

Sessions

49.3K

65.8%

Transactions

6.0

23.1%

Ecommerce Conversion Rate

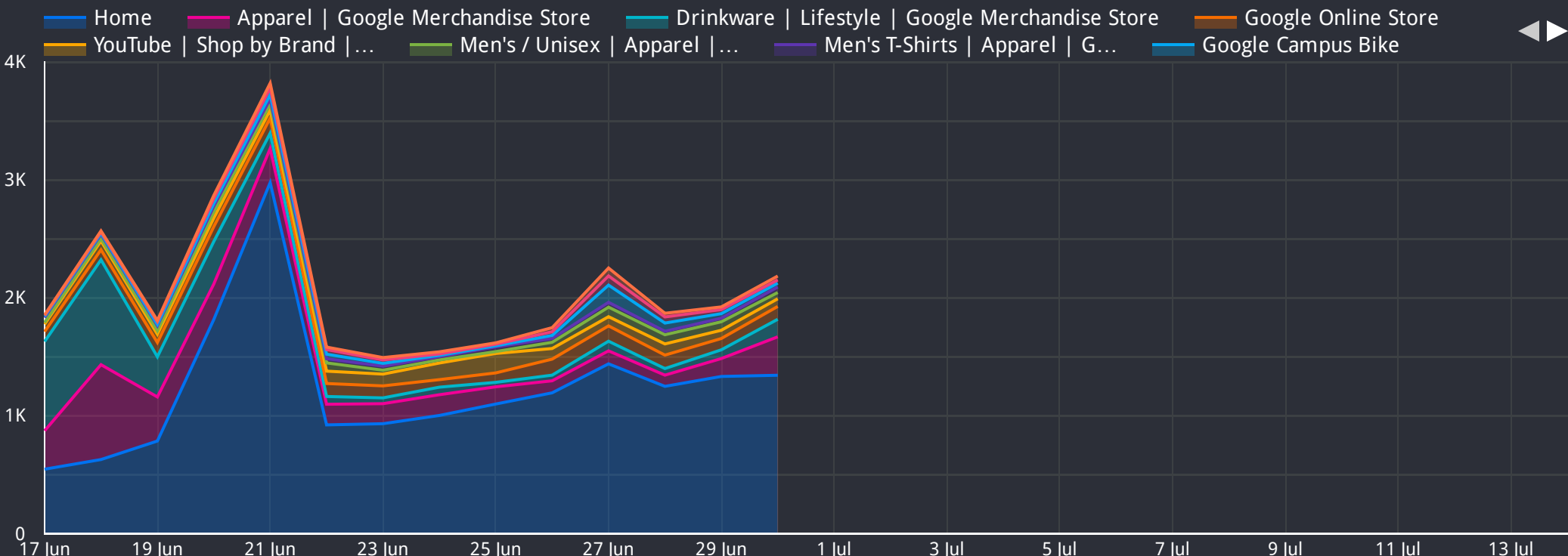
+0.0%

37.4%

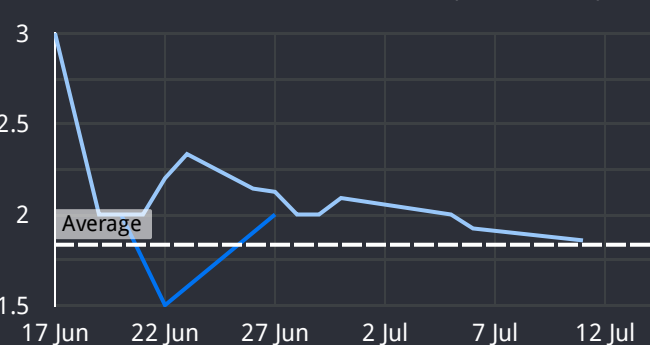
Revenue

\$2.04K

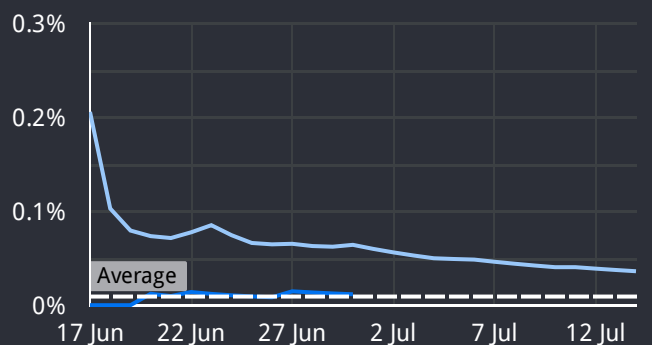
39.2%



