

GOOGLE MARKET ANALYSIS

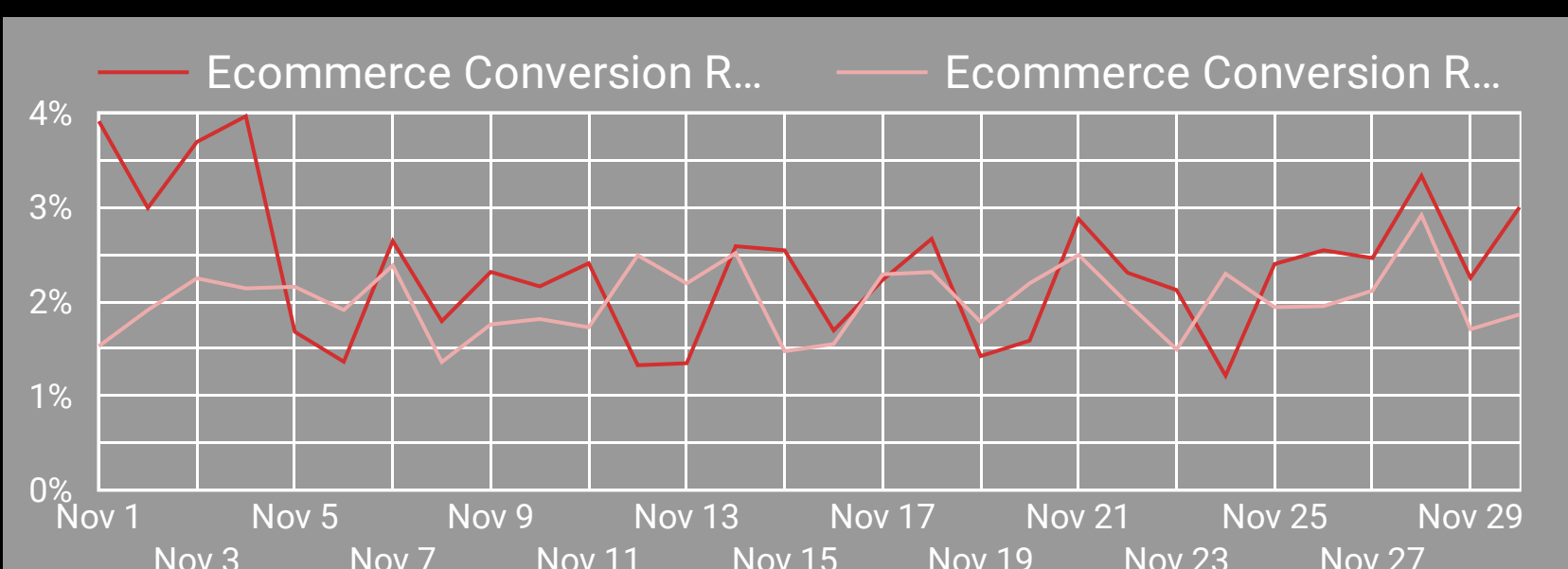
