

Select date range ▾

Default Channel Grouping ▾

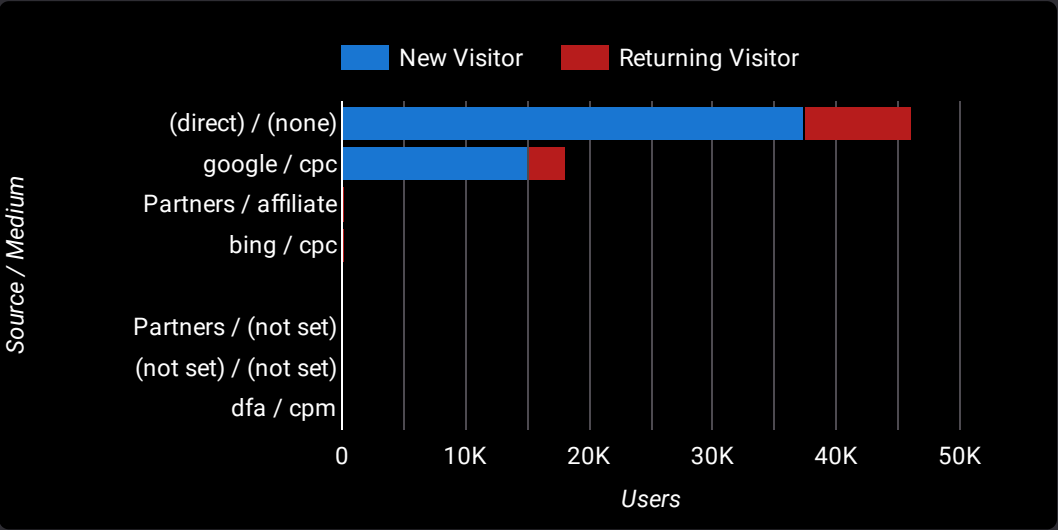
Page ▾

User Type ▾

Source / Medium ▾

ACQUISITION

	Default Chann...	Users ▾	Bounc...	Sessions
1.	Direct	40,879	45.41%	53,191
2.	Paid Search	17,027	56.56%	20,307
3.	Affiliates	128	70.25%	158
4.	(Other)	7	36%	25
5.	Display	7	64.71%	17
6.	Referral	4	50%	4
1 - 6 / 6 < >				



