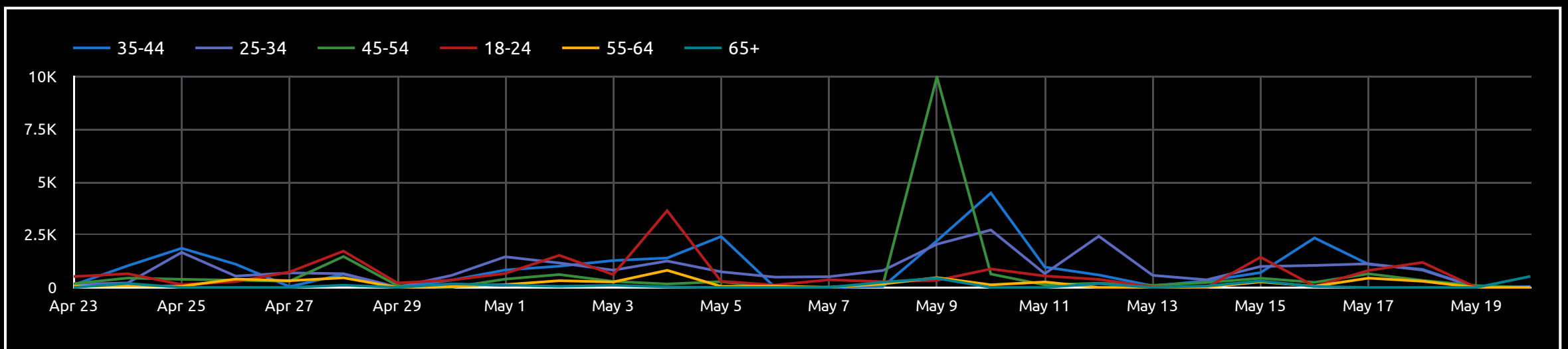
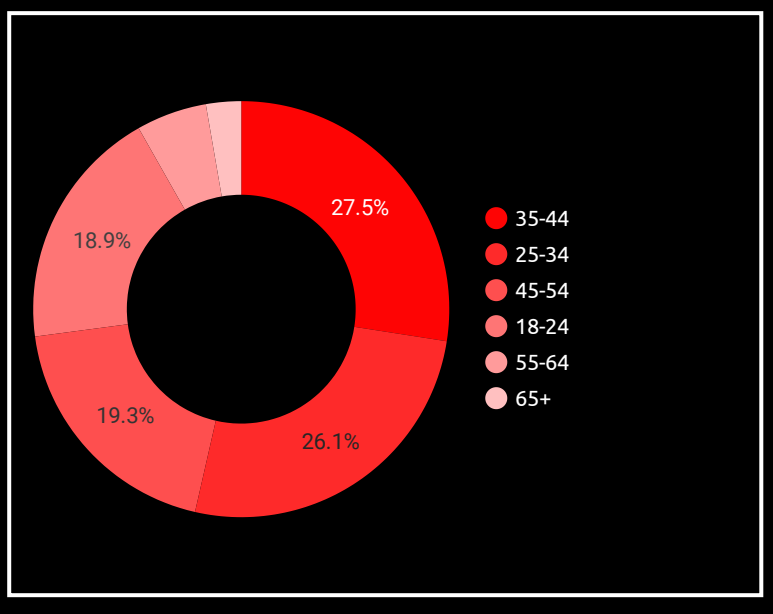
