

Fake Daily Channel Report

Creation Date: Monday, August 2020, 18:52:55 PM EDT

Daily Channel

2020 Parameter

01/01/2020



2019 Parameter

01/01/2019



A1.2

A1.3

Daily Channel Summary Report

| Channels | ▲ | Visitors 2020 | Visitors 2019 | Visitors Difference | Visitors Percent Difference | Visits 2020 | Visits 2019 | Visits Difference | Visits Percent Difference | |
|---------------------------|---|---------------|---------------|---------------------|-----------------------------|-------------|-------------|-------------------|---------------------------|--|
| Affiliate | | 10955 | 2732 | 8223 | 300.99% | 1859 | 13171 | -11312 | -85.89% | |
| Direct | | 21661 | 16881 | 4780 | 28.32% | 22336 | 20588 | 1748 | 8.49% | |
| Email | | 16758 | 23616 | -6858 | -29.04% | 4181 | 7220 | -3039 | -42.09% | |
| Internal Referrer/Refresh | | 43 | 18514 | -18471 | -99.77% | 20017 | 14040 | 5977 | 42.57% | |
| Organic Search | | 21077 | 603 | 20474 | 3,395.36% | 26908 | 11630 | 15278 | 131.37% | |
| Paid Search | | 6742 | 11531 | -4789 | -41.53% | 3844 | 10640 | -6796 | -63.87% | |
| PayPal | | 14661 | 20299 | -5638 | -27.77% | 2823 | 14293 | -11470 | -80.25% | |
| PLA | | 15757 | 24159 | -8402 | -34.78% | 17973 | 18922 | -949 | -5.02% | |
| Remarketing | | 4715 | 1144 | 3571 | 312.15% | 7186 | 31272 | -24086 | -77.02% | |
| Social Media | | 1745 | 21656 | -19911 | -91.94% | 29723 | 30262 | -539 | -1.78% | |
| Web Misc | | 13191 | 10380 | 2811 | 27.08% | 3753 | 27414 | -23661 | -86.31% | |
| Total | | 127305 | 151515 | -24210 | -15.98% | 140603 | 199452 | -58849 | -29.51% | |

A1.4

1. Click any column name of the crosstable to sort by that particular column
2. Double Click any figure inside the crosstable to look at the pop-up (comparsion charts) windows for more information

Fake Daily Channel Report

| Daily Channel | | Report Format | | Dashboard | | KPI Charts | | KPI Charts Monthly Trend Line Version2 | | KPI Charts Weekly Trend Line | | KPI Charts Day of Week Trend Line | | KPI Charts Monthly Trend Line | | + |
|------------------------------|---|---------------|---------------|---------------------|-----------------------------|-------------|-------------|--|---------------------------|------------------------------|----------------|-----------------------------------|--------------------------|-------------------------------|-------------|---|
| Data | | | | | | | | | | | | | | | | |
| 2020 Parameter | | | | | | | | 2019 Parameter | | | | | | | | |
| 01/01/2020 | | | | | | | | 01/01/2019 | | | | | | | | |
| Daily Channel Summary Report | | | | | | | | | | | | | | | | |
| Channels | ▲ | Visitors 2020 | Visitors 2019 | Visitors Difference | Visitors Percent Difference | Visits 2020 | Visits 2019 | Visits Difference | Visits Percent Difference | Sales 2020 | Sales 2019 | Sales Difference | Sales Percent Difference | Orders 2020 | Orders 2019 | E |
| Affiliate | | 10955 | 2732 | 8223 | 300.99% | 1859 | 13171 | -11312 | -85.89% | \$92,797.00 | \$147,685.00 | (\$54,888) | -37.17% | 280 | 810 | |
| Direct | | 21661 | 16881 | 4780 | 28.32% | 22336 | 20588 | 1748 | 8.49% | \$136,700.00 | \$54,858.00 | \$81,842 | 149.19% | 1465 | 174 | |
| Email | | 16758 | 23616 | -6858 | -29.04% | 4181 | 7220 | -3039 | -42.09% | \$89,168.00 | \$176,401.00 | (\$87,233) | -49.45% | 1573 | 752 | |
| Internal Referrer/Refresh | | 43 | 18514 | -18471 | -99.77% | 20017 | 14040 | 5977 | 42.57% | \$94,056.00 | \$79,153.00 | \$14,903 | 18.83% | 1464 | 554 | |
| Organic Search | | 21077 | 603 | 20474 | 3,395.3... | 26908 | 11630 | 15278 | 131.37% | \$117,845.00 | \$50,103.00 | \$67,742 | 135.21% | 1447 | 1456 | |
| Paid Search | | 6742 | 11531 | -4789 | -41.53% | 3844 | 10640 | -6796 | -63.87% | \$105,590.00 | \$17,715.00 | \$87,875 | 496.05% | 1181 | 1601 | |
| PayPal | | 14661 | 20299 | -5638 | -27.77% | 2823 | 14293 | -11470 | -80.25% | \$74,901.00 | \$81,354.00 | (\$6,453) | -7.93% | 961 | 1132 | |
| PLA | | 15757 | 24159 | -8402 | -34.78% | 17973 | 18922 | -949 | -5.02% | \$51,075.00 | \$134,863.00 | (\$83,788) | -62.13% | 521 | 781 | |
| Remarketing | | 4715 | 1144 | 3571 | 312.15% | 7186 | 31272 | -24086 | -77.02% | \$112,768.00 | \$102,720.00 | \$10,048 | 9.78% | 1142 | 1428 | |
| Social Media | | 1745 | 21656 | -19911 | -91.94% | 29723 | 30262 | -539 | -1.78% | \$179,690.00 | \$154,511.00 | \$25,179 | 16.30% | 833 | 1217 | |
| Web Misc | | 13191 | 10380 | 2811 | 27.08% | 3753 | 27414 | -23661 | -86.31% | \$168,229.00 | \$30,785.00 | \$137,444 | 446.46% | 651 | 176 | |
| Total | | 127305 | 151515 | -24210 | -15.98% | 140603 | 199452 | -58849 | -29.51% | \$1,222,819.00 | \$1,030,148.00 | \$192,671 | 18.70% | 11518 | 10081 | |

1. Click any column name of the crosstable to sort by that particular column
2. Double Click any figure inside the crosstable to look at the pop-up (comparison charts) windows for more information

... Data Objects Outline

... Options Roles Actions Rules Filters Ranks

2020 Parameter

01/01/2020

2019 Parameter

01/01/2019

| Daily Channel Summary Report | | | | | | | | | | | | | | |
|----------------------------------|---------------|---------------|-----------------------|--------------|-----------------|-----------------|--------------|-------------|------------------------|----------------------|-----------------------------|-------------------|------------------|--|
| Channels | Visitors 2020 | Visits 2020 | Sales 2020 | Orders 2020 | AOV 2020 | Conversion 2020 | Units 2020 | UPT 2020 | Unique Add to Bag 2020 | Add to Bag Rate 2020 | Order to Addtobag Rate 2020 | Abandon Rate 2020 | Bounce Rate 2020 | |
| Affiliate | 10955 | 1859 | \$92,797.00 | 280 | \$331.42 | 2.56% | 5169 | 18.46 | 3073 | 28.05% | 9.11% | 90.89% | 124.61% | |
| Direct | 21661 | 22336 | \$136,700.00 | 1465 | \$93.31 | 6.76% | 3711 | 2.53 | 853 | 3.94% | 171.75% | -71.75% | 14.79% | |
| Email | 16758 | 4181 | \$89,168.00 | 1573 | \$56.69 | 9.39% | 4179 | 2.66 | 992 | 5.92% | 158.57% | -58.57% | 120.54% | |
| Internal Referrer/Refresh | 43 | 20017 | \$94,056.00 | 1464 | \$64.25 | 3,404.65% | 4062 | 2.77 | 3585 | 8,337.21% | 40.84% | 59.16% | 34.26% | |
| Organic Search | 21077 | 26908 | \$117,845.00 | 1447 | \$81.44 | 6.87% | 2553 | 1.76 | 2716 | 12.89% | 53.28% | 46.72% | 23.66% | |
| Paid Search | 6742 | 3844 | \$105,590.00 | 1181 | \$89.41 | 17.52% | 1875 | 1.59 | 2018 | 29.93% | 58.52% | 41.48% | 50.62% | |
| PayPal | 14661 | 2823 | \$74,901.00 | 961 | \$77.94 | 6.55% | 121 | 0.13 | 3618 | 24.68% | 26.56% | 73.44% | 224.85% | |
| PLA | 15757 | 17973 | \$51,075.00 | 521 | \$98.03 | 3.31% | 2490 | 4.78 | 1581 | 10.03% | 32.95% | 67.05% | 34.35% | |
| Remarketing | 4715 | 7186 | \$112,768.00 | 1142 | \$98.75 | 24.22% | 2891 | 2.53 | 2437 | 51.69% | 46.86% | 53.14% | 63.38% | |
| Social Media | 1745 | 29723 | \$179,690.00 | 833 | \$215.71 | 47.74% | 1645 | 1.97 | 1825 | 104.58% | 45.64% | 54.36% | 6.64% | |
| Web Misc | 13191 | 3753 | \$168,229.00 | 651 | \$258.42 | 4.94% | 4807 | 7.38 | 2773 | 21.02% | 23.48% | 76.52% | 98.32% | |
| Total | 127305 | 140603 | \$1,222,819.00 | 11518 | \$106.17 | 9.05% | 33503 | 2.91 | 25471 | 20.01% | 45.22% | 54.78% | 34.54% | |
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1. Click any column name of the crosstable to sort by that particular column

2. Double Click any figure inside the crosstable to look at the pop-up (comparison charts) windows for more information

2020 Parameter

01/01/2020

2019 Parameter

01/01/2019

< Summary 2020 2019 Difference 2019 vs 2020 Percent Difference 2019 vs 2020 >

Daily Channel Summary Report

| Channels | ▼ | Visitors 2019 | Visits 2019 | Sales 2019 | Orders 2019 | AOV 2019 | Conversion 2019 | Units 2019 | UPT 2019 | Unique Add to Bag 2019 | Add to Bag Rate 2019 | Order to Addtobag Rate 2019 | Abandon Rate 2019 | Bounce Rate 2019 |
|---------------------------|---|---------------|-------------|----------------|-------------|----------|-----------------|------------|----------|------------------------|----------------------|-----------------------------|-------------------|------------------|
| Affiliate | | 2732 | 13171 | \$147,685.00 | 810 | \$182.33 | 29.65% | 0 | 0.00 | 3086 | 112.96% | 26.25% | 73.75% | 30.47% |
| Direct | | 16881 | 20588 | \$54,858.00 | 174 | \$315.28 | 1.03% | 2085 | 11.98 | 1668 | 9.88% | 10.43% | 89.57% | 20.45% |
| Email | | 23616 | 7220 | \$176,401.00 | 752 | \$234.58 | 3.18% | 1774 | 2.36 | 2196 | 9.30% | 34.24% | 65.76% | 10.15% |
| Internal Referrer/Refresh | | 18514 | 14040 | \$79,153.00 | 554 | \$142.88 | 2.99% | 1481 | 2.67 | 741 | 4.00% | 74.76% | 25.24% | 35.72% |
| Organic Search | | 603 | 11630 | \$50,103.00 | 1456 | \$34.41 | 241.46% | 1976 | 1.36 | 620 | 102.82% | 234.84% | -134.84% | 30.77% |
| Paid Search | | 11531 | 10640 | \$17,715.00 | 1601 | \$11.06 | 13.88% | 2817 | 1.76 | 519 | 4.50% | 308.48% | -208.48% | 10.48% |
| PayPal | | 20299 | 14293 | \$81,354.00 | 1132 | \$71.87 | 5.58% | 3166 | 2.80 | 2299 | 11.33% | 49.24% | 50.76% | 27.61% |
| PLA | | 24159 | 18922 | \$134,863.00 | 781 | \$172.68 | 3.23% | 4802 | 6.15 | 1508 | 6.24% | 51.79% | 48.21% | 1.72% |
| Remarketing | | 1144 | 31272 | \$102,720.00 | 1428 | \$71.93 | 124.83% | 1468 | 1.03 | 1519 | 132.78% | 94.01% | 5.99% | 11.40% |
| Social Media | | 21656 | 30262 | \$154,511.00 | 1217 | \$126.96 | 5.62% | 2543 | 2.09 | 419 | 1.93% | 290.45% | -190.45% | 29.80% |
| Web Misc | | 10380 | 27414 | \$30,785.00 | 176 | \$174.91 | 1.70% | 3014 | 17.13 | 122 | 1.18% | 144.26% | -44.26% | 7.48% |
| Total | | 151515 | 199452 | \$1,030,148... | 10081 | \$102.19 | 6.65% | 25126 | 2.49 | 14697 | 9.70% | 68.59% | 31.41% | 18.84% |
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2. Double Click any figure inside the crosstable to look at the pop-up (comparison charts) windows for more information

2020 Parameter

01/01/2020

2019 Parameter

01/01/2019

◀ Summary 2020 2019 Difference 2019 vs 2020 Percent Difference 2019 vs 2020 ▶

Daily Channel Difference Report

| Channels | ▼ | Visitors Difference | Visits Difference | Sales Difference | Orders Difference | AOV Difference | Conversion Difference | Units Difference | UPT Difference | Unique Add to Bag Difference | Add to Bag Rate Difference | Order to Addtobag Rate Difference | Abandon Rate Difference | Bounce Rate Difference | |
|---------------------------|---|---------------------|-------------------|------------------|-------------------|----------------|-----------------------|------------------|----------------|------------------------------|----------------------------|-----------------------------------|-------------------------|------------------------|--|
| Affiliate | | 8223 | -11312 | (\$54,888) | -530 | \$149.09 | -27.09% | 5169 | 18.46 | -13 | -84.91% | -17.14% | 17.14% | 94.14% | |
| Direct | | 4780 | 1748 | \$81,842 | 1291 | (\$221.97) | 5.73% | 1626 | -9.45 | -815 | -5.94% | 161.32% | -161.32% | -5.67% | |
| Email | | -6858 | -3039 | (\$87,233) | 821 | (\$177.89) | 6.20% | 2405 | 0.30 | -1204 | -3.38% | 124.32% | -124.32% | 110.39% | |
| Internal Referrer/Refresh | | -18471 | 5977 | \$14,903 | 910 | (\$78.63) | 3,401.66% | 2581 | 0.10 | 2844 | 8,333.21% | -33.93% | 33.93% | -1.46% | |
| Organic Search | | 20474 | 15278 | \$67,742 | -9 | \$47.03 | -234.59% | 577 | 0.41 | 2096 | -89.93% | -181.56% | 181.56% | -7.11% | |
| Paid Search | | -4789 | -6796 | \$87,875 | -420 | \$78.34 | 3.63% | -942 | -0.17 | 1499 | 25.43% | -249.95% | 249.95% | 40.14% | |
| PayPal | | -5638 | -11470 | (\$6,453) | -171 | \$6.07 | 0.98% | -3045 | -2.67 | 1319 | 13.35% | -22.68% | 22.68% | 197.23% | |
| PLA | | -8402 | -949 | (\$83,788) | -260 | (\$74.65) | 0.07% | -2312 | -1.37 | 73 | 3.79% | -18.84% | 18.84% | 32.63% | |
| Remarketing | | 3571 | -24086 | \$10,048 | -286 | \$26.81 | -100.60% | 1423 | 1.50 | 918 | -81.09% | -47.15% | 47.15% | 51.98% | |
| Social Media | | -19911 | -539 | \$25,179 | -384 | \$88.75 | 42.12% | -898 | -0.11 | 1406 | 102.65% | -244.81% | 244.81% | -23.16% | |
| Web Misc | | 2811 | -23661 | \$137,444 | 475 | \$83.50 | 3.24% | 1793 | -9.74 | 2651 | 19.85% | -120.79% | 120.79% | 90.84% | |
| Total | | -24210 | -58849 | \$192,671 | 1437 | \$3.98 | 2.39% | 8377 | 0.42 | 10774 | 10.31% | -23.37% | 23.37% | 15.71% | |
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2020 Parameter

01/01/2020

2019 Parameter

01/01/2019

| Daily Channel Percent Difference Report | | | | | | | | | | | | | | | |
|---|---|-----------------------------------|---------------------------------|--------------------------------|---------------------------------|---------------------------|-------------------------------------|--------------------------------|------------------------------|---|---|--|--|---|--|
| Channels | ▼ | Visitors Percent Difference | Visits Percent Difference | Sales Percent Difference | Orders Percent Difference | AOV Percent Difference | Conversion Percent Difference | Units Percent Difference | UPT Percent Difference | Unique Add to Bag Percent Difference | Add to Bag Rate Percent Difference | Order to Addtobag Rate Percent Difference | Abandon Rate Percent Difference | Bounce Rate Percent Difference | |
| Affiliate | | 300.99% | -85.89% | -37.17% | -65.43% | 81.77% | -91.38% | . | . | -0.42% | -75.17% | -65.29% | 23.23% | 308.95% | |
| Direct | | 28.32% | 8.49% | 149.19% | 741.95% | -70.40% | 556.16% | 77.99% | -78.86% | -48.86% | -60.15% | 1,546.40% | -180.10% | -27.71% | |
| Email | | -29.04% | -42.09% | -49.45% | 109.18% | -75.83% | 194.78% | 135.57% | 12.62% | -54.83% | -36.34% | 363.05% | -189.07% | 1,087.86% | |
| Internal Referrer/Refresh | | -99.77% | 42.57% | 18.83% | 164.26% | -55.03% | 113,679.... | 174.27% | 3.79% | 383.81% | 208,206.... | -45.38% | 134.44% | -4.09% | |
| Organic Search | | 3,395.36% | 131.37% | 135.21% | -0.62% | 136.67% | -97.16% | 29.20% | 30.00% | 338.06% | -87.47% | -77.31% | -134.65% | -23.11% | |
| Paid Search | | -41.53% | -63.87% | 496.05% | -26.23% | 708.02% | 26.16% | -33.44% | -9.77% | 288.82% | 565.02% | -81.03% | -119.90% | 383.05% | |
| PayPal | | -27.77% | -80.25% | -7.93% | -15.11% | 8.45% | 17.54% | -96.18% | -95.50% | 57.37% | 117.89% | -46.06% | 44.67% | 714.33% | |
| PLA | | -34.78% | -5.02% | -62.13% | -33.29% | -43.23% | 2.28% | -48.15% | -22.27% | 4.84% | 60.74% | -36.37% | 39.07% | 1,893.13% | |
| Remarketing | | 312.15% | -77.02% | 9.78% | -20.03% | 37.28% | -80.60% | 96.93% | 146.25% | 60.43% | -61.07% | -50.15% | 787.01% | 456.16% | |
| Social Media | | -91.94% | -1.78% | 16.30% | -31.55% | 69.91% | 749.45% | -35.31% | -5.49% | 335.56% | 5,305.45% | -84.29% | -128.54% | -77.71% | |
| Web Misc | | 27.08% | -86.31% | 446.46% | 269.89% | 47.74% | 191.06% | 59.49% | -56.88% | 2,172.95% | 1,688.59% | -83.73% | -272.89% | 1,215.08% | |
| Total | | -15.98% | -29.51% | 18.70% | 14.25% | 3.89% | 35.98% | 33.34% | 16.70% | 73.31% | 106.27% | -34.07% | 74.42% | 83.38% | |
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2. Double Click any figure inside the crosstable to look at the pop-up (comparison charts) windows for more information

