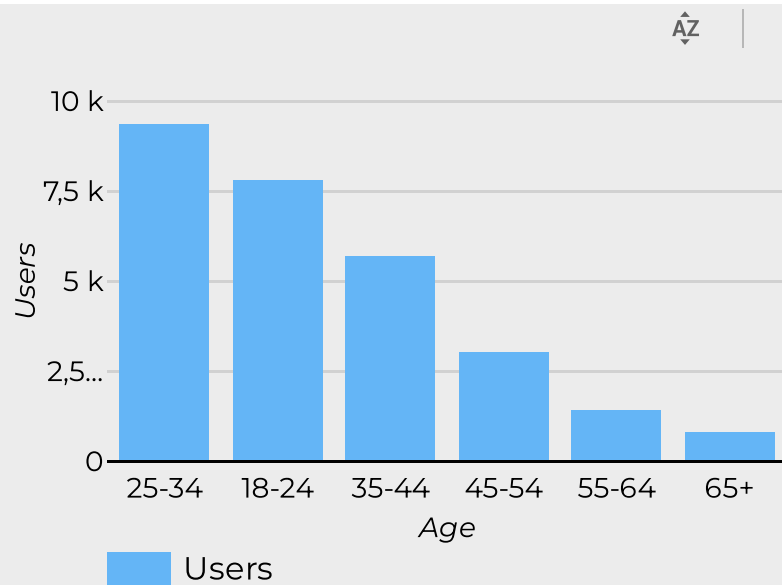


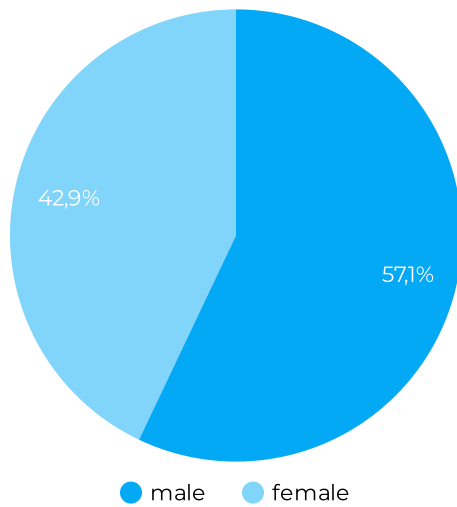
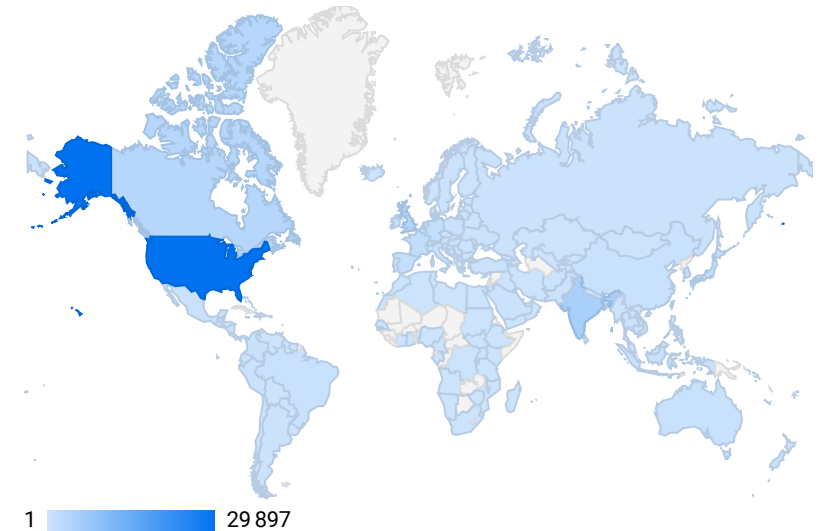
Google Merchandising Store - Audience

Discover more about this website audience



Pageviews
438 537

Most of users come from **the US (29 897)**



Among those users, **57.4%** of them are **female**.
Among those users, **42.6%** of them are **male**.

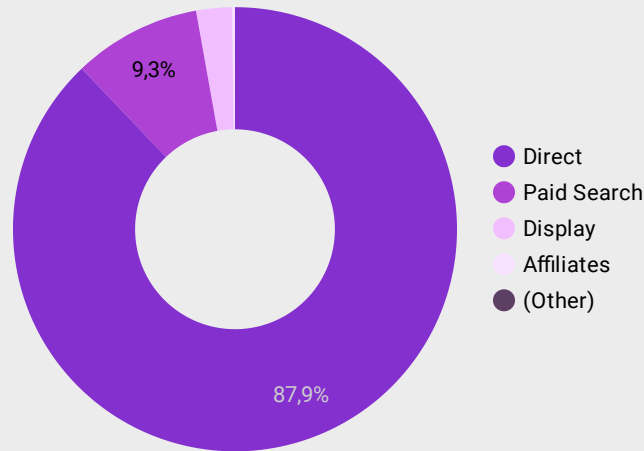
	Device Category	Users ▾
1.	desktop	43 620
2.	mobile	16 718
3.	tablet	1 667

Majority of users spend time on **their desktop and mobile phones**.

Google Merchandising Store - Acquisition

Discover more about this website acquisition

The **Default Channel** Grouping by **users**



The **Traffic** is mainly **direct (87,9%)**.

