

Fake Device Report

Creation Date: Tuesday, August 2020, 17:10:26 PM EDT

Daily

2020 Date Parameter

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▼ A1.2

Choose Channel

▼

▼ A1.3

Choose Device Type

▼

▼ A1.4

2020 Channels-Devices Daily Report

Channels	DeviceType	Visitors 2020	Visits 2020	Sales 2020	Orders 2020	AOV 2020	Conversion 2020
Affiliate	pc	1072411	1267031	\$5,120,822	46878	\$109.24	4.37%
	phone	1045021	1364701	\$4,923,028	42251	\$116.52	4.04%
	tablet	1136533	1379587	\$5,225,295	42740	\$122.26	3.76%
	Others	1099788	1350301	\$4,955,251	41477	\$119.47	3.77%
Subtotal: Affiliate		4353753	5361620	\$20,224,396	173346	\$116.67	3.98%
Direct		4397439	5356713	\$20,080,416	178264	\$112.64	4.05%
Email		4315803	5084697	\$20,671,279	180513	\$114.51	4.18%
Internal Referrer		4324808	5440452	\$21,055,418	173969	\$121.03	4.02%
Organic Search		4156973	5116114	\$20,799,433	184570	\$112.69	4.44%
Paid Search		4311020	5274692	\$20,666,347	180834	\$114.28	4.19%
PayPal		4359687	5449102	\$20,143,144	176970	\$113.82	4.06%
PLA		4261238	5258956	\$20,639,783	174356	\$118.38	4.09%
Remarketing		4228762	5389114	\$20,753,482	177233	\$117.10	4.19%
Social Media		4280846	5212997	\$19,996,286	180134	\$111.01	4.21%
Web Misc		4398622	5422259	\$20,754,931	175114	\$118.52	3.98%
Total		47388951	58366716	\$225,784,916	1955303	\$115.47	4.13%

▼ A1.5

Fake Device Report

Daily MTD Monthly KPIs Comparison Dashboard KPI Charts +

2020 Date Parameter

Choose Channel

Choose Device Type

2020/01/02 Channels Channels

Daily: Channels - Devices Daily: Devices - Channels

2020 Channels-Devices Daily Report

Channels	DeviceType	Visitors 2020	Visits 2020	Sales 2020	Orders 2020	AOV 2020	Conversion 2020
Affiliate	pc	8994	9264	\$12,273	90	\$136.37	1.00%
	phone	7221	1364	\$26,804	252	\$106.36	3.49%
	tablet	6021	11158	\$37,495	287	\$130.64	4.77%
	Others	6172	6523	\$36,104	313	\$115.35	5.07%
Subtotal: Affiliate		28408	28309	\$112,676	942	\$119.61	3.32%
Direct		17771	29765	\$34,886	586	\$59.53	3.30%
Email		25209	16528	\$84,068	403	\$208.61	1.60%
Internal Referrer		19583	24121	\$93,911	927	\$101.31	4.73%
Organic Search		14850	25737	\$97,848	833	\$117.46	5.61%
Paid Search		21098	40945	\$69,942	1088	\$64.28	5.16%
PayPal		28813	40472	\$61,052	990	\$61.67	3.44%
PLA		25577	37729	\$53,008	840	\$63.10	3.28%
Remarketing		24548	29118	\$108,552	526	\$206.37	2.14%
Social Media		21206	20798	\$95,774	884	\$108.34	4.17%
Web Misc		15464	25420	\$72,722	1039	\$69.99	6.72%
Total		242527	318942	\$884,439	9058	\$97.64	3.73%

2020 Date Parameter

2020/01/02 ▼

Choose Channel

Channels ▼

Choose Device Type

Channels ▼

◀ Daily: Channels - Devices Daily: Devices - Channels ▶

2020 Devices-Channels Daily Report

DeviceType	Channels	Visitors 2020	Visits 2020	Sales 2020	Orders 2020	AOV 2020	Conversion 2020
pc	Affiliate	8994	9264	\$12,273	90	\$136.37	1.00%
	Direct	3560	7461	\$826	8	\$103.31	0.22%
	Email	4353	4278	\$8,740	25	\$349.59	0.57%
	Internal Referrer	2659	5294	\$6,233	15	\$415.51	0.56%
	Organic Search	4420	6407	\$7,432	325	\$22.87	7.35%
	Paid Search	1684	10996	\$42,950	172	\$249.71	10.21%
	PayPal	8752	11084	\$17,279	157	\$110.06	1.79%
	PLA	7012	7069	\$29,825	81	\$368.20	1.16%
	Remarketing	7263	4398	\$33,925	227	\$149.45	3.13%
	Social Media	3762	4596	\$39,094	211	\$185.28	5.61%
	Web Misc	973	1883	\$18,348	283	\$64.83	29.09%
Subtotal: pc		53432	72730	\$216,924	1594	\$136.09	2.98%
phone	▶	88808	73326	\$233,823	2700	\$86.60	3.04%
tablet	▶	50885	86318	\$192,069	2146	\$89.50	4.22%
Others	▶	49402	86568	\$241,624	2618	\$92.29	5.30%
Total		242527	318942	\$884,439	9058	\$97.64	3.73%

