10)

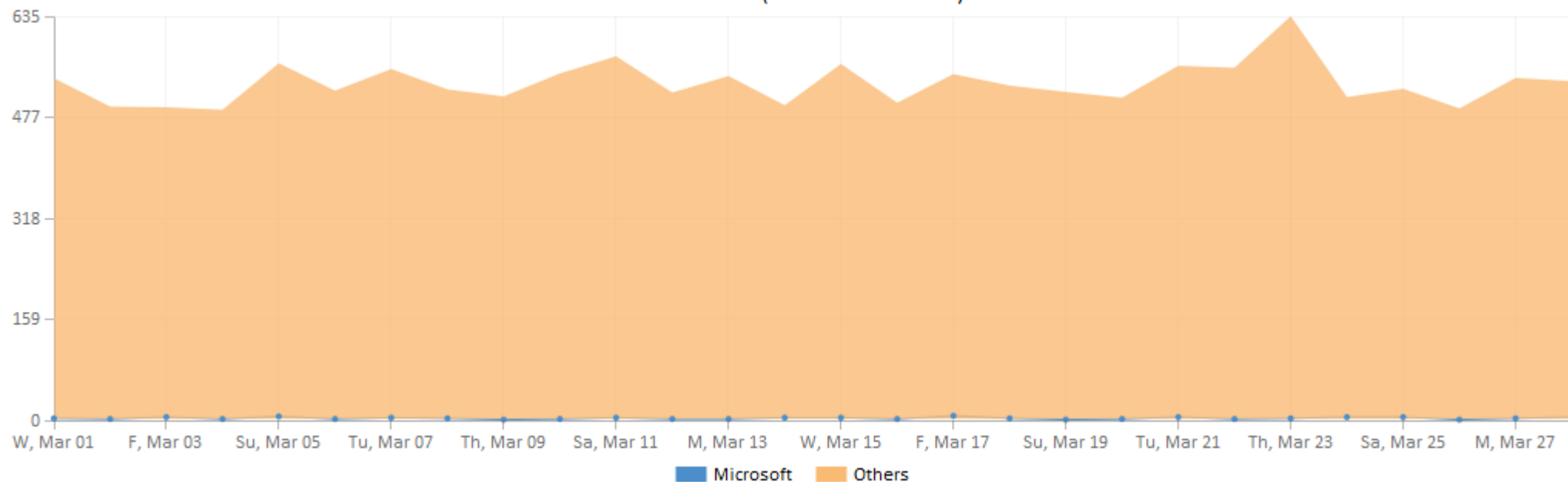
Last Visit	Sessions	Pageviews
0 day ago	15,437 91.91%	50,007 90.49%
1 day ago	289 1.72%	688 1.24%
2 days ago	144 0.86%	455 0.82%
3 days ago	110 0.65%	422 0.76%
4 days ago	57 0.34%	233 0.42%
5 days ago	61 0.36%	259 0.47%
6 days ago	50 0.30%	164 0.30%
7 days ago	44 0.26%	164 0.30%
8 days ago	34 0.20%	177 0.32%
9+ days ago	570 3.39%	2,696 4.88%

How user engaged? (top 10)

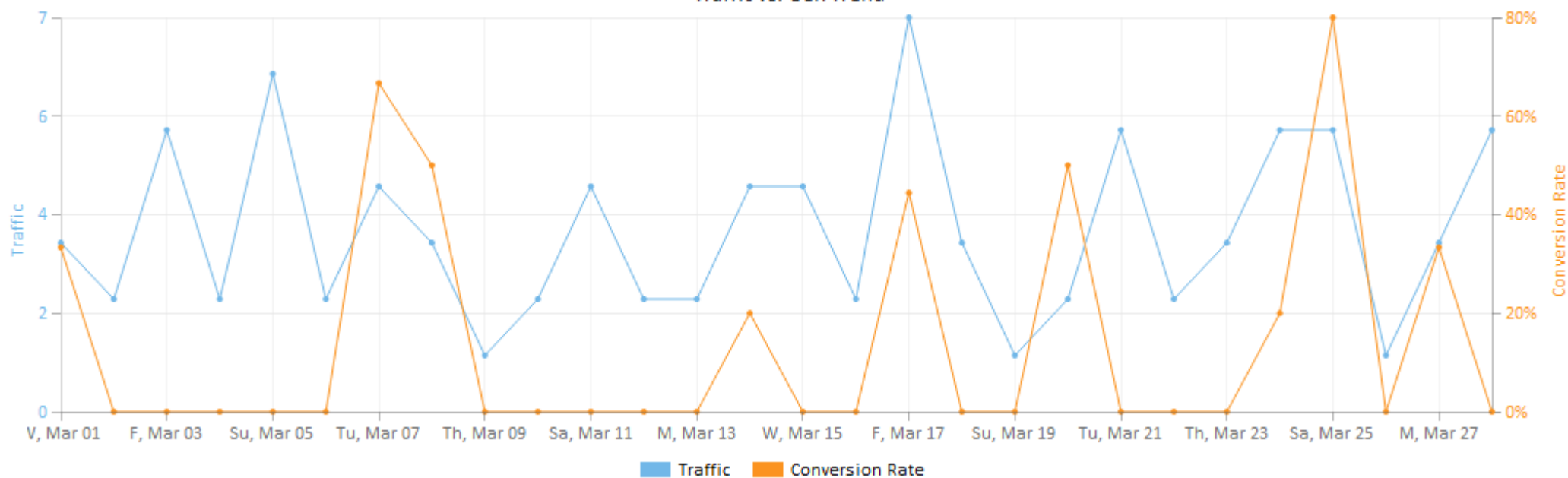
Session Duration	Sessions	Pageviews
0 Second	8,916 53.08%	8,927 16.15%
1 Second	5 0.03%	11 0.02%
2 Seconds	13 0.08%	25 0.05%
3 Seconds	20 0.12%	41 0.07%
4 Seconds	40 0.24%	80 0.14%
5 Seconds	50 0.30%	102 0.18%
6 Seconds	57 0.34%	113 0.20%
7 Seconds	56 0.33%	116 0.21%
8 Seconds	66 0.39%	138 0.25%
9+ Seconds	7,573 45.09%	45,712 82.71%

Brand **Microsoft** 19.59% ▲

Traffic Trend (microsoft vs. others)

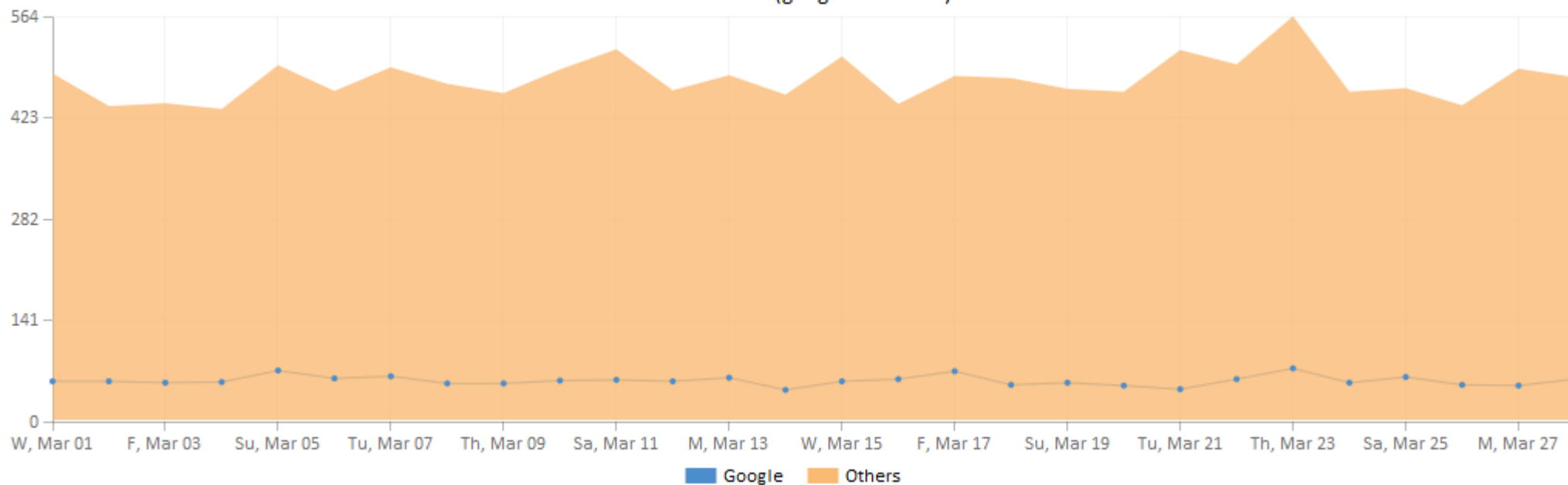


Traffic vs. GCR Trend

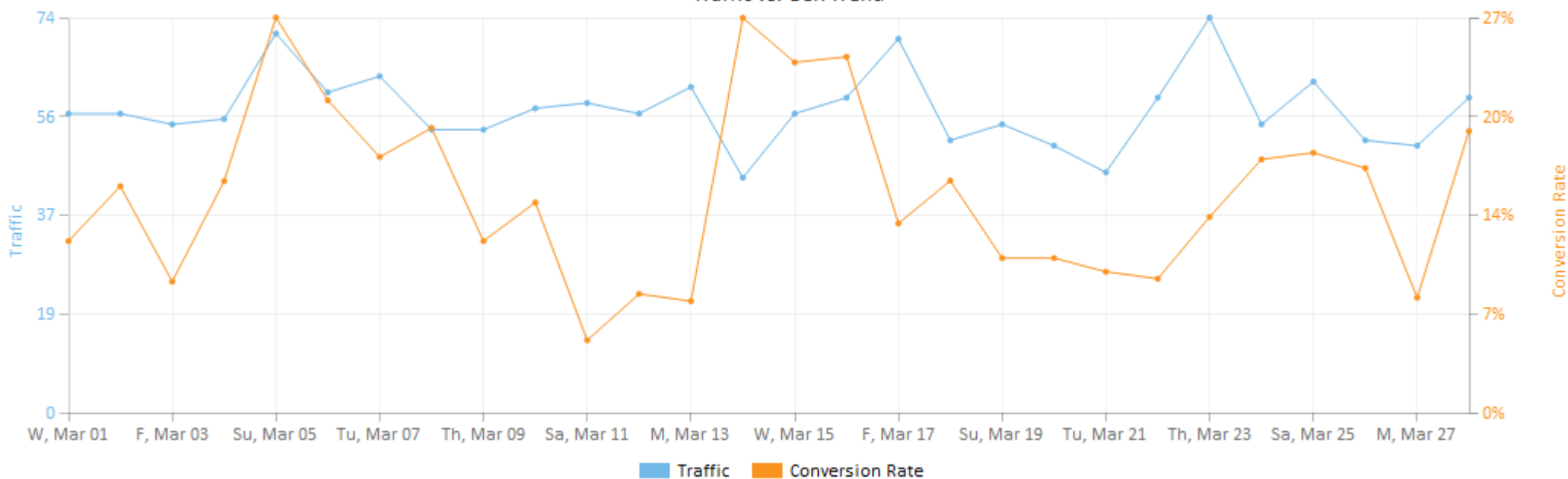


Brand Google 14.89% ▲

Traffic Trend (google vs. others)

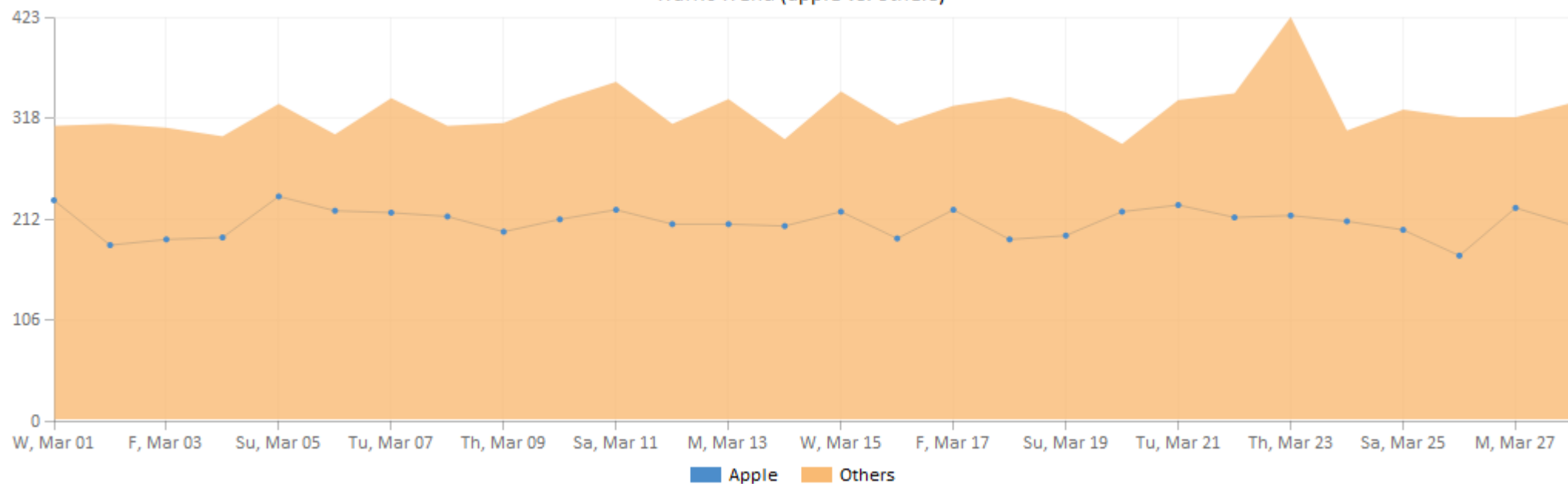


Traffic vs. GCR Trend

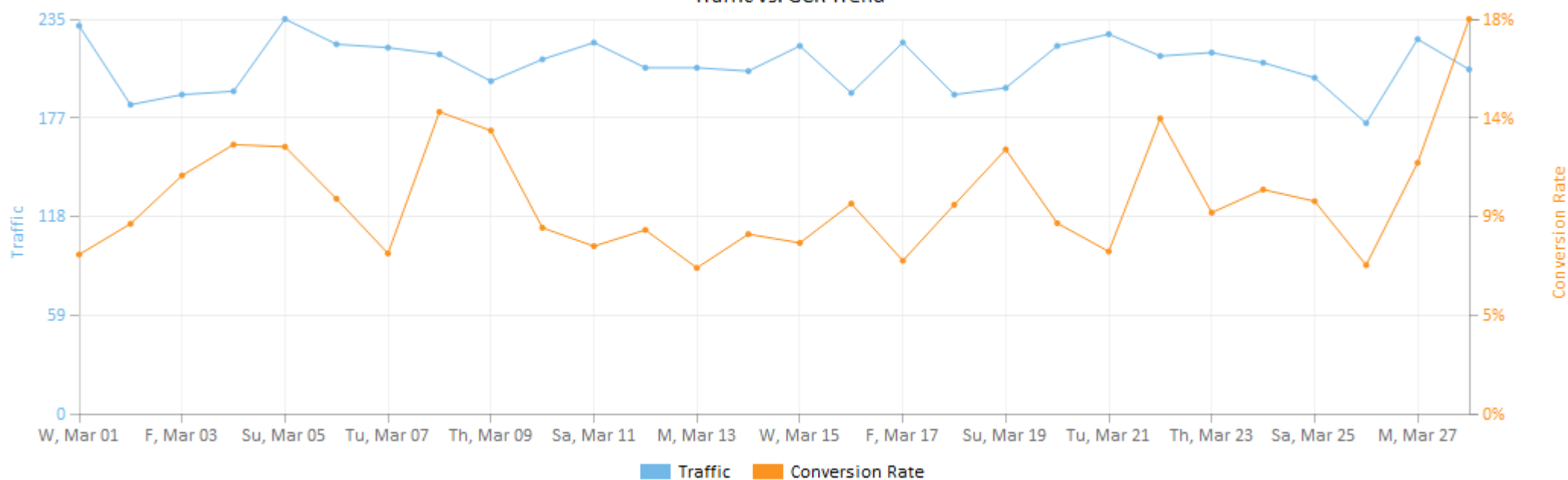


Brand **Apple** 9.79% ▼

Traffic Trend (apple vs. others)

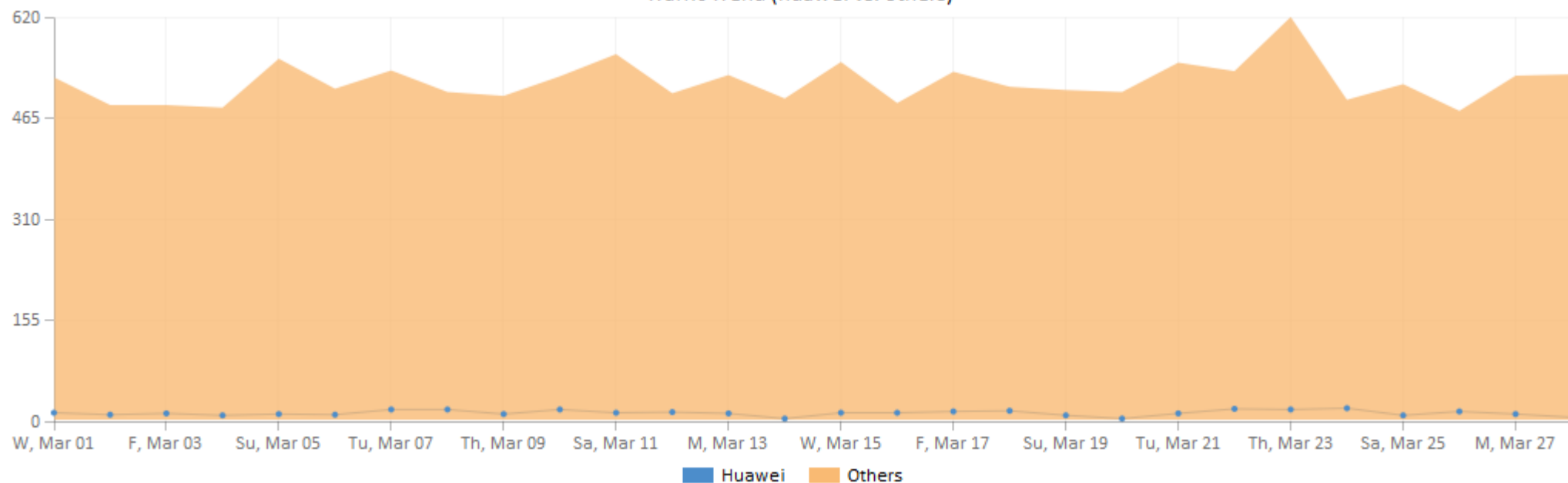


Traffic vs. GCR Trend

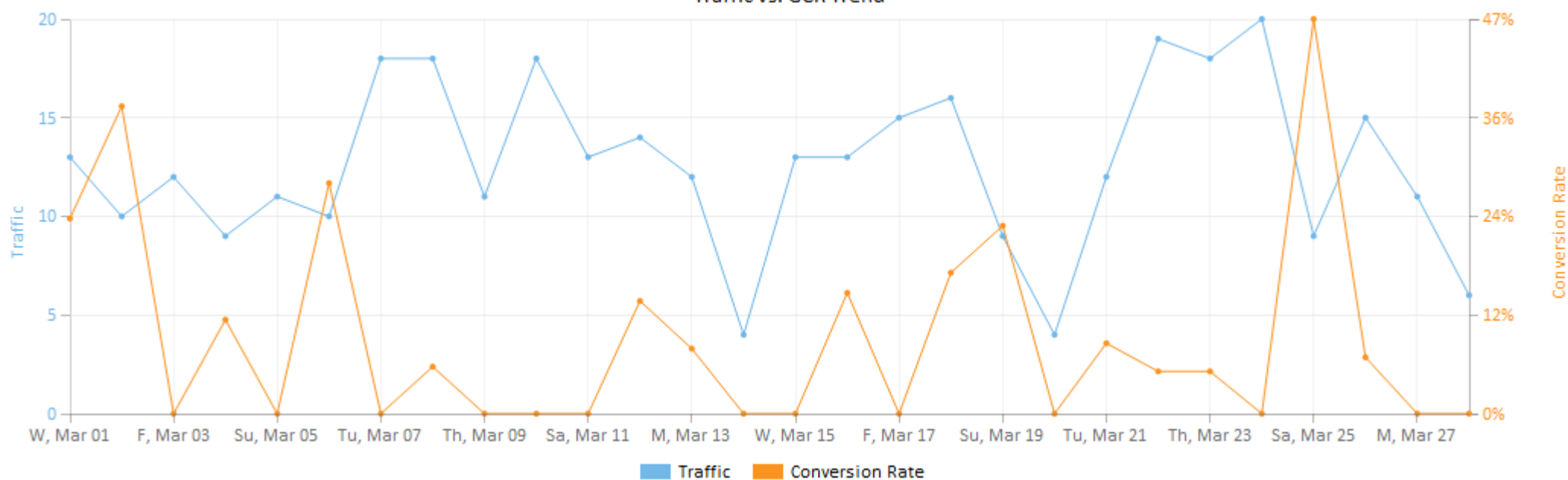


Brand Huawei 8.66% ▲

Traffic Trend (huawei vs. others)