Report Format

2020 Month

A2.1

2020 Day of Month

A2.2

2019 Month

A2.3

2019 Day of Month

A2.4

2020 Daily Channel Report

| Date ▲ | | 01/01/2020 | | | | | | | | | |
|---------------------------|---|------------|--------|----------------|--------|----------|------------|-------|-------|-------------------|--|
| Day of Week ▲ | | Wednesday | | | | | | | | | |
| Channels | ▲ | Visitors | Visits | Sales | Orders | AOV | Conversion | Units | UPT | Unique Add to Bag | |
| Affiliate | | 10955 | 1859 | \$92,797.00 | 280 | \$331.42 | 2.56% | 5169 | 18.46 | 3073 | |
| Direct | | 21661 | 22336 | \$136,700.00 | 1465 | \$93.31 | 6.76% | 3711 | 2.53 | 853 | |
| Email | | 16758 | 4181 | \$89,168.00 | 1573 | \$56.69 | 9.39% | 4179 | 2.66 | 992 | |
| Internal Referrer/Refresh | | 43 | 20017 | \$94,056.00 | 1464 | \$64.25 | 3,404.65% | 4062 | 2.77 | 3585 | |
| Organic Search | | 21077 | 26908 | \$117,845.00 | 1447 | \$81.44 | 6.87% | 2553 | 1.76 | 2716 | |
| Paid Search | | 6742 | 3844 | \$105,590.00 | 1181 | \$89.41 | 17.52% | 1875 | 1.59 | 2018 | |
| PayPal | | 14661 | 2823 | \$74,901.00 | 961 | \$77.94 | 6.55% | 121 | 0.13 | 3618 | |
| PLA | | 15757 | 17973 | \$51,075.00 | 521 | \$98.03 | 3.31% | 2490 | 4.78 | 1581 | |
| Remarketing | | 4715 | 7186 | \$112,768.00 | 1142 | \$98.75 | 24.22% | 2891 | 2.53 | 2437 | |
| Social Media | | 1745 | 29723 | \$179,690.00 | 833 | \$215.71 | 47.74% | 1645 | 1.97 | 1825 | |
| Web Misc | | 13191 | 3753 | \$168,229.00 | 651 | \$258.42 | 4.94% | 4807 | 7.38 | 2773 | |
| Total | | 127305 | 140603 | \$1,222,819.00 | 11518 | \$106.17 | 9.05% | 33503 | 2.91 | 25471 | |

A2.5

Notes: 'Daily Channel Report 2019 vs 2020' tab linked to 'Daily Channel' Page

Fake Daily Channel Report

| ...: | Daily Channel | Report Format | Dashboard | KPI Charts | KPI Charts Monthly Trend Line Version2 | KPI Charts Weekly Trend Line | KPI Charts Day of Week Trend Line | KPI Charts Monthly Trend Line | + | | | | | | | | | |
|-----------------------------------|-------------------|---------------|----------------|------------|--|------------------------------|-----------------------------------|-------------------------------|-------------------|-----------------|------------------------|--------------|-------------|--|--|--|--|--|
| Data | 2020 Month | | | | | | | | | | | | | | | | | |
| Objects | 2020 Day of Month | | | | | | | | | | | | | | | | | |
| Outline | January | | | | | | | | | | | | | | | | | |
| Actions | 1 | | | | | | | | | | | | | | | | | |
| Rules | January | | | | | | | | | | | | | | | | | |
| Filters | 1 | | | | | | | | | | | | | | | | | |
| Ranks | | | | | | | | | | | | | | | | | | |
| Daily Channel Report 2020 | | | | | | | | | | | | | | | | | | |
| Daily Channel Report 2019 | | | | | | | | | | | | | | | | | | |
| Daily Channel Report 2019 vs 2020 | | | | | | | | | | | | | | | | | | |
| 2020 Daily Channel Report | | | | | | | | | | | | | | | | | | |
| Date ▲ | 01/01/2020 | | | | | | | | | | | | | | | | | |
| Day of Week ▲ | Wednesday | | | | | | | | | | | | | | | | | |
| Channels | Visitors | Visits | Sales | Orders | AOV | Conversion | Units | UPT | Unique Add to Bag | Add to Bag Rate | Order to Addtobag Rate | Abandon Rate | Bounce Rate | | | | | |
| Affiliate | 10955 | 1859 | \$92,797.00 | 280 | \$331.42 | 2.56% | 5169 | 18.46 | 3073 | 28.05% | 9.11% | 90.89% | 124.61% | | | | | |
| Direct | 21661 | 22336 | \$136,700.00 | 1465 | \$93.31 | 6.76% | 3711 | 2.53 | 853 | 3.94% | 171.75% | -71.75% | 14.79% | | | | | |
| Email | 16758 | 4181 | \$89,168.00 | 1573 | \$56.69 | 9.39% | 4179 | 2.66 | 992 | 5.92% | 158.57% | -58.57% | 120.54% | | | | | |
| Internal Referrer/Refresh | 43 | 20017 | \$94,056.00 | 1464 | \$64.25 | 3,404.65% | 4062 | 2.77 | 3585 | 8,337.21% | 40.84% | 59.16% | 34.26% | | | | | |
| Organic Search | 21077 | 26908 | \$117,845.00 | 1447 | \$81.44 | 6.87% | 2553 | 1.76 | 2716 | 12.89% | 53.28% | 46.72% | 23.66% | | | | | |
| Paid Search | 6742 | 3844 | \$105,590.00 | 1181 | \$89.41 | 17.52% | 1875 | 1.59 | 2018 | 29.93% | 58.52% | 41.48% | 50.62% | | | | | |
| PayPal | 14661 | 2823 | \$74,901.00 | 961 | \$77.94 | 6.55% | 121 | 0.13 | 3618 | 24.68% | 26.56% | 73.44% | 224.85% | | | | | |
| PLA | 15757 | 17973 | \$51,075.00 | 521 | \$98.03 | 3.31% | 2490 | 4.78 | 1581 | 10.03% | 32.95% | 67.05% | 34.35% | | | | | |
| Remarketing | 4715 | 7186 | \$112,768.00 | 1142 | \$98.75 | 24.22% | 2891 | 2.53 | 2437 | 51.69% | 46.86% | 53.14% | 63.38% | | | | | |
| Social Media | 1745 | 29723 | \$179,690.00 | 833 | \$215.71 | 47.74% | 1645 | 1.97 | 1825 | 104.58% | 45.64% | 54.36% | 6.64% | | | | | |
| Web Misc | 13191 | 3753 | \$168,229.00 | 651 | \$258.42 | 4.94% | 4807 | 7.38 | 2773 | 21.02% | 23.48% | 76.52% | 98.32% | | | | | |
| Total | 127305 | 140603 | \$1,222,819.00 | 11518 | \$106.17 | 9.05% | 33503 | 2.91 | 25471 | 20.01% | 45.22% | 54.78% | 34.54% | | | | | |

Notes: 'Daily Channel Report 2019 vs 2020' tab linked to 'Daily Channel' Page

| 2020 Month | | 2020 Day of Month | | 2019 Month | | 2019 Day of Month | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| January | <input type="button" value="▼"/> | 1 | <input type="button" value="▼"/> | January | <input type="button" value="▼"/> | 1 | <input type="button" value="▼"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Daily Channel Report 2020 Daily Channel Report 2019 Daily Channel Report 2019 vs 2020 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <h3>2019 Daily Channel Report</h3> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Date ▲</th> <th colspan="13">01/01/2019</th> </tr> <tr> <th>Day of Week ▲</th> <th colspan="13">Tuesday</th> </tr> <tr> <th>Channels</th> <th>Visitors</th> <th>Visits</th> <th>Sales</th> <th>Orders</th> <th>AOV</th> <th>Conversion</th> <th>Units</th> <th>UPT</th> <th>Unique Add to Bag</th> <th>Add to Bag Rate</th> <th>Order to Addtobag Rate</th> <th>Abandon Rate</th> <th>Bounce Rate</th> </tr> </thead> <tbody> <tr> <td>Affiliate</td> <td>2732</td> <td>13171</td> <td>\$147,685.00</td> <td>810</td> <td>\$182.33</td> <td>29.65%</td> <td>0</td> <td>0.00</td> <td>3086</td> <td>112.96%</td> <td>26.25%</td> <td>73.75%</td> <td>30.47%</td> </tr> <tr> <td>Direct</td> <td>16881</td> <td>20588</td> <td>\$54,858.00</td> <td>174</td> <td>\$315.28</td> <td>1.03%</td> <td>2085</td> <td>11.98</td> <td>1668</td> <td>9.88%</td> <td>10.43%</td> <td>89.57%</td> <td>20.45%</td> </tr> <tr> <td>Email</td> <td>23616</td> <td>7220</td> <td>\$176,401.00</td> <td>752</td> <td>\$234.58</td> <td>3.18%</td> <td>1774</td> <td>2.36</td> <td>2196</td> <td>9.30%</td> <td>34.24%</td> <td>65.76%</td> <td>10.15%</td> </tr> <tr> <td>Internal Referrer/Refresh</td> <td>18514</td> <td>14040</td> <td>\$79,153.00</td> <td>554</td> <td>\$142.88</td> <td>2.99%</td> <td>1481</td> <td>2.67</td> <td>741</td> <td>4.00%</td> <td>74.76%</td> <td>25.24%</td> <td>35.72%</td> </tr> <tr> <td>Organic Search</td> <td>603</td> <td>11630</td> <td>\$50,103.00</td> <td>1456</td> <td>\$34.41</td> <td>241.46%</td> <td>1976</td> <td>1.36</td> <td>620</td> <td>102.82%</td> <td>234.84%</td> <td>-134.84%</td> <td>30.77%</td> </tr> <tr> <td>Paid Search</td> <td>11531</td> <td>10640</td> <td>\$17,715.00</td> <td>1601</td> <td>\$11.06</td> <td>13.88%</td> <td>2817</td> <td>1.76</td> <td>519</td> <td>4.50%</td> <td>308.48%</td> <td>-208.48%</td> <td>10.48%</td> </tr> <tr> <td>PayPal</td> <td>20299</td> <td>14293</td> <td>\$81,354.00</td> <td>1132</td> <td>\$71.87</td> <td>5.58%</td> <td>3166</td> <td>2.80</td> <td>2299</td> <td>11.33%</td> <td>49.24%</td> <td>50.76%</td> <td>27.61%</td> </tr> <tr> <td>PLA</td> <td>24159</td> <td>18922</td> <td>\$134,863.00</td> <td>781</td> <td>\$172.68</td> <td>3.23%</td> <td>4802</td> <td>6.15</td> <td>1508</td> <td>6.24%</td> <td>51.79%</td> <td>48.21%</td> <td>1.72%</td> </tr> <tr> <td>Remarketing</td> <td>1144</td> <td>31272</td> <td>\$102,720.00</td> <td>1428</td> <td>\$71.93</td> <td>124.83%</td> <td>1468</td> <td>1.03</td> <td>1519</td> <td>132.78%</td> <td>94.01%</td> <td>5.99%</td> <td>11.40%</td> </tr> <tr> <td>Social Media</td> <td>21656</td> <td>30262</td> <td>\$154,511.00</td> <td>1217</td> <td>\$126.96</td> <td>5.62%</td> <td>2543</td> <td>2.09</td> <td>419</td> <td>1.93%</td> <td>290.45%</td> <td>-190.45%</td> <td>29.80%</td> </tr> <tr> <td>Web Misc</td> <td>10380</td> <td>27414</td> <td>\$30,785.00</td> <td>176</td> <td>\$174.91</td> <td>1.70%</td> <td>3014</td> <td>17.13</td> <td>122</td> <td>1.18%</td> <td>144.26%</td> <td>-44.26%</td> <td>7.48%</td> </tr> <tr> <td>Total</td> <td>151515</td> <td>199452</td> <td>\$1,030,148.00</td> <td>10081</td> <td>\$102.19</td> <td>6.65%</td> <td>25126</td> <td>2.49</td> <td>14697</td> <td>9.70%</td> <td>68.59%</td> <td>31.41%</td> <td>18.84%</td> </tr> <tr> <td align="center" colspan="14"> Daily Channel Report 2020 Daily Channel Report 2019 Daily Channel Report 2019 vs 2020 </td> </tr> <tr> <td align="center" colspan="14">  </td> </tr> </tbody> </table> | | | | | | | | | | | | | | Date ▲ | 01/01/2019 | | | | | | | | | | | | | Day of Week ▲ | Tuesday | | | | | | | | | | | | | Channels | Visitors | Visits | Sales | Orders | AOV | Conversion | Units | UPT | Unique Add to Bag | Add to Bag Rate | Order to Addtobag Rate | Abandon Rate | Bounce Rate | Affiliate | 2732 | 13171 | \$147,685.00 | 810 | \$182.33 | 29.65% | 0 | 0.00 | 3086 | 112.96% | 26.25% | 73.75% | 30.47% | Direct | 16881 | 20588 | \$54,858.00 | 174 | \$315.28 | 1.03% | 2085 | 11.98 | 1668 | 9.88% | 10.43% | 89.57% | 20.45% | Email | 23616 | 7220 | \$176,401.00 | 752 | \$234.58 | 3.18% | 1774 | 2.36 | 2196 | 9.30% | 34.24% | 65.76% | 10.15% | Internal Referrer/Refresh | 18514 | 14040 | \$79,153.00 | 554 | \$142.88 | 2.99% | 1481 | 2.67 | 741 | 4.00% | 74.76% | 25.24% | 35.72% | Organic Search | 603 | 11630 | \$50,103.00 | 1456 | \$34.41 | 241.46% | 1976 | 1.36 | 620 | 102.82% | 234.84% | -134.84% | 30.77% | Paid Search | 11531 | 10640 | \$17,715.00 | 1601 | \$11.06 | 13.88% | 2817 | 1.76 | 519 | 4.50% | 308.48% | -208.48% | 10.48% | PayPal | 20299 | 14293 | \$81,354.00 | 1132 | \$71.87 | 5.58% | 3166 | 2.80 | 2299 | 11.33% | 49.24% | 50.76% | 27.61% | PLA | 24159 | 18922 | \$134,863.00 | 781 | \$172.68 | 3.23% | 4802 | 6.15 | 1508 | 6.24% | 51.79% | 48.21% | 1.72% | Remarketing | 1144 | 31272 | \$102,720.00 | 1428 | \$71.93 | 124.83% | 1468 | 1.03 | 1519 | 132.78% | 94.01% | 5.99% | 11.40% | Social Media | 21656 | 30262 | \$154,511.00 | 1217 | \$126.96 | 5.62% | 2543 | 2.09 | 419 | 1.93% | 290.45% | -190.45% | 29.80% | Web Misc | 10380 | 27414 | \$30,785.00 | 176 | \$174.91 | 1.70% | 3014 | 17.13 | 122 | 1.18% | 144.26% | -44.26% | 7.48% | Total | 151515 | 199452 | \$1,030,148.00 | 10081 | \$102.19 | 6.65% | 25126 | 2.49 | 14697 | 9.70% | 68.59% | 31.41% | 18.84% | Daily Channel Report 2020 Daily Channel Report 2019 Daily Channel Report 2019 vs 2020 | | | | | | | | | | | | | |  | | | | | | | | | | | | | |
| Date ▲ | 01/01/2019 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Day of Week ▲ | Tuesday | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Channels | Visitors | Visits | Sales | Orders | AOV | Conversion | Units | UPT | Unique Add to Bag | Add to Bag Rate | Order to Addtobag Rate | Abandon Rate | Bounce Rate | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Affiliate | 2732 | 13171 | \$147,685.00 | 810 | \$182.33 | 29.65% | 0 | 0.00 | 3086 | 112.96% | 26.25% | 73.75% | 30.47% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Direct | 16881 | 20588 | \$54,858.00 | 174 | \$315.28 | 1.03% | 2085 | 11.98 | 1668 | 9.88% | 10.43% | 89.57% | 20.45% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Email | 23616 | 7220 | \$176,401.00 | 752 | \$234.58 | 3.18% | 1774 | 2.36 | 2196 | 9.30% | 34.24% | 65.76% | 10.15% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Internal Referrer/Refresh | 18514 | 14040 | \$79,153.00 | 554 | \$142.88 | 2.99% | 1481 | 2.67 | 741 | 4.00% | 74.76% | 25.24% | 35.72% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Organic Search | 603 | 11630 | \$50,103.00 | 1456 | \$34.41 | 241.46% | 1976 | 1.36 | 620 | 102.82% | 234.84% | -134.84% | 30.77% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Paid Search | 11531 | 10640 | \$17,715.00 | 1601 | \$11.06 | 13.88% | 2817 | 1.76 | 519 | 4.50% | 308.48% | -208.48% | 10.48% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PayPal | 20299 | 14293 | \$81,354.00 | 1132 | \$71.87 | 5.58% | 3166 | 2.80 | 2299 | 11.33% | 49.24% | 50.76% | 27.61% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PLA | 24159 | 18922 | \$134,863.00 | 781 | \$172.68 | 3.23% | 4802 | 6.15 | 1508 | 6.24% | 51.79% | 48.21% | 1.72% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Remarketing | 1144 | 31272 | \$102,720.00 | 1428 | \$71.93 | 124.83% | 1468 | 1.03 | 1519 | 132.78% | 94.01% | 5.99% | 11.40% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Social Media | 21656 | 30262 | \$154,511.00 | 1217 | \$126.96 | 5.62% | 2543 | 2.09 | 419 | 1.93% | 290.45% | -190.45% | 29.80% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Web Misc | 10380 | 27414 | \$30,785.00 | 176 | \$174.91 | 1.70% | 3014 | 17.13 | 122 | 1.18% | 144.26% | -44.26% | 7.48% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 151515 | 199452 | \$1,030,148.00 | 10081 | \$102.19 | 6.65% | 25126 | 2.49 | 14697 | 9.70% | 68.59% | 31.41% | 18.84% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Daily Channel Report 2020 Daily Channel Report 2019 Daily Channel Report 2019 vs 2020 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Notes: 'Daily Channel Report 2019 vs 2020' tab linked to 'Daily Channel' Page | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| 2020 Month | | 2020 Day of Month | | | | 2019 Month | | | | 2019 Day of Month | | | | |
|--|---|-----------------------------|---------------------------|--------------------------|---------------------------|------------------------|-------------------------------|--------------------------|------------------------|--------------------------------------|------------------------------------|---|---------------------------------|--------------------------------|
| January | ▼ | 1 | ▼ | January | ▼ | 1 | ▼ | | | | | | | |
| Daily Channel Report 2020 Daily Channel Report 2019 Daily Channel Report 2019 vs 2020 More | | | | | | | | | | | | | | |
| Channels | ▲ | Visitors Percent Difference | Visits Percent Difference | Sales Percent Difference | Orders Percent Difference | AOV Percent Difference | Conversion Percent Difference | Units Percent Difference | UPT Percent Difference | Unique Add to Bag Percent Difference | Add to Bag Rate Percent Difference | Order to Addtobag Rate Percent Difference | Abandon Rate Percent Difference | Bounce Rate Percent Difference |
| Affiliate | | 300.99% | -85.89% | -37.17% | -65.43% | 81.77% | -91.38% | . | . | -0.42% | -75.17% | -65.29% | 23.23% | 308.95% |
| Direct | | 28.32% | 8.49% | 149.19% | 741.95% | -70.40% | 556.16% | 77.99% | -78.86% | -48.86% | -60.15% | 1,546.40% | -180.10% | -27.71% |
| Email | | -29.04% | -42.09% | -49.45% | 109.18% | -75.83% | 194.78% | 135.57% | 12.62% | -54.83% | -36.34% | 363.05% | -189.07% | 1,087.86% |
| Internal Referrer/Refresh | | -99.77% | 42.57% | 18.83% | 164.26% | -55.03% | 113,679.... | 174.27% | 3.79% | 383.81% | 208,206.... | -45.38% | 134.44% | -4.09% |
| Organic Search | | 3,395.36% | 131.37% | 135.21% | -0.62% | 136.67% | -97.16% | 29.20% | 30.00% | 338.06% | -87.47% | -77.31% | -134.65% | -23.11% |
| Paid Search | | -41.53% | -63.87% | 496.05% | -26.23% | 708.02% | 26.16% | -33.44% | -9.77% | 288.82% | 565.02% | -81.03% | -119.90% | 383.05% |
| PayPal | | -27.77% | -80.25% | -7.93% | -15.11% | 8.45% | 17.54% | -96.18% | -95.50% | 57.37% | 117.89% | -46.06% | 44.67% | 714.33% |
| PLA | | -34.78% | -5.02% | -62.13% | -33.29% | -43.23% | 2.28% | -48.15% | -22.27% | 4.84% | 60.74% | -36.37% | 39.07% | 1,893.13% |
| Remarketing | | 312.15% | -77.02% | 9.78% | -20.03% | 37.28% | -80.60% | 96.93% | 146.25% | 60.43% | -61.07% | -50.15% | 787.01% | 456.16% |
| Social Media | | -91.94% | -1.78% | 16.30% | -31.55% | 69.91% | 749.45% | -35.31% | -5.49% | 335.56% | 5,305.45% | -84.29% | -128.54% | -77.71% |
| Web Misc | | 27.08% | -86.31% | 446.46% | 269.89% | 47.74% | 191.06% | 59.49% | -56.88% | 2,172.95% | 1,688.59% | -83.73% | -272.89% | 1,215.08% |
| Total | | -15.98% | -29.51% | 18.70% | 14.25% | 3.89% | 35.98% | 33.34% | 16.70% | 73.31% | 106.27% | -34.07% | 74.42% | 83.38% |
| | | | | | | | | | | | | | | |

