

GOOGLE ANALYTICS DASHBOARD

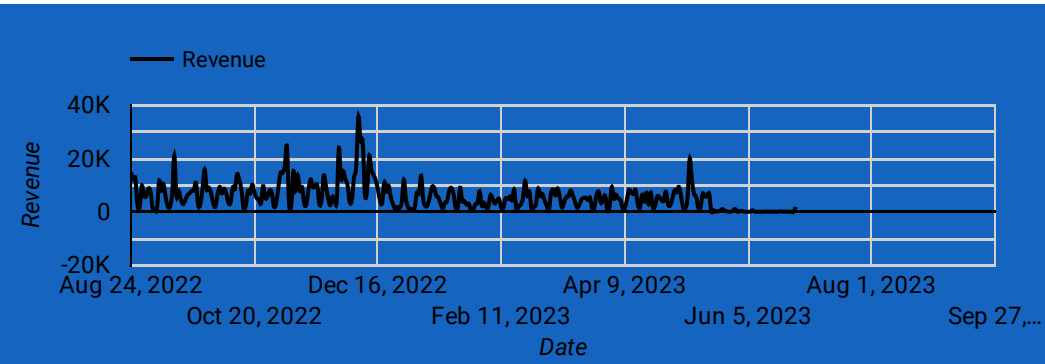
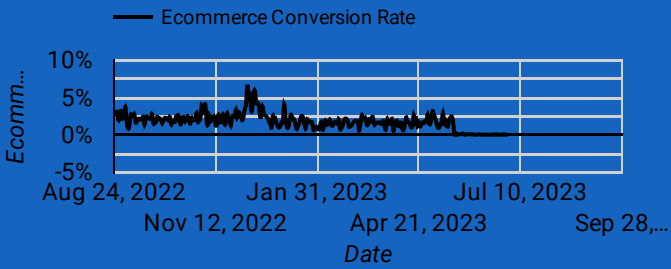
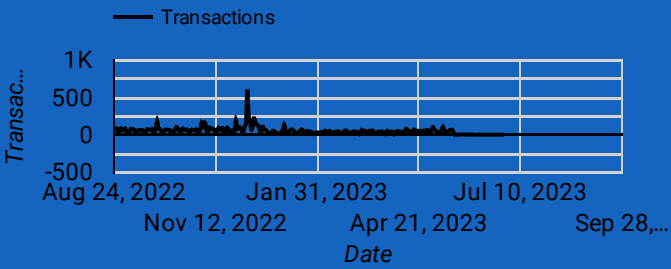
Aug 24, 20 ▼

Sessions
802.4K

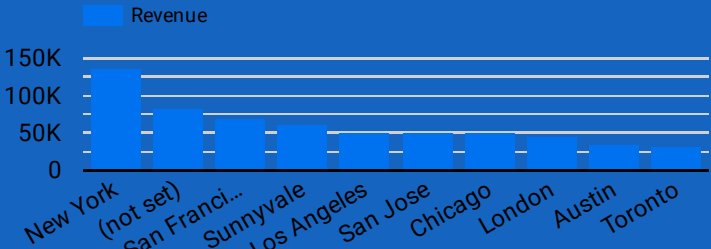
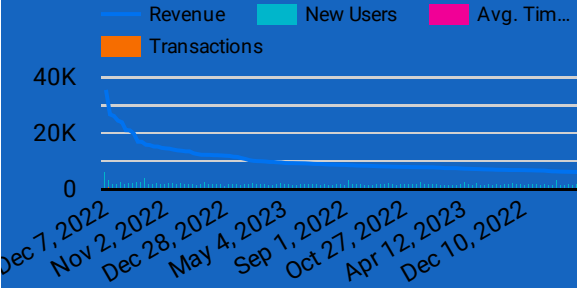
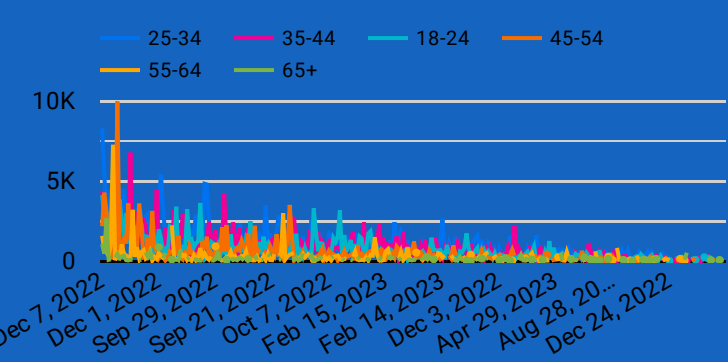
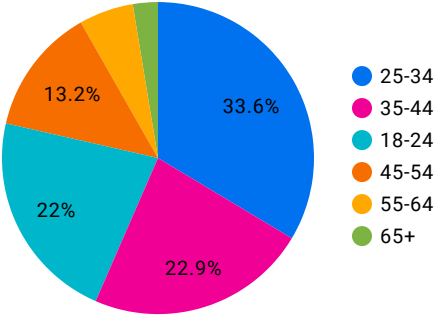
Transactions
15.0K

