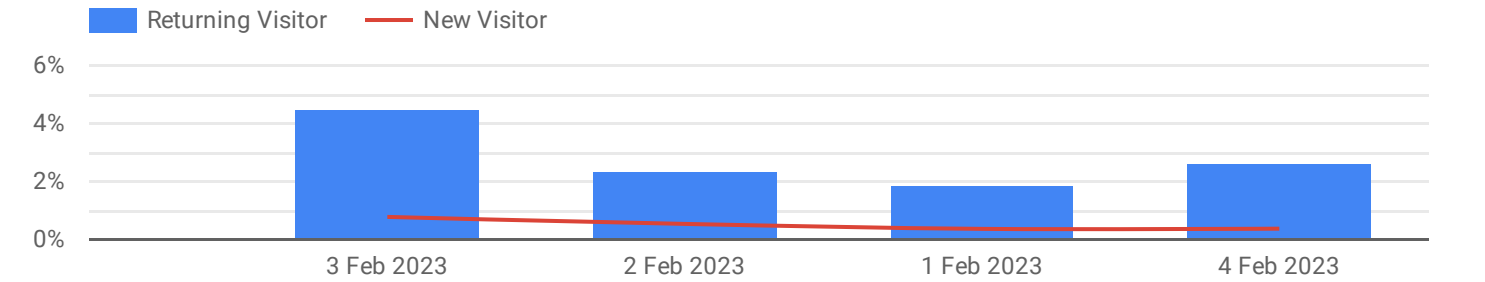


# COHORT ANALYTICS



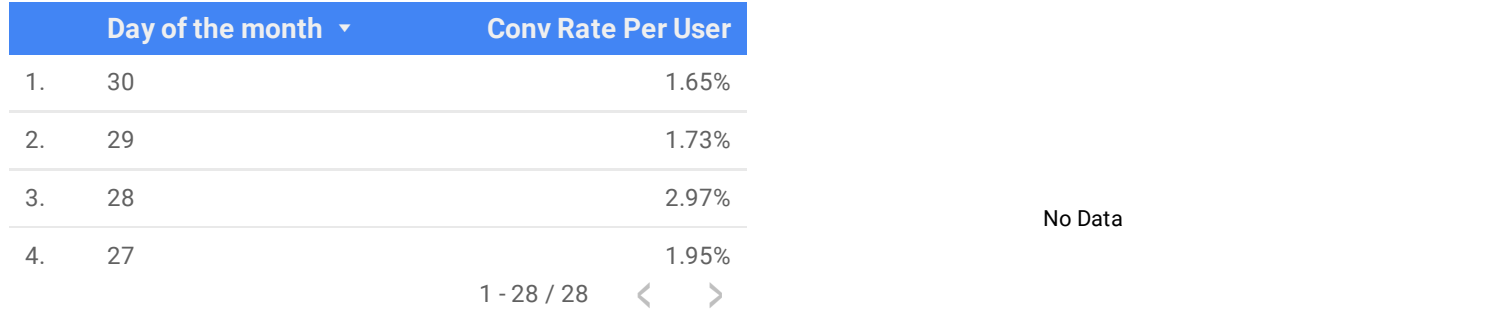
Default Data  
Click to select Universal Analy

