

Sessions

78.8K

↑ 262,593.3%

Transactions

1,359

↑ 4,430.0%

Ecommerce Conversion Rate

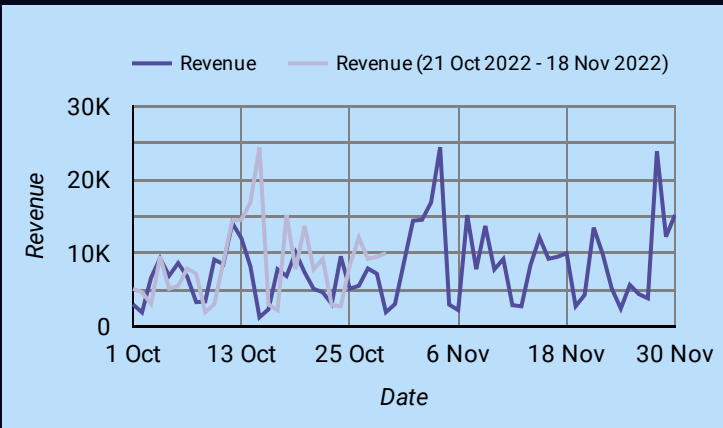
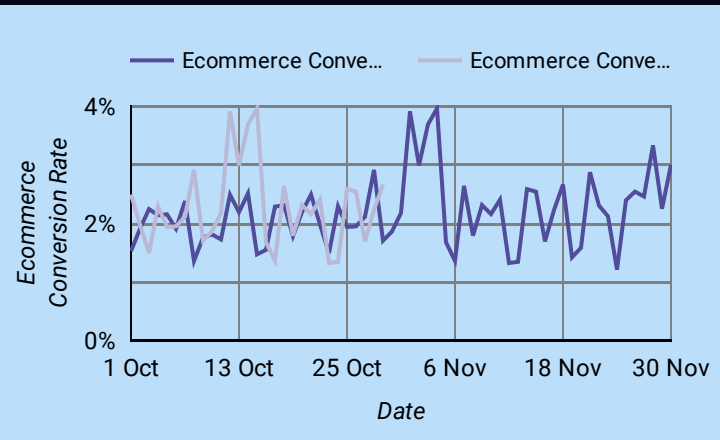
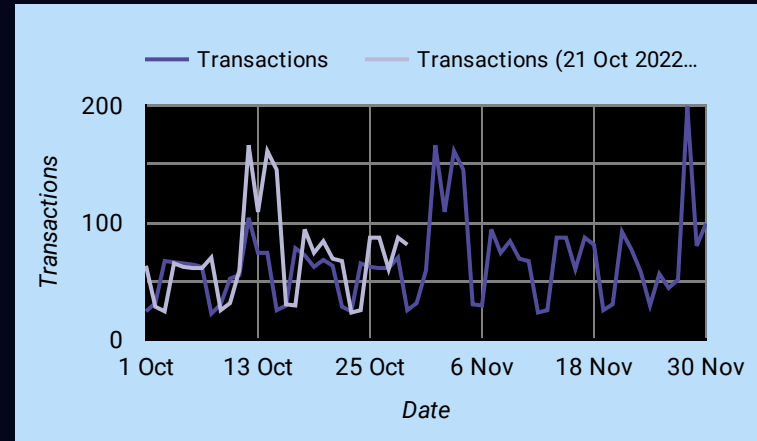
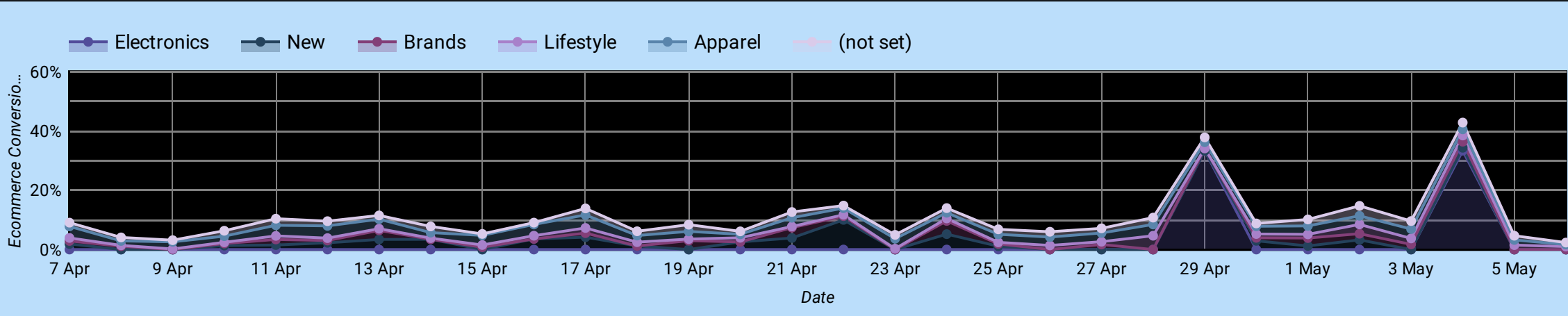
1.72%

