

Funnel Analytics Reports

1 Oct 2022 - 1 Dec 2

User Type

Default Channel Grouping

Page

Full Referrer

ACQUISITION

Sessions
176.4K

Users
124.2K

Default Channel Grouping

Sessions

Bounce Rate

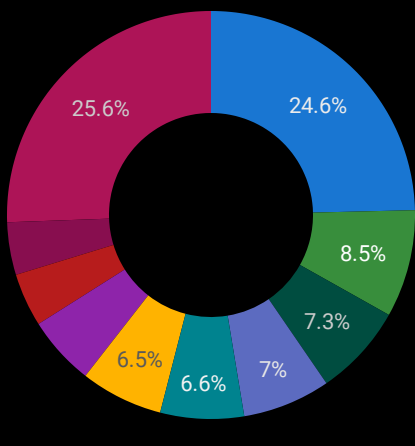
Direct

Paid Search

Display

Affiliates

(Other)

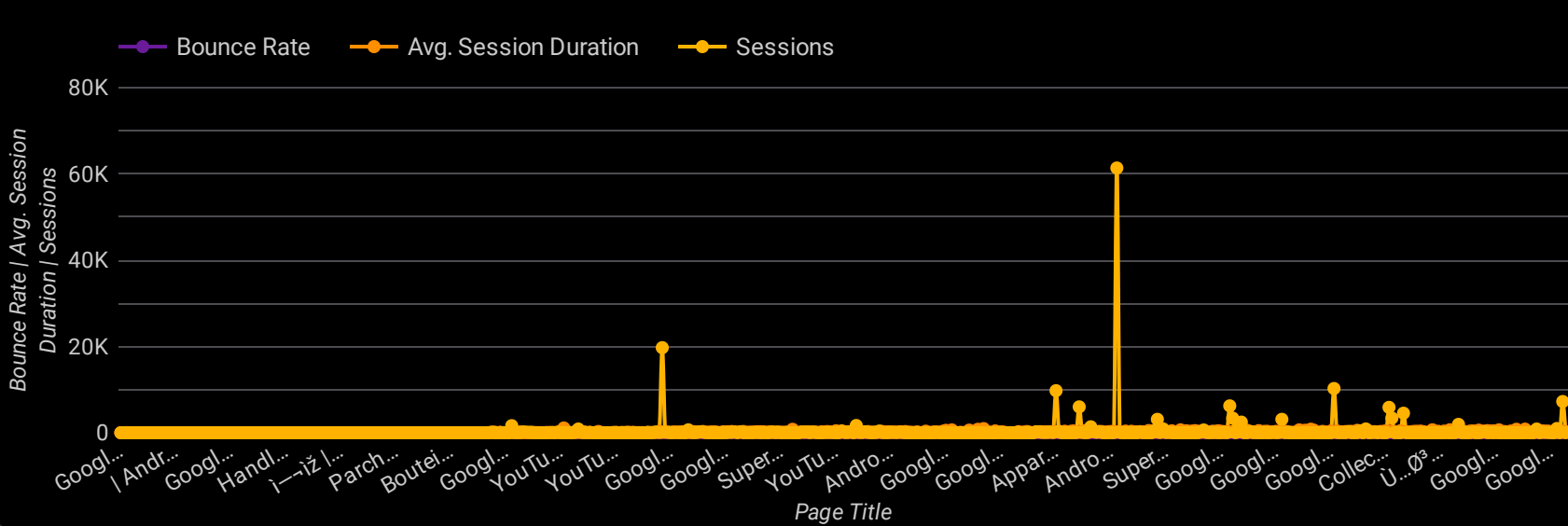


ACTIVATION

Bounce Rate
42.84%

Avg. Session Duration
00:03:31

Sessions
176,435

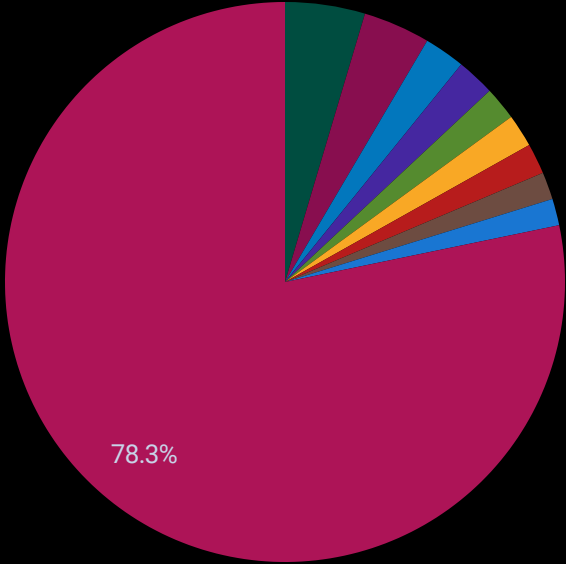


Engaged Users (Goal 2 Completions)
20,690

Registrations (Goal 3 Completions)
6,481

Goal Conversion Rate
23.35%

REVENUE



Ecommerce Conversion Rate
2.32%

Product Revenue per Purchase