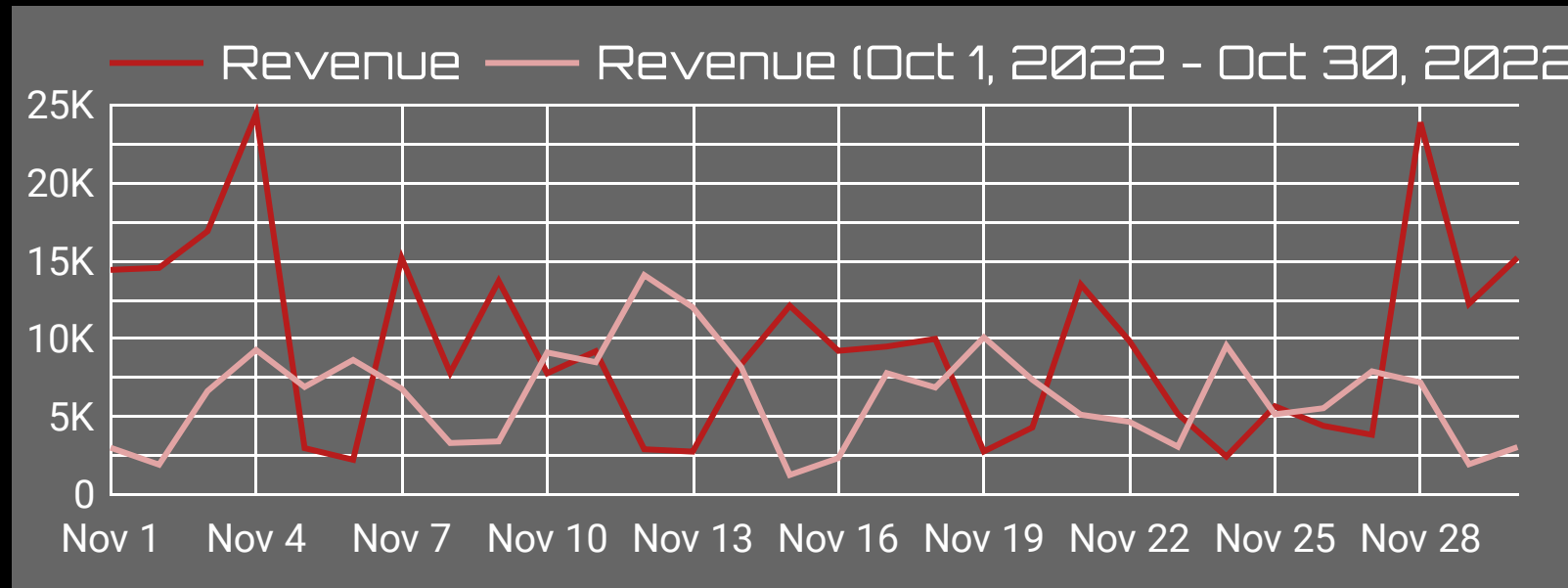
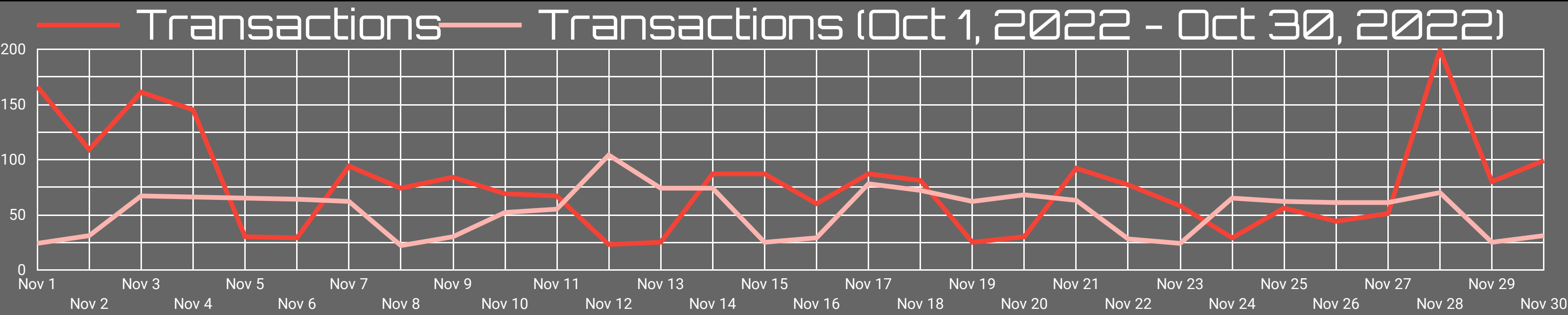
Revenue
\$287.26K

