

Sessions

68.6K

+4.4%

Transactions

9

+28.2%

Ecommerce Conversion Rate

0.01%

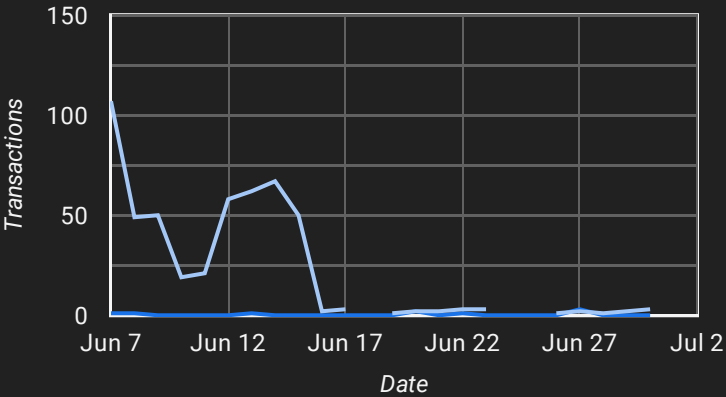
-98.1%

Revenue

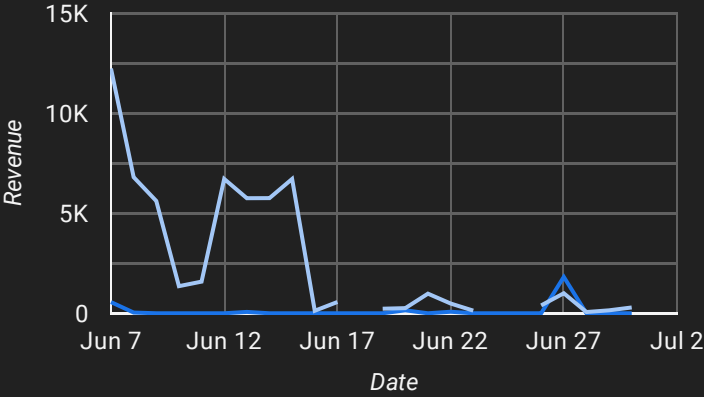
\$2,706.00

+95.3%

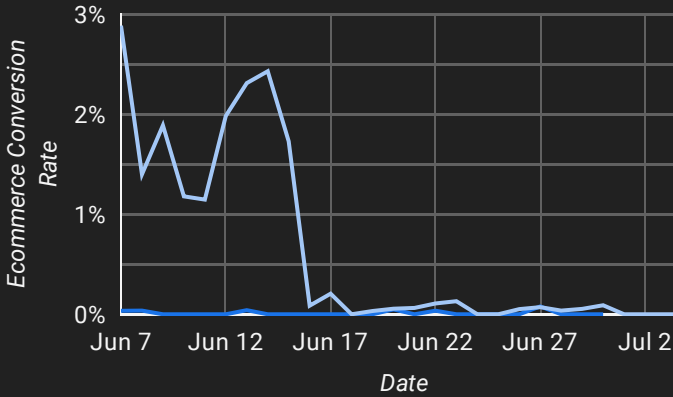
Transactions Transactions (previous 28 day...)



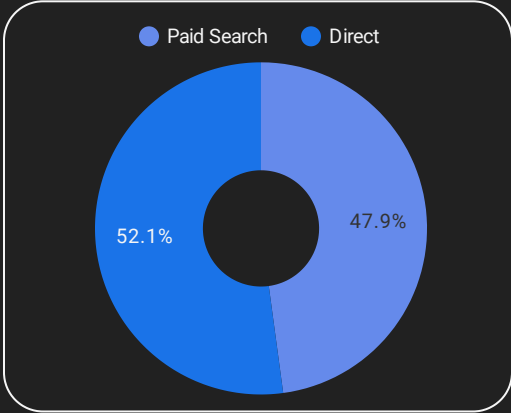
Revenue Revenue (previous 28 days)



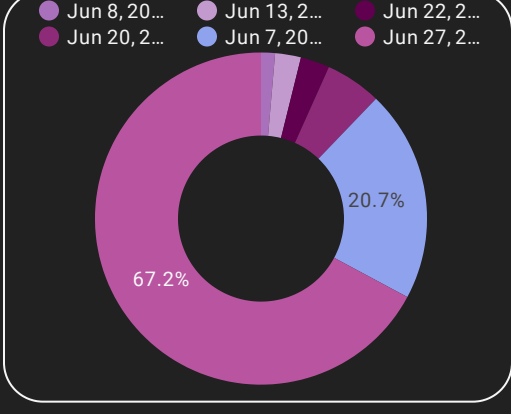
Ecommerce Conversion Rate Ecommerce Conversion Rate