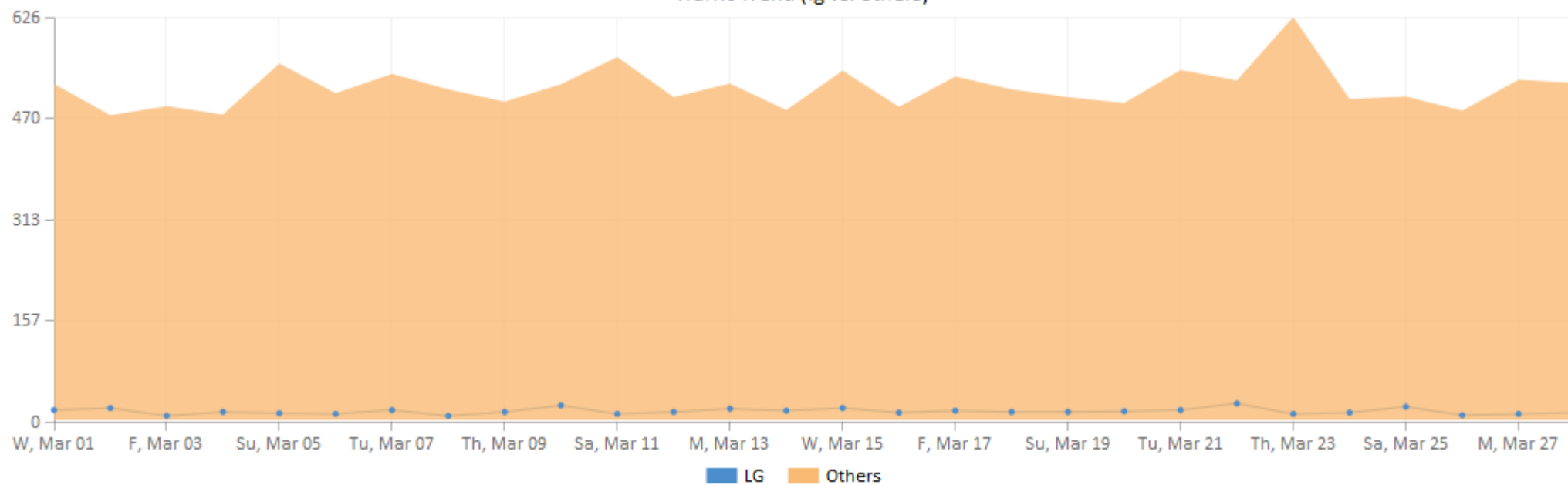


Traffic vs. GCR Trend

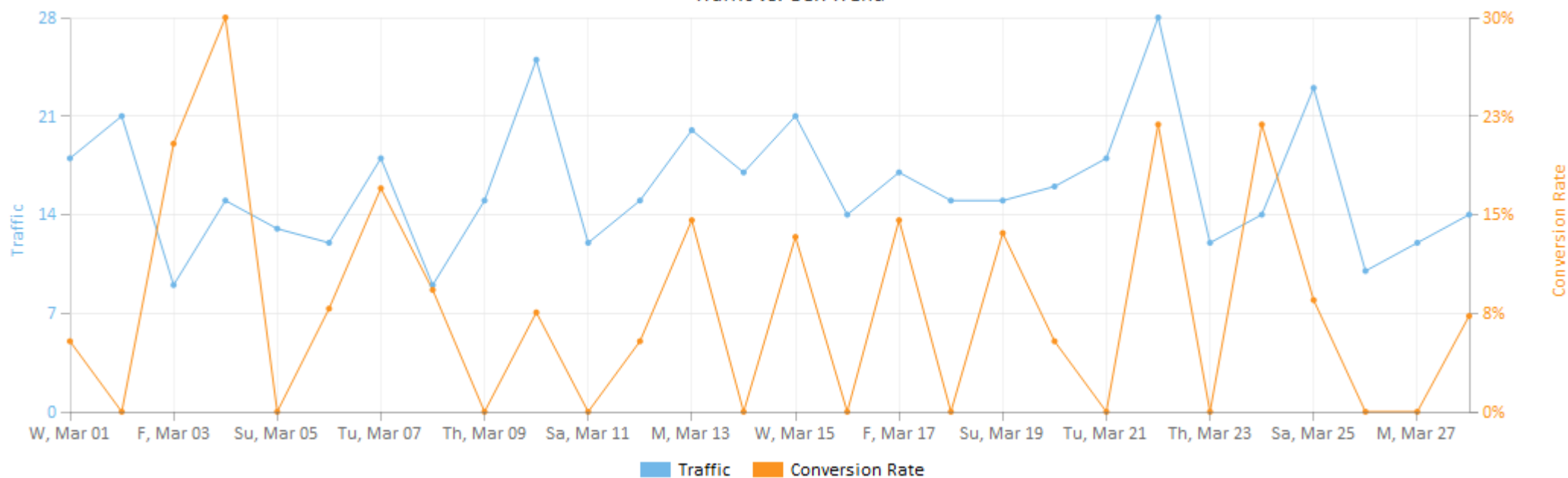


Brand LG 8.35% ▼

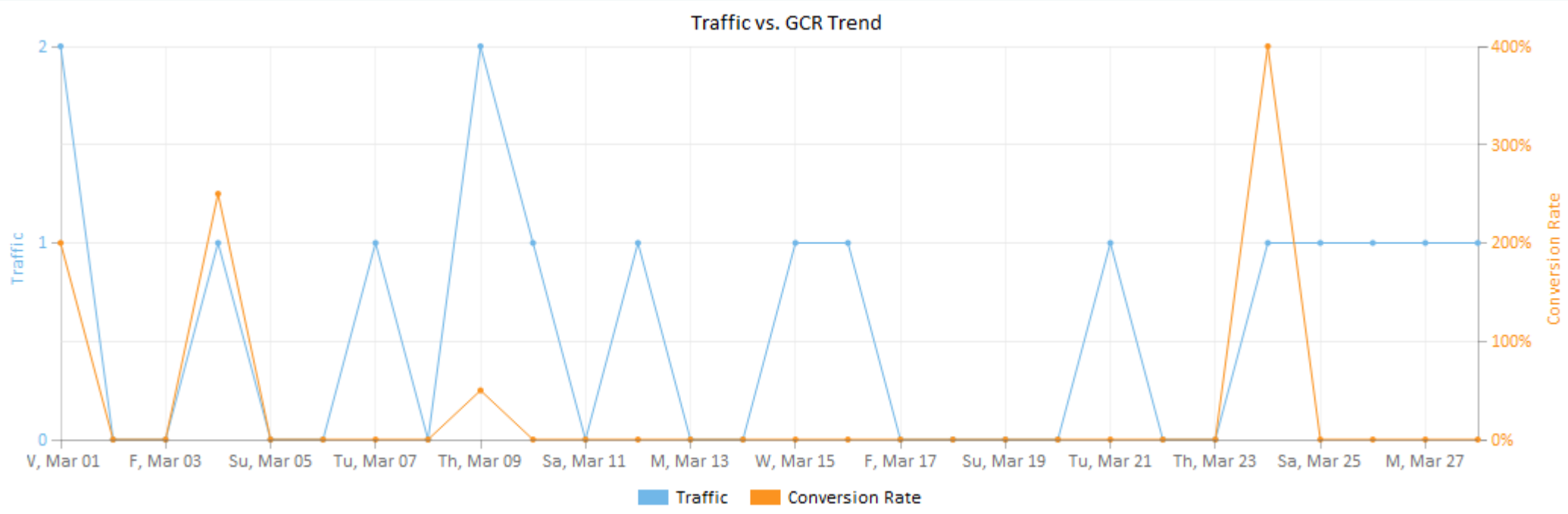
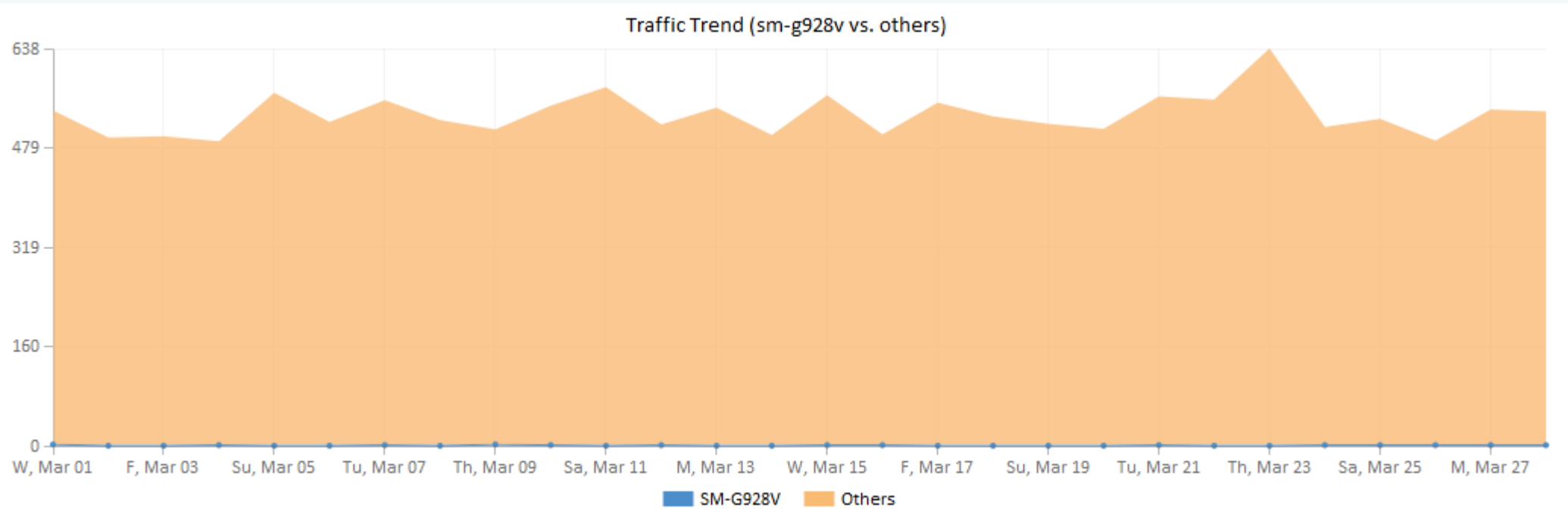
Traffic Trend (lg vs. others)



Traffic vs. GCR Trend

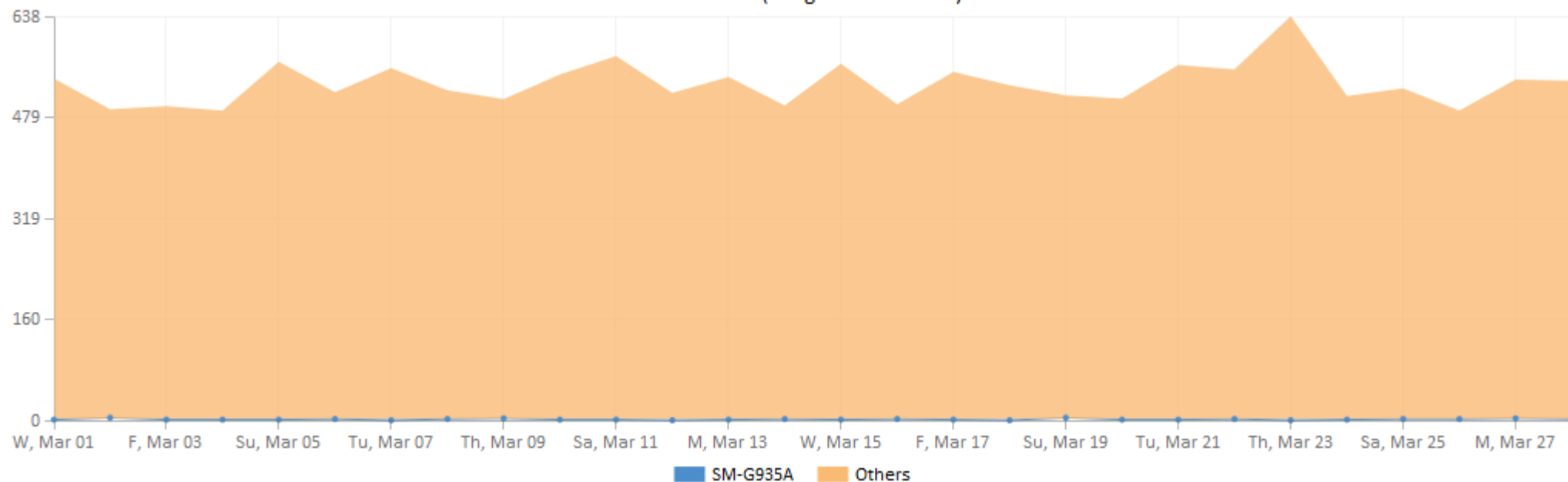


Mobile Devices SM-G928V 73.68% ▲

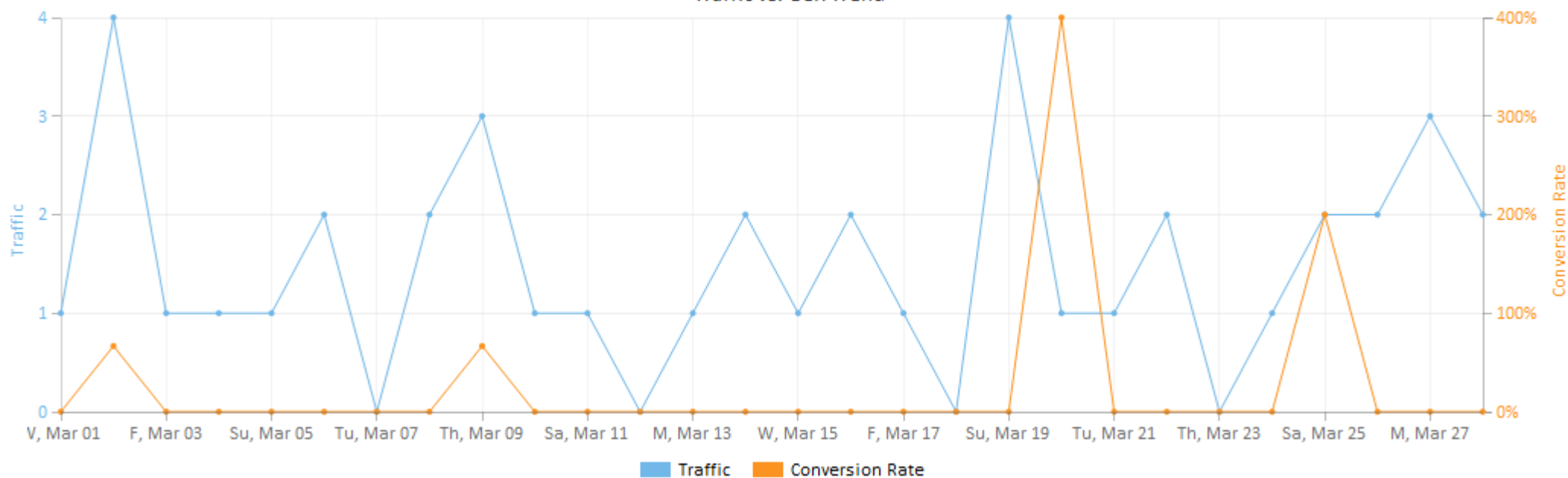


Mobile Devices SM-G935A 31.11% ▲

Traffic Trend (sm-g935a vs. others)

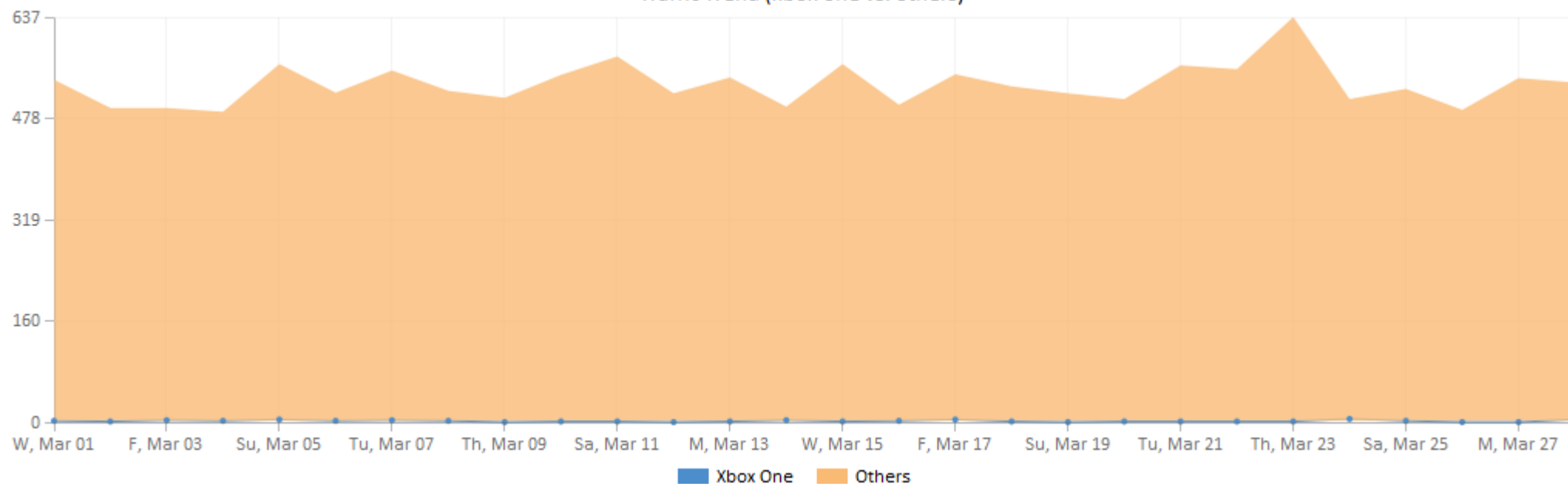


Traffic vs. GCR Trend

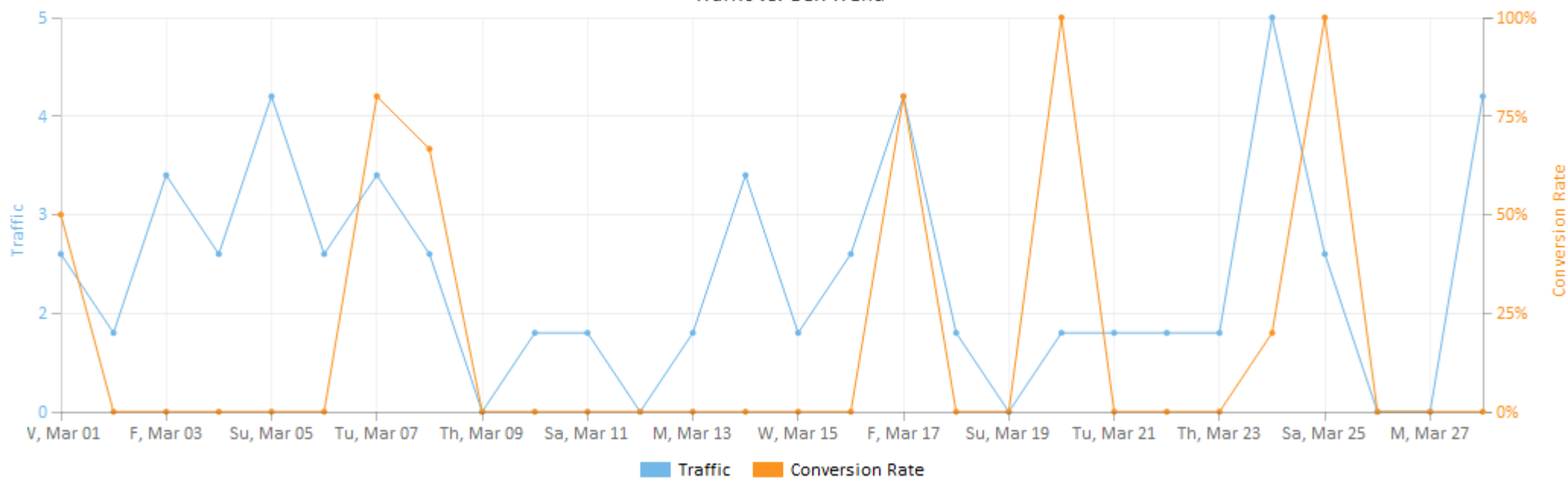


Mobile Devices Xbox One 28.30% ▲

Traffic Trend (xbox one vs. others)

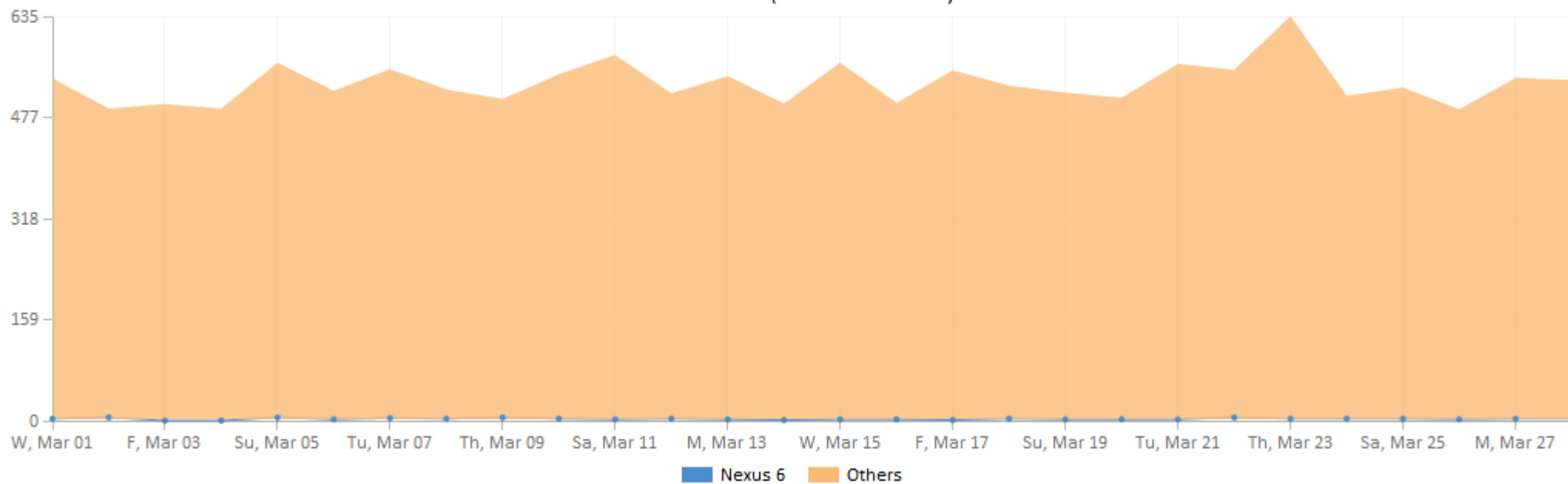


Traffic vs. GCR Trend

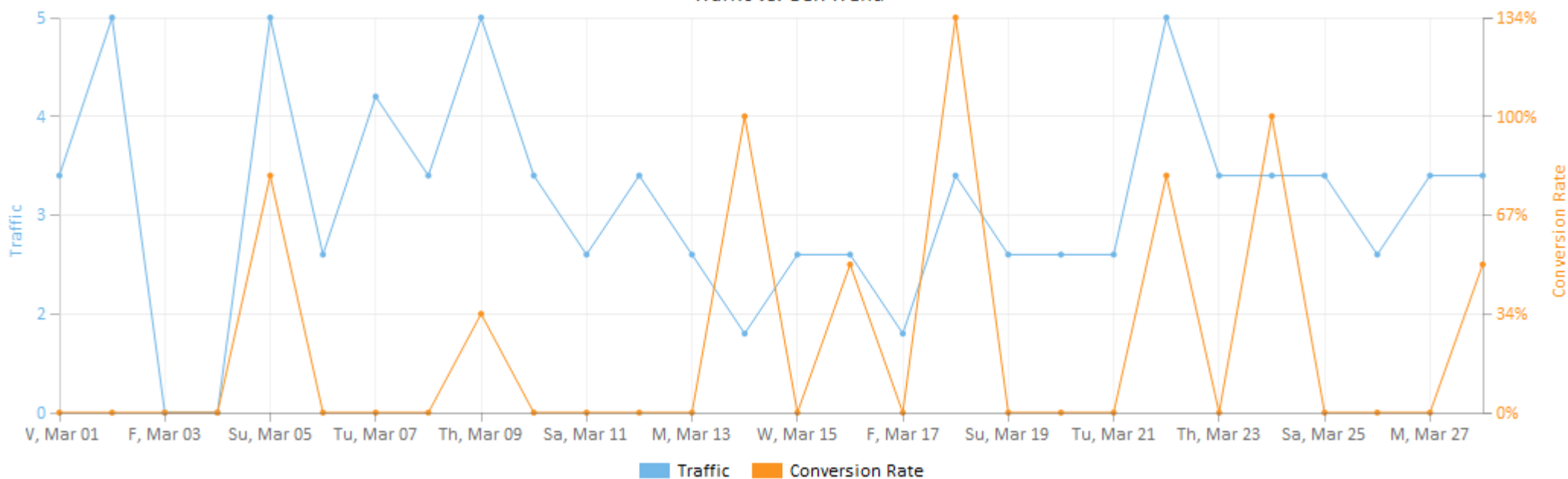


Mobile Devices **Nexus 6** 26.58% ▲

Traffic Trend (nexus 6 vs. others)

