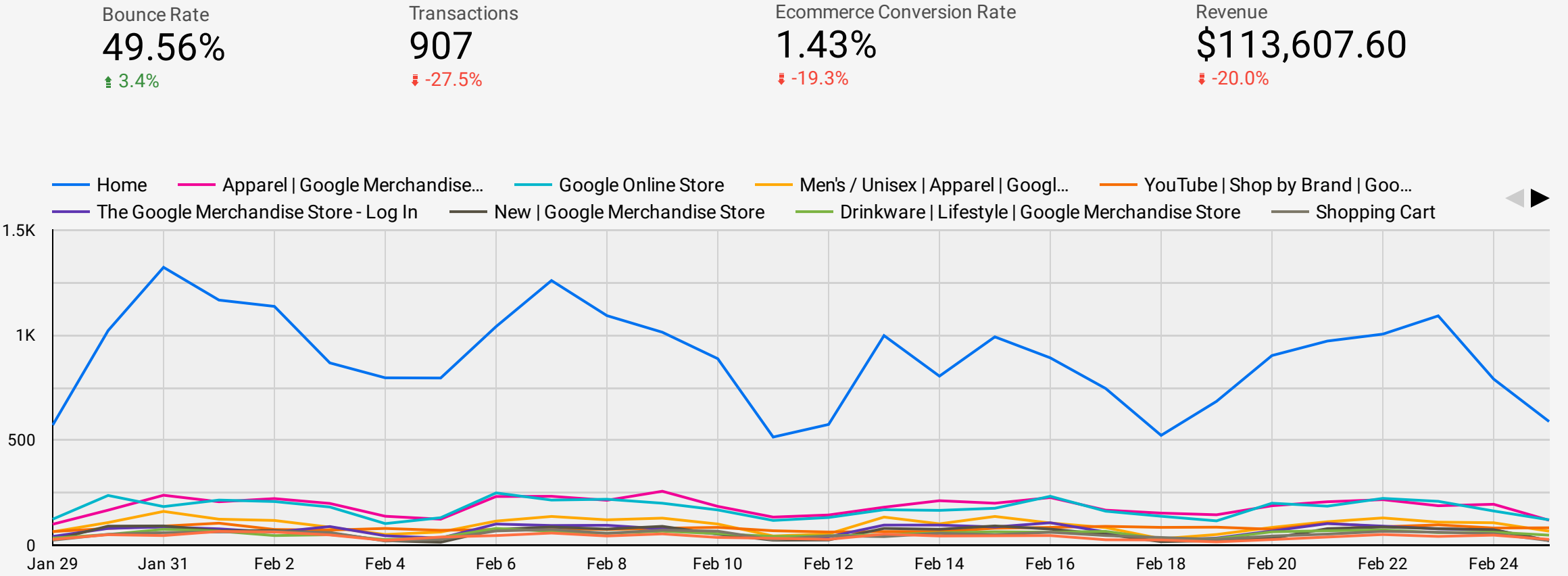


Google Market Analysis



Home

Apparel | Google Merchandise...

Google Online Store

Men's / Unisex | Apparel | Googl...

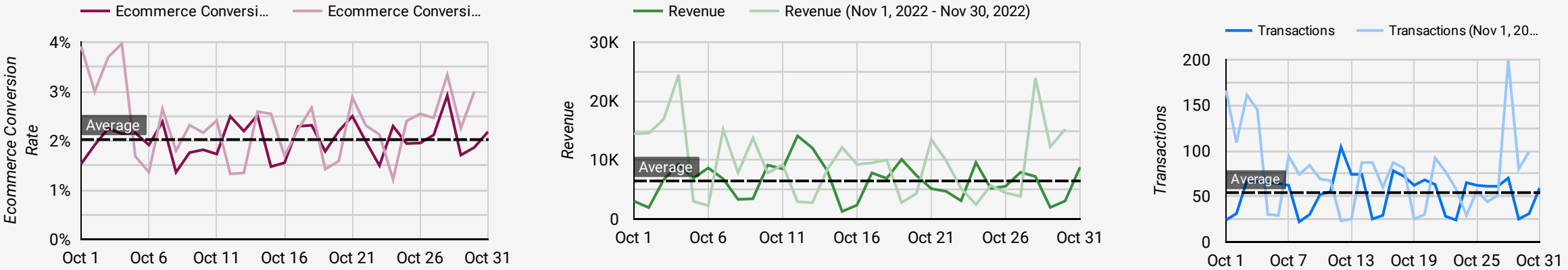
YouTube | Shop by Brand | Goo...

