Funnel Analytics

Oct 21, 2022 - N | User Type | Default Channel Grouping | Revenue To User | Page

AQUISITION

	Default Channel G...	Sessions ▼	Bounce ...
1.	Direct	71,892	40.73%
2.	Paid Search	7,545	52.19%
3.	Display	1,180	90.17%
4.	Affiliates	150	76%
5.	(Other)	22	81.82%

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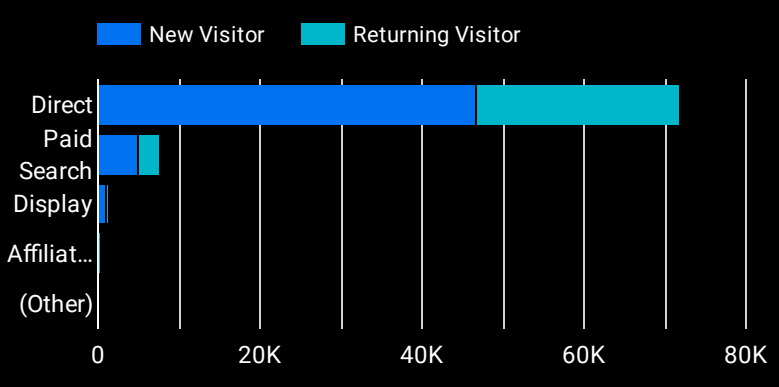


Users
60.2K
-3.4%

Sessions
80,789
-4.2%

ACTIVATION

Bounce Rate
42.60%
3.9%

Pages / Session
5.07
-14.9%

Avg. Session Duration
00:03:28
-15.7%

COMPLETIONS

Goal Completions
19,076
-15.2%

Engaged Users
9,516
-20.2%

Registrations Comp
3,106
2.9%

CONVERSION RATE

Goal Conversion Rate
23.61%
-11.5%

Engaged Users
11.78%
-16.7%

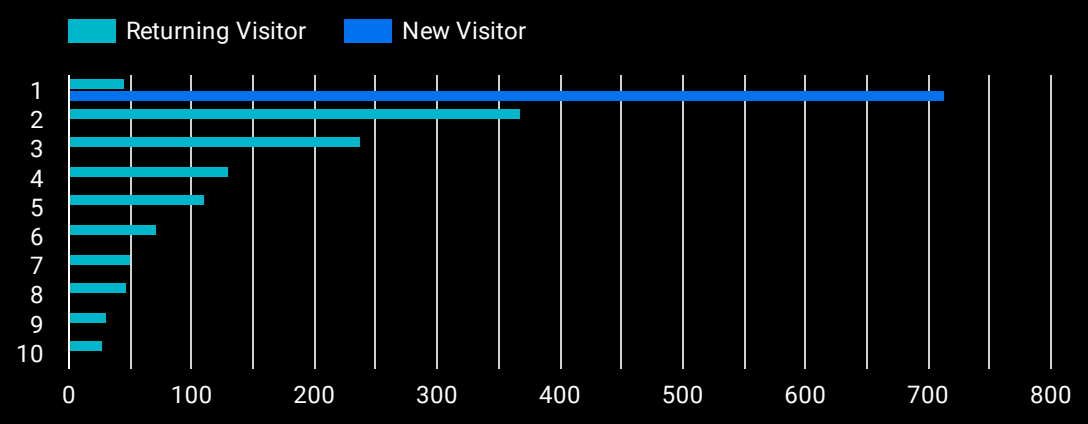
Registrations Conv
3.84%
7.4%

RETENTION

VISITORS

Users
60,210

Bounces
34,413



REVENUE

Revenue
$235,968.01
16.7%

Transactions
1,946
11.8%

Revenue Per User
$3.92
20.8%

Ecommerce Conversion Rate
2.41%
16.7%

Product Revenue per Purchase
$37.56
-4.0%

	Product	Quanti...
1.	Google Black Wheat Pen	
2.	Google Recycled Gray Notebook	
3.	Google Wooden Yo-Yo	
4.	Google Light Pen Green	

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REFERRAL

Sessions
No data

Bounce Rate
42.60%
3.9%

	Full Referrer	Sessions ▼
1.	(direct)	72,352
2.	google	7,967
3.	bing	285
4.	Partners	150

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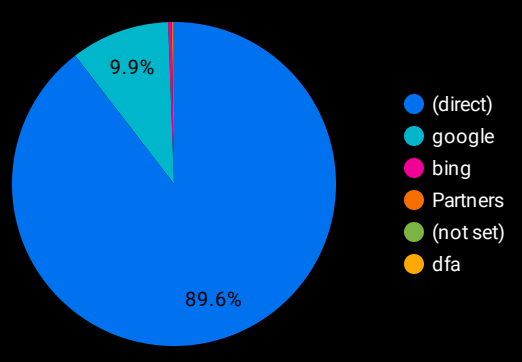
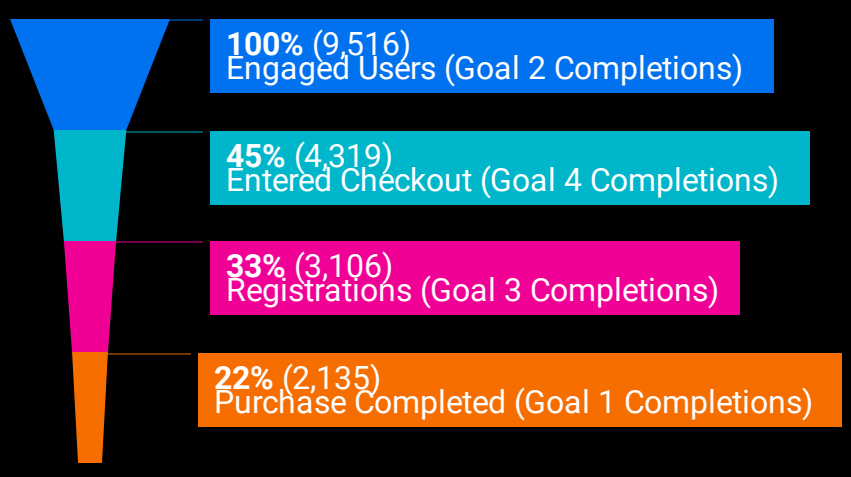
FUNNEL VISUALIZATION