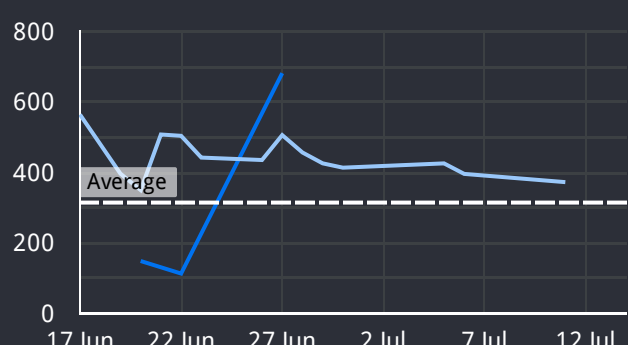
Transactions Transactions (previous 28 days)



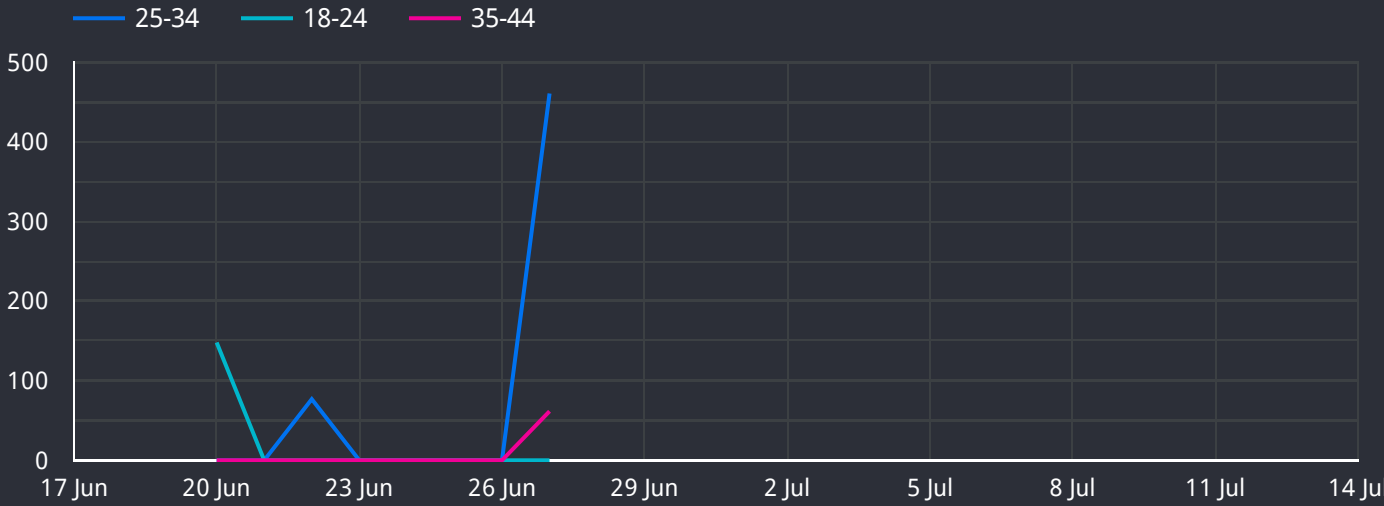
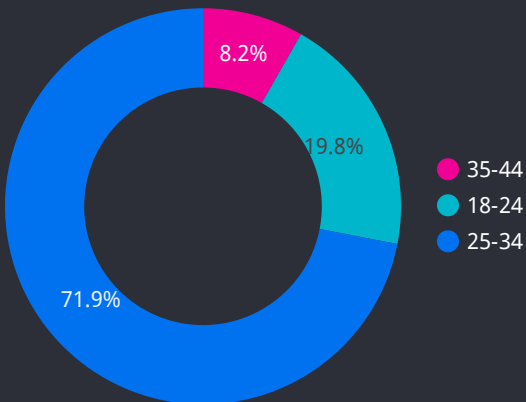
Ecommerce Conversion Rate Ecommerce Conversion Rate (previous 28 days)