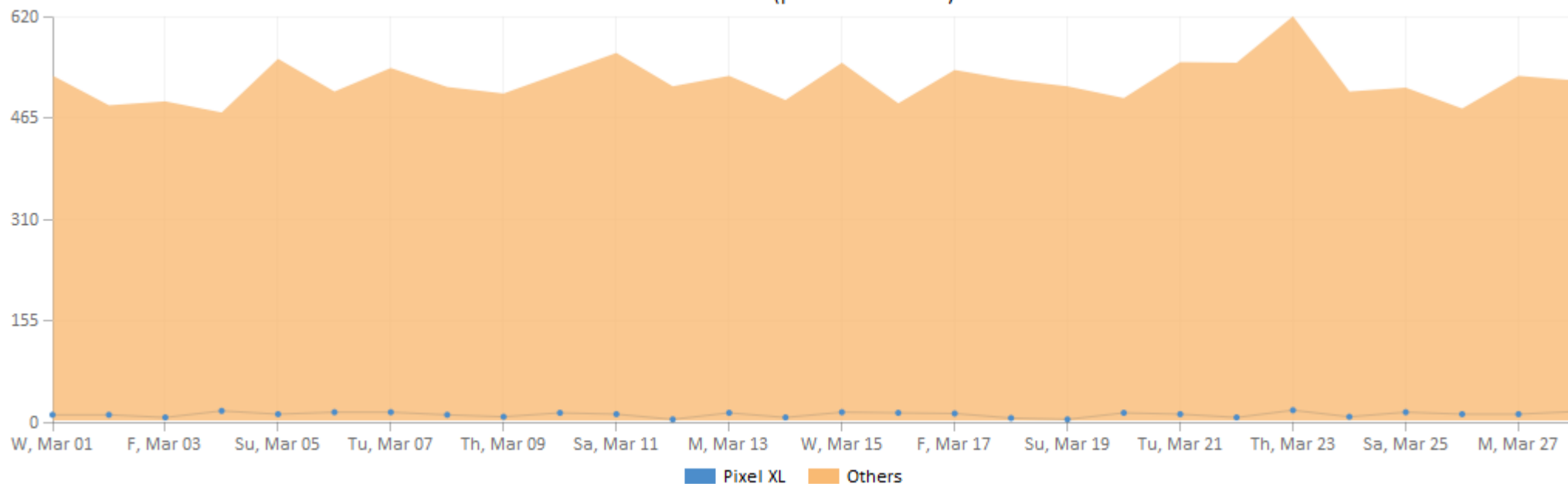


Traffic vs. GCR Trend

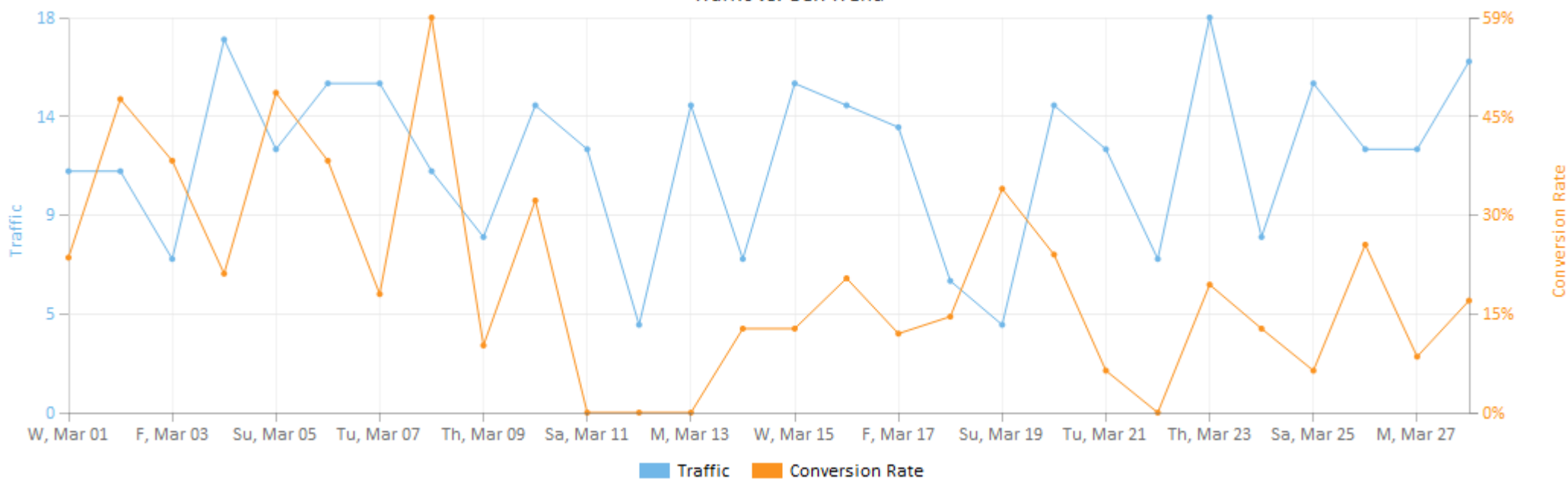


Mobile Devices Pixel XL 21.37% ▲

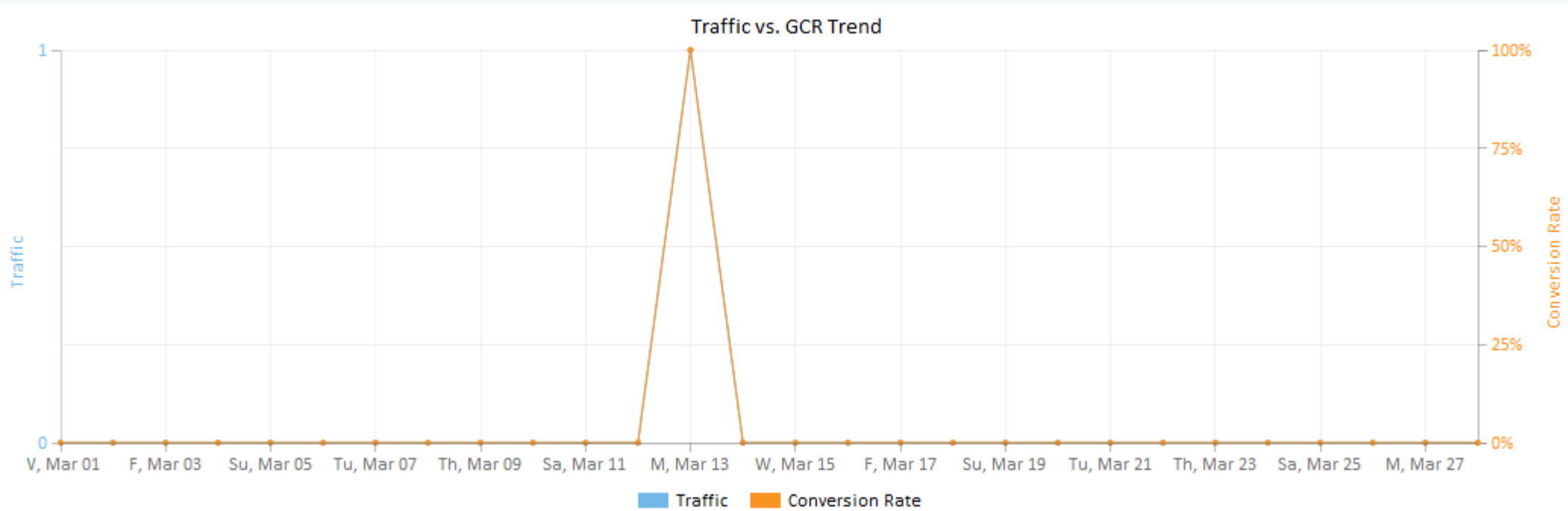
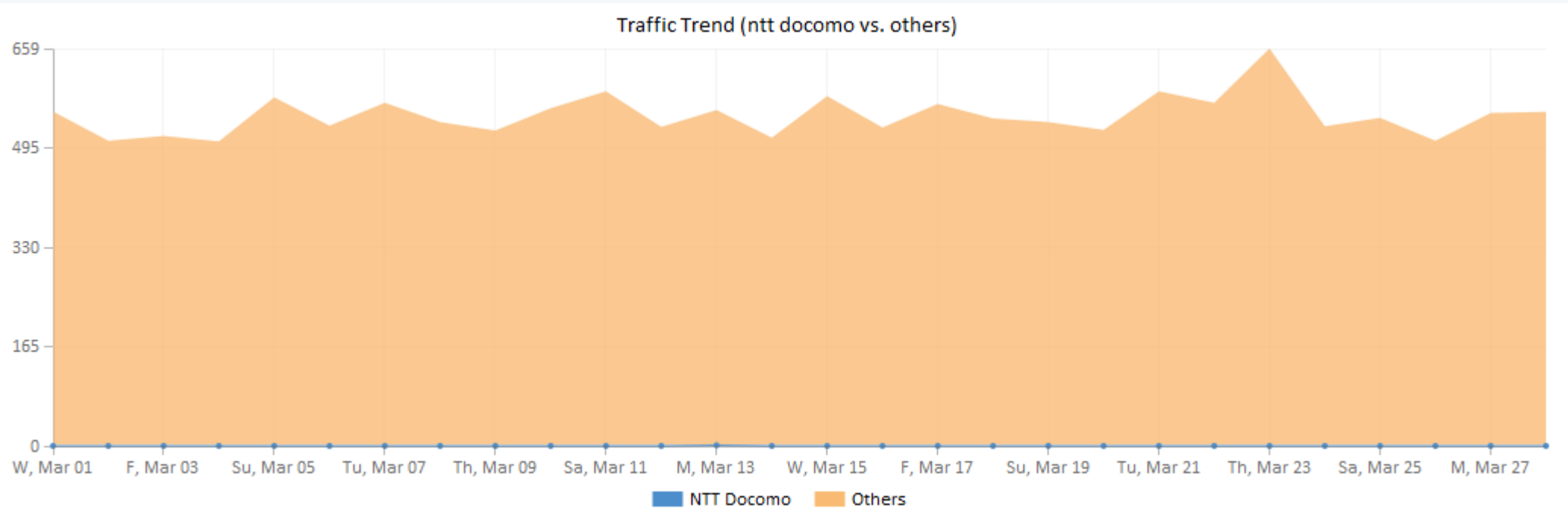
Traffic Trend (pixel xl vs. others)



Traffic vs. GCR Trend

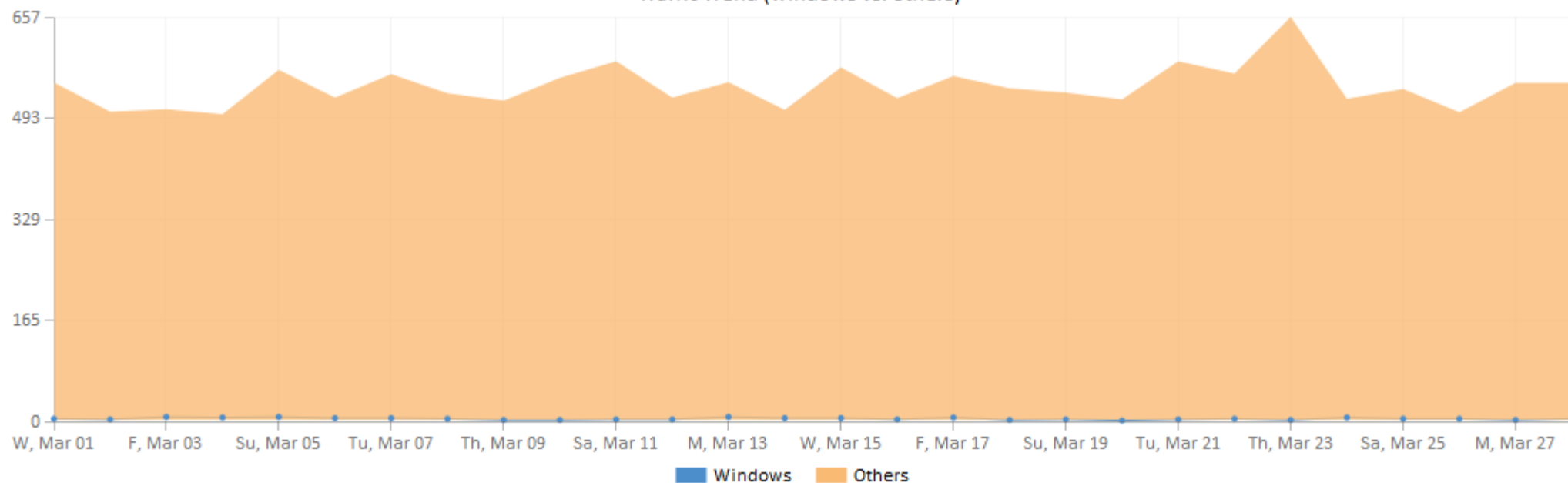


OS NTT DoCoMo 100.00% ▲

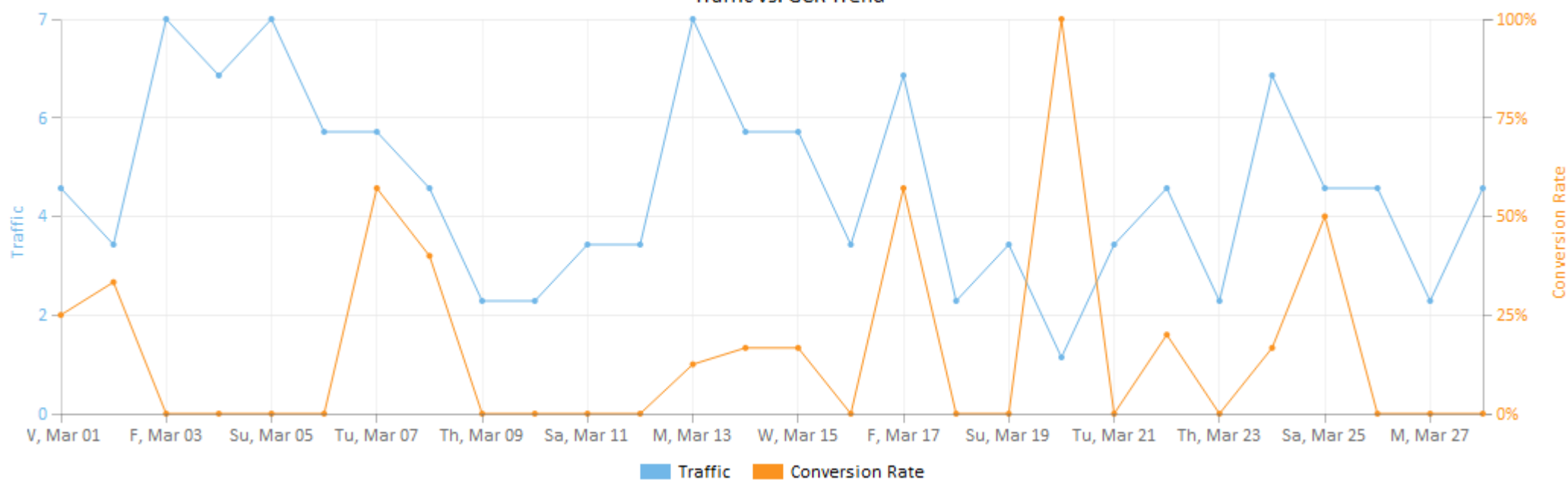


OS Windows 16.53% ▲

Traffic Trend (windows vs. others)

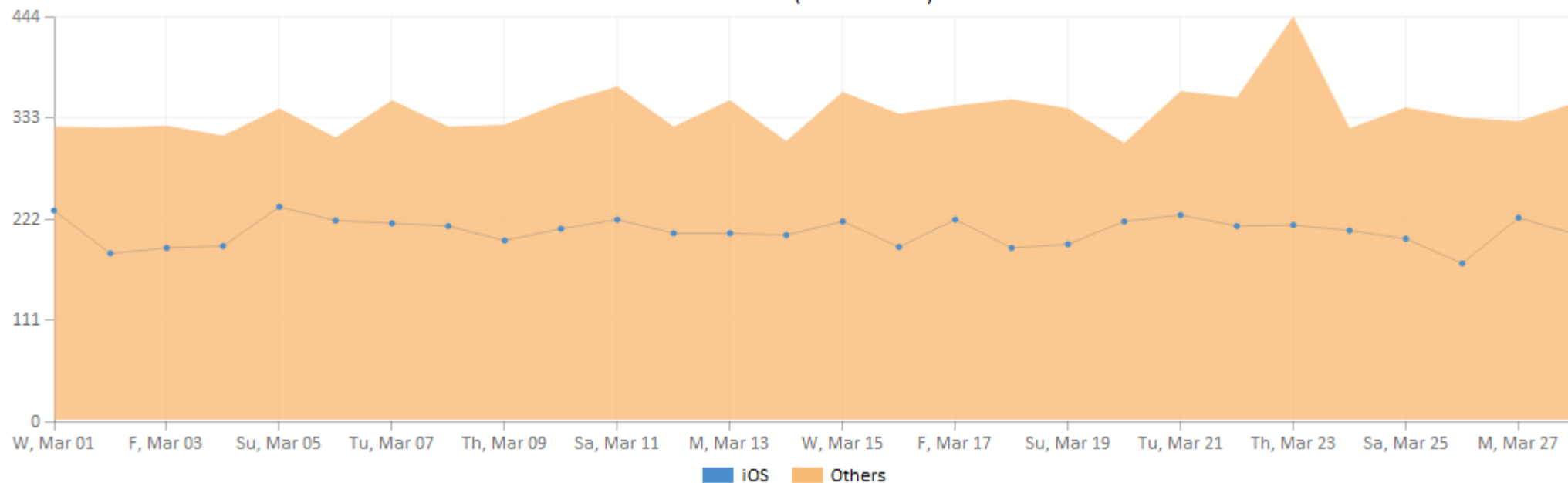


Traffic vs. GCR Trend

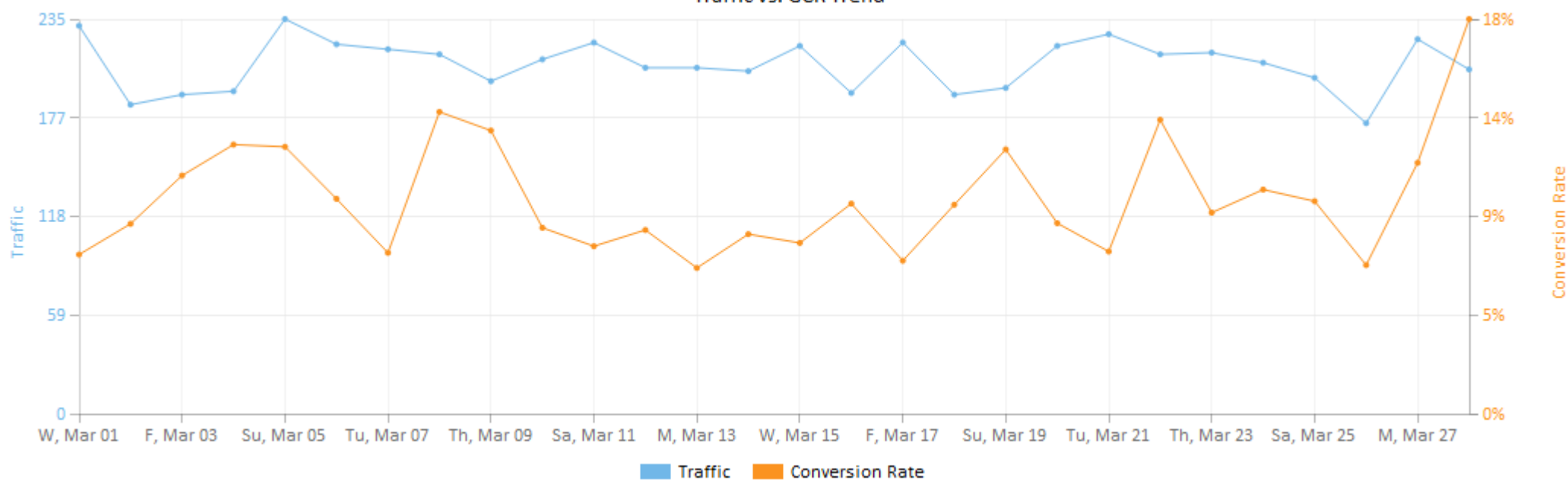


OS iOS 9.79% ▼

Traffic Trend (ios vs. others)

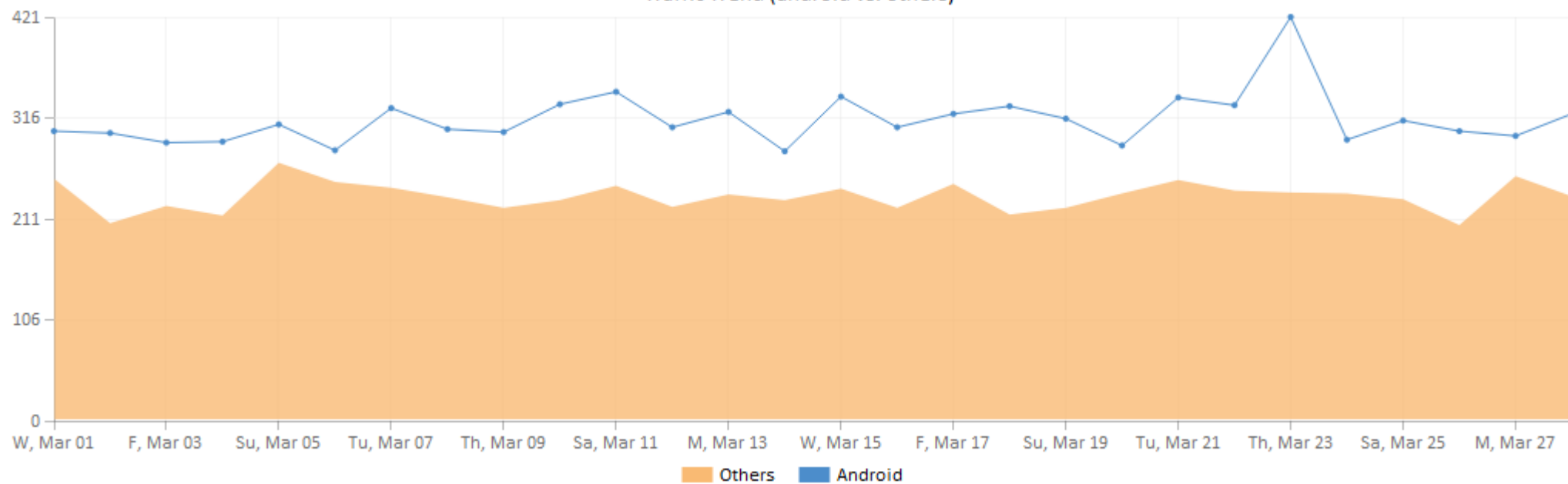


Traffic vs. GCR Trend

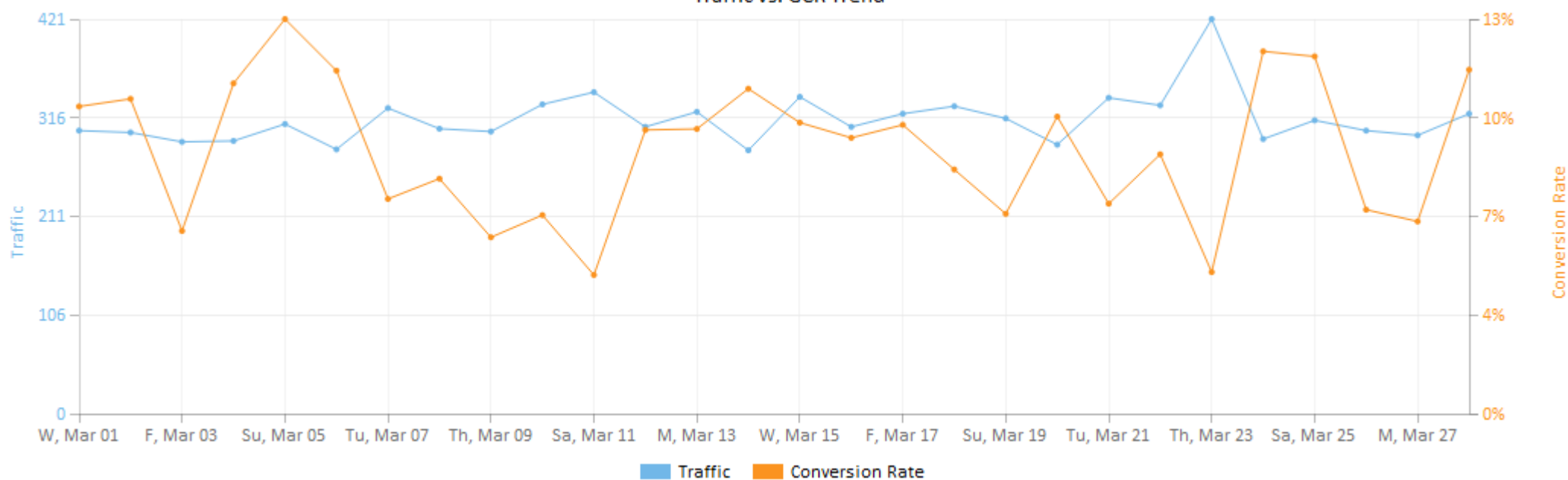


OS Android 8.26% ▼

Traffic Trend (android vs. others)

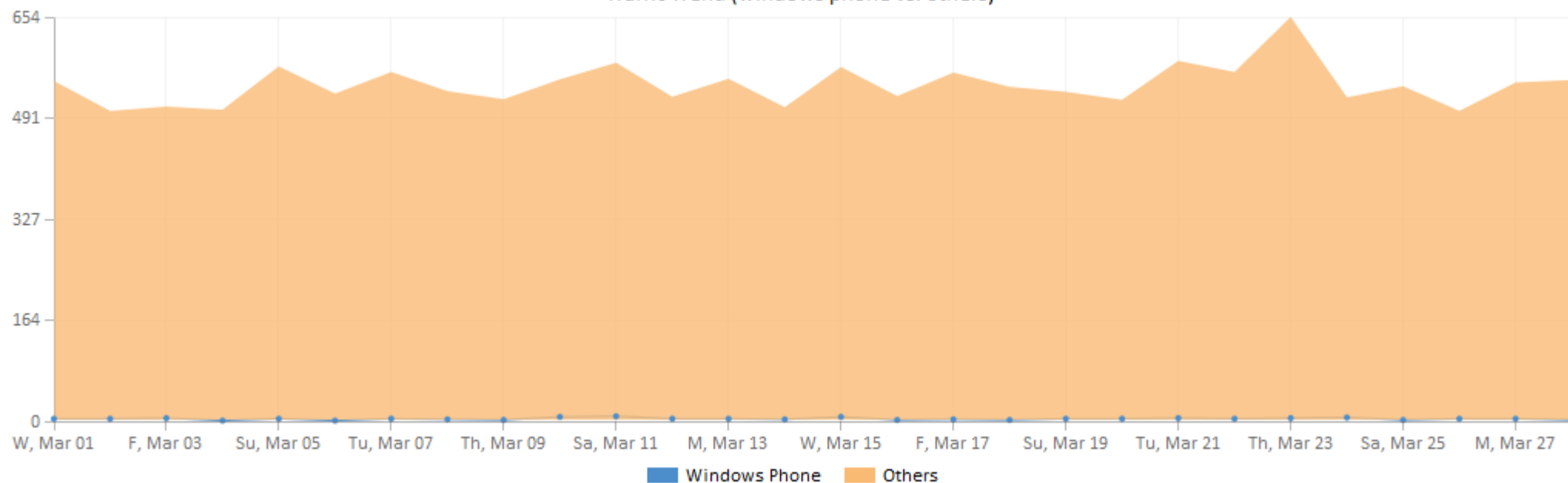


Traffic vs. GCR Trend

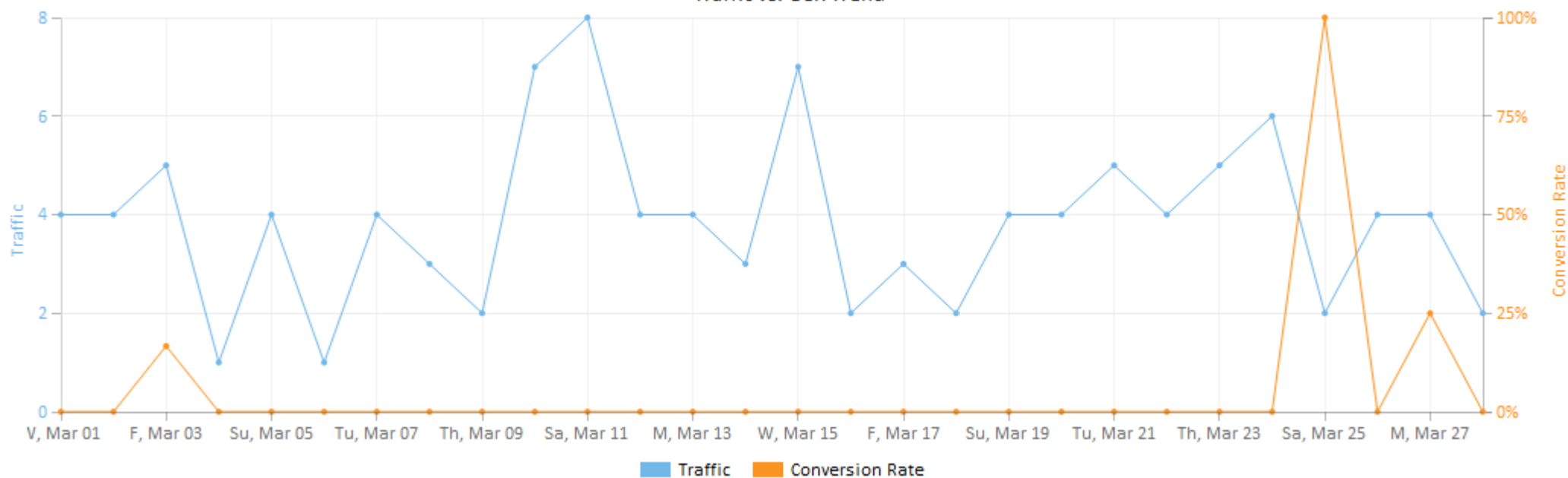


OS Windows Phone 3.57% ▲

Traffic Trend (windows phone vs. others)