Transactions
2.3K

Ecommerce Conversion Rate
2.51%

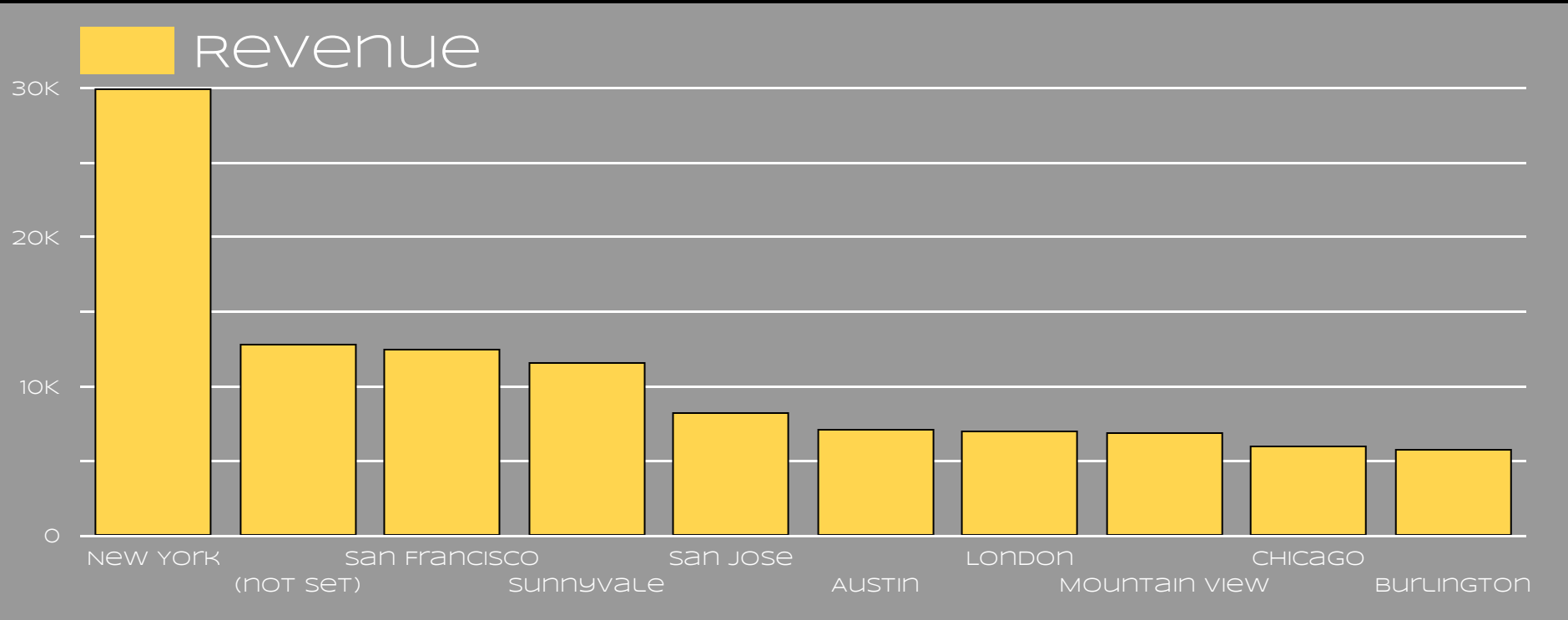
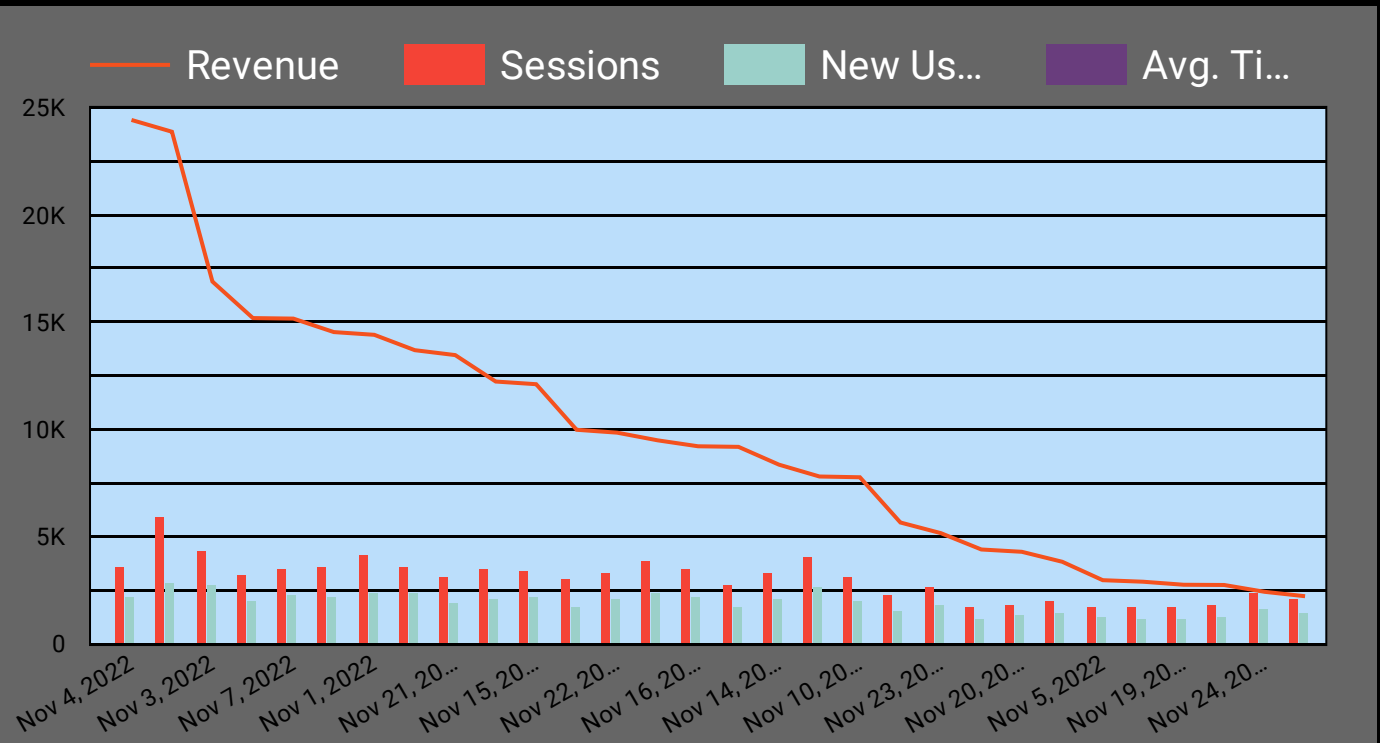