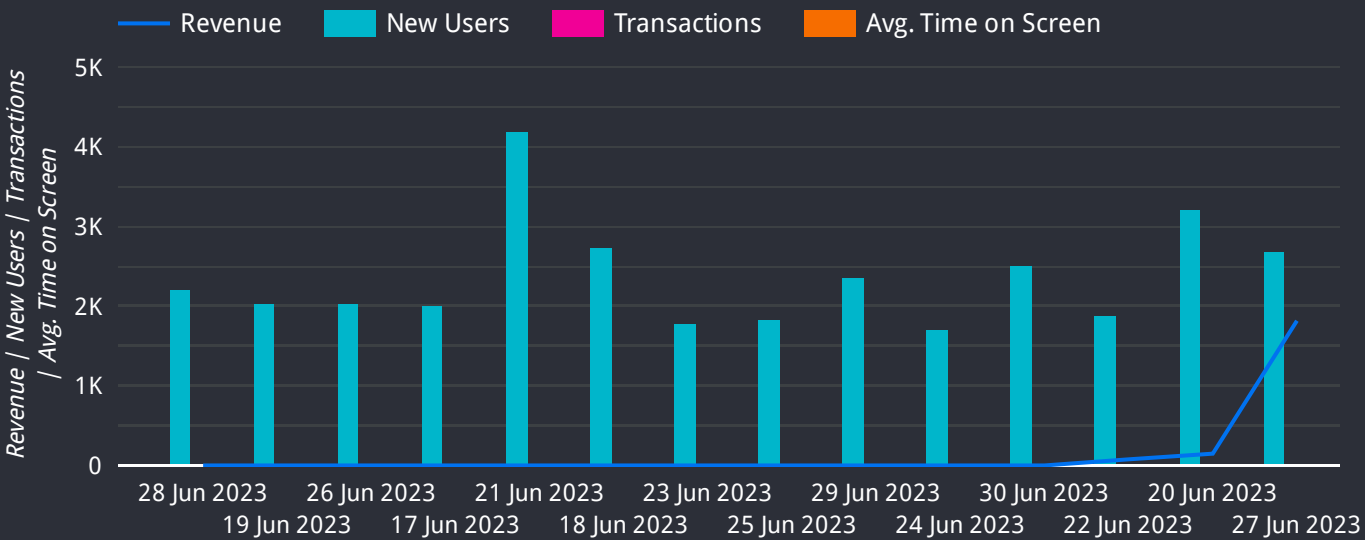
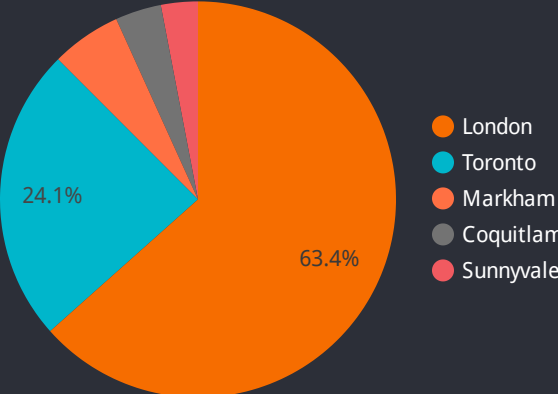
Revenue Revenue (previous 28 days)



