



Funnel Analytics

Select date range ▾

User Type ▾

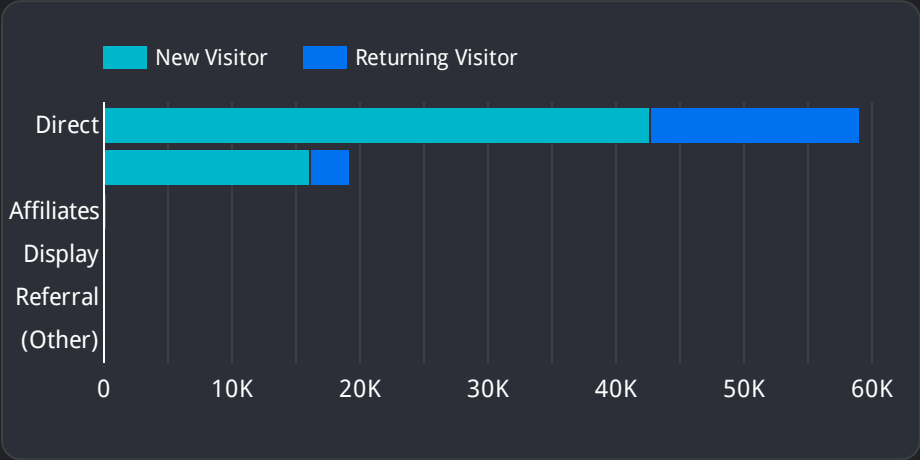
Default Channel Grouping ▾

Page ▾

AQUISITION

	Default Channel Grouping	Sessions ▾	Bounce Rate
1.	Direct	59,102	44.08%
2.	Paid Search	19,292	71.04%
3.	Affiliates	121	71.07%
4.	Display	10	70%
5.	Referral	5	60%
6.	(Other)	4	75.0%

1 - 6 / 6 < >



Users
63,807

Sessions
78,534
↑ 9.6%

ACTIVATION

Pages / Session
3.74
↓ -4.5%

Bounce Rate
50.75%
↑ 4.7%

Avg. Session Duration
00:02:36
↓ -12.5%

Engaged Users (Goal 2 Completions)
5,946
↑ 1.3%

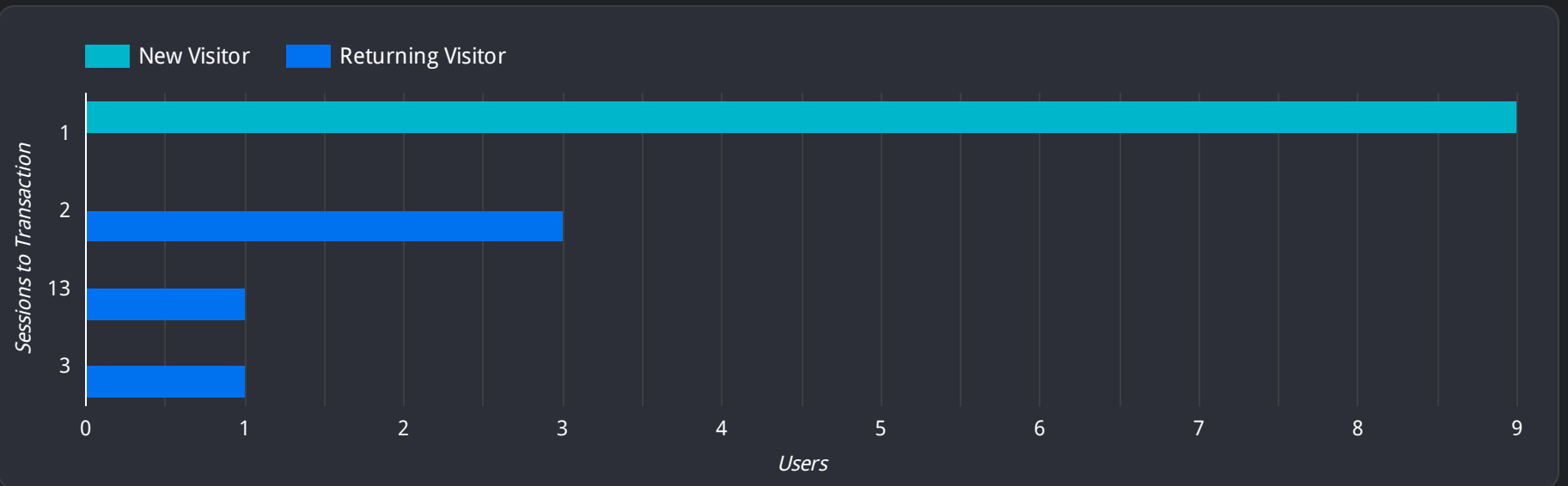
Goal Conversion Rate
13.44%
↓ -6.9%

Registrations (Goal 3 Completions)
132
↑ 48.3%

RETENTION

Users
63,807
↑ 14.5%

Bounce Rate
50.75%
↑ 4.7%



REVENUE

Revenue
\$3,143.45
↓ -96.8%

Revenue Per User
\$0.05
↓ -97.2%

Transactions
14
↓ -98.1%

Product Revenue per Purchase
\$65.49
↑ 48.2%

Ecommerce Conversion Rate
0.02%
↓ -98.3%

Product	Quantity
Google Cloud Wheat Pen	53
Google Inspired Yellow Notebook	28
Google Inspired Red Notebook	28
Google Cloud Vintage Wash Grey ...	27
Google Vintage Wash Black Cap	21
Google Inspired Green Notebook	20
Google Inspired Blue Notebook	15
Google Eco Classic Tee	13
Google RuMe Recycled Duffel	7
Google Speckled Pom Hat Red	6

REFERRAL

Number of Sessions per User

1.23

↓ -4.3%

Bounce Rate

50.75%

↑ 4.7%

	Full Referrer	Number of Sessions per User ▾
1.	tagassistant.google.com/	2.5
2.	(not set)	2
3.	bing	1.3
4.	(direct)	1.24
5.	Partners	1.22
6.	google	1.13
7.	...	

1 - 7 / 7 < >

FUNNEL VISUALIZATION

