

FUNNEL ANALYTICS

Select date range

Event name

Default channel group

Landing page

Achievement ID

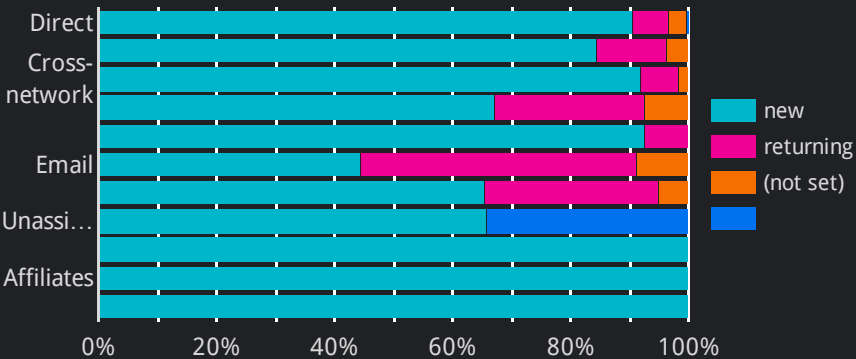
ACTIVATION

Sessions
130.5K

New users
79.6K

| | Default chann... | Event name | Sessions ▾ | Bounce rate |
|----|------------------|-------------|------------|-------------|
| 1. | Direct | first_visit | 39,294 | 79.09% |
| 2. | Organic Search | first_visit | 19,131 | 79.74% |
| 3. | Cross-network | first_visit | 17,387 | 84.95% |
| 4. | Organic Search | view_item | 12,182 | 77.98% |
| 5. | Direct | view_item | 11,124 | 78.52% |

1 - 70 / 70



ACTIVATION

Bounce rate
11.3%

Sessions
130.5K



Average session duration
03:53

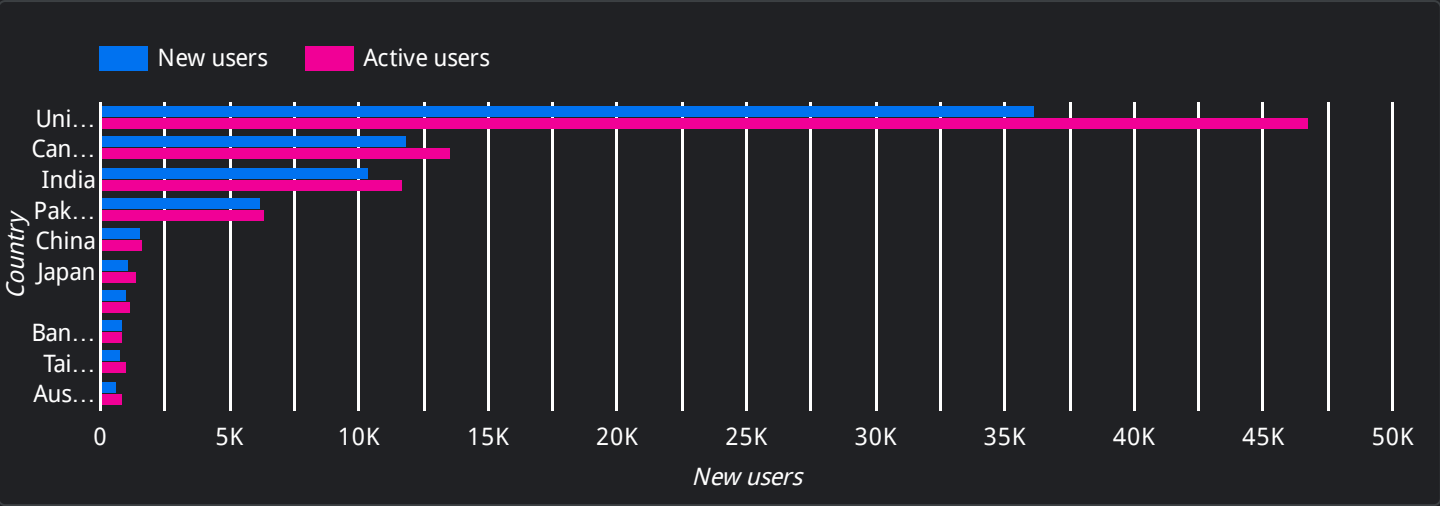
Average purchase revenue
\$117.50

RETENTION

VISITORS

New users
79.6K

New/returning
4.0



REVENUE

Average purchase revenue
\$117.50

Purchase revenue
\$113,618.94

User conversion rate
92.52%

Item revenue
\$113,618.94

Transactions
967

| Item name | | Item name ▾ |
|-----------|--------------------------------|-------------------|
| 1. | Google Indigo Onesie | 1 |
| 2. | #IamRemarkable Tote | 1 |
| 3. | #IamRemarkable Unisex Hoodie | 1 |
| 4. | #IamRemarkable Unisex T-Shirt | 1 |
| 5. | #IamRemarkable Water Bottle | 1 |
| 6. | #IamRemarkable Women's T-Shirt | 1 |
| 7. | (not set) | 1 |
| 8. | AGN Carry-All Tote | 1 |
| | | 1 - 100 / 529 < > |

REFERAL

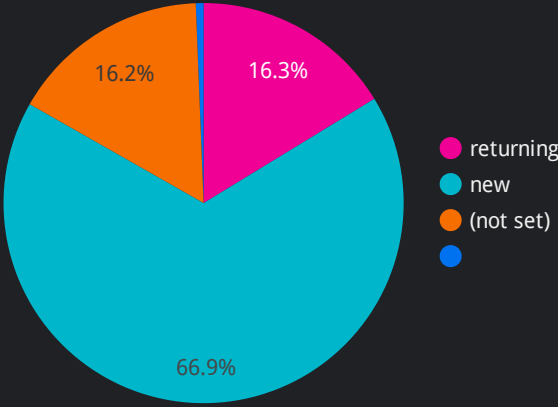
Sessions per user

1.35

Bounce rate

11.33%

| | Event name | Page refer... | Sessions per us... | Bounce... | New us... |
|----|----------------|-------------------|--------------------|-----------|-----------|
| 1. | session_start | https://shop.g... | 2.13 | 26.56% | 0 |
| 2. | session_start | https://shop.g... | 1.63 | 34.49% | 0 |
| 3. | session_start | https://shop.g... | 1.62 | 36.19% | 0 |
| 4. | session_start | https://www.... | 1.61 | 17.77% | 0 |
| 5. | session_start | https://shop.g... | 1.6 | 45.78% | 0 |
| 6. | session_start | https://shop.g... | 1.58 | 34.18% | 0 |
| 7. | view_promotion | https://www.... | 1.58 | 85.21% | 0 |
| 8. | session_start | https://shop.g... | 1.54 | 32.1% | 0 |
| 9. | session_start | https://shop.g... | 1.54 | 36.83% | 0 |
| | | | 1 - 100 / 1643 | < | > |



FUNNEL VISUALIZATION