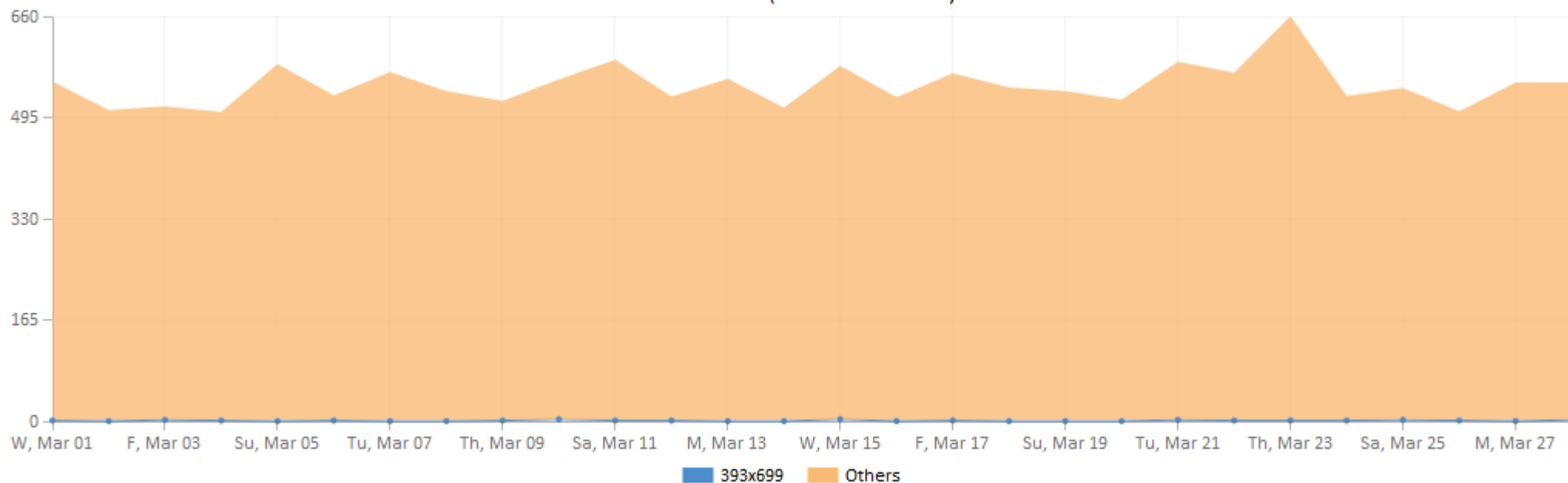


Traffic vs. GCR Trend

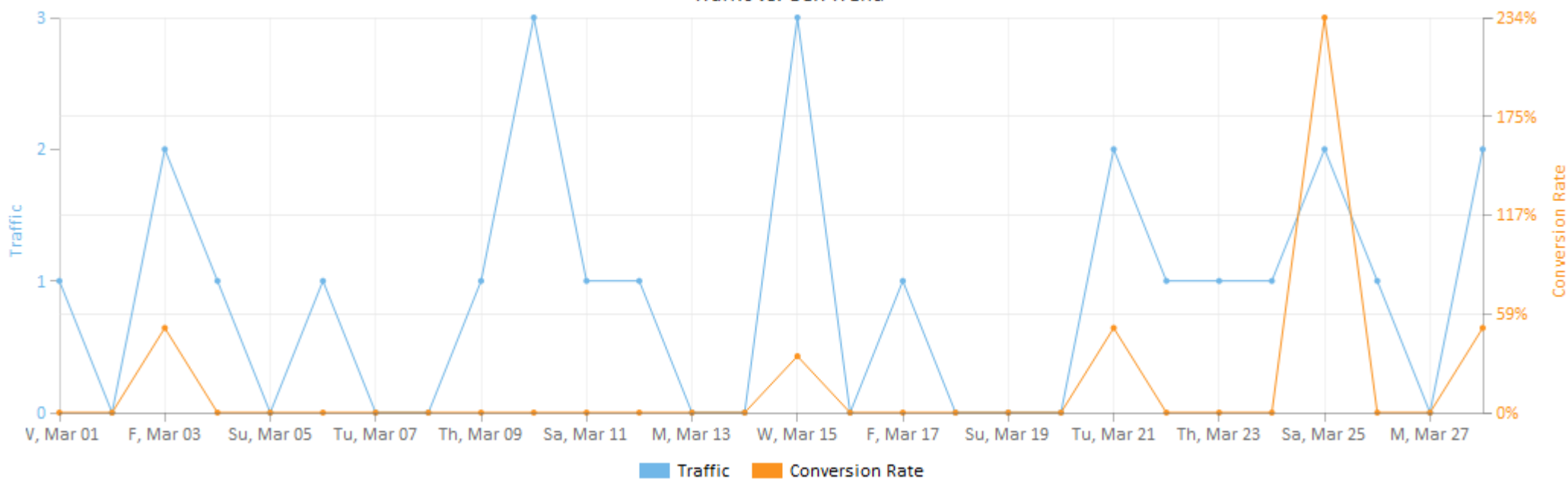


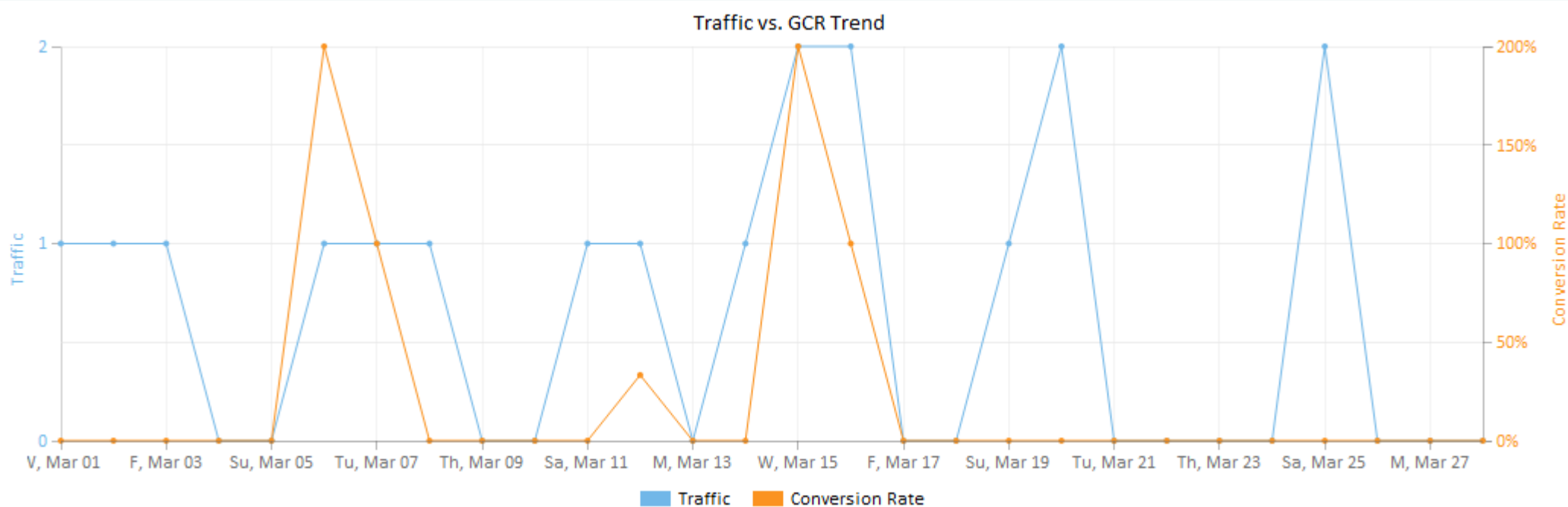
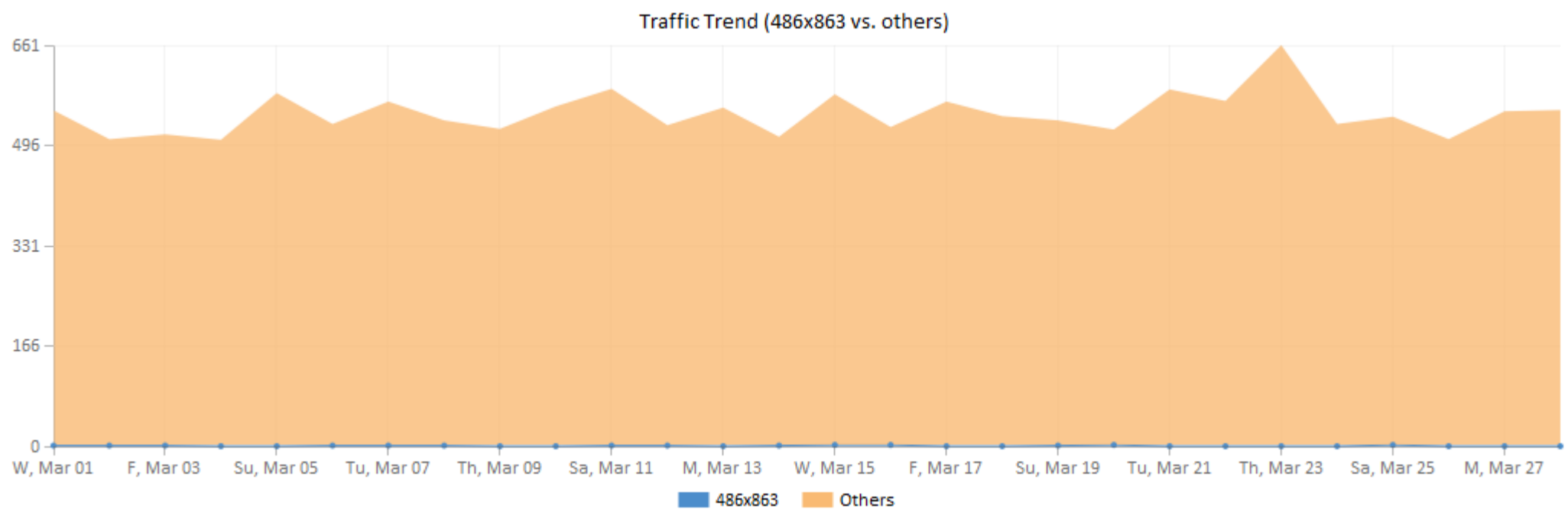
Screen Resolution **393x699** 42.31% ▲

Traffic Trend (393x699 vs. others)



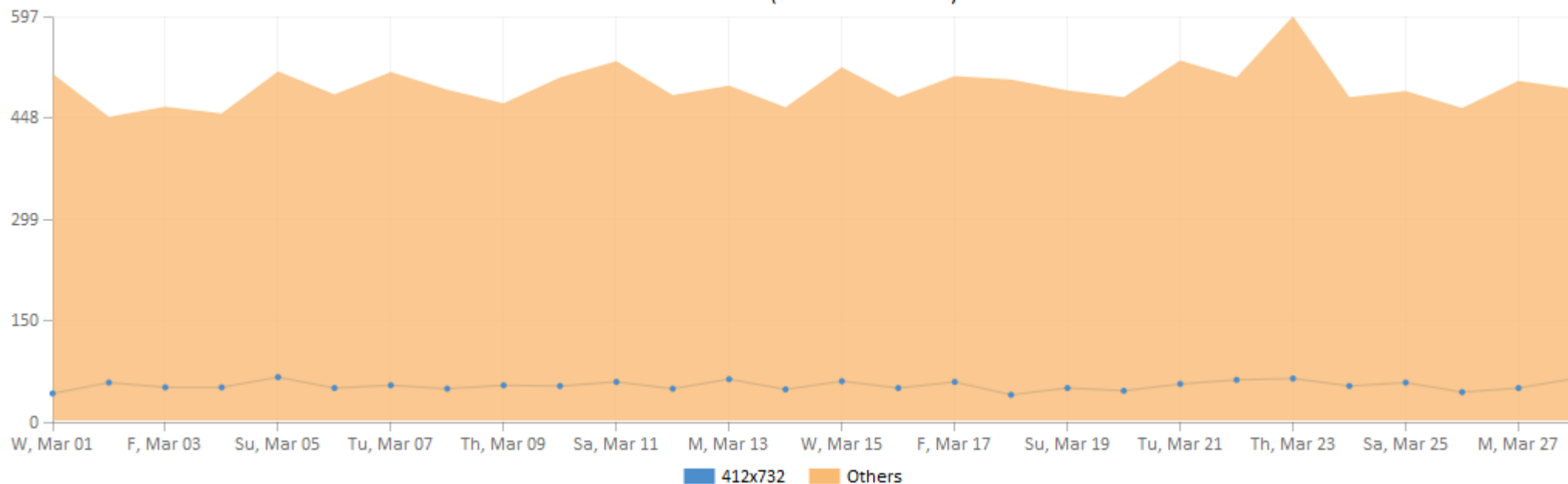
Traffic vs. GCR Trend



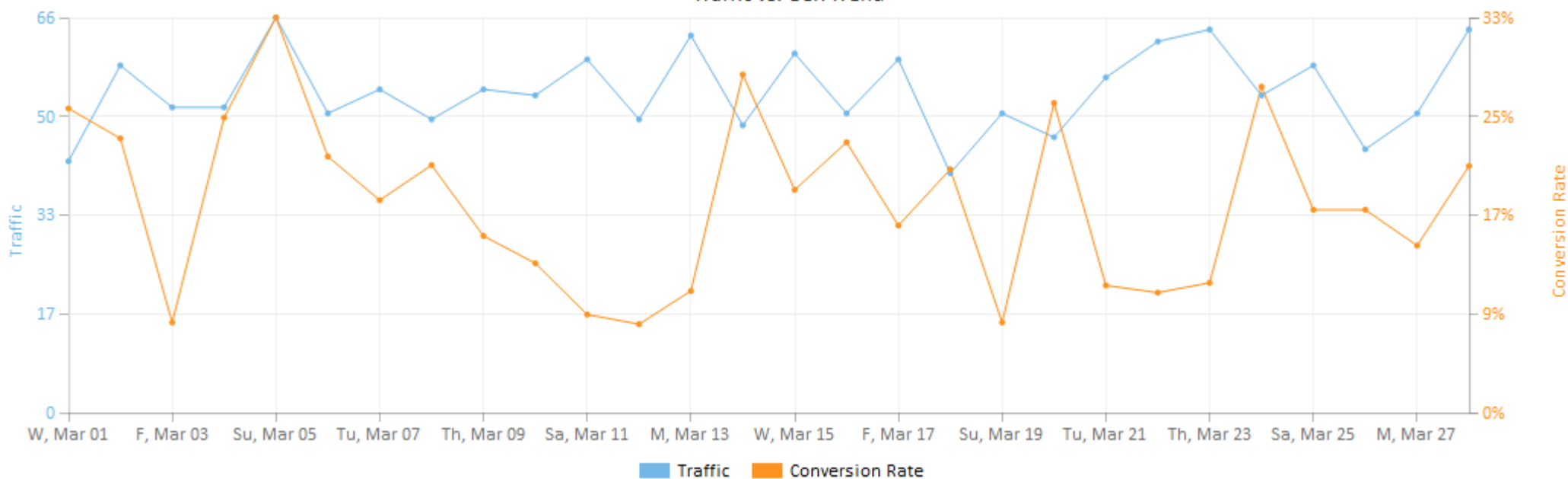
Screen Resolution **486x863** 42.31% ▲

Screen Resolution **412x732** 17.28% ▲

Traffic Trend (412x732 vs. others)

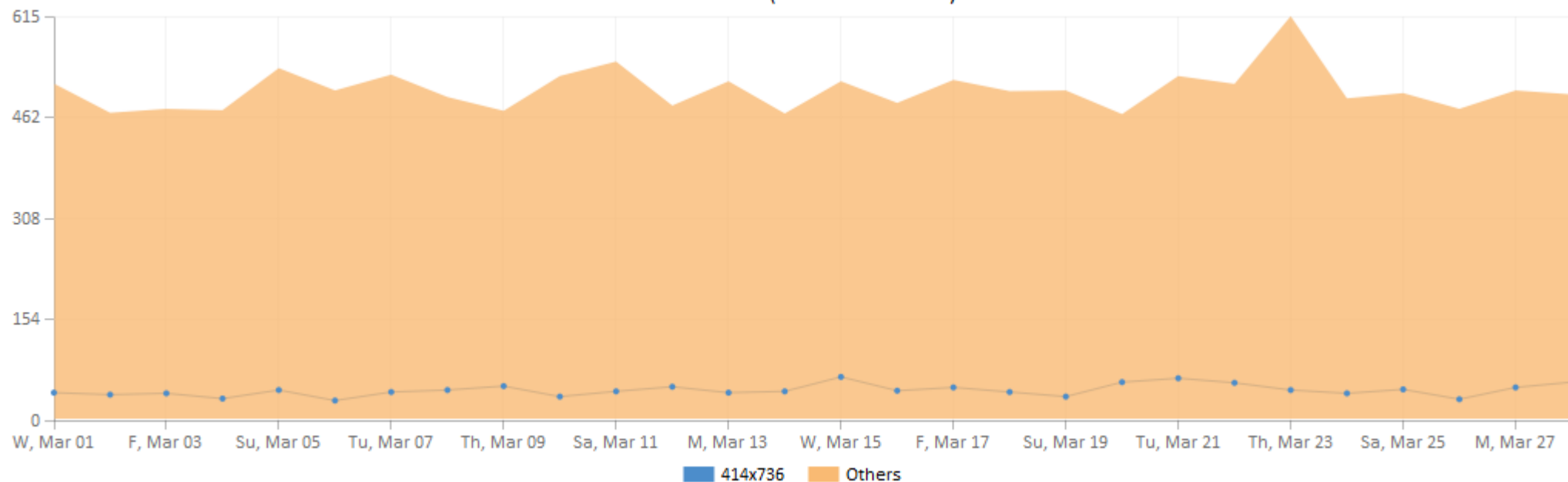


Traffic vs. GCR Trend

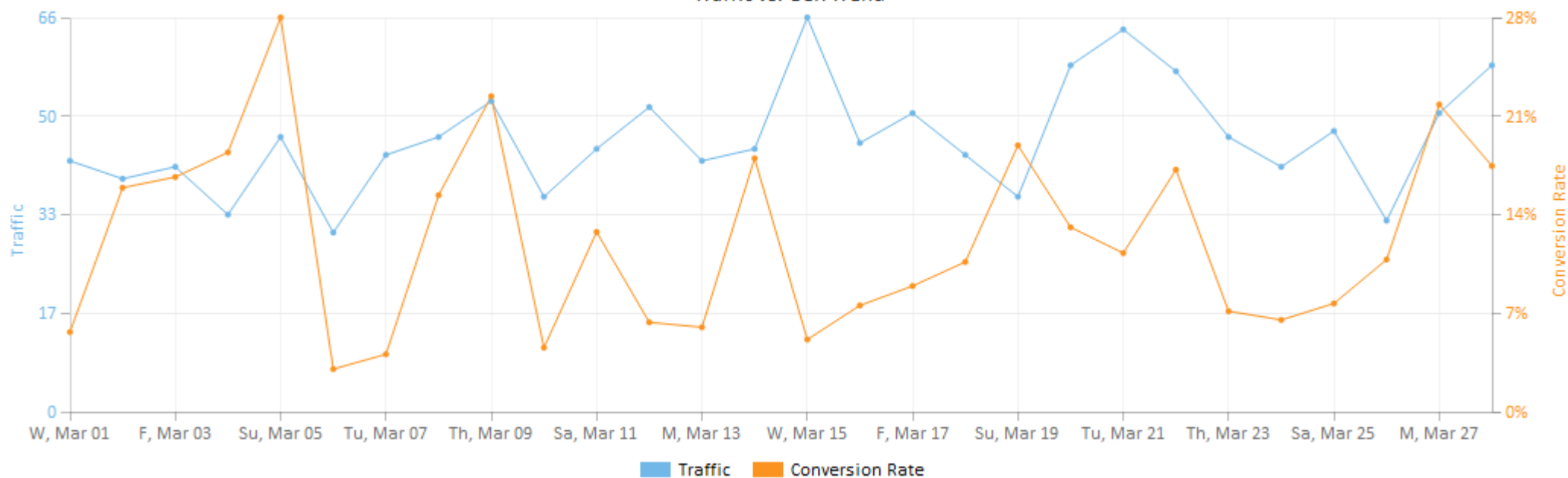


Screen Resolution **414x736** 12.18% ▲

Traffic Trend (414x736 vs. others)

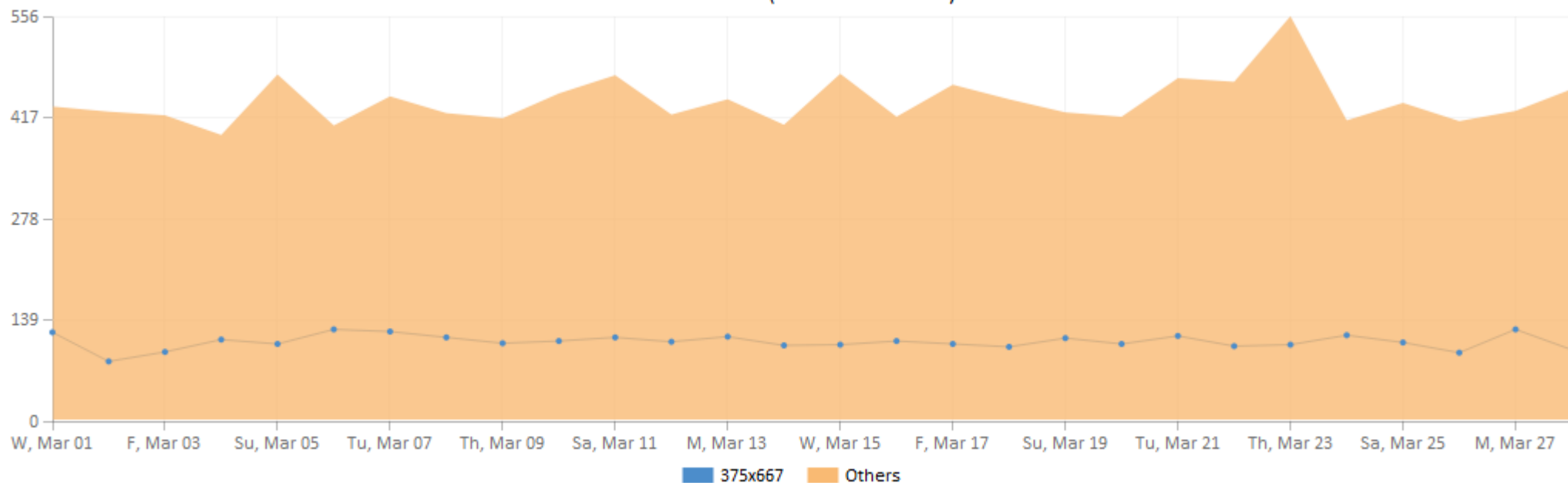


Traffic vs. GCR Trend

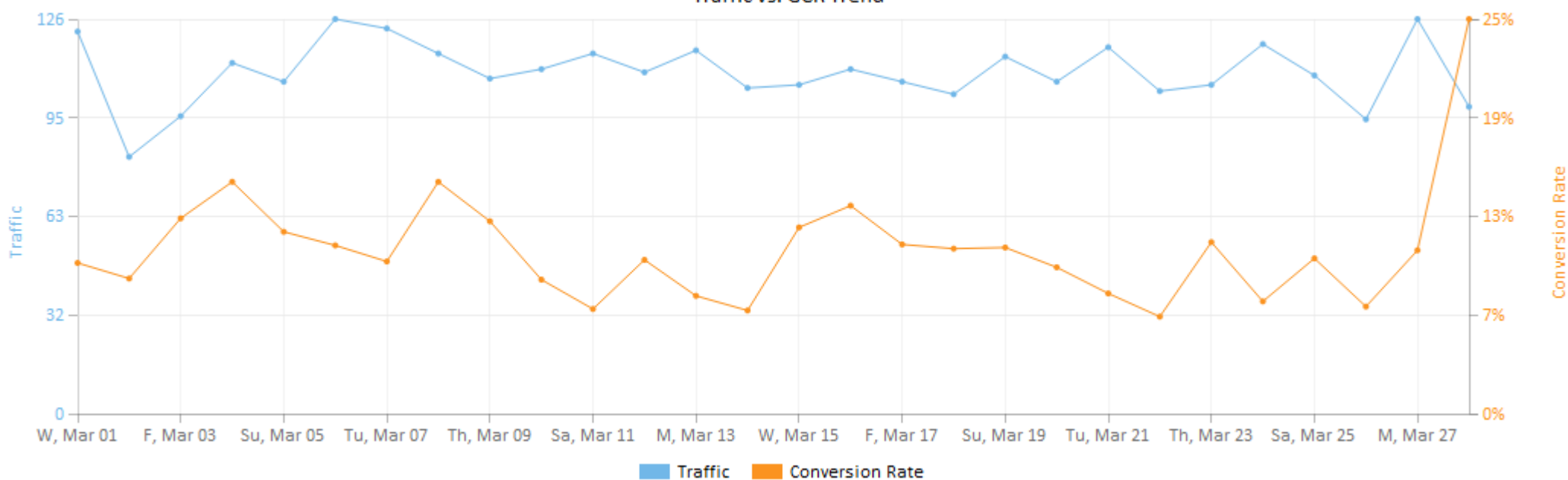


Screen Resolution **375x667** 10.14% ▼

Traffic Trend (375x667 vs. others)

