

Google Analytics Overview

Device category

Source

Campaign

Keywords

Sessions

1,945

% New Sessions

76.71%

Users

1,553

Organic Search

49

Pageviews

3,565

Purchase Funnel View

Abandonment Rate

Session Start

1,925

View Pages

1,881

Begin Checkout

157

View Products

40

Purchases

34

97.71%

2.29%

8.35%

91.65%

25.48%

74.52%

85.00%

15.00%

Purchase Conversion Rate

1.81%

Sales Revenue

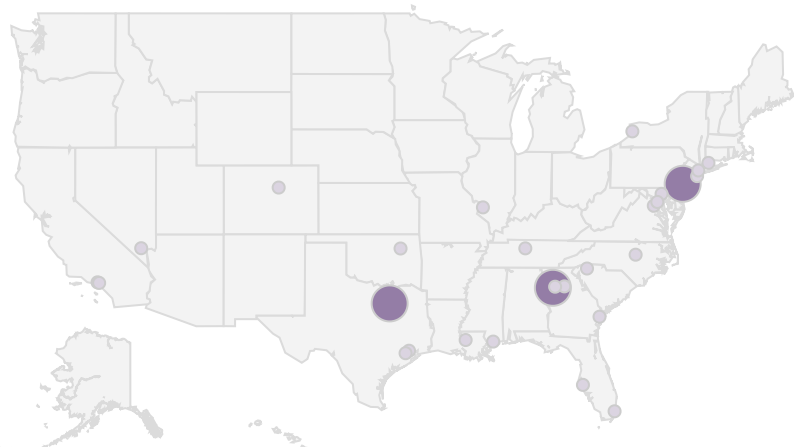
\$7,759.00

Avg. Order Value

\$228.21

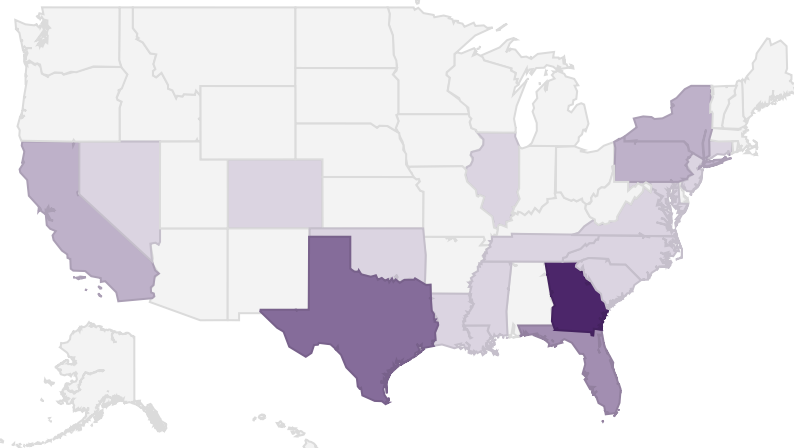
Sales Transactions by City, State and Country

Sales Transactions by City



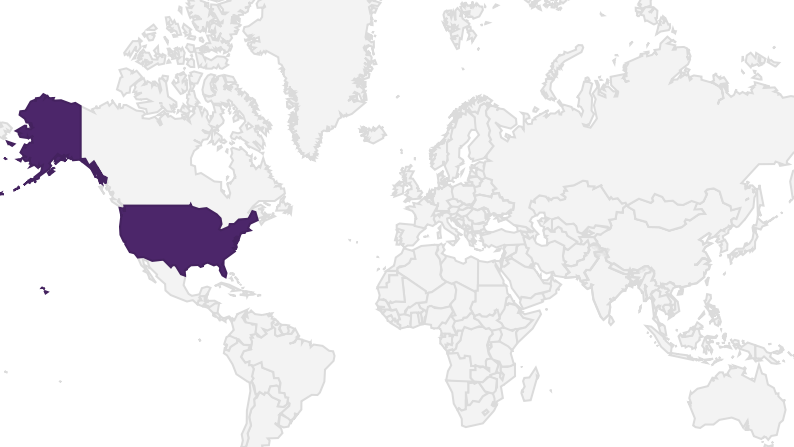
City	%	Sales Transactions
1. (not set)	8.82%	3
2. Dallas	5.88%	2
3. Douglasville	5.88%	2
4. Philadelphia	5.88%	2
5. Long Beach	2.94%	1
6. West Hollywood	2.94%	1
7. Denver	2.94%	1
Grand total	100%	34

Sales Transactions by State



Region	%	Sales Transactions
1. Georgia	17.65%	6
2. Texas	11.76%	4
3. Florida	8.82%	3
4. California	5.88%	2
5. New York	5.88%	2
6. Pennsylvania	5.88%	2
7. (not set)	2.94%	1
Grand total	100%	34