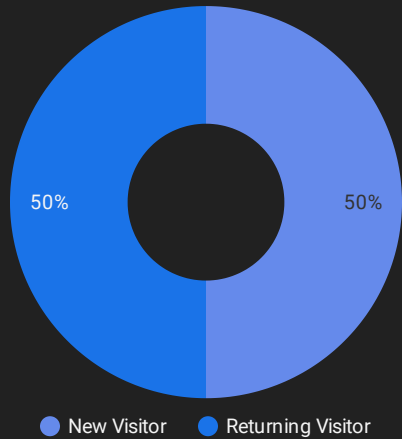
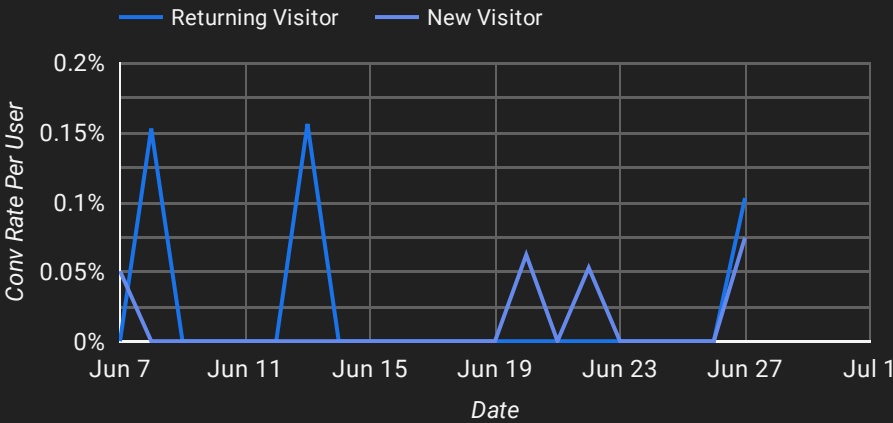
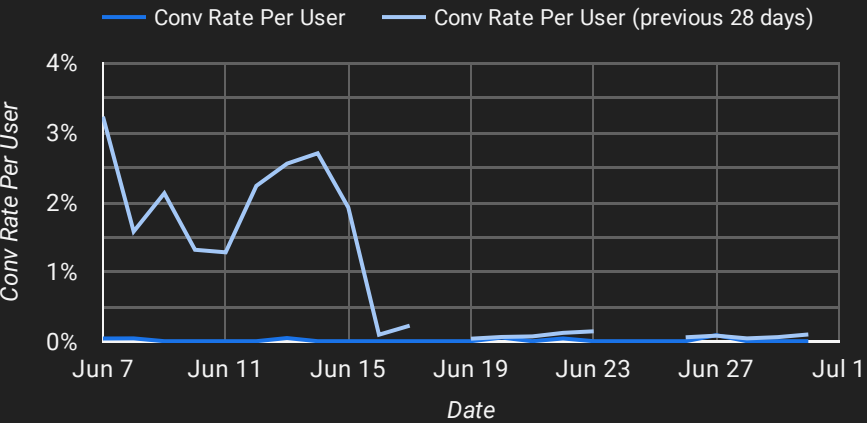


Default Channel Grouping	Transactions ▾	Ecommerce C...	Revenue	Sessions
Direct	8	0.02%	\$1,410.8	51,097
Paid Search	1	0.01%	\$1,295.2	17,394
Referral	0	0%	\$0	3
Display	0	0%	\$0	8
(Other)	0	0%	\$0	4
1 - 6 / 6 < >				