The Google Merchandise Store - Log In

New | Google Merchandise Store

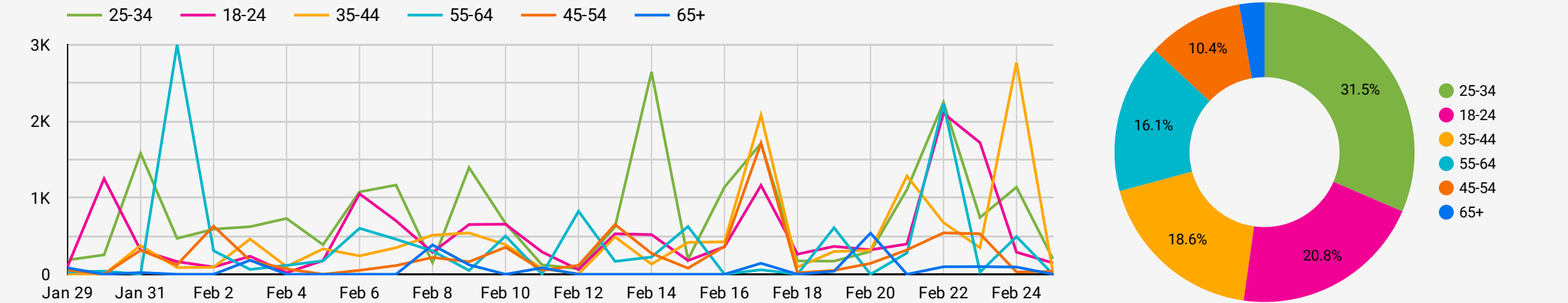
Drinkware | Lifestyle | Google Merchandise Store

Shopping Cart



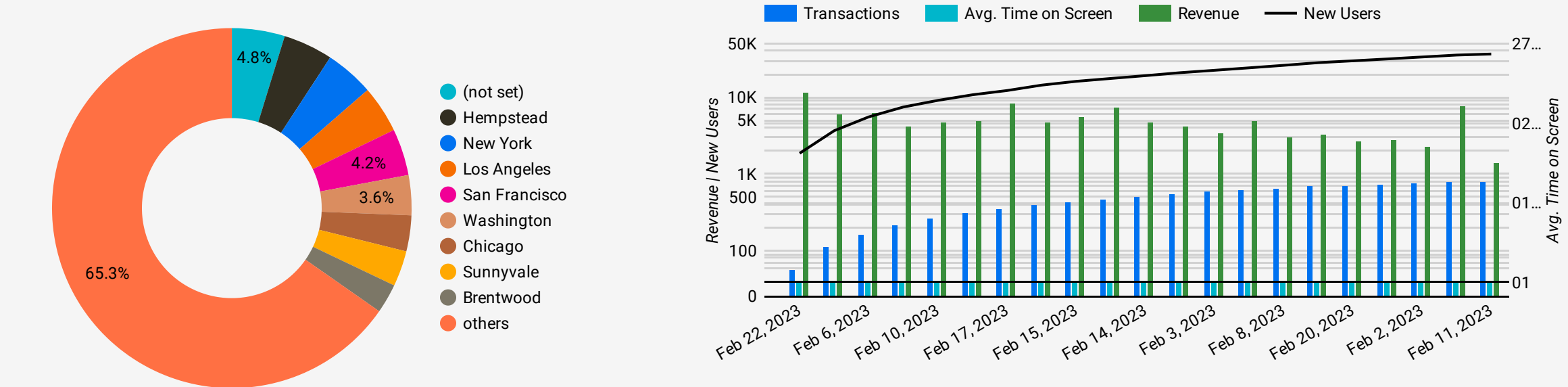
Default Channel Group		Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ	Sessions ▾	% Δ
1.	Direct	1,638	-18.3% ⬇️	2.28%	-21.3% ⬇️	\$191,759.91	-21.6% ⬇️	71,946	3.8% ⬆️
2.	Paid Search	142	-0.7% ⬇️	1.54%	-25.4% ⬇️	\$13,522.49	23.6% ⬆️	9,246	33.1% ⬆️
3.	Display	0	-	0%	-	\$0	-	319	-82.7% ⬇️
4.	Affiliates	1	0.0%	0.66%	21.7% ⬆️	\$20.8	-89.2% ⬇️	152	-17.8% ⬇️
5.	(Other)	0	-	0%	-	\$0	-	3	-57.1% ⬇️
Grand total		1,781	-17.2% ⬇️	2.18%	-20.6% ⬇️	\$205,303.2	-19.7% ⬇️	81,666	4.3% ⬆️

