

Sessions

72,649

Transactions

1,107

Ecommerce Conversion Rate

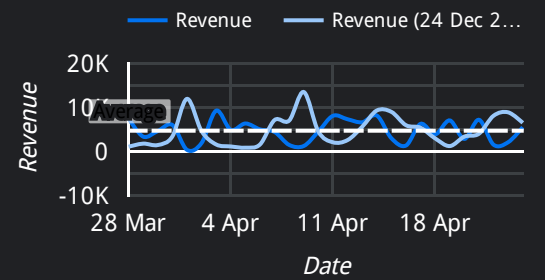
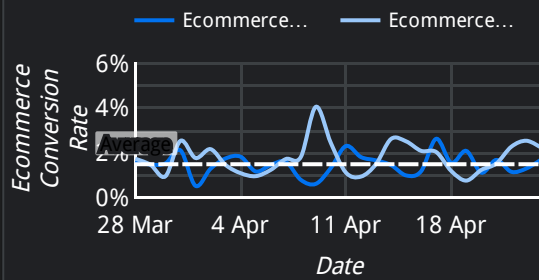
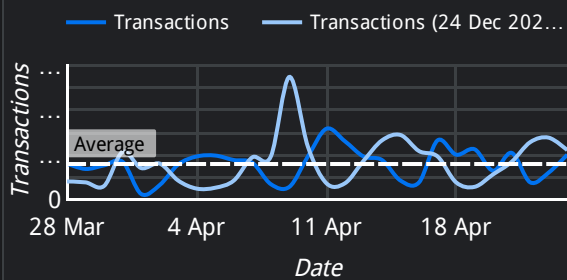
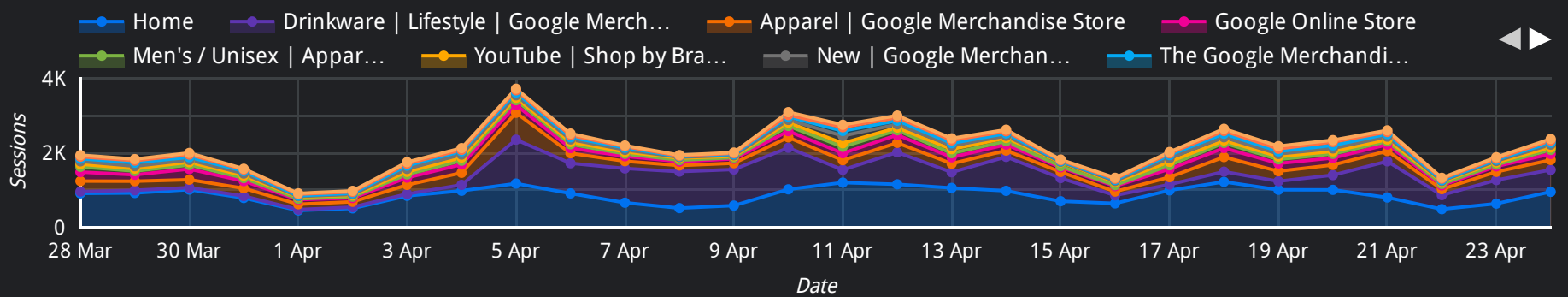
2.51%

21.1%

Revenue

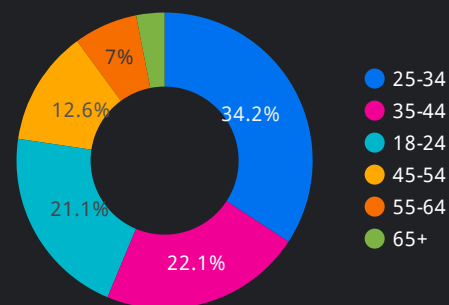
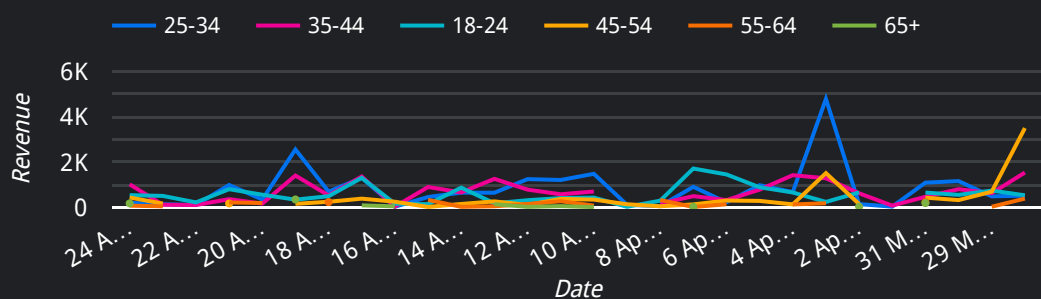
\$13,522.49