Notes: 'Daily Channel Report 2019 vs 2020' tab linked to 'Daily Channel' Page

Dashboard

| | | | | | |
|---|--|--------------------------------------|-------------------------------------|---|--|
| Channels | Quarter | Month | Week | Day of Month | Day of Week |
| <input type="button" value="Channels"/> | <input type="button" value="Quarter"/> | <input type="button" value="Month"/> | <input type="button" value="Week"/> | <input type="button" value="Day of Month"/> | <input type="button" value="Day of Week"/> |
| A3.1 | A3.2 | A3.3 | A3.4 | A3.5 | A3.6 |

05/01/2020 to 05/20/2020

01/01/2020 08/05/2020 01/01/2019 12/31/2019

A3.7 A3.8

2020 Daily Channel Dashboard

| Channels | ▲ | Visitors | Visits | Sales | Orders | AOV | Conversion | Units | UPT | Unique Add to Bag | |
|---------------------------|---|----------|--------|----------------|--------|----------|------------|-------|------|-------------------|--|
| Affiliate | | 230630 | 384703 | \$2,234,908.00 | 19753 | \$113.14 | 8.56% | 59181 | 3.00 | 34304 | |
| Direct | | 276607 | 398737 | \$2,191,375.00 | 18052 | \$121.39 | 6.53% | 49549 | 2.74 | 43930 | |
| Email | | 277867 | 335155 | \$1,215,182.00 | 17952 | \$67.69 | 6.46% | 65492 | 3.65 | 31681 | |
| Internal Referrer/Refresh | | 271541 | 351099 | \$1,666,487.00 | 20576 | \$80.99 | 7.58% | 50028 | 2.43 | 40876 | |
| Organic Search | | 259075 | 295128 | \$2,035,254.00 | 22881 | \$88.95 | 8.83% | 54980 | 2.40 | 34486 | |
| Paid Search | | 342078 | 301669 | \$2,224,233.00 | 16151 | \$137.71 | 4.72% | 57240 | 3.54 | 41214 | |
| PayPal | | 212180 | 353103 | \$1,940,804.00 | 14851 | \$130.69 | 7.00% | 61783 | 4.16 | 39673 | |
| PLA | | 279272 | 207409 | \$1,824,597.00 | 20326 | \$89.77 | 7.28% | 61667 | 3.03 | 39473 | |
| Remarketing | | 244619 | 314915 | \$1,808,807.00 | 17828 | \$101.46 | 7.29% | 63964 | 3.59 | 42637 | |
| Social Media | | 273533 | 332205 | \$1,947,157.00 | 20230 | \$96.25 | 7.40% | 64208 | 3.17 | 43662 | |
| Web Misc | | 223645 | 270805 | \$1,695,420.00 | 16134 | \$105.08 | 7.21% | 60934 | 3.78 | 34496 | |

A3.9

Notes: Use either 'Quarter-Month-Day of Month-Day of Week' or 'Slider' to control the Crosstab

Fake Daily Channel Report

Dashboard KPI Charts KPI Charts Monthly Trend Line Version2 KPI Charts Weekly Trend Line KPI Charts Day of Week Trend Line KPI Charts Monthly Trend Line +

Channels Quarter Month Week Day of Month Day of Week

Channels Quarter Month Week Day of Month Day of Week

05/01/2020 to 05/20/2020 04/22/2019 to 04/28/2019

01/01/2020 08/05/2020 01/01/2019 12/31/2019

< Dashboard 2020 Dashboard 2019 >

2020 Daily Channel Dashboard

| Channels | Visitors | Visits | Sales | Orders | AOV | Conversion | Units | UPT | Unique Add to Bag | Add to Bag Rate | Order to Addtobag Rate | Abandon Rate | Bounce Rate |
|---------------------------|----------|---------|-----------------|--------|----------|------------|--------|------|-------------------|-----------------|------------------------|--------------|-------------|
| Affiliate | 230630 | 384703 | \$2,234,908.00 | 19753 | \$113.14 | 8.56% | 59181 | 3.00 | 34304 | 14.87% | 57.58% | 42.42% | 16.44% |
| Direct | 276607 | 398737 | \$2,191,375.00 | 18052 | \$121.39 | 6.53% | 49549 | 2.74 | 43930 | 15.88% | 41.09% | 58.91% | 24.77% |
| Email | 277867 | 335155 | \$1,215,182.00 | 17952 | \$67.69 | 6.46% | 65492 | 3.65 | 31681 | 11.40% | 56.66% | 43.34% | 23.16% |
| Internal Referrer/Refresh | 271541 | 351099 | \$1,666,487.00 | 20576 | \$80.99 | 7.58% | 50028 | 2.43 | 40876 | 15.05% | 50.34% | 49.66% | 26.54% |
| Organic Search | 259075 | 295128 | \$2,035,254.00 | 22881 | \$88.95 | 8.83% | 54980 | 2.40 | 34486 | 13.31% | 66.35% | 33.65% | 28.96% |
| Paid Search | 342078 | 301669 | \$2,224,233.00 | 16151 | \$137.71 | 4.72% | 57240 | 3.54 | 41214 | 12.05% | 39.19% | 60.81% | 34.47% |
| PayPal | 212180 | 353103 | \$1,940,804.00 | 14851 | \$130.69 | 7.00% | 61783 | 4.16 | 39673 | 18.70% | 37.43% | 62.57% | 37.08% |
| PLA | 279272 | 207409 | \$1,824,597.00 | 20326 | \$89.77 | 7.28% | 61667 | 3.03 | 39473 | 14.13% | 51.49% | 48.51% | 53.32% |
| Remarketing | 244619 | 314915 | \$1,808,807.00 | 17828 | \$101.46 | 7.29% | 63964 | 3.59 | 42637 | 17.43% | 41.81% | 58.19% | 30.98% |
| Social Media | 273533 | 332205 | \$1,947,157.00 | 20230 | \$96.25 | 7.40% | 64208 | 3.17 | 43662 | 15.96% | 46.33% | 53.67% | 25.28% |
| Web Misc | 223645 | 270805 | \$1,695,420.00 | 16134 | \$105.08 | 7.21% | 60934 | 3.78 | 34496 | 15.42% | 46.77% | 53.23% | 33.98% |
| Total | 2891047 | 3544928 | \$20,784,224.00 | 204734 | \$101.52 | 7.08% | 649026 | 3.17 | 426432 | 14.75% | 48.01% | 51.99% | 29.26% |

Notes: Use either 'Quarter-Month-Day of Month-Day of Week' or 'Slider' to control the Crosstab

| 2020 Daily Channel Dashboard | | | | | | | | | | | | | | | | |
|------------------------------|---------|-------|------------|----------|--------|----------------|--------|------------|------------|-------|-------|-------------------|-----------------|---------------------|--|--|
| Channels | Quarter | Month | Date | Visitors | Visits | Sales | Orders | AOV | Conversion | Units | UPT | Unique Add to Bag | Add to Bag Rate | Order to Addtobag R | | |
| ↳ Affiliate | ↳ Q2 | ↳ May | 05/01/2020 | 13867 | 21608 | \$186,285.00 | 1009 | \$184.62 | 7.28% | 774 | 0.77 | 1735 | 12.51% | 58.1 | | |
| | | | 05/02/2020 | 63 | 11520 | \$158,776.00 | 772 | \$205.67 | 1,225.40% | 2923 | 3.79 | 498 | 790.48% | 155.0 | | |
| | | | 05/03/2020 | 3999 | 22283 | \$74,807.00 | 1588 | \$47.11 | 39.71% | 3437 | 2.16 | 1057 | 26.43% | 150.2 | | |
| | | | 05/04/2020 | 3988 | 7716 | \$129,967.00 | 858 | \$151.48 | 21.51% | 5081 | 5.92 | 1808 | 45.34% | 47.4 | | |
| | | | 05/05/2020 | 18886 | 10979 | \$141,374.00 | 1192 | \$118.60 | 6.31% | 2107 | 1.77 | 3180 | 16.84% | 37.4 | | |
| | | | 05/06/2020 | 19900 | 25805 | \$48,348.00 | 1302 | \$37.13 | 6.54% | 1423 | 1.09 | 808 | 4.06% | 161.1 | | |
| | | | 05/07/2020 | 12891 | 27388 | \$143,210.00 | 944 | \$151.71 | 7.32% | 5499 | 5.83 | 3228 | 25.04% | 29.2 | | |
| | | | 05/08/2020 | 19055 | 4360 | \$175,710.00 | 703 | \$249.94 | 3.69% | 1947 | 2.77 | 576 | 3.02% | 122.0 | | |
| | | | 05/09/2020 | 13731 | 16703 | \$76,392.00 | 454 | \$168.26 | 3.31% | 5787 | 12.75 | 220 | 1.60% | 206.3 | | |
| | | | 05/10/2020 | 2387 | 22502 | \$55,725.00 | 1520 | \$36.66 | 63.68% | 3292 | 2.17 | 3789 | 158.73% | 40.1 | | |
| | | | 05/11/2020 | 21778 | 28042 | \$34,698.00 | 1272 | \$27.28 | 5.84% | 1753 | 1.38 | 998 | 4.58% | 127.4 | | |
| | | | 05/12/2020 | 3441 | 13017 | \$77,560.00 | 262 | \$296.03 | 7.61% | 192 | 0.73 | 2036 | 59.17% | 12.8 | | |
| | | | 05/13/2020 | 8010 | 22249 | \$171,672.00 | 877 | \$195.75 | 10.95% | 5414 | 6.17 | 1304 | 16.28% | 67.2 | | |
| | | | 05/14/2020 | 13537 | 29705 | \$54,418.00 | 1405 | \$38.73 | 10.38% | 1211 | 0.86 | 1403 | 10.36% | 100.1 | | |
| | | | 05/15/2020 | 18347 | 24660 | \$93,174.00 | 39 | \$2,389.08 | 0.21% | 277 | 7.10 | 2604 | 14.19% | 1.5 | | |
| | | | 05/16/2020 | 5763 | 28932 | \$58,665.00 | 1076 | \$54.52 | 18.67% | 4143 | 3.85 | 14 | 0.24% | 7,685.7 | | |
| | | | 05/17/2020 | 19340 | 25019 | \$152,326.00 | 496 | \$307.11 | 2.56% | 5273 | 10.63 | 1437 | 7.43% | 34.5 | | |
| | | | 05/18/2020 | 7396 | 3111 | \$160,739.00 | 1219 | \$131.86 | 16.48% | 915 | 0.75 | 3401 | 45.98% | 35.8 | | |
| | | | 05/19/2020 | 3898 | 22994 | \$158,393.00 | 1526 | \$103.80 | 39.15% | 3378 | 2.21 | 2579 | 66.16% | 59.1 | | |
| | | | 05/20/2020 | 20353 | 16110 | \$82,669.00 | 1239 | \$66.72 | 6.09% | 4355 | 3.51 | 1629 | 8.00% | 76.0 | | |
| Subtotal: May | | | | 230630 | 384703 | \$2,234,908.00 | 19753 | \$113.14 | 8.56% | 59181 | 3.00 | 34304 | 14.87% | 57.5 | | |
| Subtotal: Q2 | | | | 230630 | 384703 | \$2,234,908.00 | 19753 | \$113.14 | 8.56% | 59181 | 3.00 | 34304 | 14.87% | 57.5 | | |
| Subtotal: Affiliate | | | | 230630 | 384703 | \$2,234,908.00 | 19753 | \$113.14 | 8.56% | 59181 | 3.00 | 34304 | 14.87% | 57.5 | | |
| Direct | | | | 276607 | 398737 | \$2,191,375.00 | 18052 | \$121.39 | 6.53% | 49549 | 2.74 | 43930 | 15.88% | 41.0 | | |
| Email | | | | 277867 | 335155 | \$1,215,182.00 | 17952 | \$67.69 | 6.46% | 65492 | 3.65 | 31681 | 11.40% | 56.6 | | |
| Internal Referrer/Refresh | | | | 271541 | 351099 | \$1,666,487.00 | 20576 | \$80.99 | 7.58% | 50028 | 2.43 | 40876 | 15.05% | 50.3 | | |
| Organic Search | | | | 259075 | 295128 | \$2,035,254.00 | 22881 | \$88.95 | 8.83% | 54980 | 2.40 | 34486 | 13.31% | 66.3 | | |
| Paid Search | | | | 342078 | 301669 | \$2,224,233.00 | 16151 | \$137.71 | 4.72% | 57240 | 3.54 | 41214 | 12.05% | 39.1 | | |
| PayPal | | | | 212180 | 353103 | \$1,940,804.00 | 14851 | \$130.69 | 7.00% | 61783 | 4.16 | 39673 | 18.70% | 37.4 | | |

Channels
Quarter
Month
Week
Day of Month
Day of Week

Channels
Quarter
Month
Week
Day of Month
Day of Week

05/01/2020 to 05/20/2020
04/22/2019 to 04/28/2019

01/01/2020
08/05/2020
01/01/2019
12/31/2019

[Dashboard 2020](#)
<
>
[Dashboard 2019](#)

2019 Daily Channel Dashboard

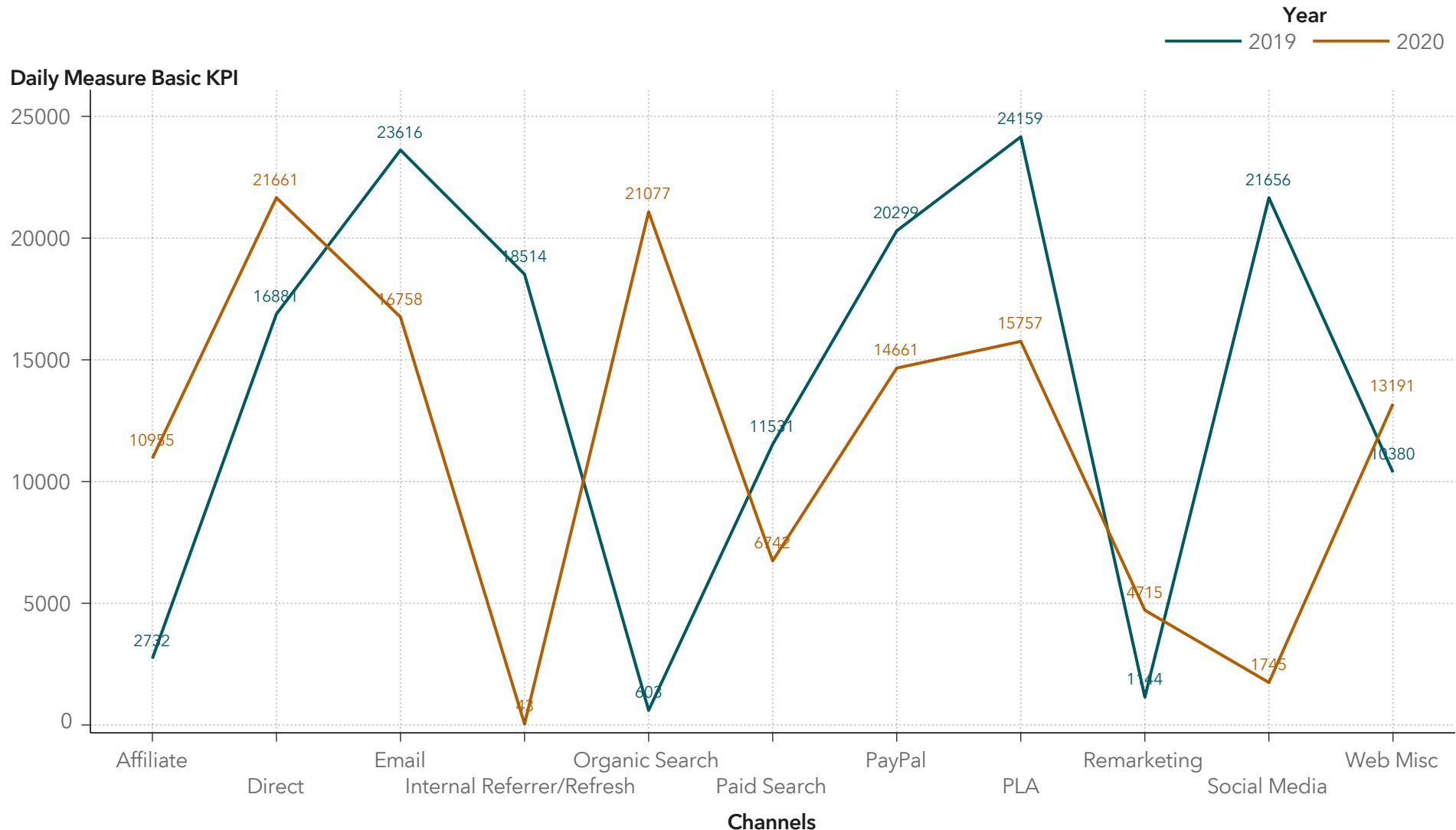
| Channels | ▲ | Visitors | Visits | Sales | Orders | AOV | Conversion | Units | UPT | Unique Add to Bag | Add to Bag Rate | Order to Addtobag Rate | Abandon Rate | Bounce Rate |
|---------------------------|---|----------|---------|----------------|--------|----------|------------|--------|------|-------------------|-----------------|------------------------|--------------|-------------|
| Affiliate | ▶ | 82715 | 106906 | \$771,963.00 | 7546 | \$102.30 | 9.12% | 23370 | 3.10 | 15934 | 19.26% | 47.36% | 52.64% | 32.17% |
| Direct | ▶ | 106966 | 107495 | \$885,871.00 | 7373 | \$120.15 | 6.89% | 23497 | 3.19 | 10222 | 9.56% | 72.13% | 27.87% | 32.85% |
| Email | ▶ | 87617 | 125812 | \$720,886.00 | 7443 | \$96.85 | 8.49% | 22726 | 3.05 | 8188 | 9.35% | 90.90% | 9.10% | 22.22% |
| Internal Referrer/Refresh | ▶ | 75310 | 133032 | \$674,739.00 | 4274 | \$157.87 | 5.68% | 18640 | 4.36 | 20625 | 27.39% | 20.72% | 79.28% | 20.07% |
| Organic Search | ▶ | 98540 | 83447 | \$514,101.00 | 5311 | \$96.80 | 5.39% | 24826 | 4.67 | 18601 | 18.88% | 28.55% | 71.45% | 31.26% |
| Paid Search | ▶ | 70221 | 90060 | \$605,215.00 | 5101 | \$118.65 | 7.26% | 18312 | 3.59 | 9330 | 13.29% | 54.67% | 45.33% | 37.28% |
| PayPal | ▶ | 80437 | 82306 | \$484,285.00 | 8356 | \$57.96 | 10.39% | 18992 | 2.27 | 15469 | 19.23% | 54.02% | 45.98% | 53.60% |
| PLA | ▶ | 84117 | 114307 | \$791,795.00 | 5695 | \$139.03 | 6.77% | 21943 | 3.85 | 11176 | 13.29% | 50.96% | 49.04% | 33.13% |
| Remarketing | ▶ | 106069 | 112150 | \$673,240.00 | 7031 | \$95.75 | 6.63% | 29030 | 4.13 | 11180 | 10.54% | 62.89% | 37.11% | 24.12% |
| Social Media | ▶ | 86439 | 130466 | \$611,217.00 | 5633 | \$108.51 | 6.52% | 27339 | 4.85 | 16462 | 19.04% | 34.22% | 65.78% | 22.02% |
| Web Misc | ▶ | 117590 | 131087 | \$616,114.00 | 8436 | \$73.03 | 7.17% | 18806 | 2.23 | 11637 | 9.90% | 72.49% | 27.51% | 24.62% |
| Total | | 996021 | 1217068 | \$7,349,426.00 | 72199 | \$101.79 | 7.25% | 247481 | 3.43 | 148824 | 14.94% | 48.51% | 51.49% | 29.09% |
| | | | | | | | | | | | | | | |
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| | | | | | | | | | | | | | | |

