

maBetter

Funnel Analytics

Select date range

Default Channel Grouping

Page

User Type

	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	40%

New Visitor

Returning Visitor

Channel Grouping	New Visitor	Returning Visitor
Direct	37000	15000
Affiliates (Other)	15000	5000
Display	1000	500
Referral	500	500

Sessions

72,853

Users

56,950

ACTIVATION

USER

Bounce Rate

48.51%

3.7%

completion

Registrations

90

-9.1%

Engaged Users

5,772

9.6%

Goal Completions

10,328

16.5%

Pages / Session

3.87

-1.3%

Avg. Session Duration

02:53

-2.8%

conversion rate

Registrations

0.12%

-17.9%

Engaged Users

7.92%

-1.0%

Goal Conversion Rate

14.18%

5.3%

RETENTION

VISITER

Users

56,950

11.4%

Bounces

35,339

14.8%

Returning Visitor

New Visitor

Day	Returning Visitor	New Visitor
1	150	550
2	140	540
3	130	530
4	120	520
5	110	510
6	100	500
7	90	490
8	80	480
9	70	470
10	60	460
11	50	450
12	40	440
13	30	430
14	20	420

Transactions

REVENUE

Revenue

\$151,458.34

22.6%

Transactions

1,301

28.4%

Revenue per User

\$2.66

10.1%

Ecommerce Conversion Rate

1.79%

16.1%

Product Revenue per Purchase

\$36.48

	Product	Quantity
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

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REFFERAL

Referrer	Percentage
(direct)	70.9%
google	28.7%
(not set)	0.1%
tagassistant.google.com/	0.1%
bing	0.1%
Partners	0.1%

	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%	5

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FUNNEL VISUALIZATION

100% (5,772)  
Engaged Users (Goal 2 Completions)

53% (3,064)  
Entered Checkout (Goal 4 Completions)

2% (90)  
Registrations (Goal 3 Completions)

24% (1,402)  
Purchase Completed (Goal 1 Completions)

	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

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