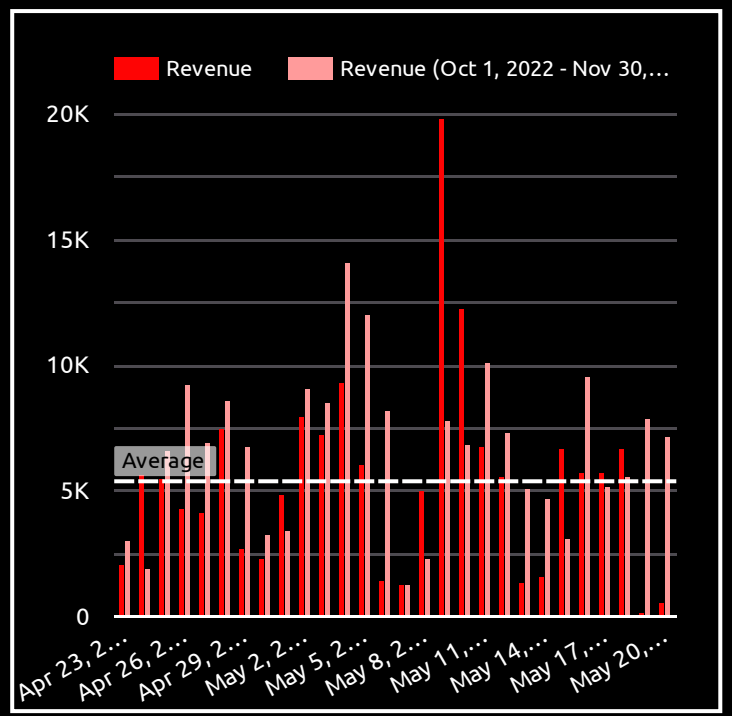
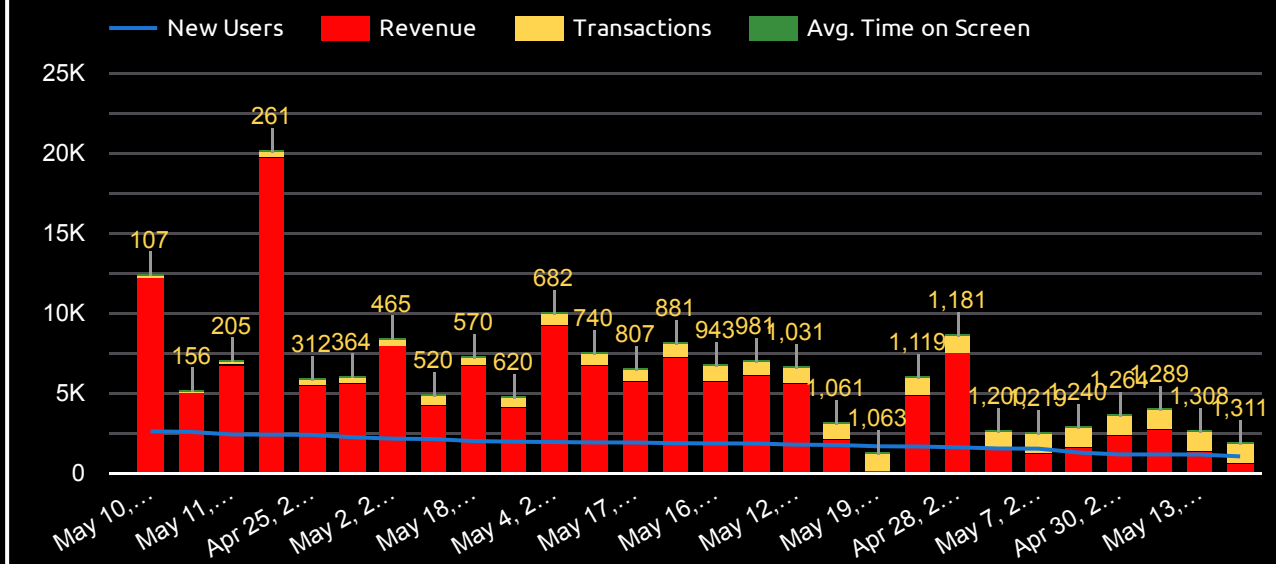