Day of the month



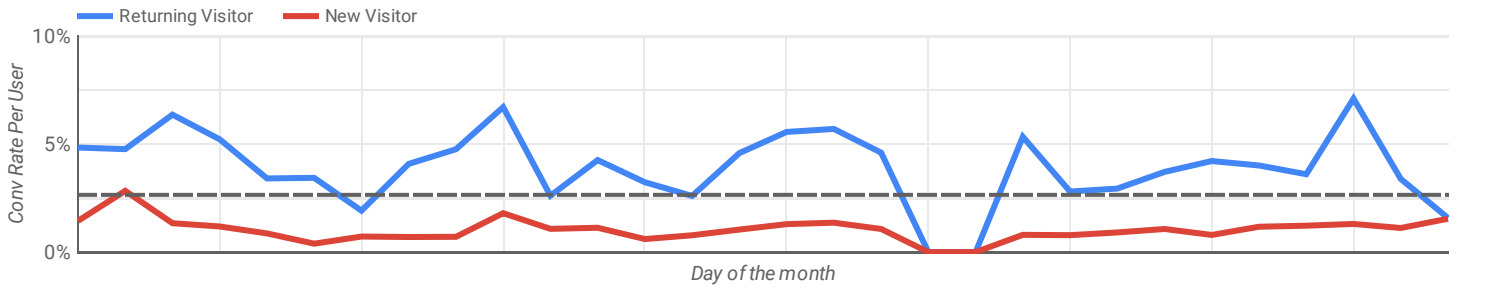
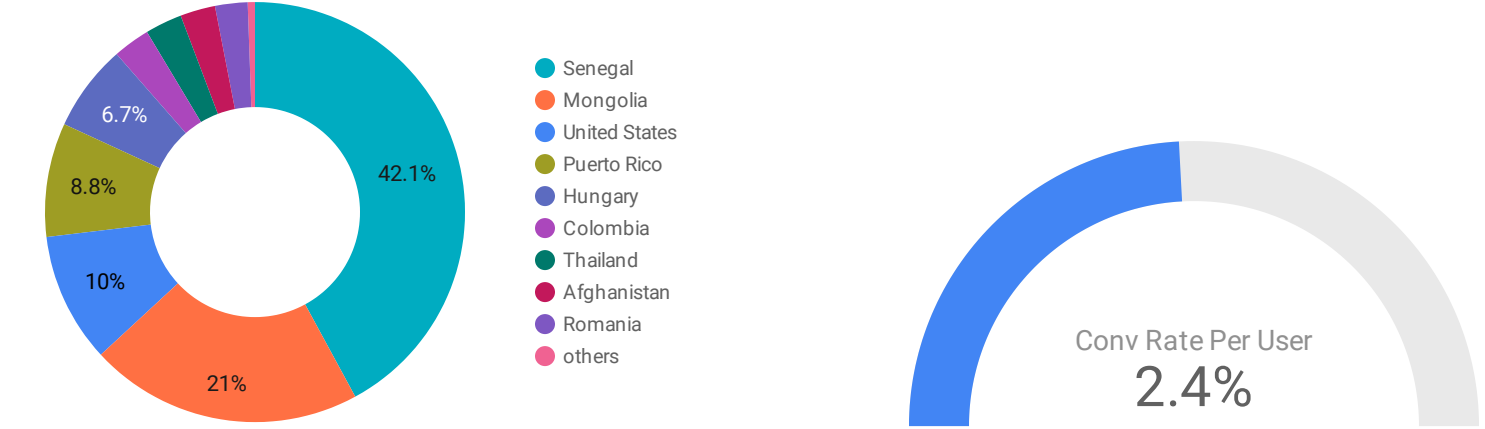
	Country	Users	New U...	Con...	Bounc...	AdX Vie...	Ti...	A...	A...	Av...	Tot...	Sub...	Tota...
1.	United States	27,062	23,688	4.74%	42.72%	0%	00:...	0...	\$1...	\$1...	\$1...	1	0
2.	Canada	5,584	5,084	0.61%	64.3%	0%	00:...	0...	\$1...	\$2...	\$8,...	1	0
3.	India	4,141	3,928	0.02%	55.24%	0%	00:...	0...	\$30	\$30	\$30	1	0
4.	United Kingdom	1,967	1,737	0.56%	49.05%	0%	00:...	0...	\$1...	\$8...	\$9...	1	0
5.	Japan	1,491	1,437	0.13%	51.18%	0%	00:...	0...	\$1...	\$1...	\$2...	1	0
6.	Spain	1,223	1,135	0.25%	48.59%	0%	00:...	0	\$44	\$44	\$132	1	0

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	Date ▾	Country	Conv Rate Per User
1.	18 May 2023	United States	<div></div>
2.	18 May 2023	France	<div></div>
3.	18 May 2023	Canada	<div></div>
4.	17 May 2023	Canada	<div></div>
5.	17 May 2023	United States	<div></div>