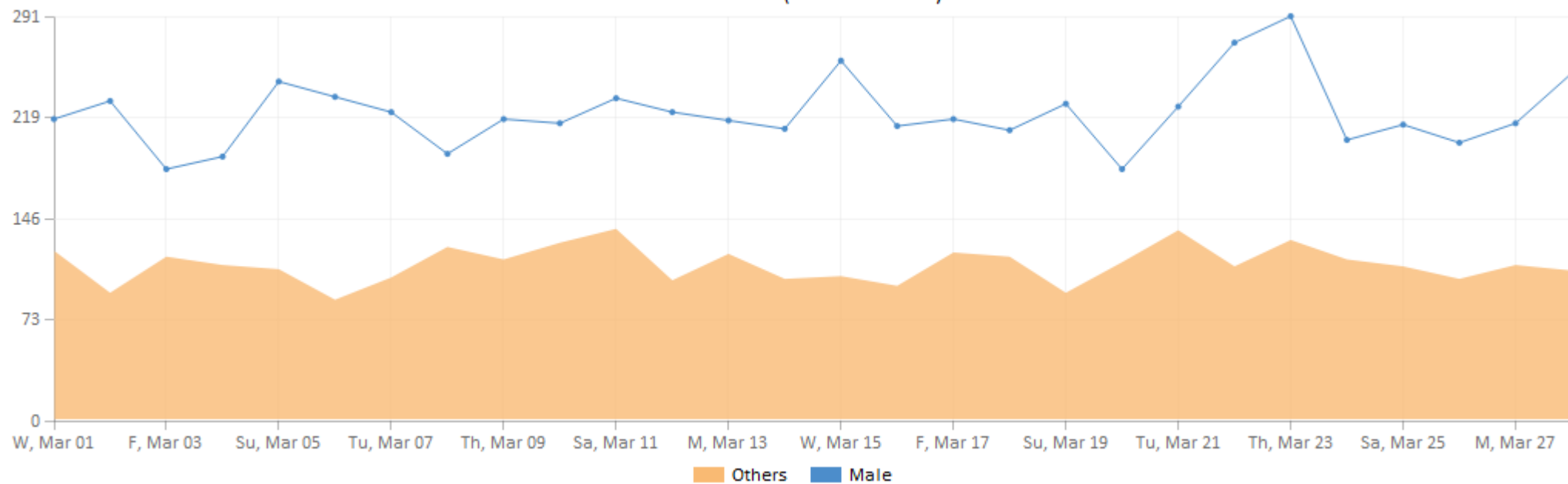


Traffic vs. GCR Trend

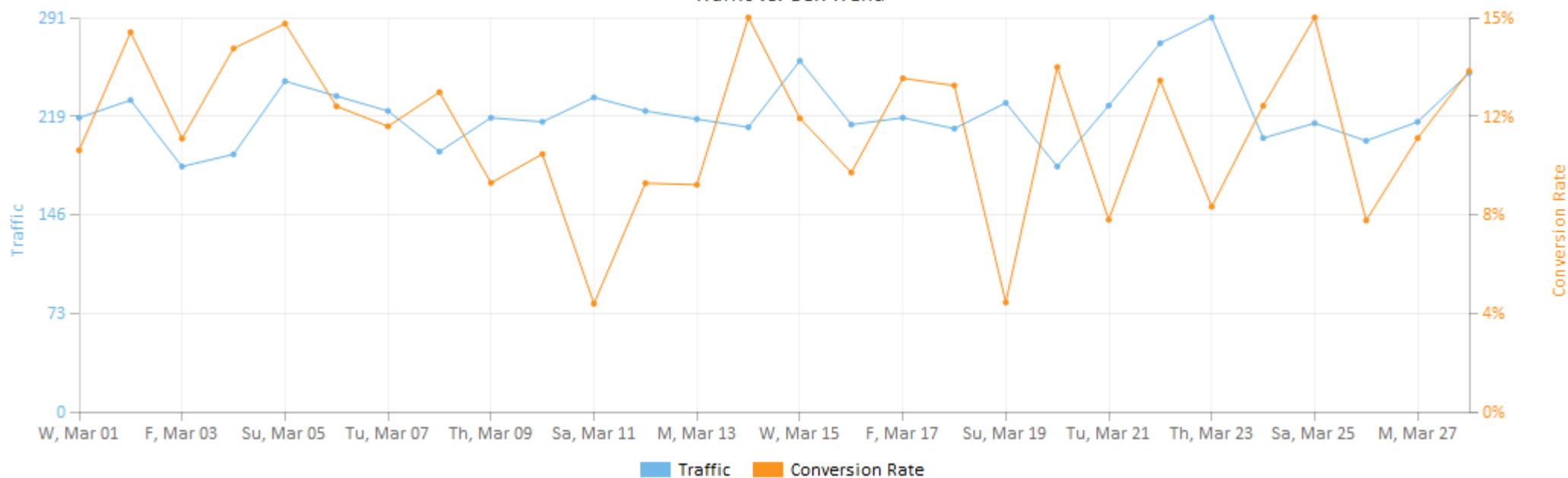


Gender **Male** 10.56% ▲

Traffic Trend (male vs. others)

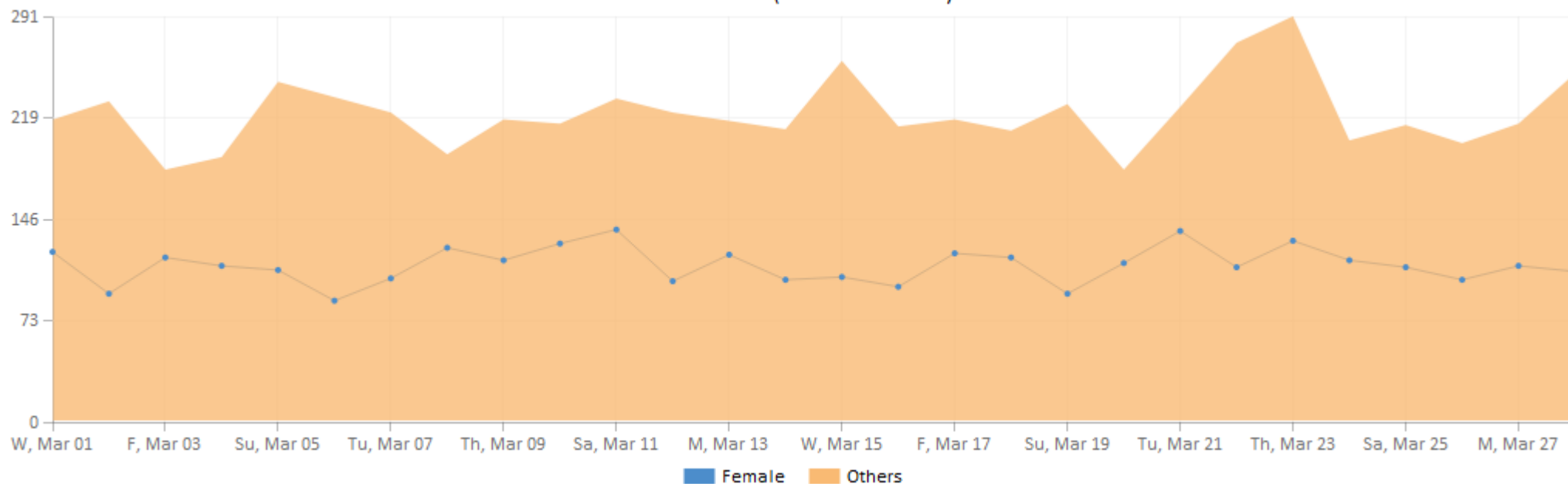


Traffic vs. GCR Trend

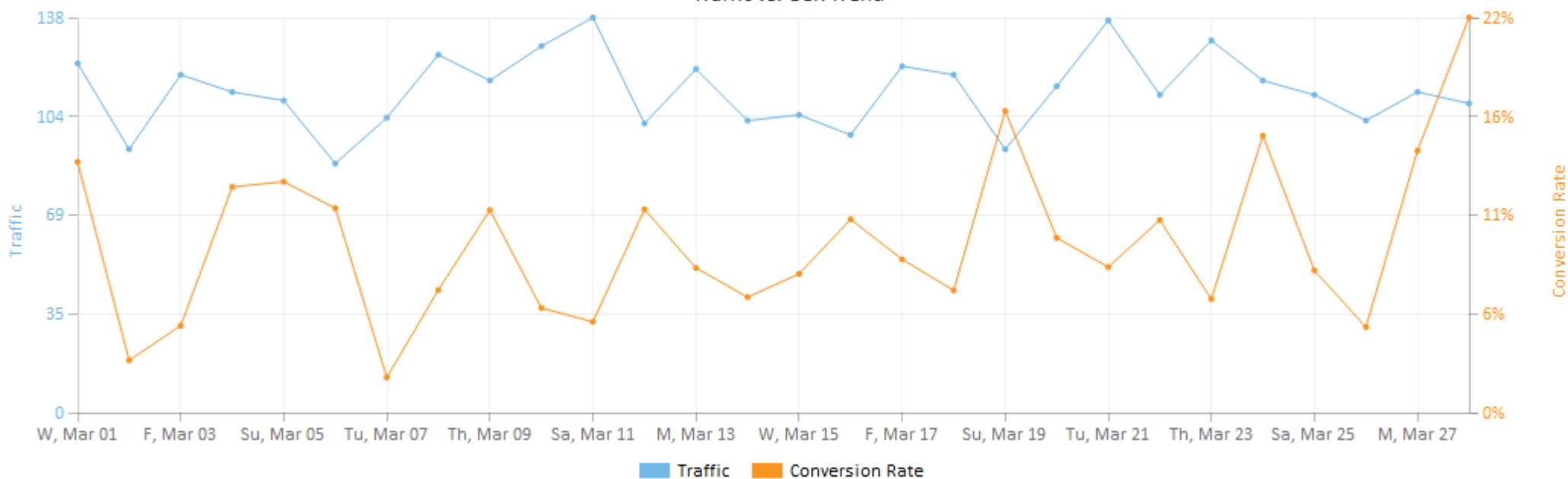


Gender Female 8.98% ▲

Traffic Trend (female vs. others)

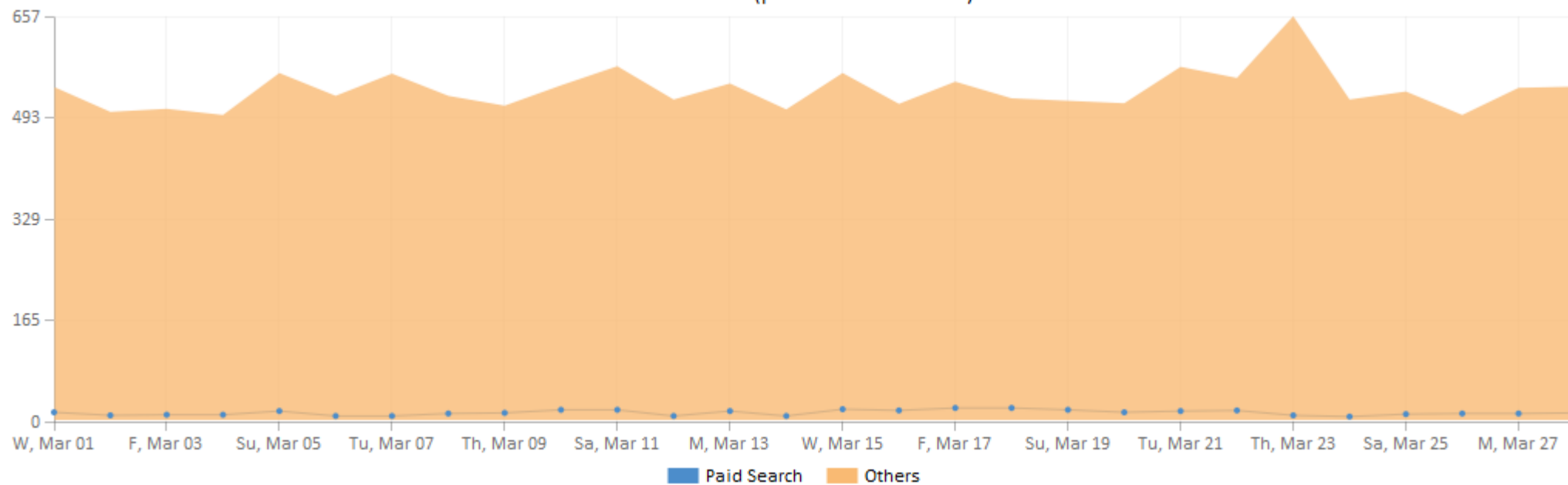


Traffic vs. GCR Trend

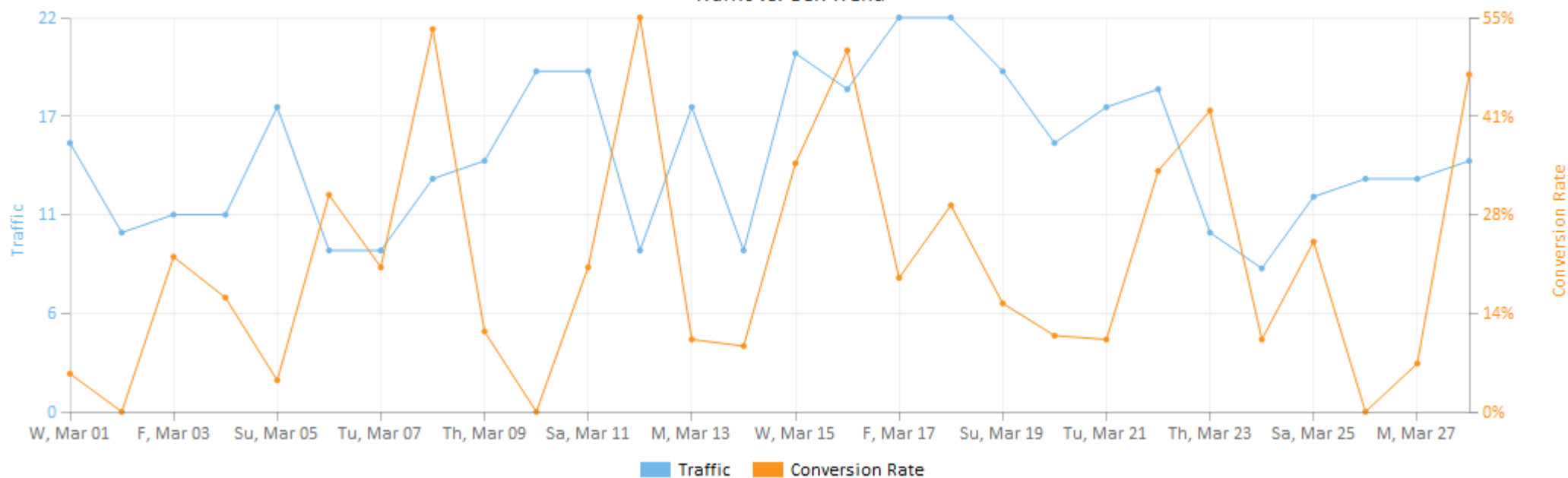


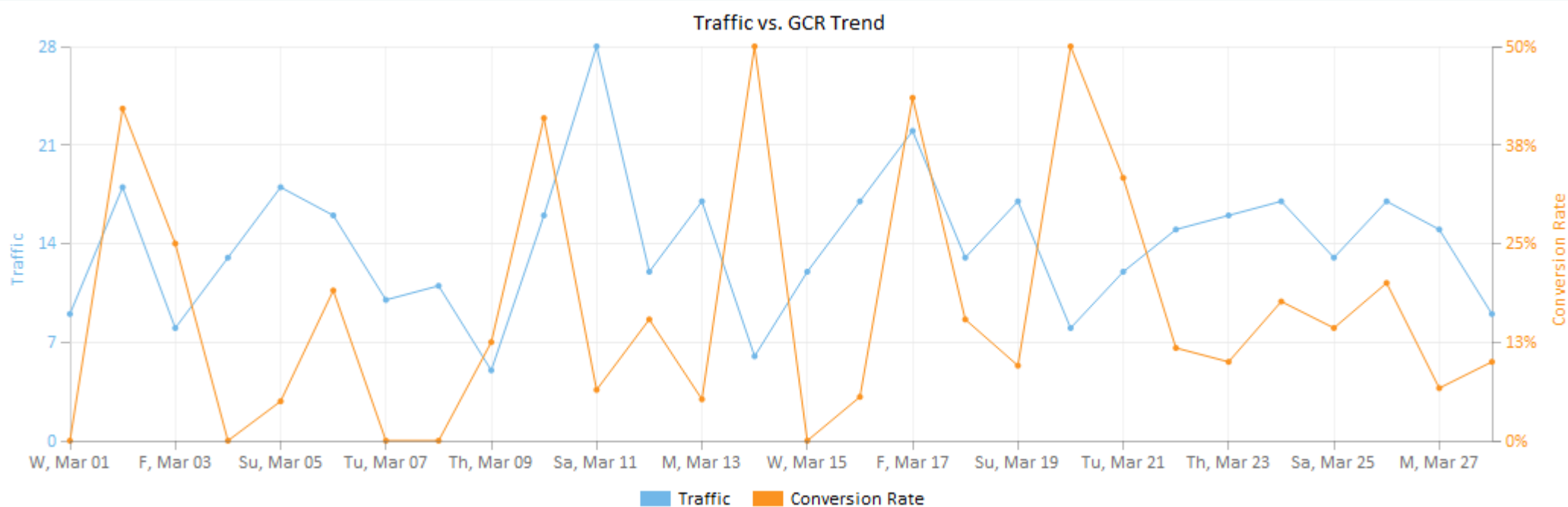
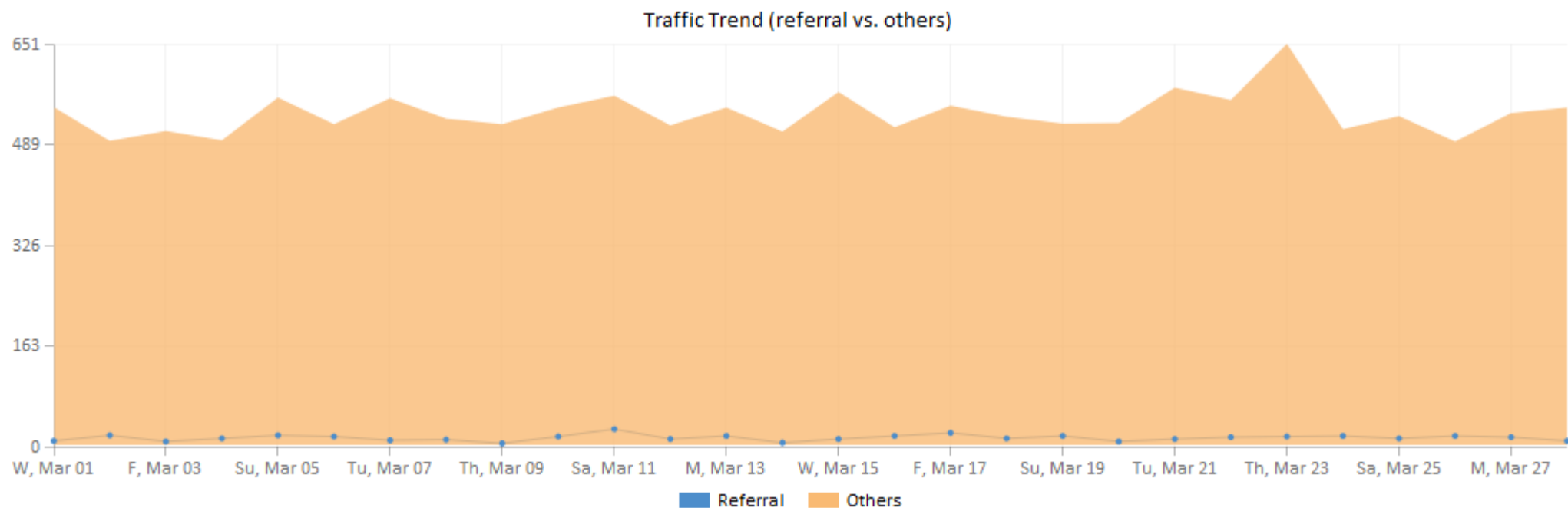
Channels Paid Search 21.00% ▲

Traffic Trend (paid search vs. others)



