

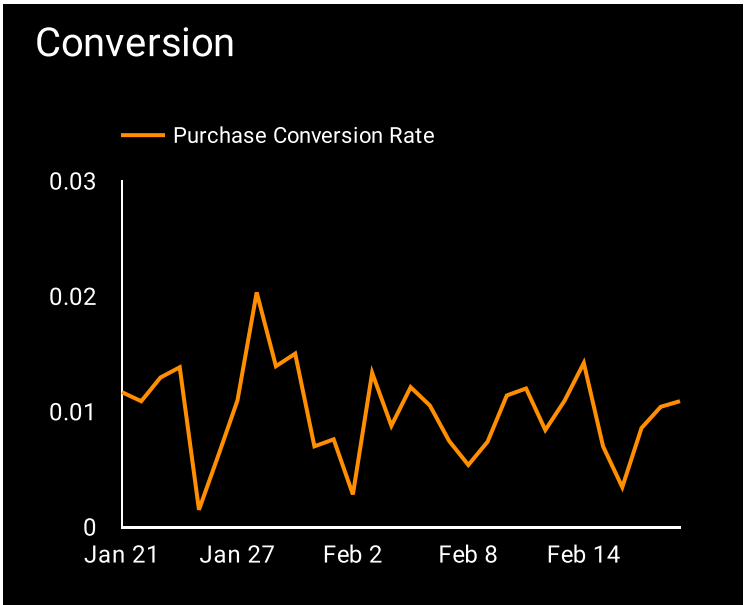
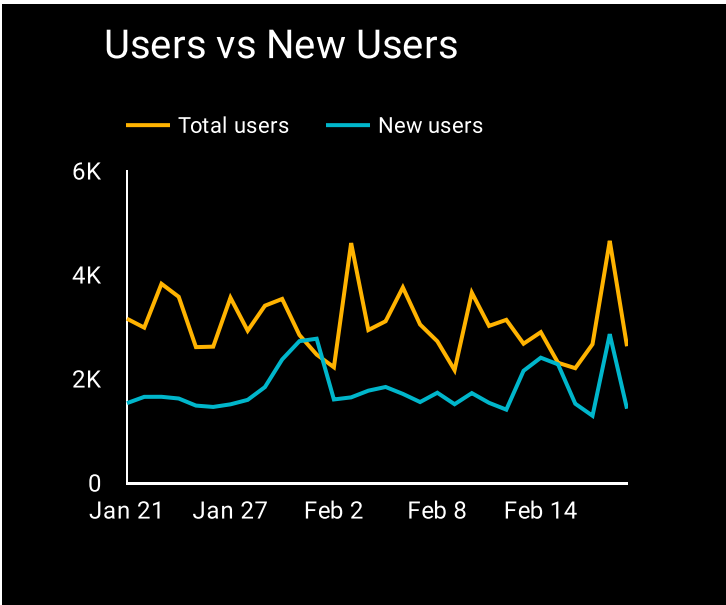
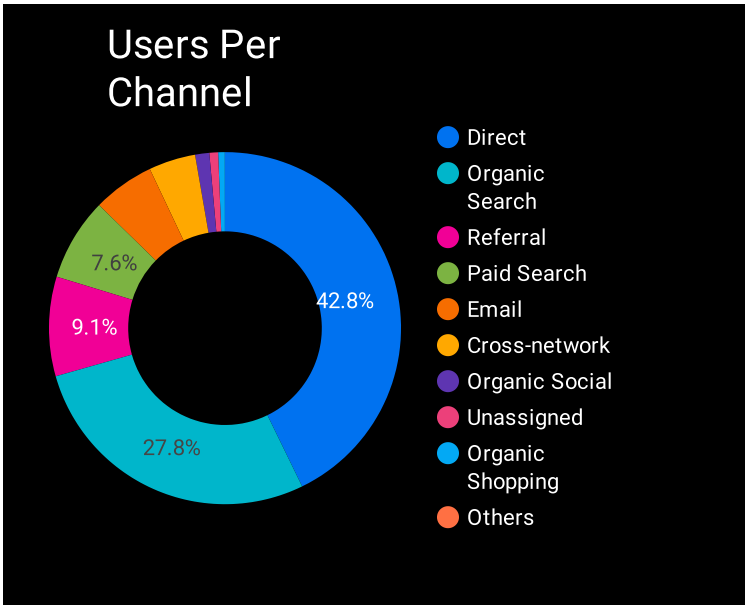
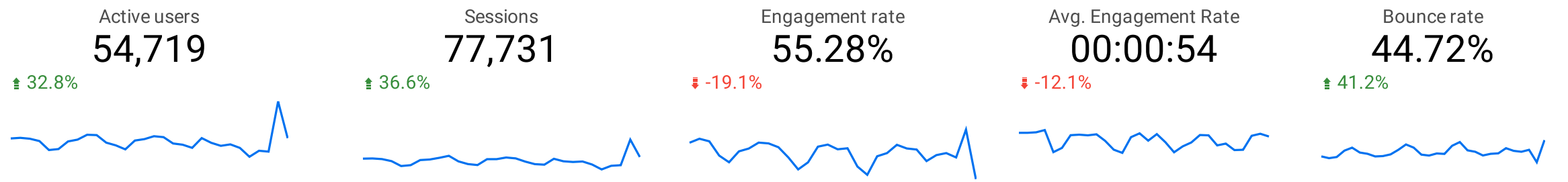
THRIFT E-COMMERCE DASHBOARD

 Default Data
Click to select Google Analytics dat

Default channel group

Session campaign

Jan 21, 2025 - Feb 19, 2025



Channel Group Performance

Session default channel group	Sessions	Active users	New users	Purchase Conversio...	Engage...	Events ...	Views per ...	Total reven...
Direct	43,784	31,682	35,508	0.01	52.78%	12.13	3.28	\$74,495
Organic Search	19,209	13,575	12,484	0.01	60.01%	12.18	3.3	\$19,917
Unassigned	4,491	4,293	401	0.01	7.3%	22.25	3.07	\$2,956
Referral	4,462	2,860	1,686	0.02	70.69%	17.98	4.87	\$10,082
Paid Search	3,067	2,289	1,884	0.01	68.14%	18.79	5.25	\$9,330
Email	2,301	1,632	832	0.02	73.88%	15.96	4.08	\$4,526
Cross-network	1,684	1,379	1,211	0.01	76.6%	19.14	5.34	\$1,112
Organic Social	460	301	231	0.01	62.39%	17.56	4.86	\$395
Organic Shopping	217	176	154	0.04	69.59%	18.11	5.06	\$2,334
Organic Video	4	3	3	0	75%	10.5	3	\$0
Affiliates	1	1	1	0	100%	6	1	\$0
Grand total	77,731	54,719	54,395	0.01	55.28%	13.94	3.6	\$125,149

Landing Page Performance

Page path and screen class	Session Start	Total users	Engagement rate
/product/google-eco-tee-white-ggoegxxx2134	23	22	34.78%
/ Google+Redesign/New	4	1	25%
/ ga4	1	1	0%
/ google tag manager	2	2	100%
/ product/google-timbuk2-eco -nautical-back...	1	1	100%
/)	1	1	0%
/25thBirthday	9	9	44.44%
/BLM	2	2	0%
/Campus+Collection/New	16	16	25%
/Campus+Collection/View+All	9	7	42.86%
/Chrome+Dino	11	11	36.36%
Grand total	83,509	53,680	56.82%