The **total number** of users

Users
61 990

The Source/Medium by **New Users**

Source / Medium	New Users ▾
(direct) / (none)	47 853
google / cpc	6 307
bing / cpc	217
Partners / affiliate	109
dfa / cpm	12

Majority of users are aware of the website and type directly the name (**47 853** of new users come from a **direct source**, **without any medium**).

The Campaigns **by sessions**

Campaign	Sessions ▾
MIX Txt ~ AW-Brand (US/Cali)	2 584
Test	2 404
MIX Txt ~ AW - Apparel	1 068
BMM Txt ~ AW - Hoodies	970
EXA Txt ~ AW - YouTube	287
MSFT - Brand	235
MIX Txt ~ AW - YouTube	167
Data Share Promo	146
MIX Txt ~ AW - T-shirts	140
MIX Txt ~ AW - Drinkware	117
PHR Txt ~ AW - YouTube	100

Google Merchandising Store - Behavior

What do the users do on the website?

Number of **sessions** per **page**

Page Title	Sessions ▾
Home	29 179
Google Online Store	9 370
Men's / Unisex Apparel Google Merchandise Sto...	5 199
Apparel Google Merchandise Store	4 579
The Google Merchandise Store - Log In	3 724
New Google Merchandise Store	3 295
Shopping Cart	3 020

Avg. Time on Page

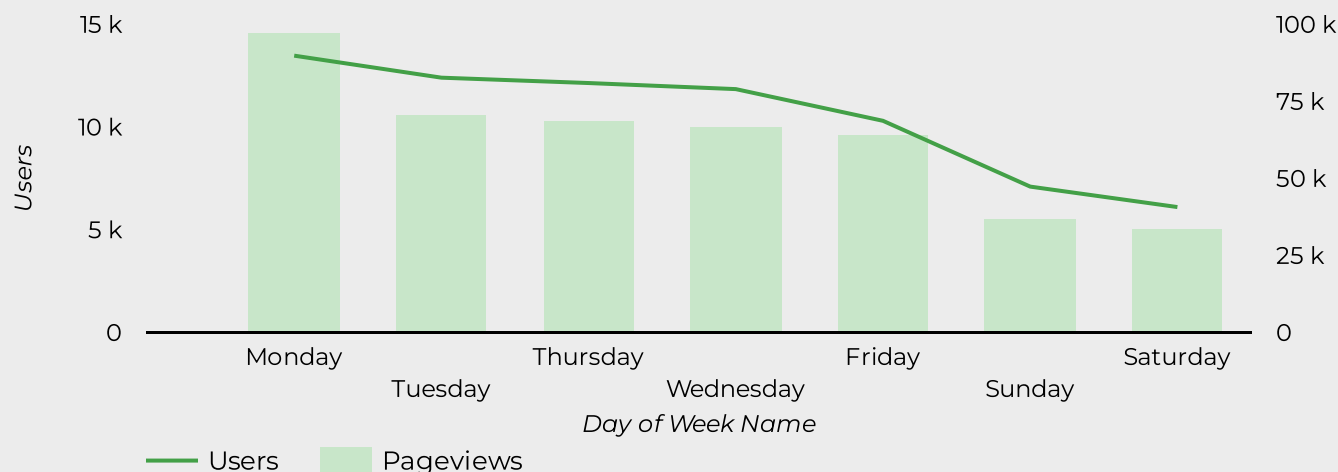
00:00:51

The **homepage** is the page that is the most visited (**29 179**) and the **men's part** is the third most visited page meaning that these product interest more the users.

Number of **users** per **hour**

Hour	Users ▾
10	5 563
09	5 142
11	5 128
08	5 011
07	4 586
12	4 368
13	4 337
06	4 071
14	3 861
15	3 699
05	3 392
16	3 179
19	3 047
17	3 019
18	2 950

Number of **users** per **day**



More sessions are opened on **monday**, as we can observe that there are **13 479 users** that log on during that day.

The website has more users **in the morning** as it appears that between **8am and 11am** more than **5 000** users log on it.

Google Merchandising Store - Conversions

What do the users do on the website?

Key figures of conversions

Goal Completions

20 251

Cost per Goal Conversion

\$0,49

Goal Conversion Rate

23,90 %

Out of more than **60 000 users**, **20 251** of them **completed the goal** that was set up, thus the goal conversion rate is up to **23,90%**

Revenues per product - Sold items

Product	Product Revenue ▾
Google Black Eco Zip Hoodie	\$7 962,6
Google Unisex Eco Tee Black	\$6 104,8
Chrome Dino Holiday Sock	\$5 115,6
Google Vintage Washed Plum Sweatshirt	\$5 023,2
Google MiiR Sling Bag	\$4 926,6
Google Crewneck Sweatshirt Black	\$4 856,4
Google Sherpa Black Zip Hoodie	\$4 811
Google Camp Fleece Cream Pullover	\$4 693
Chrome Dino Holiday Scarf	\$4 520
Google Horizon Navy Fleece Unisex Jacket	\$4 175
Google Recycled Gray Notebook	\$3 870,4
Google Two-tone Jade Mug	\$3 756,8
Google Cloud Clay Mug	\$3 699,2
Google Cloud Unisex Onyx Zip Hoodie	\$3 657
Google Recycled Memo Notebook Set	\$3 623,2

The product that earns the **most revenue** is the "**Google Black Eco Zip Hoodie**"