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Sessions

92.3K

⬆️ 14.5%

Transactions

2,318

⬆️ 38.6%

Ecommerce Conversion Rate

2.51%

⬆️ 21.1%

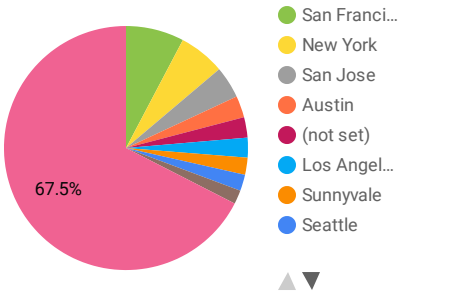
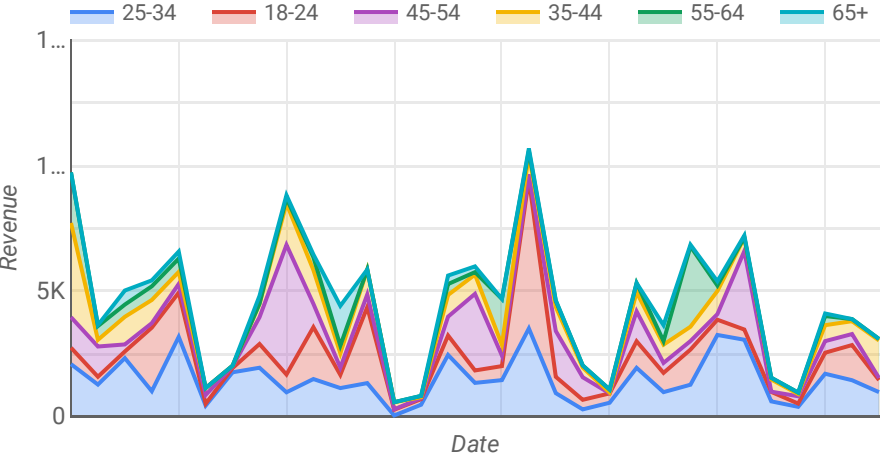
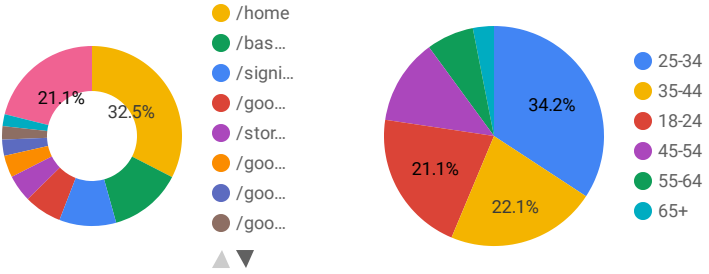
Revenue

\$287.26K

⬆️ 44.0%

	Date	Trans...	%...	Reven...	%...
1.	28 Nov ...	199	-	\$23,887...	-
2.	1 Nov 2...	166	-	\$14,418...	-
3.	3 Nov 2...	161	-	\$16,901...	-
4.	4 Nov 2...	145	-	\$24,437...	-
5.	2 Nov 2...	109	-	\$14,546...	-
6.	30 Nov ...	99	-	\$15,199...	-

