

Google Market Analysis

Select date range

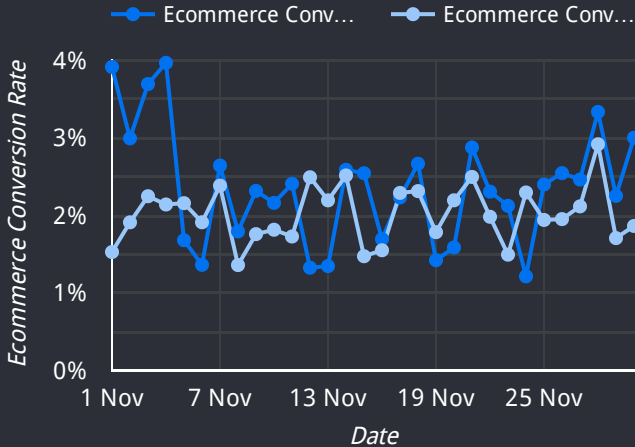
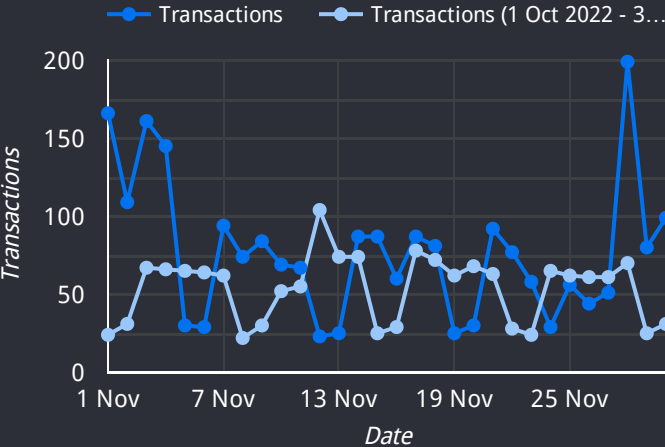
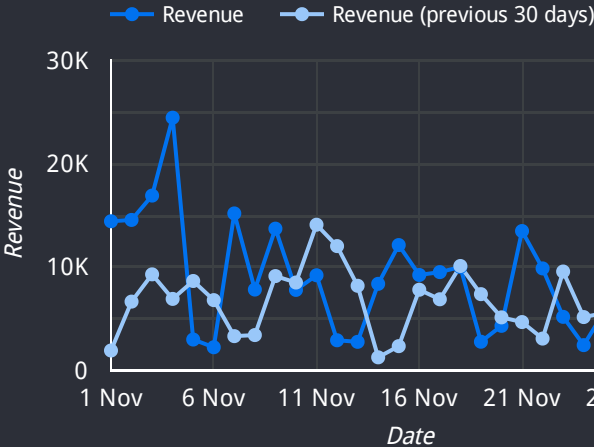
Sessions
78,534

