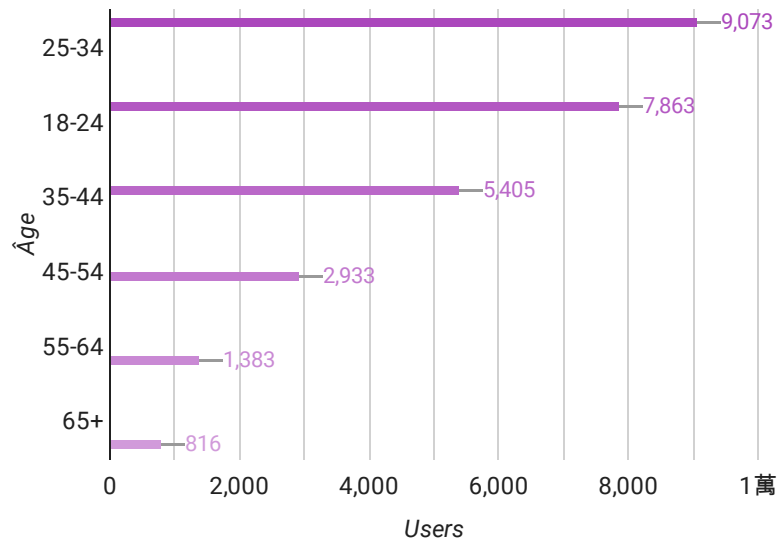


1. Audience of the website - October 2022

Age by users



Pageview October 2021

397,439

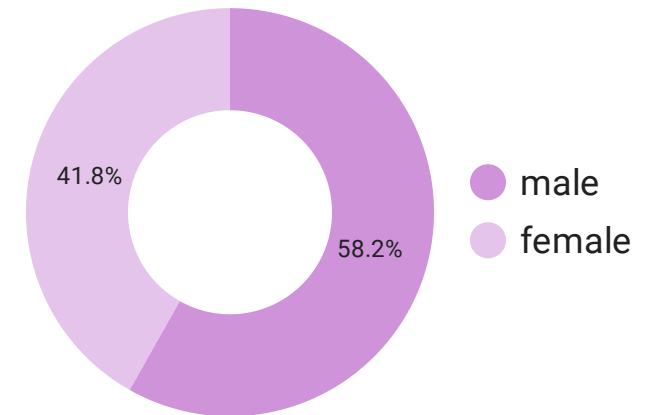
Pageview October 2022

398,038

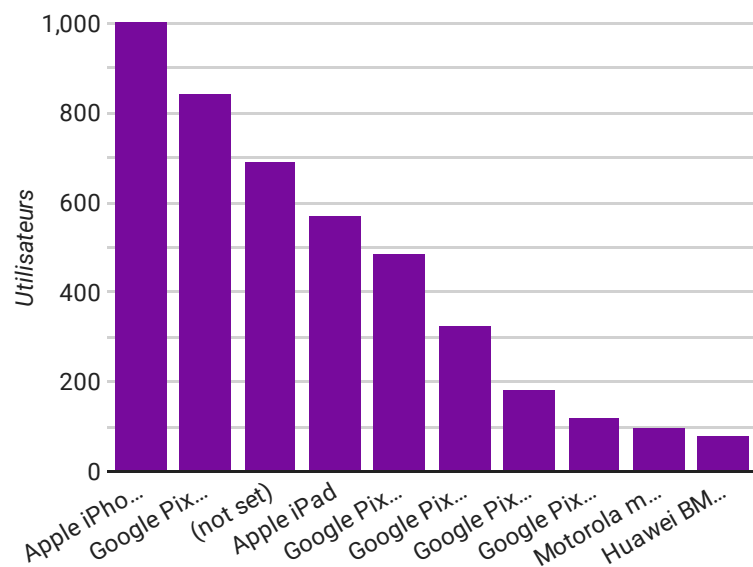


↑ 0.2%

Gender by users



Device category by users



- **Young audience** : the majority of the users are **less than 34 years old**.