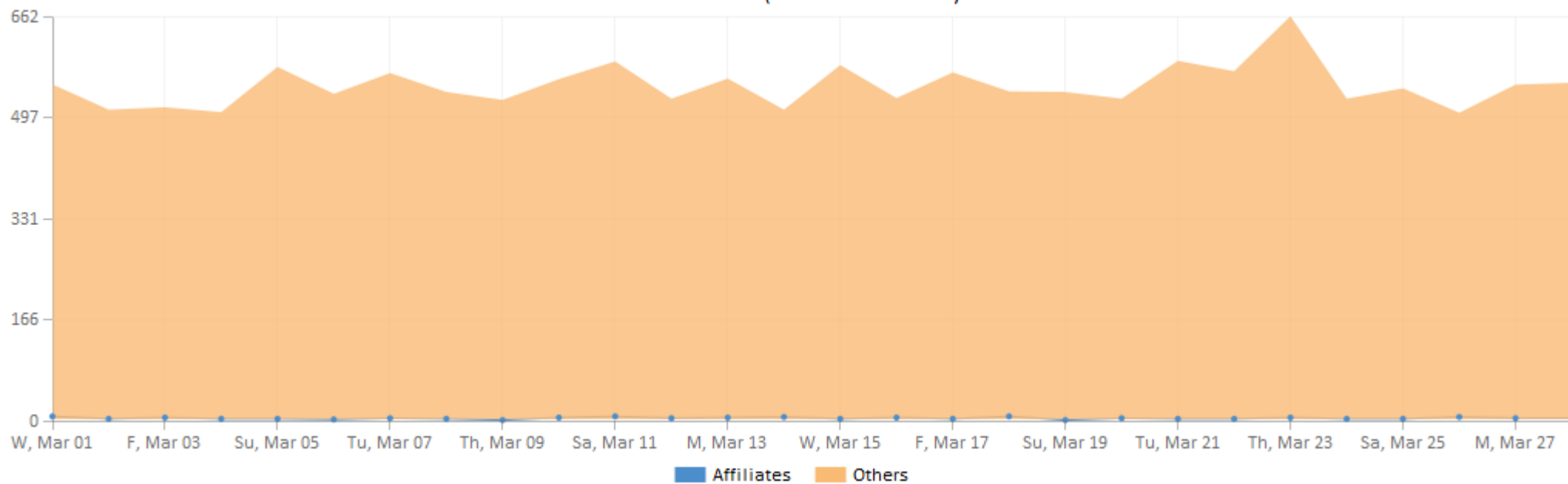
Traffic vs. GCR Trend



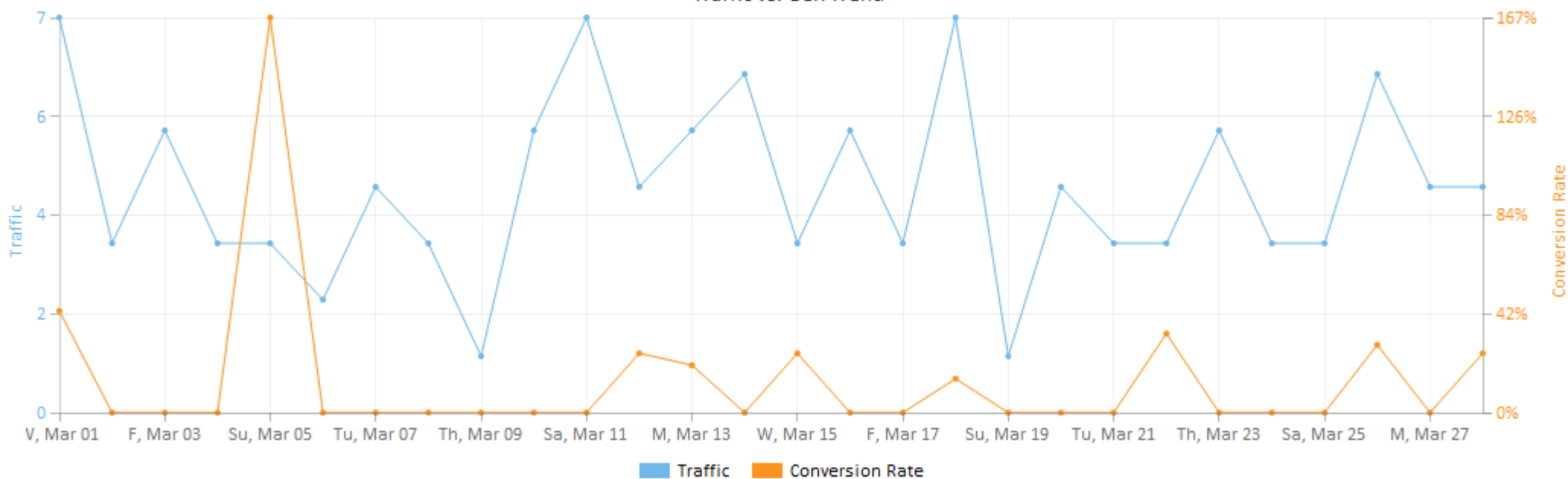
Channels **Referral** 16.25% ▲

Channels **Affiliates** 13.91% ▲

Traffic Trend (affiliates vs. others)

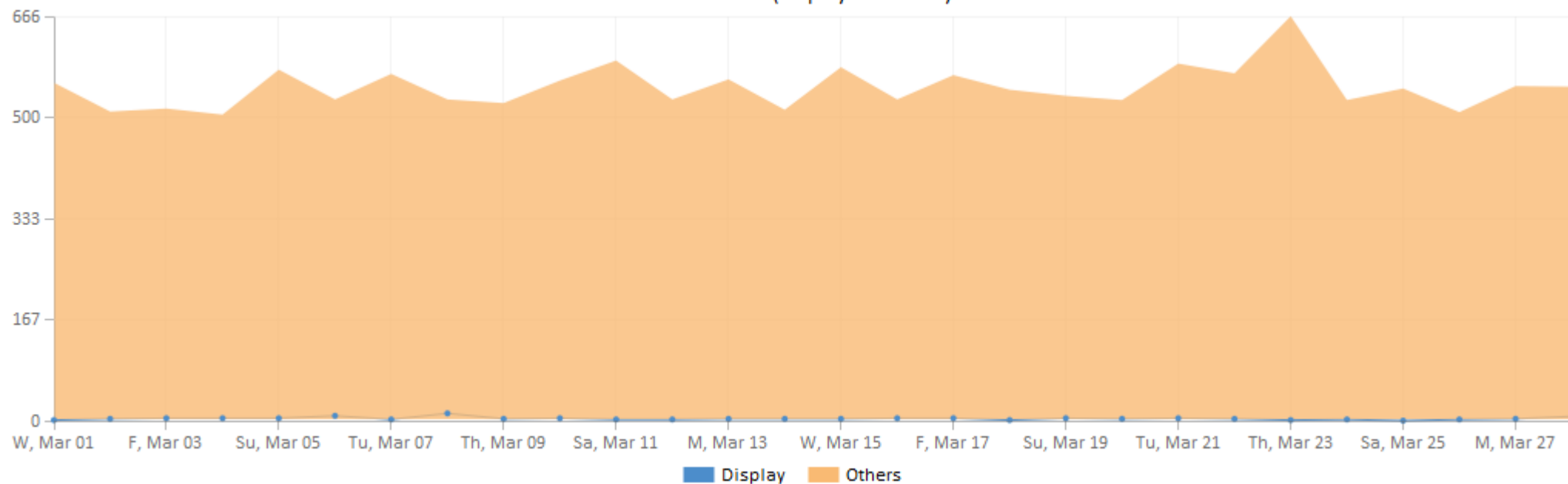


Traffic vs. GCR Trend

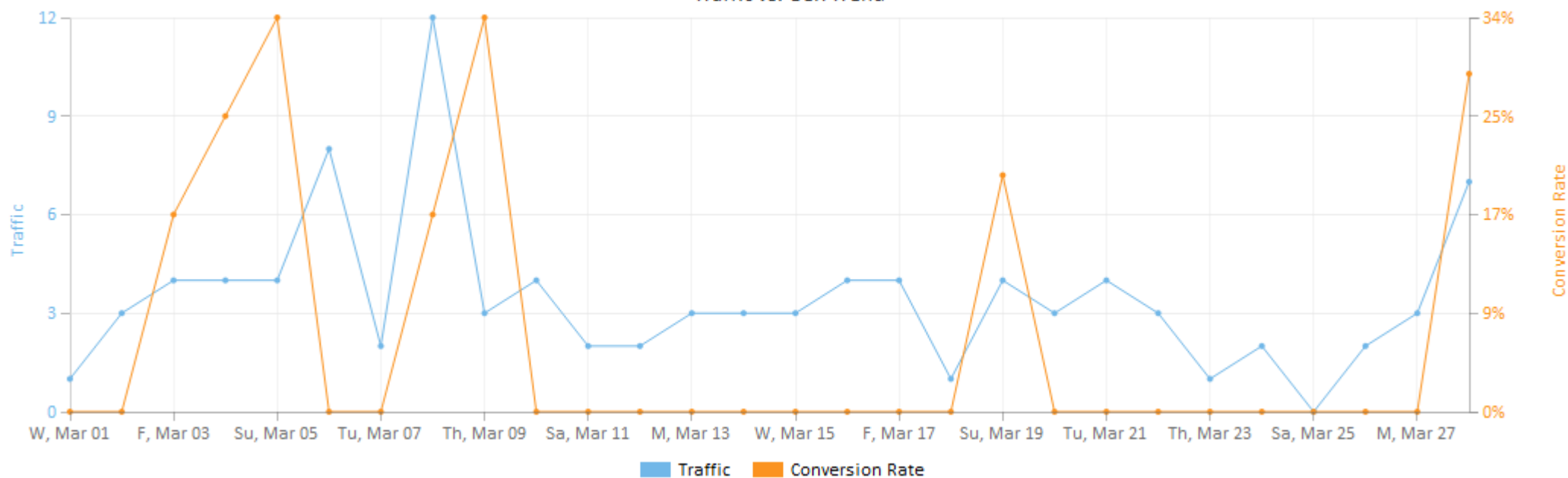


Channels **Display** 9.73% ▲

Traffic Trend (display vs. others)

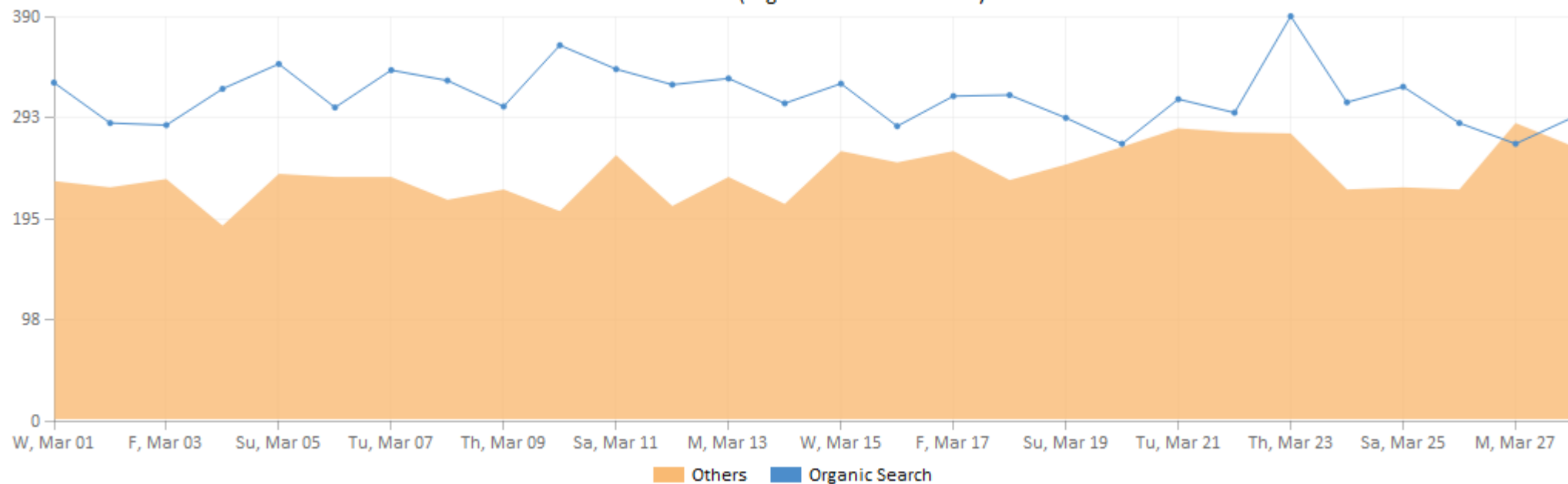


Traffic vs. GCR Trend

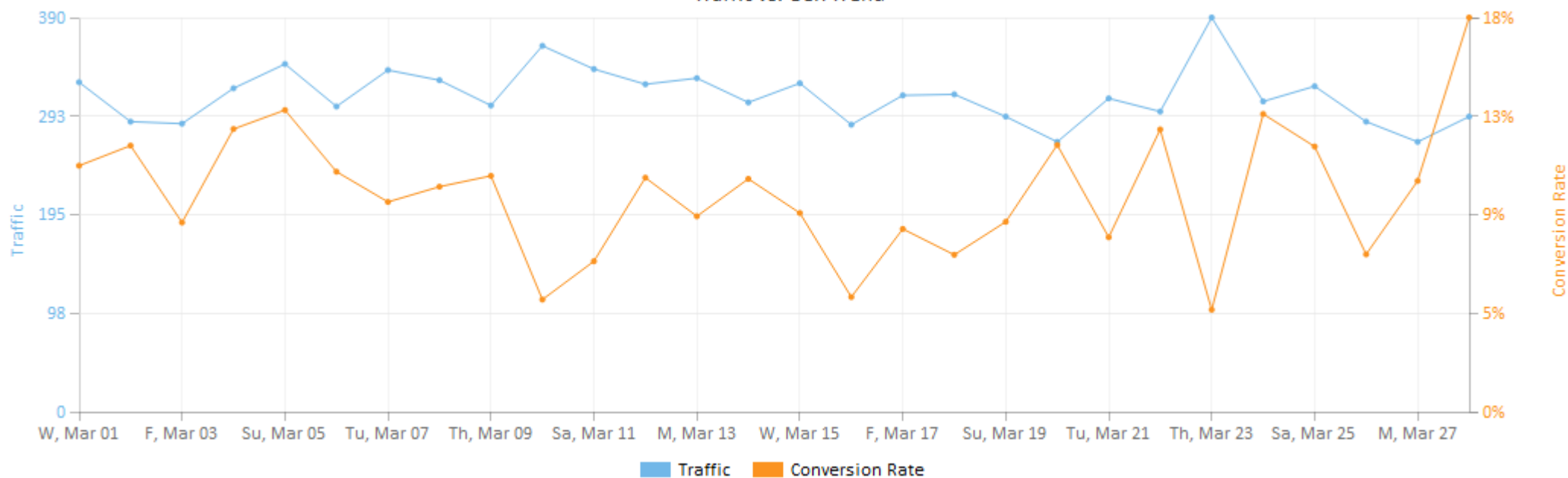


Channels **Organic Search** 9.44% ▼

Traffic Trend (organic search vs. others)

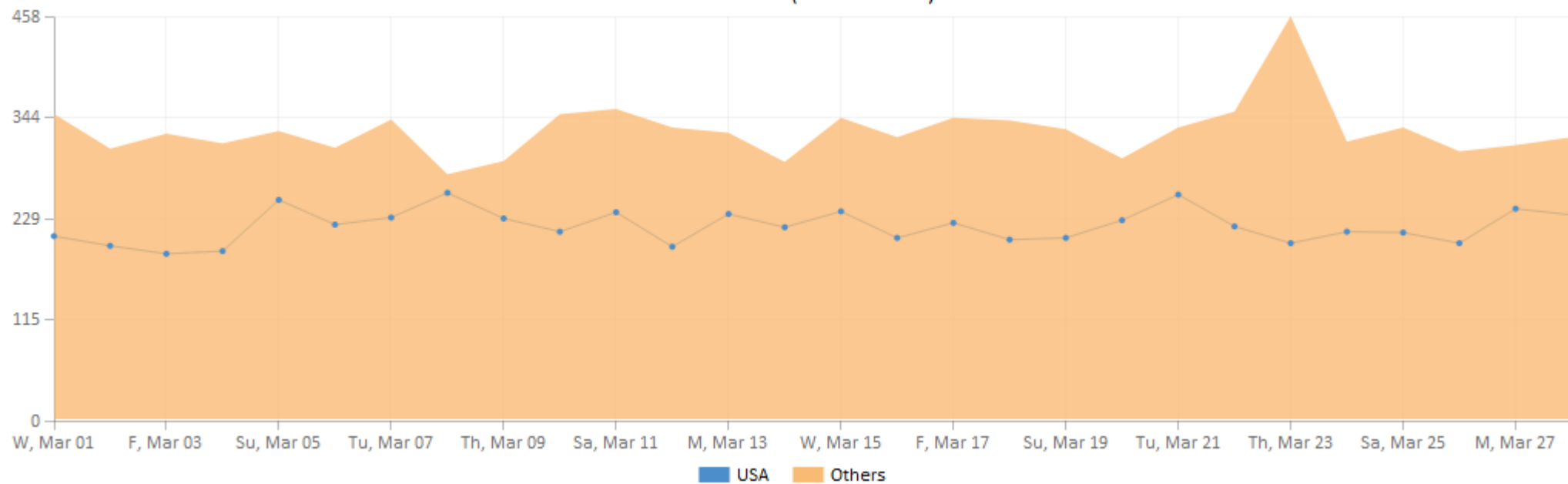


Traffic vs. GCR Trend

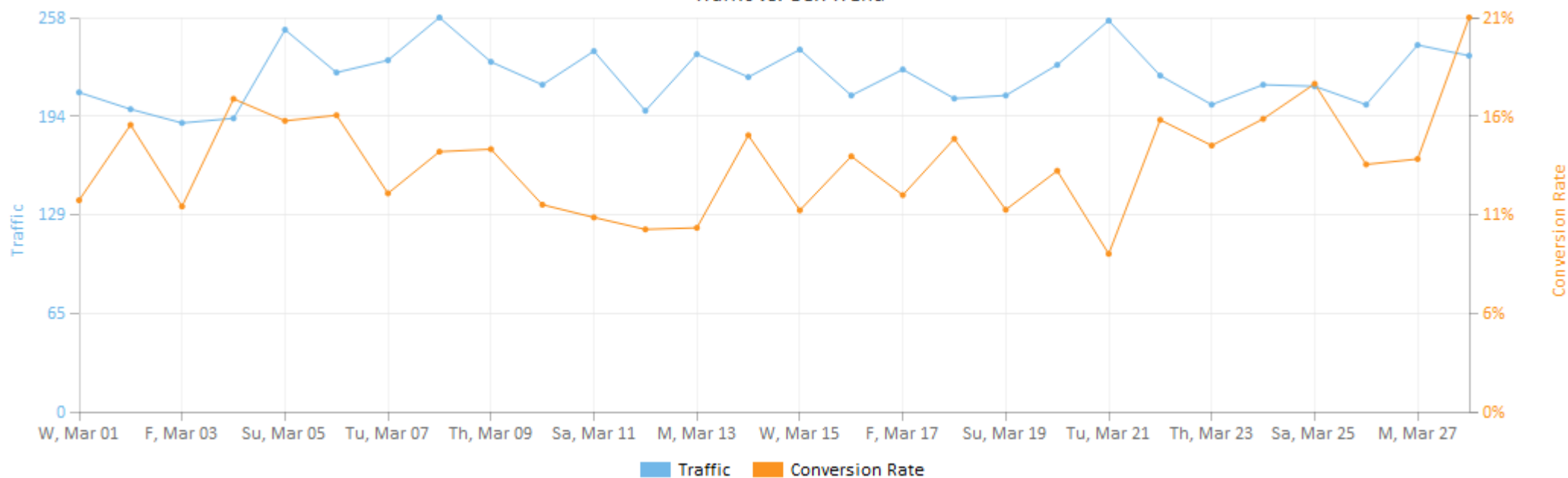


Locations USA 12.97% ▲

Traffic Trend (usa vs. others)

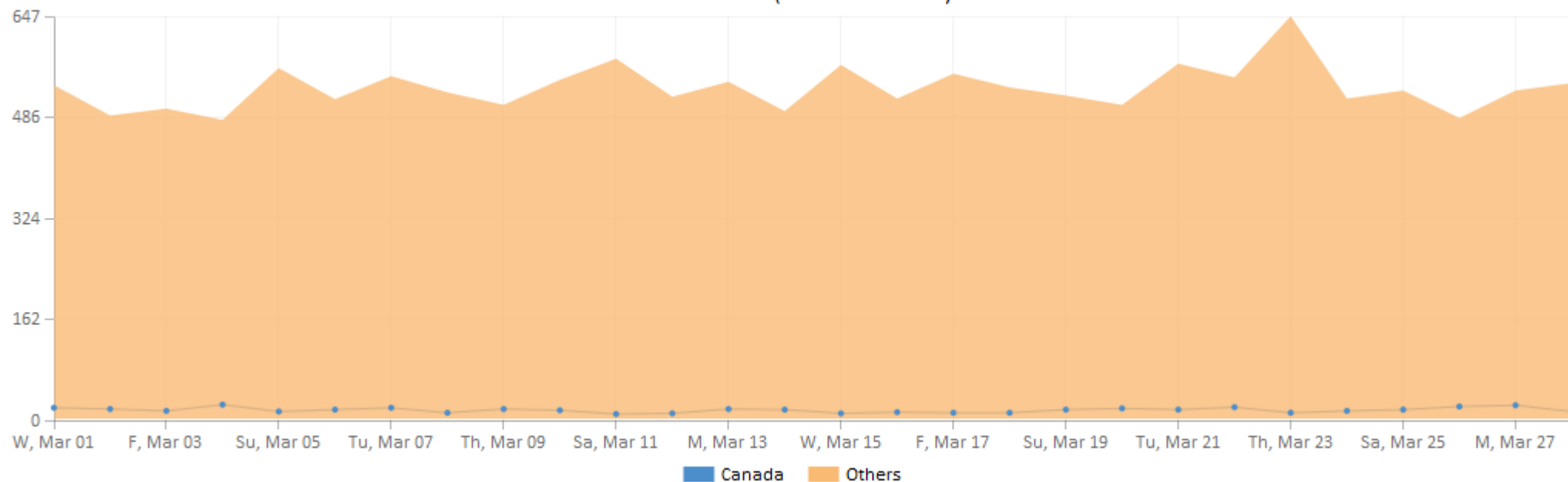


Traffic vs. GCR Trend

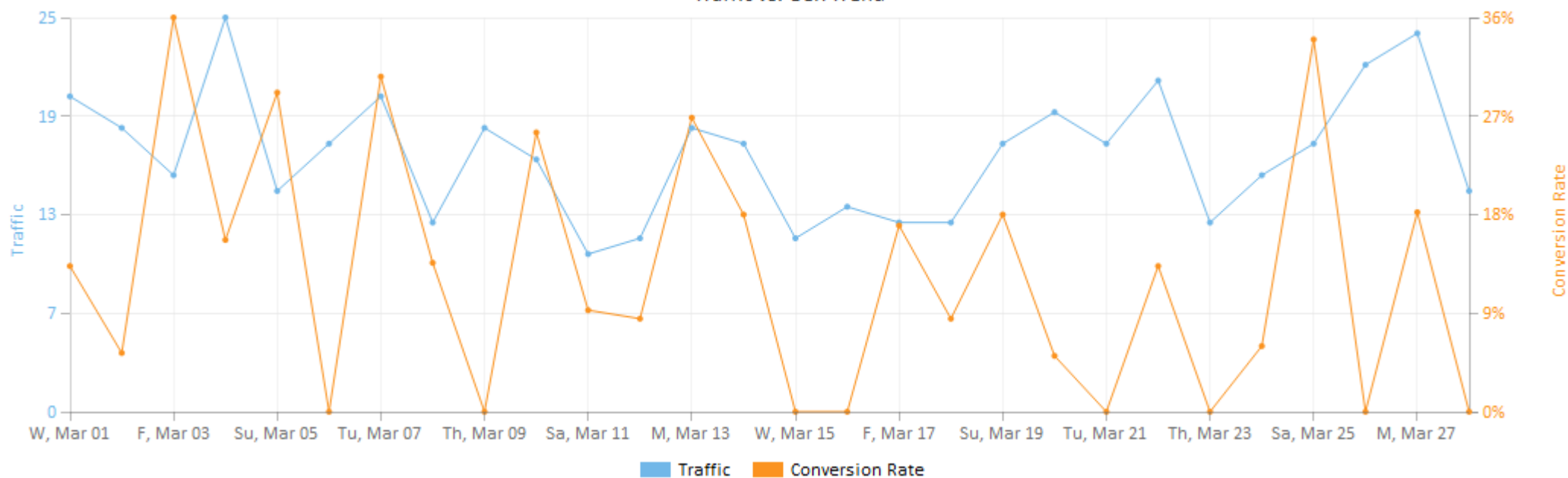


Locations **Canada** 12.70% ▼

Traffic Trend (canada vs. others)