MTD

Choose Month

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Choose Day of Month

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Choose Channel

 ▼

Choose Device Type

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▼ A2.1▼ A2.2▼ A2.3

2020 Channels-Devices MTD Report

		June					
		7					
Channels	▲ DeviceType ▲	Visitors MTD 2020	Visits MTD 2020	Sales MTD 2020	Orders MTD 2020	AOV MTD 2020	
Affiliate	pc	29500	44408	\$148,425.31	470	\$315.80	
	phone	38210	43985	\$200,981.59	1050	\$191.41	
	tablet	23735	47730	\$111,992.99	1103	\$101.53	
	Others	22421	50998	\$126,622.93	1564	\$80.96	
Subtotal: Affiliate		113866	187121	\$588,022.82	4187	\$140.44	
Direct		157698	173162	\$781,619.96	5563	\$140.50	
Email		148961	171663	\$691,271.34	6292	\$109.87	
Internal Referrer		138017	166422	\$643,707.10	5356	\$120.18	
Organic Search		125750	150738	\$705,683.14	5390	\$130.92	
Paid Search		143801	189935	\$750,136.57	6091	\$123.15	
PayPal		118854	191342	\$621,622.72	6109	\$101.76	
PLA		151044	179534	\$745,164.94	5369	\$138.79	
Remarketing		143009	154339	\$718,679.30	6300	\$114.08	
Social Media		136534	179016	\$655,629.73	6632	\$98.86	
Web Misc		135946	164294	\$662,758.41	5892	\$112.48	
Total		1513480	1907566	\$7,564,296.02	63181	\$119.72	

▼ A2.4

Fake Device Report

Choose Month Choose Day of Month Choose Channel Choose Device Type

June 7 Channels DeviceType

MTD: Channels - Devices MTD: Devices - Channels

2020 Channels-Devices MTD Report

		Month ▲	June					
		Day of Month ▲	7					
Channels	DeviceType		Visitors MTD 2020	Visits MTD 2020	Sales MTD 2020	Orders MTD 2020	AOV MTD 2020	Conversion MTD 2020
Affiliate	pc		29500	44408	\$148,425.31	470	\$315.80	1.59%
	phone		38210	43985	\$200,981.59	1050	\$191.41	2.75%
	tablet		23735	47730	\$111,992.99	1103	\$101.53	4.65%
	Others		22421	50998	\$126,622.93	1564	\$80.96	6.98%
Subtotal: Affiliate			113866	187121	\$588,022.82	4187	\$140.44	3.68%
Direct			157698	173162	\$781,619.96	5563	\$140.50	3.53%
Email			148961	171663	\$691,271.34	6292	\$109.87	4.22%
Internal Referrer			138017	166422	\$643,707.10	5356	\$120.18	3.88%
Organic Search			125750	150738	\$705,683.14	5390	\$130.92	4.29%
Paid Search			143801	189935	\$750,136.57	6091	\$123.15	4.24%
PayPal			118854	191342	\$621,622.72	6109	\$101.76	5.14%
PLA			151044	179534	\$745,164.94	5369	\$138.79	3.55%
Remarketing			143009	154339	\$718,679.30	6300	\$114.08	4.41%
Social Media			136534	179016	\$655,629.73	6632	\$98.86	4.86%
Web Misc			135946	164294	\$662,758.41	5892	\$112.48	4.33%
Total			1513480	1907566	\$7,564,296.02	63181	\$119.72	4.17%

Choose Month
Choose Day of Month
Choose Channel
Choose Device Type

June
7
Channels
DeviceType

< MTD: Channels - Devices > MTD: Devices - Channels

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2020 Devices-Channels MTD Report