↓ -98.3%

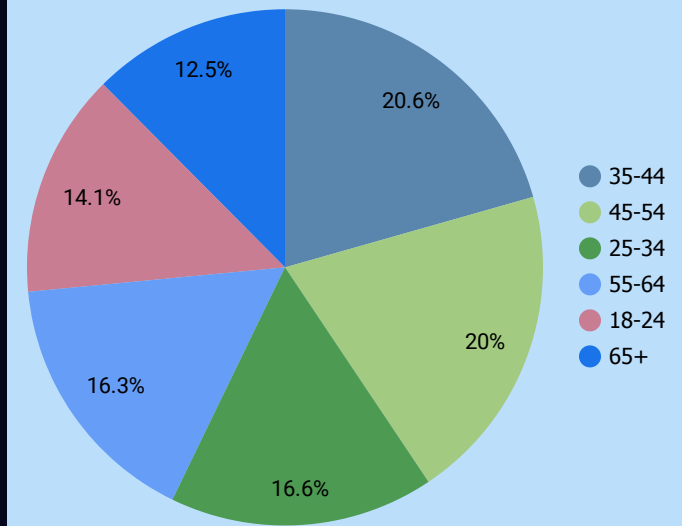
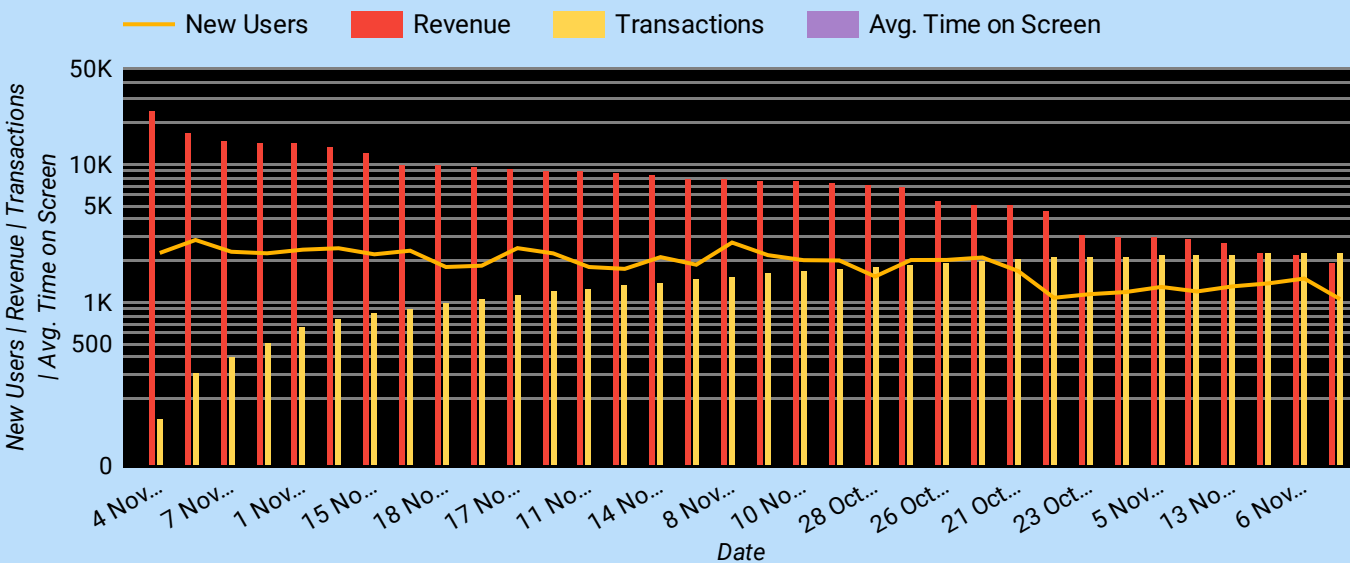
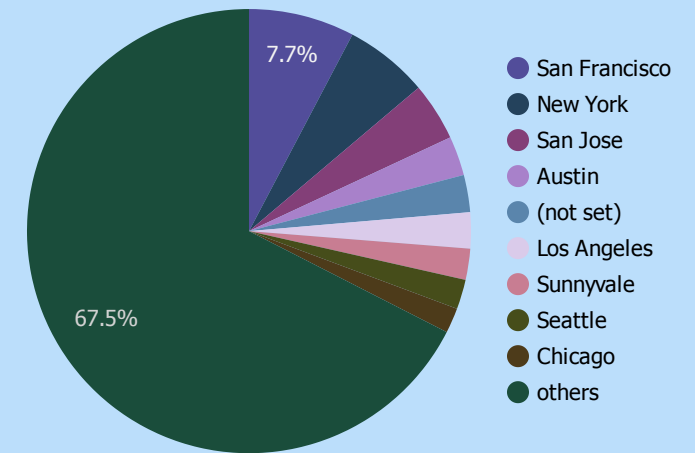
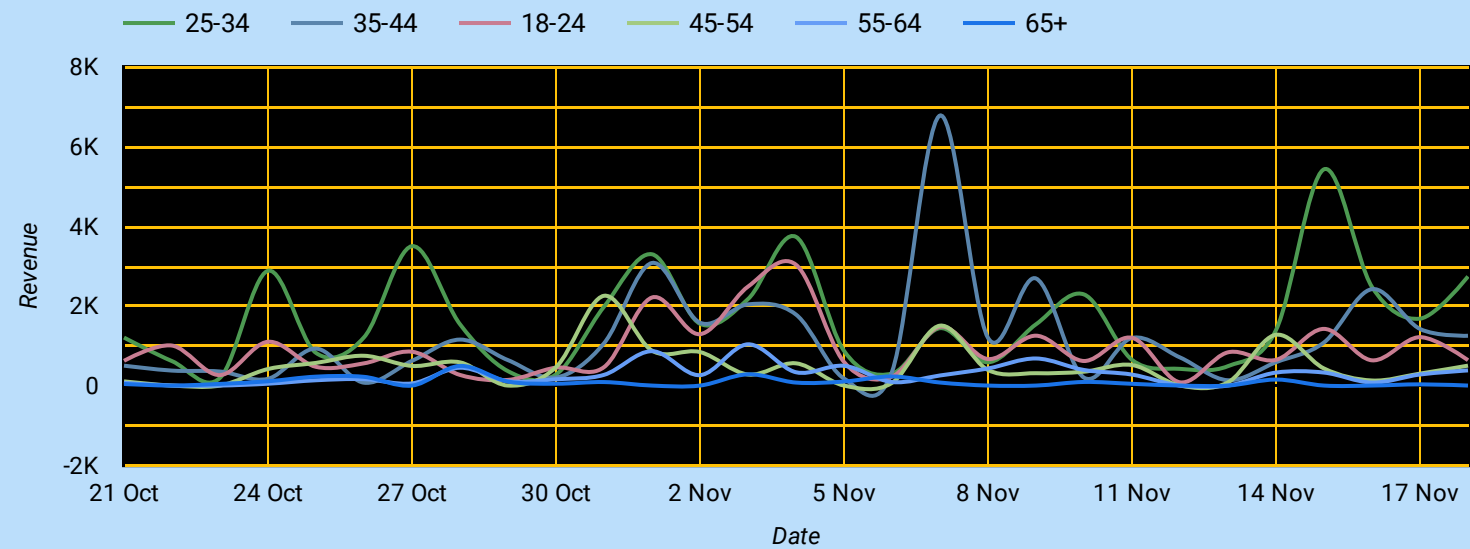
Revenue

