Digital Marketing Analytics

By

Dinesh Kumar

Contents

Executive Summary

This report evaluates the effectiveness of digital marketing strategies through data analytics, focusing on traffic drivers, audience engagement, and revenue conversion. Using GA4, the study identifies key trends across multiple customer touchpoints and highlights the strengths and weaknesses of different marketing channels. Key findings include:

- Organic search and social media referrals drive high engagement, while email marketing shows strong revenue conversion.

- Mobile experience optimization is critical, as mobile traffic is high, but conversion rates remain low.

- Audience segmentation and personalized retargeting strategies can significantly boost customer acquisition and retention.

Based on these insights, the project provides strategic recommendations for improving user engagement, retargeting efforts, and overall digital marketing effectiveness.

Strategic Role Analysis:

Digital marketing is achieving marketing objectives through applying digital media, data and technology integrated with traditional communications. In present day, digital marketing offers several advantages over traditional marketing avenues such as billboards and other signage (Chaffey, 2019, p. 10). The way people interact on the internet has dramatically changed over the years and has evolved more than just people visiting websites. The advent of social media has paved way for numerous avenues on how people interact with each other and the business. The combination of search engines combined with social media amplifies the extent to which businesses can reach potential customers (MCCLURG, Winter 2013). The data generated by these online media are invaluable and analytics tools such as Google Analytics helps with analysing the data and make informed decisions.

There are several digital marketing tools which can be used to carry out digital marketing. Some of them are **Search Engine Optimization (SEO), Pay-Per-Click (PPC) campaigns** (MCCLURG, Winter 2013)**, Email marketing, Social Media Marketing, and so on.** All these tools, when integrated with a business' website, creates significant amount of data which can be leveraged to create valuable insights. Gaining insights into the data guides marketers to formulate a strategy and use these tools optimally. Some examples of how data guides forming strategies are as follows:

Business strategies: This involves using data about consumer behaviour to understand the market and device business strategies around it. It helps answer questions like:

- What are consumers stressed about right now?
- What areas of our owned channels perform best?

Data strategies: Companies like Google and Amazon are built of data strategy. It helps them answer questions like:

- Major traffic spikes
- Social sentiment

Communication strategies: This includes all communication channels which helps companies communicate with all of its stakeholders.

Media strategies: It's important to choose the right media to implement the marketing strategy. Things like the organization's objectives, Key Performance Indicators (KPI), media platform to advertise on should be considered before delving into the action (Chuck Hemann, 2018, p. 4).

The Google Merchandise's GA4 analytics gives comprehensive data on the performance of the online store. Key insights from each stage of the customer journey over two quarters can be derived which can be used to increase awareness to people, drive more traffic and user engagement, and potentially convert these users into purchasing customers.

Tactical Use Analysis:

Effectiveness of Google Merchandise Store's digital channels and content:

Traffic drivers:

Analysing the GA4 data of Google's Merchandise online store, the bulk of the traffic comes from direct traffic. Direct traffic is traffic of which the origins are unclear. It could mean the traffic is coming from bookmarked URL, or when customers type the URL of the website manually, or it could also indicate brand awareness. Since there is no real clarity of the traffic source, direct traffic data is unreliable to analyse the website's digital marketing campaign.

Hence, the next best drivers of traffic are referral and affiliate traffic, and organic search. Analysing the data reveals that referral and affiliates are performing significantly well in driving traffic towards the website, especially from social platforms like Facebook and search engines like Baidu.

Comparing the two quarters, there is significant increase in traffic through referrals and affiliate traffic. Some forms of referrals work better than others. Social referrals performs better than others.
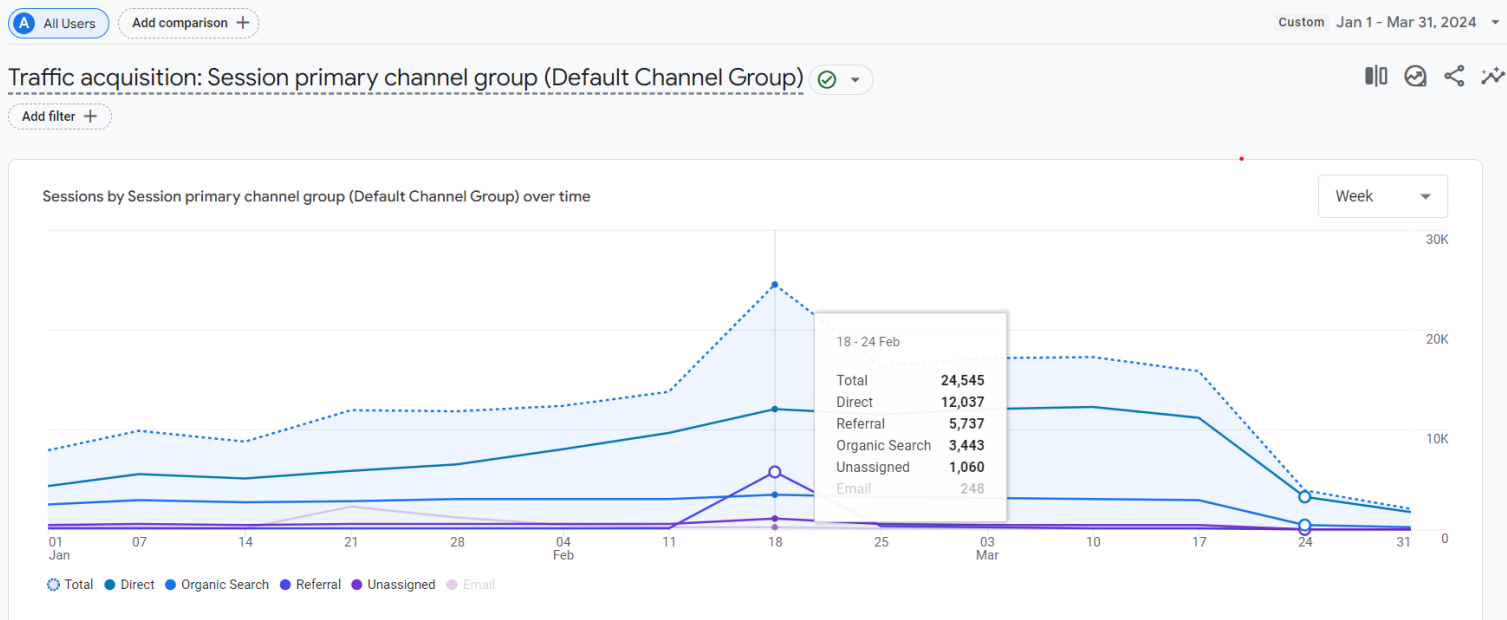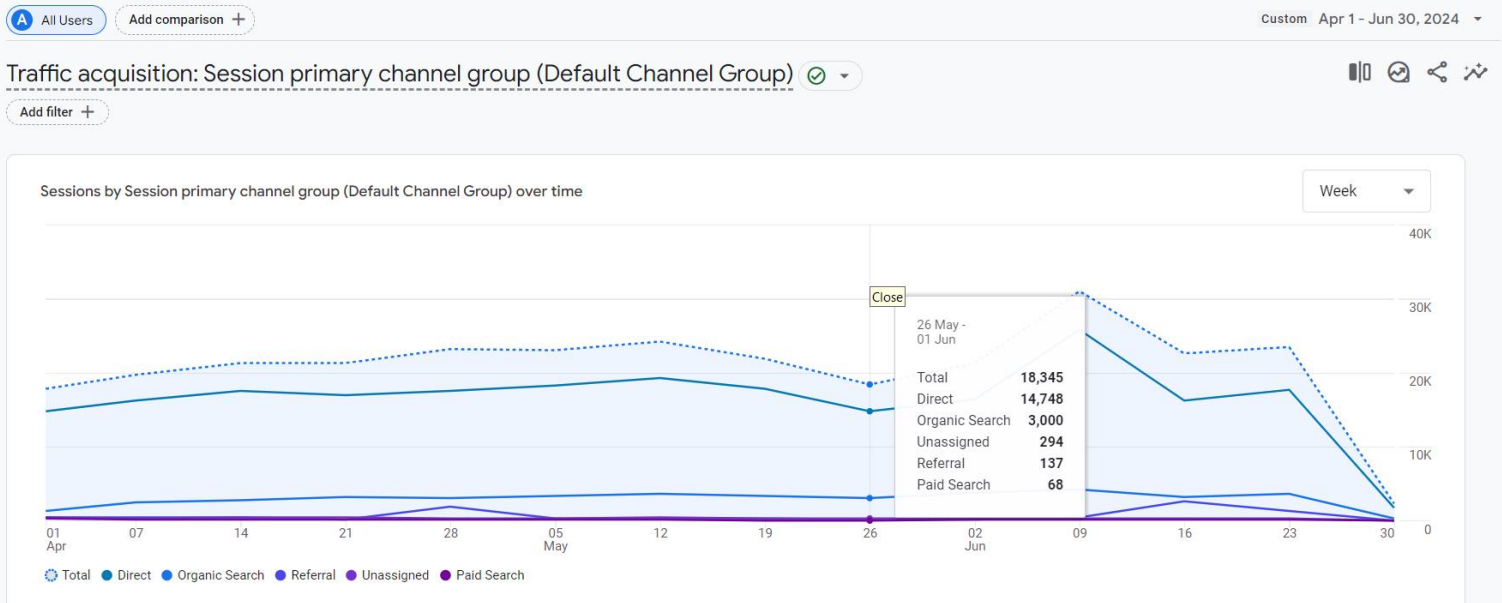
Conversion rate:

Revenue Conversion:

In terms of revenue direct search shows highest conversion rate but since it's unreliable for planning a marketing campaign, next best markers are **Organic search, Email, Referral, and Organic Social.**

Although email did not bring in a lot of traffic, the total revenue from it is relatively higher. But the performance is not consistent over a quarter. The best performer in revenue conversion is organic search suggesting strong SEO performance coupled with good used experience of the website.
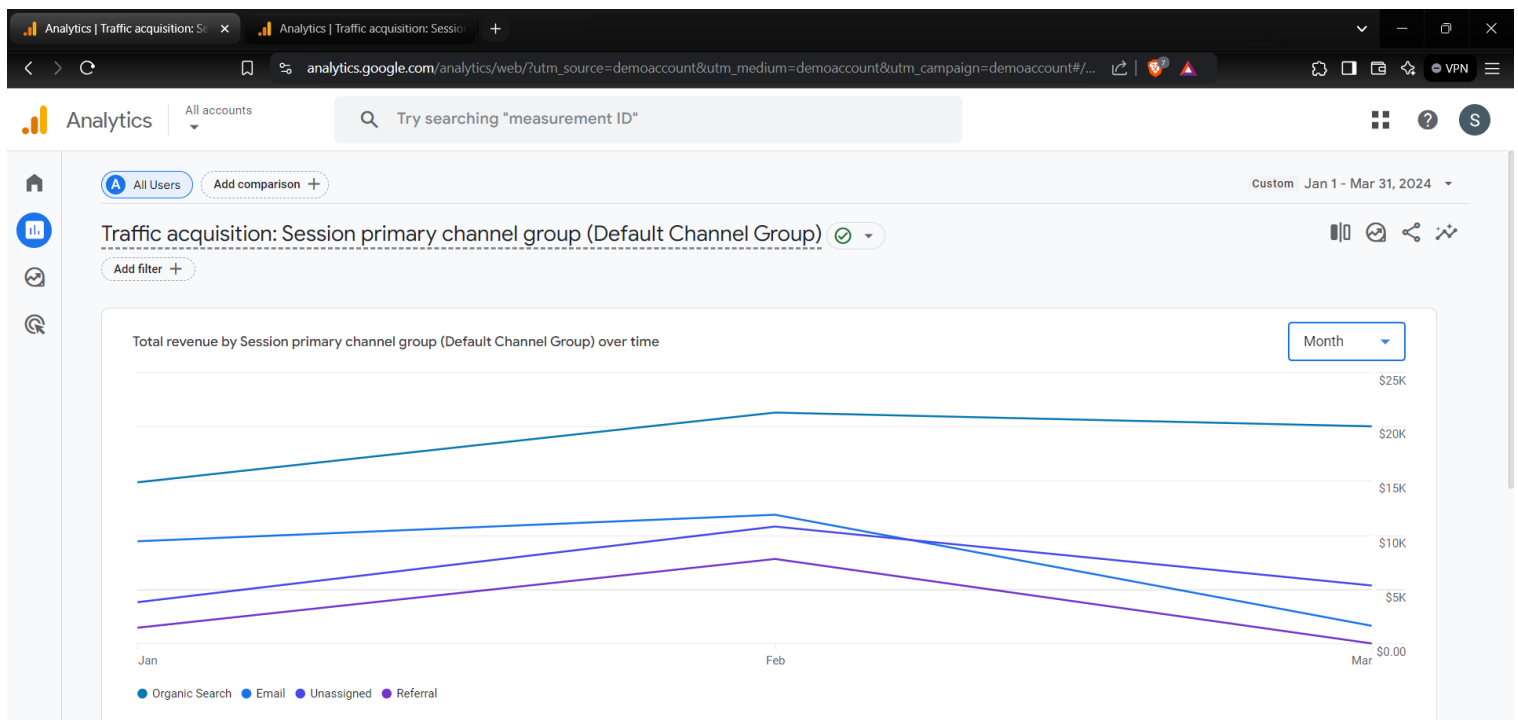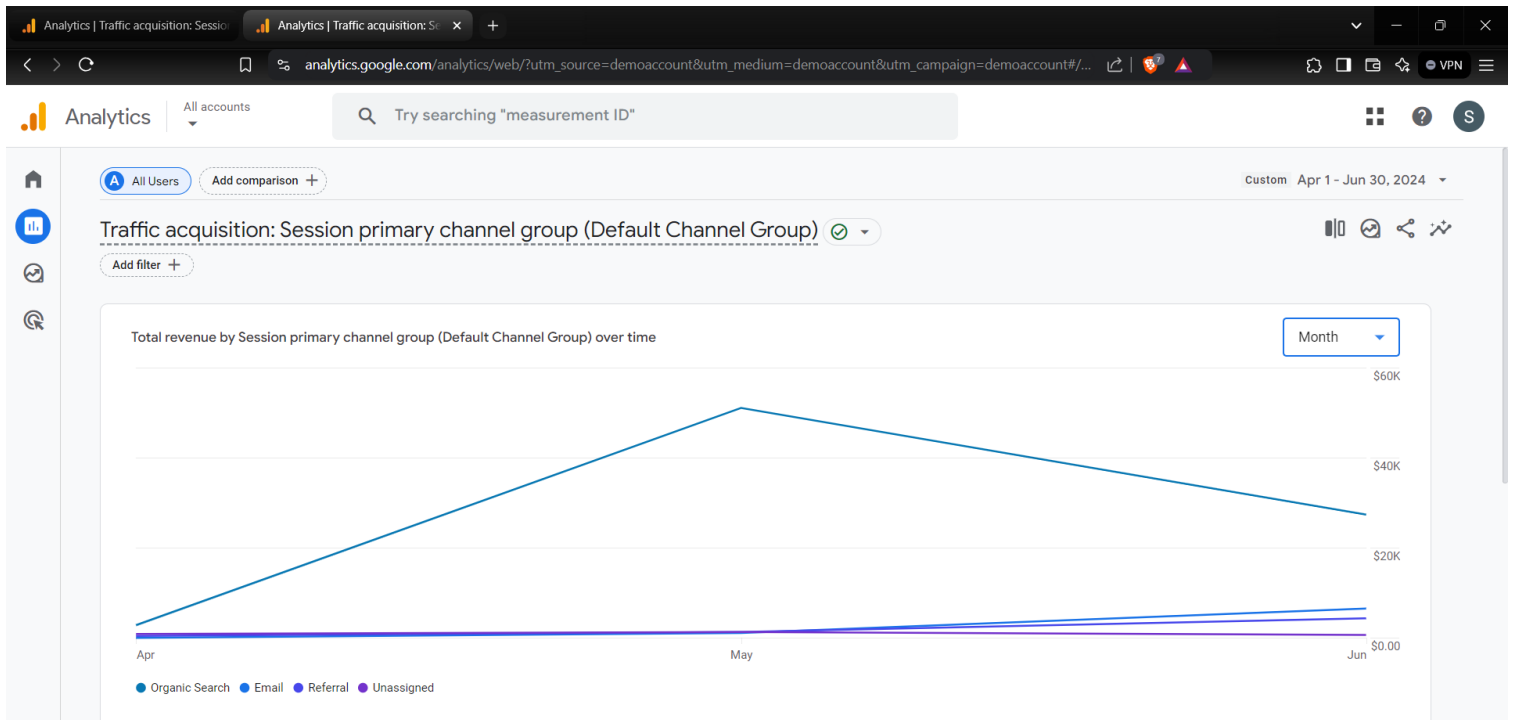
Engagement

In terms of engagement in the website, email performs better than all other mediums and is consistent as well. Another medium performing as good as email is organic social search.