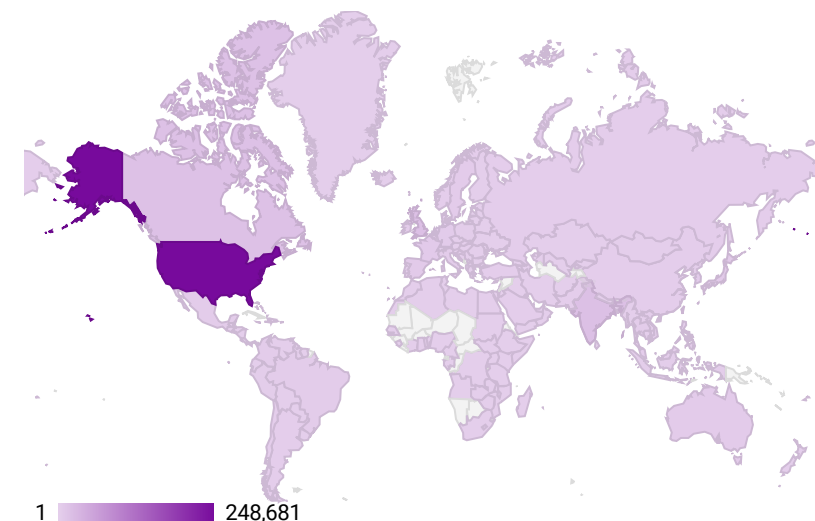
- **More masculine audience** : **58.2%** of the users are male

- The biggest part of the users are coming from **the United States of America**

- **71% of the users** are using an **Apple iPhone** to go on this website

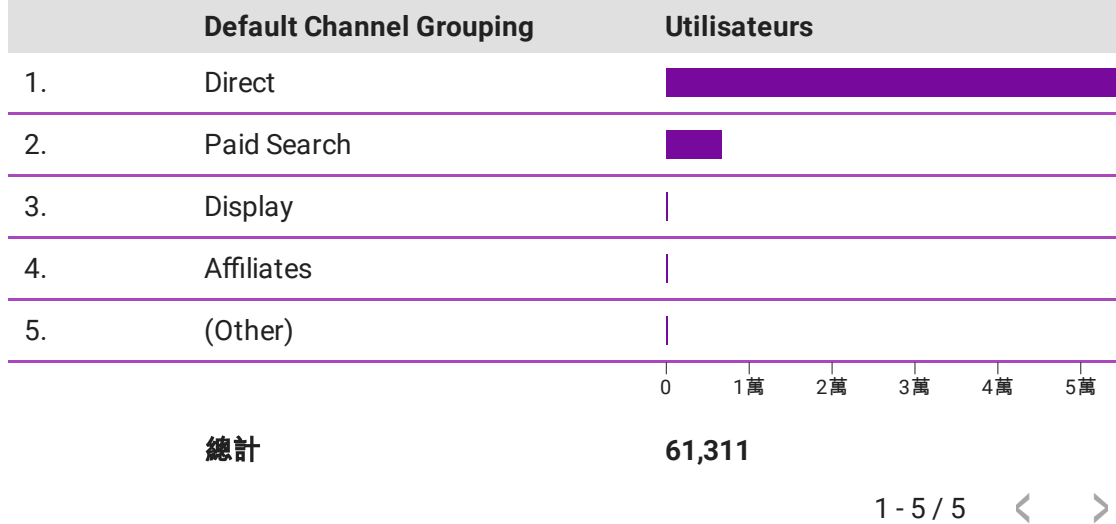
- A **page view** represents an instance of an internet user visiting a particular page on a website. For this website, we have **398038 page views**, which is **0.2%** higher than last year.

Country by users



2. Acquisition of the website - October 2022

Default Channel Grouping by Users



Campaigns by Sessions

	Campagne	Sessions
1.	MIX Txt ~ AW-Brand (US/Cali)	2,347
2.	Test	1,197
3.	BMM Txt ~ AW - Hoodies	853
4.	MIX Txt ~ AW - Apparel	943
5.	MSFT - Brand	302
6.	EXA Txt ~ AW - YouTube	308
7.	MIX Txt ~ AW - T-shirts	165
8.	Data Share Promo	171

