

# Fake Abandon Session Analysis

Creation Date: Tuesday, August 2020, 20:10:03 PM EDT

# Daily

2020 Date Parameter

Choose Channel

2020/07/01

Channels

A1.2

## 2020 Daily Report

Channels ▲	Unique AddtoCart 2020	Orders 2020	
Affiliate	162	80	
Direct	298	117	
Email	298	43	
Internal Referrer	364	155	
Organic Search	202	102	
Paid Search	252	23	
PayPal	232	34	
PLA	426	148	
Remarketing	46	32	

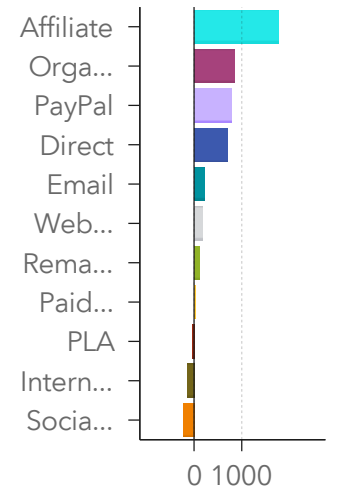
A1.3

## 2020 Daily Cart Abandon Session

Channels ▲	Abandon Visitors 2020	Abandon Sessions 2020 (Actual)	Abandon Units 2020
Affiliate	1446	1843	298
Direct	620	890	267
Email	1884	478	367
Internal Referrer	1013	68	351
Organic Search	2802	939	198
Paid Search	1169	261	57
PayPal	2238	992	202
PLA	1	270	188

A1.4

## 2020 Daily Orders Previously Placed



A1.5

### Formula:

1. **Abandon Rate** = 1 - Orders/Unique AddtoCart
2. **Abandon Sessions (Normal)** = Unique AddtoCart - Orders, which means sessions that involve CardAdd activities but no orders placed
3. **Average Abandon Value** = Abandon Value/Abandon Sessions (Actual)

### Note:

If you saw **Abandon Sessions (Actual #) > Abandon Sessions (Normal #)**

For example : Unitque AddtoCart = 11 , Orders = 3, Abandon Sessions (Normal) = 8, Abandon Sessions (Actual) = 10

It means 2 out of 3 Order sessions involve Order place activity but no CartAdd activities

## Fake Abandon Session Analysis

Daily Monthly Dashboard Average Abandon Value Charts Auto Analysis +

Data  
Objects  
OutlineOptions  
Roles  
Actions  
Rules  
Filters  
Ranks

## 2020 Date Parameter

2020/07/01

## Choose Channel

Channels

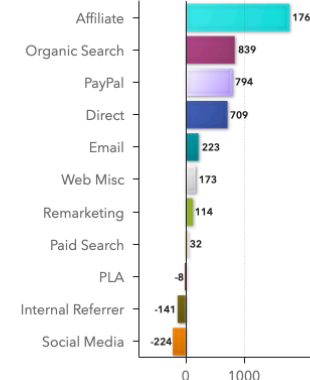
## 2020 Daily Report

Channels	Unique AddtoCart 2020	Orders 2020	Abandon Rate 2020	Abandon Sessions 2020 (Normal)
Affiliate	162	80	50.62%	82
Direct	298	117	60.74%	181
Email	298	43	85.57%	255
Internal Referrer	364	155	57.42%	209
Organic Search	202	102	49.50%	100
Paid Search	252	23	90.87%	229
PayPal	232	34	85.34%	198
PLA	426	148	65.26%	278
Remarketing	46	32	30.43%	14
Social Media	463	65	85.96%	398
Web Misc	109	22	79.82%	87
Total	2852	821	71.21%	2031

## 2020 Daily Cart Abandon Session

Channels	Abandon Visitors 2020	Abandon Sessions 2020 (Actual)	Abandon Units 2020	Abandon Value 2020	Average Abandon Value 2020
Affiliate	1446	1843	298	\$23.00	\$0.01
Direct	620	890	267	\$17.00	\$0.02
Email	1884	478	367	\$108.00	\$0.23
Internal Referrer	1013	68	351	\$124.00	\$1.82
Organic Search	2802	939	198	\$33.00	\$0.04
Paid Search	1169	261	57	\$78.00	\$0.30
PayPal	2238	992	202	\$106.00	\$0.11
PLA	1	270	188	\$24.00	\$0.09
Remarketing	431	128	170	\$130.00	\$1.02
Social Media	2312	174	173	\$52.00	\$0.30
Web Misc	436	260	209	\$29.00	\$0.11
Total	14352	6303	2480	\$724.00	\$0.11

## 2020 Daily Orders Previously Placed



## Formula:

1. **Abandon Rate** = 1 - Orders/Unique AddtoCart
2. **Abandon Sessions (Normal)** = Unique AddtoCart - Orders, which means sessions that involve CardAdd activities but no orders placed
3. **Average Abandon Value** = Abandon Value/Abandon Sessions (Actual)

## Note:

If you saw **Abandon Sessions (Actual #) > Abandon Sessions (Normal #)**

For example: Unique AddtoCart = 11, Orders = 3, Abandon Sessions (Normal) = 8, Abandon Sessions (Actual) = 10

It means 2 out of 3 Order sessions involve Order place activity but no CartAdd activities

That is to say, 2 Orders are from customers who had previously placed items in their shopping carts

That's also mean we could have high Average Abandon Value, but it doesn't mean those customers won't place orders in the following sessions. (discourage cart abandon vs normal behavioral abandon)