But in the second quarter, organic search has had more engagement rate although bringing in fewer numbers. But it's conversion in terms of key events is relatively high. This also suggest the strong performance of SEO optimisation for the website. Since key events potentially leads to a purchase, this is a reliable KPI to consider.

Performance Reporting

Dominance of the US
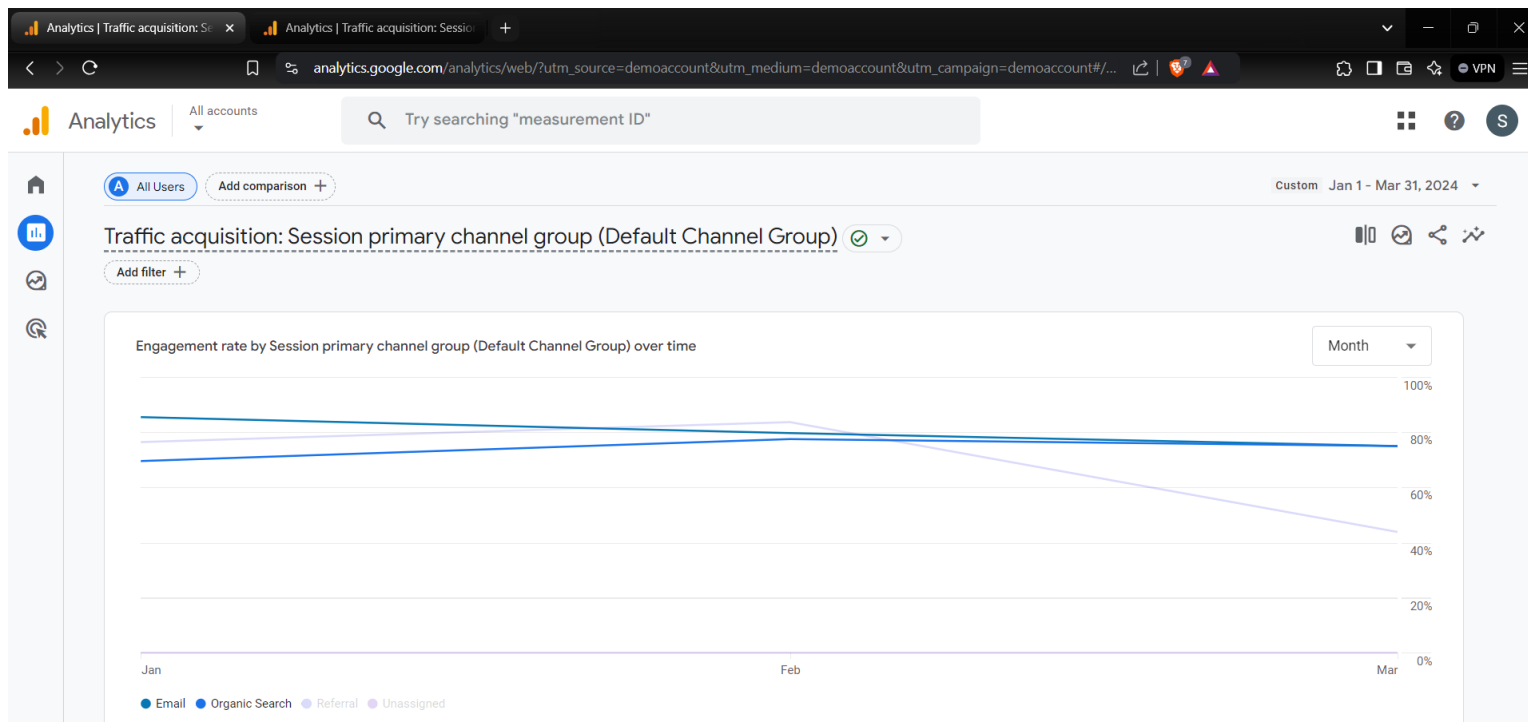
Across two quarters, the **Google Merchandising Store** saw the **United States** dominate both in traffic and revenue. The U.S. consistently outperformed other regions, but the second quarter brought new contenders like **Canada, India, China, and Japan** to the forefront, signalling potential in emerging markets. While the U.S. remained the store's backbone, these shifts hinted at opportunities for expansion into untapped markets.
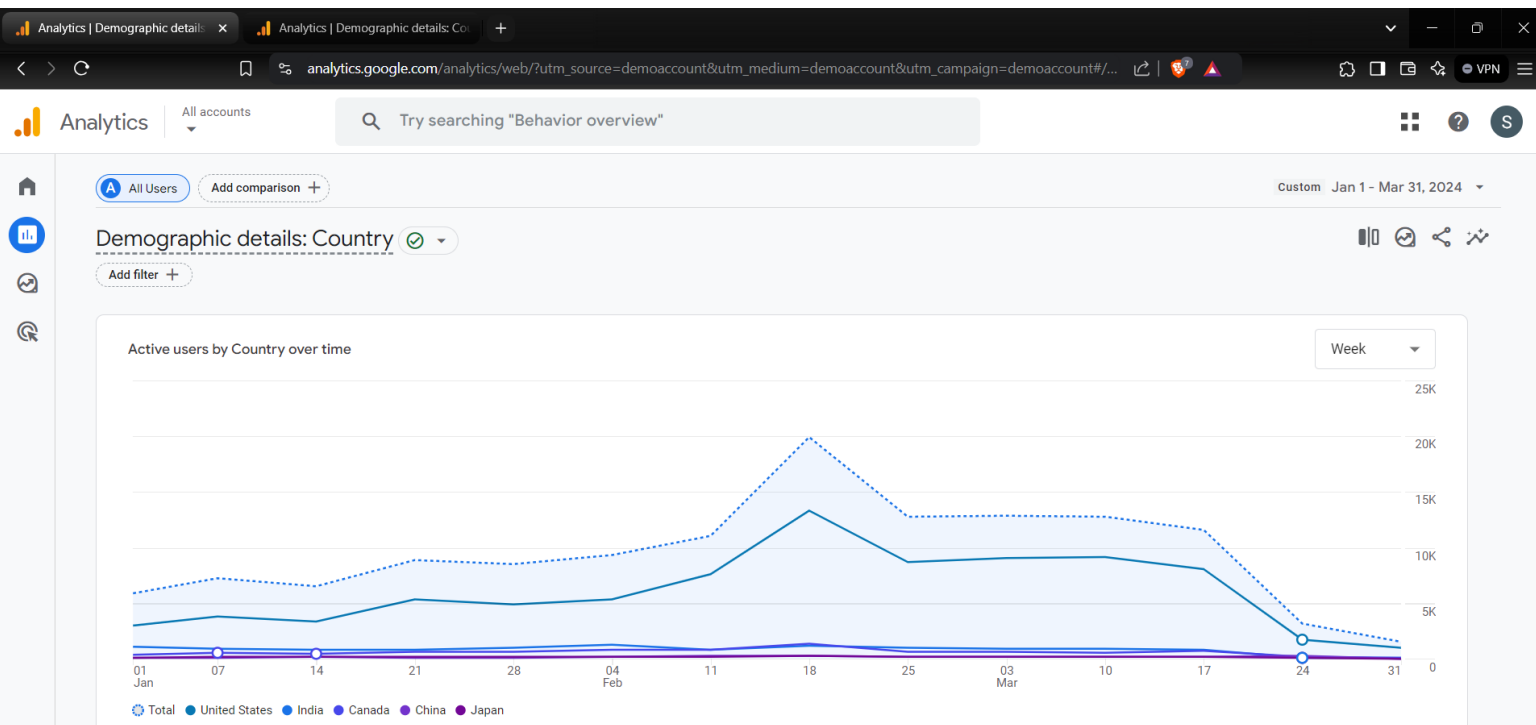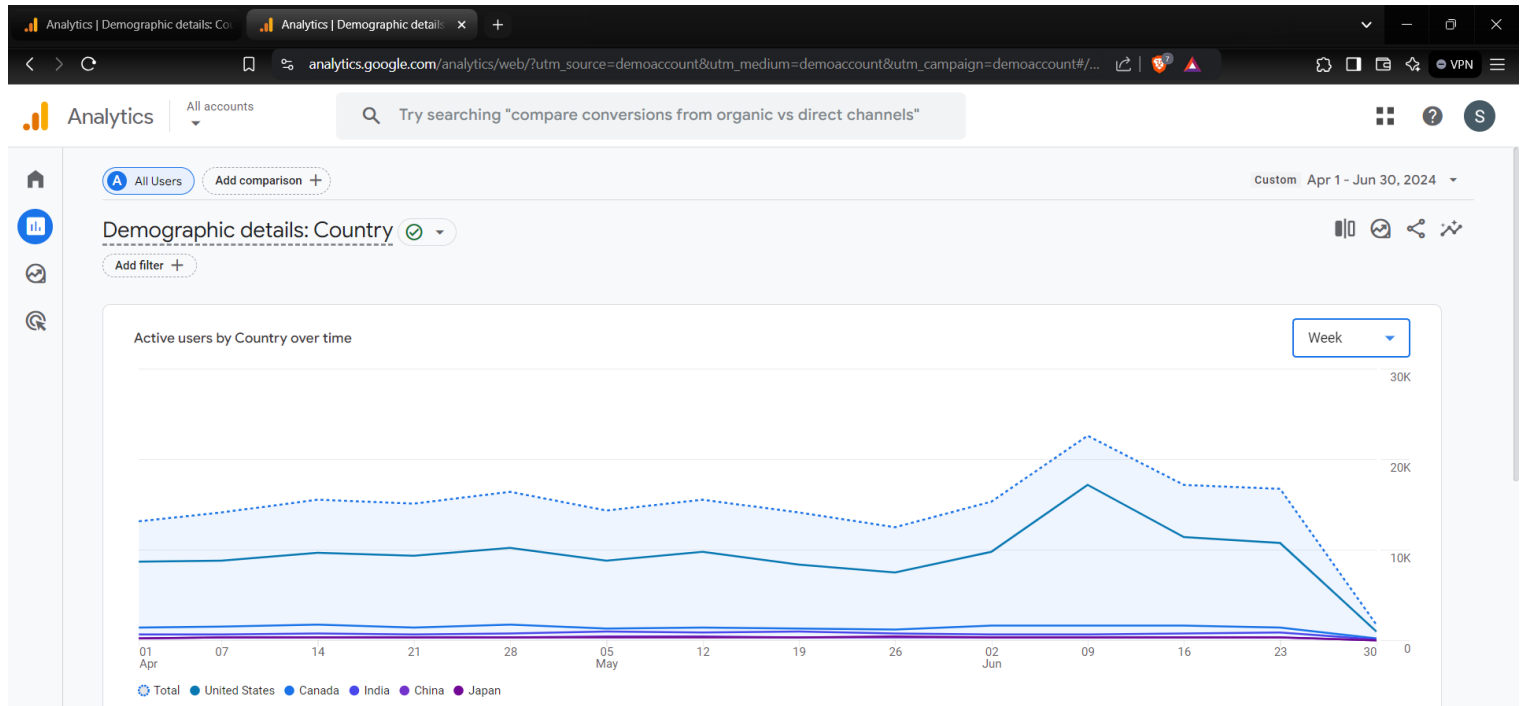
The Struggle of Non-Purchasers