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DeviceType	Channels	Month ▲	June					
		Day of Month ▲	Visitors MTD 2020	Visits MTD 2020	Sales MTD 2020	Orders MTD 2020	AOV MTD 2020	Conversion MTD 2020
pc	Affiliate		29500	44408	\$148,425.31	470	\$315.80	1.59%
	Direct		39597	37217	\$184,136.79	1109	\$166.04	2.80%
	Email		37703	63474	\$154,075.76	1604	\$96.06	4.25%
	Internal Referrer		40754	42164	\$95,166.01	1411	\$67.45	3.46%
	Organic Search		29587	40244	\$206,228.19	1575	\$130.94	5.32%
	Paid Search		40111	39625	\$183,552.01	1390	\$132.05	3.47%
	PayPal		32165	45727	\$119,847.59	1362	\$87.99	4.23%
	PLA		34791	36069	\$195,028.30	791	\$246.56	2.27%
	Remarketing		29931	34987	\$212,206.35	1919	\$110.58	6.41%
	Social Media		23216	46749	\$131,426.72	1412	\$93.08	6.08%
	Web Misc		40812	38489	\$135,333.13	1880	\$71.99	4.61%
Subtotal: pc			378167	469153	\$1,765,426.16	14923	\$118.30	3.95%
phone			408470	451385	\$2,042,360.21	15522	\$131.58	3.80%
tablet			377559	467241	\$1,857,714.96	16230	\$114.46	4.30%
Others			349284	519787	\$1,898,794.70	16506	\$115.04	4.73%
Total			1513480	1907566	\$7,564,296.02	63181	\$119.72	4.17%

Monthly KPIs Comparison

Period 1 Month

Parameter

May ▼

Period 2 Month

Parameter

April ▼

Choose Channel

Channels ▼

▼ A3.1

Choose Device Type

DeviceType ▼

▼ A3.2

2020 Monthly KPIs Comparison: Channels - Devices

Channels	▲	DeviceType	▲	Visitors Period 1	Visitors Period 2	Visitors Diff	Visitors Percent Diff	Visits Period 1	Visits Period 2	Visits Diff
Affiliate	pc			141316	164059	-22743	-13.86%	192233	177181	15052
	phone			153551	126899	26652	21.00%	199685	176843	22842
	tablet			148140	125633	22507	17.91%	217367	172327	45040
	Others			176438	147468	28970	19.64%	173101	182483	-9382
Subtotal: Affiliate		619445		564059	55386		9.82%	782386	708834	73552
Direct		599142		607200	-8058		-1.33%	783302	792978	-9676
Email		612967		550862	62105		11.27%	712411	699377	13034
Internal Referrer		607143		590230	16913		2.87%	771929	778061	-6132
Organic Search		617404		592298	25106		4.24%	686661	681742	4919
Paid Search		665539		570284	95255		16.70%	810469	753712	56757
PayPal		620585		558520	62065		11.11%	798328	756853	41475
PLA		646856		629930	16926		2.69%	718011	732579	-14568
Remarketing		585499		574527	10972		1.91%	730626	724879	5747
Social Media		646827		538783	108044		20.05%	715840	669957	45883
Web Misc		651233		632437	18796		2.97%	721271	741914	-20643
Total		6872640		6409130	463510		7.23%	8231234	8040886	190348

▼ A3.3

Fake Device Report

	Daily	MTD	Monthly KPIs Comparison	Dashboard	KPI Charts	+																	
	Data	Objects	Outline				Options	Roles	Actions	Rules	Filters	Ranks											
Period 1 Month Parameter Period 2 Month Parameter Choose Channel Choose Device Type																							
May				April				Channels				DeviceType											
Monthly KPIs Comparison: Channels - Devices								Monthly KPIs Comparison: Devices - Channels															
2020 Monthly KPIs Comparison: Channels - Devices																							
Channels	DeviceType	Visitors Period 1	Visitors Period 2	Visitors Diff	Visitors Percent Diff	Visits Period 1	Visits Period 2	Visits Diff	Visits Percent Diff	Sales Period 1	Sales Period 2	Sales Diff	Sales Percent D										
↳ Affiliate	pc	141316	164059	-22743	-13.86%	192233	177181	15052	8.50%	\$782,231	\$754,941	\$27,289.76	3.61										
	phone	153551	126899	26652	21.00%	199685	176843	22842	12.92%	\$709,449	\$670,630	\$38,818.26	5.75										
	tablet	148140	125633	22507	17.91%	217367	172327	45040	26.14%	\$748,311	\$729,557	\$18,753.93	2.57										
	Others	176438	147468	28970	19.64%	173101	182483	-9382	-5.14%	\$615,209	\$659,631	(\$44,422.49)	-6.73										
Subtotal: Affiliate		619445	564059	55386	9.82%	782386	708834	73552	10.38%	\$2,855,199	\$2,814,760	\$40,439.46	1.44										
Direct		599142	607200	-8058	-1.33%	783302	792978	-9676	-1.22%	\$2,847,969	\$2,790,506	\$57,463.66	2.06										
Email		612967	550862	62105	11.27%	712411	699377	13034	1.86%	\$3,121,129	\$2,828,542	\$292,587.21	10.32										
Internal Referrer		607143	590230	16913	2.87%	771929	778061	-6132	-0.79%	\$3,078,567	\$2,795,569	\$282,998.34	10.12										
Organic Search		617404	592298	25106	4.24%	686661	681742	4919	0.72%	\$2,909,738	\$2,997,513	(\$87,774.60)	-2.93										
Paid Search		665539	570284	95255	16.70%	810469	753712	56757	7.53%	\$3,006,942	\$2,952,635	\$54,307.33	1.84										
PayPal		620585	558520	62065	11.11%	798328	756853	41475	5.48%	\$2,880,313	\$2,619,155	\$261,158.34	9.97										
PLA		646856	629930	16926	2.69%	718011	732579	-14568	-1.99%	\$3,012,848	\$2,882,867	\$129,980.48	4.51										
Remarketing		585499	574527	10972	1.91%	730626	724879	5747	0.79%	\$2,756,489	\$2,700,248	\$56,240.91	2.08										
Social Media		646827	538783	108044	20.05%	715840	669957	45883	6.85%	\$2,879,992	\$2,786,891	\$93,100.71	3.32										
Web Misc		651233	632437	18796	2.97%	721271	741914	-20643	-2.78%	\$3,018,777	\$3,002,688	\$16,089.19	0.52										
Total		6872640	6409130	463510	7.23%	8231234	8040886	190348	2.37%	\$32,367,965	\$31,171,374	\$1,196,591.04	3.84										