23.6%



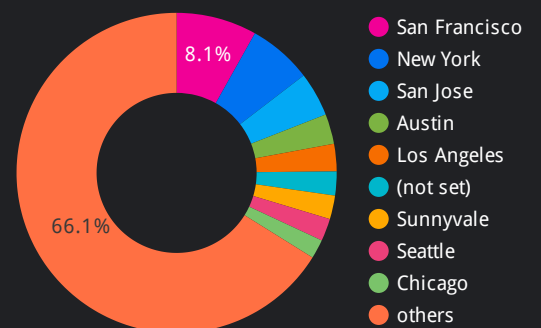
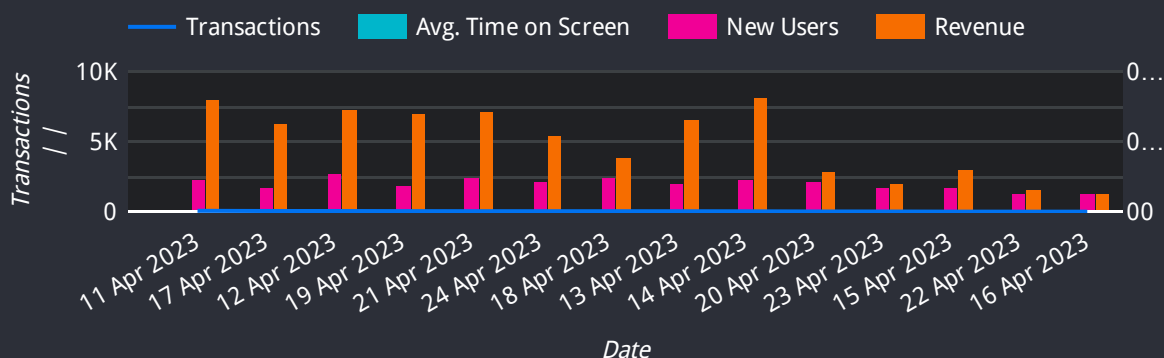
	Default Chan...	Sessions	% Δ	Transactions	% Δ	Ecommerce C...	% Δ	Revenue	% Δ
1.	Referral	22	-	0	-	0%	-	\$0	-
2.	Paid Search	20,336	210.0...	183	92.6% <span>↑</span>	0.9%	-37.9...	\$16,401.72	66.1% <span>↑</span>
3.	Display	21	-99.4...	1	0.0%	4.76%	15,73...	\$24.8	-60.0...
4.	Direct	52,065	0.6% <span>↑</span>	922	-14.2...	1.77%	-14.8...	\$114,413.06	-10.0...
	Grand total	72,649	17.7%...	1,107	-5.5% <span>↓</span>	1.52%	-19.7...	\$131,151.83	-4.3% <span>↓</span>

