

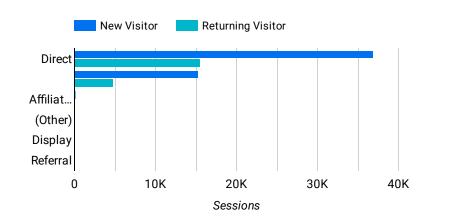
Funnel Analytics



Default Channel Grouping -

	Default Channel Grouping	Sessi	Bounce
1.	Direct	52,493	45.32%
2.	Paid Search	20,154	56.66%
3.	Affiliates	155	69.68%
4.	Display	17	64.71%
5.	(Other)	29	31.03%
6	Referral	5 1-6/6	4 0%

Page +



Socione

User Type

Sessions **72,853**

Users **56,950**

ACTIVATION

USER

Bounce Rate 48.51%

completion

Registrations
90
-9.1%

Engaged Users 5,772

Goal Completions 10,328

16.5%

Pages / Session

3.87 \$-1.3% Avg. Session Duration 02:53

conversion rate

Registrations 0.12%

Engaged Users 7.92%

Goal Conversion Rate 14.18%

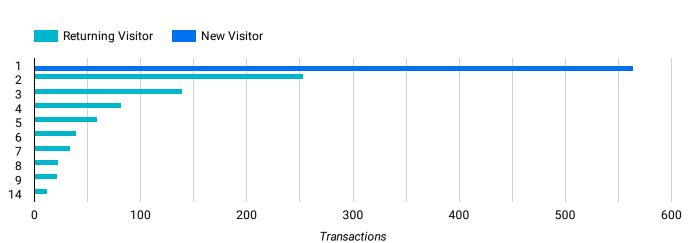
1 5.3%

RETENTION



Users **56,950 11.4%**

Bounces 35,339 \$ 14.8%



REVENEU

Revenue \$151,458.34 \$22.6%

1,301 \$ 28.4%

Transactions

\$2.66 \$10.1%

Revenue per User

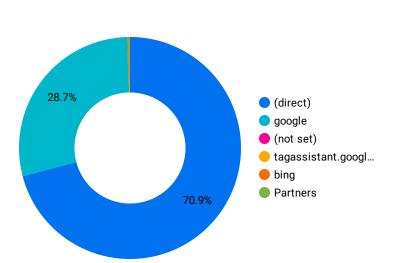
Product Revenue per Purchase \$36.48

	Product		Quai	ntity
1.	YouTube Expressive Socks			56
2.	Google MiiR Sling Bag			6
3.	Google Cloud Brick Puzzle Set			35
4.	Google Crimson Tumbler			133
5.	Google Wooden Design Puzzle			64
6.	Google Etched Tumbler Sand			24
7.	Google Vintage Washed Russet Sweatshirt			34
8.	GFiber Tote			40
		1 - 100 / 416	<	>

1.79%

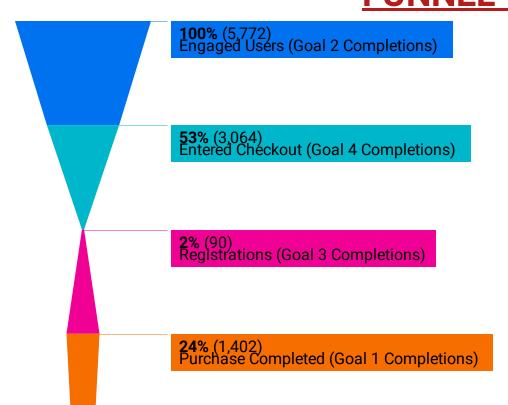
16.1%

REFFERAL



	Full Referrer	Sessions	Bounce Rate	Number of Sessions pe
1.	(direct)	52,722	45.48%	1.3
2.	google	19,781	56.49%	1.19
3.	Partners	160	69.38%	1.21
4.	bing	156	40.38%	1.41
5.	tagassistant.google.com/	5	40%	1.25
6.	(not set)	24	25%	8
7	dfa	5	100%	1-7/7 < >

FUNNEL VISUALIZATION



	User Type	Engaged Users (Entered Checko	Registrations (G	Purchase Compl
1.	Returning Visi	2,494	1,472	24	804
2.	New Visitor	3,278	1,592	66	598
					1-2/2

1-2/2 <