## Monthly

### 2020 January Report

Month ▲	January		
Channels ▲	Unique AddtoCart	Orders	
Affiliate	7150	2815	
Direct	6860	2915	
Email	6580	2336	
Internal Referrer	7945	2684	
Organic Search	8161	2862	
Paid Search	6798	2816	
PayPal	7279	3232	
PLA	8401	2223	
Remarketing	7855	2665	
Social Media	7176	3591	
Web Misc	6946	2383	

🔊 A2.1

### 2020 January Cart Abandon Session

Month ▲	January		
Channels ▲	Abandon Visitors	Abandon Sessions (Actual)	
Affiliate	39682	30193	
Direct	46386	28595	
Email	52735	28533	
Internal Referrer	47265	37634	
Organic Search	48737	32628	
Paid Search	48950	30335	
PayPal	47194	37826	
PLA	60965	32986	
Remarketing	57945	37467	
Social Media	52531	28148	
Web Misc	53173	34152	

🔊 A2.7

### 2020 January Analysis

Month ▲	January		
Channels ▲	Average Abandon Value		
Affiliate	\$0.07		
Direct	\$0.07		
Email	\$0.09		
Internal Referrer	\$0.06		
Organic Search	\$0.07		
Paid Search	\$0.08		
PayPal	\$0.06		
PLA	\$0.06		
Remarketing	\$0.06		
Social Media	\$0.08		
Web Misc	\$0.06		