Notes: Use either 'Quarter-Month-Day of Month-Day of Week' or 'Slider' to control the Crosstab

KPI Charts

Visitors | Visits | Sales | Orders | Units | Unique Add to Bag

🖨 A4.1



🖨 A4.4

2020 Parameter

01/01/2020

| Channels | Visitors 2020 | Visits 2020 |
|---------------------------|---------------|--------------|
| Affiliate | 10955 | 18 |
| Direct | 21661 | 223 |
| Email | 16758 | 41 |
| Internal Referrer/Refresh | 43 | 200 |
| Organic Search | 21077 | 269 |
| Paid Search | 6742 | 38 |
| PayPal | 14661 | 28 |
| PLA | 15757 | 179 |
| Remarketing | 4715 | 71 |
| Social Media | 1745 | 297 |
| Web Misc | 13191 | 37 |
| Total | 127305 | 14060 |

2019 Parameter

01/01/2019

KPI Charts

Basic KPIs Rates KPIs Other KPIs

Visitors Sales Orders Units Unique Add to Bag

Year 2019 2020

Daily Measure Basic KPI

| Channel | 2019 (Visitors) | 2020 (Visitors) |
|----------------------|-----------------|-----------------|
| Affiliate | 13171 | 1859 |
| Direct | 26886 | 21661 |
| Email | 7220 | 41 |
| Internal Referrer... | 14040 | 16758 |
| Organic Search | 20017 | 21077 |
| Paid Search | 11630 | 10640 |
| PLA | 26908 | 14293 |
| Remarketing | 10640 | 7186 |
| Social Media | 19923 | 31272 |
| Web Misc | 2823 | 39282 |
| Total | 27414 | 3753 |

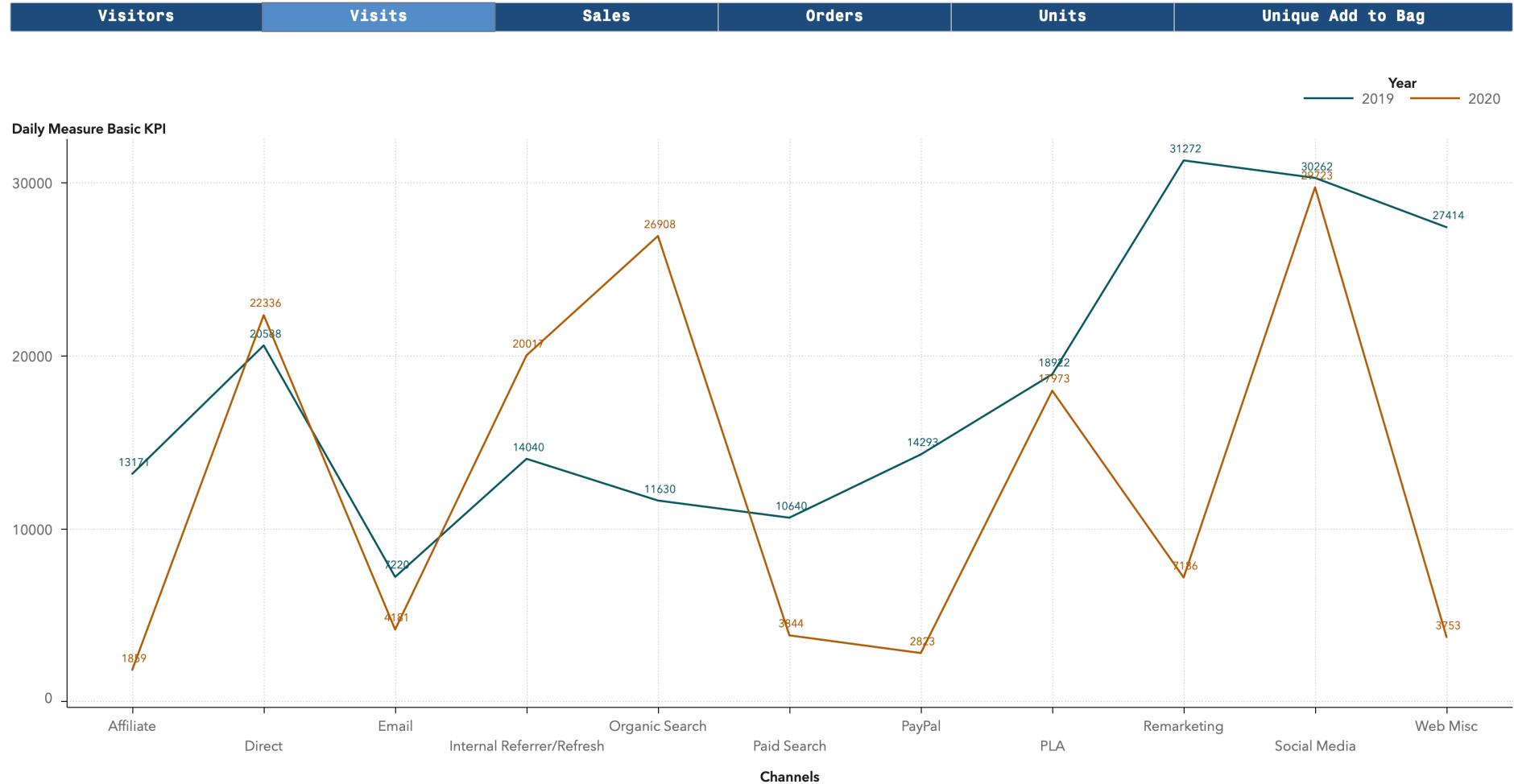
Abandon Rate 2020 Bounce Rate 2020

| Category | Value |
|-------------------|---------------|
| Abandon Rate 2020 | 90.89% |
| Bounce Rate 2020 | 124.61% |
| | -71.75% |
| | 14.79% |
| | -58.57% |
| | 120.54% |
| | 59.16% |
| | 34.26% |
| | 46.72% |
| | 23.66% |
| | 41.48% |
| | 50.62% |
| | 73.44% |
| | 224.85% |
| | 67.05% |
| | 34.35% |
| | 53.14% |
| | 63.38% |
| | 54.36% |
| | 6.64% |
| | 76.52% |
| | 98.32% |
| | 54.78% |
| | 34.54% |

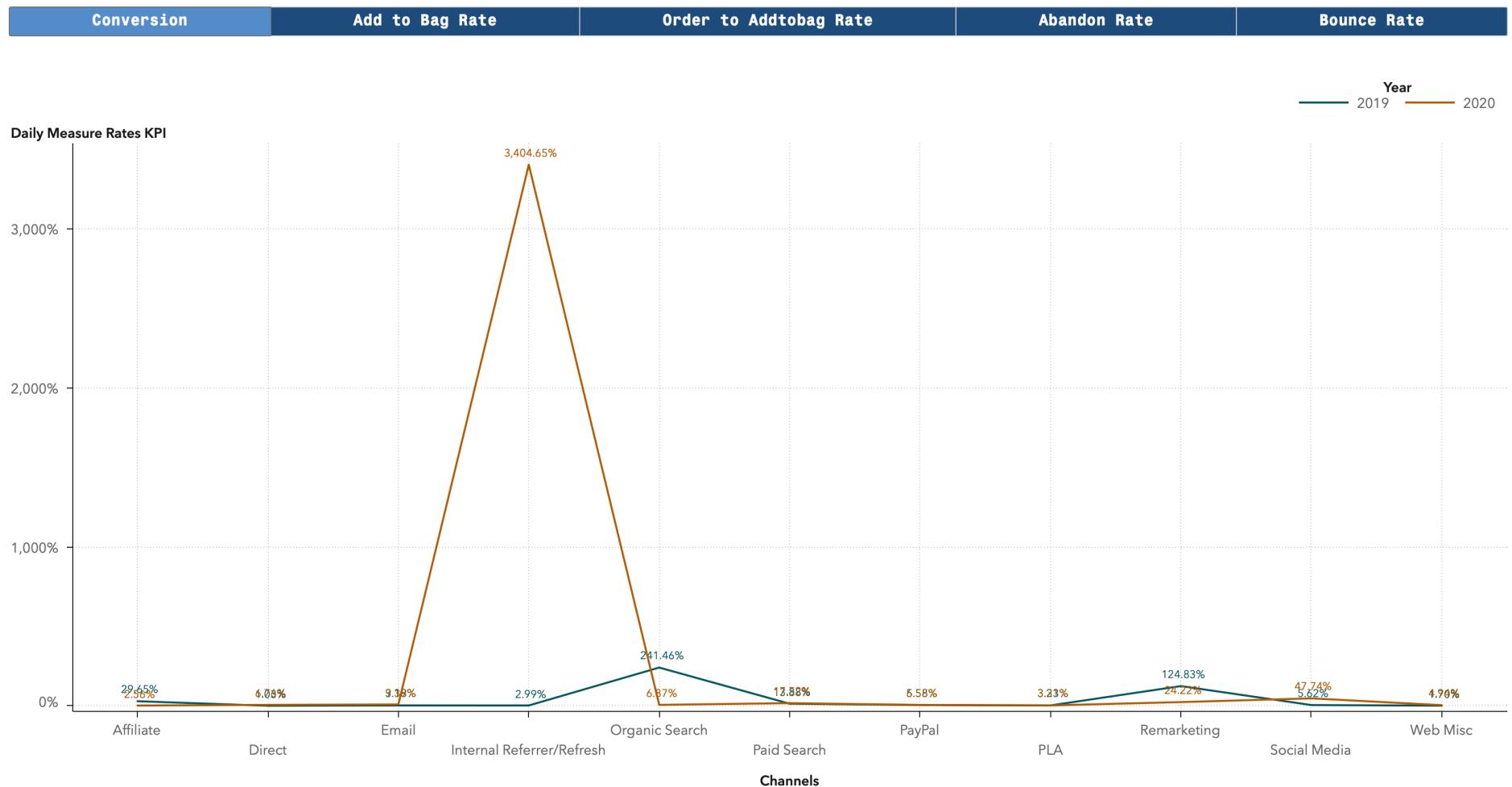
Close

1. Click any column name of the crosstable to sort by that particular column
2. Double Click any figure inside the crosstable to look at the pop-up (comparison charts) windows for more information