	Default Channel Group	Sessions	% Δ	Transactions	% Δ	Revenue	% Δ	Ecommerce Conversion Rate	% Δ
1.	Direct	30,662	-43.0%	5	-72.2%	\$747.2	-82.0%	0.02%	-51.2%
2.	Paid Search	12,537	-22.8%	1	-87.5%	\$1,295.2	24.2%	0.01%	-83.8%
3.	(Other)	1	-66.7%	0	-	\$0	-	0%	-
4.	Referral	2	-50.0%	0	-	\$0	-	0%	-
5.	Affiliates	69	-43.4%	0	-	\$0	-	0%	-
6.	Display	4	-60.0%	0	-	\$0	-	0%	-
1 - 6 / 6									



	Landing Page	Sessions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
1.	/home	22,388	-23.8%	0%	-100.0%	\$0	-100.0%
2.	/google+redesign/apparel	4,522	-30.2%	0%	-100.0%	\$0	-100.0%
3.	/google+redesign/lifestyle/drinkware	3,658	-62.3%	0%	-100.0%	\$0	-100.0%
4.	/google+redesign/shop+by+brand/youtube	1,439	-46.1%	0%	-	\$0	-
5.	/google+redesign/apparel/mens	1,165	-52.8%	0%	-100.0%	\$0	-100.0%
6.	/signin.html	1,018	-37.9%	0.2%	-35.6%	\$148	-92.3%
7.	/google+redesign/new	848	-52.2%	0%	-	\$0	-
8.	/basket.html	777	-50.9%	0.26%	-54.8%	\$1,756	28.0%
9.	/google+redesign/accessories/google+campus+bike	663	-38.9%	0%	-	\$0	-
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AB

Cohort Analysis

Select date range

Default Data
Click to select Universal Ana

Conv Rate Per User

		Day Index / Conv Rate Per User			
Date	User Type	0010	0003	0005	Grand to...
27 Jun 2023	Returning Visi...	0.1%	-	-	0.1%
	New Visitor	0.07%	-	-	0.07%
22 Jun 2023	New Visitor	-	-	0.05%	0.05%
20 Jun 2023	New Visitor	-	0.06%	-	0.06%
Grand total		0.09%	0.05%	0.04%	0.02%

	Country	Bounce Rate	Users	New Users	Conv Rate Per User	Time on Screen	Avg User Duration	Avg. Price	Avg. Order Value	Conv Rate Per User	Total Value	Sub Continent	Total Unique Searches
1.	Zimbabwe	100%	2	2	0%	00:00:00	00:00:00	\$0	\$0	0%	\$0	1	0
2.	Zambia	85.71%	6	6	0%	00:00:00	00:00:11	\$0	\$0	0%	\$0	1	0
3.	Yemen	100%	3	3	0%	00:00:00	00:00:00	\$0	\$0	0%	\$0	1	0
4.	Vietnam	70.69%	205	193	0%	00:00:00	00:01:51	\$0	\$0	0%	\$0	1	0
5.	Venezuela	63.16%	18	18	0%	00:00:00	00:00:32	\$0	\$0	0%	\$0	1	0
6.	Uzbekistan	50%	9	8	0%	00:00:00	00:01:47	\$0	\$0	0%	\$0	1	0
7.	Uruguay	75%	15	15	0%	00:00:00	00:01:11	\$0	\$0	0%	\$0	1	0
8.	United St...	36.28%	13K	10,966	0.01%	00:00:00	00:04:20	\$30.8	\$61.6	0.01%	\$61.6	1	0
9.	United Ki...	46.33%	1.1K	983	0.09%	00:00:00	00:02:36	\$16.61	\$1,295.2	0.09%	\$1,295.2	1	0

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