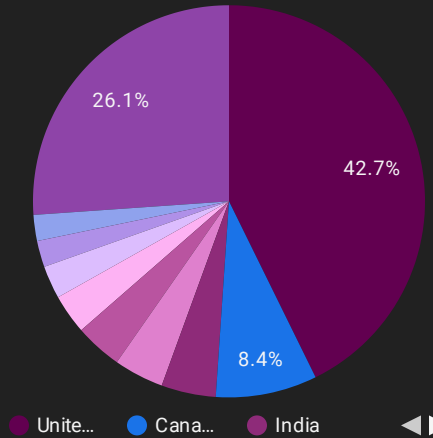
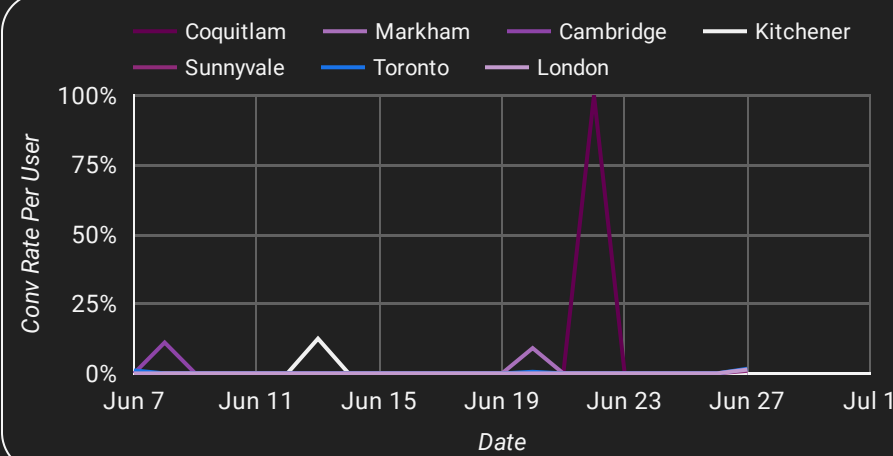


Landing Page	Transactions ▾	Ecommerce C...	Revenue	Sessions
/basket.html	4	0.3%	\$2,382.8	1,339
/signin.html	2	0.11%	\$148	1,758
/google+redesign/shop+by+brand...	1	0.32%	\$61.6	317
/google+redesign/apparel/mens	1	0.05%	\$36.8	2,133
/google+redesign/apparel/hats	1	0.32%	\$76.8	317
1 - 100 / 329 < >				





Date	User Type	Conv Rate Per Us...	Transactio...
Jun 27, 2023	2	0.18%	3
Jun 13, 2023	1	0.16%	1
Jun 8, 2023	1	0.15%	1
Jun 20, 2023	1	0.06%	2
Jun 22, 2023	1	0.05%	1
Jun 7, 2023	1	0.05%	1
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Country	Users	AdX M...	Bounce R...	Conv Ra...	AdX Vie...	Time on Screen	Avg. Price	Avg. Order ...	Total Value	Sub Conti...	Total Uni...
United States	19,728	0	35.61%	0.01%	0%	00:00:00	\$30.8	\$61.6	\$61.6	1	0
Canada	13,017	0	70.57%	0.05%	0%	00:00:00	\$9.43	\$192.74	\$1,349.2	1	0
India	6,397	0	67.33%	0%	0%	00:00:00	\$0	\$0	\$0	1	0
United Kingdom	1,804	0	46.88%	0.06%	0%	00:00:00	\$16.61	\$1,295.2	\$1,295.2	1	0
Japan	1,088	0	55.47%	0%	0%	00:00:00	\$0	\$0	\$0	1	0
France	943	0	54.25%	0%	0%	00:00:00	\$0	\$0	\$0	1	0
South Korea	857	0	52.97%	0%	0%	00:00:00	\$0	\$0	\$0	1	0
Germany	812	0	43.92%	0%	0%	00:00:00	\$0	\$0	\$0	1	0

Select date range

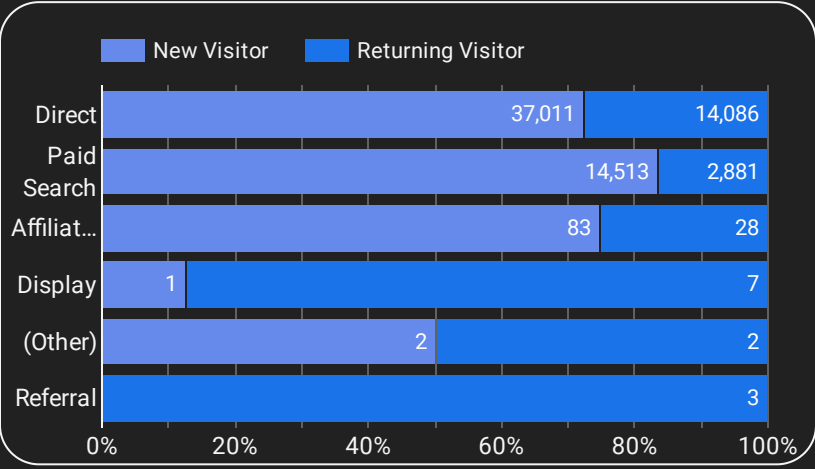
User Type

Default Channel Groupi...