7



	Default Channel	Sessions	% Δ	Transactions	% Δ	Ecommerce Conversion	% Δ	Revenue	% Δ
1.	Direct	54,868	-64.3% ⬇️	1,100	-69.9% ⬇️	2%	-15.9% ⬇️	\$129,343.12	-71.1% ⬇️
2.	Paid Search	18,128	7.3% ⬆️	210	-36.6% ⬇️	1.16%	-40.9% ⬇️	\$21,044.43	-45.8% ⬇️
3.	Display	12	-99.4% ⬇️	1	-	8.33%	-	\$24.8	-
4.	Referral	3	-	0	-	0%	-	\$0	-
5.	Affiliates	161	-50.8% ⬇️	0	-	0%	-	\$0	-
1 - 5 / 5 ⏪ ⏩									

	Landing Page	Sessions	% Δ	Transacti...	% Δ	Ecommerce ...	% Δ	Revenue	% Δ
1.	/basket.html	1,985	-66.3% ↓	265	-65.9% ↓	13.35%	1.2% ↑	\$38,483.09	-68.0% ↓
2.	/home	29,329	-63.1% ↓	160	-74.0% ↓	0.55%	-29.7...	\$14,542.17	-81.6% ↓
3.	/google+redesign/apparel	11,067	37.6% ↑	152	31.0% ↑	1.37%	-4.8% ↓	\$15,087.24	14.8% ↑
4.	/google+redesign/apparel/...	2,661	-72.4% ↓	119	-72.1% ↓	4.47%	1.0% ↑	\$12,729.36	-71.3% ↓
5.	/signin.html	1,659	-76.3% ↓	107	-75.7% ↓	6.45%	2.2% ↑	\$12,966.83	-74.1% ↓
6.	/store.html	1,017	-79.0% ↓	68	-66.5% ↓	6.69%	59.4% ↑	\$9,075.04	-68.1% ↓
7.	/google+redesign/lifestyle/...	6,405	22.5% ↑	47	55.2% =	0.76%	77.4%	\$5,705.10	55.2% =
1 - 100 / 337 < >									