Ecommerce Conversion Rate
1.9%

Revenue
\$1.73M



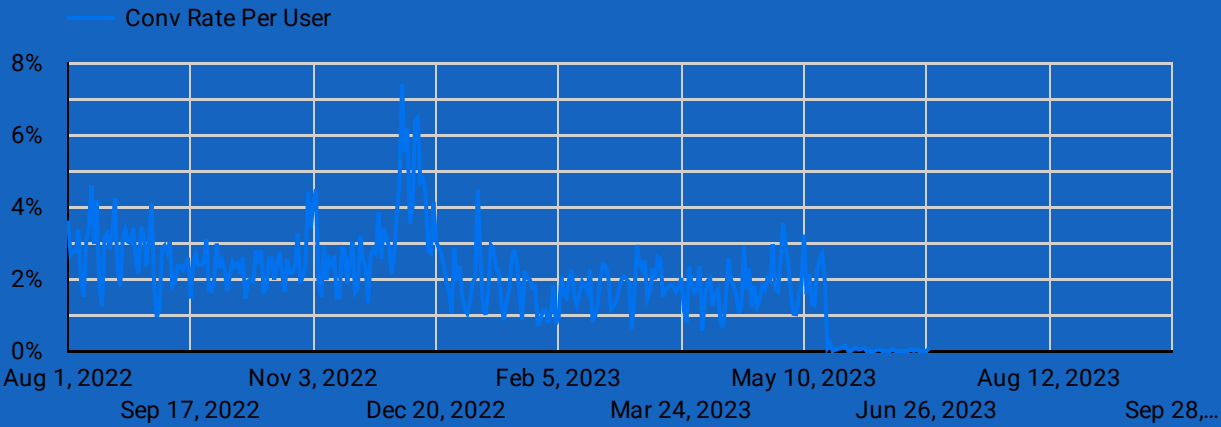
	Ad Content	Revenue ▾	Transacti...	Sessions	Ecommerce Conv...
1.	(not set)	\$1,669,486.46	14,499	772,956	1.88%
2.	Official Google ...	\$54,642.44	467	13,032	3.58%
3.	Google Mercha...	\$2,116.14	25	2,303	1.09%
4.	Brand - Exact	\$2,090.4	23	2,875	0.8%
5.	Other brand	\$1,482.25	14	337	4.15%
					1 - 25 / 25 < >



	Default Channel Gro...	Sessions ▾	Transactions	Revenue	Ecomm...
1.	Direct	662,367	13,553	\$1,573,118.76	2.05%
2.	Paid Search	124,111	1,488	\$157,511.58	1.2%
3.	Display	14,056	3	\$143.6	0.02%
4.	Affiliates	1,722	1	\$20.8	0.06%
5.	(Other)	91	1	\$312.25	1.1%
					1 - 6 / 6 < >

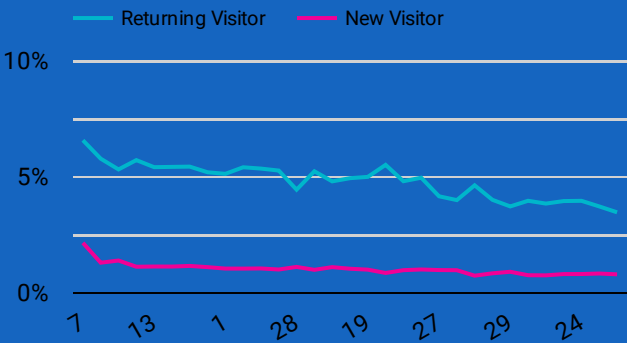
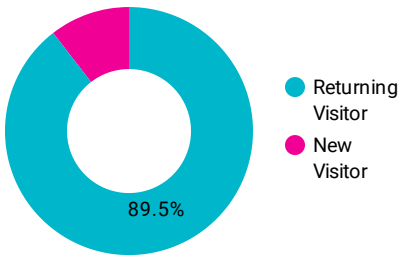
COHORT ANALYSIS

Aug 1, 2022 -

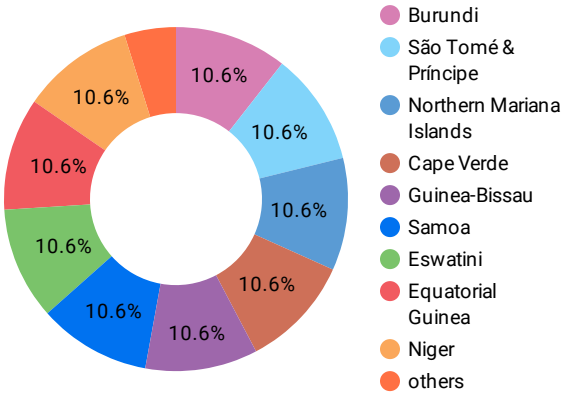
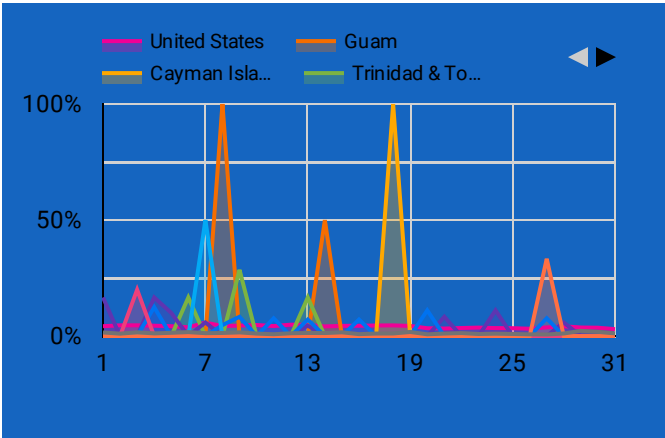