1 - 5 / 5




Landing Page		Transactions ▾	Ecommerce Conversion Rate	Revenue
1.	/home	7,757	1.69%	\$595,299.89
2.	/basket.html	3,127	16.6%	\$266,995.02
3.	/signin.html	2,434	9.39%	\$213,420.74
4.	/google+redesign/apparel/mens	1,610	5.45%	\$135,048.95
5.	/store.html	1,160	6.05%	\$110,360.22

1 - 100 / 909

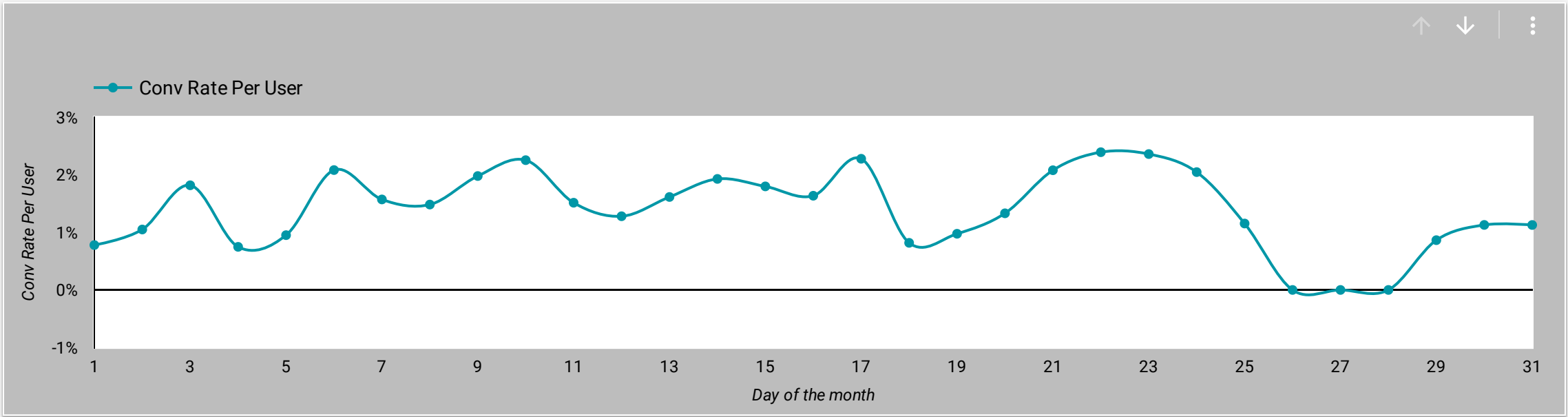


Cohort Analytics

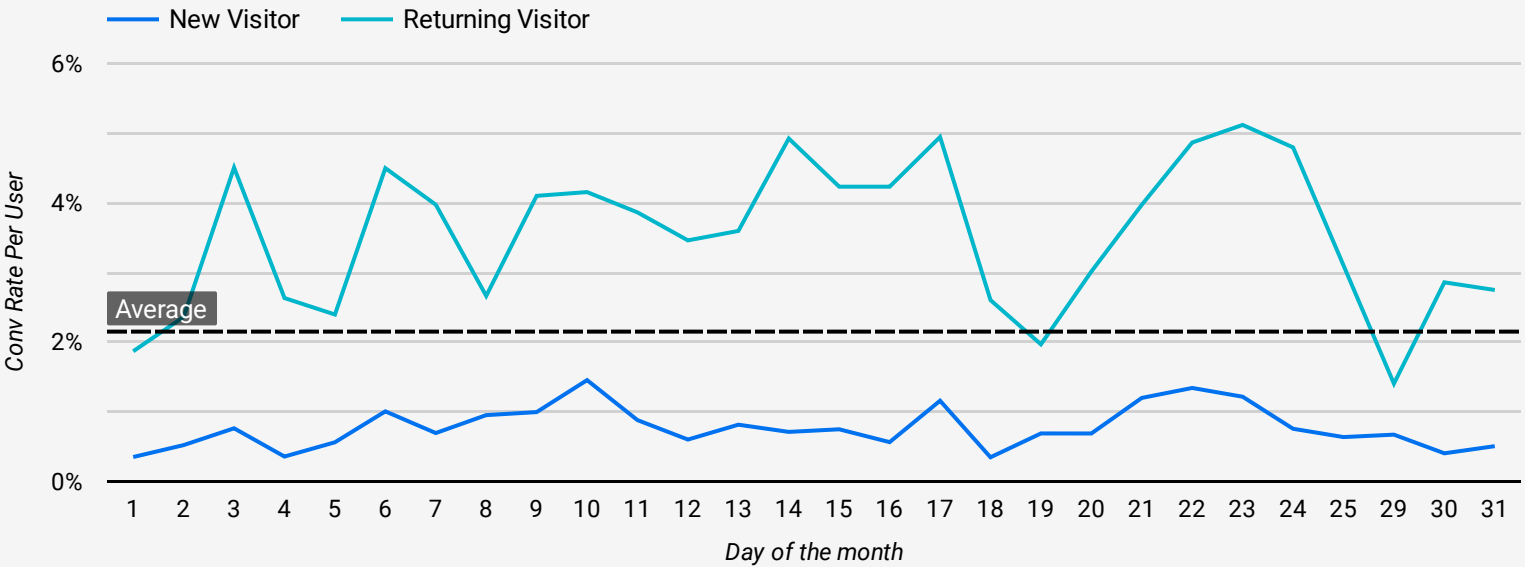
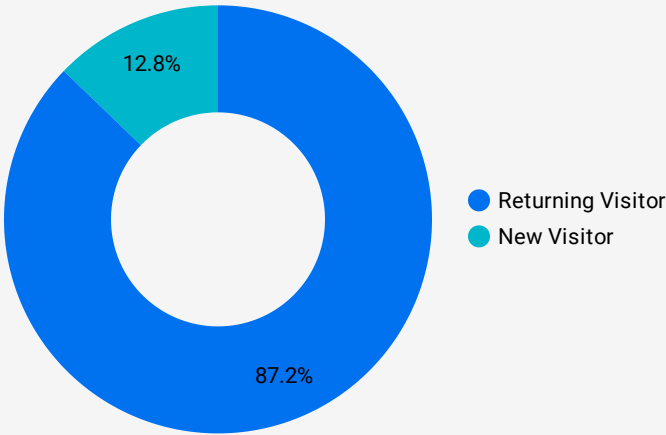