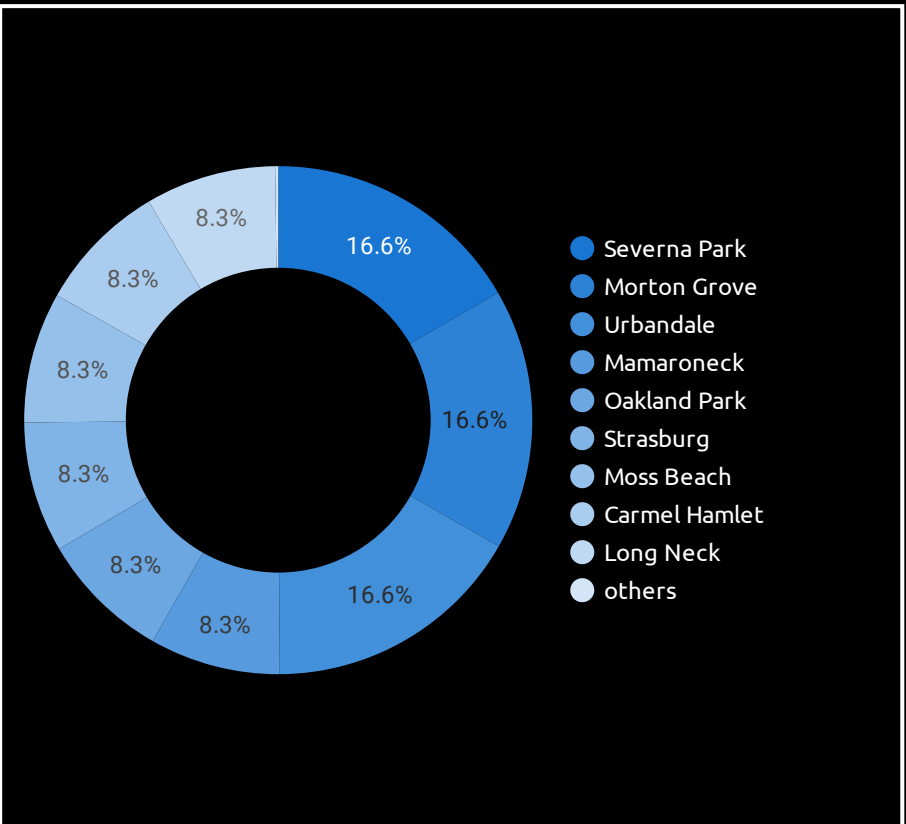
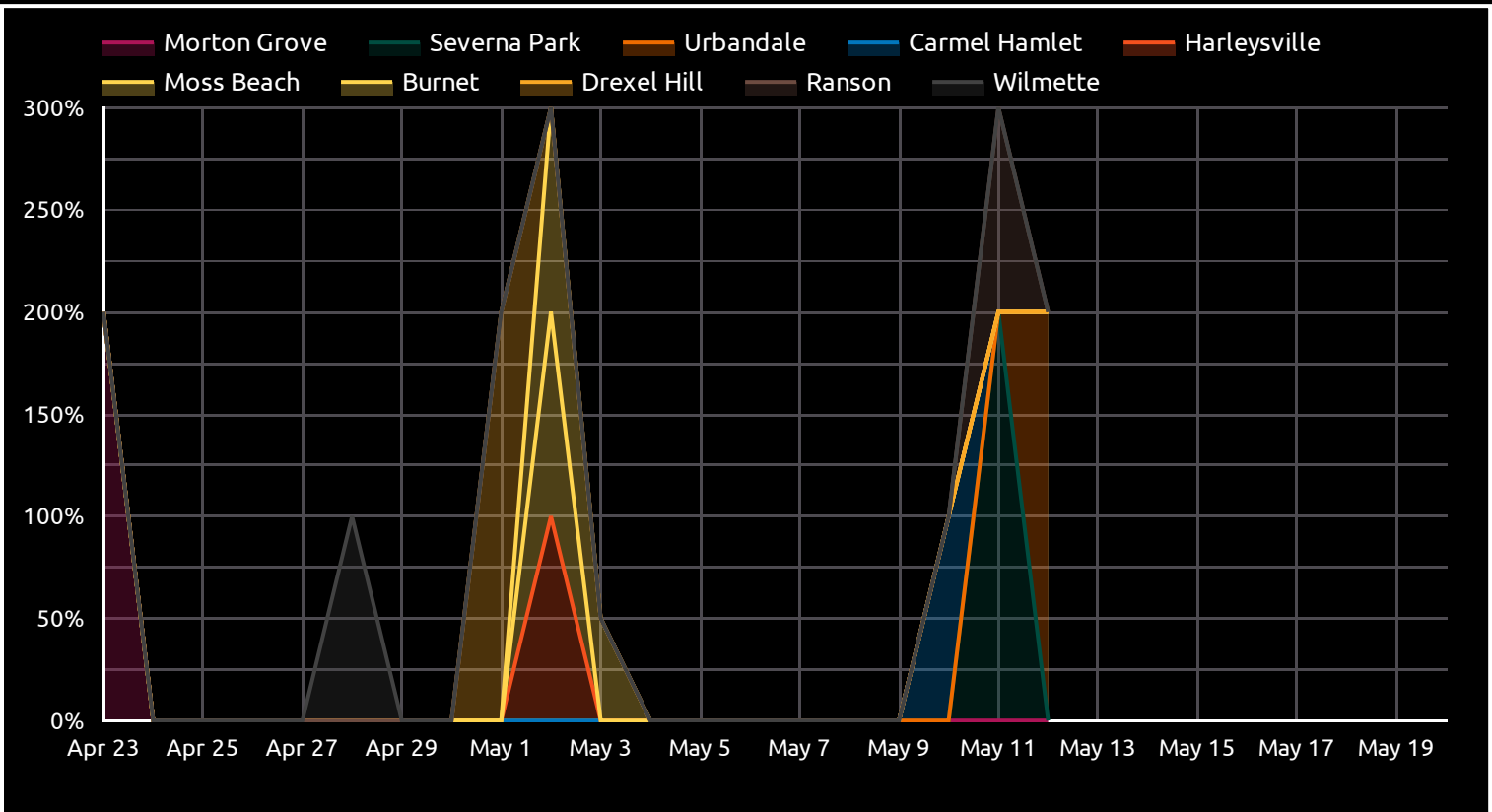