Page

ACQUISITION

Default Channel Gro...	Sessions ▾	Bounce R...
Direct	51,097	44.13%
Paid Search	17,394	72.17%
Affiliates	111	72.07%
Display	8	75%
(Other)	4	75%
Referral	3	66.67%
1 - 6 / 6 < >		



Users

57.0K

↑ 1.5%

Sessions

68.6K

↓ -4.4%

ACTIVATION

Bounce Rate

51.3%

↑ 5.9%

Sessions

68.6K

↓ -4.4%

Avg. Session Duration

02:34

↓ -12.5%

Engaged Users (Goal 2 Completions)

5.1K

↓ -15.1%

Registrations (Goal 3 Completions)

104.0

↓ -4.6%

Goal Conversion Rate

13.1%

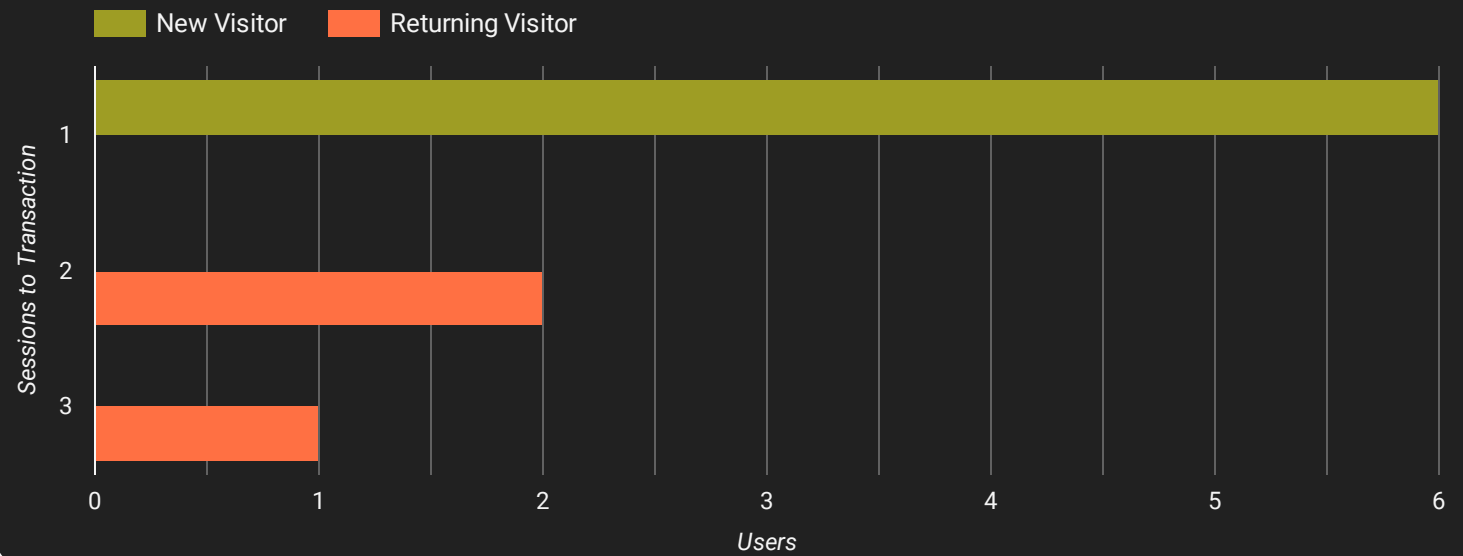
↓ -11.5%

RETENTION

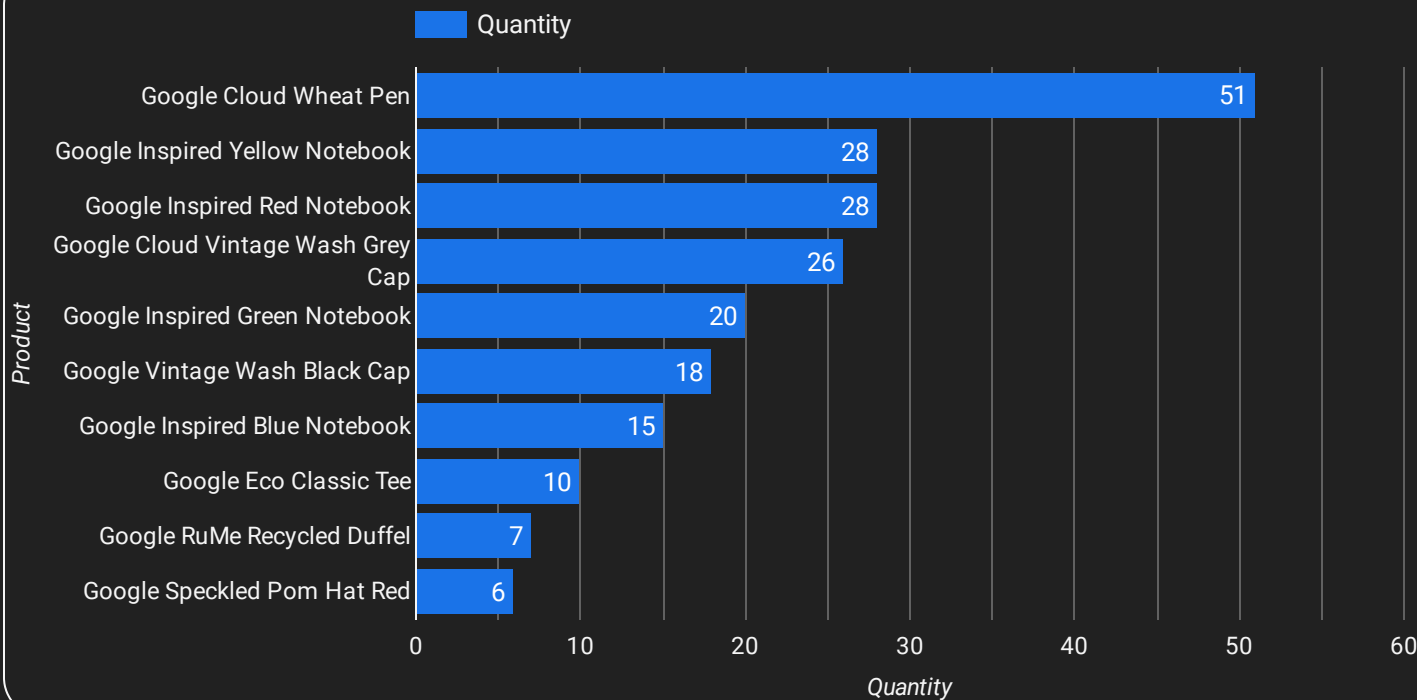