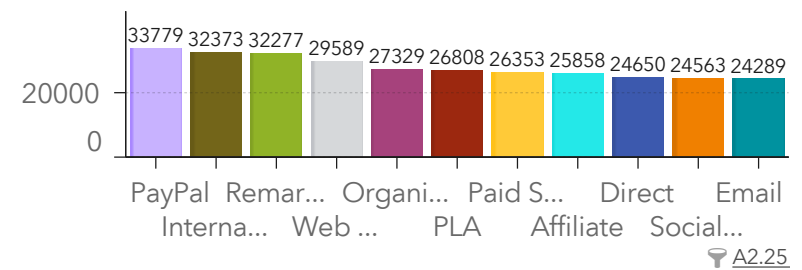
🔊 A2.13

### 2020 January Average Abandon Value by Channels



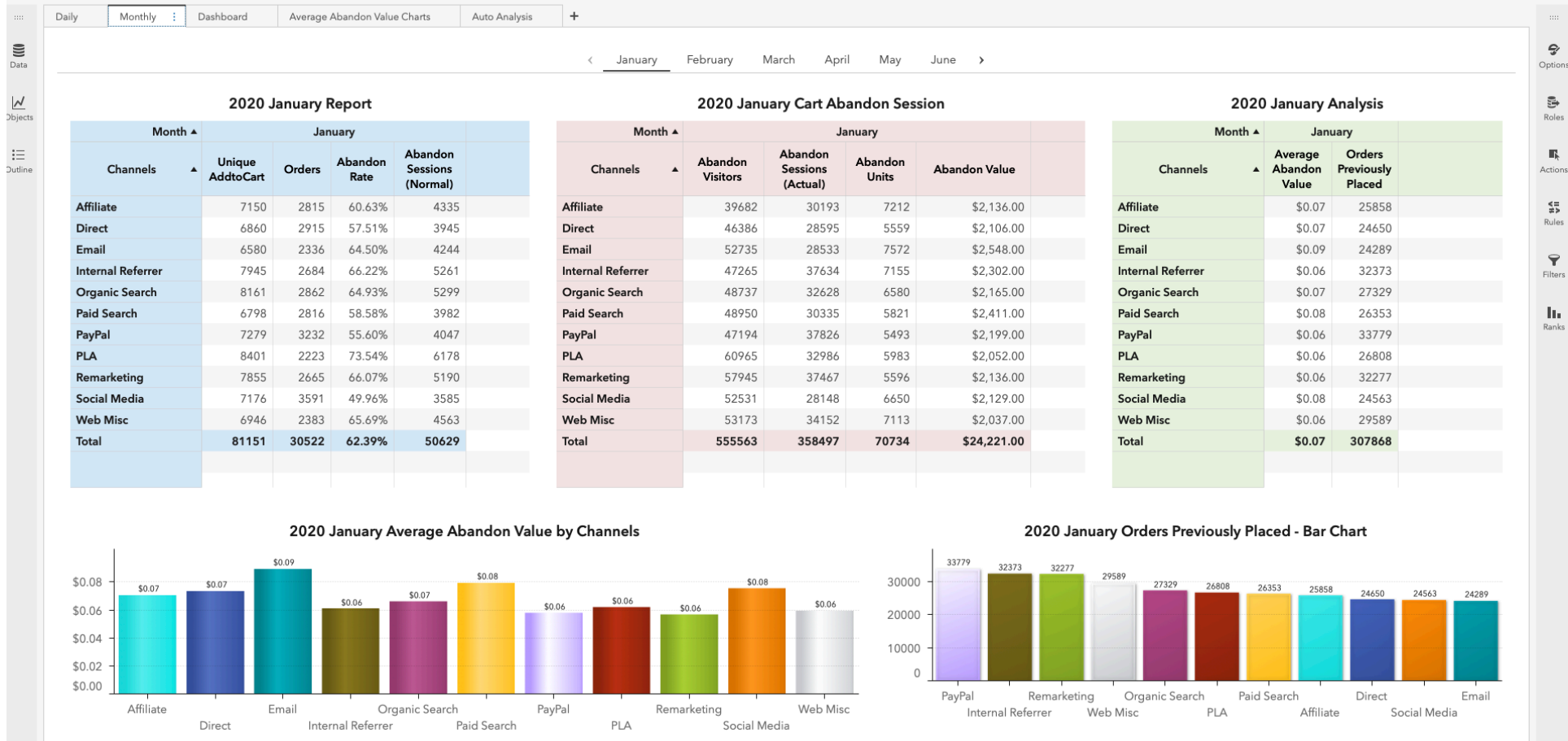
🔊 A2.19

### 2020 January Orders Previously Placed - Bar Chart



🔊 A2.25

## Fake Abandon Session Analysis



### 2020 February Report

Month ▲	February				
Channels ▲	Unique AddtoCart	Orders	Abandon Rate	Abandon Sessions (Normal)	
Affiliate	6644	2972	55.27%	3672	
Direct	8266	2982	63.92%	5284	
Email	7010	2930	58.20%	4080	
Internal Referrer	5831	2537	56.49%	3294	
Organic Search	6902	2782	59.69%	4120	
Paid Search	6266	3076	50.91%	3190	
PayPal	7561	2851	62.29%	4710	
PLA	7677	3338	56.52%	4339	
Remarketing	7259	3082	57.54%	4177	
Social Media	7669	2309	69.89%	5360	
Web Misc	7440	2652	64.35%	4788	
Total	78525	31511	59.87%	47014	

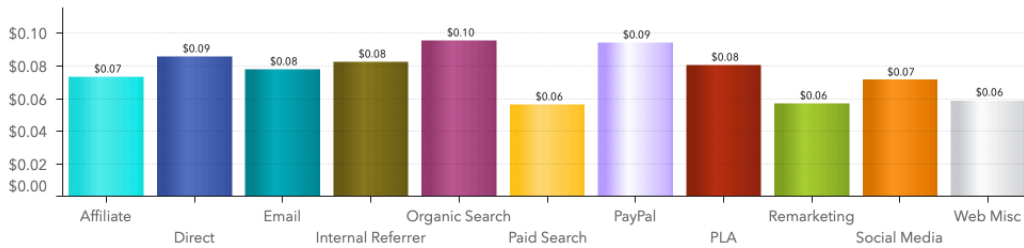
### 2020 February Cart Abandon Session

Month ▲	February				
Channels ▲	Abandon Visitors	Abandon Sessions (Actual)	Abandon Units	Abandon Value	
Affiliate	41119	29613	5526	\$2,177.00	
Direct	49641	26734	6058	\$2,297.00	
Email	45787	23229	5734	\$1,812.00	
Internal Referrer	46893	27242	6767	\$2,249.00	
Organic Search	52940	24692	5093	\$2,366.00	
Paid Search	43691	36385	5889	\$2,052.00	
PayPal	55327	21817	7059	\$2,057.00	
PLA	44718	23548	5887	\$1,899.00	
Remarketing	51252	31403	6228	\$1,801.00	
Social Media	49954	29280	5790	\$2,103.00	
Web Misc	41602	25414	5601	\$1,497.00	
Total	522924	299357	65632	\$22,310.00	

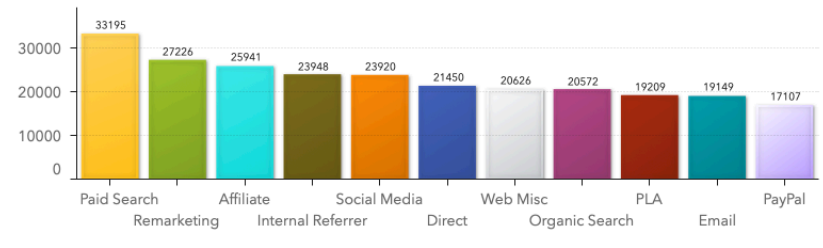
### 2020 February Analysis

Month ▲	February		
Channels ▲	Average Abandon Value	Orders Previously Placed	
Affiliate	\$0.07	25941	
Direct	\$0.09	21450	
Email	\$0.08	19149	
Internal Referrer	\$0.08	23948	
Organic Search	\$0.10	20572	
Paid Search	\$0.06	33195	
PayPal	\$0.09	17107	
PLA	\$0.08	19209	
Remarketing	\$0.06	27226	
Social Media	\$0.07	23920	
Web Misc	\$0.06	20626	
Total	\$0.07	252343	

### 2020 February Average Abandon Value by Channels



### 2020 February Orders Previously Placed - Bar Chart



### 2020 March Report

Month ▲	March				
Channels ▲	Unique AddtoCart	Orders	Abandon Rate	Abandon Sessions (Normal)	
Affiliate	7968	3311	58.45%	4657	
Direct	8158	2900	64.45%	5258	
Email	7189	2896	59.72%	4293	
Internal Referrer	6192	3021	51.21%	3171	
Organic Search	7694	3092	59.81%	4602	
Paid Search	7631	2763	63.79%	4868	
PayPal	8447	2988	64.63%	5459	
PLA	7528	3104	58.77%	4424	
Remarketing	5731	2716	52.61%	3015	
Social Media	7954	2498	68.59%	5456	
Web Misc	7250	2316	68.06%	4934	
Total	81742	31605	61.34%	50137	

### 2020 March Cart Abandon Session

Month ▲	March				
Channels ▲	Abandon Visitors	Abandon Sessions (Actual)	Abandon Units	Abandon Value	
Affiliate	35799	33361	6521	\$2,380.00	
Direct	48419	24730	6990	\$2,175.00	
Email	46788	27826	6497	\$2,308.00	
Internal Referrer	55131	30196	6679	\$2,457.00	
Organic Search	53288	26888	6184	\$2,375.00	
Paid Search	46884	30568	6065	\$1,982.00	
PayPal	60906	30603	6756	\$2,025.00	
PLA	53396	32548	7667	\$2,074.00	
Remarketing	53442	33998	7400	\$1,631.00	
Social Media	52201	34362	7110	\$2,450.00	
Web Misc	54448	27316	7240	\$2,072.00	
Total	560702	332396	75109	\$23,929.00	