1 - 23 / 23 < >

Utilisateurs

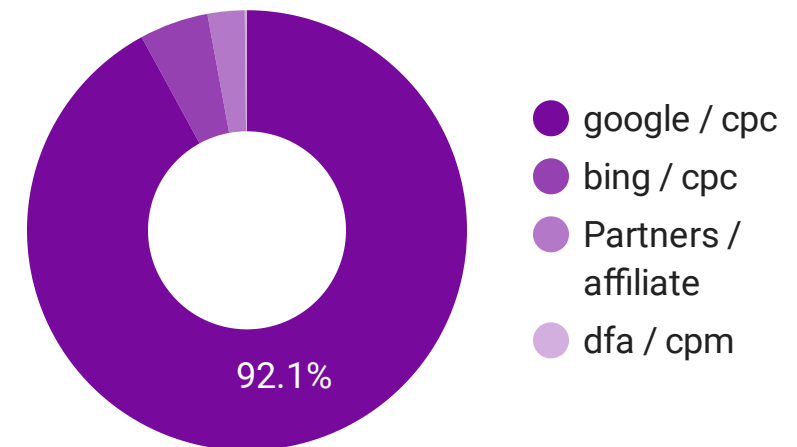
61,311

↑ 4%

Total number of users October 2021

59,163

Source/Medium by New Users



The aim of **acquisition** is to attract new users from various channels on the website, and eventually become customers.

The Total Number of **Users** in the period of **October 2022** is **61'311** which is **4% higher** compared to last year.

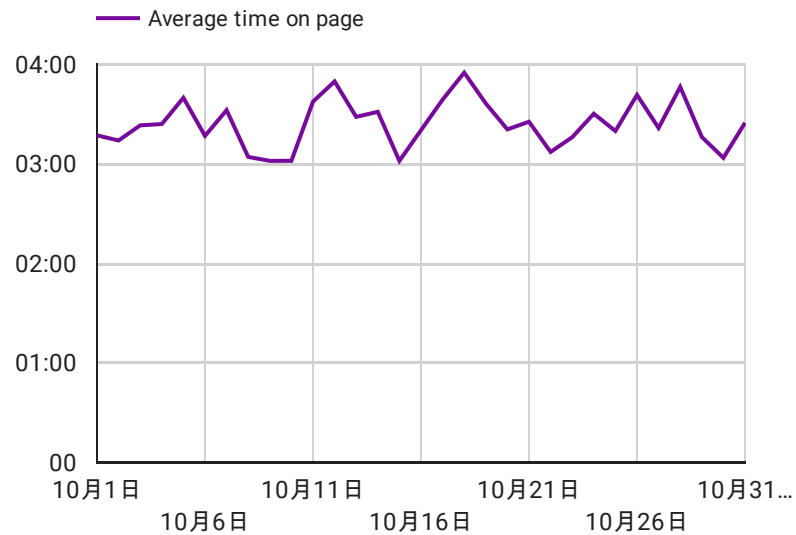
The most common **Default Channel** is the **Direct** one, meaning that users navigate directly by clicking on the URL.

The Source/Medium by New Users, is showing the performance of the traffic sources in terms of: acquisition and it's **google / cpc with a percentage of 92.1**.

Regarding **the Campaigns by Session**, it's the MIX Txt AW Brand (US/Cali) that is the most effective with **2347 sessions**.

3. Behaviour on the website - October 2022

Average Time on Page



Average time on page is: 3 minutes 30 seconds

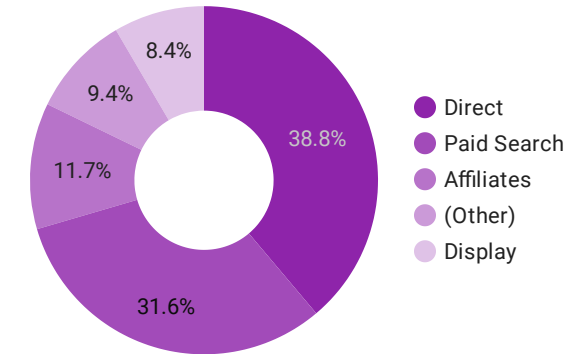
The best pages by sessions is Direct with 5.06

