

Users  
679.1K

Sessions  
989.2K

Bounce Rate  
45.5%

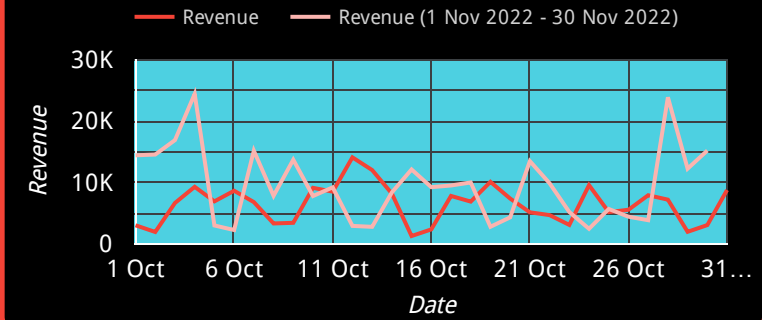
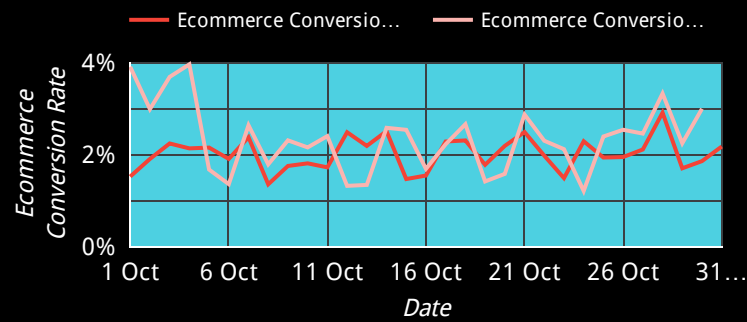
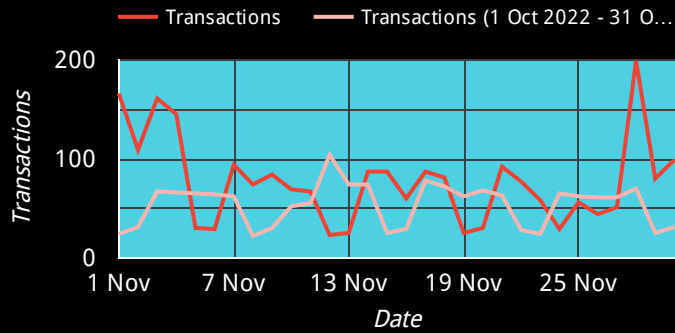
Avg. Session Duration  
03:20