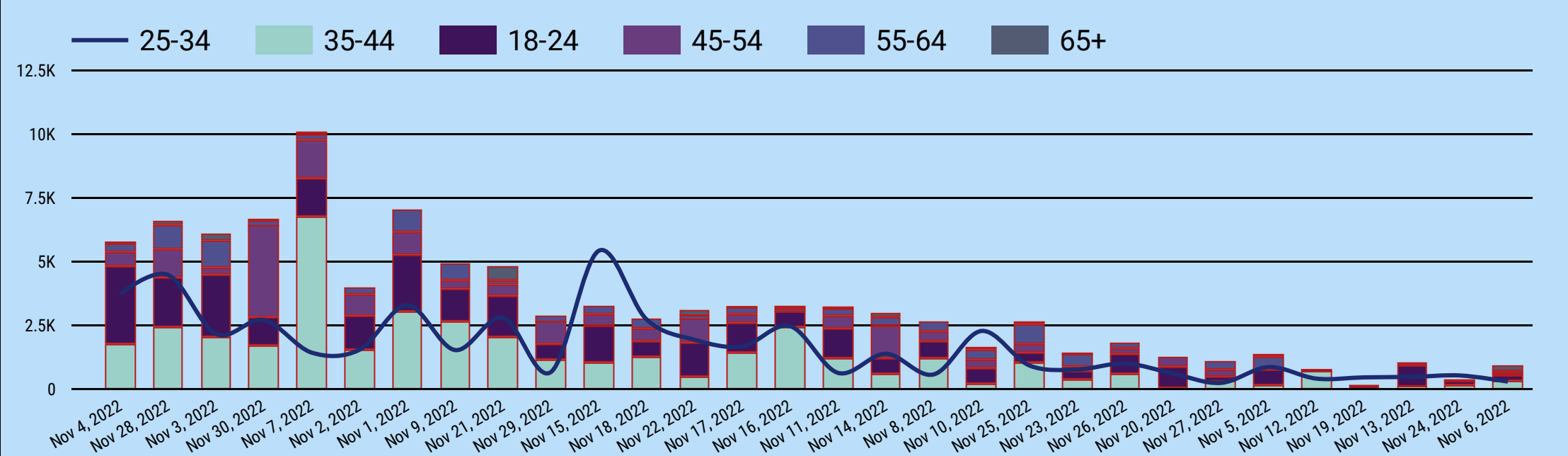
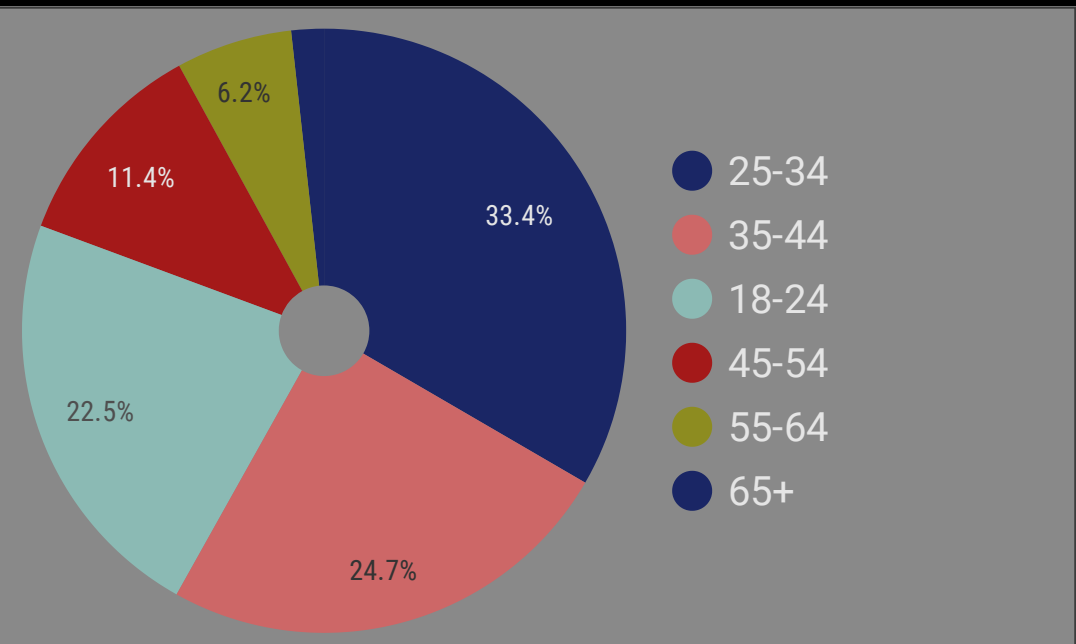
Sessions
92.3K

