![AlmaBetter]

Google Analytics

1 Jan 2022 - 31 De ▾

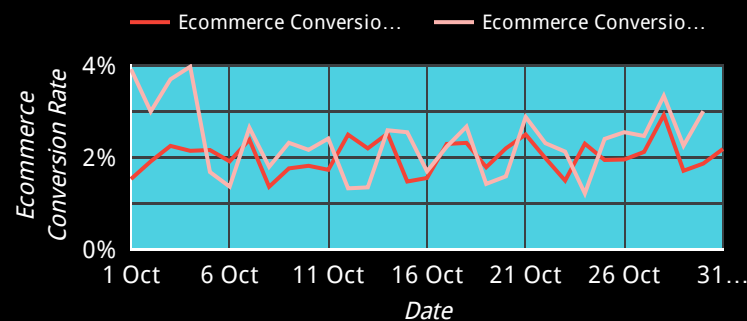| Users	Sessions	Bounce Rate	Avg. Session Duration	Goal Completions	Revenue	Transactions	Ecommerce Conversion Rate
679.1K	989.2K	45.5%	03:20	225.2K	$2.66M	23.6K	2.4%

Transactions — Transactions (1 Nov 2022 - 30 Nov…)

Ecommerce Conversio… — Ecommerce Conversio…

Revenue — Revenue (1 Nov 2022 - 30 Nov 2022)

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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- 25-34 — 34.2%
- 35-44 — 22.1%
- 45-54 — 12.6%
- 55-64 — 7%
- 65+
- 18-24 — 21.1%
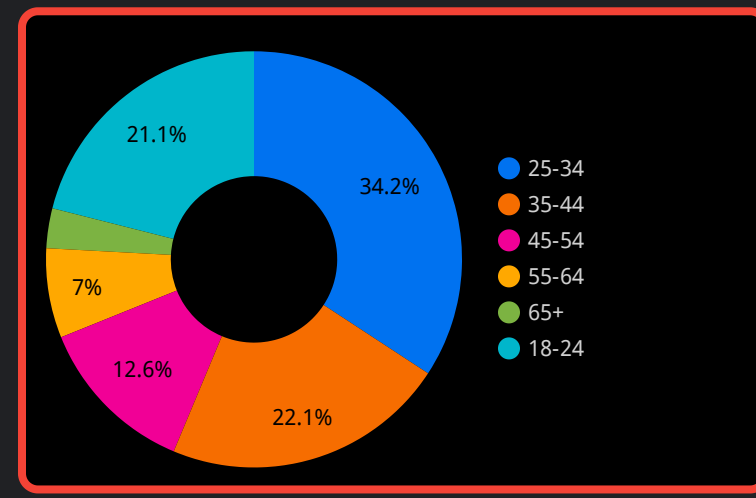
Landing Page	Transactions ▾	Ecommerce Conversion Rate	Revenue
1. /basket.html	4,234	14.81%	$565,525.16
2. /home	3,681	0.82%	$408,494.03
3. /signin.html	2,771	7.46%	$332,669.33
4. /google+redesign/…	2,336	5%	$224,674.66
5. /store.html	1,151	4.37%	$155,979.03
6. /google+redesign/…	824	5.3%	$73,998.8
7. /google+redesign/	764	2.66%	$75,055.08

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Revenue — by City (New York, San Jose (not set), Chi…, Sea…, Aus…, Mo…)