### 2020 March Analysis

Month ▲	March		
Channels ▲	Average Abandon Value	Orders Previously Placed	
Affiliate	\$0.07	28704	
Direct	\$0.09	19472	
Email	\$0.08	23533	
Internal Referrer	\$0.08	27025	
Organic Search	\$0.09	22286	
Paid Search	\$0.06	25700	
PayPal	\$0.07	25144	
PLA	\$0.06	28124	
Remarketing	\$0.05	30983	
Social Media	\$0.07	28906	
Web Misc	\$0.08	22382	
Total	\$0.07	282259	

### 2020 March Average Abandon Value by Channels



### 2020 March Orders Previously Placed - Bar Chart



# Dashboard


Choose Channel

2020/01/01 to 2020/06/10

Channels 


2020/01/01

2020/08/01

 A3.1

## 2020 Cart Abandon Session Dashboard

Channels ▲	Unique AddtoCart	Orders	Abandon Rate	Abandon Sessions (Normal)	Abandon Visitors	Abandon Sessions (Actual)	Abandon Units	
Affiliate	39825	15680	60.63%	24145	225384	166638	33721	
Direct	41185	14734	64.22%	26451	266577	148815	32044	
Email	39052	14859	61.95%	24193	271142	155958	34569	
Internal Referrer	37755	14257	62.24%	23498	258627	165440	32952	
Organic Search	40922	15186	62.89%	25736	288693	154431	33339	
Paid Search	37210	15374	58.68%	21836	251921	169591	31884	
PayPal	40982	15744	61.58%	25238	269407	162261	35513	
PLA	38283	15315	60.00%	22968	263906	161710	34790	
Remarketing	39101	15219	61.08%	23882	278037	174051	34035	
Social Media	40332	15217	62.27%	25115	268055	168396	34238	
Web Misc	40741	13368	67.19%	27373	252801	157442	36056	
<b>Total</b>	<b>435388</b>	<b>164953</b>	<b>62.11%</b>	<b>270435</b>	<b>2894550</b>	<b>1784733</b>	<b>373141</b>	

 A3.2



Fake Abandon Session Analysis

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Data

Objects

Outline

DailyMonthlyDashboardAverage Abandon Value ChartsAuto Analysis+

Choose Channel

Channels

2020/01/01 to 2020/06/10

2020/01/012020/08/01

<Dashboard: Channel-Month-DateDashboard: Month-Channel>

2020 Cart Abandon Session Dashboard

Channels	Month	Unique AddtoCart	Orders	Abandon Rate	Abandon Sessions (Normal)	Abandon Visitors	Abandon Sessions (Actual)	Abandon Units	Abandon Value	Average Abandon Value	Orders Previously Placed
< Affiliate	January	56158	9034	83.91%	47124	34555	38678	149136	\$6,261,432.00	\$161.89	-8446
	February	46579	10110	78.29%	36469	39044	37046	151682	\$5,642,169.00	\$152.30	577
	March	42759	10631	75.14%	32128	40381	34127	162846	\$7,474,693.00	\$219.03	1999
	April	50206	10750	78.59%	39456	33483	33832	139548	\$7,752,904.00	\$229.16	-5624
	May	47478	9224	80.57%	38254	42587	28995	146590	\$8,185,866.00	\$282.32	-9259
	June	16413	3933	76.04%	12480	10369	13208	45942	\$2,824,619.00	\$213.86	728
Subtotal: Affiliate		259593	53682	79.32%	205911	200419	185886	795744	\$38,141,683.00	\$205.19	-20025
Direct		242993	51922	78.63%	191071	197141	203033	827387	\$39,106,214.00	\$192.61	11962
Email		249539	50038	79.95%	199501	181863	199834	845106	\$35,730,157.00	\$178.80	333
Internal Referrer		233703	51090	78.14%	182613	193590	193256	762286	\$36,672,107.00	\$189.76	10643
Organic Search		231616	51736	77.66%	179880	190520	208660	785161	\$35,215,637.00	\$168.77	28780
Paid Search		270667	49901	81.56%	220766	197457	207666	816391	\$35,901,872.00	\$172.88	-13100
PayPal		232548	50304	78.37%	182244	195590	197126	758957	\$37,740,289.00	\$191.45	14882
PLA		214787	57432	73.26%	157355	207342	191699	775521	\$39,802,687.00	\$207.63	34344
Remarketing		229679	53954	76.51%	175725	201451	201703	760491	\$37,834,278.00	\$187.57	25978
Social Media		229260	53044	76.86%	176216	197708	206834	787820	\$37,453,591.00	\$181.08	30618
Web Misc		225520	53919	76.09%	171601	190392	212503	799508	\$40,479,722.00	\$190.49	40902
Total		2619905	577022	77.98%	2042883	2153473	2208200	8714372	\$414,078,237....	\$187.52	165317

