

Channel

Device

User Type

Campaign

Keyword

KEY PERFORMANCE INDICATORS - MOST IMPORTANT METRICS

ACQUISITION

Sessions

65,747

↓ -16.5%

% New

68%

↓ -0.9%

Organic Sessions

No data

No data

BEHAVIOR

Pageviews

267,091

↓ -30.3%

Bounce Rate

46%

↑ 0.3%

Avg. Time on Page

00:01:01

↑ 17.4%

OUTCOME

Conversions

9,484

↓ -45.2%

Conv. Rate

14%

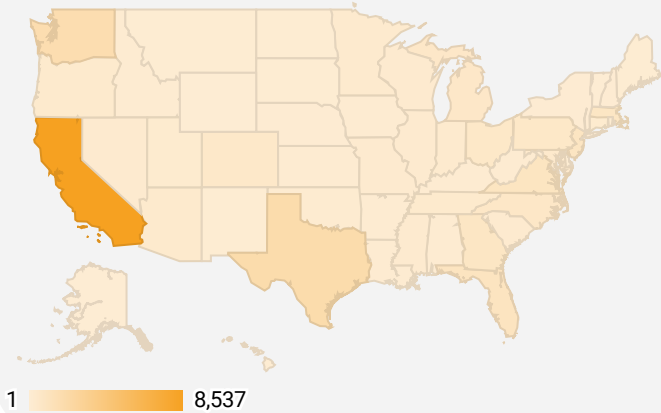
↓ -34.4%

Purchaed

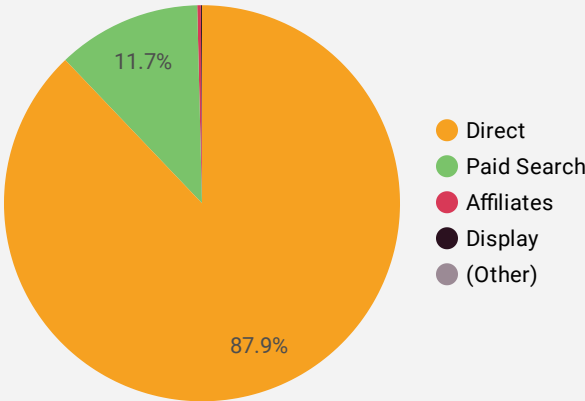
3,770

↓ -44.9%

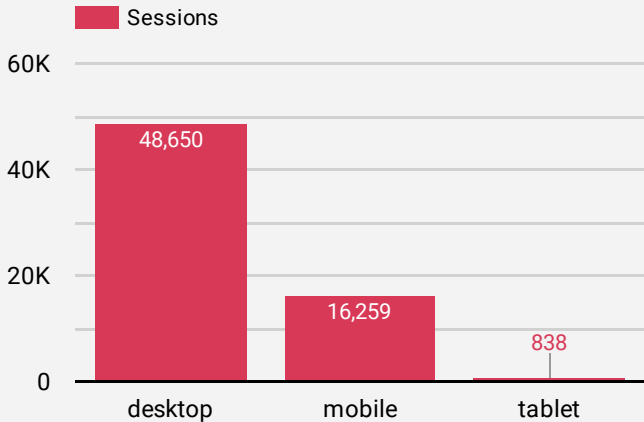
WEB TRAFFIC BY LOCATION



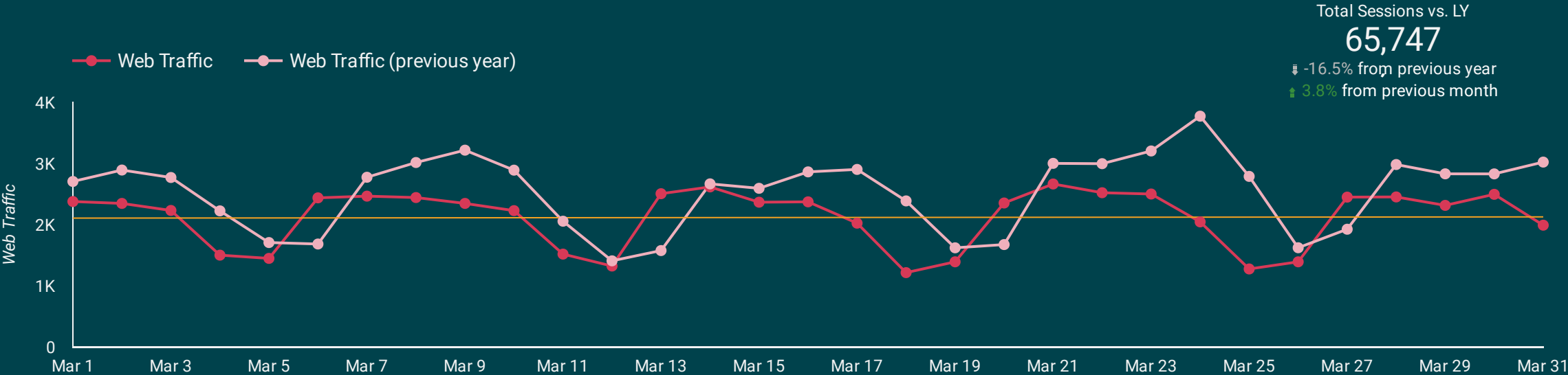
WEB TRAFFIC BY CHANNEL



WEB TRAFFIC BY DEVICE



WEB TRAFFIC VS. PREVIOUS YEAR

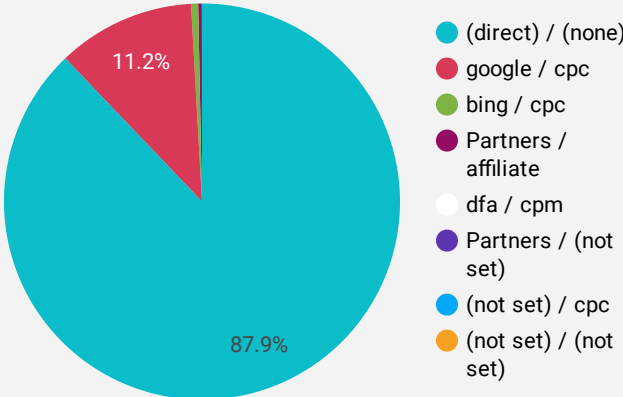


TOP VIEWED PAGES

Page	Pageviews
/home	53,747
/google+redesign/apparel	10,574
/google+redesign/apparel/mens	12,899
/google+redesign/shop+by+brand/youtube	5,598
/signin.html	8,724
/google+redesign/new	8,183
/store.html	15,565

1 - 100 / 570

WEB TRAFFIC BY SOURCE / MEDIUM



WEB TRAFFIC BY GENDER