Basic KPIs Rates KPIs Other KPIs



Basic KPIs Rates KPIs Other KPIs



◀ Basic KPIs Rates KPIs Other KPIs ▶

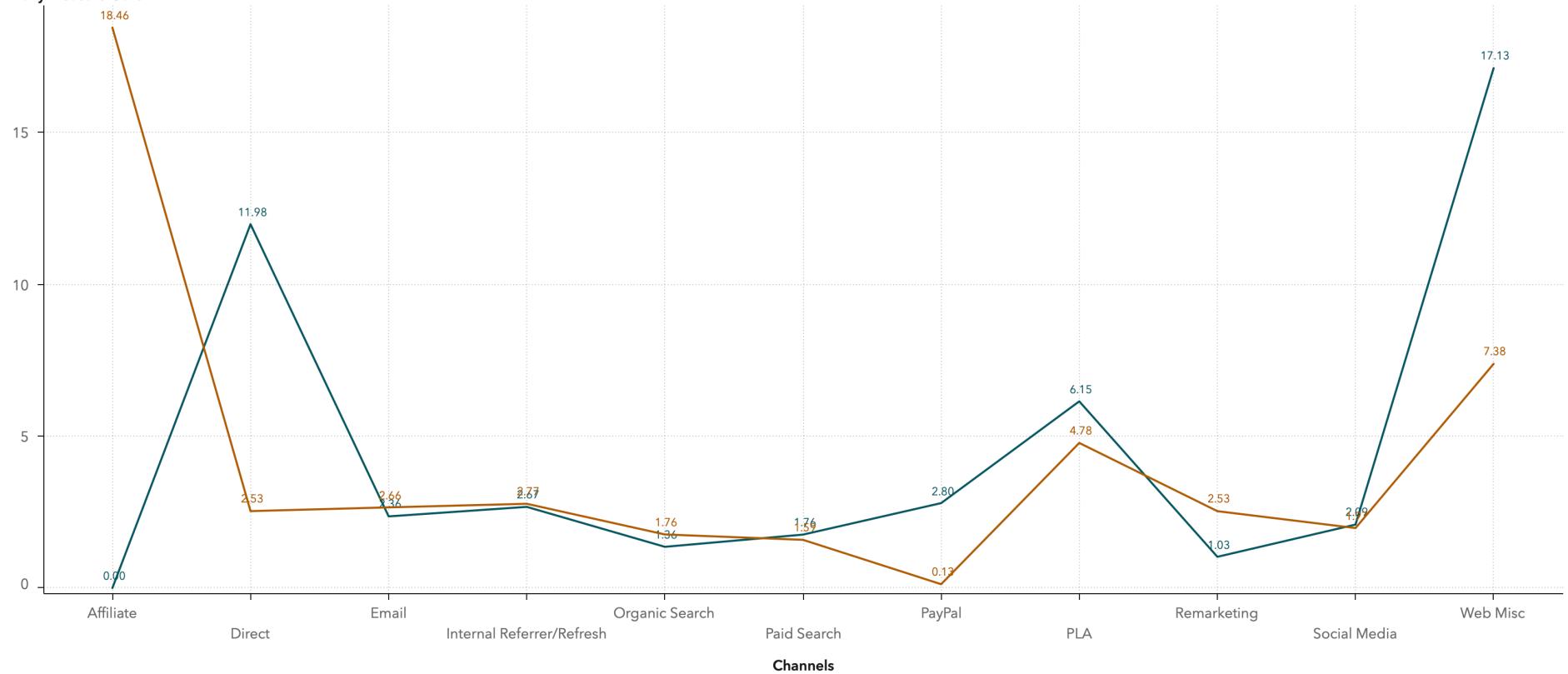
AOV

UPT

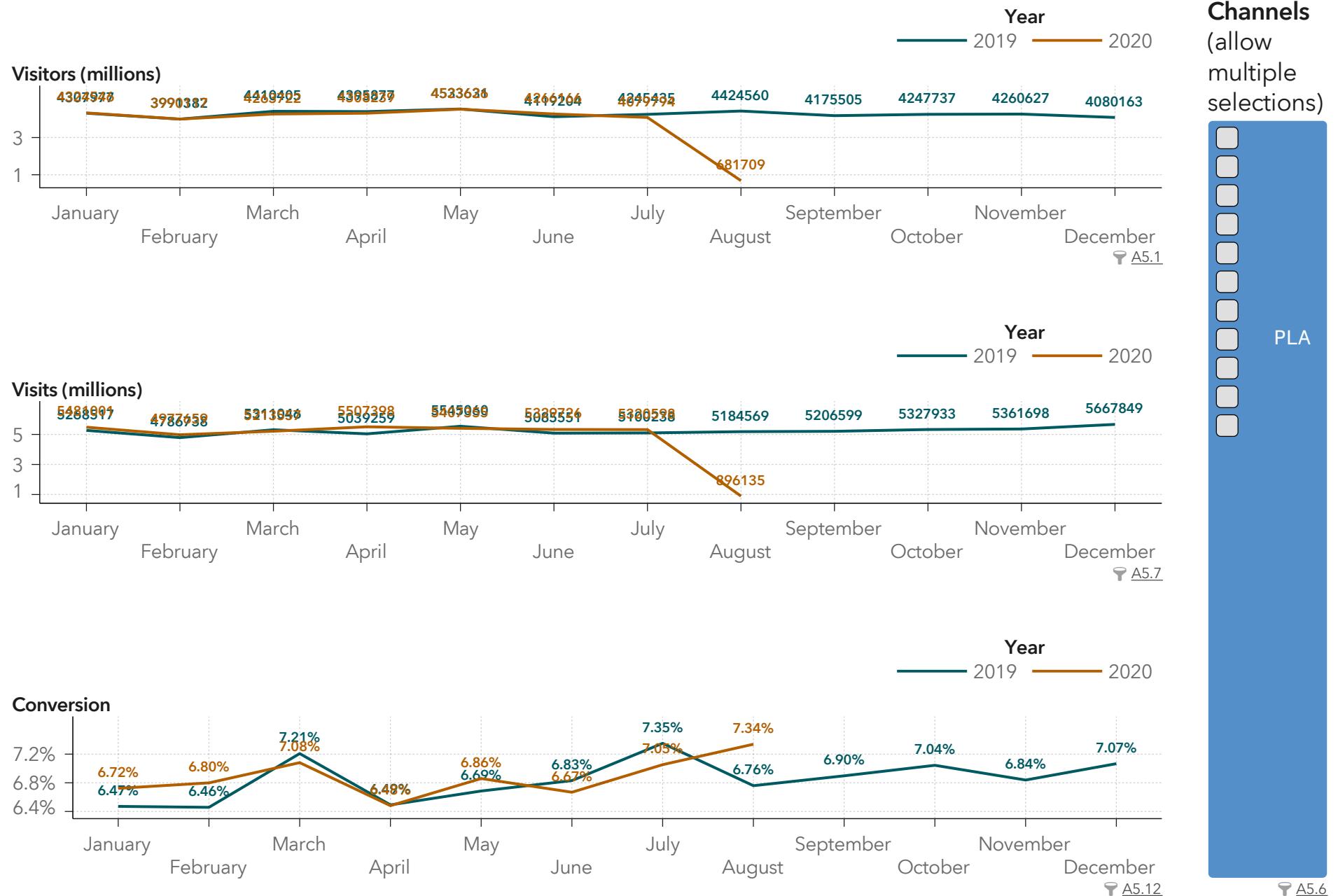
Year

2019 2020

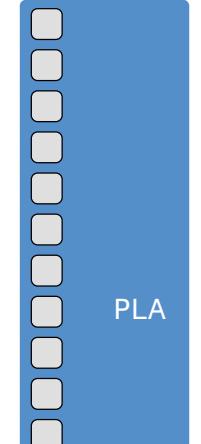
Daily Measure Other KPI



KPI Charts Monthly Trend Line Version2



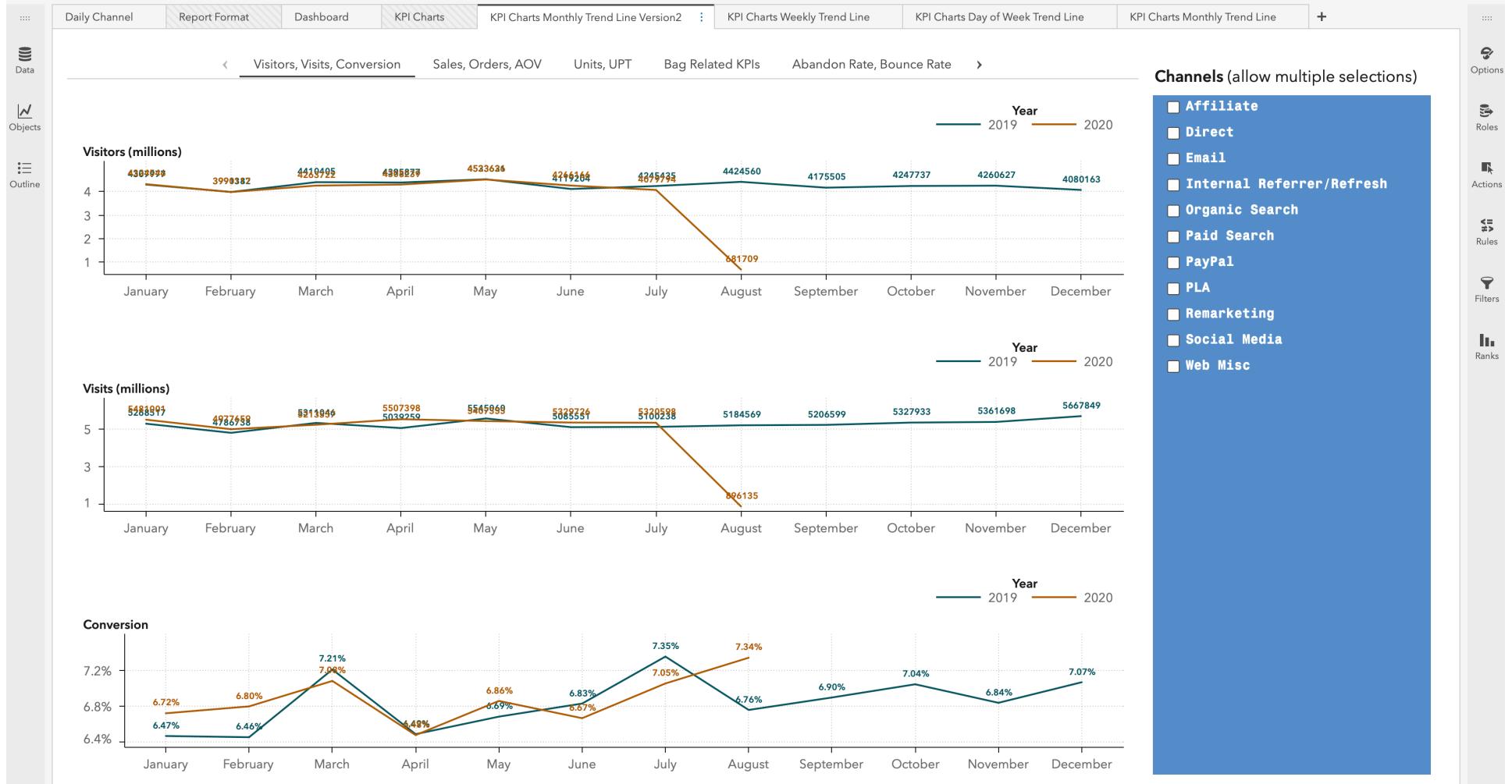
Channels
(allow multiple selections)



PLA

A5.6

Fake Daily Channel Report



[◀](#) Visitors, Visits, Conversion

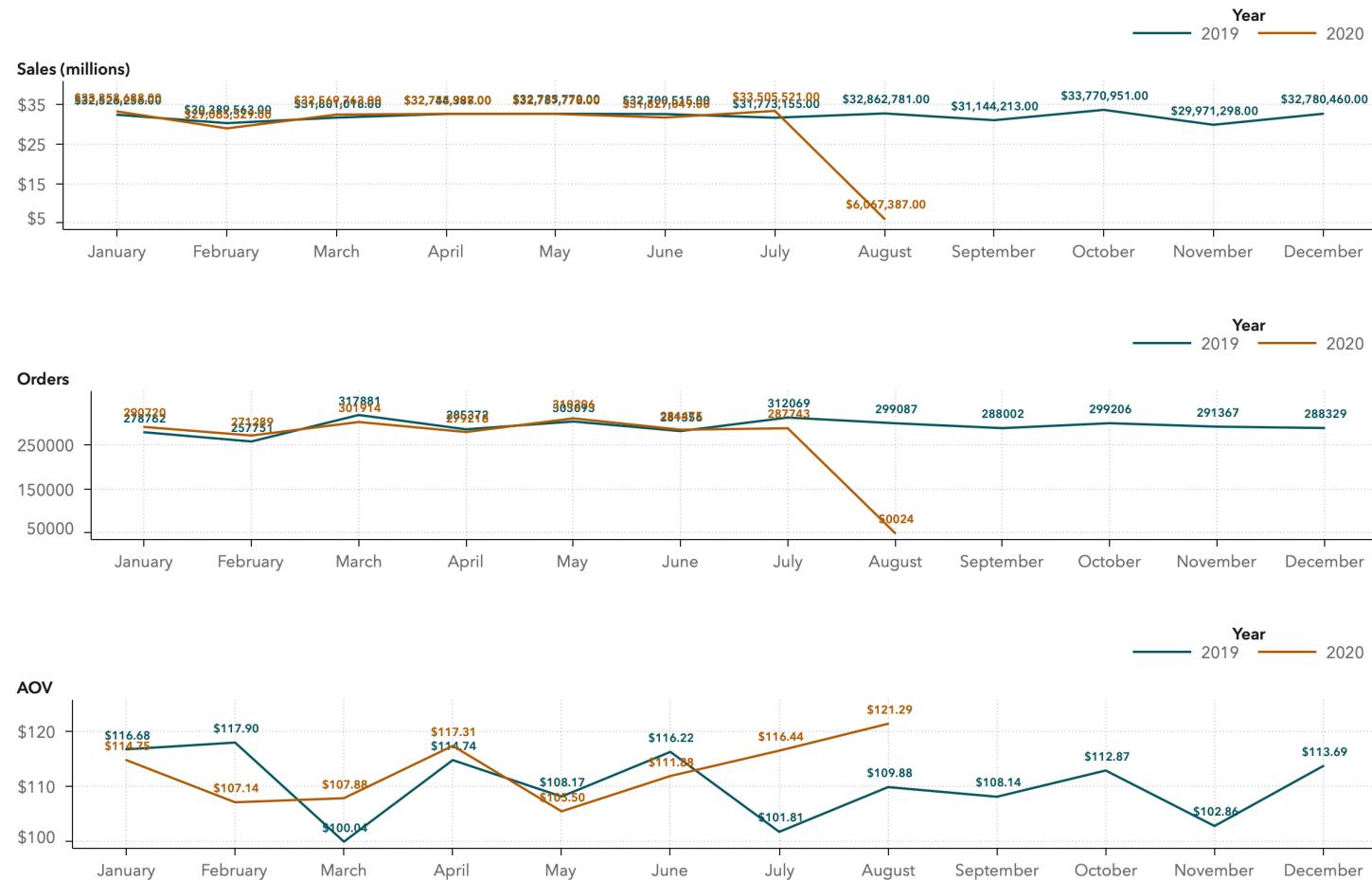
Sales, Orders, AOV

Units, UPT

Bag Related KPIs

Abandon Rate, Bounce Rate [▶](#)

Channels (allow multiple selections)



Year

2019

2020

Year

2019

2020

Year

2019

2020

Affiliate

Direct

Email

Internal Referrer/Refresh

Organic Search

Paid Search

PayPal

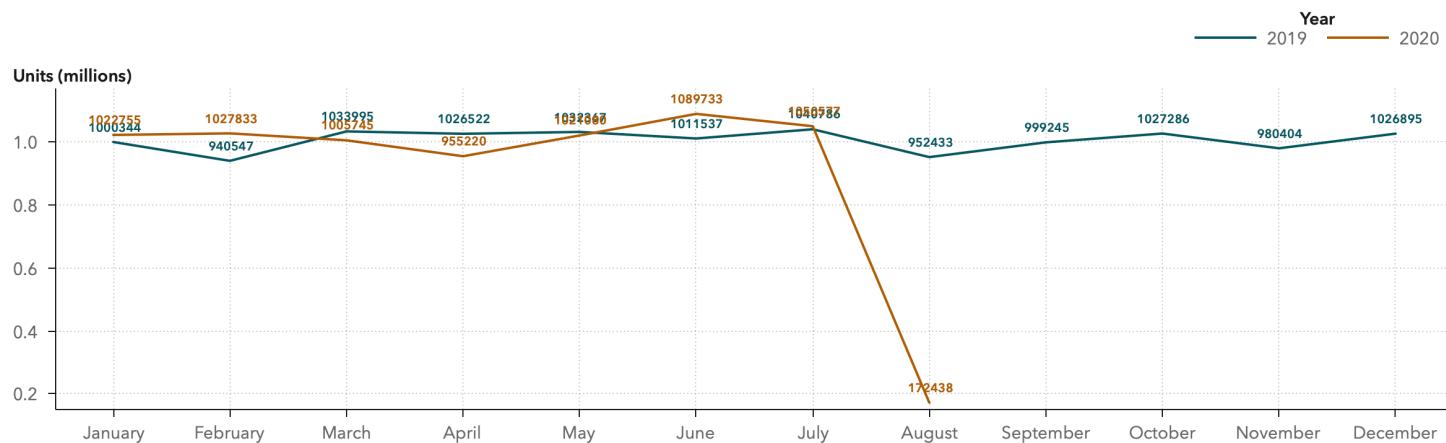
PLA

Remarketing

Social Media

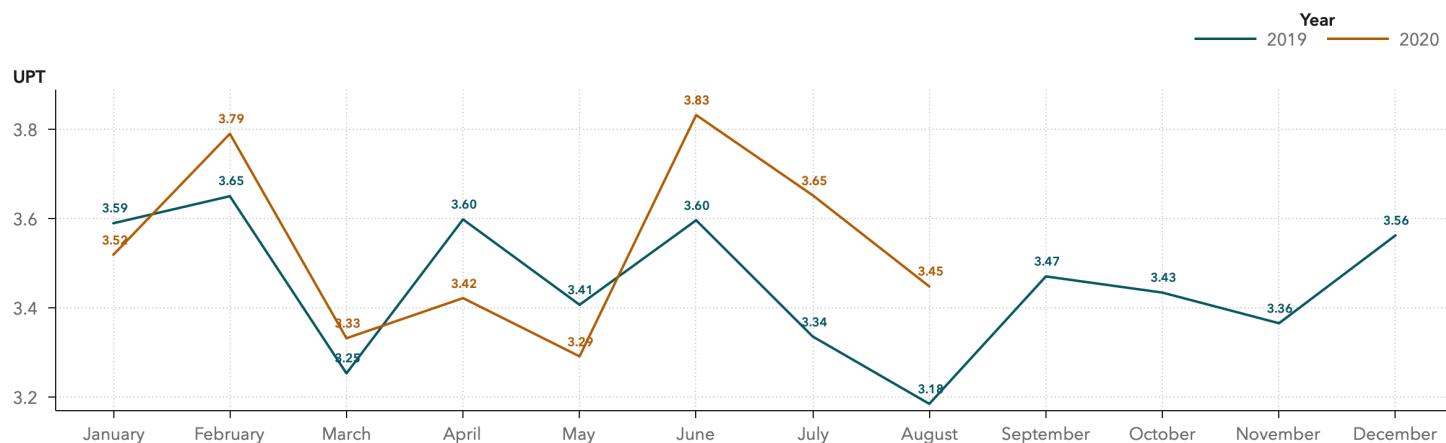
Web Misc

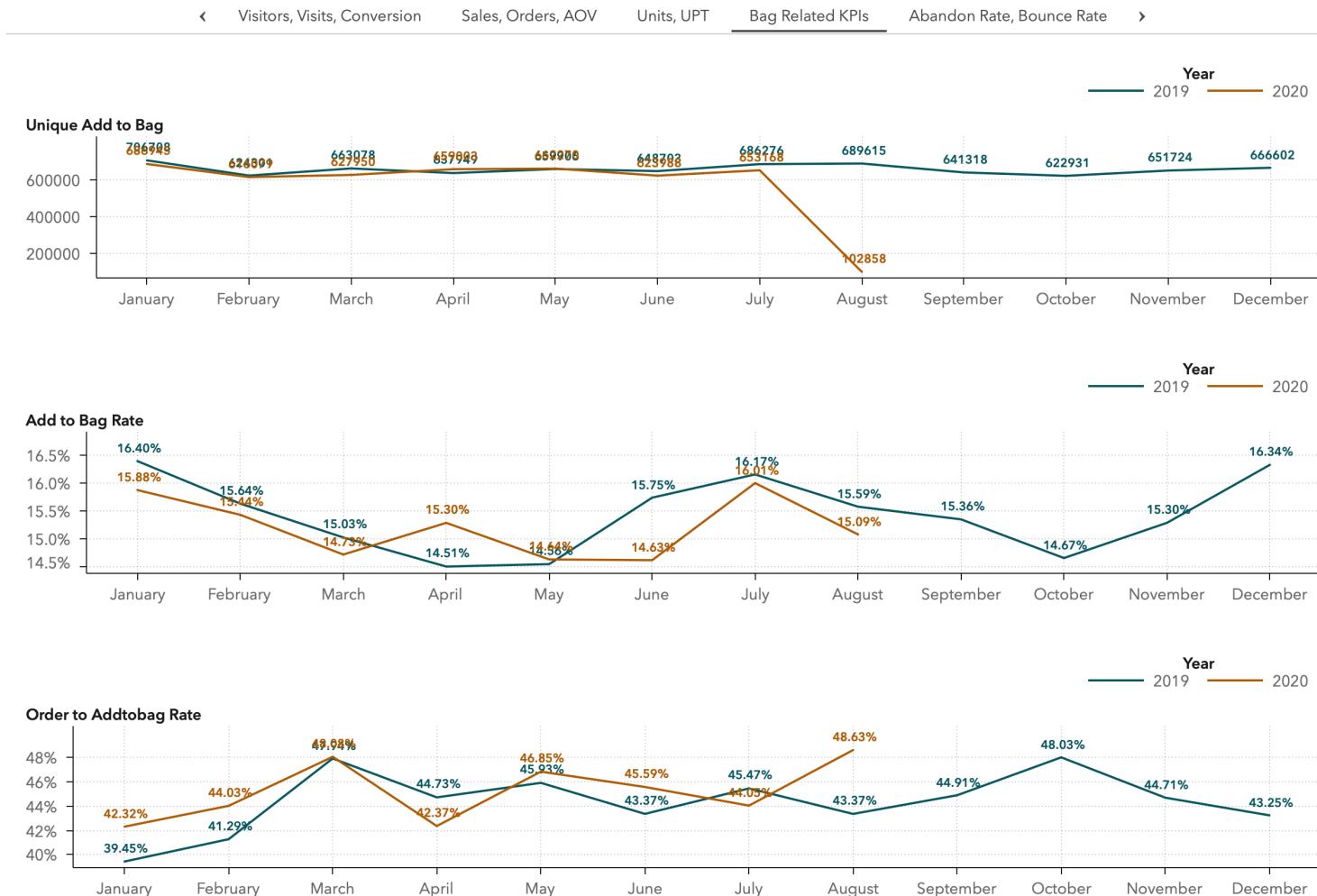
◀ Visitors, Visits, Conversion Sales, Orders, AOV Units, UPT Bag Related KPIs Abandon Rate, Bounce Rate ▶



Channels (allow multiple selections)

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





Channels (allow multiple selections)

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

[◀](#) Visitors, Visits, Conversion

Sales, Orders, AOV

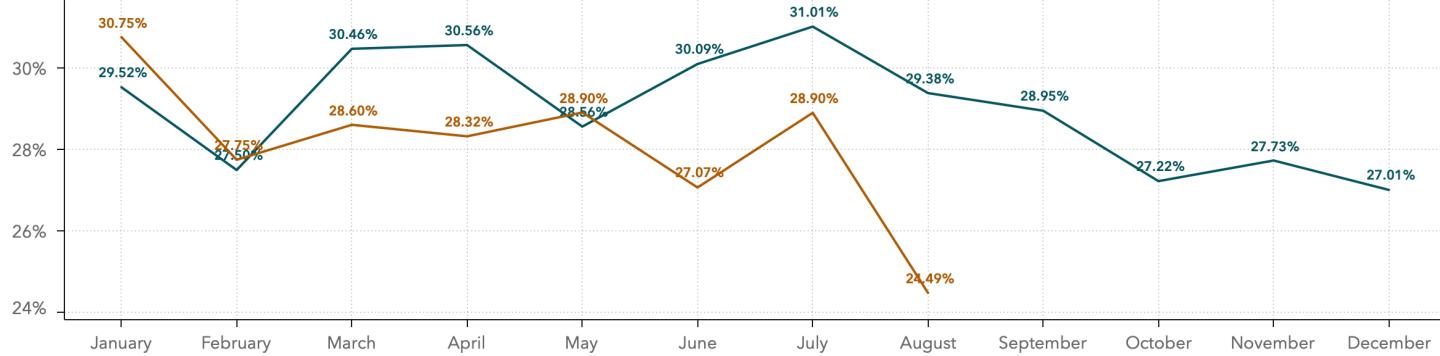
Units, UPT

Bag Related KPIs

Abandon Rate, Bounce Rate

[▶](#)