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Options

Roles

Actions

Rules

Filters

Ranks

Channels ▼

2020/01/01

2020/08/01

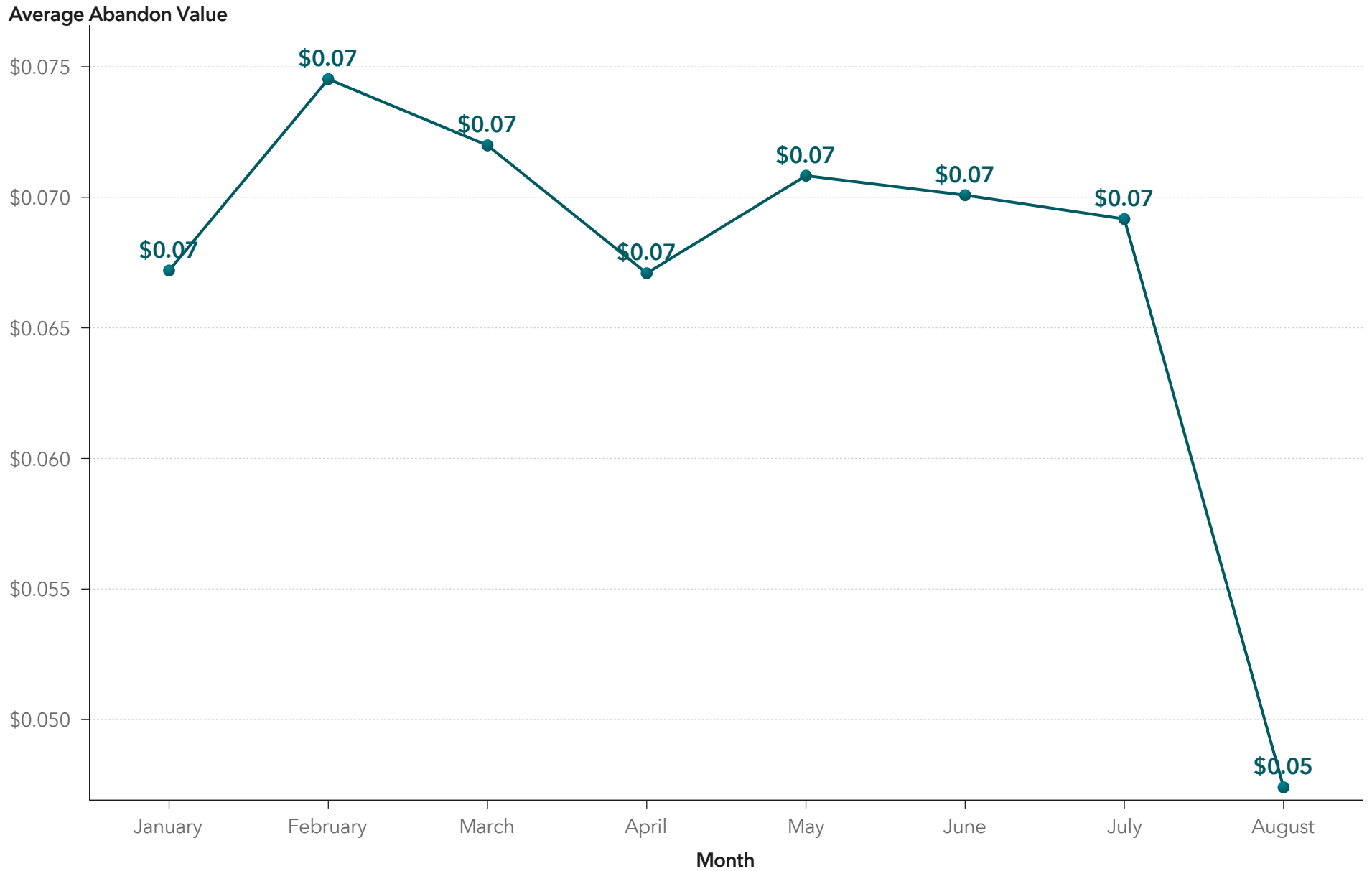
Dashboard: Channel-Month-Date      Dashboard: Month-Channel      >

## 2020 Cart Abandon Session Dashboard

[illegible]