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City

11.2K

⬆️ -3.2%

New Users

72.1K

Landing Page

535

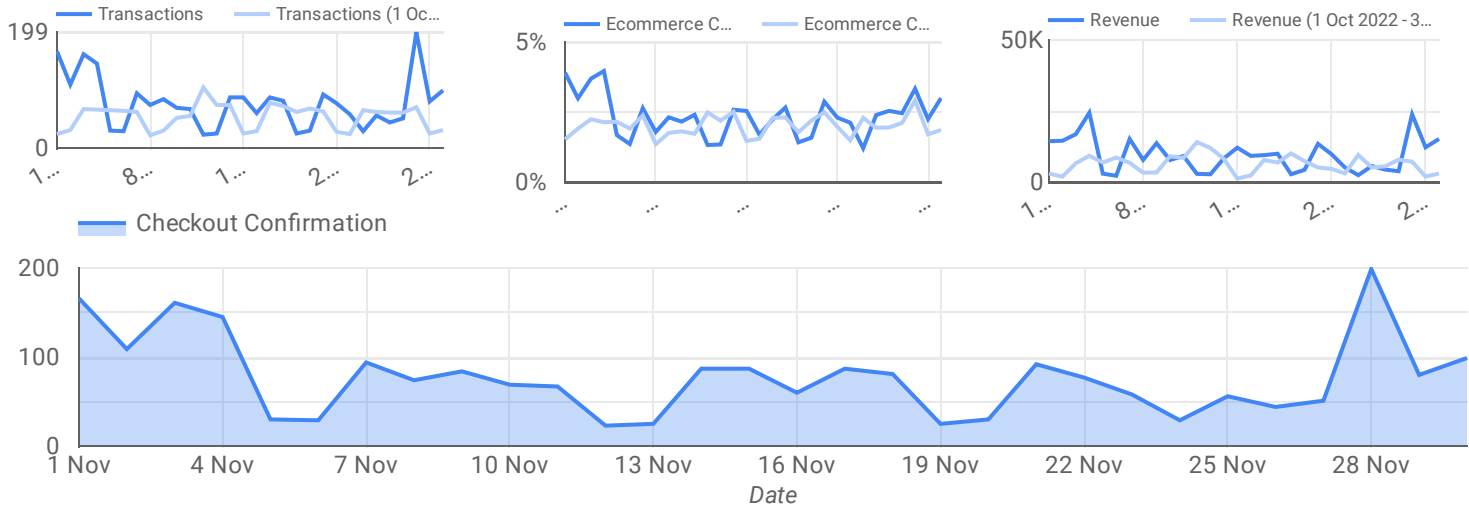
⬆️ -10.2%

	Landing Page	Revenue ▼	% Δ	Transactio...	% Δ	Ecommerce Conv...	% Δ
1.	/basket.html	\$565,525.16	111.8% ⬆️	4,234	35.4% ⬆️	14.81%	-10.8% ⬆️
2.	/home	\$408,494.03	-31.4% ⬆️	3,681	-52.5% ⬆️	0.82%	-51.8% ⬆️
3.	/signin.html	\$332,669.33	55.9% ⬆️	2,771	13.8% ⬆️	7.46%	-20.6% ⬆️
4.	/google+redesign/a...	\$224,674.66	66.4% ⬆️	2,336	45.1% ⬆️	5%	-8.3% ⬆️
5.	/store.html	\$155,979.03	41.3% ⬆️	1,151	-0.8% ⬆️	4.37%	-27.8% ⬆️
6.	/google+redesign/li...	\$80,617.5	87.4% ⬆️	734	28.3% ⬆️	3.86%	-25.8% ⬆️

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	Default Chann...	Transa...	% Δ	Ecommerce Co...	% Δ	Reven...	% Δ	Sessions	% Δ
1...	Direct	11,957	-44.9%...	2.75%	8.0% ⬆️	\$1,359,...	-44.6%...	435,063	-48.9...
2...	Paid Search	968	-49.8%...	1.9%	-2.0% ⬆️	\$95,00...	-52.9%...	50,958	-48.8...
3...	Affiliates	2	-81.8%...	0.18%	-56.5%...	\$212.8	-96.8%...	1,092	-58.2...
4...	Referral	0	-	0%	-	\$0	-	1	-83.3...
5...	Display	0	-100.0...	0%	-100.0...	\$0	-100.0...	10,258	-70.6...
6...	(Other)	0	-	0%	-	\$0	-	62	-49.6...

1 - 6 / 6



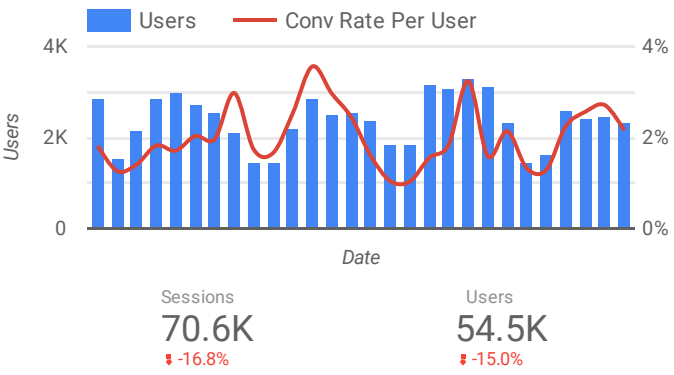
# FUNNEL ANALYTICS

Default Channel Grouping

## ACQUISITION

	Default Chann...	Sessions	Bounce Rate
1.	Referral	3	33.33%
2.	Paid Search	19,265	56.27%
3.	Display	13	76.92%
4.	Direct	54,498	45.12%
5.	Affiliates	158	71.52%
6.	Content	1	66.67%