In the first quarter, more than 108,000 **non-purchasers** visited the site, generating substantial traffic but failing to convert into revenue, setting the stage for a looming challenge. In **e-commerce**, a **conversion rate**—the percentage of orders compared to total visits (Ayanso & Yoogalingam, 2009) is a key measure of success, and here the store struggled. Meanwhile, **recently active and engaged users** were the real revenue drivers, contributing significantly more. The challenge was clear: how could the store turn non-purchasers into buyers?
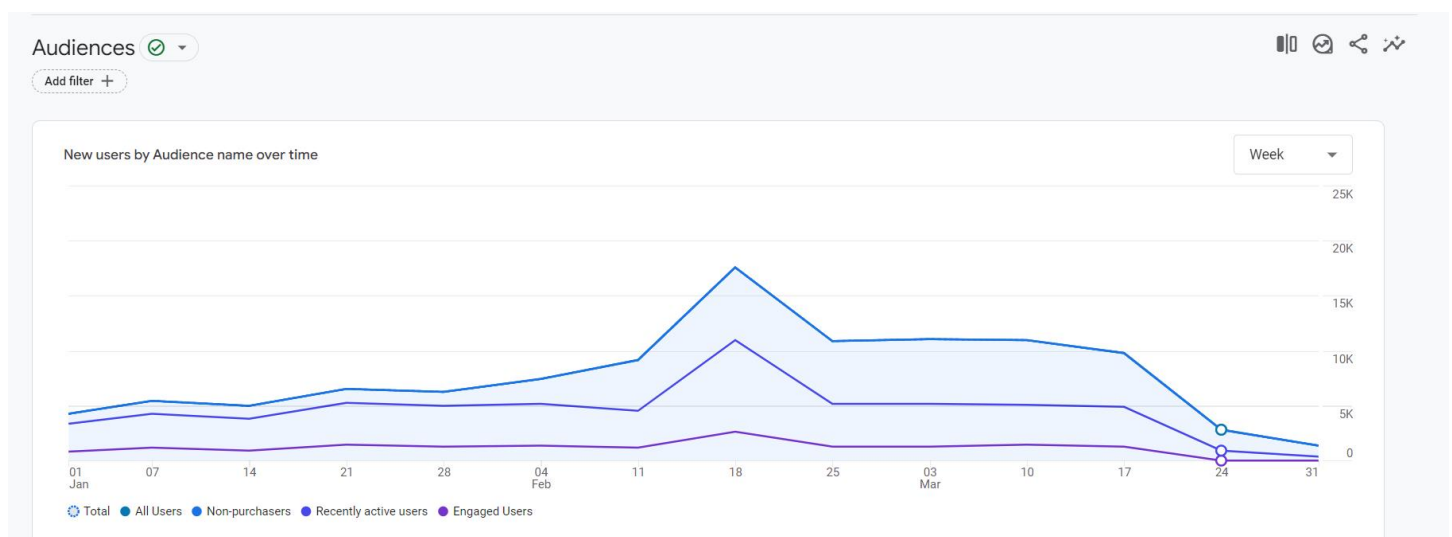
Jan   Feb   Mar