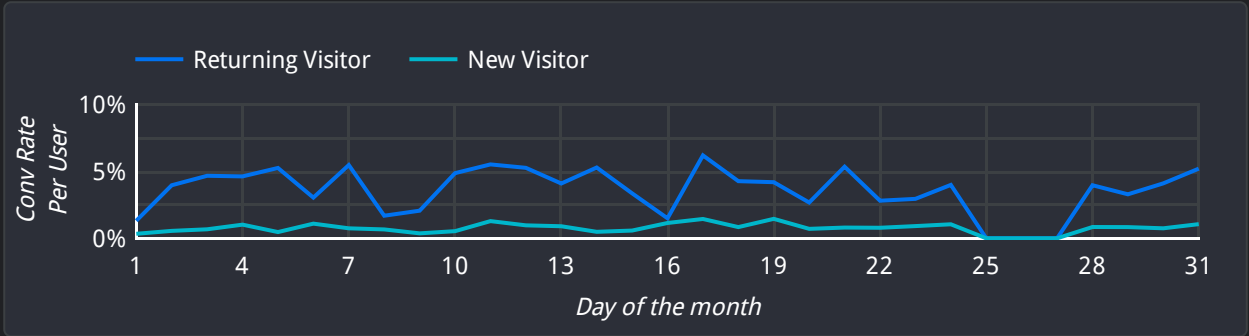
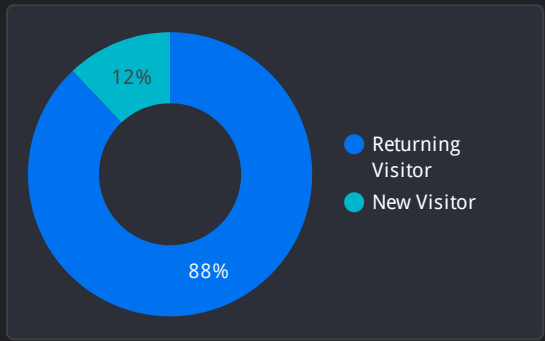
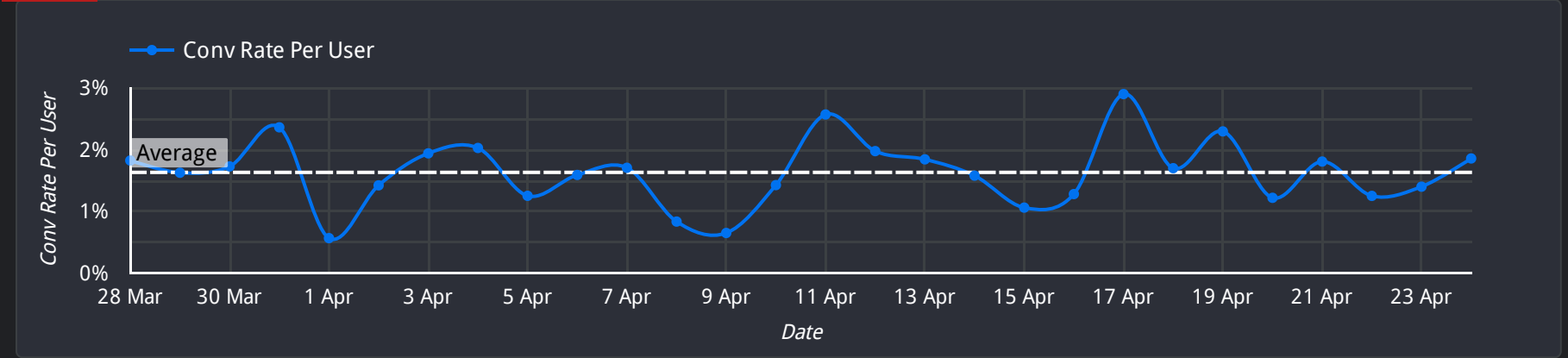
1 - 6 / 6



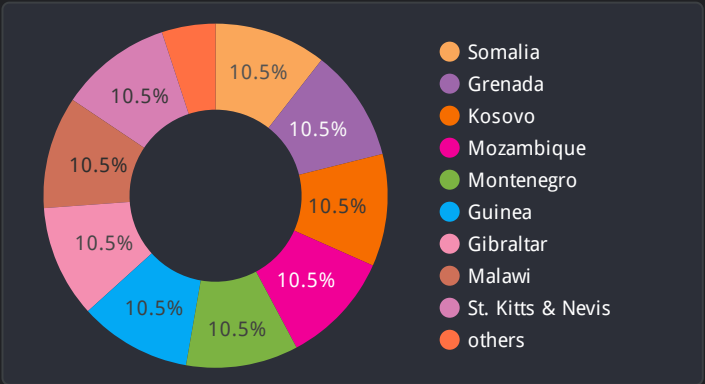
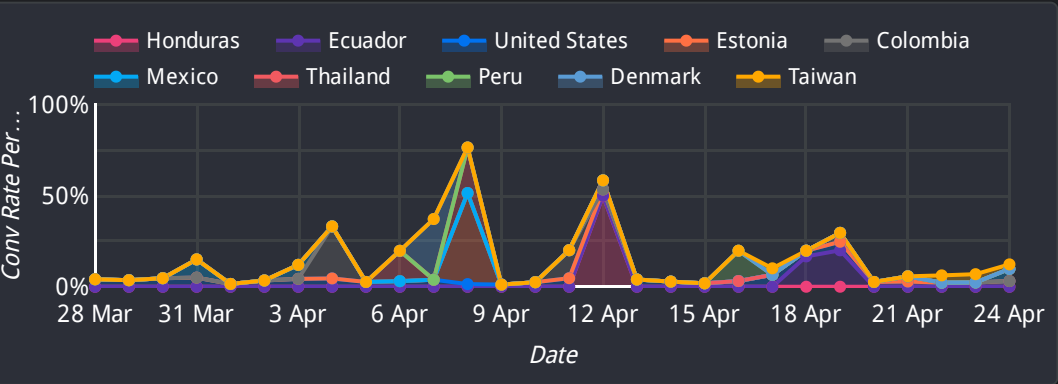
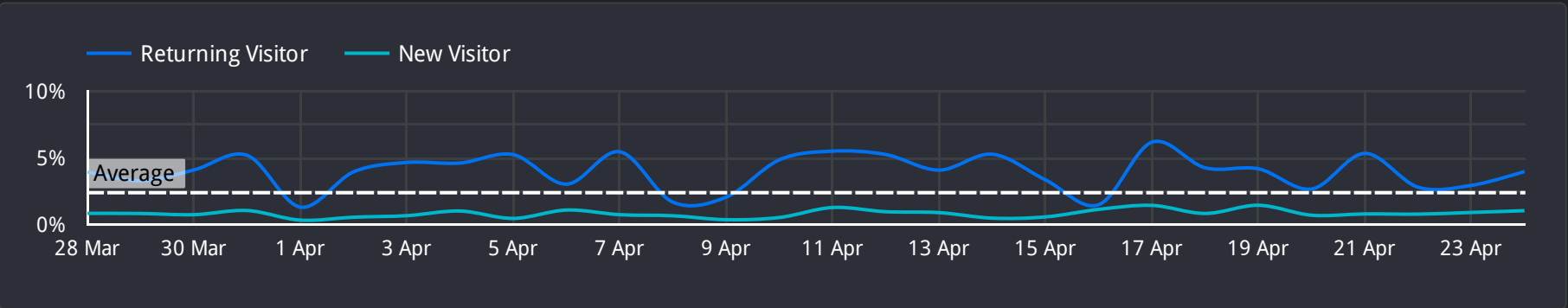
	Landing Page	Sessions	% Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
1.	/yourinfo.html/ho...	1	-50.0%...	0	-	0%	-	\$0	-
2.	/yourinfo.html	4	-42.9%...	3	50.0% <span>↑</span>	75%	162.5...	\$661.6	458.8...
3.	/wishlist.html/goog...	1	-	0	-	0%	-	\$0	-
4.	/wishlist.html	2	-33.3%...	0	-	0%	-	\$0	-
5.	/topsellers/home	3	-	0	-	0%	-	\$0	-