Nov 1, 2022 - Nov 30, 2022



	Ad Content	Sessions ▾	Transactions	Revenue	Ecommerce Conversion Rate
1.	(not set)	87,101	2,206	\$272,887.45	2.53%
2.	Official Google Merchandise	2,798	105	\$13,819.67	3.75%
3.	728X90_ad.jpg	778	0	\$0	0%
4.	Coolest Google Hoodies	468	1	\$107	0.21%
5.	Google Merchandise Store	338	3	\$112.4	0.89%
6.	Brand - Exact	257	1	\$152	0.39%
7.	Google Merchandise Collection	98	0	\$0	0%

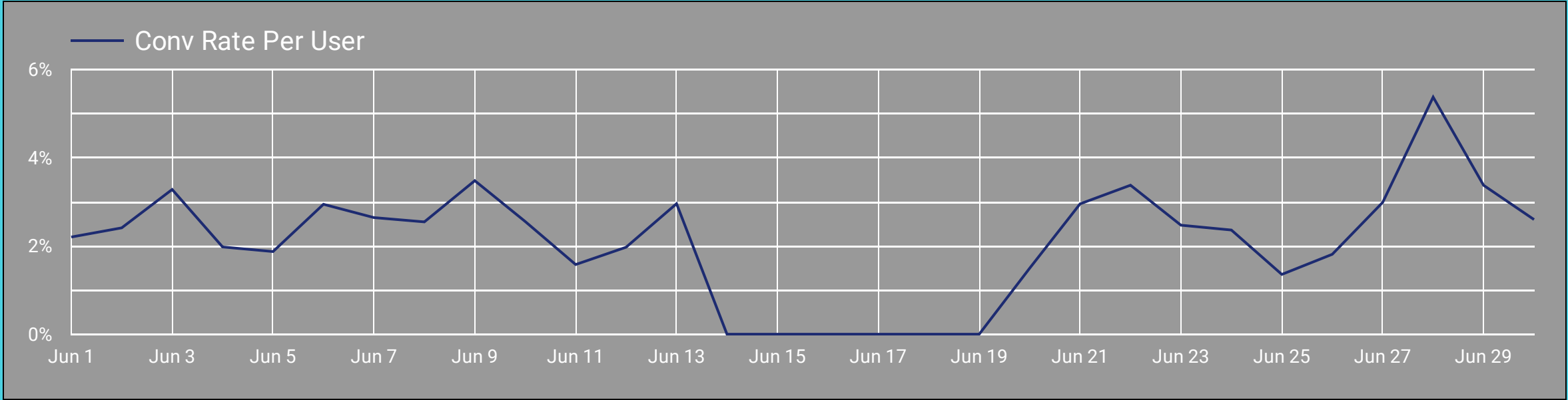
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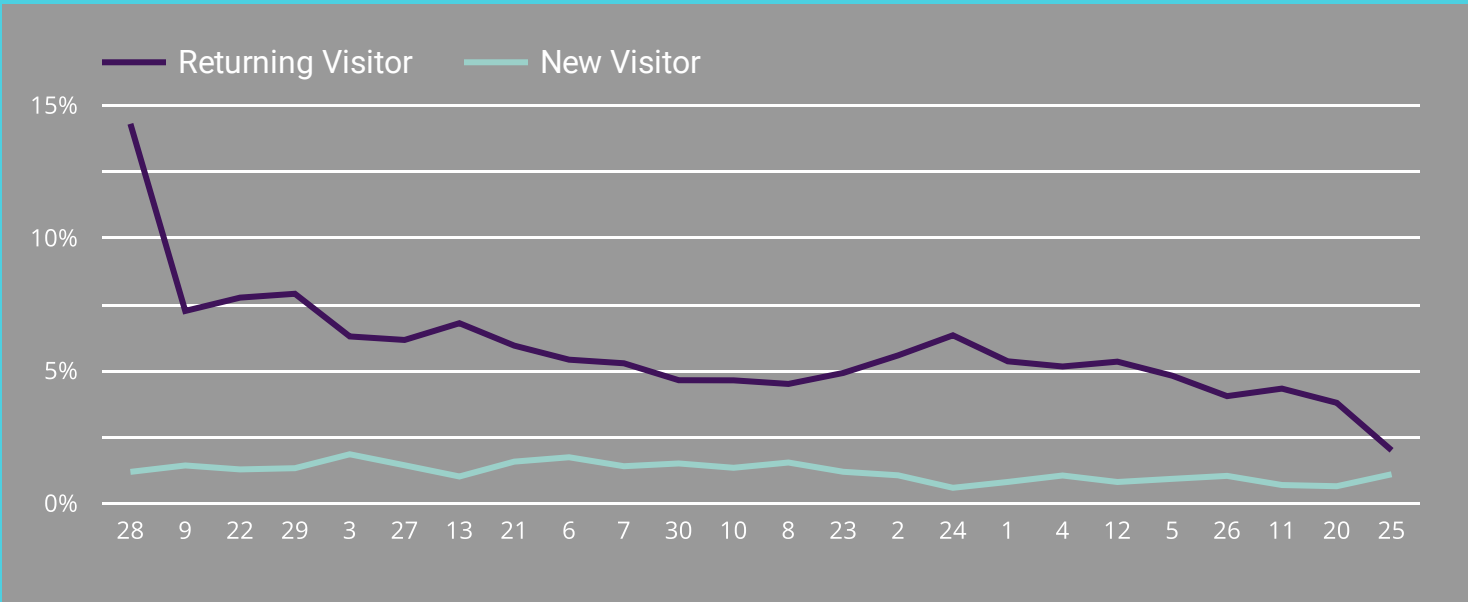
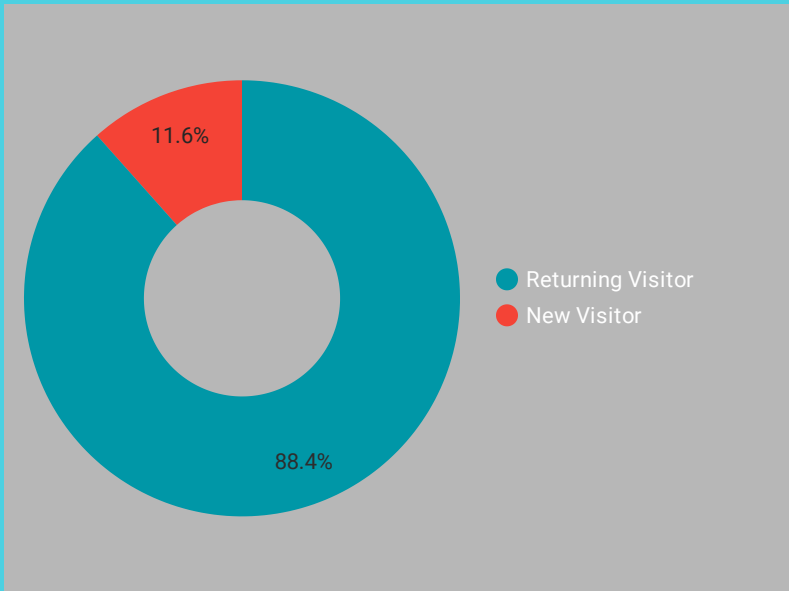
	Default Channel Grouping	Transactions ▾	Sessions	Revenue	Ecommerce...
1.	Direct	2,139	81,883	\$265,806...	2.61%
2.	Paid Search	179	8,342	\$21,454.42	2.15%
3.	(Other)	0	7	\$0	0%
4.	Affiliates	0	156	\$0	0%
5.	Display	0	1,895	\$0	0%