Default Data
Click to select Universal Ar

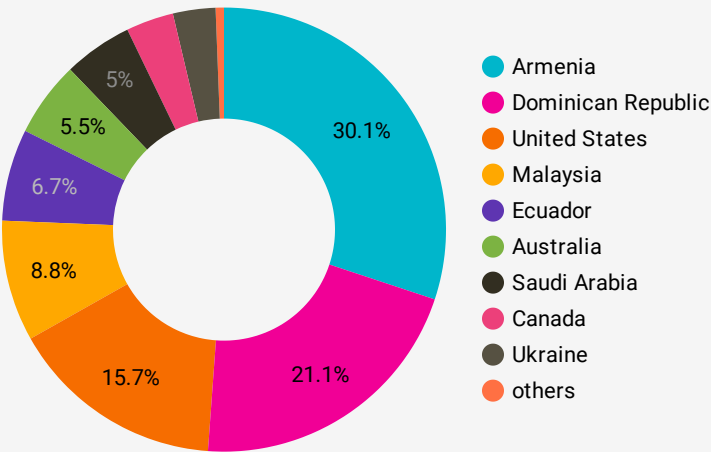
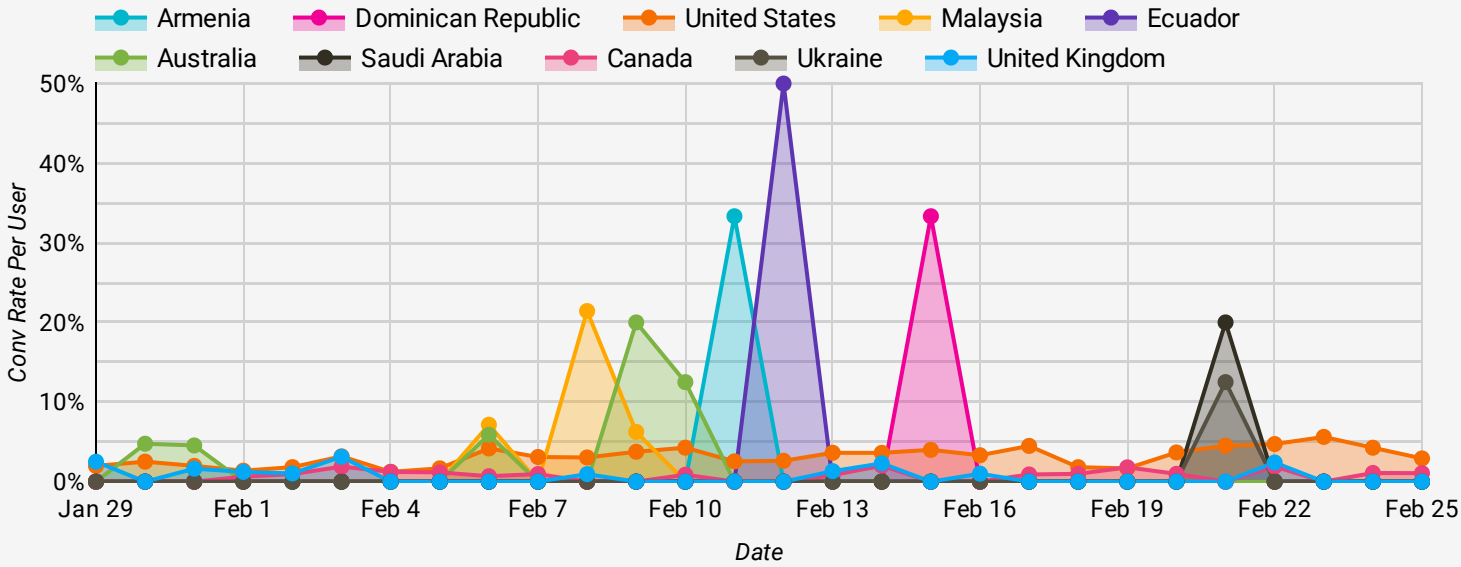
Select date range



Day Index / Conv Rate Per User											
Date	User Type	0006	0003	0020	0000	0007	0021	0004	0002	0001	Grand total
Feb 4, 2023	Returning Visi...	144%	-	-	-	-	-	-	-	-	144%
	New Visitor	19.53%	-	-	-	-	-	-	-	-	19.53%
Feb 1, 2023	Returning Visi...	-	102.21%	-	-	-	-	-	-	-	102.21%
	New Visitor	-	19.15%	-	-	-	-	-	-	-	19.15%
Feb 18, 2023	Returning Visi...	-	-	142.39%	-	-	-	-	-	-	142.39%
	New Visitor	-	-	18.95%	-	-	-	-	-	-	18.95%
Jan 29, 2023	Returning Visi...	-	-	-	76.8%	-	-	-	-	-	76.8%
Grand total		40.96%	42.67%	44.79%	47.32%	52.08%	53.4%	57.46%	61.75%	61.8%	100%



	Country	Users ...	New Users	Bounce Rate	Conv Rate Per Us...	AdX Vie...	Time ...	Avg ...	Avg. P...	Avg. Or...	Total Val...	Sub Conti...	Total U...
1.	United States	22,384	19,466	46.36%	3.72%	0%	00:00:00	00:03:...	\$12.73	\$119.78	\$99,777.75	1	0
2.	India	4,813	4,520	52.26%	0.04%	0%	00:00:00	00:02:...	\$16.44	\$49.32	\$98.64	1	0
3.	Canada	2,916	2,702	59.24%	0.82%	0%	00:00:00	00:02:...	\$14.68	\$218.29	\$5,239.05	1	0
4.	United Kingdom	2,077	1,853	47.73%	0.72%	0%	00:00:00	00:03:...	\$30.99	\$266.49	\$3,997.4	1	0
5.	Spain	1,341	1,238	49.16%	0%	0%	00:00:00	00:04:...	\$0	\$0	\$0	1	0
6.	Japan	1,117	1,053	54.78%	0.36%	0%	00:00:00	00:04:...	\$15.55	\$89.4	\$357.6	1	0
	Grand total	49,907	45,286	49.56%	8.07%	0%	00:00:00	01:15:...	\$209.36	\$1,940.92	\$113,607.6	24	0



