## **Funnel Analytics Reports** Default Channel Grouping Full Referrer 1 Oct 2022 - 1 Dec 2 -User Type Page **ACQUISITION Default Channel Grouping Sessions Bounce Rate** Home Sessions Men's / Unisex | 176.4K Apparel | Google... Paid Search Google Online 24.6% 25.6% Store Display Shopping Cart The Google Affiliates Merchandise Sto... Users 8.5% Apparel | Google (Other) 124.2K Merchandise Sto... New | Google Me... 6.6% 7% Drinkware | Lifes... Bags | Lifestyle |... others 1-5/5 **ACTIVATION** Engaged Users (Goal 2 Completions) 42.84% 20,690 -- Bounce Rate -- Avg. Session Duration -- Sessions 80K -Avg. Session Duration Registrations (Goal 3 Completions) 00:03:31 6,481 Sessions 176,435 23.35% **REVENUE** Product Revenue per Purchase \$39.51 Google Black Wheat Pen Google Pen White Google Recycled Gray Notebook Google Sticker Google Cloud Sticker Google Light Pen Green Google Recycled Memo Notebook Set Revenue Per User Transactions Google Unisex Eco Tee Black \$4.02 \$498,919.90 4,091 Chrome Dino Holiday Sock 78.3% others **REFERAL Full Referrer** Number of Sessions per User ▼ Number of Sessions per User 1.42 2.04 (not set) 1.42 (direct) (direct) google 3. 1.35 google bing dfa dfa 1.32 Partners 5. 1.24 bing (not set) 42.84% 1.17 **Partners** 89.7% 1-6/6 **RETENTION** Count of Sessions — Transactions Bounce Rate — Users 6K 300 **FUNNEL VISUALIZATION 100**% (20,690) Engaged Users (Goal 2 Completions) **46**% (9,542) **Entered Checkout (Goal 4 Completions) 31%** (6,481)

Registrations (Goal 3 Completions)