⚙ Total ● All Users ● Non-purchasers ● Recently active users ● Engaged Users

Plot rows	🔍 Search…				Rows per page: 10 ▼	Go to: 1	‹ 1-10 of 11 ›

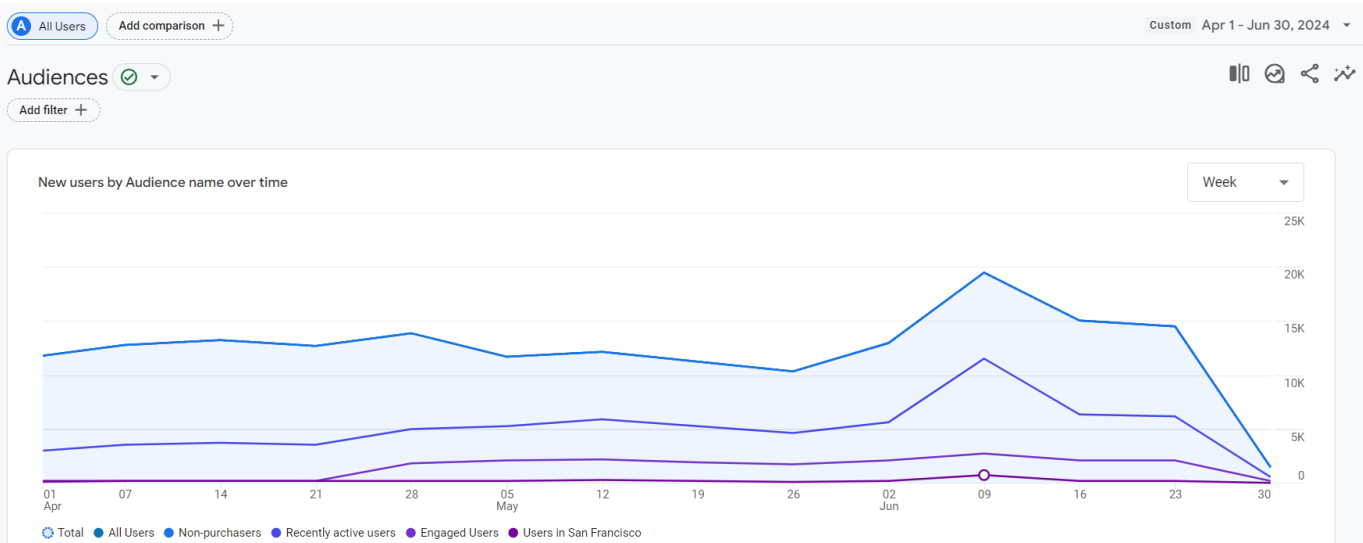| ☐		Audience name	+	↓ New users	Sessions	Views per session	Average session duration	Total revenue	Total users
☑		Total		298,415 100% of total	171,448 100% of total	13.95 Avg 0%	14m 02s Avg 0%	$1,461,717.57 100% of total	125,207 100% of total
☑	1	All Users		108,631	171,448	3.32	3m 22s	$292,228.22	125,207
☑	2	Non-purchasers		108,631	171,448	3.32	3m 22s	$0.00	125,087
☑	3	Recently active users		63,561	114,813	4.30	4m 20s	$292,198.23	79,620
☑	4	Engaged Users		15,998	58,686	6.69	6m 21s	$290,899.75	28,717
☐	5	Users in San Francisco		1,356	3,654	4.50	4m 32s	$21,856.30	2,116

Audience segment: First quarter

Ⓐ All Users   Add comparison +   Custom Apr 1 - Jun 30, 2024 ▼

Audiences ⊘ ▼   ◫ ⊙ ⇱ ⌁
Add filter +

New users by Audience name over time   Week ▼

⚙ Total ● All Users ● Non-purchasers ● Recently active users ● Engaged Users ● Users in San Francisco

Plot rows	🔍 Search…				Rows per page: 10 ▼	Go to: 1	‹ 1-10 of 13 ›

☐		Audience name	+	↓ New users	Sessions	Views per session	Average session duration	Total revenue	Total users
☑		Total		438,546 100% of total	295,756 100% of total	10.34 Avg 0%	10m 15s Avg 0%	$1,789,220.41 100% of total	184,848 100% of total
☑	1	All Users		173,090	295,756	2.64	2m 37s	$355,290.69	184,848
☑	2	Non-purchasers		173,090	295,756	2.64	2m 37s	$0.00	184,848
☑	3	Recently active users		69,876	133,489	3.85	4m 12s	$354,720.87	84,834
☑	4	Engaged Users		19,392	77,117	6.54	5m 44s	$354,805.79	31,313
☑	5	Users in San Francisco		2,823	6,044	3.91	3m 12s	$19,343.31	3,470

Audience segment: Second quarter

The Turning Point

The second quarter brought a positive shift. Revenue distribution became more balanced across user segments, with **Canada** gaining significant ground. The appearance of **paid search** as a traffic source, driving over 1,200 users, indicated a new marketing push. At the same time, **email and social media channels**, often praised for generating high user engagement due to personalized content based on customer behaviour such as browsing cart abandonment (Goic, et al., 2021), excelled, showing the highest engagement rates and longest session durations.

		First user prim…Channel Group)	Total users	New users	Returning users	Average engagement time per active user	↓ Engaged sessions per active user
		Total	125,207 100% of total	108,631 100% of total	23,289 100% of total	1m 15s Avg 0%	0.85 Avg 0%
☑	1	Cross-network	1,880	9	141	3m 24s	1.99
☑	2	Email	1,653	1,301	768	2m 32s	1.57
☑	3	Organic Social	1,774	1,590	375	2m 08s	1.12
☐	4	Paid Video	1	0	1	0s	1.00
☑	5	Referral	5,824	5,634	619	51s	0.96
☑	6	Organic Search	26,653	24,991	3,975	56s	0.93

User engagement by channels – first quarter

User acquisition: First user primary channel group (Default Channel Group) — Custom Apr 1 - Jun 30, 2024

		First user prim…Channel Group)	Total users	New users	Returning users	Average engagement time per active user	↓ Engaged sessions per active user	Event count All events	Key eve... All events
☑		Total	184,848 100% of total	173,090 100% of total	36,943 100% of total	59s Avg 0%	0.80 Avg 0%	3,177,072 100% of total	198,12... 100% o...
☑	1	Email	514	465	163	1m 35s	1.49	12,976	1,6...
☑	2	Organic Shopping	629	626	107	1m 23s	1.11	12,273	1,5...
☐	3	Cross-network	8	0	3	41s	1.00	43	
☑	4	Organic Search	23,727	23,463	3,844	1m 06s	0.98	400,907	33,2...
☑	5	Referral	6,739	6,672	711	55s	0.89	105,921	9,5...
☐	6	Direct	150,459	139,255	31,850	59s	0.80	2,623,896	150,4...
☑	7	Organic Social	1,364	1,316	125	32s	0.78	15,158	1,3...

User engagement by channels – second quarter

Products and Purchase Patterns

Product performance followed a familiar e-commerce strategy. Affordable items like the **Google Cloud Sticker** saw high purchase volumes, while premium products like the **Super G Timbuktu Backpack** contributed more revenue, despite fewer purchases. This underscores

Item name ▾	Items viewed	Items added to cart	Items purchased	↓ Item revenue
Total	160,634 100% of total	273,158 100% of total	27,291 100% of total	$291,587.04 100% of total
1 Super G Timbuk2 Recycled Backpack	5,638	532	98	$10,750.00
2 Google Vintage Wash Grey Pullover	1,495	572	111	$6,720.60
3 Google Unisex Eco Tee Black	4	8	244	$5,975.20
4 Google Cloud Cap	1,016	688	324	$5,365.60
5 Google Yosemite Windbreaker	1,790	522	94	$4,901.40

Product performance in terms of revenue – first quarter

The Lesson Learned

While the U.S. maintained its lead, the second quarter highlighted the potential of emerging markets and the power of **email and social media** in driving engagement. Moving forward, converting non-purchasers and maximizing high-ticket product sales will be essential for growth.

Part B

Niche Lifestyle Market Segment – Tech Enthusiasts

Tech enthusiasts are early adopters who are passionate about gadgets such as wearables, computers, and the latest technology. They actively follow trends and seek products that improve their lifestyle through both hardware and software.

Customer Persona

Demographics:

- **Age**: Primarily aged 15-35, with some older adopters between 45-65+, as they embrace newer technologies.

