### **MOBILE :PATH TO PURCHASE**

0.014		by Fiscal	Week #.2												
s 0.2M	0.18M	0.1714	000000000000000000000000000000000000000		***************************************	************************	•		••••••	••••••			0.14M	0.13M	
Mobile Sessions 0.1W	0.10101	0.17M	0.17M	0.16M	0.16M	0.16M	0.14M	0.14M	0.14M	0.14M	0.14M	0.14M			0.00M
Σ	48	40	39	47	49	46	38	45	44	43	41	37	50	42	GE
	% New S	essions by	/ Fiscal Wee	ek #.2											
Wobile % Ne	0.50	0.50	0.50	0.50	0.49	0.49	0.48	0.48	0.48	0.47	0.47	0.46	0.45	0.44	-0.01
Š	45	46	47	48	49	50	39	43	44	40	42	41	38	37	GE
Mobile	AOV by F	iscal Week	< #.2												
2	<b>727</b>	<b>*************************************</b>	720	716	701	••••••••			***********		611	606	581	569	
Mobile AOV	! . !		720			690	662	654	629	627 · · · ·					0
0	37	50	44	48	40	49	38	39	43	41	47	42	45	46	GE
Mobile	Sales by	Fiscal Wee	ek #.2												
Mobile Sales 0.0M	0.25M	0.23M	0.23M	0.20M	0.19M	0.18M	0.18M	0.18M	0.18M	0.17M	0.16M	0.14M	0.14M	0.14M	
Mobile Mobile															0.00M
	40	49	48	44	43	39	37	41	38	47	46	45	42	50	GE
Mobile	Transacti	ions by Fis	cal Week #.	.2											
ansac	355	339	322	299	••••••••••••••••••••••••••••••••••••••	285	••••••••••••••••••••••••••••••••••••••	281	271	269	250	246	229	190	
Mobile Transac															0
2	40	49	48	43	41	46	47	39	44	38	37	45	42	50	GE

Mobile	Conversi	ion by Fisca	al Week #.2												
0.0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.33
-0.4	43	49	40	41	38	44	37	42	46	39	45	47	48	50	GE
obile	ATC% by	Fiscal Wee	ek #.2												
-0.1	0.04	0.04	0.04	0.04		0:04	0.04	0.04	0:04	0.04	0.04	0.04	0.03	0.03	0.13
	41	42	40	43	49	46	44	37	48	38	39	47	45	50	GE
lobile	Cart Con	version by	Fiscal Wee	k #.2											
0.0	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.04	0.04	-0.23
-0.2	49	43	45	38	44	40	47	46	37	48	41	39	50	42	GE
1obile	Shopping	g Carts by F	iscal Week	#.2											
5K	7.1K · · · ·	D0000000000000000000000000000000000000	••••••••	•••••••		************	•••••••	5.6K	5.6K	5.3K	5.3K	5.2K	4.8K	4.5K	
5K · ·		0.88	6.2K	6.2K	6.1K	5.9K	5.8K								0.0K
	40	48	49	41	39	46	47	43	42	44	38	37	45	50	GE

## DESKTOP: PATH TO PURCHASE

Deskto	p Session	s by Fiscal	Week #.2												
100K	••••••			•						70K	70K	69K	67K	67K	
Desktop Sessi	83K	82K		75K · · · ·	· · · · · · 75K· · · · ·	· · · · · · · 75K · · · · ·	· · · · · 75K · · · · ·	· · · · · 73K· · · · ·	· · · · · · 72K · · · · ·						0K
٥	39	40	48	38	37	47	41	43	46	44	42	49	45	50	GE
	p % New S	Sessions b	y Fiscal We	ek #.2											
Desktop % Ne	0.53	0.52	0.52	0.51	0.51	0.51	0.50	0.49	0.49	0.49	0.49	0.48	0.48	0.47	0.03
0.0	39	38	43	37	40	42	41	44	46	47	50	45	48	49	GE
Deskto	p Sales by	/ Fiscal We	ek #.2												
Desktop Sales M0.0 M0.0	···· 0;28M · · ·	·····0.28M····	0.24M	0.24M	0.23M	0.23M	0.22M	0.22M	0.21M	0.21M	0.21M	0.18M	0.18M	0.17M	
M0.0	40	49	46	48	38	47	39	41	42	43	44	45	37	50	0.00M GE
Deskto	p Transac	tions by Fi	scal Week#	÷.2											
Desktop Tran	388		320	316			289					250	243	238	0
Asl		ла about your da FISCAL WEE		16	28	ЛΩ	ЛЛ	ЛТ	12	17	и1	Лς	27	50	
1,000							•					720	710	693	
Desktop AOV	827	808	804	776	765	759	745	739	739	· · · · · 733· · · · ·	729		•		0
	49	41	47	48	38	42	46	37	43	40	50	45	44	39	GE