Funnel Analytics

Select date range

Select date range

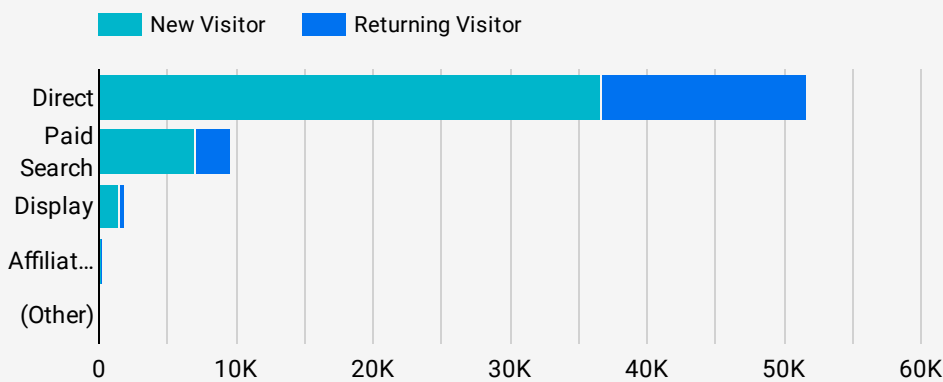
Default Channel Groupi...

Source / Medium

Page

ACQUISITION

	Default Channel Gro...	Sessions ▾	Bounce Rate
1.	Direct	51,751	46.63%
2.	Paid Search	9,614	59.11%
3.	Display	1,893	78.39%
4.	Affiliates	154	85.71%
5.	(Other)	2	50%