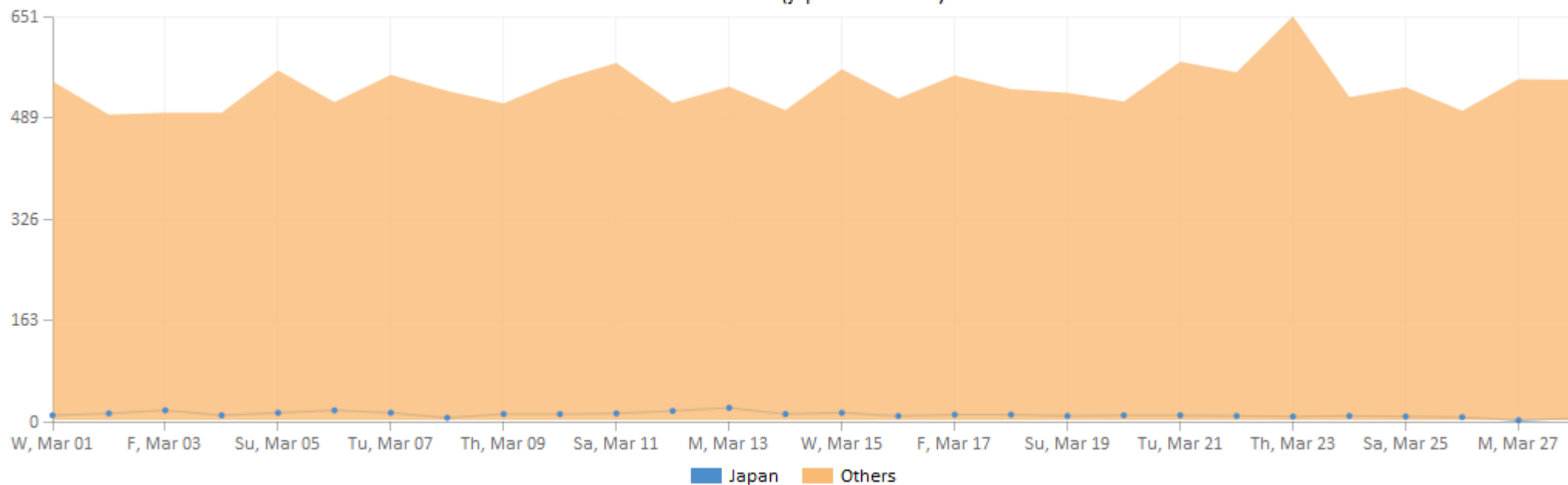


Traffic vs. GCR Trend

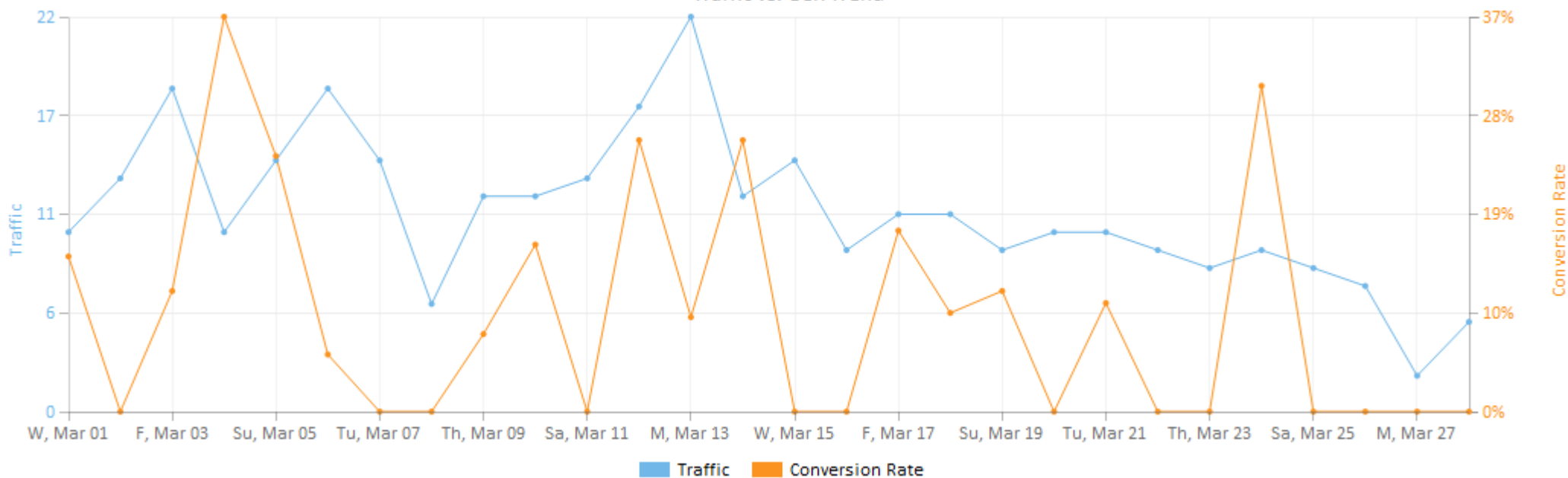


Locations Japan 10.06% ▲

Traffic Trend (japan vs. others)

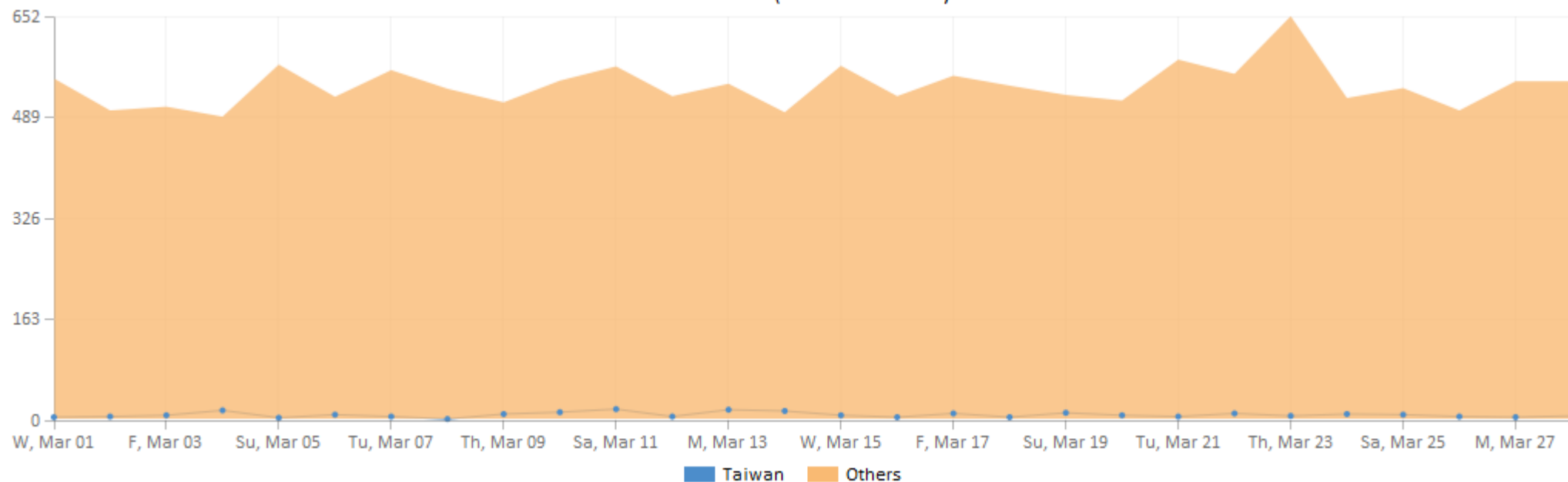


Traffic vs. GCR Trend

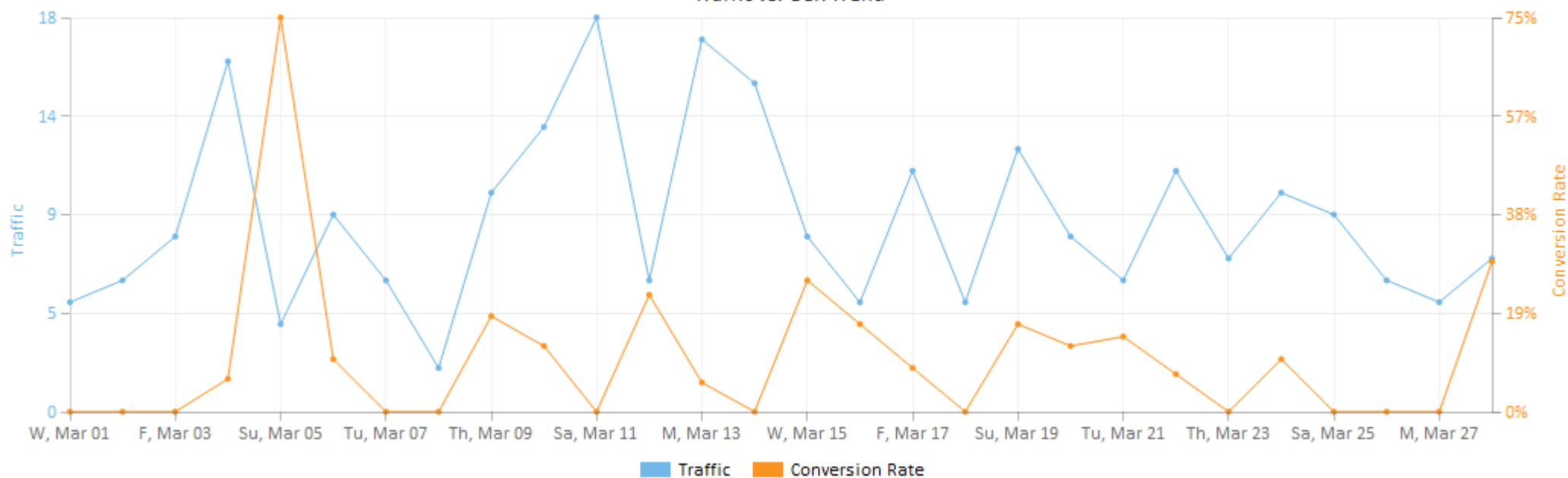


Locations **Taiwan 8.89%** ▼

Traffic Trend (taiwan vs. others)

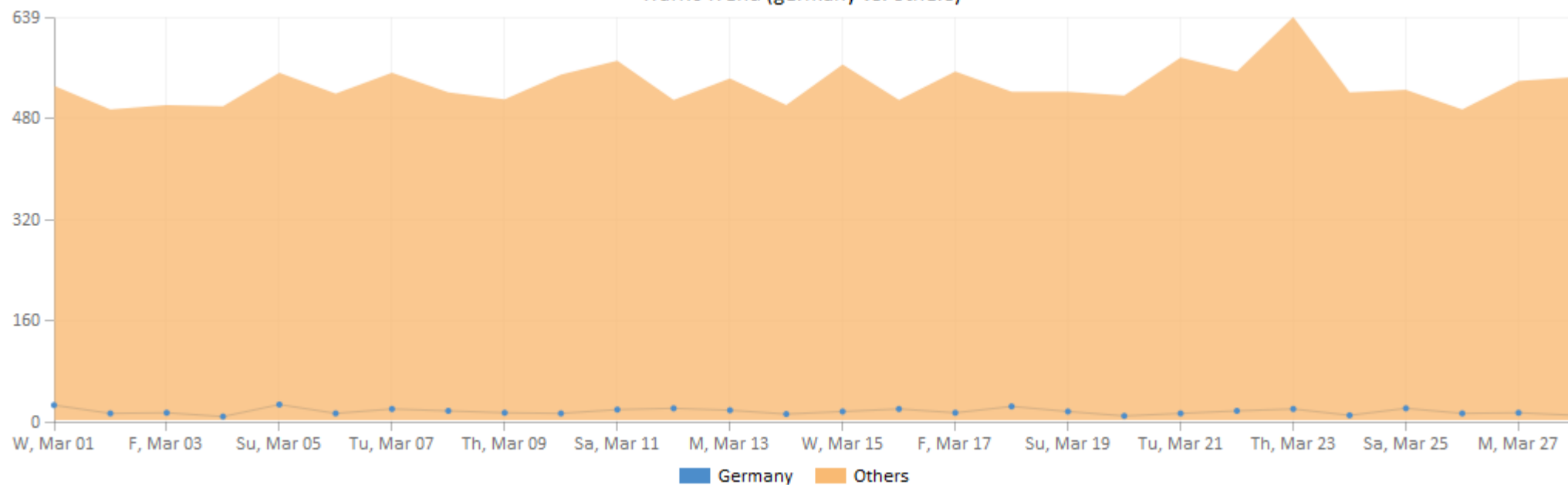


Traffic vs. GCR Trend

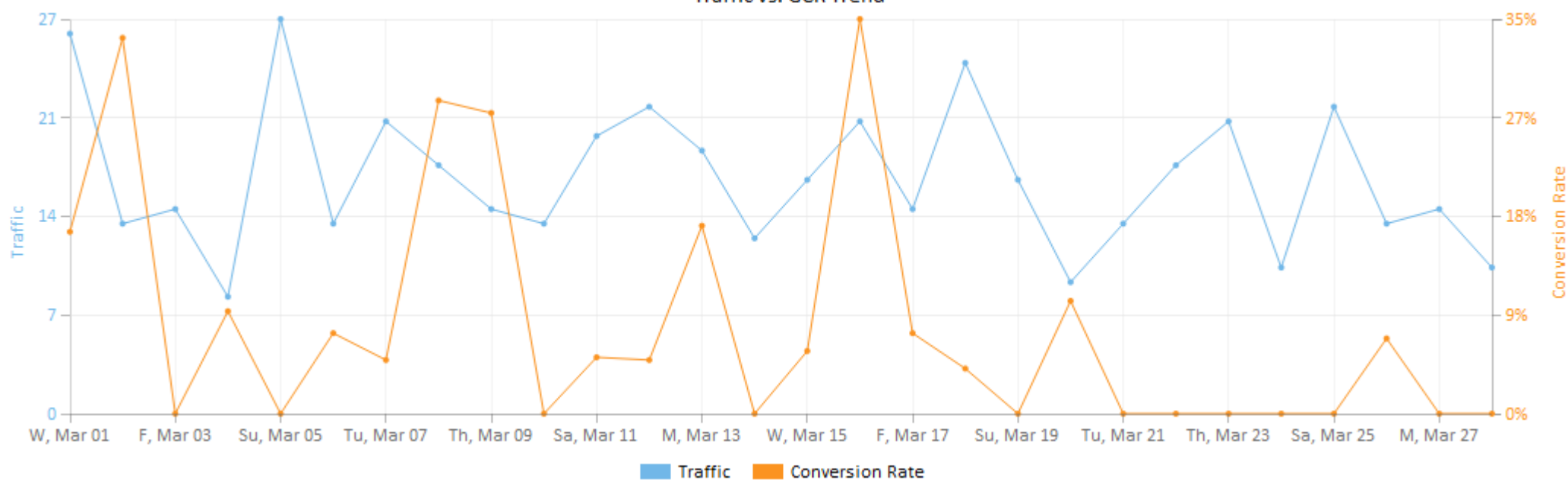


Locations **Germany** 8.14% ▲

Traffic Trend (germany vs. others)

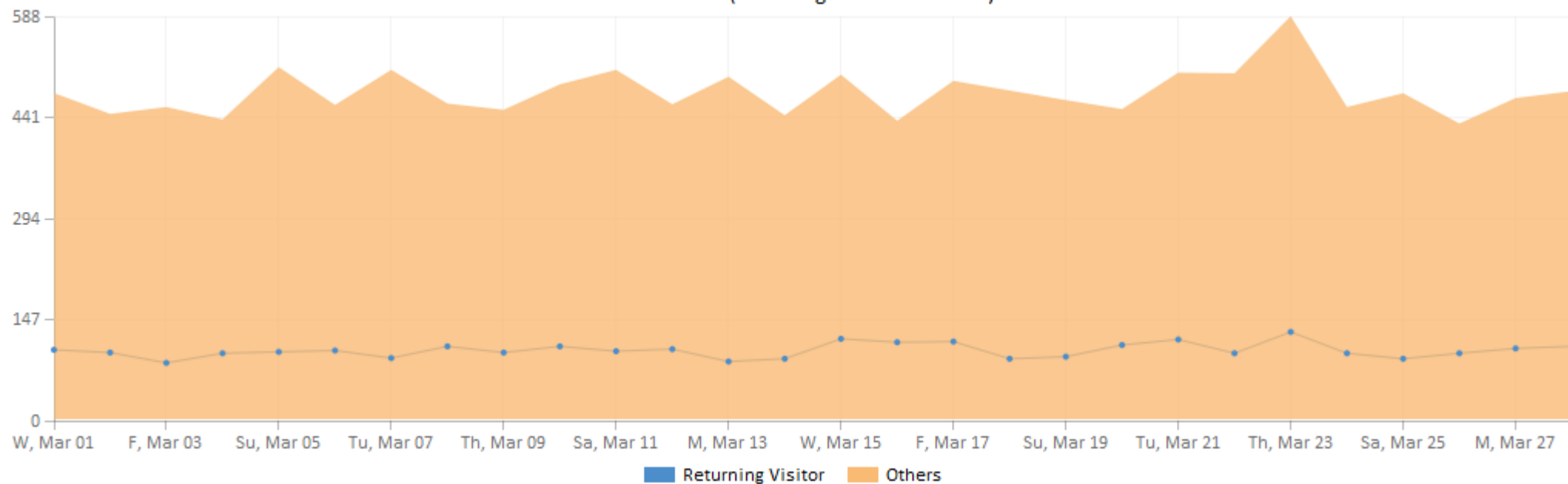


Traffic vs. GCR Trend

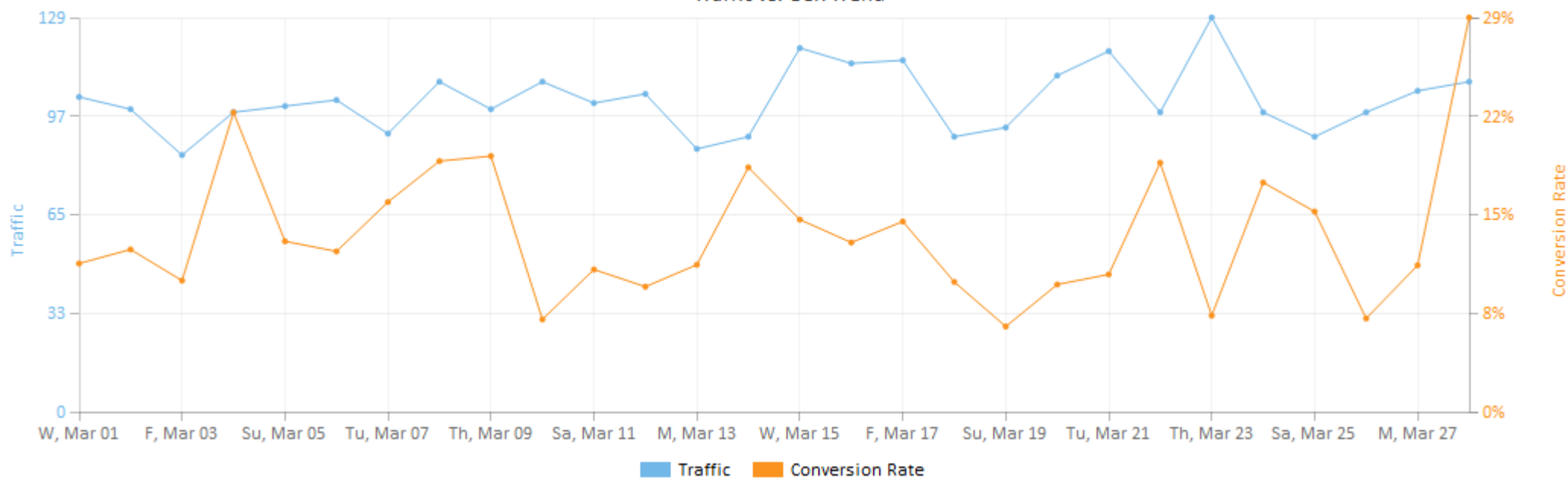


User Type Returning Visitor 12.97% ▲

Traffic Trend (returning visitor vs. others)

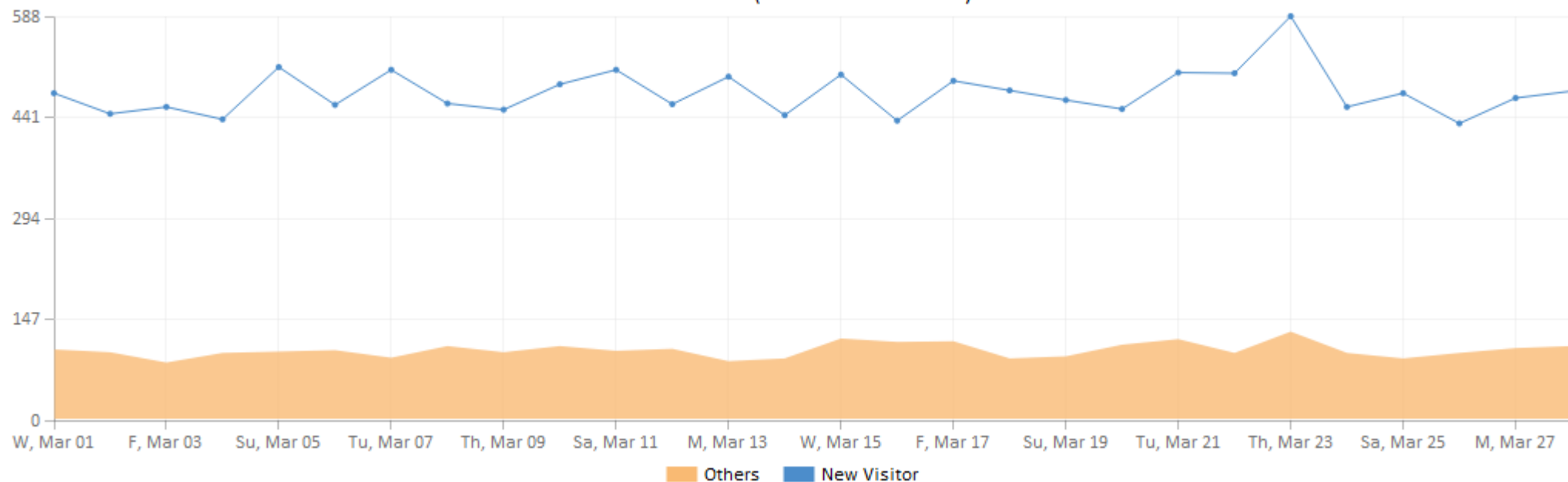


Traffic vs. GCR Trend

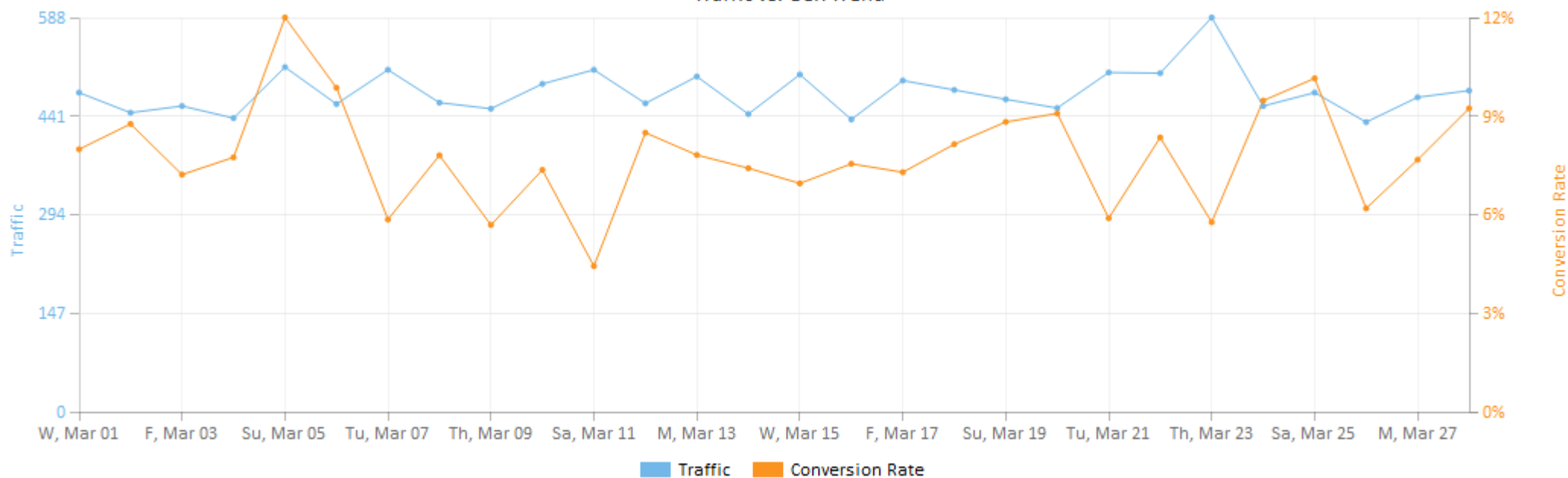


User Type **New Visitor** 7.58% ▼

Traffic Trend (new visitor vs. others)

