Source / ... Page Default Channel... User Type Select date r ▼ **ACQUISITION** Default C... **Users** Sessi... Bounc... Users **New Visitor** Returning Visitor 1... Affiliates 131 72.62% 168 55.8K (direct) / 2... Display 66.67% 9 (none) 3... Paid Search 15,093 55.93% 18,292 Partn... 4... Referral 4 2 50% Sessions tagass.. 72.8K 54,339 5... Direct 41,345 45.49% 0 10K 30K 40K 20K 1-5/5 **ACTIVATION** Avg. Session Duration COMPLETIONS **Engaged Users** Registration Clicks Bounce Rate 6,014 23,529 93 48.18% 00:02:59 Pages / Session **Goal Conversion Rate** Registrations Engaged user conv rate **CONVERSION** 3.93 0.13% 14.80% 8.26% **RETENTION** Users 55.8K **New Visitor** Returning Vi... Transactions Count of Sessions Count of Sessions Bounces 35.1K 40K 0 200 400 600 20K 60K **REVENUE** Revenue Transactions **Product** Quantity • \$120.60K 997 Google Metallic Notebook Set 2. Google Classic Black Lanyard 3. Google Recycled Drawstring ... Revenue Per User **Ecommerce Conversion Rate** Google Black Wheat Pen 4. \$2.16 1.37% 5. Google Sticker 6. Google Recycled Drawstring ... Google ATL Campus Unisex T... Product Revenue per Purchase \$40.87 8. Google Pen White 1 - 100 / 392 REFERRAL **Full Referrer** Sessions Sessions * 72,812 (direct) 54,679 17,812 2. google (direct) 168 24.5% **Partners** google Partners **Bounce Rate** 4. bing 148 bing 48.2% tagassista... tagassistant.google... 4 dfa 6. dfa 1-6/6 **FUNNEL VISUALIZATION 100%** (6,0 Engaged (**2%** (93) Registration

FUNNEL ANALYTICS