\$144,615.51

↑ 14,461,451.0%



	Default Channel ...	Sessio...	% Δ	Transactions ▾	% Δ	Ecommerce Conversion ...	% Δ	Revenue	% Δ
1.	Direct	15:33:13	-31.6% ↓	1,137	-46.8% ↓	0.02	-22.3% ↓	\$125,767.45	-52.7% ↓
2.	Paid Search	06:16:25	170.7% ↑	220	22.9% ↑	0.01	-54.6% ↓	\$18,511.01	-13.7% ↓
3.	(Other)	00:00:29	314.3% ↑	1	-	0.03	-	\$312.25	-
4.	Display	00:00:17	-99.1% ↓	1	-	0.06	-	\$24.8	-
5.	Affiliates	00:02:44	5.1% ↑	0	-	0	-	\$0	-
	Grand total	21:53:28	-14.6% ↓	1,359	-41.4% ↓	0.02	-31.3% ↓	\$144,615.51	-49.7% ↓



	Landing Page	Sessi...	% Δ	Transactions ▾	% Δ	Ecommerce Conversion ...	% Δ	Revenue	% Δ
1.	/basket.html	00:30:54	-68.5% ↓	235	-69.7% ↓	0.13	-3.9% ↓	\$32,489.92	-73.0% ↓
2.	/home	08:02:27	-63.6% ↓	168	-72.7% ↓	0.01	-25.2% ↓	\$16,918.51	-78.6% ↓
3.	/google+redesign/...	02:12:07	-1.4% ↓	130	12.1% ↑	0.02	13.7% ↑	\$11,832.97	-9.9% ↓
4.	/google+redesign/...	00:41:54	-73.9% ↓	118	-72.4% ↓	0.05	6.0% ↑	\$13,203.84	-70.3% ↓
5.	/signin.html	00:29:28	-74.7% ↓	117	-73.5% ↓	0.07	4.9% ↑	\$12,640.28	-74.7% ↓
	Grand total	20:34:23	-57.2% ↓	1,301	-67.4% ↓	0.02	-23.9% ↓	\$138,771.55	-71.5% ↓