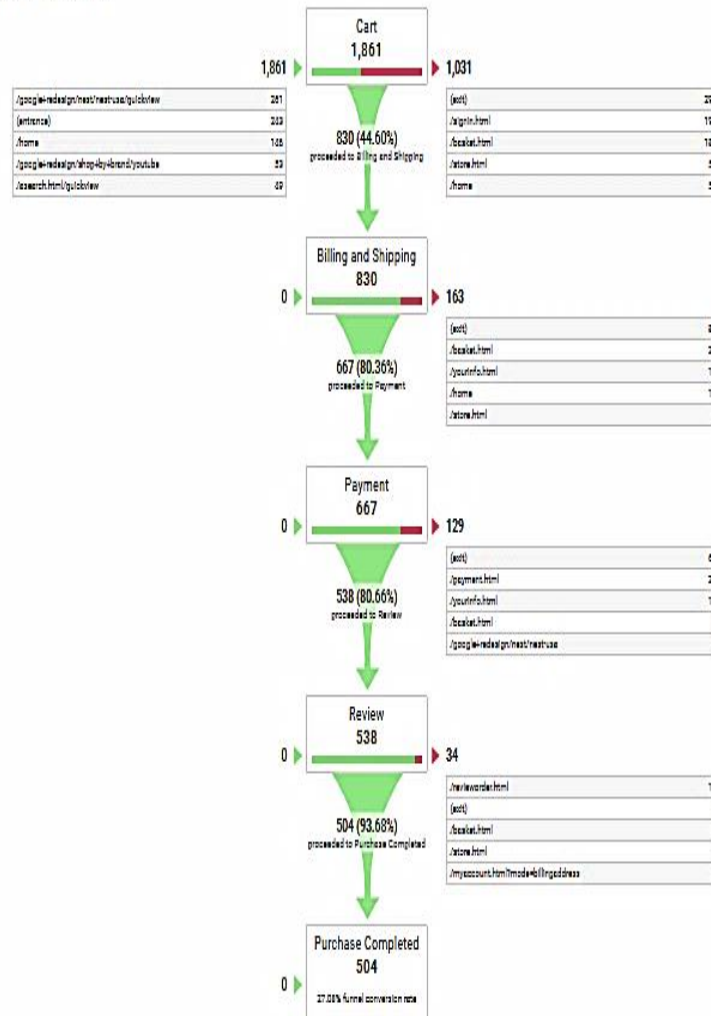


Goal conversions dashboard

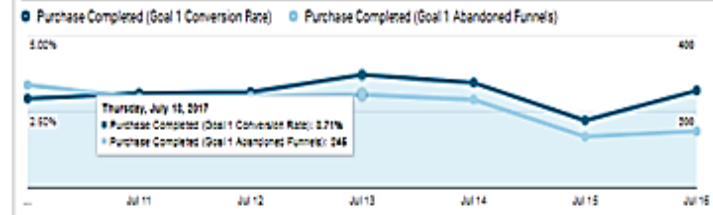
How are we performing against the goals?

Purchase Completed

This Goal was completed in 504 sessions (27.08% funnel conversion rate)



Purchase Completed (Goal 1 Conversion Rate) and Purchase Completed (Goal 1 Abandoned Funnels)



Goal Conversion Rate

23.46%

Total Abandonment Rate

26.22%

Purchase Completed (Goal 1 Completions)

570

Total Abandonment Rate and Users by Source...

Source / Medium	Total Abandonment Rate	Users
google.ca / referral	100.00%	1
google.com.br / referral	100.00%	1
siliconvalley.about.com / referral	100.00%	1
analytics.google.com / referral	65.82%	362
lmessage.com / referral	60.00%	5
youtube.com / referral	57.98%	1,418
google.com / referral	57.14%	79
adwords.google.com / referral	50.00%	4
dealspotr.com / referral	50.00%	4
m.facebook.com / referral	50.00%	50