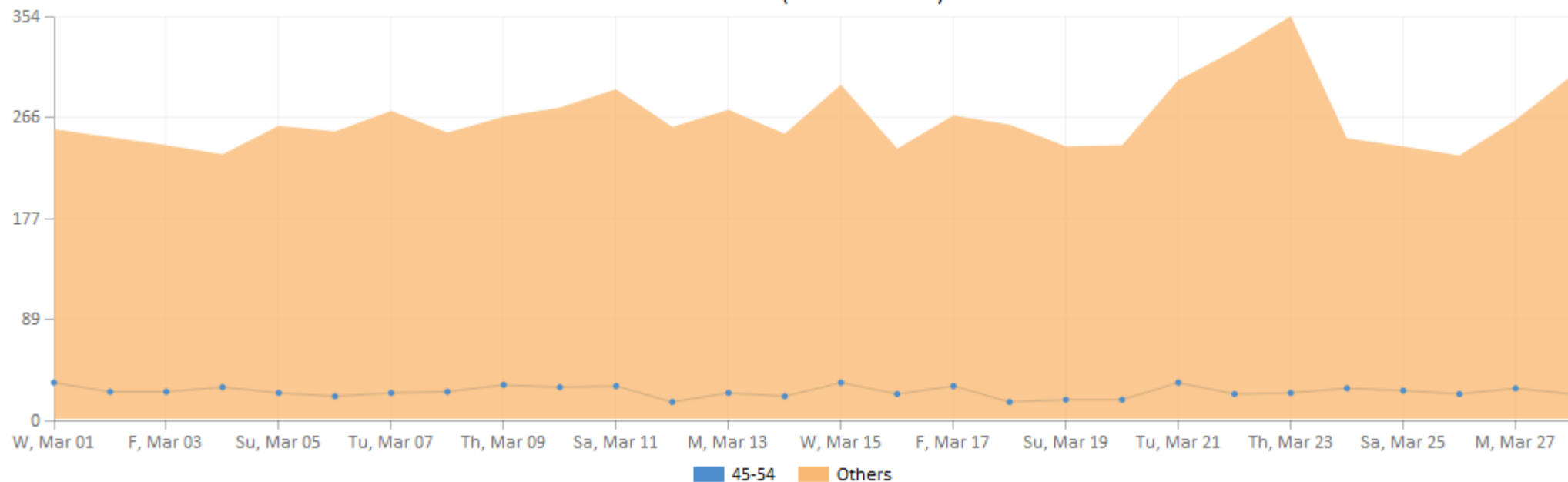


Traffic vs. GCR Trend

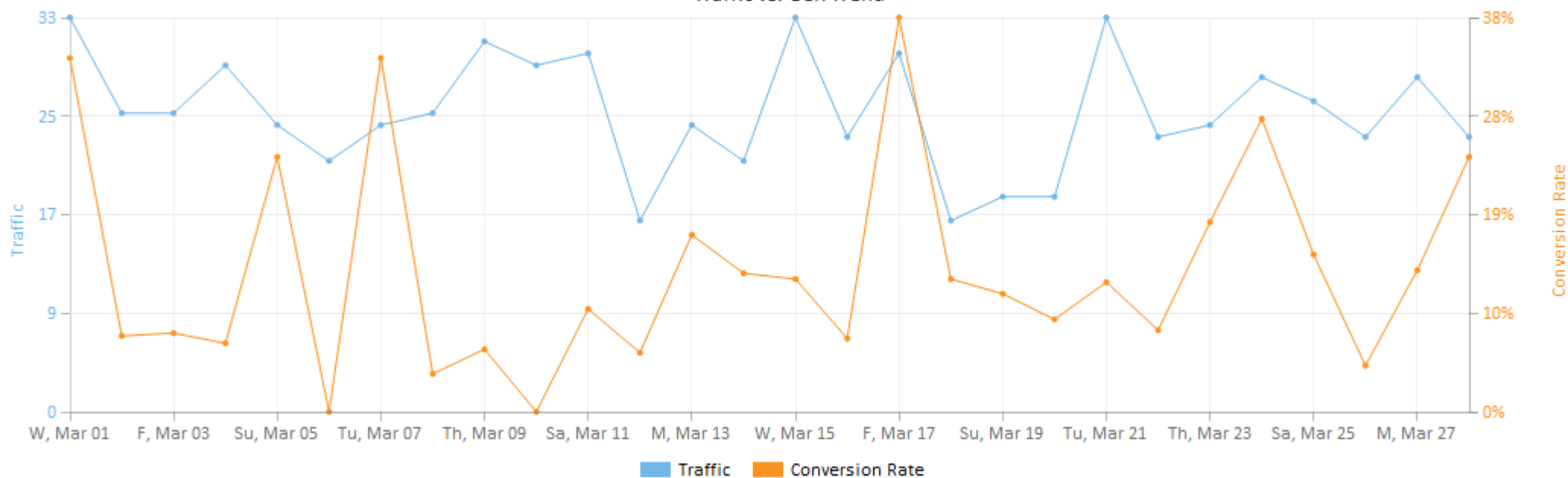


Age 45-54 13.90% ▲

Traffic Trend (45-54 vs. others)

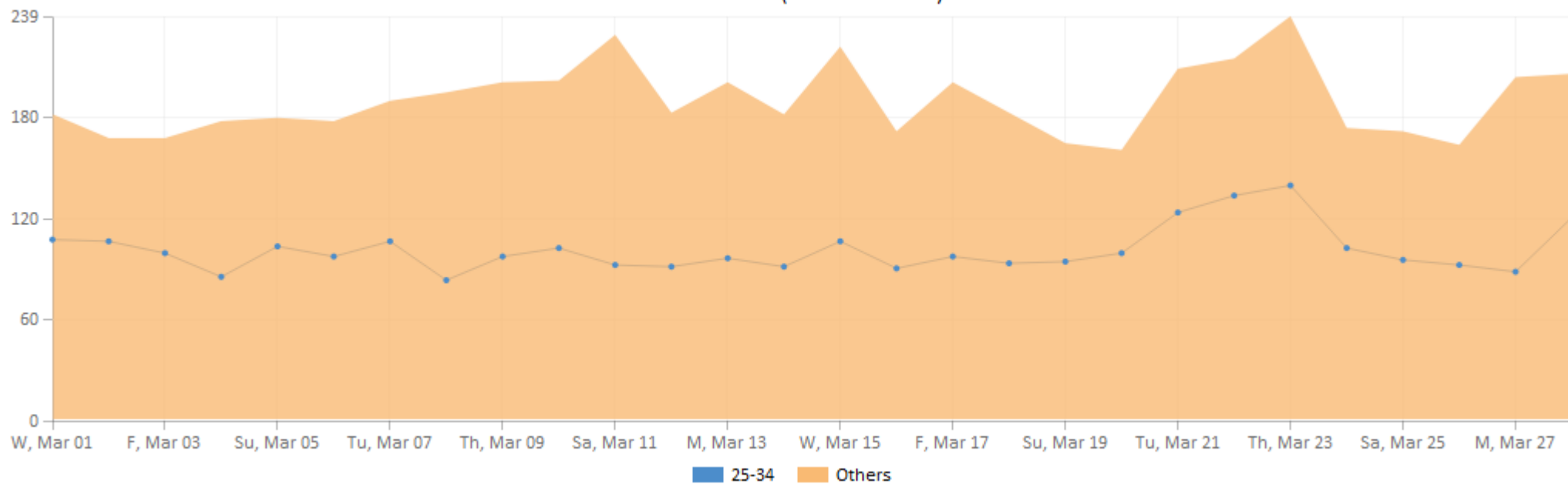


Traffic vs. GCR Trend

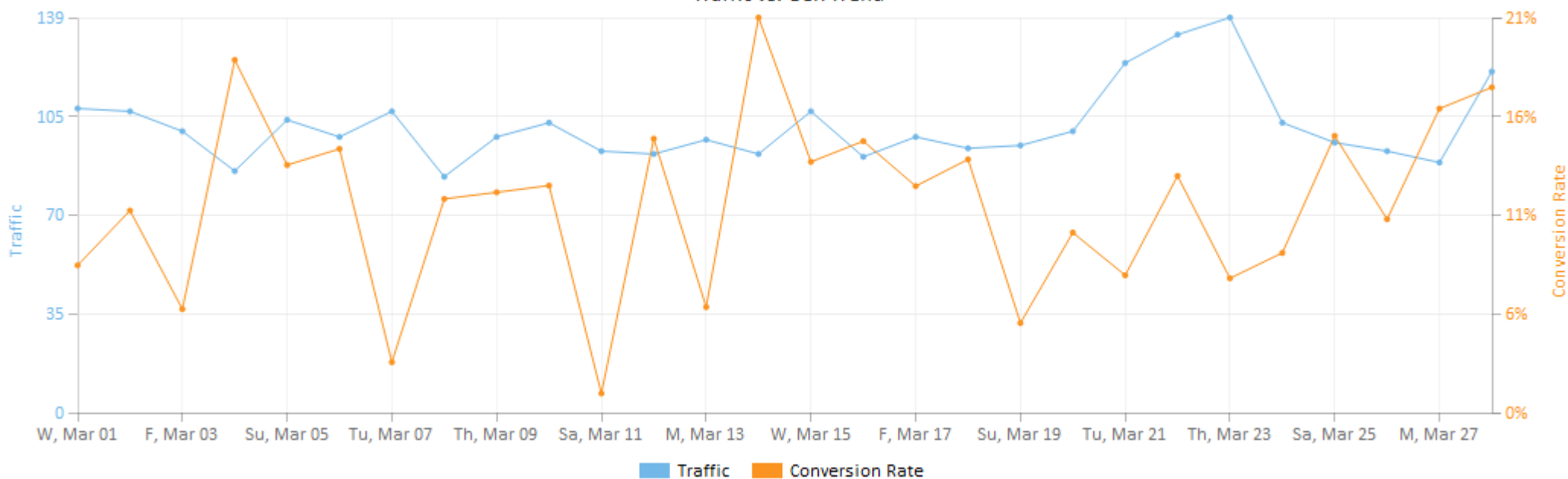


Age 25-34 11.04% ▼

Traffic Trend (25-34 vs. others)

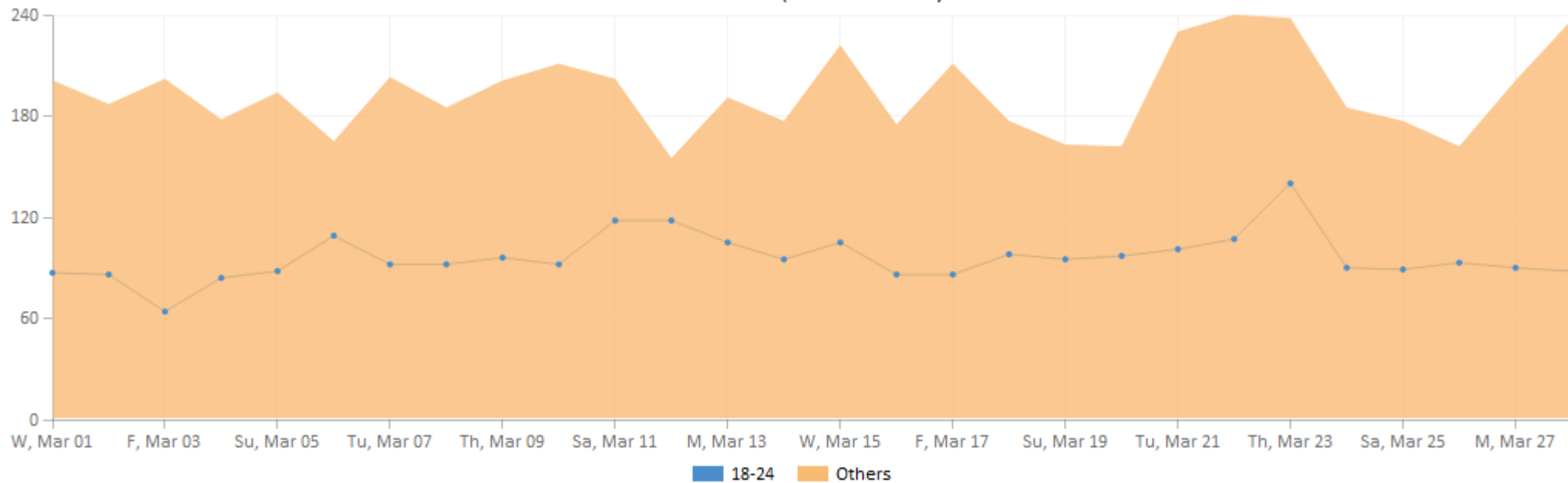


Traffic vs. GCR Trend

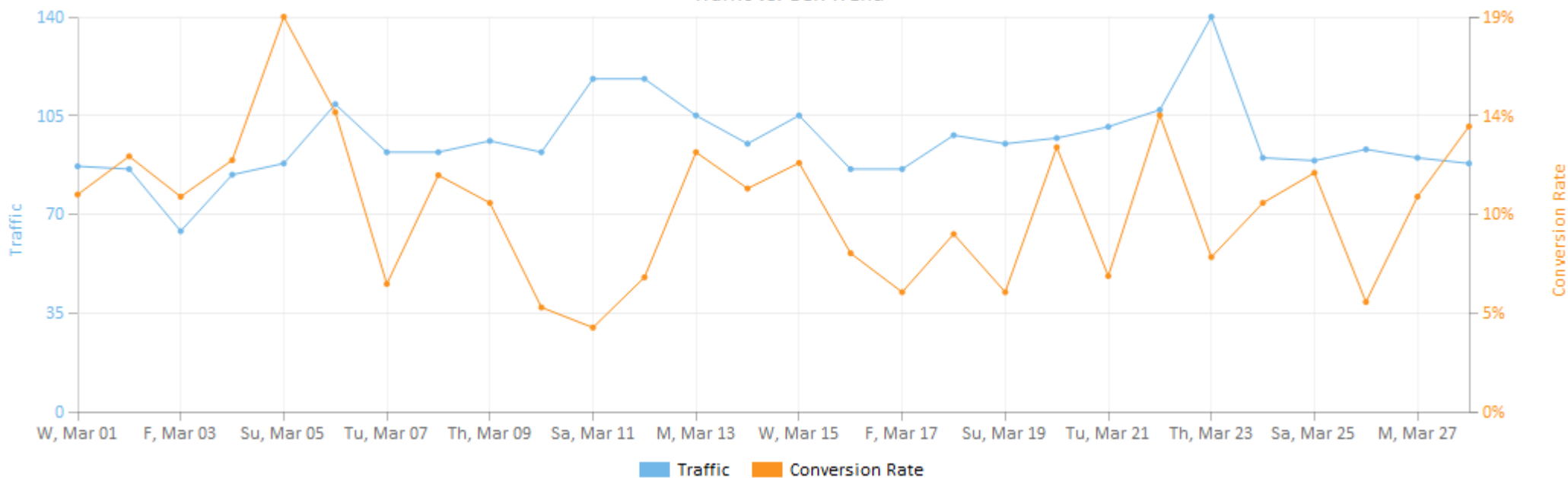


Age 18-24 9.48% ▲

Traffic Trend (18-24 vs. others)

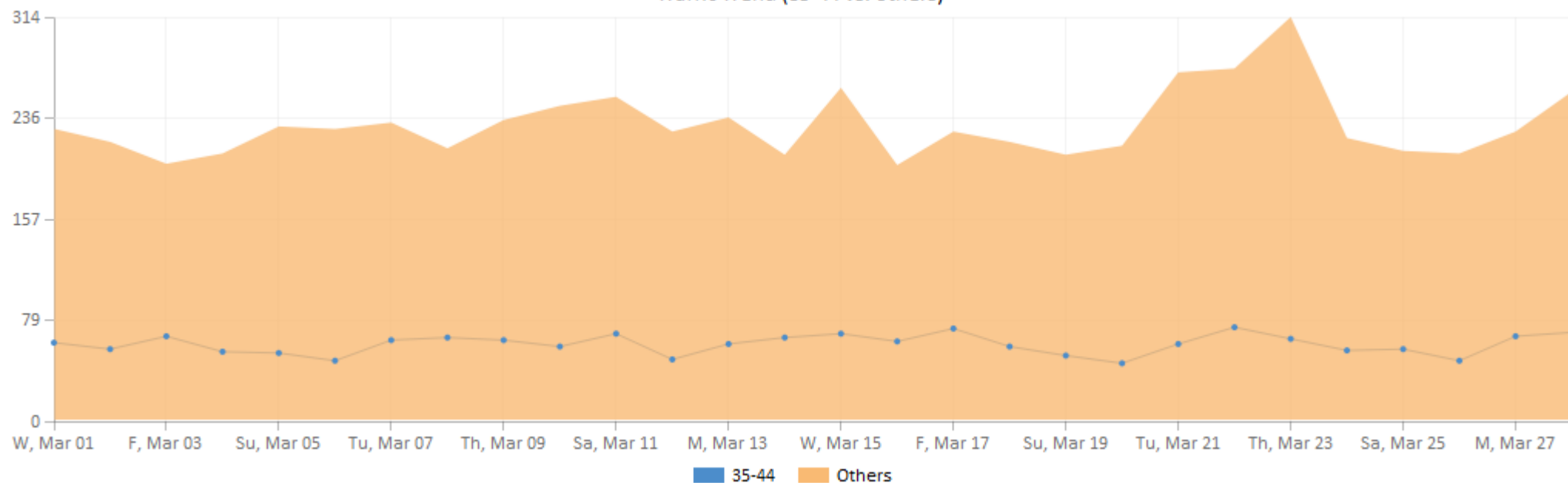


Traffic vs. GCR Trend

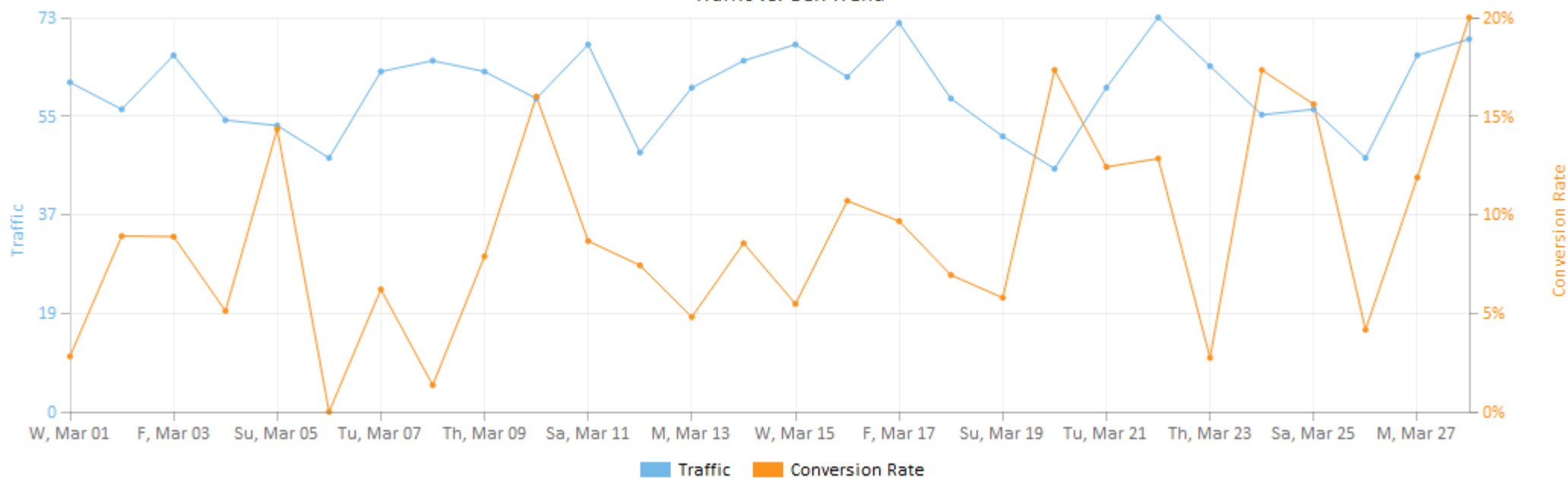


Age 35-44 8.71% ▼

Traffic Trend (35-44 vs. others)

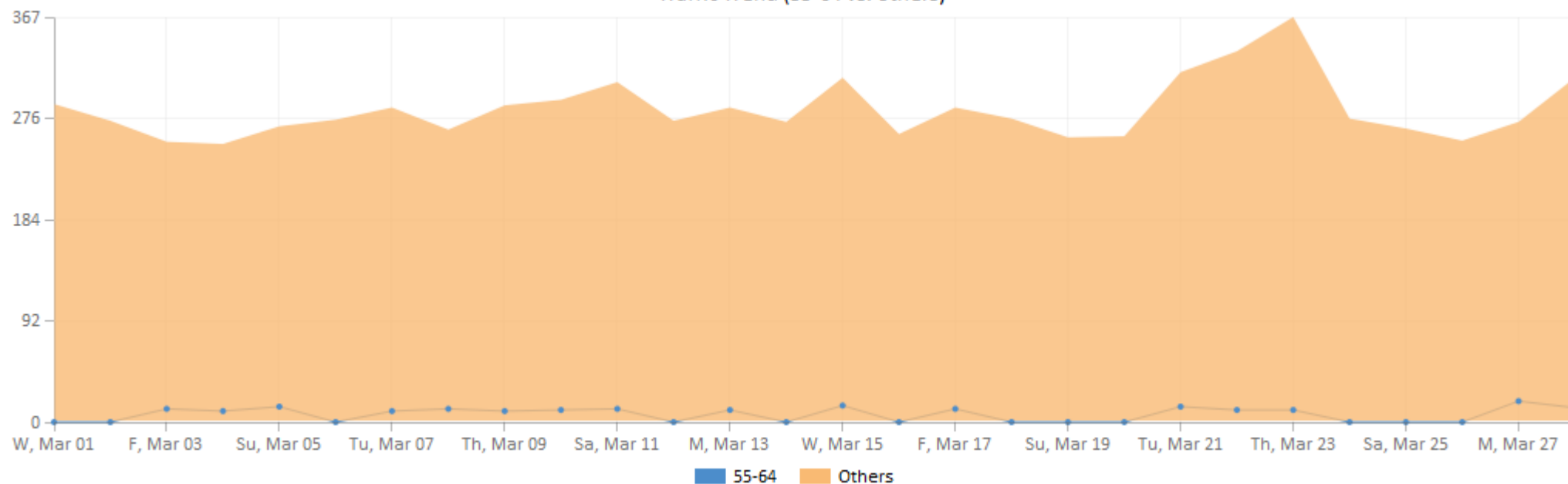


Traffic vs. GCR Trend

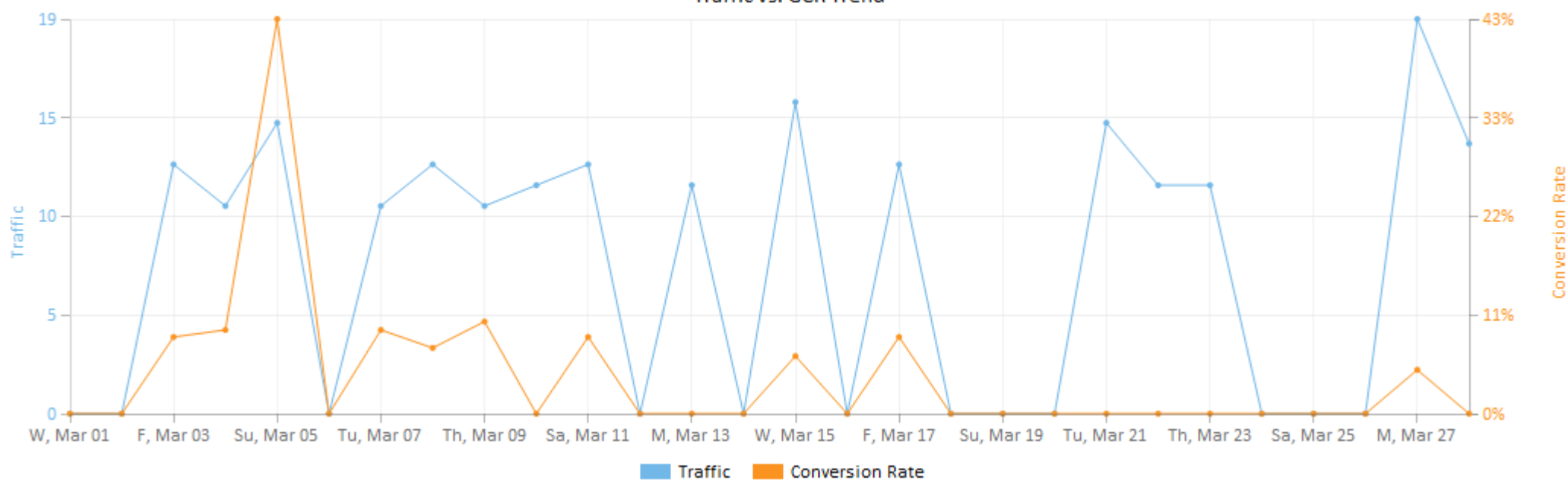


Age 55-64 7.18% ▲

Traffic Trend (55-64 vs. others)



Traffic vs. GCR Trend



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.

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. Watching the trends in your visits allows you to analyze which aspects of your online marketing are working.

Organic/SEO Traffic

Organic traffic only.

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.

Keyword

All keywords, both paid and unpaid, used by users to reach your site.

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.

Location

The geographic region from which the session originated.

Landing Page

The pages through which visitors entered your site.

Goal Completion Location

Goal Request URI

Page Load Time

The page load time in milliseconds.

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 Pageviews or Event.

Conversion Rate

The sum of all individual goal conversion rates.

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.

Goal Completed/Outcome

The total number of conversions.

Appendix

These are the terms we get asked about the most.

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.

Channel

The Channel Group associated with an end user's session for this View (defined by the View's Channel Groupings). For example Organic search, Social, Direct, Referral, Affiliates, Paid Search, Display, Other etc.

Operating System (OS)

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

% New Sessions

Percentage of first-time site visitors.

Screen Resolution

The screen resolutions of visitors' monitors.

Affinity Categories

Affinity categories are used to reach potential customers, to make them aware of your brand or product. These are users higher in the purchase funnel, near the beginning of the process.

Social Network

The social network where the activity originated.

Pages/Session

Pages/Session (Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are counted.

Mobile Devices

The branding, model, and marketing name used to identify the device.

Device Type

The Device used by visitors to your website.

Gender/Demographic

Users Gender.

Count of Sessions

The order in which the sessions associated with one visitor occur. For example, the 1st Session Instance are sessions that occur with no prior session recorded; 2nd Session Instance are the sessions that occur with 1 prior session recorded; etc.

Days Since Last Session

The number of days between the close of one session and the opening of another.

Session Duration

The number of days between the close of one session and the opening of another.

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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