E-commerce Analysis

Purchase Analysis by Country, Source and Platform

USA is the main country of origin for paying customers, with Direct and Instagram sources accounting for more than 58% of purchases completed.
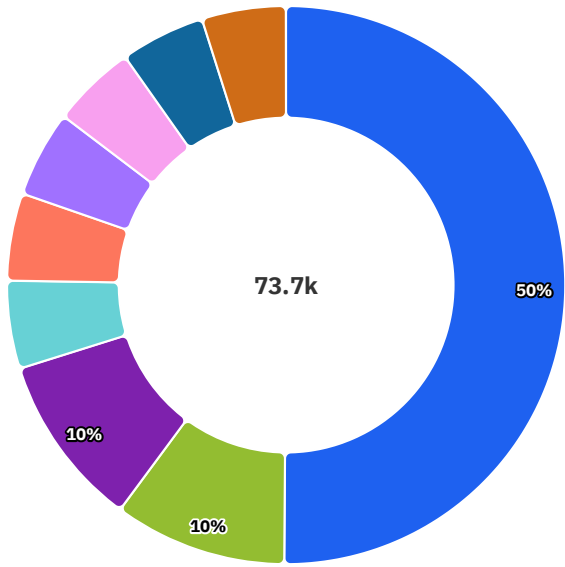
46% of purchases are performed through the Web.

Paying Customers by Country
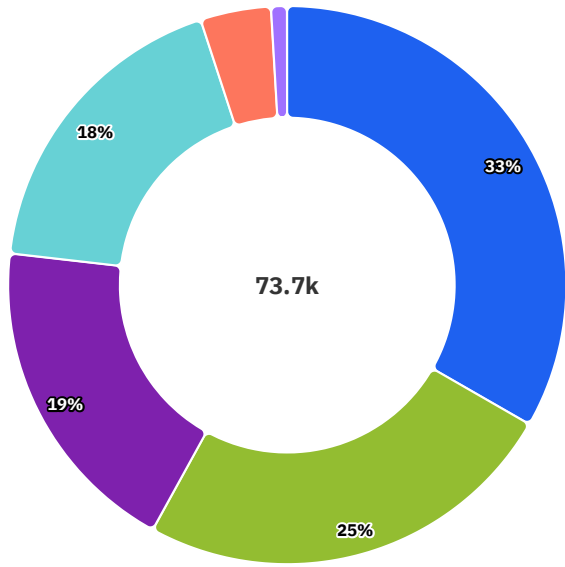Last 30 Days
Ecommerce
○ User Composition

73.7k
50%
10%
10%

Purchase by UTM Source
Last 30 Days
Ecommerce
○ User Composition

73.7k
33%
25%
19%
18%

Sales by Platform
Last 30 Days

Ecommerce

	Main Landing Uniques	View Item Details Uniques	Install App Uniques	Complete Purchase Uniques	
Overall group by ⒶPlatform	232,765	174,573	122,552	73,743	
Web	106,885	80,348	56,381	33,875	
iOS	65,120	48,794	34,391	20,559	
Android	56,073	41,931	29,256	17,854	
Windows	3,051	2,281	1,634	961	
tvOS	1,636	1,219	890	494	

Conversion and Time to Convert

UTM SOURCE

In the US, **Instagram** shows a **conversion rate of over 30%**.

X (formerly Twitter) and Direct are also performing well with ~24% each.

TIME TO CONVERT

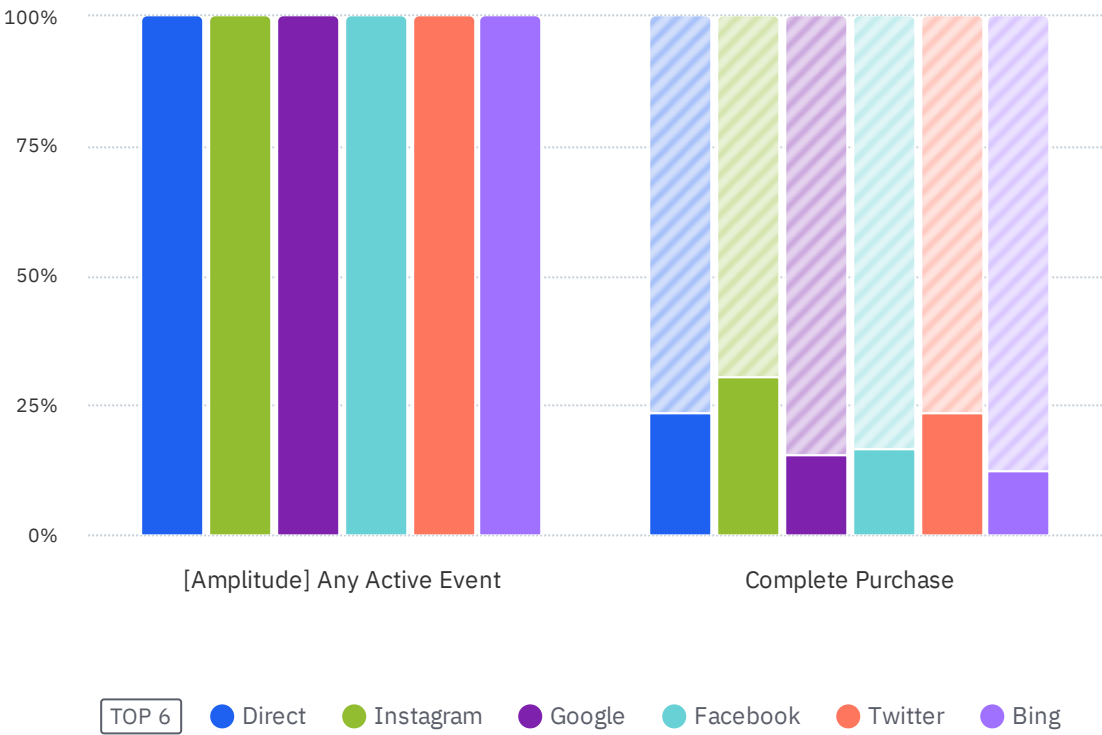The first 12 hours are decisive with over 50% of **conversion to purchase** for all sources, except X and Instagram where the median is at 24 hours.

