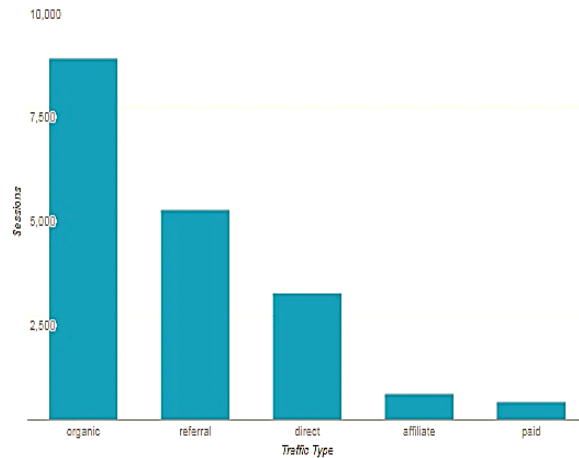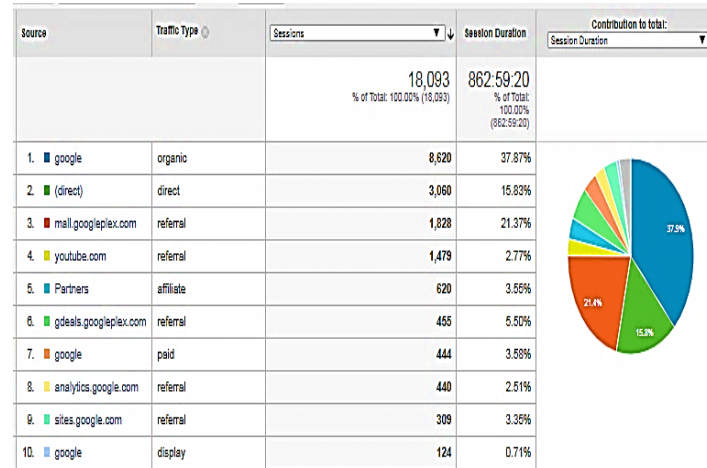# Acquisition, Engagement and Ecommerce revenue dashboard for Google Merchandise Store

How do you acquire users?

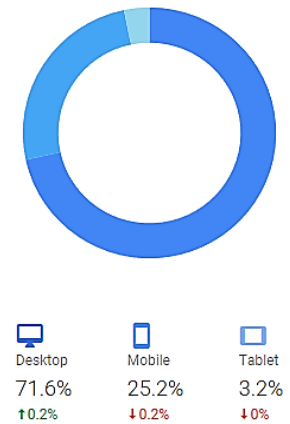

Sessions by Traffic Type

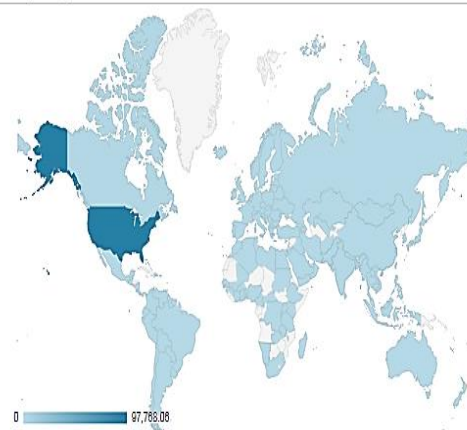## Which traffic sources carry users spending most time on the website?

Source	Traffic Type	Sessions ▼	Session Duration	Contribution to total: Session Duration
		18,093 % of Total: 100.00% (18,093)	862:59:20 % of Total: 100.00% (862:59:20)	
1. google	organic	8,620	37.87%	
2. (direct)	direct	3,060	15.83%	
3. mall.googleplex.com	referral	1,828	21.37%	
4. youtube.com	referral	1,479	2.77%	
5. Partners	affiliate	620	3.55%	
6. gdeals.googleplex.com	referral	455	5.50%	
7. google	paid	444	3.58%	
8. analytics.google.com	referral	440	2.51%	
9. sites.google.com	referral	309	3.35%	
10. google	display	124	0.71%	

What are your top devices?