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Conv Rate Per User

Month of Year

Conv Rate Per User
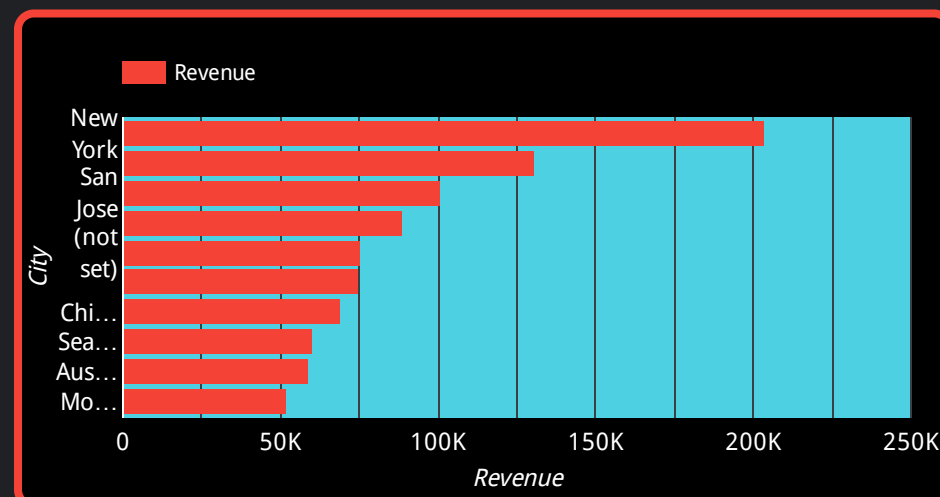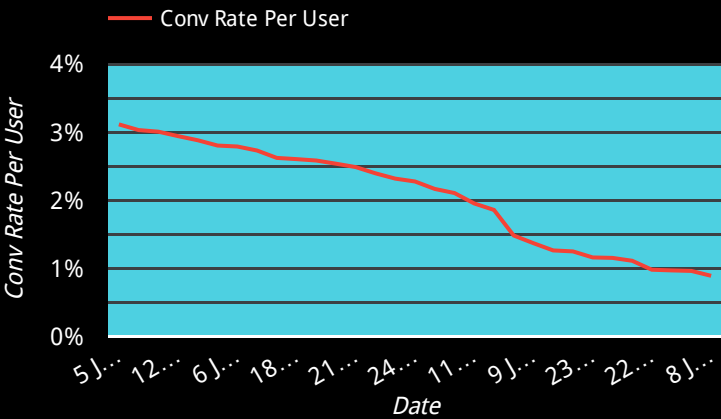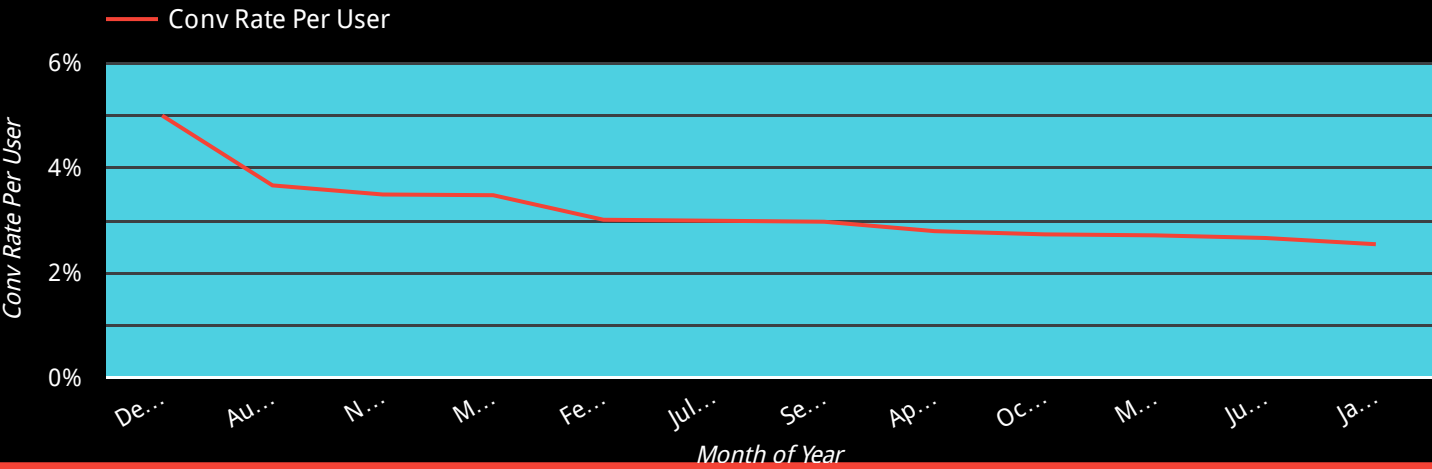
Date

	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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- Returning Visitor
- New Visitor