## Average Abandon Value Charts

### Monthly Average Abandon Value



A4.1

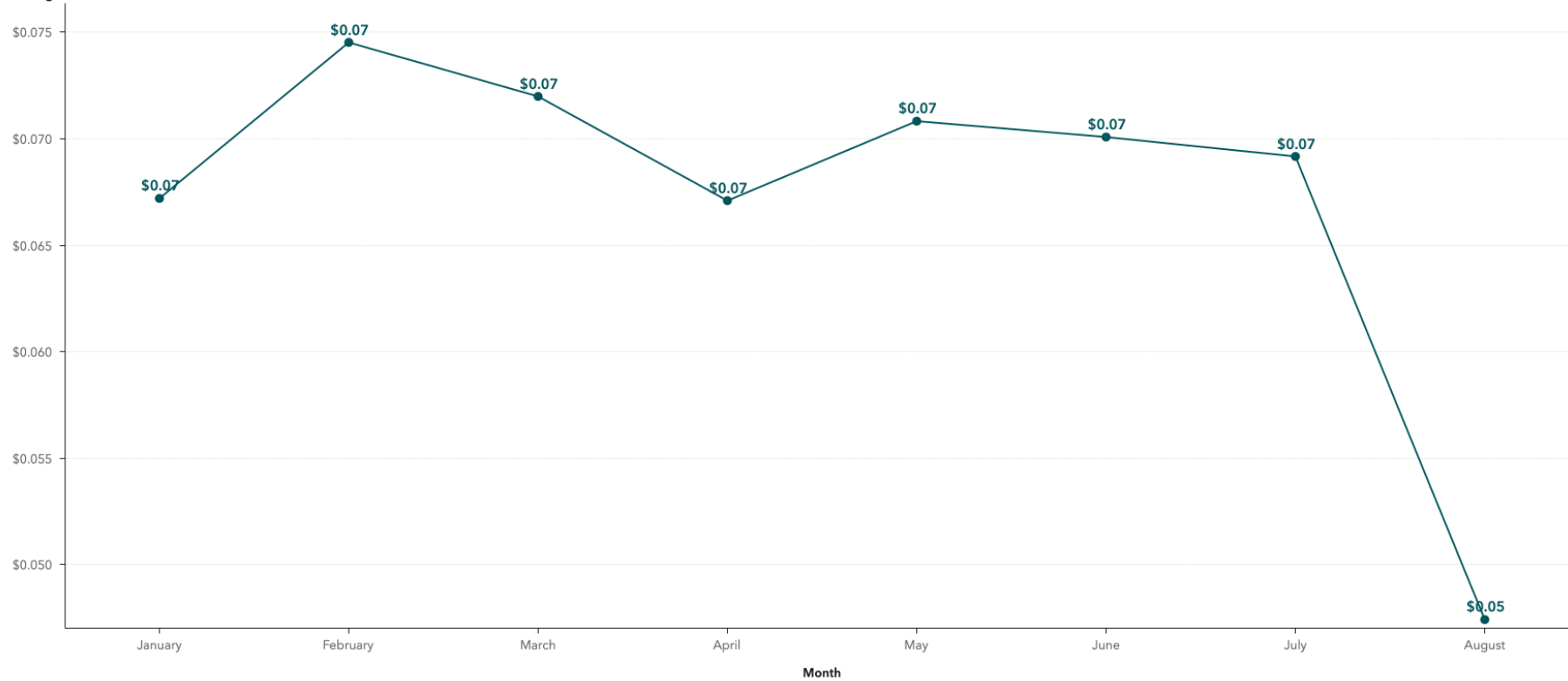
## Fake Abandon Session Analysis

Daily Monthly Dashboard Average Abandon Value Charts Auto Analysis +

&lt; Monthly Average Abandon Value Monthly Average Abandon Value by Channel &gt;

Monthly Average Abandon Value

Average Abandon Value





# Auto Analysis

## Explaining Average\_Abandon\_Value

**\$825**

Average **Average\_Abandon\_Value** of 2.4K cases is \$825, with minimum \$0.16 and maximum \$1,651.95.

A5.1



## Groups by Average Value of Average\_Abandon\_Value

**\$1.1K**

If Month Category is February, June, March, or May, Abandon Sessions (Normal) is greater than or equal to 190, Channels is Paid Search or Remarketing, **Abandon Sessions (Actual) is less than 1.4K**, then the 62 cases have a high predicted Average\_Abandon\_Value of \$1.1K.

**\$1K**

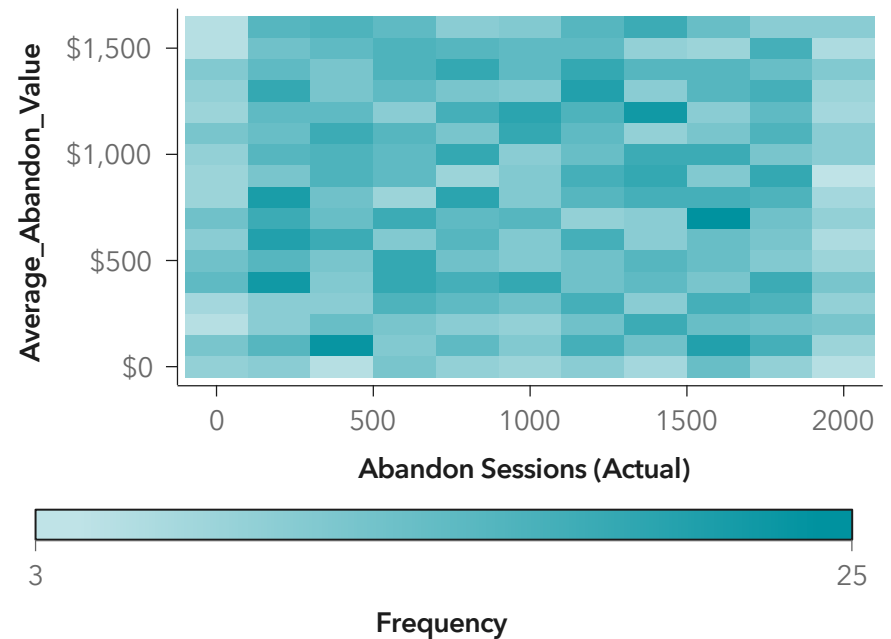
If Month Category is February, June, March, or May, Abandon Sessions (Normal) is greater than or equal to 190, Channels is Internal Referrer, Organic Search, PayPal, PLA, or Web Misc, **Abandon Sessions (Actual) is less than 191**, then the 23 cases have a high predicted Average\_Abandon\_Value of \$1K.

**\$1K**

If Orders Previously Placed is between 191 and 1.7K, Channels is Email, Organic Search, Social Media, or Missing, Month Category is April or Other, then the 130 cases have a high predicted Average\_Abandon\_Value of \$1K.

A5.2

## Average\_Abandon\_Value by Abandon Sessions (Actual)



Average\_Abandon\_Value and Abandon Sessions (Actual) have a weak relationship or no relationship.

A5.3

## Fake Abandon Session Analysis

Daily Monthly Dashboard Average Abandon Value Charts Auto Analysis +

Data

Objects

Outline

## Explaining Average\_Abandon\_Value

\$825

Average Average\_Abandon\_Value of 2.4K cases is \$825, with minimum \$0.16 and maximum \$1,651.95. Abandon Sessions (Actual), Orders Previously Placed, Abandon Sessions (Normal), Month Category, Channels, Abandon\_Rate best explain Average\_Abandon\_Value.

Abandon Sessions (Actual)

Orders Previously Placed

Abandon Sessions (Normal)

Month Category

Channels

## Groups by Average Value of Average\_Abandon\_Value

\$1.1K

If Month Category is February, June, March, or May, Abandon Sessions (Normal) is greater than or equal to 190, Channels is Paid Search or Remarketing, **Abandon Sessions (Actual) is less than 1.4K** then the 62 cases have a high predicted Average\_Abandon\_Value of \$1.1K.