/eskto	ρ AOV by	Fiscal Week	k #.2												
1,000 · 500 · 0	•••••		*************		900000000000000000000000000000000000000	999999999					729	720	710	693	
500	827	808	804		765	759	745	739	739	733					0
	49	41	47	48	38	42	46	37	43	40	50	45	44	39	GE
ktor	Convers د	ion by Fisc	cal Week #.2	2											
0.0	0.00	0.00	0.00	0.00		0.00		0.00	0.00		0.00	0.00	0.00	0.00	
0.2					0.00		0.00			0.00					0.2
	49	40	46	44	38	42	39	43 Fiscal Week #.2	47	41	45	48	50	37	GE
sktor	ATC% by	y Fiscal We	ek #.2												
0.0	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.03	
0.2															-0.2
	40	49	41	48	46	43	39	42 Fiscal Week #.2	47	38	44	37	45	50	GE
t Co	nversion	by Fiscal W	leek #.2												
0.1	•••••••	<b>200000000000</b>	<b>1000000000000</b>	<b>20000000000</b>		/00000000000000	<b>2000000000000</b>	0.10	0.10	0.10	0.10	0.10	0.09	0.09	
0.0	0.12	0.11	0.11	0.11	0.11	0.11	0.11								0.0
-0.1	49	44	46	40	38	50	45	42 Fiscal Week #.2	39	47	43	48	37	41	GE

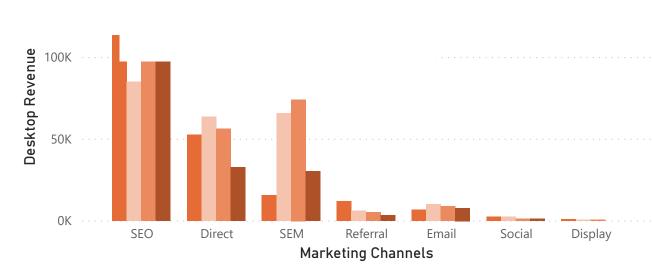
## **TABLET:PATH TO PURCHASE**

Tablet	Sessions	by Fiscal V	Veek #.2												
20K	•••••	************	***********	•••••••		0.0000000000000000000000000000000000000			000000000000000000000000000000000000000	19K	19K	19K	18K	18K	
Tablet Session NO	25K	24K	23K	22K	21K	21K	21K	20K	20K						0K
ĭ	48	40	39	47	49	38	46	37	45	41	44	43	42	50	GE
	% New S	essions by	Fiscal Weel	k #.2											
Tablet % New	0.51	0.51	0.51	0.50	0.50	0.50	0.50	0.49	0.49	0.48	0.48	0.48	0.46	0.46	-0.01
Tab	45	47	48	44	46	49	50	39	43	40	41	42	37	38	GE
Tablet	Sales by	Fiscal Wee	k #.2												
Tablet Sales NO X	58K	50K	49K	41K	38K	38K	38K	37K	37K · · · ·	36K····	35K	34K · · · ·	29K	23K	0K
12	40	49	46	48	45	47	42	41	43	37	39	38	44	50	GE
Tablet	Transacti	ons by Fisc	cal Week #.2	2											
Sac	74	************	999999999999	D0000000000000000000000000000000000000	100000000000000000000000000000000000000	999999999	54	53	52	51	49	48	41	37	
Tablet Transac	4	64	63	60	58	56					•••••••	***************************************		3/	0
Tak	40	39	48	43	47	46	45	42	38	41	37	49	44	50	GE
Tablet	Conversi	on by Fisca	l Week #.2												
 0.0	0.00	0.00	0.00	0.00		0.00		0.00	0.00	0.00	0.00		0.00	0.00	
Tablet Conver					0.00		0.00					0.00			-0.09
-0.1	43	40	42	39	45	46	41	47	48	38	37	44	49	50	GE