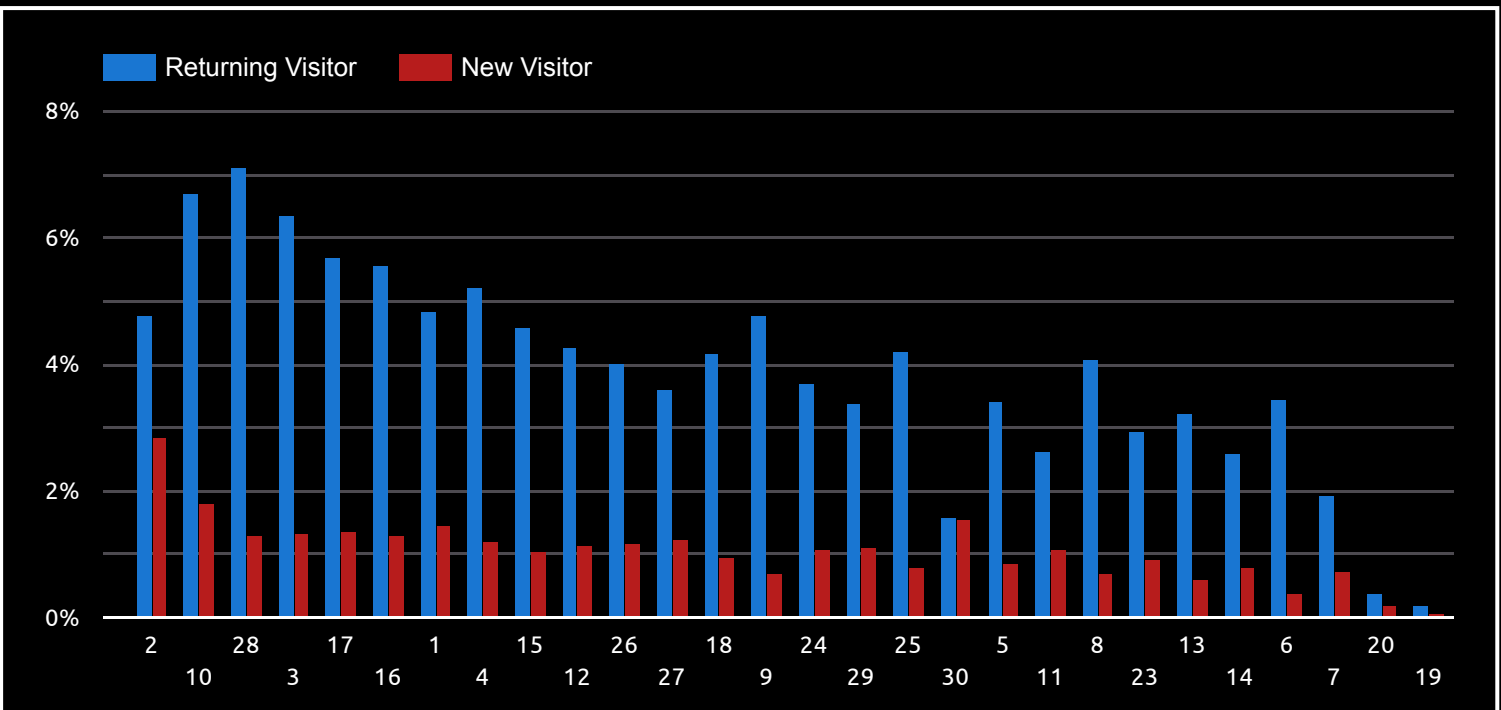
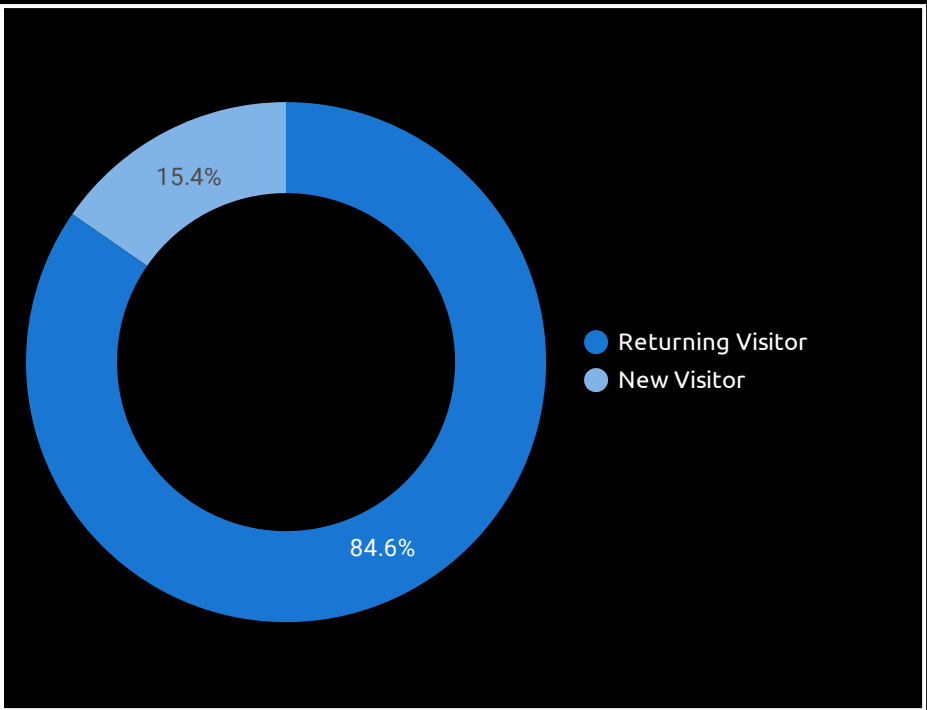