Users
49.6K
↑ 1.2%

Sessions
63.4K
↓ -0.4%

1 - 5 / 5

ACTIVATION

Bounce Rate
49.6%
↑ 3.8%

Pages / Session
3.8
↓ -7.8%

Avg. Session Duration
00:02:51
↓ -4.9%

COMPLETIONS

All Goals
9,718
↓ -13.2%

Engaged Users
4,802
↓ -12.9%

Registrations
1,754
↓ -11.0%

CONVERSION RATE

All Goals
15.32%
↓ -12.9%

Engaged Users
7.57%
↓ -12.6%

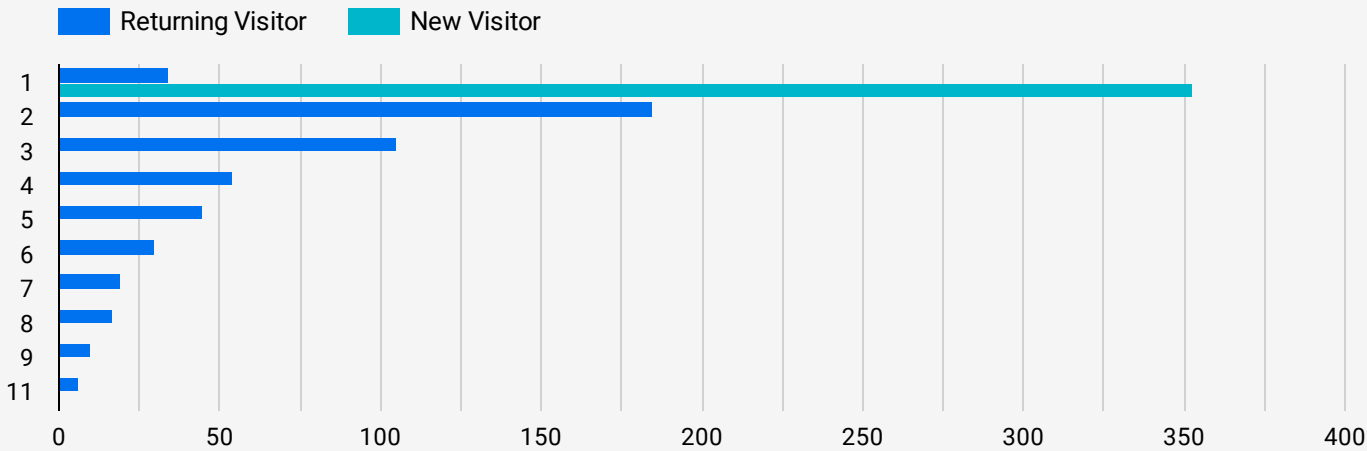
Registrations
2.77%
↓ -10.7%

RETENTION

VISITORS

Users
49,631

Bounces
31,429



REVENUE

Revenue
\$113,607.60
↓ -15.9%

Transactions
907
↓ -23.3%

Revenue Per User
\$2.29
↓ -16.9%

Ecommerce Conversion Rate
1.43%
↓ -23.0%

Product Revenue per Purchase
\$40.23
↑ 3.9%

	Product	Quantity ▾
1.	Google Pen White	350