\$1K

If Month Category is February, June, March, or May, Abandon Sessions (Normal) is greater than or equal to 190, Channels is Internal Referrer, Organic Search, PayPal, PLA, or Web Misc, **Abandon Sessions (Actual) is less than 191** then the 23 cases have a high predicted Average\_Abandon\_Value of \$1K.

\$1K

If Orders Previously Placed is between 191 and 1.7K, Channels is Email, Organic Search, Social Media, or Missing, Month Category is April or Other, then the 130 cases have a high predicted Average\_Abandon\_Value of \$1K.

\$988

If Month Category is February, June, March, or May, Channels is Affiliate, Direct, Email, or Social Media, **Abandon Sessions (Actual) is greater than or equal to 1.9K** then the 23 cases have a high predicted Average\_Abandon\_Value of \$988.

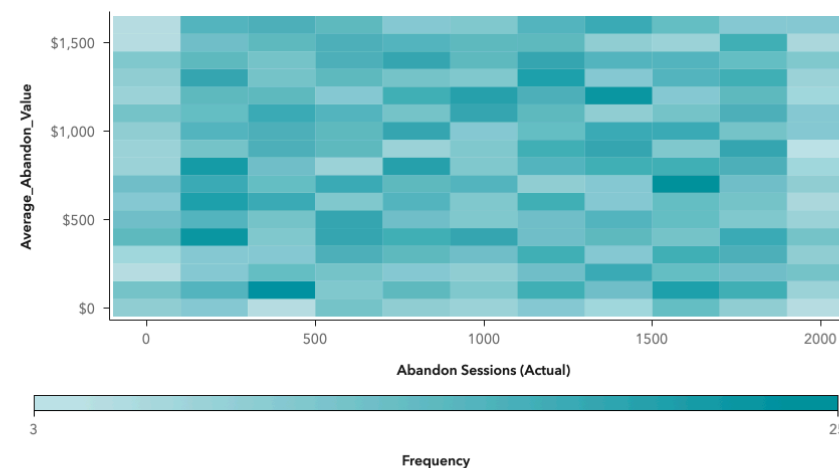
\$542

If Month Category is February, June, March, or May, Abandon Sessions (Normal) is between 135 and 190, Channels is Organic Search, Paid Search, or PayPal, then the 34 cases have a low predicted Average\_Abandon\_Value of \$542.

\$471

If Month Category is April, January, or Other, Orders Previously Placed is greater than or equal to 1.7K, Channels is Email, Internal Referrer, Paid Search, Remarketing, or Social Media, **Abandon Sessions (Actual) is greater than or equal to 1.9K** then the 31 cases have a low predicted Average\_Abandon\_Value of \$471.

## Average\_Abandon\_Value by Abandon Sessions (Actual)



Average\_Abandon\_Value and Abandon Sessions (Actual) have a weak relationship or no relationship.

# Appendix

## A1.1 Fake Abandon Session Analysis

Parameters: 2020 Parameter = 2020/07/01

## A1.2 2020 Date Parameter

Filters: Year ≥ 2020

## A1.3 2020 Daily Report

Filters: Channels NotMissing

## A1.4 2020 Daily Cart Abandon Session

Filters: Channels NotMissing

## A1.5 2020 Daily Orders Previously Placed

Filters: Channels NotMissing

- Display Rules:
- Graph
- Email
  - Social Media
  - Remarketing
  - Direct
  - Paid Search
  - Organic Search
  - PLA
  - Internal Referrer
  - Affiliate
  - Web Misc
  - PayPal

## A2.1 2020 January Report

Filters: Channels NotMissing  
Month In(January)



#### A2.2 2020 February Report

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Filters: Channels NotMissing  
Month In(February)

#### A2.3 2020 March Report

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Filters: Channels NotMissing  
Month In(March)

#### A2.4 2020 April Report

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Filters: Channels NotMissing  
Month In(April)

#### A2.5 2020 May Report

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Filters: Channels NotMissing  
Month In(May)

#### A2.6 2020 June Report

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Filters: Channels NotMissing  
Month In(June)

#### A2.7 2020 January Cart Abandon Session

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Filters: Channels NotMissing  
Month In(January)

#### A2.8 2020 February Cart Abandon Session

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Filters: Channels NotMissing  
Month In(February)

#### A2.9 2020 March Cart Abandon Session

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Filters: Channels NotMissing  
Month In(March)

A2.10 2020 April Cart Abandon Session

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Filters: Channels NotMissing  
Month In(April)

A2.11 2020 May Cart Abandon Session

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Filters: Channels NotMissing  
Month In(May)

A2.12 2020 June Cart Abandon Session

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Filters: Channels NotMissing  
Month In(June)

A2.13 2020 January Analysis

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Filters: Channels NotMissing  
Month In(January)

A2.14 2020 February Analysis

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Filters: Channels NotMissing  
Month In(February)

A2.15 2020 March Analysis

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Filters: Channels NotMissing  
Month In(March)

A2.16 2020 April Analysis

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Filters: Channels NotMissing  
Month In(April)

A2.17 2020 May Analysis

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Filters: Channels NotMissing  
Month In(May)

A2.18 2020 June Analysis

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Filters: Channels NotMissing  
Month In(June)

A2.19 2020 January Average Abandon Value by Channels

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Filters: Channels NotMissing  
Month In(January)

Display Rules: Graph

- Email
- Social Media
- Remarketing
- Direct
- Paid Search
- Organic Search
- PLA
- Internal Referrer
- Affiliate
- Web Misc
- PayPal