Tablet	AOV by F	iscal Week	#.2												
1 <i>V</i>	1.0K			···· 0.7K	0.7K	0.7K	0.7K	0.7K	0.7K	0.7K	0.7K	0.6K	0.6K	0.6K	
Tablet AOV												••••••••			
	49	46	40	37	41	42	45	44	48	47	38	43	50	39	0.0K GE
								Fiscal Week #.2							
Cart C	onversior	by Fiscal \	Week #.2									· · · · · · · · · · · · · · · · · · ·			
	0.00	2.22		•••••••		••••••••	************	••••••••	0000000000	•••••••		0.07	0.06	0.06	
Cart Conversion 0.0	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.07	0.07	0.07	0.07				
Ca Tr															-0.06
-0.1	39	45	47	43	40	46	48	42 Fiscal Week #.2	38	37	49	41	50	44	GE
Гablet	ATC% by	Fiscal Wee	k #.2												
0.05	0.041	0.041	0.040	0.040	0.036	0.036	0.035	0.034	0.034	0.034	0.034	0.033	0.033	0.033	
80									•••••••	••••••••••	*************		••••••••	***************************************	
ablet AIC%															0.033
	43	41	42	40	37	44	38	46 Fiscal Week #.2	49	45	47	48	50	39	GE

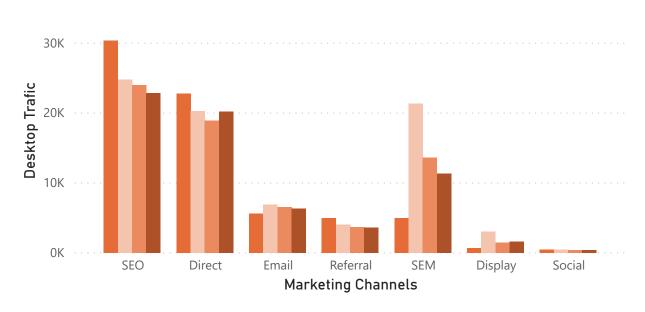
### **DESKTOP REVENUE BY MARKETING CHANNELS**

● WE 8/4/19 ■ WE 9/1/19 ■ WE 9/8/19 ■ WE 9/15/19

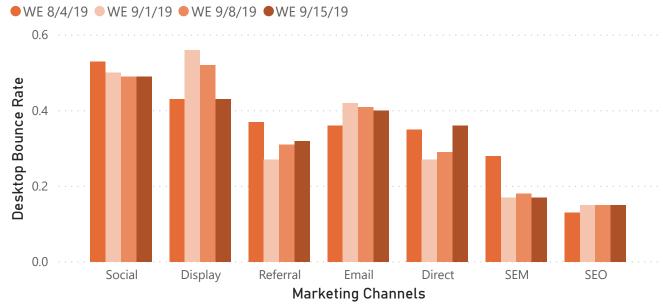


### **DESKTOP TRAFIC BY MARKETING CHANNELS**

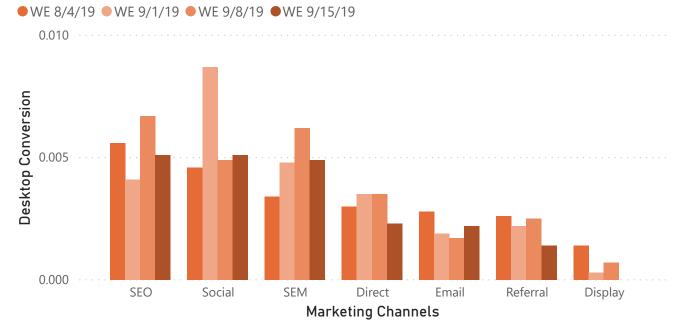
● WE 8/4/19 ● WE 9/1/19 ● WE 9/8/19 ● WE 9/15/19



### **DESKTOP BOUNCE RATE BY MARKETING CHANNELS**



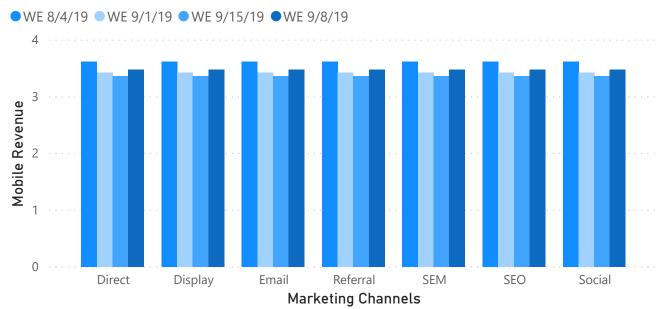
### **DESKTOP CONVERSION BY MARKETING CHANNELS**