COHORT ANALYSIS

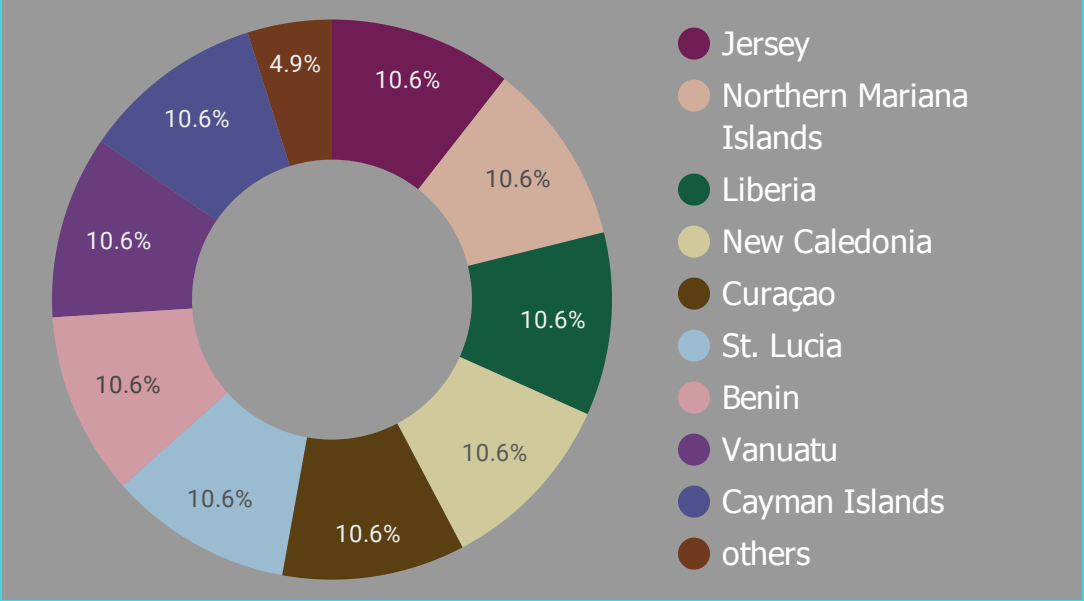
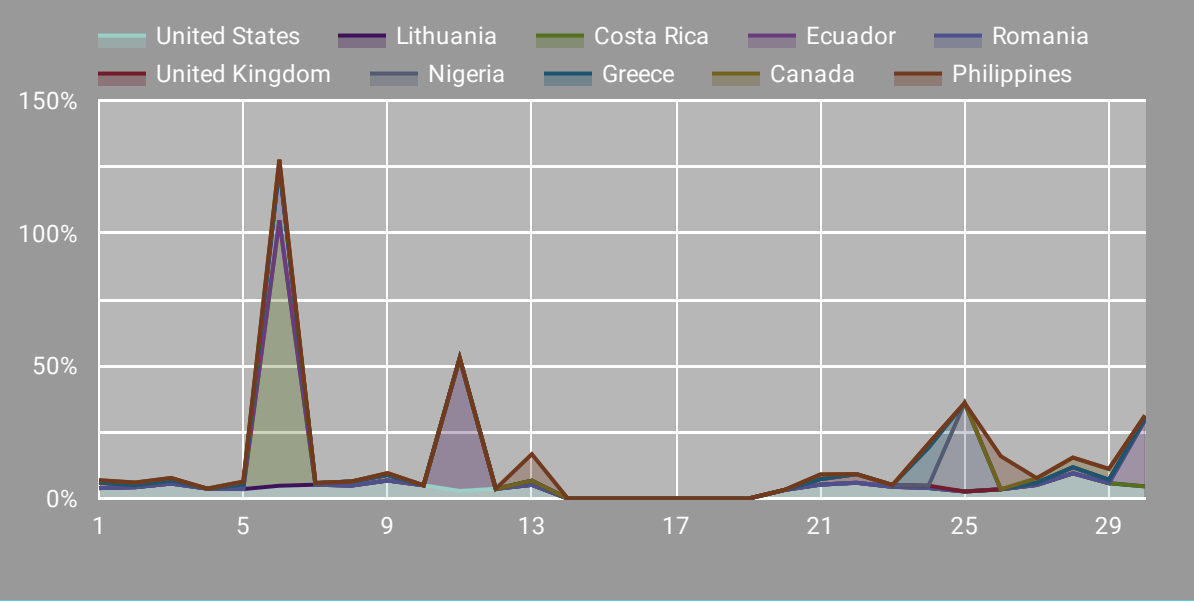
Jun 1, 2022 - Jun 30, 2022



Day Index / Conv Rate Per User											
Date	User Type	0027	0008	0021	0028	0002	0026	0012	0020	0005	0001
Jun 28, 2022	Returning Visitor	14.3%	-	-	-	-	-	-	-	-	-
	New Visitor	1.19%	-	-	-	-	-	-	-	-	-
Jun 9, 2022	Returning Visitor	-	7.25%	-	-	-	-	-	-	-	-
	New Visitor	-	1.43%	-	-	-	-	-	-	-	-
Jun 22, 2022	Returning Visitor	-	-	7.75%	-	-	-	-	-	-	-
	New Visitor	-	-	1.28%	-	-	-	-	-	-	-
Jun 29, 2022	Returning Visitor	-	-	-	7.9%	-	-	-	-	-	-
	New Visitor	-	-	-	1.33%	-	-	-	-	-	-
Jun 2, 2022	Returning Visitor	-	-	-	-	6.20%	-	-	-	-	-