Millennials lead on some technology adoption measures, but Boomers and Gen Xers are also heavy adopters

% of U.S. adults in each generation who say they …
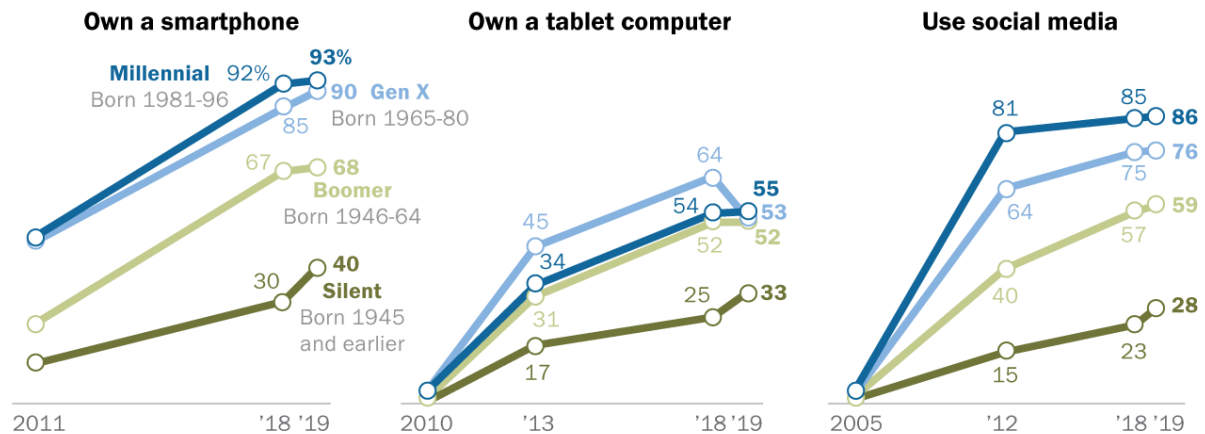
Note: Those who did not give an answer are not shown.
Source: Survey conducted Jan. 8 - Feb. 7, 2019.

PEW RESEARCH CENTER

Graph: (Vogels, 2019)

- **Gender**: Spontaneous spenders lean towards female, while functionality-focused consumers are evenly split between genders (Bacon, 2014)

- **Income**: Tech enthusiasts range from high spenders who prioritize performance to more budget-conscious buyers drawn to discounts and promotions (Bacon, 2014).

- **Location**: Most tech enthusiasts reside in urban or suburban areas where tech is easily accessible.

Psychographics:

- Interests: Interests vary—PC gamers prioritize high-performance components, while others, value design aesthetics and ergonomics in their products.

- Values: They emphasize innovation, performance, and technical specifications, often comparing brands before making a purchase.

- Lifestyle: They dedicate considerable time to researching, testing, and discussing new products, frequently participating in tech communities.

Motivation:

- Intrinsic: Motivated by personal growth and a desire to explore the limits of technology, rather than status or materialism (McManus & Carvalho, 2022)

Behavioural Traits:

- Shopping Habits: They primarily research online, using smartphones for browsing and PCs for purchasing. Many are omnichannel shoppers who prefer to buy online but pick up products in-store for convenience.

- Purchase Influences: Trust in brands, peer reviews, and product functionality are key influences, while convenience in both shopping and product use is highly valued (West, 2015).

Alex Perreira

A SHORT DESCRIPTION

- A software developer with an interest in playing high end PC games.
- Loves to build and customize his PC.

SHOPPING BEHAVIOUR

- Watches tech review videos and participates in Reddit discussions before purchasing.

CHALLENGES

- Struggles to find the right balance between performance and cost for gaming accessories

MOTIVATION

- Needs tech that improves workflow and enhances gaming performance, especially products that can be customized or upgraded.

Customer Journey Mapping

The fundamental idea behind a Customer Journey Mapping (CJM) is that it a visual depiction of the journey customers take when interacting with a business during the purchase process (Rosenbaum, et al., 2017). It guides marketers draw out a comprehensive marketing campaign and measure its performance at every stage of the process. It considers what happens in each phase, the I touchpoints, and important feelings that customers go through when making a purchase.

Let's take a look at our customer, Alex, as he makes his journey from **awareness** to **post-purchase** as he interacts with **Google Merchandise store.**

Awareness:

Discovery: Alex first hears about Google Merchandising store from his favourite **YouTube** tech influencer who reviews tech gadgets.

Touchpoints: YouTube, social media ads, Google Search results.

Thought/Feelings: "This tech looks interesting – how does it compare to other brands in terms of specs, performance and cost?"

Consideration:

Research stage: Alex starts researching about the product in different websites, asking opinions in reddit communities, and reading other people's reviews.

Touchpoints: Reddit forums, YouTube review videos, Google's product pages.

Thoughts/feelings: "Does this product offer enough performance for the price? Will it integrate well with my existing setup?"

Decision:

Purchase: After reading reviews and considering feedback, Alex decides to purchase a Google smart speaker to integrate with his smart home system.

Touchpoints: Product reviews, Google's checkout page, possible discount offers.

Thoughts/feelings: "This seems like the right product for me—it has the features I need, and I trust Google's quality."
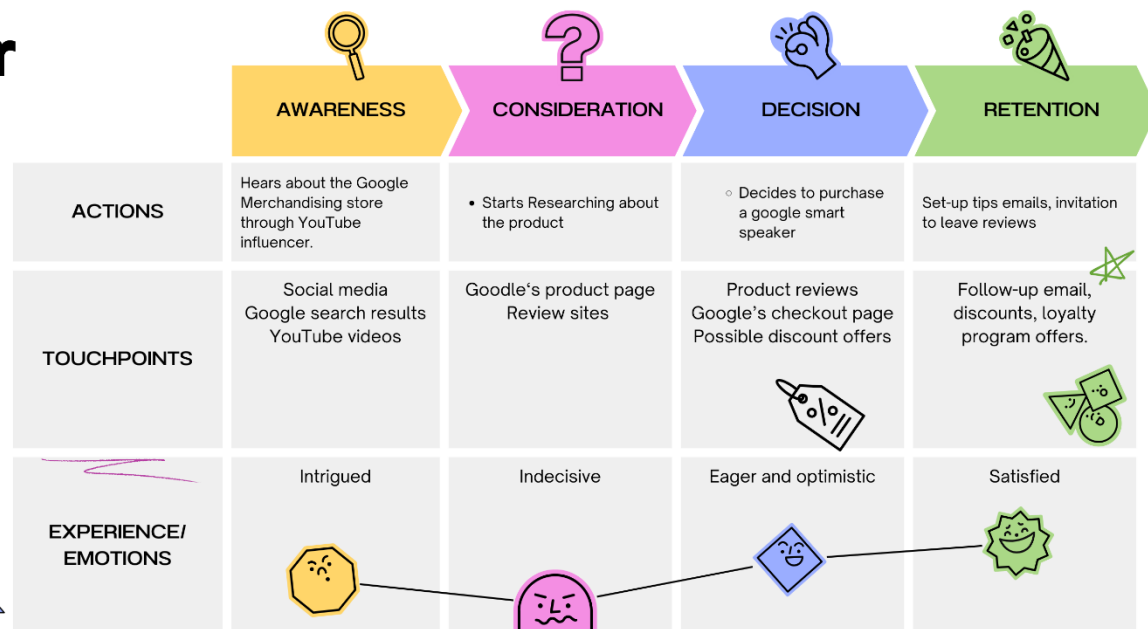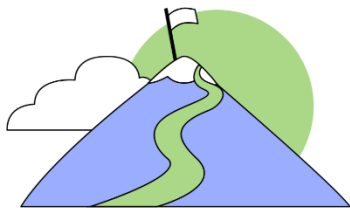
Post-Purchase:

Follow-up: After the purchase, Alex receives an email with setup tips and an invitation to leave a review or explore other Google products that could enhance his setup (e.g., Google Nest products).

Touchpoints: Follow-up emails, customer support, loyalty program offers.

Thoughts/Feelings: "I'm happy with my purchase—I'll definitely share my experience in tech forums and might look into other products from Google."