Goal Completions  
225.2K

Revenue  
\$2.66M

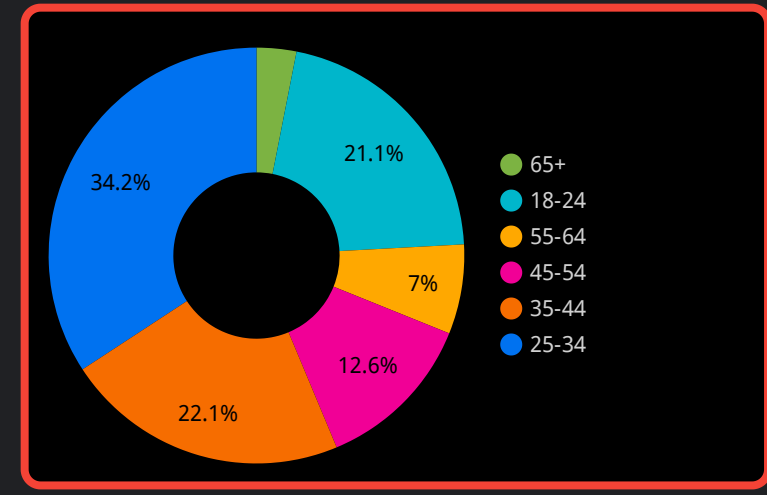
Transactions  
23.6K

Ecommerce Conversion Rate  
2.4%



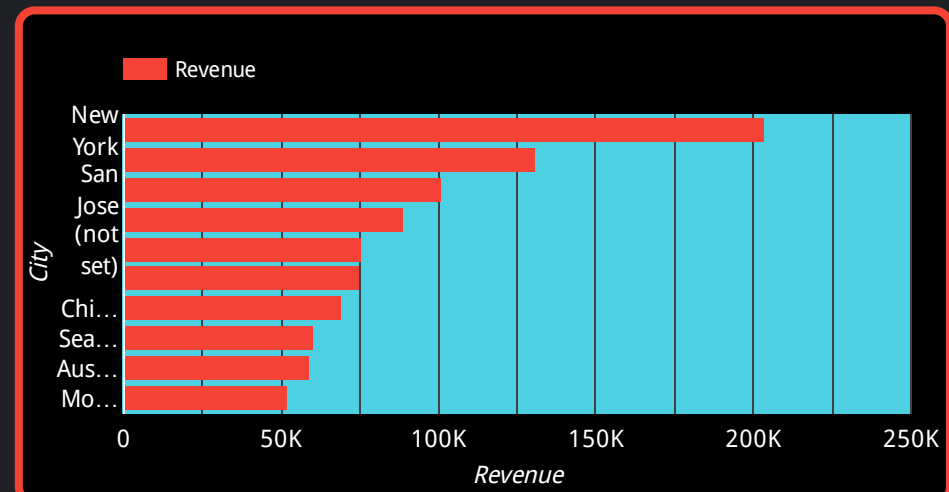
	Default Channel Grouping	Transactions ▾	Ecommerce Conversion Rate	Revenue
1.	Direct	21,687	2.55%	\$2,455,642.63
2.	Paid Search	1,928	1.94%	\$201,523.96
3.	Affiliates	11	0.42%	\$6,716.8
4.	Display	2	0.01%	\$161
5.	(Other)	0	0%	\$0
6.	Organic Search	0	0%	\$0
7.	Referral	0	0%	\$0

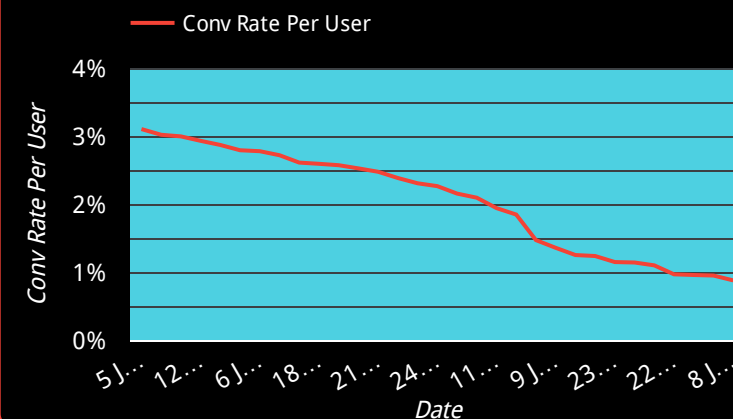
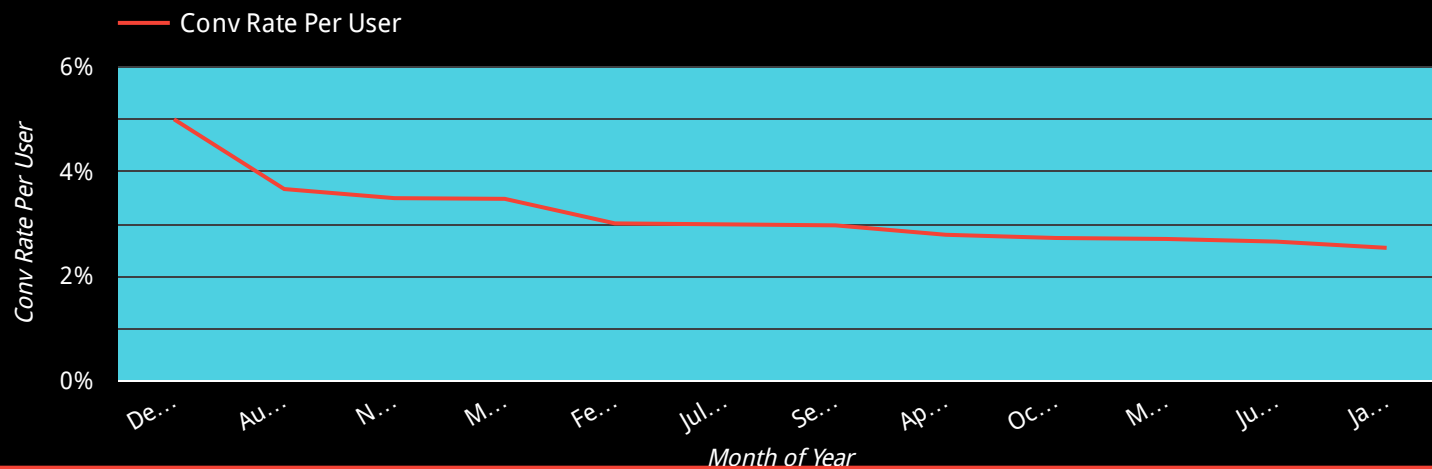
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	Landing Page	Transactions ▾	Ecommerce Conversion Rate	Revenue
1.	/basket.html	4,234	14.81%	\$565,525.16
2.	/home	3,681	0.82%	\$408,494.03
3.	/signin.html	2,771	7.46%	\$332,669.33
4.	/google+redesign/...	2,336	5%	\$224,674.66
5.	/store.html	1,151	4.37%	\$155,979.03
6.	/google+redesign/...	824	5.3%	\$73,998.8
7.	/google+redesign/...	764	2.66%	\$75,055.08