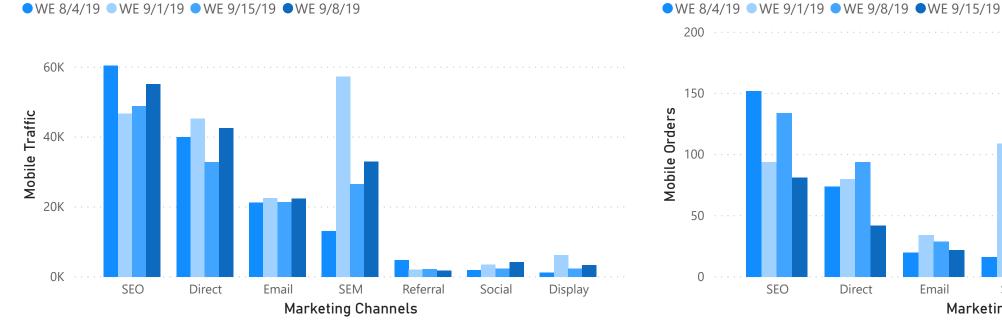
### **Mobile Bounce Rate BY MARKETING CHANNELS**

# ● WE 8/4/19 ■ WE 9/1/19 ■ WE 9/15/19 ■ WE 9/8/19 Mobile Bounce Rate Display Referral Direct SEO Marketing Channels

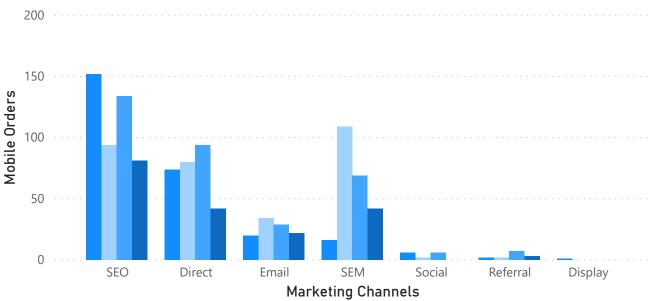
### **Mobile Revenue BY MARKETING CHANNELS**



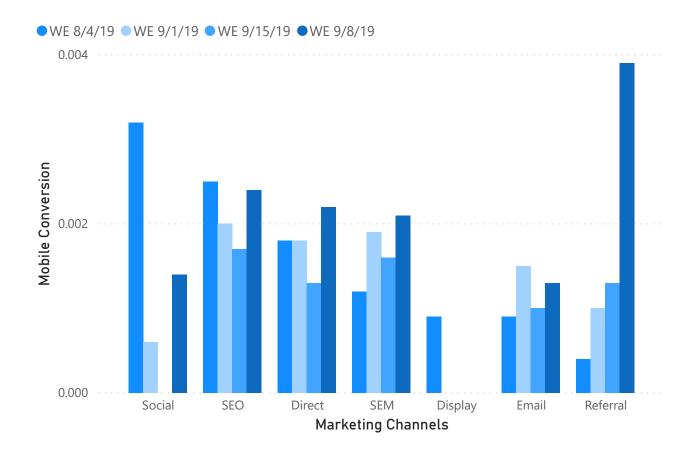
### **Mobile TRAFIC BY MARKETING CHANNELS**