\$39.51

Revenue
\$498,919.90

Transactions
4,091

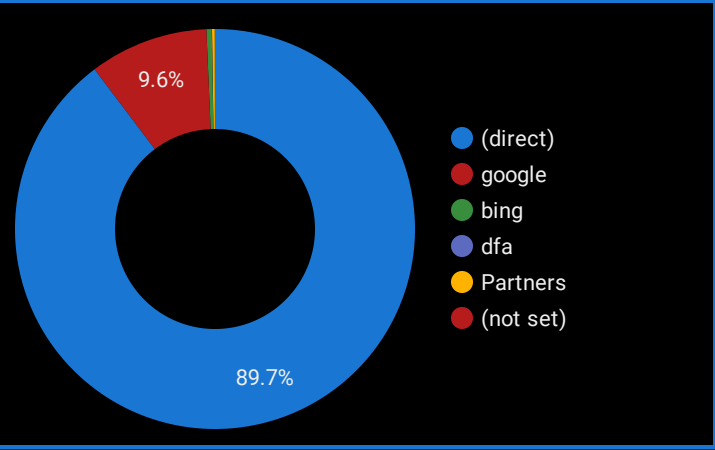
Revenue Per User
\$4.02

REFERAL

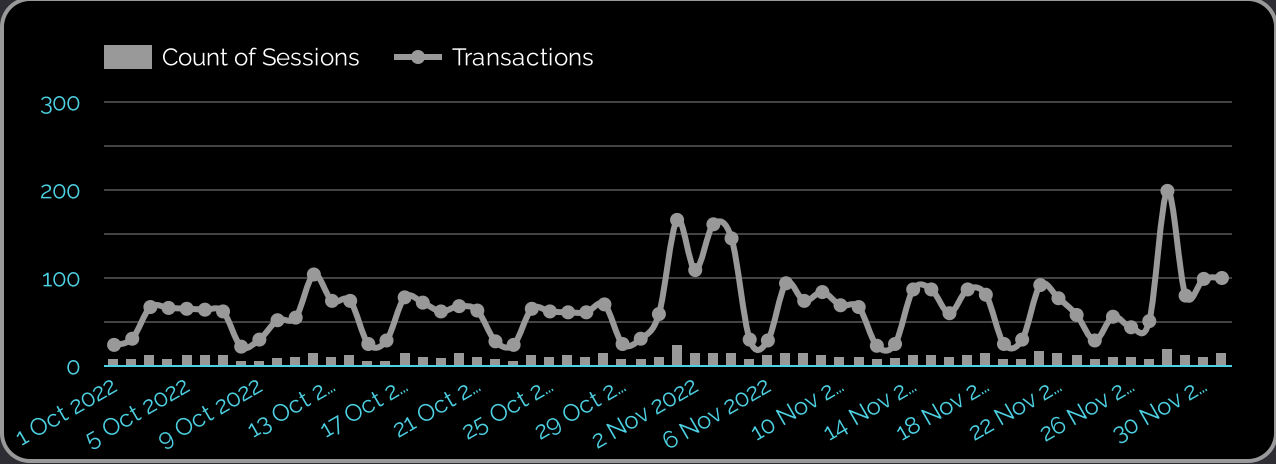
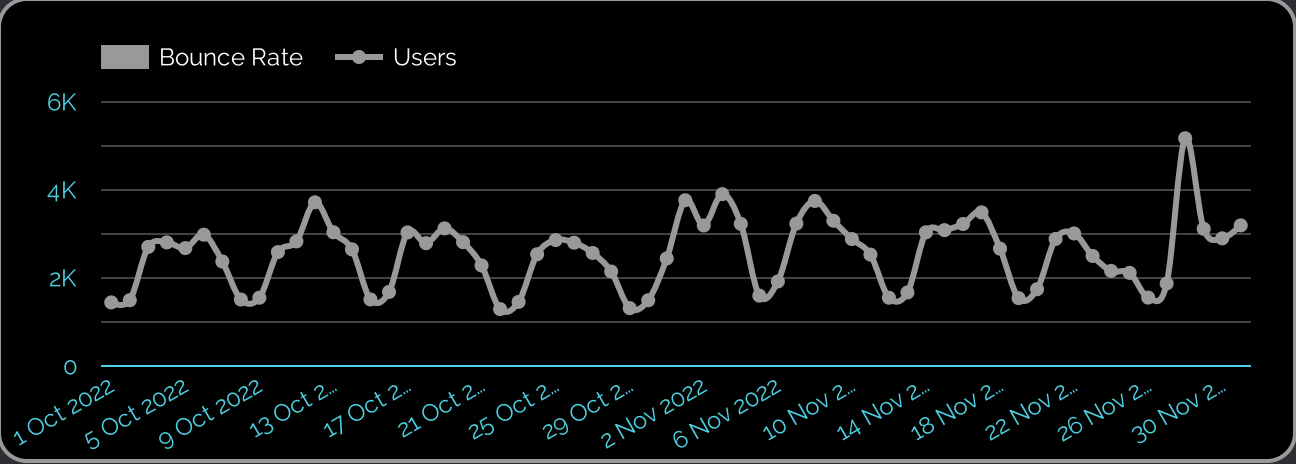
Number of Sessions per User
1.42

Bounce Rate
42.84%

	Full Referrer	Number of Sessions per User
1.	(not set)	2.04
2.	(direct)	1.42
3.	google	1.35
4.	dfa	1.32
5.	bing	1.24
6.	Partners	1.17



RETENTION



FUNNEL VISUALIZATION

100% (20,690)
Engaged Users (Goal 2 Completions)

46% (9,542)
Entered Checkout (Goal 4 Completions)

22% (4,487)
Purchase Completed (Goal 1 Completions)

31% (6,481)
Registrations (Goal 3 Completions)