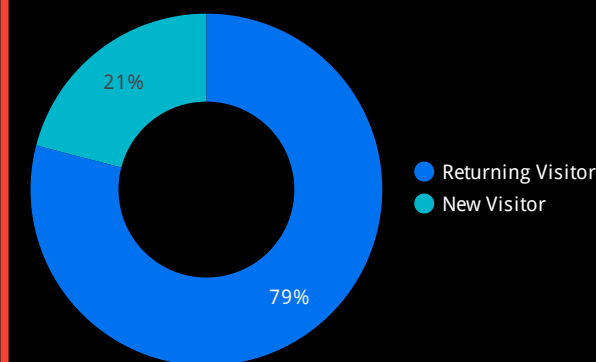
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	User Type	Date	Ecommerce Conversion Rate ▾
1.	Returning Visitor	1 Apr 2022	7.78%
2.	Returning Visitor	15 Apr 2022	6.37%
3.	Returning Visitor	27 Apr 2022	5.5%
4.	Returning Visitor	25 Apr 2022	5.49%
5.	Returning Visitor	29 Apr 2022	5.45%

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	Country	Users	New Users	Bounce Rate ▾	Conv Rate Per User	Time on Screen	Avg. Price	Total Value
1.	North Korea	1	1	100%	0%	00:00:00	\$0	\$0
2.	Caribbean Netherlands	1	1	100%	0%	00:00:00	\$0	\$0
3.	St. Martin	1	1	100%	0%	00:00:00	\$0	\$0
4.	Palau	1	1	100%	0%	00:00:00	\$0	\$0
5.	Timor-Leste	1	1	100%	0%	00:00:00	\$0	\$0
6.	Guinea-Bissau	1	1	100%	0%	00:00:00	\$0	\$0
7.	Åland Islands	1	1	100%	0%	00:00:00	\$0	\$0
8.	Montserrat	1	1	100%	0%	00:00:00	\$0	\$0

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## ACQUISITION

	Default Channel Group	Sessions	Bounce Rate
1.	Direct	852,103	42.19%
2.	Paid Search	99,446	58.88%
3.	Display	34,876	87.13%
4.	Affiliates	2,613	66.32%

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Users  
73.2K  
↑ 5.8%

Sessions  
94.6K  
↑ 3.5%

## ACTIVATION

Bounce Rate  
45.51%

Registrations (Goal 3 Starts)  
36.4K

Sessions  
989.2K

Registrations (Goal 3 Conversion Rate)  
3.7%

Avg. Session Duration  
03:20

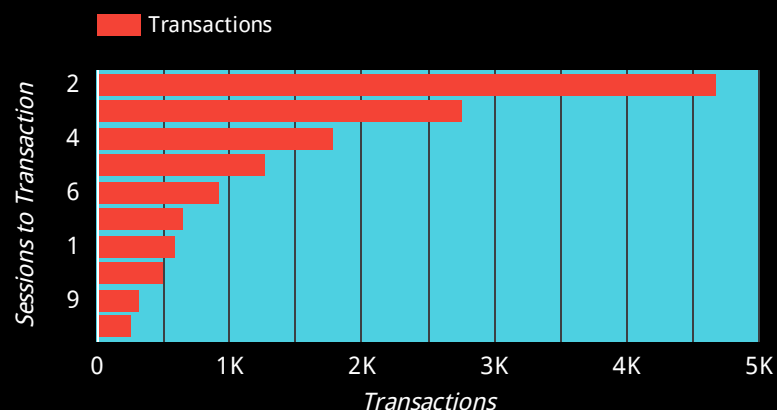
Engaged Users (Goal 2 Starts)  
112,742

Engaged Users (Goal 2 Conversion Rate)  
11.40%

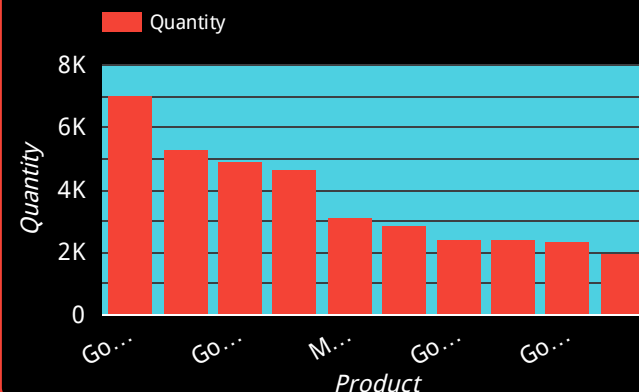
## RETENTION

Users  
131,889

Bounce Rate  
36.96%



## REVENUE



Revenue  
\$2,664,044.39

Transactions  
23,628

Revenue Per User  
\$3.92

Ecommerce Conversion Rate  
2.39%

Product Revenue per Purchase  
\$35.96

## REFERRAL

	Full Referrer	Sessions
1.	(direct)	862,151
2.	google	121,246
3.	Partners	2,623
4.	bing	2,082
5.	dfa	879

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Sessions  
6

Bounce Rate  
0.00%

## FUNNEL VISUALIZATION