A2.20 2020 February Average Abandon Value by Channels

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Filters: Channels NotMissing  
Month In(February)

Display Rules: Graph












- Email
- Social Media
- Remarketing
- Direct
- Paid Search
- Organic Search
- PLA
- Internal Referrer
- Affiliate
- Web Misc
- PayPal

#### A2.21 2020 March Average Abandon Value by Channels

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Filters: Channels NotMissing  
Month In(March)

Display Rules: Graph












-  Email
-  Social Media
-  Remarketing
-  Direct
-  Paid Search
-  Organic Search
-  PLA
-  Internal Referrer
-  Affiliate
-  Web Misc
-  PayPal

#### A2.22 2020 April Average Abandon Value by Channels

---

Filters: Channels NotMissing  
Month In(April)

Display Rules: Graph

-  Email
-  Social Media
-  Remarketing
-  Direct
-  Paid Search
-  Organic Search
-  PLA
-  Internal Referrer
-  Affiliate
-  Web Misc
-  PayPal

#### A2.23 2020 May Average Abandon Value by Channels

---












Filters: Channels NotMissing  
Month In(May)

#### A2.23 2020 May Average Abandon Value by Channels

---

Display Rules:

##### Graph

-  Email
-  Social Media
-  Remarketing
-  Direct
-  Paid Search
-  Organic Search
-  PLA
-  Internal Referrer
-  Affiliate
-  Web Misc
-  PayPal

#### A2.24 2020 June Average Abandon Value by Channels












---

Filters:

Channels NotMissing  
Month In(June)

Display Rules:

##### Graph

-  Email
-  Social Media
-  Remarketing
-  Direct
-  Paid Search
-  Organic Search
-  PLA
-  Internal Referrer
-  Affiliate
-  Web Misc
-  PayPal

#### A2.25 2020 January Orders Previously Placed - Bar Chart

---

Filters:

Channels NotMissing  
Month In(January)

A2.25 2020 January Orders Previously Placed - Bar Chart

---

Display Rules:

Graph

- Email
- Social Media
- Remarketing
- Direct
- Paid Search
- Organic Search
- PLA
- Internal Referrer
- Affiliate
- Web Misc
- PayPal

A2.26 2020 February Orders Previously Placed - Bar Chart

---

Filters:

Channels NotMissing  
Month In(February)

Display Rules:

Graph

- Email
- Social Media
- Remarketing
- Direct
- Paid Search
- Organic Search
- PLA
- Internal Referrer
- Affiliate
- Web Misc
- PayPal

A2.27 2020 March Orders Previously Placed - Bar Chart

---

Filters:

Channels NotMissing  
Month In(March)

A2.27 2020 March Orders Previously Placed - Bar Chart

Display Rules:

Graph

Email

Social Media

Remarketing

Direct

Paid Search

Organic Search

PLA

Internal Referrer

Affiliate

Web Misc

PayPal

A2.28 2020 April Orders Previously Placed - Bar Chart

Filters:

Channels NotMissing  
Month In(April)

Display Rules:

Graph

Email

Social Media

Remarketing

Direct

Paid Search

Organic Search

PLA

Internal Referrer

Affiliate

Web Misc

PayPal

A2.29 2020 May Orders Previously Placed - Bar Chart

Filters:

Channels NotMissing  
Month In(May)

A2.29 2020 May Orders Previously Placed - Bar Chart

Display Rules:

Graph

Email

Social Media

Remarketing

Direct

Paid Search

Organic Search

PLA

Internal Referrer

Affiliate

Web Misc

PayPal

A2.30 2020 June Orders Previously Placed - Bar Chart

Filters:

Channels NotMissing  
Month In(June)

Display Rules:

Graph

Email

Social Media

Remarketing

Direct

Paid Search

Organic Search

PLA

Internal Referrer

Affiliate

Web Misc

PayPal

A3.1 Dashboard - Date Slider

Filters:

Year ≥ 2020



A3.2 2020 Cart Abandon Session Dashboard

---

Filters:

Channels NotMissing  
Date BetweenInclusive(2020/01/01; 2020/06/10)

Display Rules:

Average Abandon Value  
abc Average Abandon Value greater than \$0.00

A4.1 Monthly Average Abandon Value

---

Display Rules:

Graph

Email

Social Media

Remarketing

Direct

Paid Search

Organic Search

PLA

Internal Referrer

Affiliate

Web Misc

PayPal

A4.2 Monthly Average Abandon Value by Channel

---

Filters:

Channels NotMissing  
Year ≥ 2020  
Channels In('Direct'; 'Affiliate')

A4.2 Monthly Average Abandon Value by Channel

---

Display Rules:

Graph

Email

Social Media

Remarketing

Direct

Paid Search

Organic Search

PLA

Internal Referrer

Affiliate

Web Misc

PayPal

A4.3 Channels

---

Filters:

Channels NotMissing

A5.1 Summary

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Display Rules:

Table

Email

Social Media

Remarketing

Direct

Paid Search

Organic Search

PLA

Internal Referrer

Affiliate

Web Misc












PayPal

A5.2 Groups by Average Value of Average\_Abandon\_Value

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Display Rules:

Table












	Email
	Social Media
	Remarketing
	Direct
	Paid Search
	Organic Search
	PLA
	Internal Referrer
	Affiliate
	Web Misc
	PayPal

A5.3 Relationships Description

---

Display Rules:

Table

	Email
	Social Media
	Remarketing
	Direct
	Paid Search
	Organic Search
	PLA
	Internal Referrer
	Affiliate
	Web Misc
	PayPal