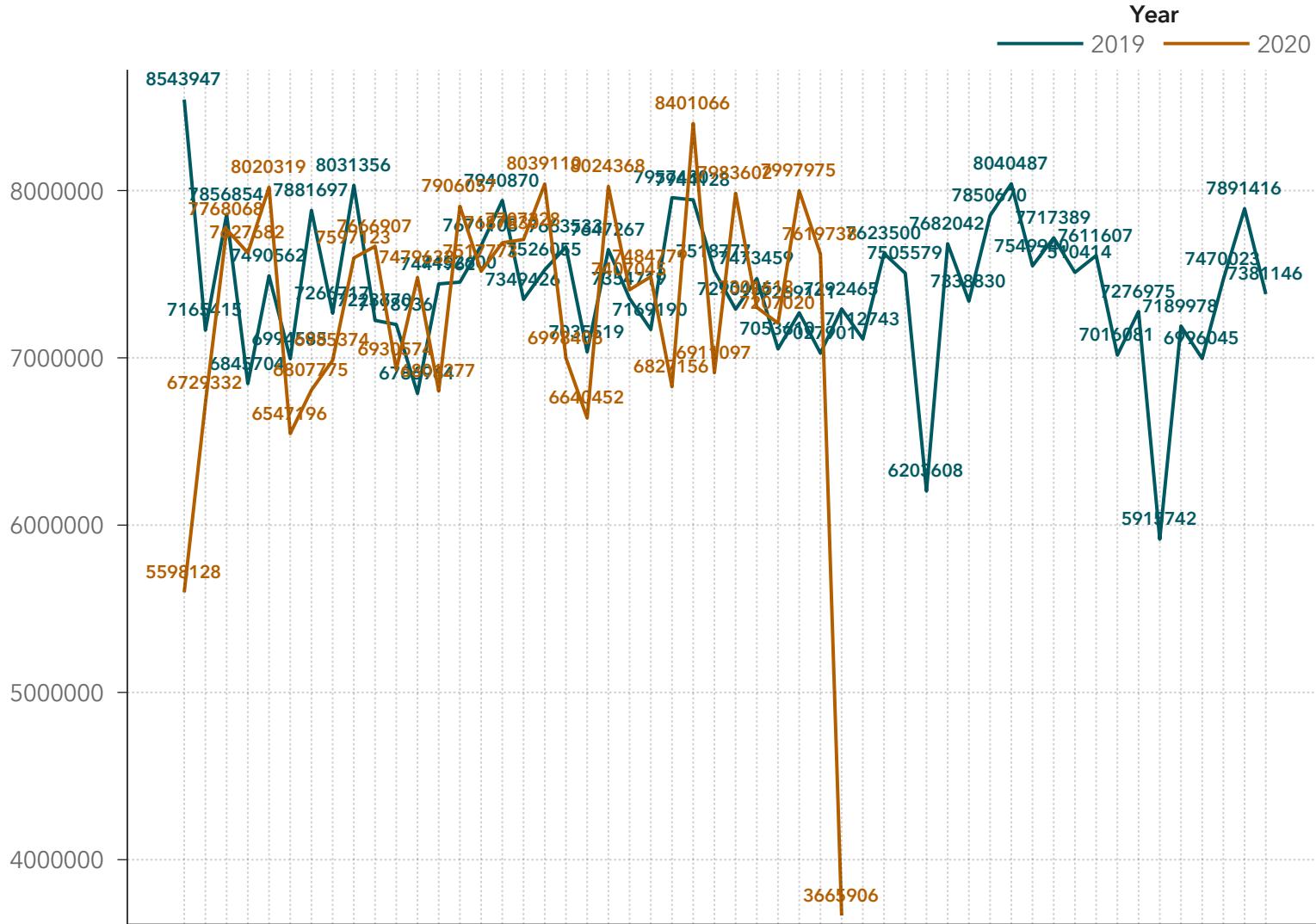
Channels (allow multiple selections)

Abandon Rate**Bounce Rate****Channels** (allow multiple selections)

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

KPI Charts Weekly Trend Line

| Visitors | Visits | Sales | Orders | Units | Unique Add to Bag |
|----------|--------|-------|--------|-------|-------------------|
| A6.1 | A6.1 | A6.1 | A6.1 | A6.1 | A6.1 |



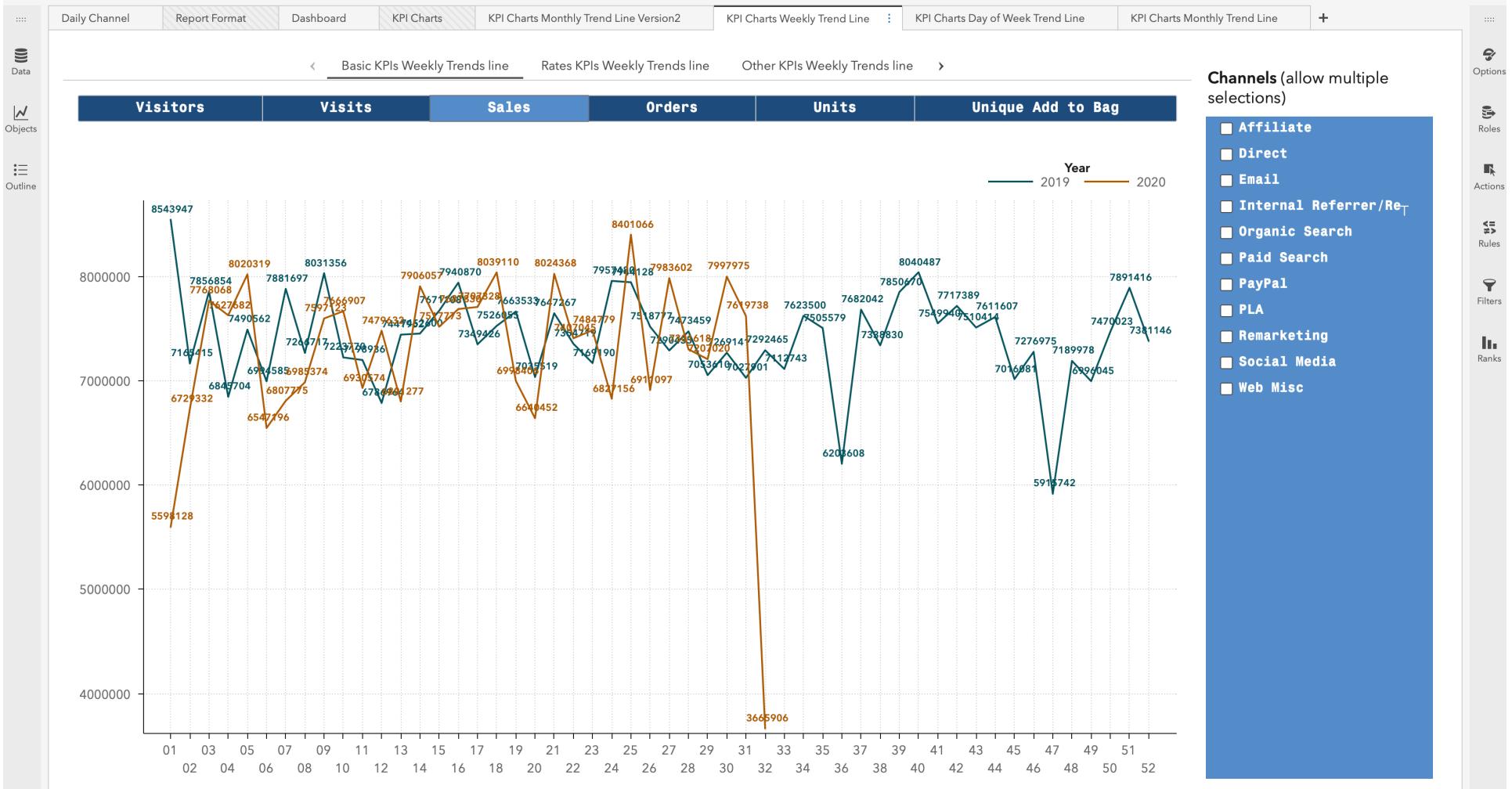
Channels (allow multiple selections)

- Affiliate
- Direct
- Email
- Intern...
- Organi...
- Paid S...
- PayPal
- PLA
- Remark...
- Social...
- Web Misc

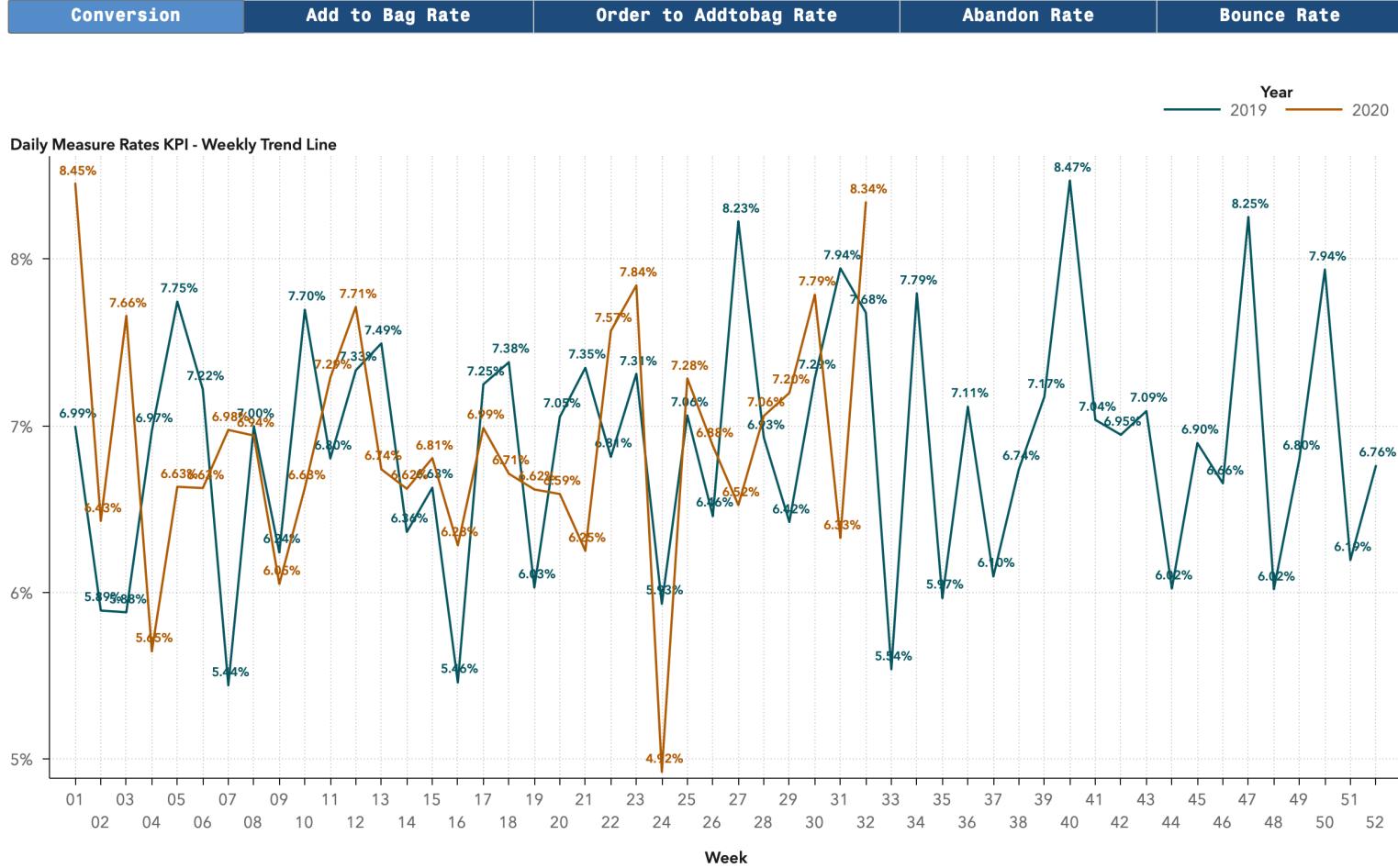
A6.5

A6.4

Fake Daily Channel Report



◀ Basic KPIs Weekly Trends line Rates KPIs Weekly Trends line Other KPIs Weekly Trends line ▶



Channels (allow multiple selections)

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

◀ Basic KPIs Weekly Trends line Rates KPIs Weekly Trends line

Other KPIs Weekly Trends line

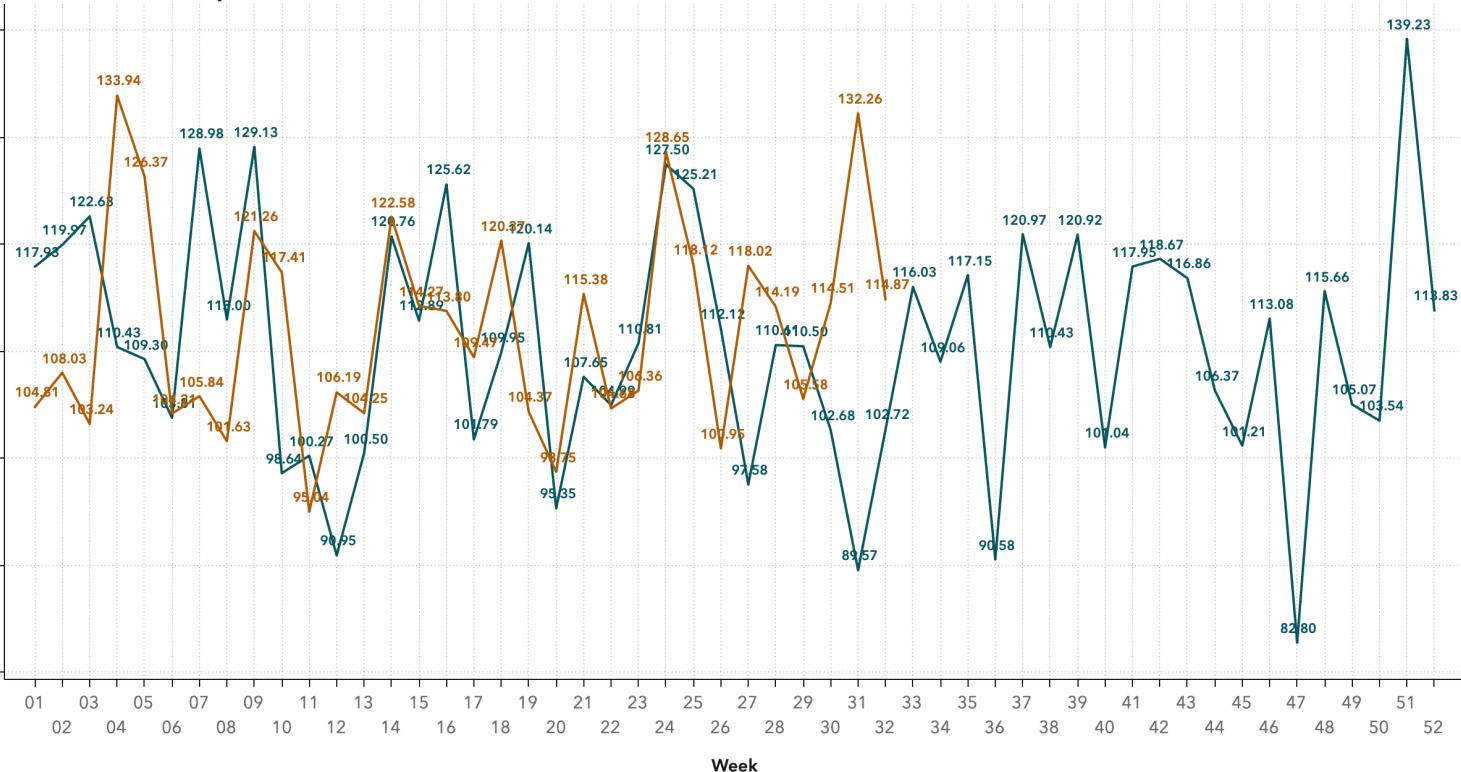
▶

AOV

UPT

Year
2019 2020

Daily Measure Other KPI - Weekly trend line



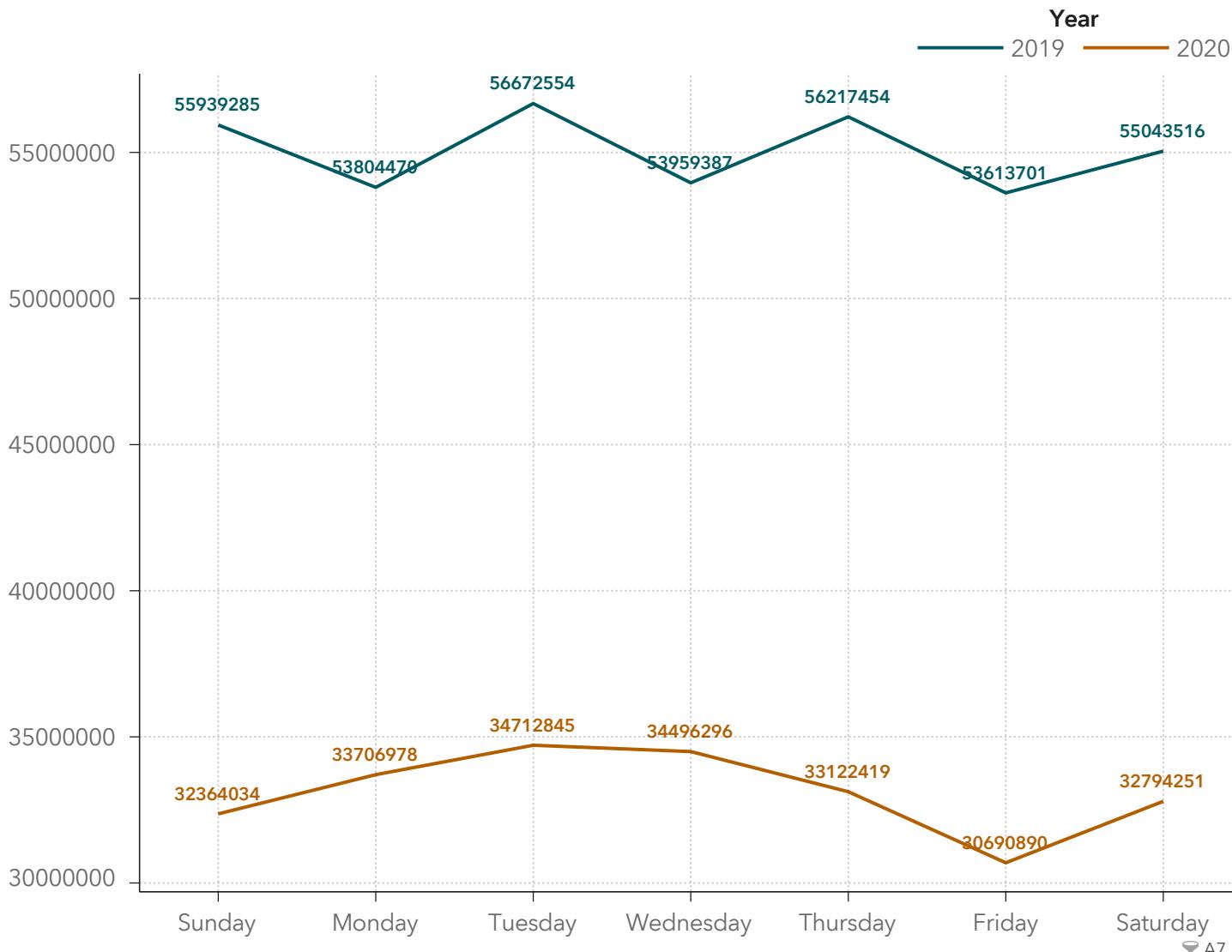
Channels (allow multiple selections)

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

KPI Charts Day of Week Trend Line

| Visitors | Visits | Sales | Orders | Units | Unique Add to Bag |
|----------|--------|-------|--------|-------|-------------------|
|----------|--------|-------|--------|-------|-------------------|