Customer Journey Map

	AWARENESS	CONSIDERATION	DECISION	RETENTION
ACTIONS	Hears about the Google Merchandising store through YouTube influencer.	• Starts Researching about the product	○ Decides to purchase a google smart speaker	Set-up tips emails, invitation to leave reviews
TOUCHPOINTS	Social media Google search results YouTube videos	Goodle's product page Review sites	Product reviews Google's checkout page Possible discount offers	Follow-up email, discounts, loyalty program offers.
EXPERIENCE/ EMOTIONS	Intrigued	Indecisive	Eager and optimistic	Satisfied

Despite high mobile traffic, conversion rates fell sharply in Q2 (see Appendix 4). A comprehensive mobile UX audit should focus on reducing load times, simplifying navigation, and enhancing the checkout process to minimize friction. Implement mobile-first design, ensuring smoother transitions from product views to purchase. Personalized push notifications can remind users of abandoned carts and encourage them to complete purchases. Regular A/B testing will help identify layout improvements that enhance engagement (Srivastava & Manohar, 2020).

Desktop Retargeting & Personalization

Desktop conversions showed improvement, but further enhancement is possible by addressing drop-offs between product views and cart addition (see Appendix 2 and Appendix 4). Retarget users via Google Ads and social media, offering reminders of products viewed but not purchased. Personalized recommendations—based on browsing history or similar user profiles—can increase the likelihood of conversion (Thongpapanl & Ashraf, 2011). Additionally, abandoned cart email campaigns with incentives like discounts or limited-time offers can drive users back to complete their purchase.

Paid Search & Social Retargeting

With both desktop and mobile users engaging but failing to convert (see Appendix 2 and Appendix 4, paid search and social media ads can be used to re-target these audiences. Dynamic product ads featuring specific items users viewed will create personalized marketing experiences, which studies have shown to be highly effective in driving conversions. Offering incentives like free shipping or exclusive discounts can further entice users back to the site.

Product-Specific Content Enhancements

To improve product views, it is suggested to minimize visual clutter by adding more white space around images and using high-quality visuals with targeted descriptions. Trust signals like secure payment and free shipping icons should be placed near the "Add to Cart" button. Optimizing product filters and emphasizing subscription offers could further boost conversions (Philip, n.d.).

Image: (Philip, n.d.)

Re-engagement Campaigns

Dynamic ads and remarketing campaigns should focus on users who dropped off before adding to cart or completing purchases. Timely emails or SMS reminders for those who abandoned carts can nudge users back to finalize their purchase, ideally combined with personalized offers.

Analytics & Tracking

Leverage Google Analytics 4 and Google Tag Manager to track key metrics like conversion rates, average order value, and bounce rates across devices. Use this data to measure Return on Marketing Investment (ROMI) and optimize campaigns accordingly. Employ attribution modelling to understand which channels contribute most effectively to conversions and adjust budget allocations based on.

Analytics Strategy for 90-Day Campaign Performance

To effectively guide the campaign targeting tech enthusiasts, a comprehensive analytics strategy will be implemented, anchored in the SMART (Specific, Measurable, Achievable,

Relevant, Time-bound) approach. This ensures that the goals are not only clearly defined but also realistic and measurable within the 90-day timeline, thereby maximizing the potential for achieving desirable outcomes (Chaffey, 2024). By employing this structured method, the campaign can focus on tangible objectives that align with the interests and behaviours of the tech-savvy audience.

Goals and Performance Management

1. **Increase Conversions by 15%**: The primary objective is to achieve a 15% uplift in conversions from targeted campaigns. This goal is based on historical performance data, allowing for a realistic expectation that builds on previous successes. To accomplish this, personalized messaging and tailored offers will be crafted to resonate with the target audience's preferences. Various techniques, such as dynamic content and targeted promotions, will be implemented. The effectiveness of this strategy will be evaluated through conversion tracking tools integrated into Google Analytics, which will allow for continuous monitoring and adjustment of strategies based on real-time data (Dogtiev, 2023).

2. **Engagement Metrics**: Enhancing user engagement is crucial for the overall success of the campaign. Metrics such as click-through rates, session duration, and bounce rates will be targeted for a 10% increase. This enhancement will be accomplished through the use of advanced analytical tools like heatmaps (e.g., Hotjar) and session recordings to analyse user interactions comprehensively. By understanding how users navigate the site, adjustments can be made to improve the user experience. For example, streamlining the navigation process or optimizing content layout can lead to increased engagement, ultimately supporting conversion goals.

3. **Audience Growth**: Expanding the tech-enthusiast audience base by 20% is vital for long-term success. This growth will be achieved through segment-specific messaging disseminated via social media platforms, email campaigns, and display ads. By analysing audience insights from these platforms, strategies can be fine-tuned to better attract and engage potential customers. For instance, targeted advertisements showcasing the latest technology trends or innovations will appeal to this demographic. Engagement with influencers in the tech community could also amplify reach and credibility, attracting new followers to the brand.

KPIs and Data Collection

To effectively monitor the impact of the strategies implemented, Google Tag Manager (GTM) will be employed to track key performance indicators (KPIs) such as form submissions, product page views, and cart abandonment rates. Additionally, Google Analytics 4 (GA4) will be utilized to capture multi-channel interactions, providing a holistic view of user journeys across various devices. The insights gained from GA4 will help identify pain points in the conversion funnel, allowing for strategic adjustments as needed. Implementing A/B Testing with Google Optimize will enable the testing of different variations of messaging and visuals tailored specifically to tech-savvy consumers (Park, 2024). This iterative process will inform future campaigns and lead to more effective strategies over time.

MarTech Stack Recommendations

For a robust marketing technology (MarTech) stack, several key tools will be integrated to optimize campaign performance:

- **Customer Data Platforms (CDP)**: Utilizing a platform like Segment will enable the unification of customer data across all channels, facilitating personalized interactions. By aggregating data from various sources, a clearer picture of customer behaviour can be developed, allowing for more targeted marketing efforts.

- **Marketing Automation**: Tools such as HubSpot will be leveraged to automate email campaigns triggered by specific user behaviours. This automation will help nurture leads more effectively, delivering timely and relevant content that resonates with individual preferences and behaviours, thus driving conversions.

- **Customer Relationship Management (CRM)**: Integration with Salesforce will be crucial for tracking lead generation and monitoring customer lifecycle metrics. By ensuring that all customer interactions are recorded and analysed effectively, the campaign can make informed decisions based on comprehensive data insights.

In conclusion, by implementing this comprehensive analytics strategy, continuous optimization of audience engagement and campaign performance can be achieved throughout the next 90 days.

References

Ayanso, A. & Yoogalingam, R., 2009. Profiling Retail Web Site Functionalities and Conversion Rates: A Cluster Analysis. *International Journal of Electronic Commerce,* 14(1), pp. 79-113.

Bacon, J., 2014. A segmentation of technology shoppers. *MarketingWeek*, 5 February.

Chaffey, D., 2019. *Digital marketing - Strategy, Implementation, and Practice.* Seventh ed. s.l.:Pearson.

Chaffey, D., 2024. *Smart Insights.* [Online]
Available at: https://www.smartinsights.com/goal-setting-evaluation/goals-kpis/define-smart-marketing-objectives/
[Accessed 1 10 2024].

Chuck Hemann, K. B., 2018. *Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World.* Second ed. s.l.:Pearson Education Inc.

Dogtiev , A., 2023. *Business of Apps.* [Online]
Available at: https://www.businessofapps.com/marketplace/sms-marketing/research/sms-marketing-case-studies/
[Accessed 1 10 2024].

Goic, M., Rojas, A. & Saavedra, I., 2021. The Effectiveness of Triggered Email Marketing in Addressing Browse Abandonments. *Journal of Interactive Marketing,* Volume 55, pp. 118-145.

MCCLURG, R., Winter 2013. DIGITAL MARKETING Is Key to Practice Growth: Making sense of SEO, PPC, DIY, DID, and social networking. *Family Advocate,* 35(3), pp. 28-30.

McManus, J. F. & Carvalho, S. W., 2022. Consumers' love for technological gadgets is linked to personal growth. *Personality and Individual Differences,* Volume 194.

Park, P., 2024. *How a three-word A/B test led to triple-digit conversion growth.* [Online]
Available at: https://unbounce.com/conversion-rate-optimization/going-ab-testing-case-study/
[Accessed 1 10 2024].

Philip, K., n.d. *Convertica.* [Online]
Available at: https://convertica.org/ecommerce-conversion-optimization/
[Accessed 1 10 2024].