2.	Google Ombre Lime Pen	30
3.	Google Cloud Sticker	30
4.	Google Cloud Biodegradable Pen	25
5.	For Everyone Notebook	20
6.	Google Inspired Red Notebook	20
7.	For Everyone Sticker	20
8.	Gooble Inspired Blue Notebook	15

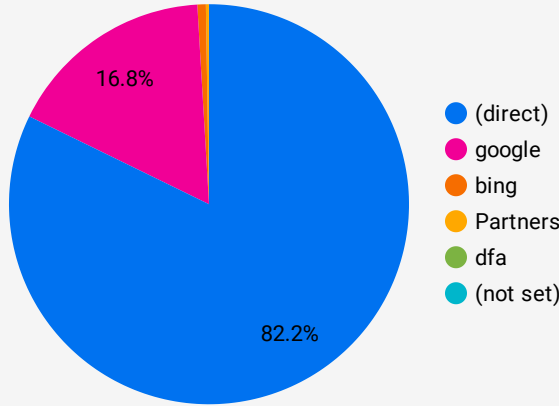
1 - 100 / 375

REFERRAL

Sessions
No data
No data

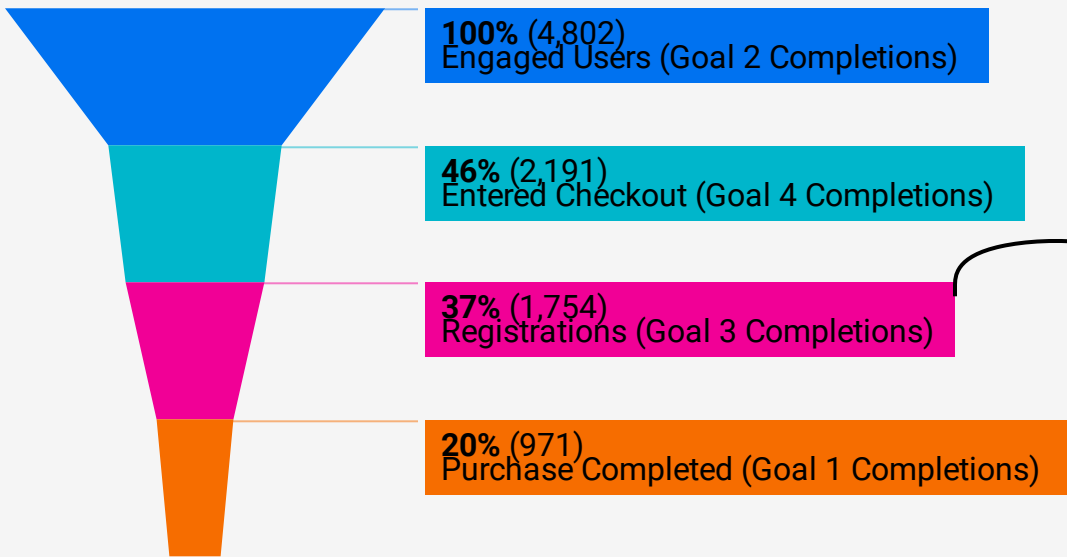
Bounce Rate
49.6%
↑ 3.8%

	Full Referrer	Sessions ▾
1.	(direct)	52,147
2.	google	10,675
3.	bing	433
4.	Partners	154
5.	dfa	3
6.	(not set)	2



1 - 6 / 6

FUNNEL VISUALIZATION



Here in this funnel visualization we can see going from top to bottom we can see that there are 100% of the engaged users in goal 2 completion