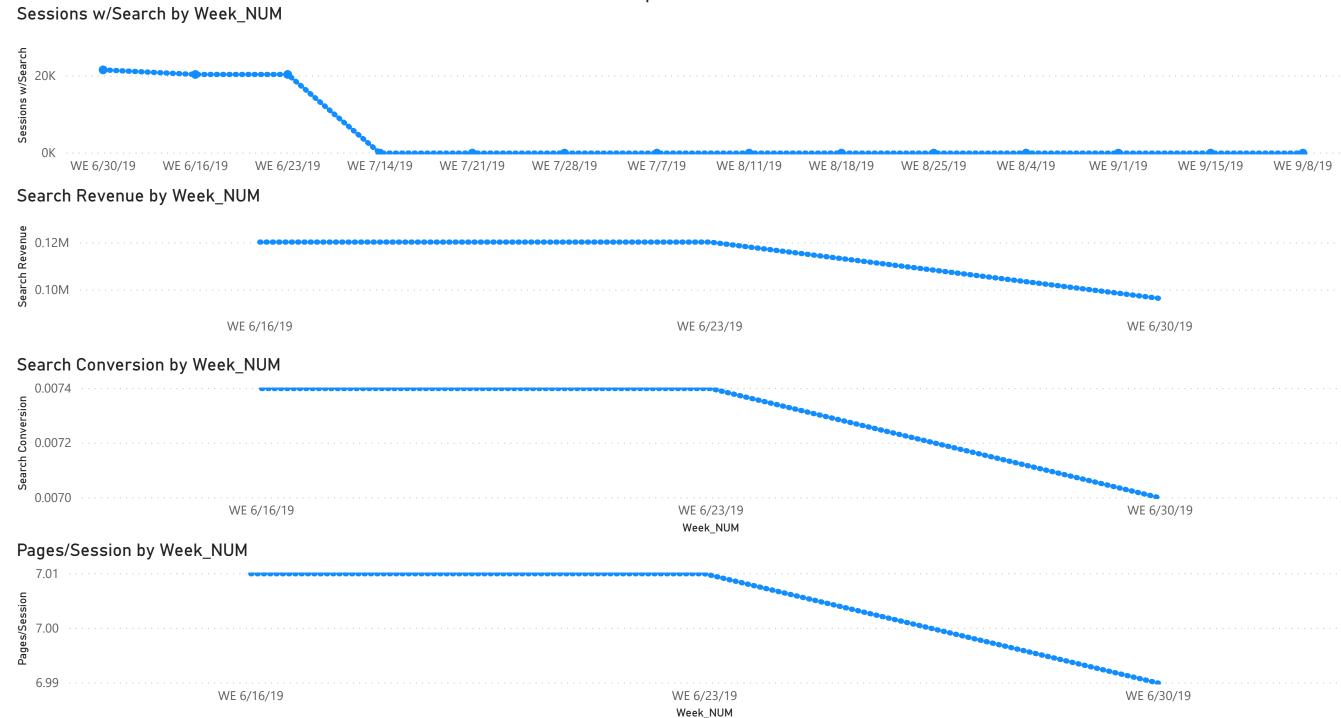
### **Mobile Orders BY MARKETING CHANNELS**



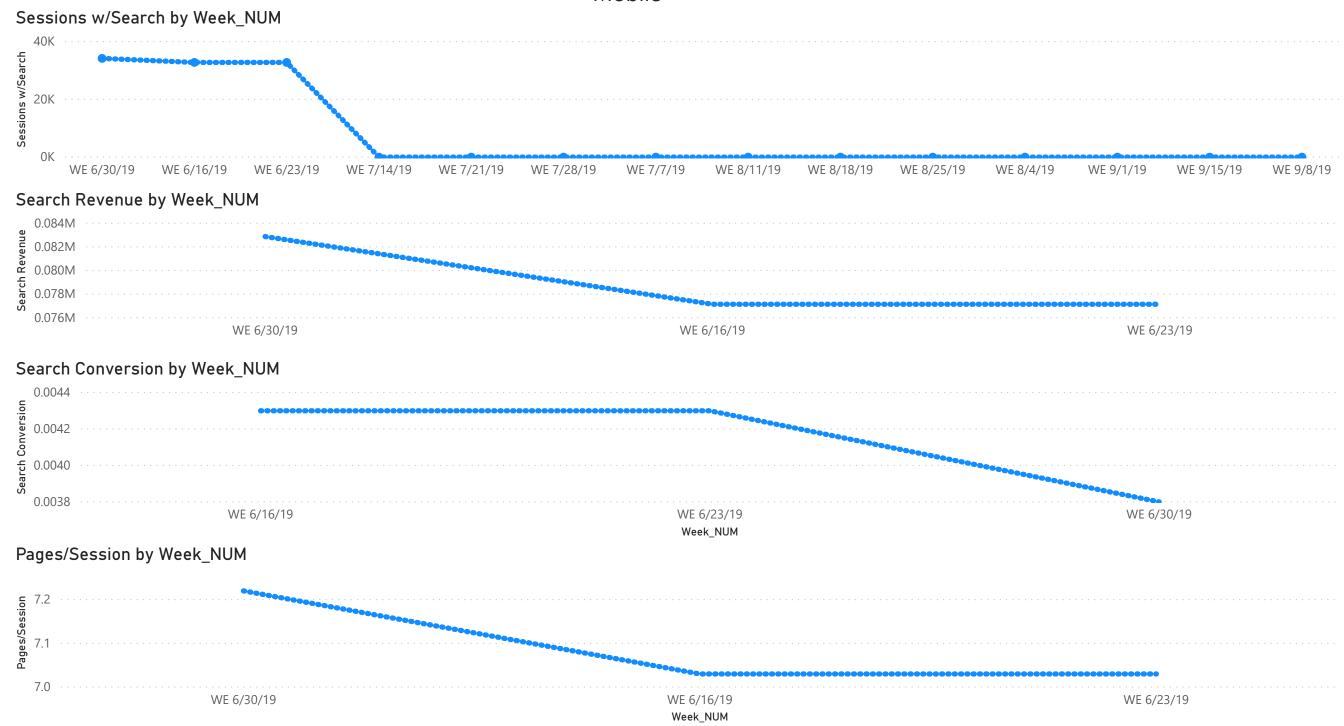
## **Mobile Conversion BY MARKETING CHANNELS**