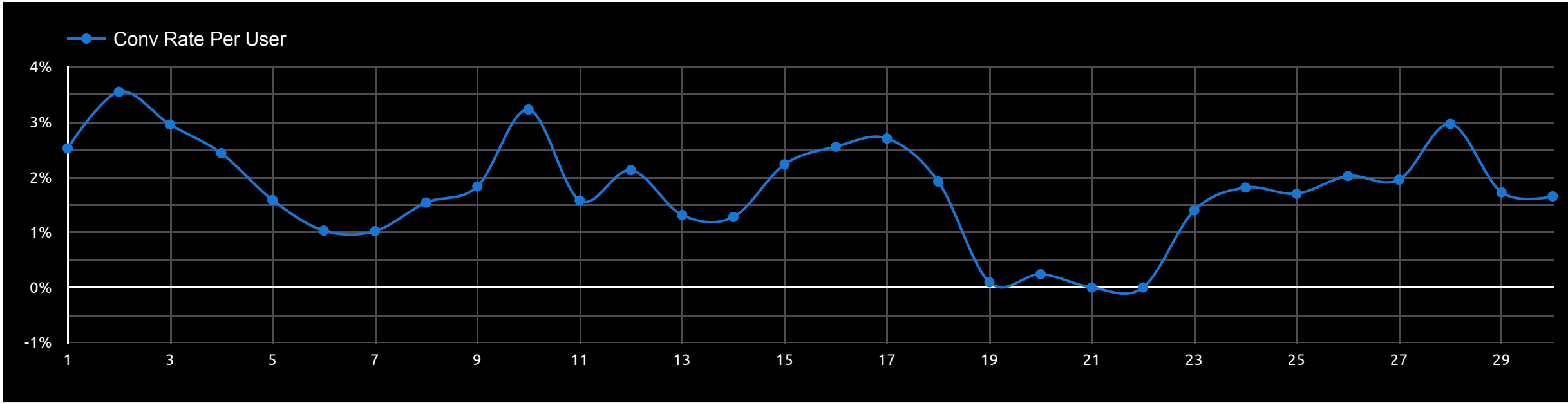
AI maBetter