	Country	Conv Rate Per User ▾	U...	Ad...	Bo...	AdX...	Tim...	Avg ...	Avg. P...	Avg. Or...	Total V...	Sub Cont...	Total Uniq...
1.	United States	5.03%	31,...	0	40.0...	0%	00:00...	00:05:...	\$13.21	\$122.72	\$193,653....	1	0
2.	Lithuania	1.85%	54	0	39.7...	0%	00:00...	00:03:...	\$26.5	\$53	\$53	1	0
3.	Costa Rica	1.82%	55	0	36.7...	0%	00:00...	00:07:...	\$33	\$33	\$33	1	0
4.	Ecuador	1.35%	74	0	60%	0%	00:00...	00:04:...	\$26	\$52	\$52	1	0
5.	Romania	1.19%	84	0	50.5...	0%	00:00...	00:03:...	\$48.4	\$96.8	\$96.8	1	0
6.	United Kingdom	1.1%	3,1...	0	42%	0%	00:00...	00:03:...	\$15.44	\$100.57	\$3,520.01	1	0
7.	Nigeria	1.08%	93	0	61.7...	0%	00:00...	00:03:...	\$25.6	\$128	\$128	1	0
8.	Greece	1.01%	99	0	54.2...	0%	00:00...	00:02:...	\$25.6	\$25.6	\$25.6	1	0
9.	Canada	0.85%	2,6...	0	50.9...	0%	00:00...	00:03:...	\$11.76	\$248.43	\$5,713.97	1	0
10.	Philippines	0.73%	275	0	50%	0%	00:00...	00:03:...	\$13.06	\$58.75	\$117.5	1	0
11.	Chile	0.64%	157	0	43.4...	0%	00:00...	00:04:...	\$2.6	\$15.6	\$15.6	1	0
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FUNNEL ANALYSIS

Nov 1, 2022 - Nov 30, 2022

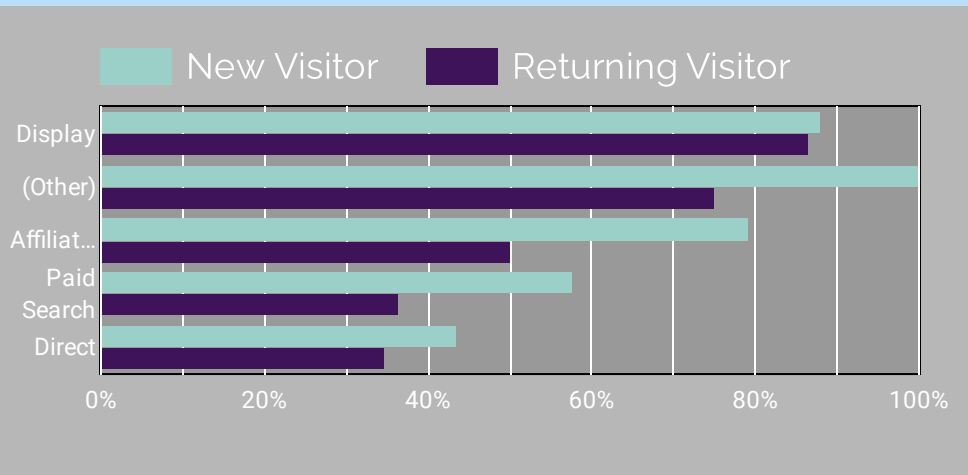
User Type

Default Channel Grouping

Page Title

ACQUISITION

	Default Channel Grouping	Sessions	Bounce ...
1.	Direct	81,883	40.32%
2.	Paid Search	8,342	49.96%
3.	Display	1,895	87.97%
4.	Affiliates	156	71.79%
5.	(Other)	7	85.71%
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Users
66.4K

Sessions
92.3K

ACTIVATION

Bounce Rate
42.2%

Pages / Session
5.2

Avg. Session Duration
03:35

COMPLETIONS

Registrations (Goal 3 Completions)
3.4K

Engaged Users (Goal 2 Completions)
11.2K

CONVERSION RATE

Registrations (Goal 3 Conversion Rate)
3.7%

Engaged Users (Goal 2 Conversion Rate)
12.1%

REVENUE

Revenue
\$287.26K

Revenue Per User
\$4.33

Transactions
2.3K

Ecommerce Conversion Rate
2.5%

Product Revenue per Purchase
\$39.91

	Product	Quantity
1.	Google Black Wheat Pen	1,076
2.	Google Recycled Memo Notebook Set	619
3.	Google Recycled Gray Notebook	588
4.	Google Sticker	488
5.	Google Cloud Sticker	436
6.	Chrome Dino Holiday Sock	423
7.	Google Pen White	396
8.	Google Light Pen Green	374
9.	Super G Bamboo Lid Bottle	345
10.	Google Unisex Eco Tee Black	323
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REFERRAL

Number of Sessions per User
1.4

Bounce Rate
42.2%

Page Title

Full Referrer

Sessions

1.	Home	6	31,721
2.	Store searc...	4	1,313
3.	Everything ...	4	265
4.	The Google...	4	4,150
5.	Apparel G...	3	4,973
6.	New Goog...	3	3,730
7.	Google Mo...	3	33
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FUNNEL VISUALISATION