Users

57.5K

↓ -21.9%

Sessions

73.7K

↑ 28.1%

ACTIVATION

Bounce Rate

48.54%

↑ 3.8%

Avg. Session Duration

00:02:53

↓ -3.4%

COMPLETIONS

Clicks

26,269

↑ 63.6%

Engaged user

5,840

↑ 9.9%

Registrations

93

↓ -8.8%

Pages / Session

3.87

↓ -0.9%

CONVERSION

Goal Conversion Rate

14.21%

↑ 5.7%

Engaged user conv rate

7.9%

↓ -1.0%

Registrations

0.13%

↓ -17.9%

RETENTION

Users

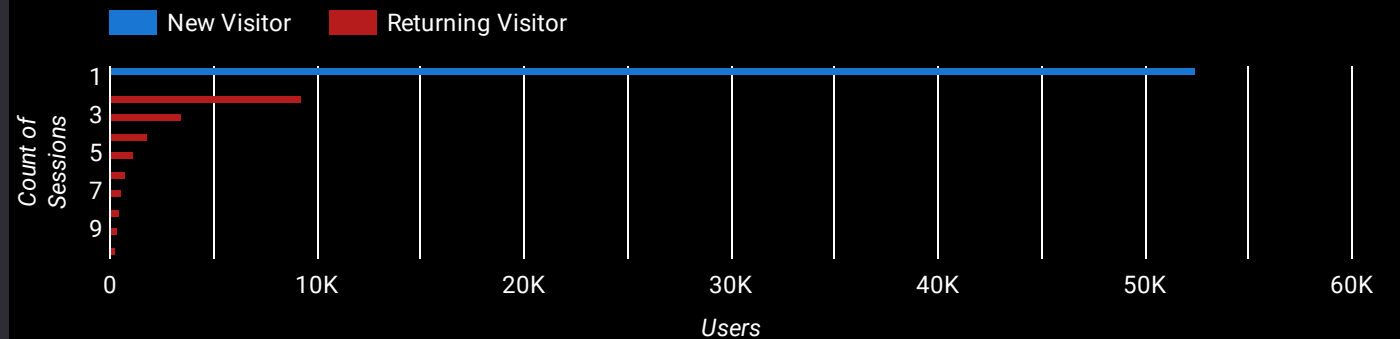
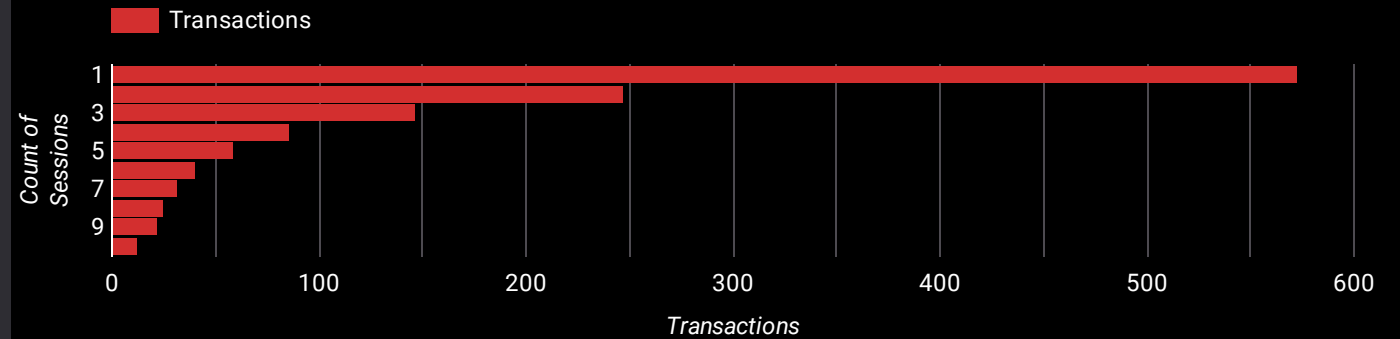
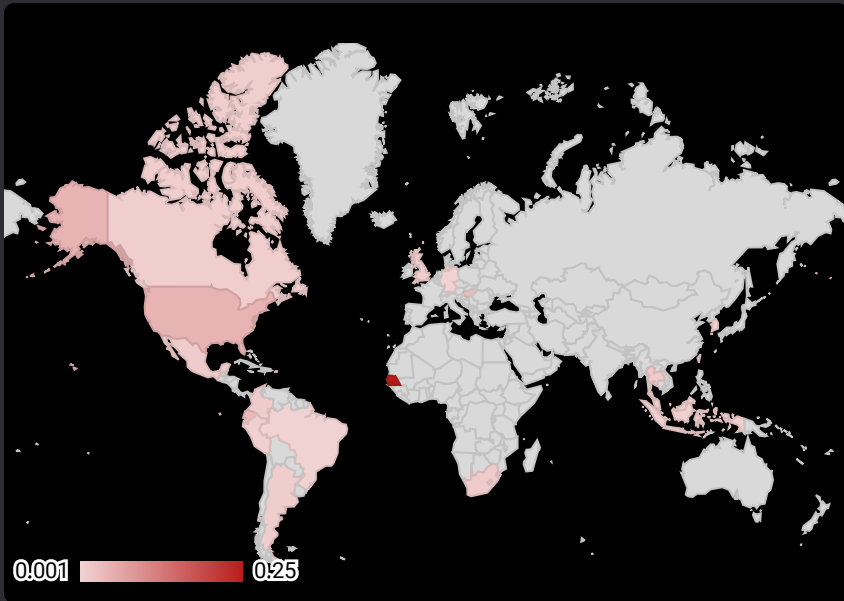
57,530

⬆ 11.4%

Bounces

35,773

⬆ 15.3%



REVENUE

Revenue

\$155,689.30

⬆ 25.6%

Transactions

1,320

⬆ 31.1%

Ecommerce Conversion Rate

1.79%

⬆ 18.0%

Revenue Per User

\$2.71

⬆ 12.8%

Product Revenue per Purchase

\$37.18

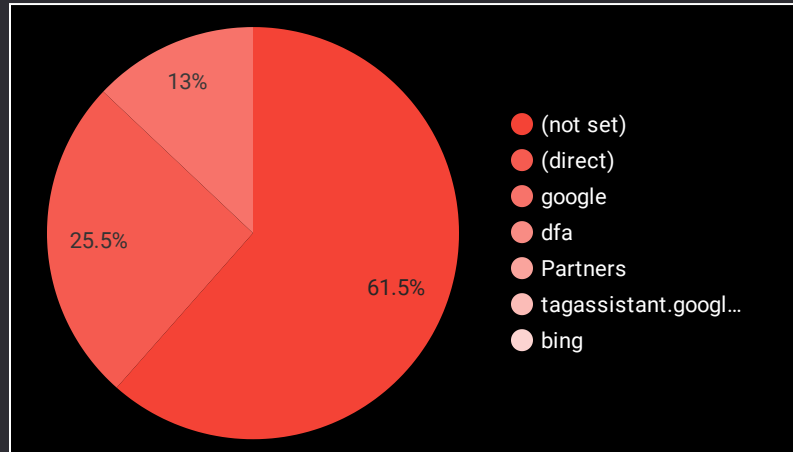
⬇ -1.1%

	Product	Quantity ▾
1.	Google Sticker	100
2.	Google Pen White	100
3.	Google Black Wheat Pen	95
4.	Google Cloud Sticker	90
5.	Google Recycled Gray Notebook	85
6.	Google Recycled Drawstring Handl...	80
7.	Google Recycled Drawstring Bag	75
8.	Google Classic Black Lanyard	70
		1 - 100 / 414 < >

REFERRAL

Sessions
73,702
↑ 11.1%

Bounce Rate
48.54%
↑ 3.8%



Full Referrer		Sessions ▾
1.	(direct)	53,416
2.	google	19,938
3.	Partners	163
4.	bing	156
5.	(not set)	20
Grand total		73,702
		1 - 7 / 7 < >

FUNNEL VISUALIZATION