Transactions
2,318

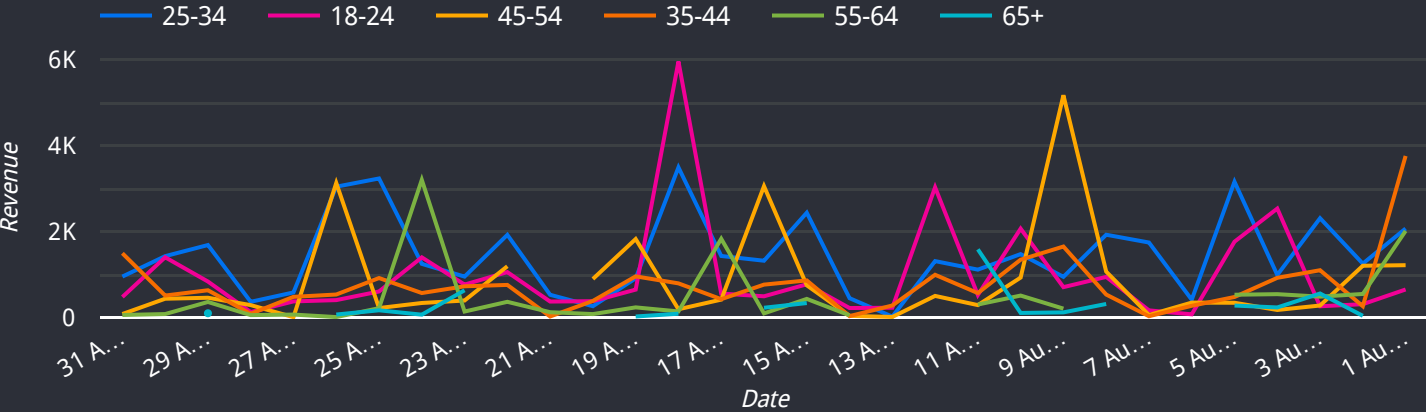
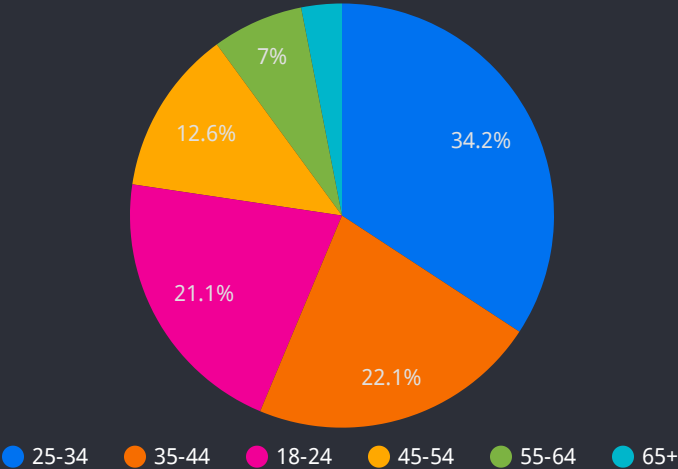
Avg. Order Value
\$224.53
↑ 89.7%