Day Index / Conv Rate Per User

Date	User Type	0128	0134	0133	0130
Dec 7, 2022	Returning Visi...	10.9%	-	-	-
	New Visitor	5.69%	-	-	-
Dec 13, 2022	Returning Visi...	-	13.33%	-	-
	New Visitor	-	2.62%	-	-
Dec 12, 2022	Returning Visi...	-	-	11.73%	-



Country	Conv Rate Per User	Users	Bounce Rate 	AdX Monetiz ed Pagevie ws	Time on Screen	Avg User Duration	Avg. Order Value	Avg. Price	Total Value	Total Unique Searches	Sub Continent
1. Northe...	0%	2	100%	0	00:00:...	00:00:00	\$0	\$0	\$0	0	1
2. Burundi	0%	2	100%	0	00:00:...	00:00:00	\$0	\$0	\$0	0	1
3. Guine...	0%	1	100%	0	00:00:...	00:00:00	\$0	\$0	\$0	0	1
4. Eswatini	0%	3	100%	0	00:00:...	00:00:00	\$0	\$0	\$0	0	1
5. Equat...	0%	1	100%	0	00:00:...	00:00:00	\$0	\$0	\$0	0	1
6. Samoa	0%	1	100%	0	00:00:...	00:00:00	\$0	\$0	\$0	0	1
7. North ...	0%	1	100%	0	00:00:...	00:00:00	\$0	\$0	\$0	0	1
8. São T...	0%	1	100%	0	00:00:...	00:00:00	\$0	\$0	\$0	0	1
1 - 100 / 225											



FUNNEL ANALYTICS

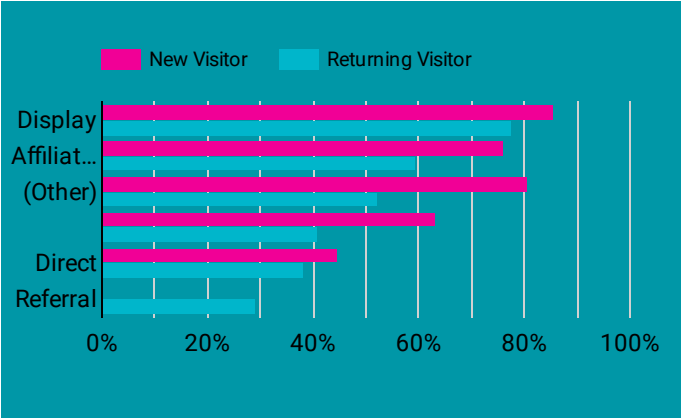
Aug 1, 2022 - ▾

User T... ▾

Defa... ▾

Page ▾

	Default Channel ...	Boun...	Sessions
1.	Display	84.09%	15,363
2.	Affiliates	71.83%	1,860
3.	(Other)	62.89%	97
4.	Paid Search	57.5%	129,590
5.	Direct	42.77%	713,970
			1 - 6 / 6 < >



Sessions

860.9K

Users

598.2K

ACTIVATION

Bounce Rate
45.79%

Pages / Session
4.6

Avg. Session Duration
03:14

COMPLETATIONS

CONVERSATION RATE

Registrations (Goal 3 Completions)
20.9K

Engaged Users (Goal 2 Completions)
86.8K

Registrations (Goal 3 Conversion Rate)
2.4%

Engaged Users (Goal 2 Conversion Rate)
10.1%

REVENUE

Revenue
\$1.92M

Product Revenue per Purchase
\$37.53

Revenue Per User
\$3.21

Ecommerce Conversion Rate
1.9%

Transactions
16.7K

	Product	Quantity ▾
1.	Google Cloud Sticker	15363
2.	Google Pen White	1860
3.	Google Black Wheat Pen	97
4.	Google Sticker	129590
5.	Google Recycled Gray Note...	713970
		1 - 100 / 588 < >

REFERRAL

Sessions
860.9K

	Full Referrer	Sessions ▾
1.	(direct)	727,716
2.	google	127,746
3.	bing	3,375
4.	Partners	1,872
5.	(not set)	88
6.	dfa	83
		1 - 7 / 7 < >

Bounce Rate
45.79%