Sales Transactions by Country



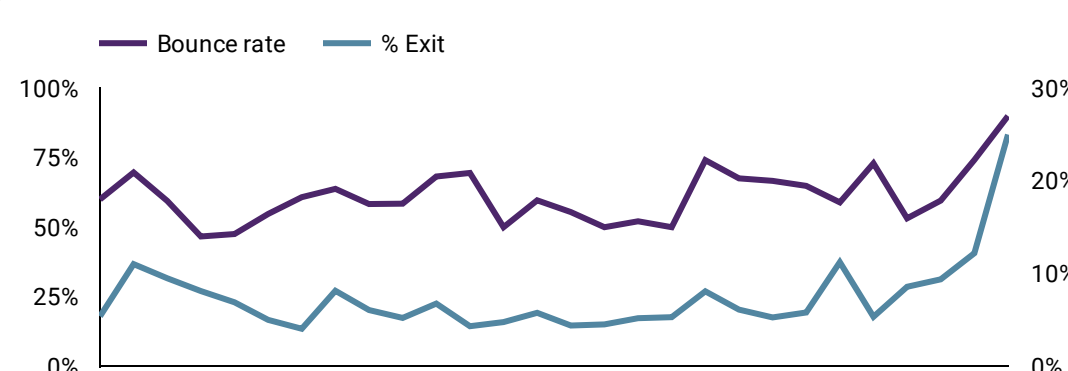
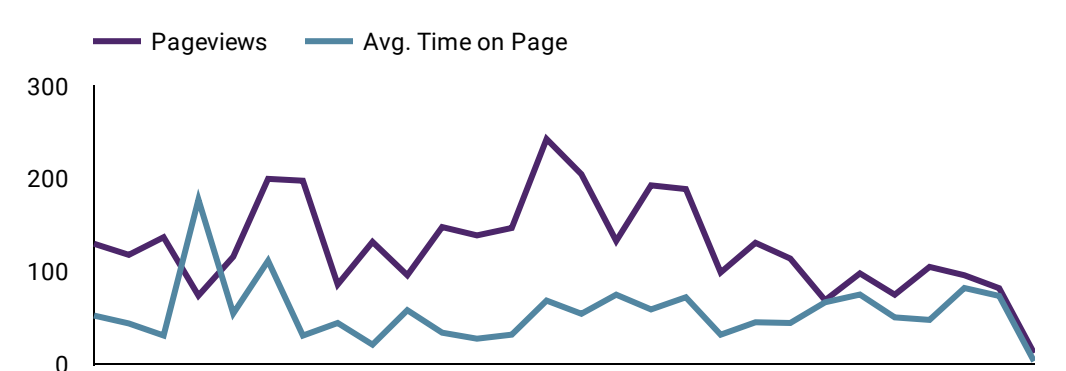
Country	%	Sales Transactions
1. United States	100%	34
Grand total	100%	34

Use Session Duration and Pageviews Data to Gauge Interest in Your Product/Offer and Set Popups

Landing page

Landing page	Avg. Time on Page	Avg. Session Duration	Views
1. /1tweak-for-overwhelming-sales	00:00:47	00:00:44	2,232
2. /redpixel-analysis	00:00:56	00:00:40	389
3. /members-home	00:04:45	00:02:44	323
4. /ck/trpa	00:01:51	00:01:39	190
5. /my-account/lost-password	00:03:37	00:03:37	58
6.	00:02:32	00:02:26	57
7. /members-home/checkout-page-boosters%e2%80%8b	00:05:36	00:05:36	48
8. /wishlist-member	00:00:31	00:00:23	44
9. /my-account	00:03:26	00:03:26	38
10. /product/the-red-pixel-analysis	00:00:27	00:00:25	34

Overview of user behaviors



Pageviews

3,565

Avg. Time on Page

00:00:59

Bounce rate

60.10%

% Exit

1.04%

Page / Sessions

1.83

Use Product Breakdown Data for Product Bundling Ideas, Inventory Management & Projection

Item name	Items viewed	Items added to cart	Items purchased	Item revenue
1. The Red Pixel Analysis	38	0	0	\$0
2. Checkout Page Booster	19	0	0	\$0
3. 3 Line System Inner Circle - Full Pay	7	0	0	\$0
4. Checkout Page Booster - Split Pay - Option 2	4	0	0	\$0
5. The Red Pixel Analysis-257	3	3	0	\$0
6. Red Pixel Accelerator 90-Day Program (2.5D-2.5M)	2	2	0	\$0
7. 3 Line System Inner Circle	1	0	0	\$0
8. Checkout Page Booster - Split Pay	1	0	0	\$0
9. Profit Boosters	1	0	0	\$0
10. Revenue Booster	1	0	0	\$0
11. The Red Pixel Analysis-217	1	0	0	\$0
12. Profit Boosters - Split Pay	0	0	0	\$0
13. The Red Pixel Analysis-237	0	0	0	\$0
Grand total	78	5	0	\$0

Customer Journey Optimization