Ecommerce Conversion Rate
0.02%
↓ -99.2%

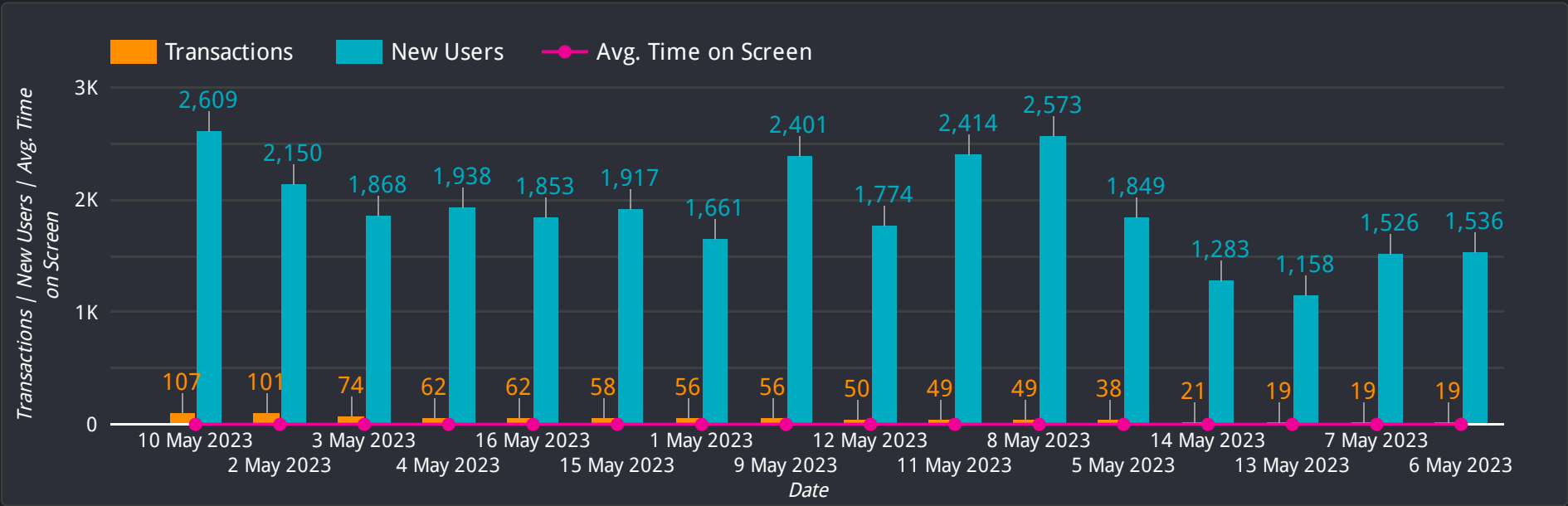
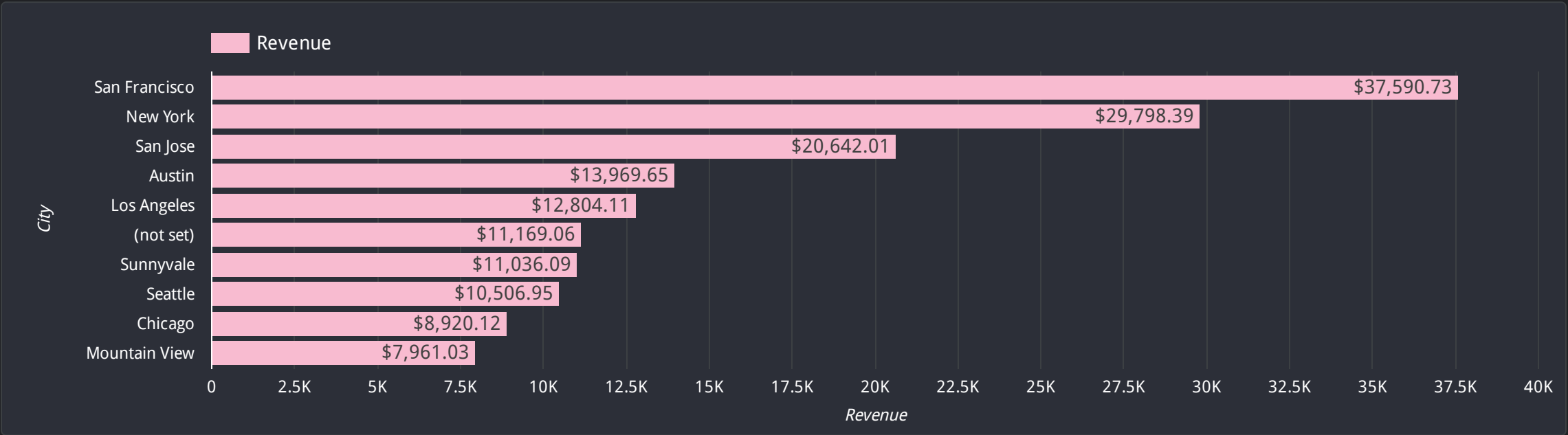
Revenue
\$3,143.45
↓ -98.7%



	Default Channel Grouping	Transactions...	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ	Sessions	% Δ
1.	Direct	8,965	5.3% ↑	2.46%	4.8% ↑	\$1,076,267.86	7.7% ↑	363,856	0.5% ↑
2.	Paid Search	753	-15.5% ↓	1.75%	-13.8% ↓	\$74,067.7	-23.5% ↓	43,089	-2.0% ↓
3.	Affiliates	2	-75.0% ↓	0.23%	-60.7% ↓	\$212.8	-96.7% ↓	882	-36.5% ↓
4.	Disolav	0	-100.0% ↓	0%	-100.0% ↓	\$0	-100.0% ↓	4.635	-76.2% ↓



	Landing Page	Transactions ▾	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
1.	/basket.html	4,234	35.4% 📈	14.81%	-10.8% 📉	\$565,525.16	111.8% 📈
2.	/home	3,681	-52.5% 📉	0.82%	-51.8% 📉	\$408,494.03	-31.4% 📉
3.	/signin.html	2,771	13.8% 📈	7.46%	-20.6% 📉	\$332,669.33	55.9% 📈
4.	/google+redesign/apparel/mens	2,336	45.1% 📈	5%	-8.3% 📉	\$224,674.66	66.4% 📈
5.	/store.html	1,151	-0.8% 📉	4.37%	-27.8% 📉	\$155,979.03	41.3% 📈
6.	/google+redesign/apparel/womens	824	18.9% 📈	5.3%	-28.6% 📉	\$73,998.8	34.7% 📈
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New Users
58,831

Revenue Per User
\$0.05