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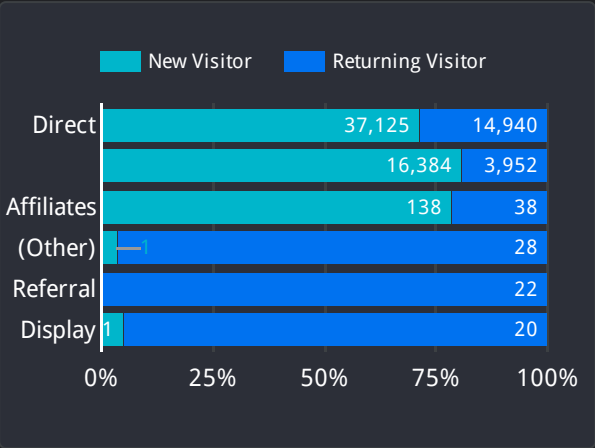
Day Index / Conv Rate Per User											Grand to...
Date	User Type	0020	0014	0003	0022	0007	0015	0006	0027	0016	
17 Apr 2023	Returning Visi...	6.18%	-	-	-	-	-	-	-	-	6.18%
	New Visitor	1.44%	-	-	-	-	-	-	-	-	1.44%
11 Apr 2023	Returning Visi...	-	5.51%	-	-	-	-	-	-	-	5.51%
	New Visitor	-	1.28%	-	-	-	-	-	-	-	1.28%
31 Mar 2023	Returning Visi...	-	-	5.19%	-	-	-	-	-	-	5.19%
Grand total		2.9%	2.57%	2.36%	2.3%	2.03%	1.98%	1.94%	1.86%	1.84%	1.93%



	Co...	Sub ...	Count...	City	Use...	Ne...	Conv ...	Time ...	Avg...	Avg. ...	Total...	Total ...	Tot...	Bou...
1.	Ame...	North...	United S...	(not s...	2,896	2,643	1.04%	00:00:00	\$14.26	\$57.04	\$1,711...	1,453	0	51.96%
2.	Ame...	North...	United S...	New Y...	1,729	1,479	5.9%	00:00:00	\$11.31	\$87.82	\$8,957...	1,580	0	40.29%
3.	Ame...	North...	Canada	Toron...	1,559	1,460	0.71%	00:00:00	\$17.65	\$219.85	\$2,418...	602	0	59.93%
4.	Ame...	North...	United S...	Los A...	918	809	4.14%	00:00:00	\$12.38	\$90.9	\$3,454...	717	0	42.64%
5.	Euro...	North...	United ...	London	843	695	1.54%	00:00:00	\$28.44	\$70	\$910	497	0	41.89%
6.	Ame...	North...	United S...	San F...	823	659	4.5%	00:00:00	\$9.08	\$135.4	\$5,009...	723	0	38.44%
7.	Ame...	North...	United S...	San Jo...	822	650	4.26%	00:00:00	\$17.81	\$93.65	\$3,277...	898	0	37.18%
												1 - 100 / 7412		