A7.1



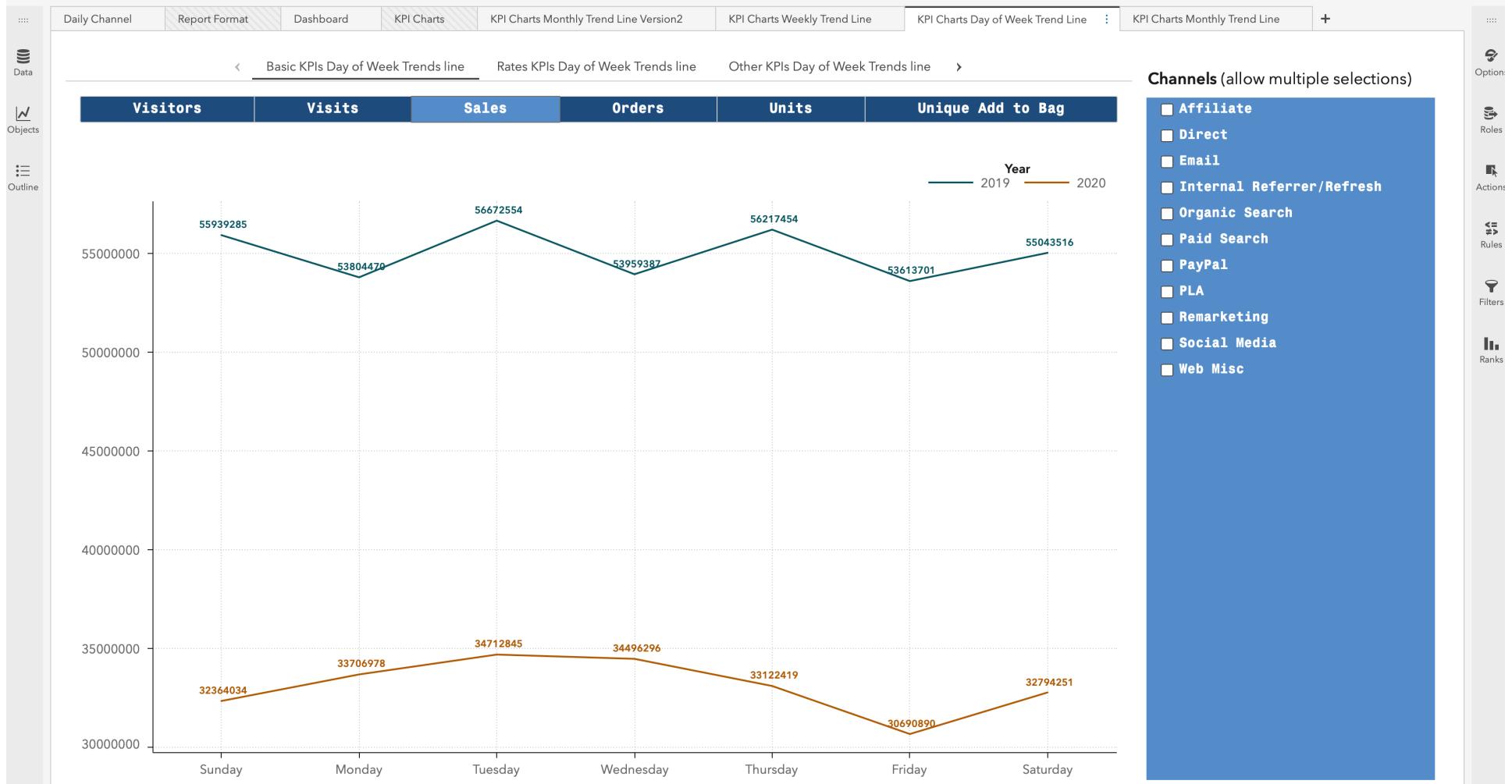
A7.5

Channels (allow multiple selections)

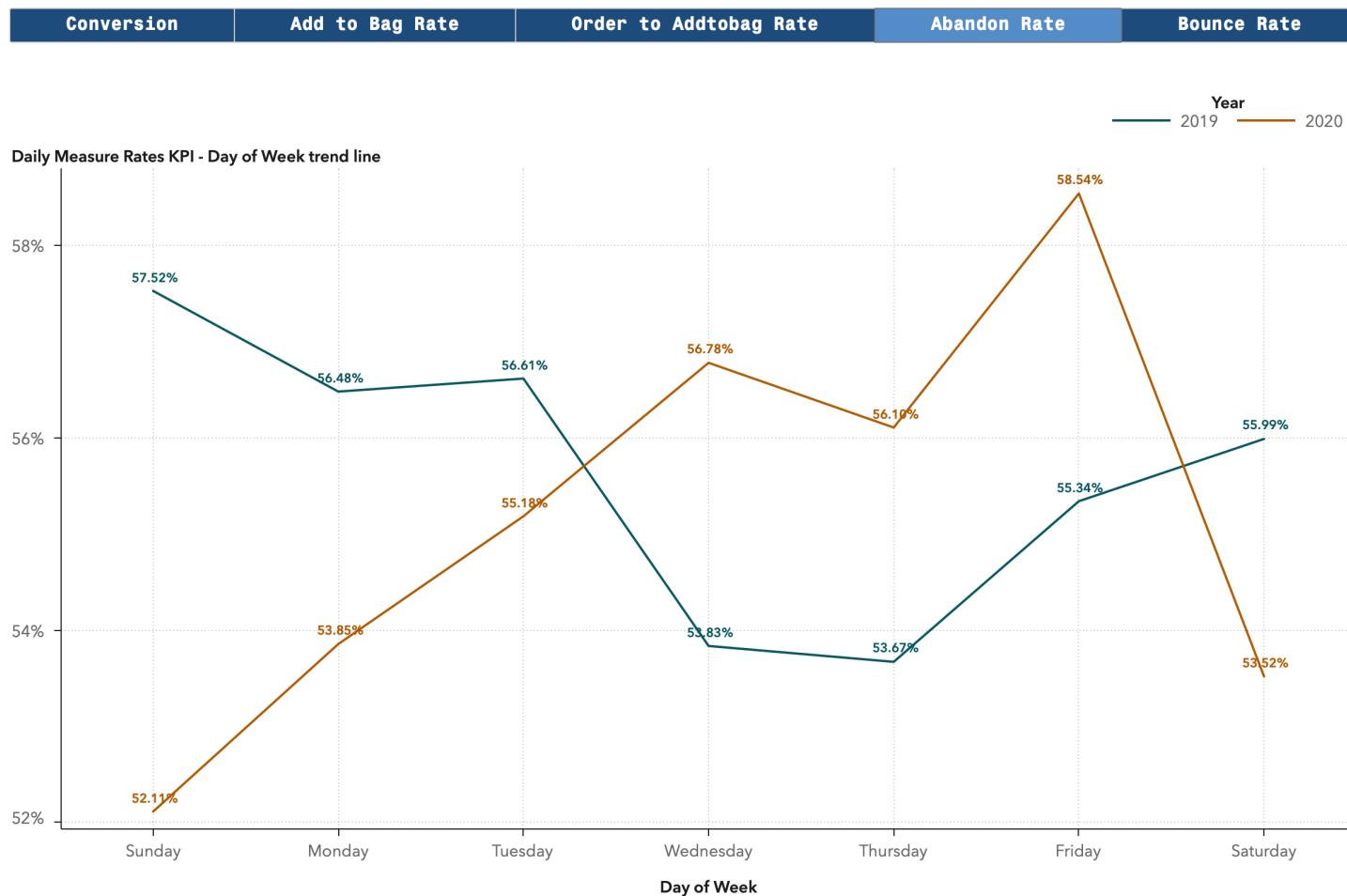
- Affiliate
- Direct
- Email
- Internal Re...
- Organic Search
- Paid Search
- PayPal
- PLA
- Remarketing
- Social Media
- Web Misc

A7.4

Fake Daily Channel Report



◀ Basic KPIs Day of Week Trends line Rates KPIs Day of Week Trends line Other KPIs Day of Week Trends line ▶



Channels (allow multiple selections)



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

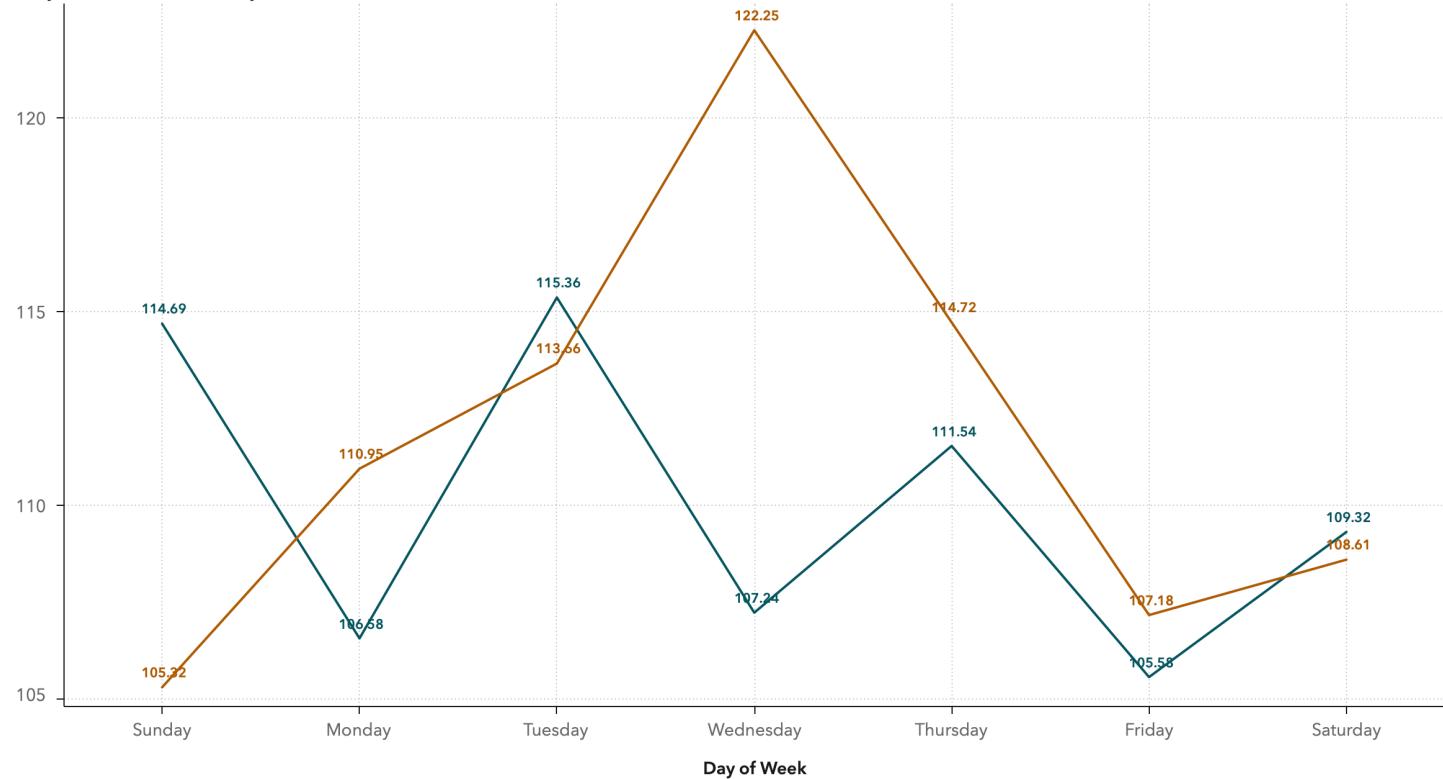
◀ Basic KPIs Day of Week Trends line Rates KPIs Day of Week Trends line Other KPIs Day of Week Trends line ▶

AOV

UPT

Year
2019 2020

Daily Measure Other KPI - Day of Week trend line



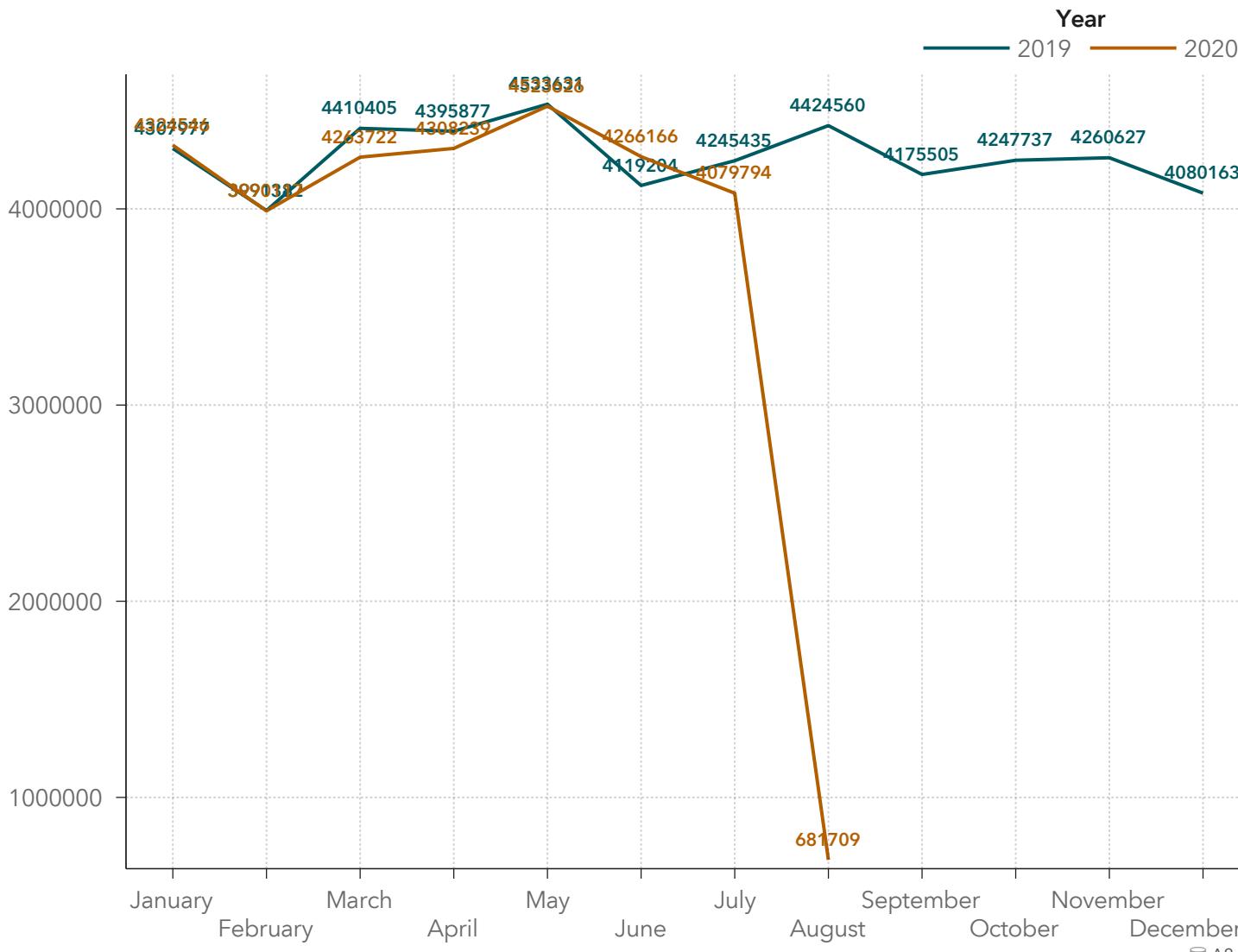
Channels (allow multiple selections)

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

KPI Charts Monthly Trend Line

| Visitors | Visits | Sales | Orders | Units | Unique Add to Bag |
|----------|--------|-------|--------|-------|-------------------|
|----------|--------|-------|--------|-------|-------------------|

▼ A8.1



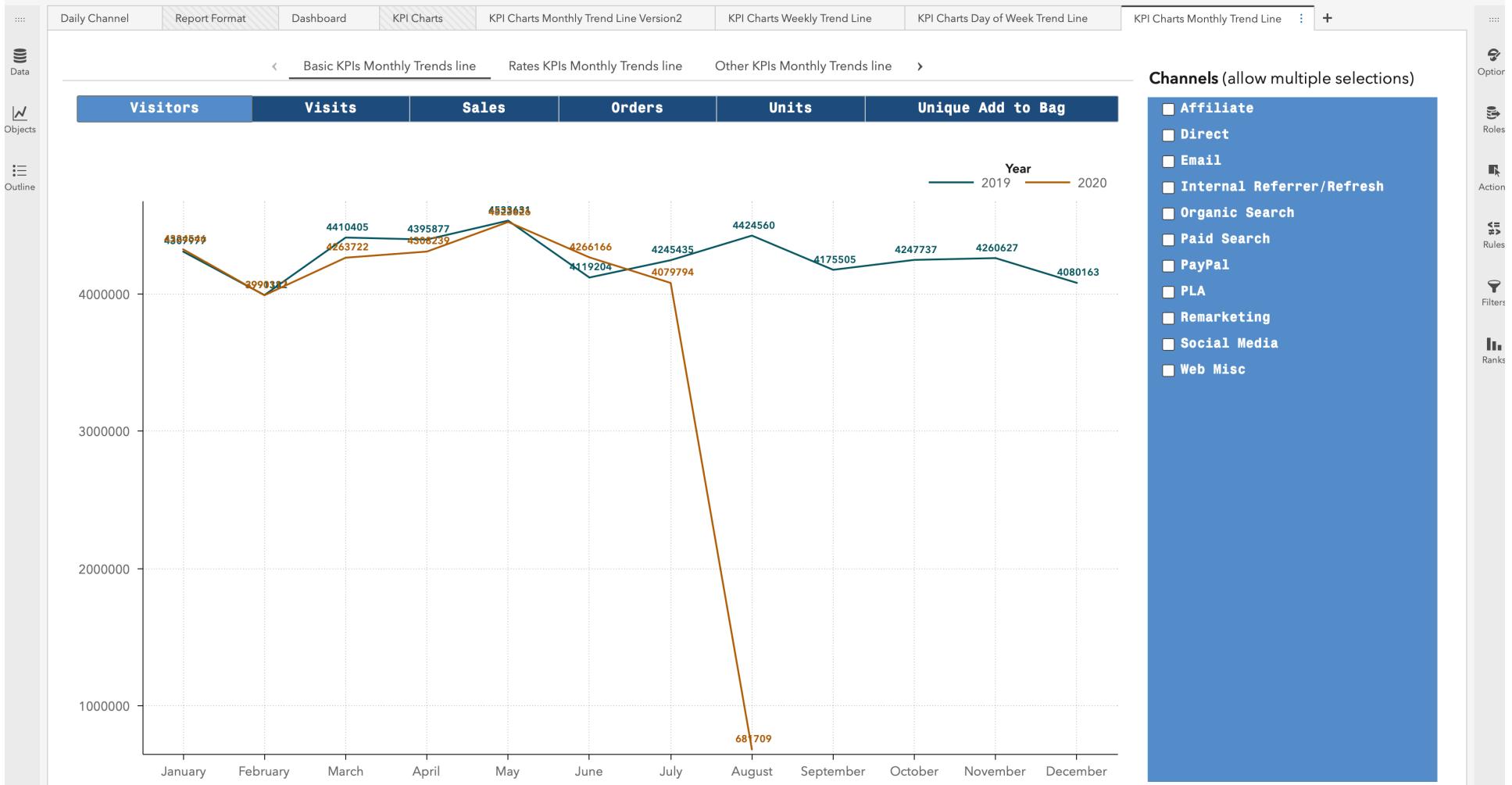
▼ A8.5

Channels (allow multiple selections)