Sessions by device

Desktop	Mobile	Tablet
71.6%	25.2%	3.2%
↑0.2%	↓0.2%	↓0%

Which keywords drive high ecommerce conversion rate?

Search Query	Acquisition				Behavior			Conversions eCommerce		
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
	629 % of Total: 99.37% (633)	$216.66 % of Total: 97.63% ($221.92)	$0.34 Avg for View: $0.35 (-1.79%)	356 % of Total: 2.36% (15,089)	424 % of Total: 2.34% (18,093)	31.13% Avg for View: 47.59% (-34.56%)	6.58 Avg for View: 4.31 (52.62%)	4.01% Avg for View: 3.10% (29.34%)	17 % of Total:3.04% (560)	$1,778.14 % of Total: 1.75% ($101,779.72)
1. google store apparel	1 (0.16%)	$0.13 (0.06%)	$0.13	1 (0.33%)	2 (0.47%)	50.00%	11.00	50.00%	1 (5.88%)	$39.87 (2.24%)
2. google store clothing	1 (0.16%)	$0.13 (0.06%)	$0.13	2 (0.59%)	2 (0.47%)	0.00%	14.00	50.00%	1 (5.88%)	$30.48 (1.71%)
3. google tee shirt	3 (0.48%)	$0.47 (0.22%)	$0.16	3 (0.89%)	4 (0.94%)	25.00%	13.25	50.00%	2 (11.76%)	$184.96 (10.40%)
4. google tees	1 (0.16%)	$0.26 (0.12%)	$0.26	1 (0.33%)	2 (0.47%)	0.00%	22.50	50.00%	1 (5.88%)	$44.98 (2.53%)
5. google merchandise online store	2 (0.32%)	$0.21 (0.10%)	$0.10	3 (0.89%)	3 (0.71%)	33.33%	12.00	33.33%	1 (5.88%)	$32.68 (1.84%)
6. google tshirt	12 (1.91%)	$2.82 (1.30%)	$0.24	10 (2.97%)	11 (2.59%)	18.18%	6.82	9.09%	1 (5.88%)	$14.78 (0.83%)
7. google merchandise	84 (13.35%)	$6.96 (3.21%)	$0.08	78 (23.15%)	96 (22.64%)	21.88%	8.81	5.21%	5 (29.41%)	$271.23 (15.25%)
8. google merchandise store	79 (12.56%)	$8.53 (3.94%)	$0.11	86 (25.52%)	105 (24.76%)	26.67%	6.44	4.76%	5 (29.41%)	$1,159.16 (65.19%)

Where are your users?

Revenue by Country

0 — 97,768.06

Which countries have new users/engagement?

Country	Acquisition		
	Users	New Users	Sessions
	15,089 % of Total: 100.00% (15,089)	13,384 % of Total: 100.14% (13,365)	18,093 % of Total: 100.00% (18,093)
1. United States	7,173 (47.24%)	5,891 (44.02%)	9,053 (50.04%)
2. Canada	461 (3.04%)	413 (3.09%)	534 (2.95%)
3. Germany	345 (2.27%)	321 (2.40%)	390 (2.16%)
4. Brazil	177 (1.17%)	166 (1.24%)	192 (1.06%)
5. France	225 (1.48%)	205 (1.53%)	253 (1.40%)
6. Switzerland	75 (0.49%)	70 (0.52%)	85 (0.47%)
7. Malaysia	130 (0.86%)	125 (0.93%)	172 (0.95%)
8. Greece	89 (0.59%)	86 (0.64%)	98 (0.54%)
9. United Kingdom	810 (5.33%)	734 (5.49%)	891 (4.92%)
10. Chile	36 (0.24%)	35 (0.26%)	38 (0.21%)