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## ACTIVATION

Bounce Rate  
47.9%  
↑ 7.0%

Pages / Session  
4.0  
↓ -15.7%

Avg. Session Duration  
02:59  
↓ -14.0%

**COMPLETION**

All Users  
54,535  
↓ -15.0%

Engaged Users  
6,019  
↓ -36.3%

Registrations  
2,185  
↓ -48.4%

**CONVERSION RATE**

All Users  
2.29%  
↓ -54.1%

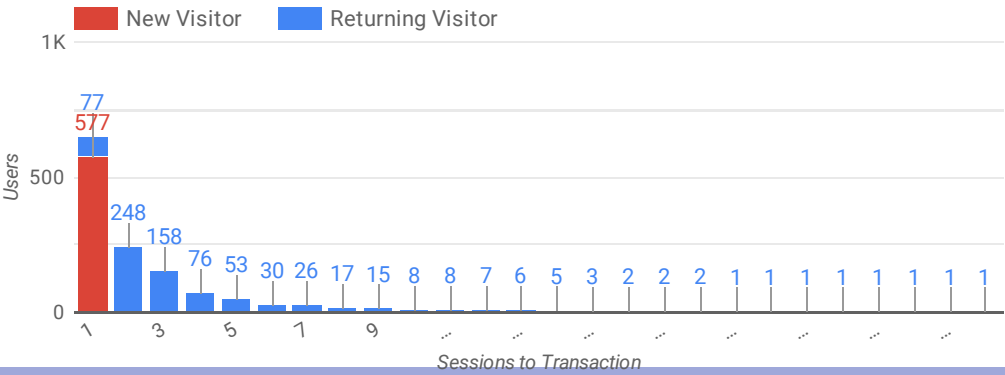
Engaged Users  
8.52%  
↓ -23.4%

Registrations  
3.09%  
↓ -38.0%

## RETENTION

Users  
54,535  
↓ -15.0%

Bounce Rate  
47.93%  
↑ 7.0%



## REVENUE

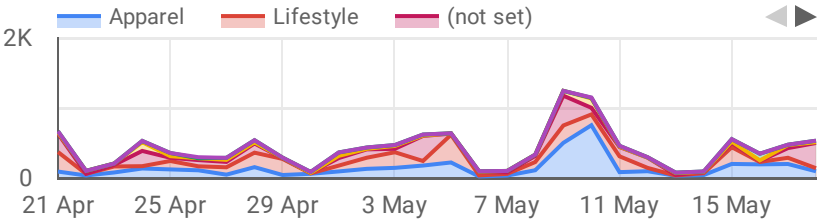
Revenue  
\$141,947.38  
↓ -53.3%

Transactions  
1,251  
↓ -61.0%

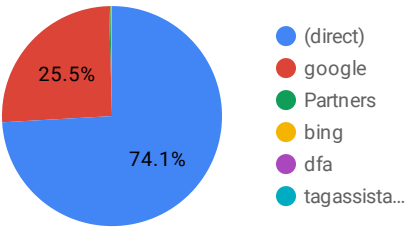
Revenue Per User  
\$2.60  
↓ -45.1%

Ecommerce Conversion Rate  
1.77%  
↓ -53.1%

Product Revenue per Purchase  
\$38.37  
↑ 16.6%



## REFFRAL



Sessions  
0  
N/A

Bounce Rate  
47.93%  
↑ 7.0%

Full Referrer	Sessions
1. (direct)	
2. google	
3. Partners	

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## FUNNEL VISUALIZATION