Cohort Analysis

Select date range



Default Data
Click to select Universal Analytics data



	Coun...	Us...	New ...	Bounc...	Conv Rat...	AdX Vie...	Time on Screen	Avg. User Ti...	Avg. Price	Avg. Ord...	Total V...	Sub Con...	Total Uni...
1.	United ...	26,013	22,609	42.07%	4.67%	0%	00:00:00	null	\$13.24	\$101.79	\$123,671....	1	0
2.	Canada	5,706	5,203	63.97%	0.68%	0%	00:00:00	null	\$12.72	\$228.58	\$8,914.45	1	0
3.	India	4,277	4,067	55.68%	0.02%	0%	00:00:00	null	\$30	\$30	\$30	1	0
4.	United ...	1,979	1,740	49.56%	0.56%	0%	00:00:00	null	\$11.89	\$83.24	\$915.68	1	0
5.	Japan	1,582	1,525	50.55%	0.13%	0%	00:00:00	null	\$12.89	\$103.1	\$206.2	1	0
6.	Spain	1,273	1,180	48.77%	0.24%	0%	00:00:00	null	\$44	\$44	\$132	1	0
7.	Germany	1,108	1,043	44.6%	0.27%	0%	00:00:00	null	\$5.18	\$62.13	\$186.4	1	0
8.	Poland	1,036	968	50.16%	0%	0%	00:00:00	null	\$0	\$0	\$0	1	0
9.	France	847	765	58.61%	0.12%	0%	00:00:00	null	\$19.47	\$58.4	\$58.4	1	0
1 - 100 / 172													

Day Index / Conv Rate Per User												
Date	User Type	0009	0017	0005	0010	0024	0023	0008	0011	0022	Grand t...	
May 2, 2023	Returning Vi...	4.77%	-	-	-	-	-	-	-	-	4.77%	
	New Visitor	2.84%	-	-	-	-	-	-	-	-	2.84%	
May 10, 2023	Returning Vi...	-	6.71%	-	-	-	-	-	-	-	6.71%	
	New Visitor	-	1.8%	-	-	-	-	-	-	-	1.8%	
Apr 28, 2023	Returning Vi...	-	-	7.11%	-	-	-	-	-	-	7.11%	
	New Visitor	-	-	1.3%	-	-	-	-	-	-	1.3%	
May 3, 2023	Returning Vi...	-	-	-	6.36%	-	-	-	-	-	6.36%	
	New Visitor	-	-	-	1.34%	-	-	-	-	-	1.34%	
May 17, 2023	Returning Vi...	-	-	-	-	5.7%	-	-	-	-	5.7%	
Grand total		3.55%	3.23%	2.97%	2.96%	2.7%	2.55%	2.52%	2.44%	2.23%	2.33%	

Select date range

Default Channel Group...

User Type

Page

ACQUISITION

	Default Channel Grouping	Sessi...	Bounce...
1.	Direct	54,868	45.23%
2.	Paid Search	18,128	55.94%
3.	Affiliates	161	70.81%
4.	Display	12	75%
5.	Referral	3	33.33%

1 - 5 / 5

Channel	New Visitor	Returning Visitor
Direct	40,000	15,000
Paid Search	15,000	3,000
Affiliates	100	60
Display	10	2
Referral	1	2

Users
56.3K

Sessions
73.2K

ACTIVATION

COMPLETION

Clicks
23,505

Engaged
6,053

Registrations
100

CONVERSION RATE

Ecommerce
1.79%

Engaged
8.27%

Registrations
0.14%

Bounce Rate
47.95%

Pages / Session
3.9

Avg. Session Duration
02:59

RETENTION

Day	New Visitor	Returning Visitor
0	551	201
1	43	19
7	27	19
6	19	14
2	19	14
5	14	12
4	14	12
3	12	12
13	12	11
21	12	11
9	11	11

VISITORS

Users
56,337

Bounces
35,083

REVENUE

	Product	Quantity
1.	Google Metallic Notebook Set	366
2.	Google Black Wheat Pen	287
3.	Google Recycled Drawstring Handle Bag	261
4.	Google Classic Black Lanyard	254
5.	Google Recycled Drawstring Bag	249
6.	Google Pen White	247

1 - 100 / 408

Ecommerce Conversion Rate
1.79%

Product Revenue per Purchase
\$38.54

Revenue
\$150,412.35

Revenue Per User
\$2.67

Transactions
1,311

REFERRAL

	Full Referrer	Sessions
1.	(direct)	55,163
2.	google	17,686
3.	Partners	161
4.	bing	156
5.	dfa	3
6.	tagassistant.google.com/	3

1 - 6 / 6

Referrer	Sessions	Percentage
(direct)	55,163	86.7%
google	17,686	13.3%

Sessions
73,172

Bounce Rate
47.95%

FUNNEL VISUALIZATION