VISITORS

Users
56,985
↑ 1.5%

Bounce Rate
51.29%
↑ 5.9%



REVENUE



Revenue
\$2,706.00
↓ -95.3%

Revenue Per User
\$0.05
↓ -95.3%

Transactions
9
↓ -98.2%

Product Revenue per Purchase
\$82.00
↑ 116.2%

Ecommerce Conversion Rate
0.01%
↓ -98.1%

REFERRAL

Number of Sessions per User

1.2

↓ -5.8%

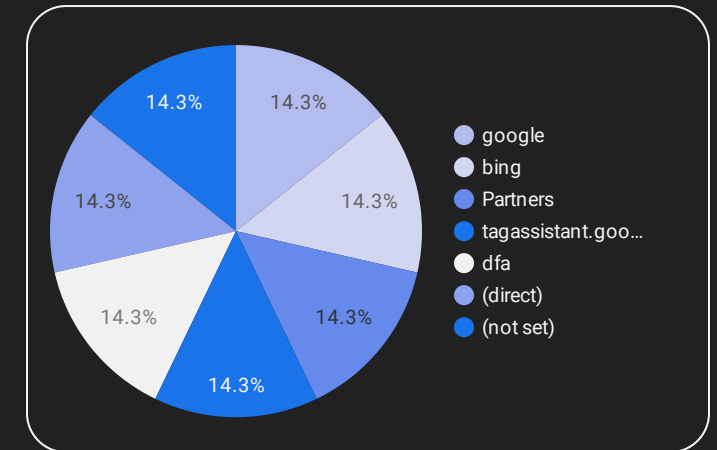
Bounce Rate

51.29%

↑ 5.9%

Full Referrer	Number of Sessions per Us...
(not set)	2
tagassistant.google.com/	1.5
bing	1.44
(direct)	1.22
Partners	1.22
google	1.11

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FUNNEL VISUALIZATION