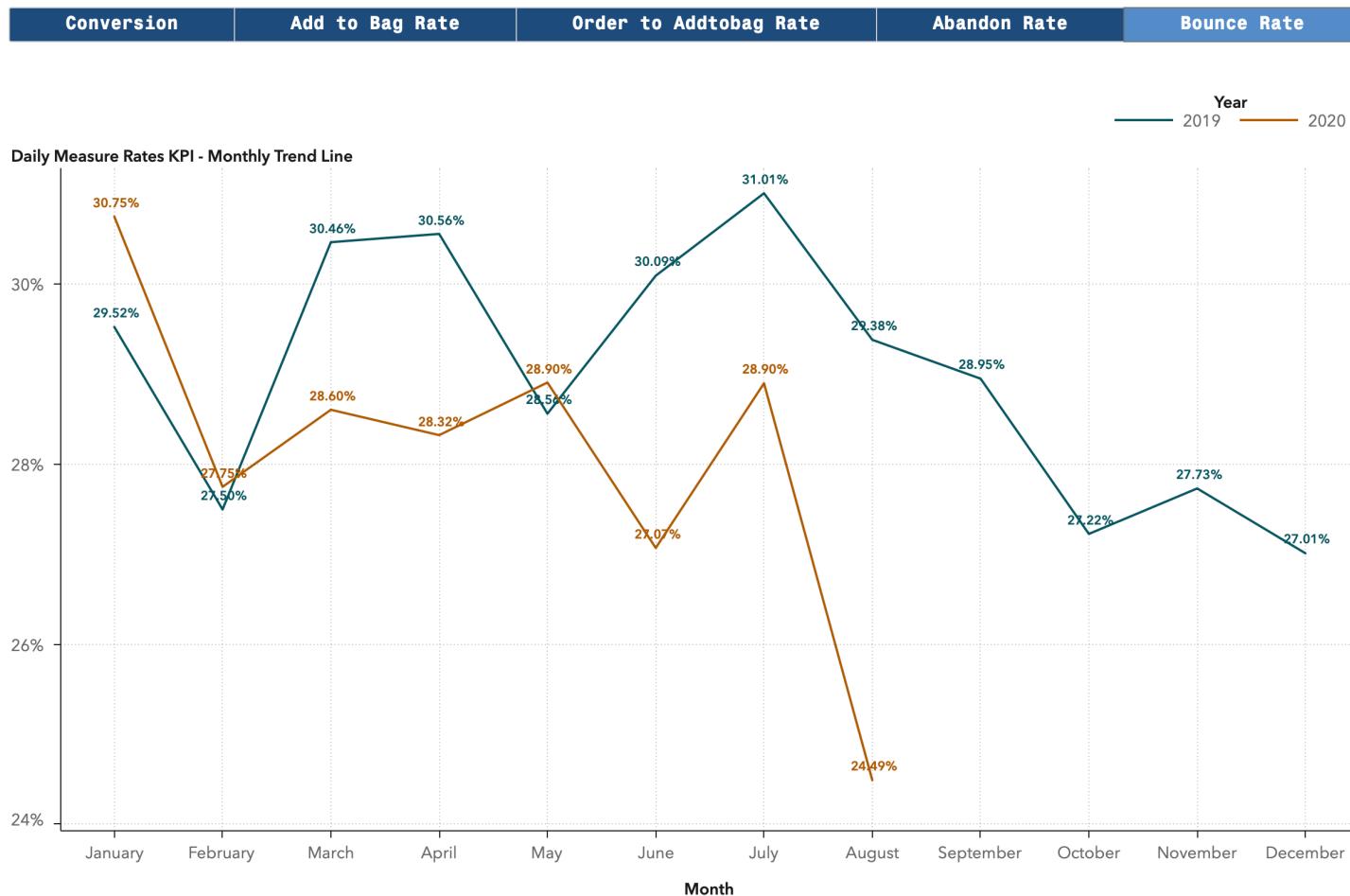
- Affiliate
- Direct
- Email
- Internal Re...
- Organic Search
- Paid Search
- PayPal
- PLA
- Remarketing
- Social Media
- Web Misc

▼ A8.4

Fake Daily Channel Report



◀ Basic KPIs Monthly Trends line Rates KPIs Monthly Trends line Other KPIs Monthly Trends line ▶



Channels (allow multiple selections)

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

[◀](#)

Basic KPIs Monthly Trends line

Rates KPIs Monthly Trends line

Other KPIs Monthly Trends line

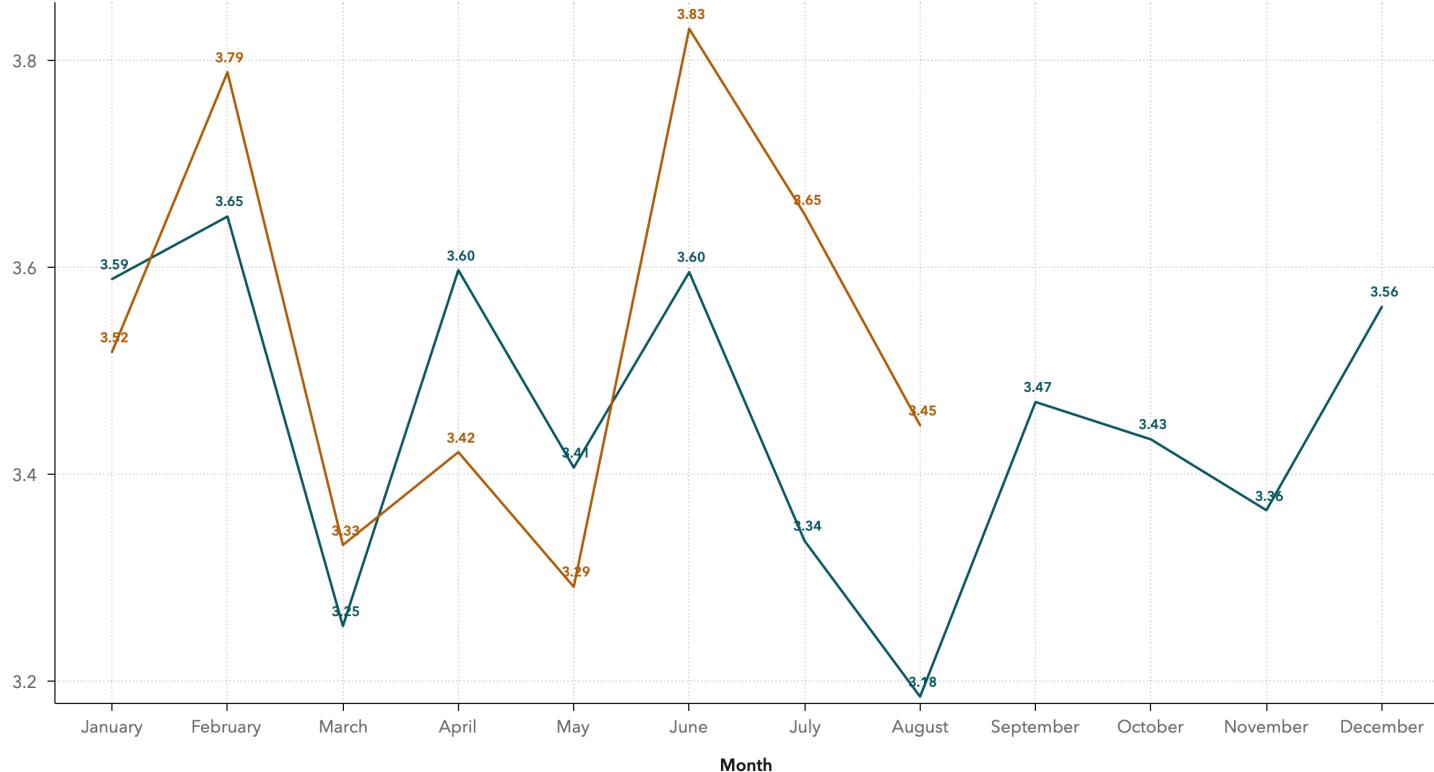
[▶](#)**AOV****UPT**

Year

2019

2020

Daily Measure Other KPI - Monthly Trend Line

**Channels (allow multiple selections)**

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

Appendix

A1.1 Fake Daily Channel Report

Parameters:

- List of Measures Basic KPI Parameter - Monthly trend line = 'Visitors'
- List of Measures Rates KPI Parameter - Monthly Trend Line = 'Bounce Rate'
- List of Measures Other KPI Parameter - Monthly Trend Line = 'UPT'
- List of Measures Basic KPI Parameter - Weekly Trend Line = 'Sales'
- List of Measures Rates KPI Parameter - Weekly Trend Line = 'Conversion'
- List of Measures Other KPI Parameter - Weekly Trend Line = 'AOV'
- List of Measures Basic KPI Parameter - Day of Week Trend Line = 'Sales'
- List of Measures Rates KPI Parameter - Day of Week Trend Line = 'Abandon Rate'
- List of Measures Other KPI Parameter - Day of Week Trend Line = 'AOV'

2020 Parameter (1) = 07/27/2020
2020 Parameter (2) = 07/27/2020

Daily Basic KPI Selected Measure Parameter = ""
Daily Rates KPI Selected Measure Parameter = ""
Daily Other KPI Selected Measure Parameter = ""

2019 Parameter = 01/01/2019
2020 Parameter = 01/01/2020

A1.2 2020 Parameter

Filters:

Year = 2020

A1.3 2019 Parameter

Filters:

Year = 2019

A1.4 Daily Channel Summary Report

Filters:

Channels NotMissing

A1.4 Daily Channel Summary Report

Display Rules:

AOV Difference

abc AOV Difference less than or equal to \$0.00

abc AOV Difference greater than \$0.00

AOV Percent Difference

abc AOV Percent Difference less than or equal to 0.00%

abc AOV Percent Difference greater than 0.00%

Abandon Rate Difference

abc Abandon Rate Difference less than 0.00%

abc Abandon Rate Difference greater than or equal to 0.00%

Abandon Rate Percent Difference

abc Abandon Rate Percent Difference greater than or equal to 0.00%

abc Abandon Rate Percent Difference less than 0.00%

Add to Bag Rate Difference

abc Add to Bag Rate Difference less than or equal to 0.00%

abc Add to Bag Rate Difference greater than 0.00%

Add to Bag Rate Percent Difference

abc Add to Bag Rate Percent Difference less than or equal to 0.00%

abc Add to Bag Rate Percent Difference greater than 0.00%

Bounce Rate Difference

abc Bounce Rate Difference greater than 0.00%

Bounce Rate Percent Difference

abc Bounce Rate Percent Difference greater than 0.00%

Conversion Difference

abc Conversion Difference less than or equal to 0.00%

abc Conversion Difference greater than 0.00%

Conversion Percent Difference

abc Conversion Percent Difference less than or equal to 0.00%

abc Conversion Percent Difference greater than 0.00%

Order to Addtobag Rate Difference

abc Order to Addtobag Rate Difference less than or equal to 0.00%

abc Order to Addtobag Rate Difference greater than 0.00%

Order to Addtobag Rate Percent Difference

abc Order to Addtobag Rate Percent Difference less than or equal to 0.00%

abc Order to Addtobag Rate Percent Difference greater than 0.00%

Orders Difference

abc Orders Difference less than or equal to 0

abc Orders Difference greater than 0

Orders Percent Difference

abc Orders Percent Difference less than or equal to 0.00%

abc Orders Percent Difference greater than 0.00%

Sales Difference

abc Sales Difference less than or equal to \$0

abc Sales Difference greater than \$0

Sales Percent Difference

abc Sales Percent Difference less than or equal to 0.00%

abc Sales Percent Difference greater than 0.00%

A1.4 Daily Channel Summary Report

Display Rules:

UPT Difference

abc UPT Difference less than or equal to 0.00

abc UPT Difference greater than 0.00

Visits Difference

abc Visits Difference greater than 0

abc Visits Difference less than or equal to 0

UPT Percent Difference

abc UPT Percent Difference less than or equal to 0.00%

abc UPT Percent Difference greater than 0.00%

Visits Percent Difference

abc Visits Percent Difference less than or equal to 0.00%

abc Visits Percent Difference greater than 0.00%

Unique Add to Bag Difference

abc Unique Add to Bag Difference less than or equal to 0

abc Unique Add to Bag Difference greater than 0

Unique Add to Bag Percent Difference

abc Unique Add to Bag Percent Difference less than or equal to 0.00%

abc Unique Add to Bag Percent Difference greater than 0.00%

Units Difference

abc Units Difference less than or equal to 0

abc Units Difference greater than 0

Units Percent Difference

abc Units Percent Difference less than or equal to 0.00%

abc Units Percent Difference greater than 0.00%

Visitors Difference

abc Visitors Difference less than or equal to 0

abc Visitors Difference greater than 0

Visitors Percent Difference

abc Visitors Percent Difference less than or equal to 0.00%

abc Visitors Percent Difference greater than 0.00%

A2.1 2020 Month

Filters: Year = 2020

A2.2 2020 Day of Month

Filters: Year = 2020
Month = January

A2.3 2019 Month

Filters: Year = 2019

A2.4 2019 Day of Month

Filters: Year = 2019
Month = January

A2.5 2020 Daily Channel Report

Filters: Year = 2020
Channels NotMissing
Month = January
Day of Month = 1

A3.1 Channels

Filters: Channels NotMissing

A3.2 Quarter

Filters: Year \geq 2019

A3.3 Month

Filters: Year \geq 2019

A3.4 Week

Filters: Year ≥ 2019

A3.5 Day of Month

Filters: Year ≥ 2019

A3.6 Day of Week

Filters: Year ≥ 2019

A3.7 Dashboard 2020 Slider

Filters: Year = 2020

A3.8 Dashboard 2019 Slider

Filters: Year = 2019

A3.9 2020 Daily Channel Dashboard

Filters: Channels NotMissing
Date BetweenInclusive(05/01/2020; 05/20/2020)

A4.1 Basic KPI Button Bar List of Measures

Filters: (List of Measures Basic KPI In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR List of Measures Basic KPI Missing

A4.2 Rates KPI Button Bar List of Measures

Filters: (List of Measures Rates KPI In('Conversion'; 'Add to Bag Rate'; 'Order to Addtobag Rate'; 'Abandon Rate'; 'Bounce Rate')) OR List of Measures Rates KPI Missing

A4.3 Other KPI Button Bar List of Measures

Filters: (List of Measures Other KPI In('AOV'; 'UPT')) OR List of Measures Other KPI Missing

A4.4 Basic KPI Line Charts

Filters: (Date = 2020 Parameter (01/01/2020)) OR (Date = 2019 Parameter (01/01/2019))
Channels NotMissing

A4.5 Rates KPI Line Chart

Filters: (Date = 2020 Parameter (01/01/2020)) OR (Date = 2019 Parameter (01/01/2019))
Channels NotMissing

A4.6 Other KPI Line Chart

Filters: (Date = 2020 Parameter (01/01/2020)) OR (Date = 2019 Parameter (01/01/2019))
Channels NotMissing

A5.1 Visitors

Filters: (Year BetweenInclusive(2019; 2020)) OR Year Missing

A5.2 Sales

Filters: (Year BetweenInclusive(2019; 2020)) OR Year Missing

A5.3 Units, Unique Add to bag

Filters: (Year BetweenInclusive(2019; 2020)) OR Year Missing

A5.4 Unique Add to Bag

Filters: Channels NotMissing

A5.5 Abandon Rate

Filters: Channels NotMissing

A5.6 Channels (allow multiple selections)

Filters: Channels NotMissing

A5.7 Visits

Filters: (Year BetweenInclusive(2019; 2020)) OR Year Missing

A5.8 Orders

Filters: (Year BetweenInclusive(2019; 2020)) OR Year Missing

A5.9 Add to Bag Rate

Filters: Channels NotMissing

A5.10 Unique Add to Bag (1)

Filters: (Year BetweenInclusive(2019; 2020)) OR Year Missing

A5.11 Bounce Rate

Filters: Channels NotMissing

A5.12 Conversion

Filters: (Year BetweenInclusive(2019; 2020)) OR Year Missing

A5.13 AOV

Filters: (Year BetweenInclusive(2019; 2020)) OR Year Missing

A5.14 Order to Addtobag Rate

Filters: Channels NotMissing

A6.1 Basic KPI Weekly Trends line Button Bar List of Measures

Filters: (List of Measures Basic KPI In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR List of Measures Basic KPI Missing

A6.2 Rates KPI Weekly Trends line Button Bar List of Measures

Filters: (List of Measures Rates KPI In('Conversion'; 'Add to Bag Rate'; 'Order to Addtobag Rate'; 'Abandon Rate'; 'Bounce Rate')) OR List of Measures Rates KPI Missing

A6.3 Other KPI Weekly Trends line Button Bar List of Measures

Filters: (List of Measures Other KPI In('AOV'; 'UPT')) OR List of Measures Other KPI Missing

A6.4 Channels (allow multiple selections)

Filters: Channels NotMissing

A6.5 Basic KPI Weekly Trends line Line Charts

Filters: Channels NotMissing

A6.6 Rates KPI Weekly Trends line Line Chart

Filters: Channels NotMissing

A6.7 Other KPI Weekly Trends line Line Chart

Filters: Channels NotMissing

A7.1 Basic KPI Day of Week Trends line Button Bar List of Measures

Filters: (List of Measures Basic KPI In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR List of Measures Basic KPI Missing

A7.2 Rates KPI Day of Week Trends line Button Bar List of Measures

Filters: (List of Measures Rates KPI In('Conversion'; 'Add to Bag Rate'; 'Order to Addtobag Rate'; 'Abandon Rate'; 'Bounce Rate')) OR List of Measures Rates KPI Missing

A7.3 Other KPI Day of Week Trends line Button Bar List of Measures

Filters: (List of Measures Other KPI In('AOV'; 'UPT')) OR List of Measures Other KPI Missing

A7.4 Channels (allow multiple selections)

Filters: Channels NotMissing

A7.5 Basic KPI Day of Week Trends line Line Charts

Filters: Channels NotMissing

A7.6 Rates KPI Day of Week Trends line Line Chart

Filters: Channels NotMissing

A7.7 Other KPI Day of Week Trends line Line Chart

Filters: Channels NotMissing

A8.1 Basic KPI Monthly Trends line Button Bar List of Measures

Filters: (List of Measures Basic KPI In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR List of Measures Basic KPI Missing

A8.2 Rates KPI Monthly Trends line Button Bar List of Measures

Filters: (List of Measures Rates KPI In('Conversion'; 'Add to Bag Rate'; 'Order to Addtobag Rate'; 'Abandon Rate'; 'Bounce Rate')) OR List of Measures Rates KPI Missing

A8.3 Other KPI Monthly Trends line Button Bar List of Measures

Filters: (List of Measures Other KPI In('AOV'; 'UPT')) OR List of Measures Other KPI Missing

A8.4 Channels (allow multiple selections)

Filters: Channels NotMissing

A8.5 Basic KPI Monthly Trends line Line Charts

Filters: Channels NotMissing

A8.6 Rates KPI Monthly Trends Line Chart

Filters: Channels NotMissing

A8.7 Other KPI Monthly Trends Line Chart

Filters: Channels NotMissing