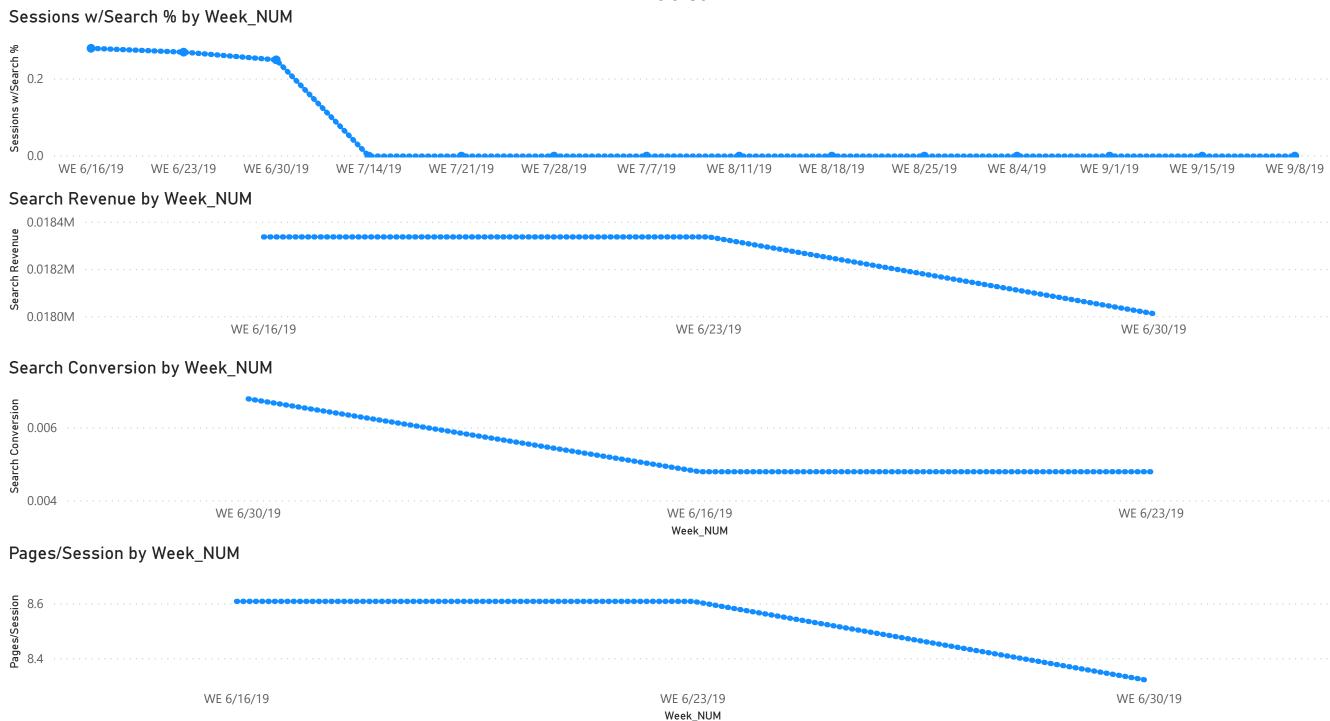
## Desktop



## Mobile



## Tablet



Traffic by Device (%)

Revenue by Device (%)