Monday is the day of the week with the most users

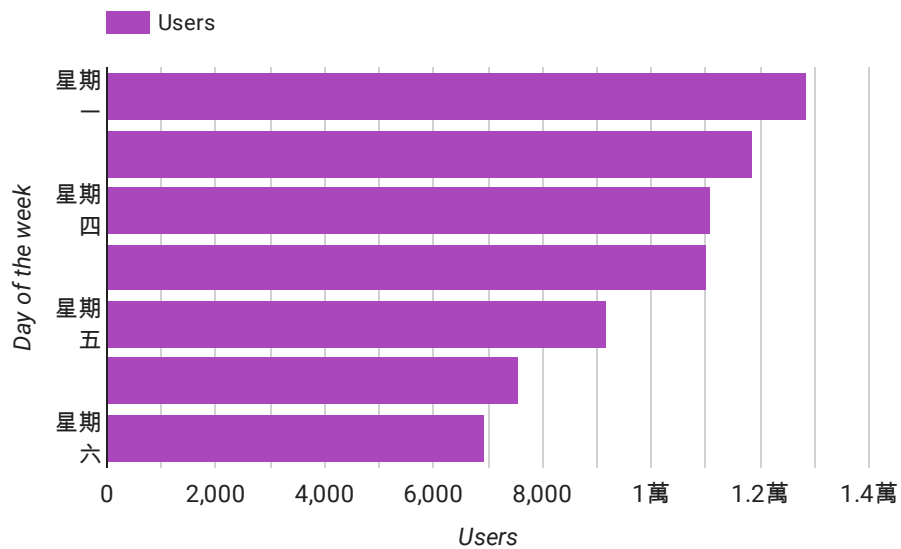
The higher hours by user is 10am

With the information collected, the time when the influence is the highest on our website is **Monday at 10 a.m.**

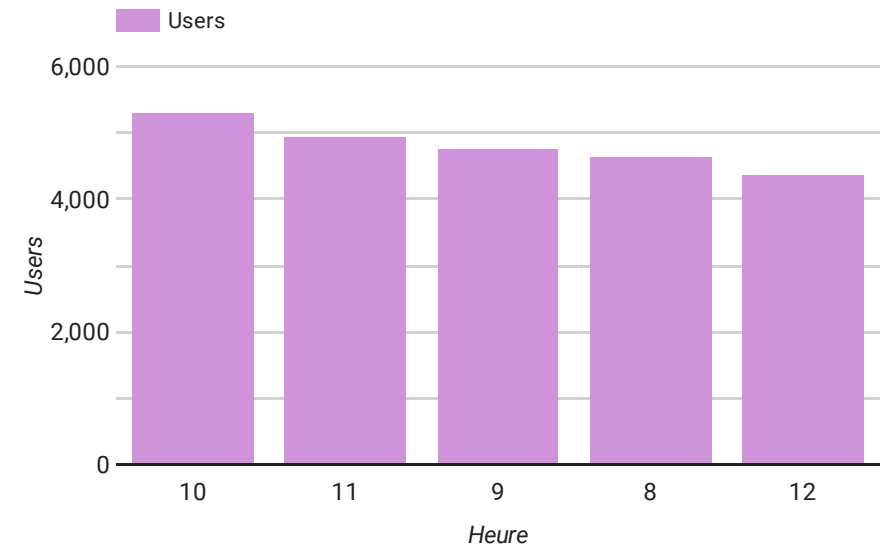
The best pages by sessions



The day of the week name by users



The hour by users



4. Conversions on the website - October 2022

Goal completions

Goal completions October 2022

17,921

↑ 0.7%



Goal completions October 2021

17,790

Goal conversion rate

Goal conversion rate October 2022

22.23%

↓ -2.0%



Goal conversion rate October 2021

22.68%

A **goal completion** happens when a certain goal is achieved. A goal can be completing a purchase or entering checkout. The goal completions in October 2022 are 17,921, insignificantly **higher** than in October 2021.

Goal conversion rate is the conversion rate of **all goals** combined. Goals in this case include Goal 1 (Purchase Completed), Goal 2 (Engaged Users), Goal 3 (Registrations), and Goal 4 (Entered Checkout). Goal conversion rate in October 2022 fell slightly by 2%.

Revenue by product refers to the revenue from individual product sales. Compared to October 2021, product revenue in 2022 **declined** by 10.7%, reflecting the fact that products do not meet customers' need, or that customer service is being mismanaged.

Cost per goal conversion in October 2022 (\$0.54) dropped **significantly** compared to that in October 2021 (\$1.27). This indicates that in terms of goal conversion, the money spent in October 2022 is **nearly 1.75 times** more efficient than in the same period of time in 2021.

Revenue by product

Revenue by product October 2022

\$198,085.25

↓ -10.7%



Revenue by product October 2021

\$221,776.96

Cost per goal conversion

Cost per goal conversion October 2022

\$0.54

↓ -57.2%



Cost per goal conversion October 2021

\$1.27