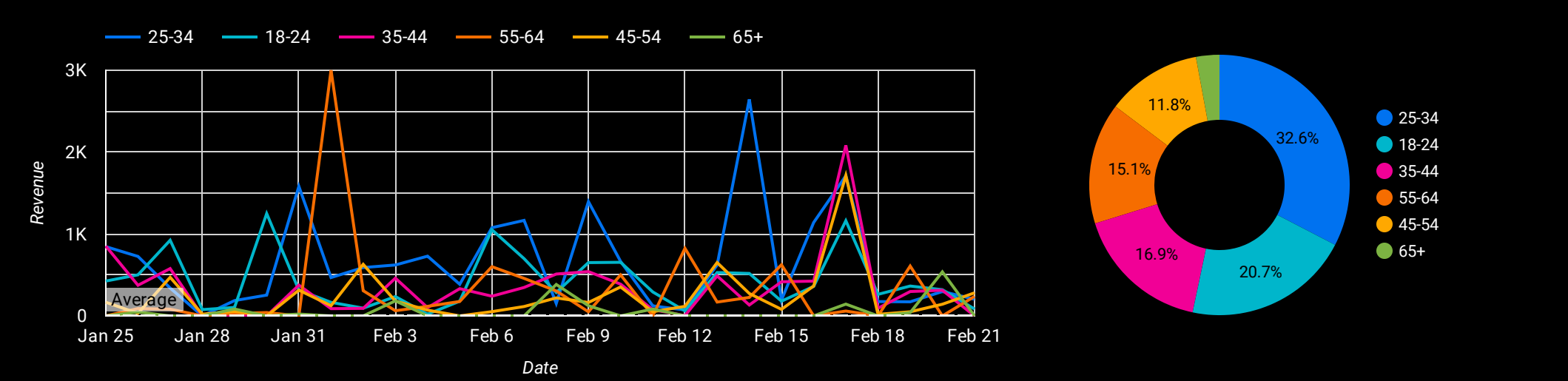


	Default Channel Grouping	Sessions	% Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
1.	Direct	50,246	-3.8% ↓	725	-32.7% ↓	1.44%	-30.1% ↓	\$81,936.64	-39.2% ↓
2.	Paid Search	8,895	43.4% ↑	104	15.6% ↑	1.17%	-19.4% ↓	\$12,415.2	33.3% ↑
3.	Display	2,207	-34.5% ↓	0	-100.0% ↓	0%	-100.0% ↓	\$0	-100.0% ↓
4.	Affiliates	154	19.4% ↑	0	-	0%	-	\$0	-
5.	(Other)	2	-	0	-	0%	-	\$0	-
1 - 5 / 5									



	Landing Page	Sessions	% Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
1.	/basket.html	1,338	-14.9% ↓	113	-34.7% ↓	8.45%	-23.3% ↓	\$15,051.44	-49.4% ↓
2.	/signin.html	1,826	-17.7% ↓	102	-34.6% ↓	5.59%	-20.5% ↓	\$12,302	-20.8% ↓
3.	/home	29,385	-3.7% ↓	108	-33.3% ↓	0.37%	-30.8% ↓	\$11,021.15	-38.3% ↓
4.	/google+redesign/app...	2,282	-9.7% ↓	93	-13.1% ↓	4.08%	-3.8% ↓	\$8,926.55	-24.4% ↓
5.	/store.html	1,910	-5.2% ↓	62	-8.8% ↓	3.25%	-3.9% ↓	\$7,133.63	-51.2% ↓
6.	/google+redesign/life...	1,020	12.7% ↑	19	58.3% ↑	1.86%	40.5% ↑	\$6,555.2	396.5% ↑
7.	/google+redesign/app...	4,150	42.1% ↑	42	23.5% ↑	1.01%	-13.1% ↓	\$5,572.4	47.7% ↑
8.	/google+redesign/new	1,562	-15.9% ↓	19	-50.0% ↓	1.22%	-40.5% ↓	\$2,398.5	-40.8% ↓
1 - 100 / 378									