21%
79%
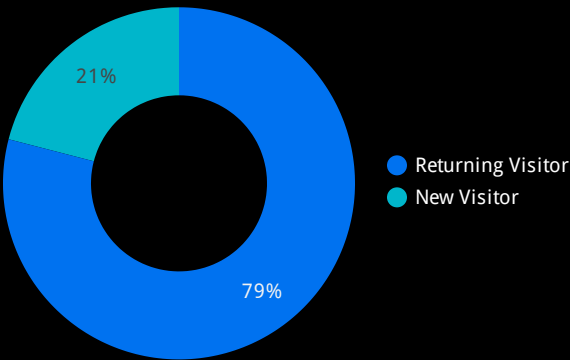
	Country	Users	New Users	Bounce Rate ▼	Conv Rate Per User	Time on Screen	Avg. Price	Total Value
1.	North Korea	1	1	100%	0%	00:00:00	$0	$0
2.	Micronesia	1	1	100%	0%	00:00:00	$0	$0
3.	Timor-Leste	1	1	100%	0%	00:00:00	$0	$0
4.	Montserrat	1	1	100%	0%	00:00:00	$0	$0
5.	St. Martin	1	1	100%	0%	00:00:00	$0	$0
6.	Vatican City	1	1	100%	0%	00:00:00	$0	$0
7.	Mayotte	1	1	100%	0%	00:00:00	$0	$0
8.	Åland Islands	1	1	100%	0%	00:00:00	$0	$0

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Funnel Analytics

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ACQUISITION

Default Channel Gr...	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%

Sessions
989.2K

Avg. Session Duration
03:20

Registrations (Goal 3 Starts)
36.4K

Registrations (Goal 3 Conversion Rate)
3.7%

Engaged Users (Goal 2 Starts)
112,742

Engaged Users (Goal 2 Conversion Rate)
11.40%

RETENSION

Users
131,889

Bounce Rate
36.96%

Transactions chart — Sessions to Transaction vs Transactions

REVENUE

Quantity vs Product chart
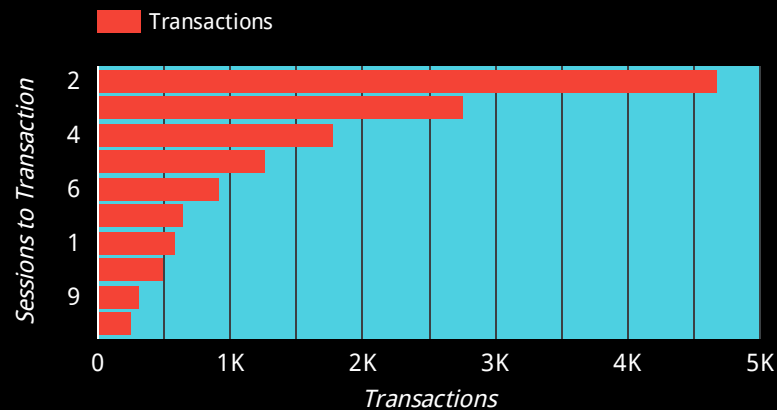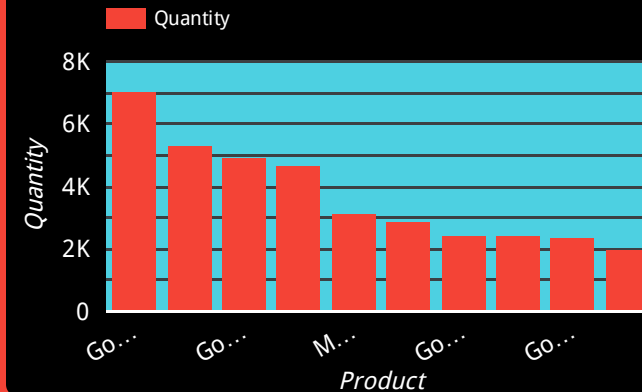
Revenue
$2,664,044.39

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

100% (112,742)
Engaged Users (Goal 2 Completions)

45% (50,727)
Entered Checkout (Goal 4 Completions)

32% (36,397)
Registrations (Goal 3 Completions)

22% (25,297)
Purchase Completed (Goal 1 Completions)