Conversion by UTM Source (US)
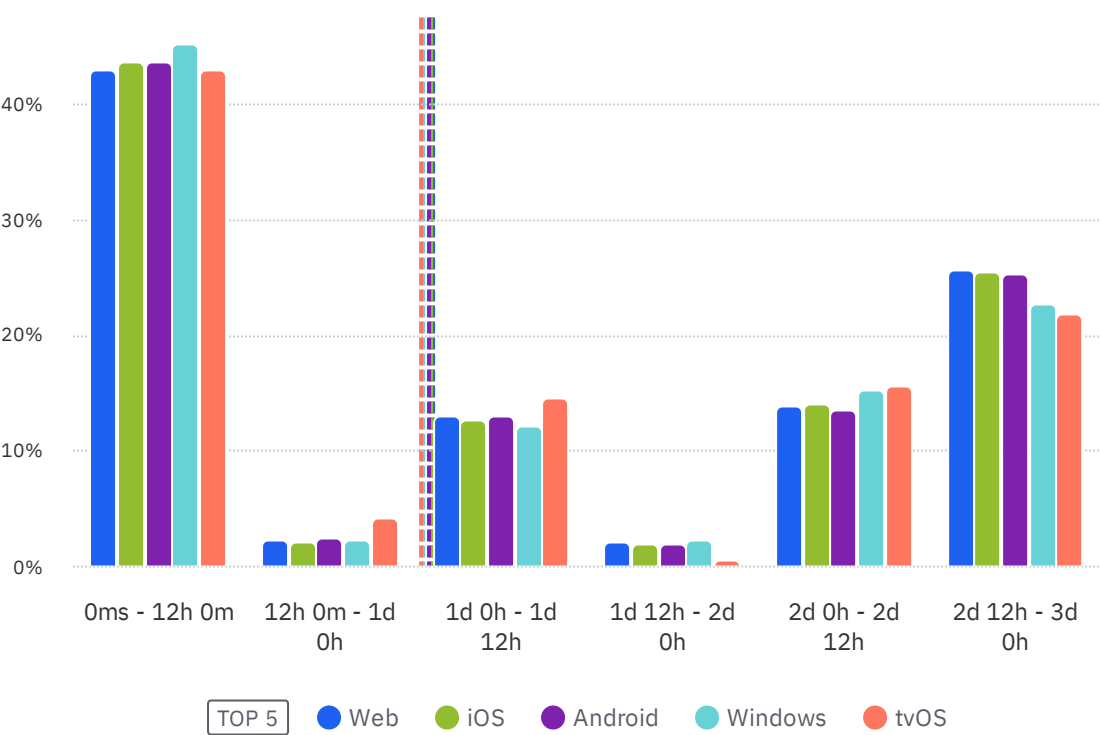Last 30 Days
Ecommerce
▽ Funnel Conversion

100%
75%
50%
25%
0%

[Amplitude] Any Active Event   Complete Purchase

TOP 6 ● Direct ● Instagram ● Google ● Facebook ● Twitter ● Bing

Conversion per Platform
Last 30 Days
Ecommerce
▽ Time to Convert

40%
30%
20%
10%
0%

0ms - 12h 0m | 12h 0m - 1d 0h | 1d 0h - 1d 12h | 1d 12h - 2d 0h | 2d 0h - 2d 12h | 2d 12h - 3d 0h

TOP 5 ● Web ● iOS ● Android ● Windows ● tvOS

Time to Purchase
Last 30 Days
Ecommerce
▽ Time to Convert

50%
40%
30%
20%
10%
0%

0ms - 12h 0m | 12h 0m - 1d 0h | 1d 0h - 1d 12h | 1d 12h - 2d 0h | 2d 0h - 2d 12h | 2d 12h - 3d 0h

TOP 6 ● Direct ● Instagram ● Google ● Facebook ● Twitter ● Bing