Rosenbaum, M. S., Otalora, M. L. & Ramírez, G. C., 2017. How to create a realistic customer journey map. *Business Horizons,* 60(1), pp. 143-150.

Srivastava, R. S. & Manohar, A., 2020. Redefining Mobile Marketing through conversion rate optimisation. *IBA journal of Management & Leadership,* 12(1).

Thongpapanl, N. & Ashraf, A. R., 2011. ENHANCING ONLINE PERFORMANCE THROUGH WEBSITE CONTENT AND PERSONALIZATION. *Journal of Computer Information Systems,* 52(1), pp. 3-13.

Vogels, E. A., 2019. *Pew Research Center.* [Online]
Available at: https://www.pewresearch.org/short-reads/2019/09/09/us-generations-technology-use/
[Accessed 21 09 2024].

West, R., 2015. *Shopping Habits of Tech-Savvy Brits are changing fast.* [Online]
Available at: https://www.intelligentreach.com/news/ecommerce-news/shopping-habits-of-tech-

savvy-brits-are-changing-fast/
[Accessed 28 09 2024].

Appendices

Appendix 1: Purchase journey visualization for 1st quarter
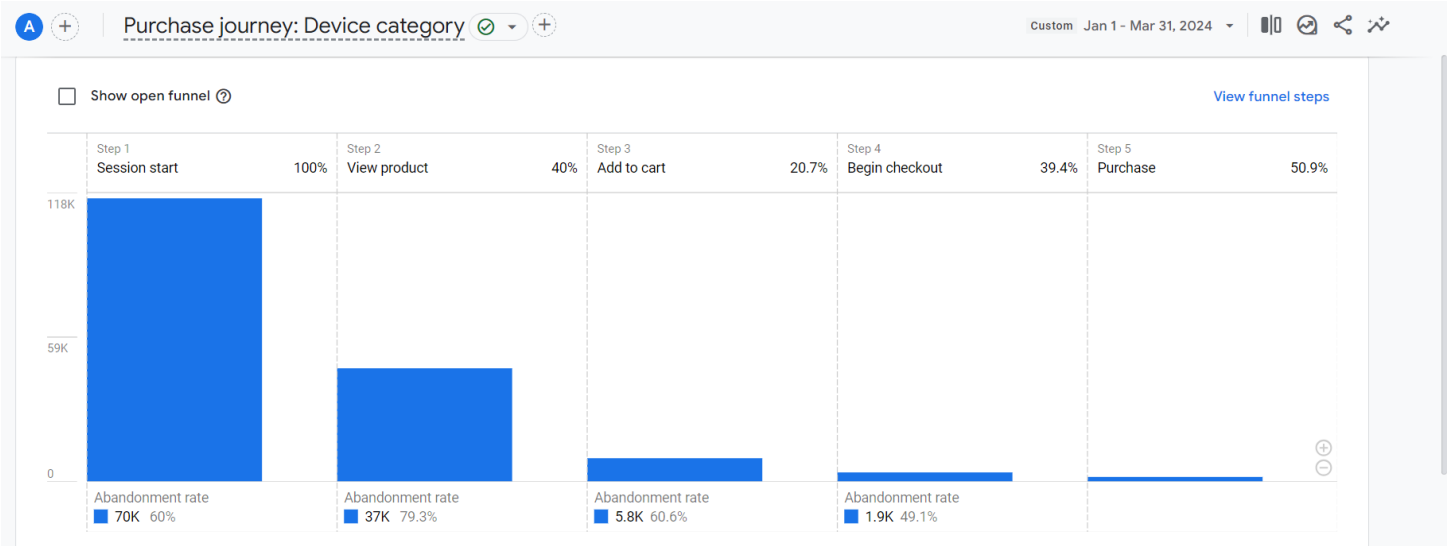
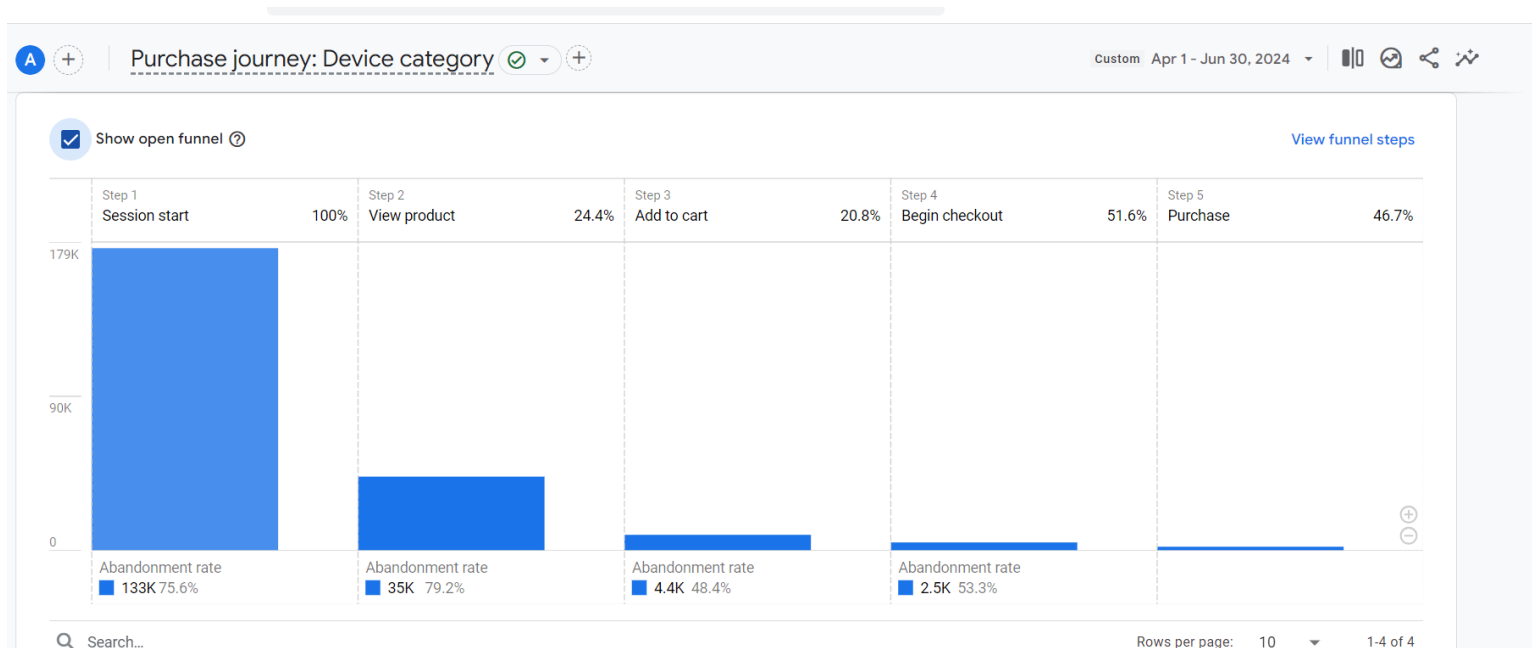### Appendix 2: Purchase journey table for 1st quarter

	Device category	1. Session start (User count)	2. View product (User count)	3. Add to cart (User count)	4. Begin checkout (User count)	5. Purchase (User count)
	Total	115,921 / 100% of total	46,380 / 100% of total	9,579 / 100% of total	3,773 / 100% of total	1,922 / 100% of total
1	mobile	58,028	18,353	2,956	861	277
2	desktop	51,446	27,346	6,431	2,891	1,634
3	tablet	7,296	741	96	21	11
4	smart tv	21	10	0	0	0

Appendix 3: Purchase journey visualization for 2nd quarter

Appendix 4: Purchase journey table for 2nd quarter

Device category	1. Session start (User count)	2. View product (User count)	↓ 3. Add to cart (User count)	4. Begin checkout (User count)	5. Purchase (User count)
Total	175,777 100% of total	43,932 100% of total	9,139 100% of total	4,732 100% of total	2,212 100% of total
1 desktop	82,375	27,116	6,802	3,652	1,914
2 mobile	65,367	16,067	2,249	1,059	293
3 tablet	28,490	599	57	21	5
4 smart tv	9	3	0	0	0