ACQUISITION

Def...	Sessio...	Bounce R...
1... Direct	52,065	45.03%
2... Paid ...	20,336	55.13%
3... Affili...	176	69.32%
4... (Oth...	29	31.03%
5... Refer...	22	18.18%
6... Display	21	66.67%
1 - 6 / 6		



User ...	Sess...	% Δ	Sessi...	% Δ
1... New Vis...	53,649	32.7% ↑	53,649	32.7% ↑
2... Returni...	19,000	1.7% ↑	19,000	1.7% ↑
Grand ...	72,649	22.9% ↑	72,649	22.9% ↑
1 - 2 / 2				

Users

57.3K

↑ 27.4%

Sessions

72.6K

↑ 22.9%

ACTIVATION

Bounce Rate

47.9%

↑ 3.9%

Pages / Session

3.8

↓ -5.3%

Avg. Session Duration

00:02:53

COMPLETIONS

CONVERSION RATE

All Goals

9,658

↑ 13.7%

Engaged Users

5,694

↑ 13.8%

Registrations

86

↓ -13.1%

All Goals

13.29%

↓ -7.5%

Engaged Users

7.84%

↓ -7.4%

Registrations

0.12%

↓ -29.3%

RETENTION

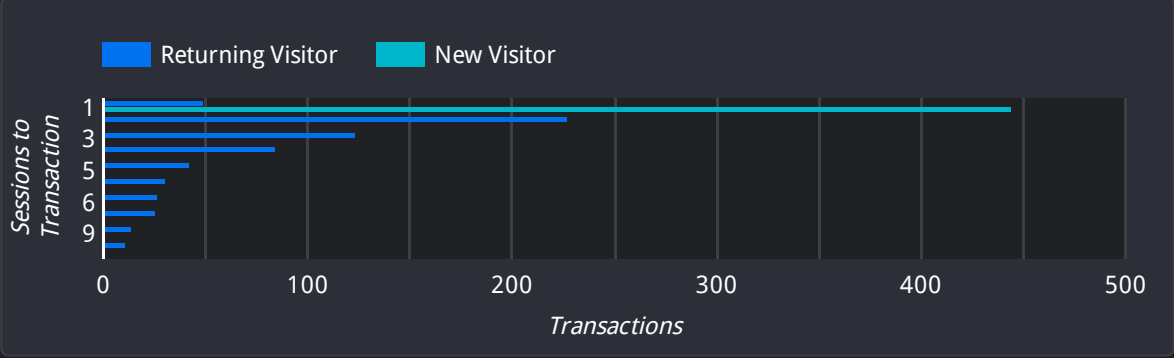
Visitors

Users

57,273

Bounces

34,804



REVENUE

Revenue

\$131,151.83

↓ -3.5%

Transactions

1,107

↑ 7.4%

Revenue Per User

\$2.29

↓ -24.3%

Ecommerce Conversion Rate

1.52%

↓ -12.6%

Product Revenue per Purchase

\$35.60

↓ -11.5%

	Product	Quantity
1.	Google Pen White	~100
2.	Google Cloud Sticker	~80
3.	Google Recycled Gray Notebook	~70
4.	Google Black Wheat Pen	~60
		1 - 100 / 398

REFERAL

Sessions

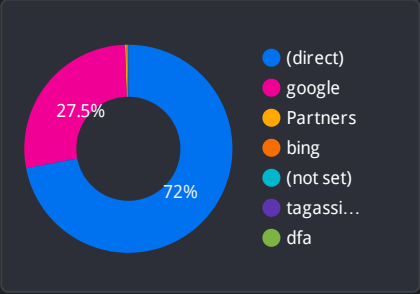
19.0K

↑ 1.7%

Bounce Rate

47.9%

↑ 3.9%



Full Referrer	Sessions
1. (direct)	52,304
2. google	19,967
Grand total	72,649
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FUNNEL VISUALIZATION

Authorisation Required

Consent to render this community visualisation has not been provided

Allow