Period 1 Month Parameter			Period 2 Month Parameter			Choose Channel			Choose Device Type							
May	▼	April	▼	Channels	▼	DeviceType	▼									
◀ Monthly KPIs Comparison: Channels - Devices						Monthly KPIs Comparison: Devices - Channels ▶										
2020 Monthly Conversion: Devices - Channels																
DeviceType	▲	Channels	▲	Sales Percent Diff	Orders Period 1	Orders Period 2	Orders Diff	Orders Percent Diff	AOV Period 1	AOV Period 2	AOV Diff	AOV Percent Diff	Conversion Period 1	Conversion Period 2	Conversion Diff	Conversion Percent Diff
↳ pc	Affiliate	76	3.61%	7130	6865	265	3.86%	\$109.71	\$109.97	(\$0.26)	-0.24%	5.05%	4.18%	0.86%	20.58%	
	Direct	35	20.07%	6405	7277	-872	-11.98%	\$119.90	\$87.89	\$32.01	36.42%	4.35%	4.37%	-0.02%	-0.48%	
	Email	28	21.53%	6253	6642	-389	-5.86%	\$122.47	\$94.88	\$27.60	29.09%	4.02%	5.06%	-1.04%	-20.56%	
	Internal Referrer	03	11.55%	6765	5604	1161	20.72%	\$118.33	\$128.05	(\$9.73)	-7.59%	4.27%	3.43%	0.84%	24.37%	
	Organic Search	62	3.45%	6324	6664	-340	-5.10%	\$112.72	\$103.40	\$9.32	9.01%	4.32%	4.27%	0.05%	1.29%	
	Paid Search	8)	-8.44%	6085	5742	343	5.97%	\$111.95	\$129.57	(\$17.62)	-13.60%	3.61%	5.07%	-1.45%	-28.67%	
	PayPal	34	8.93%	5490	5318	172	3.23%	\$137.20	\$130.02	\$7.18	5.52%	3.84%	3.27%	0.57%	17.58%	
	PLA	48	0.24%	5861	5437	424	7.80%	\$126.54	\$136.09	(\$9.55)	-7.02%	3.98%	3.06%	0.92%	29.97%	
	Remarketing	33	2.19%	6010	6580	-570	-8.66%	\$107.52	\$96.10	\$11.42	11.88%	3.51%	4.80%	-1.29%	-26.89%	
	Social Media	20	10.02%	6753	5727	1026	17.92%	\$113.80	\$121.97	(\$8.16)	-6.69%	3.94%	3.55%	0.39%	11.11%	
	Web Misc	9)	-7.33%	6825	6298	527	8.37%	\$113.61	\$132.85	(\$19.24)	-14.48%	4.14%	3.79%	0.35%	9.34%	
Subtotal: pc		33	5.42%	69901	68154	1747	2.56%	\$117.24	\$114.07	\$3.18	2.78%	4.08%	4.01%	0.07%	1.66%	
phone		34	3.28%	71075	70811	264	0.37%	\$116.10	\$112.83	\$3.27	2.90%	4.17%	4.47%	-0.30%	-6.65%	
tablet		38	2.64%	67752	70628	-2876	-4.07%	\$122.28	\$114.28	\$8.00	7.00%	4.03%	4.68%	-0.65%	-13.94%	
Others		99	4.08%	69363	70233	-870	-1.24%	\$110.08	\$104.45	\$5.63	5.39%	3.91%	4.34%	-0.43%	-9.95%	
Total		04	3.84%	278091	279826	-1735	-0.62%	\$116.39	\$111.40	\$5.00	4.49%	4.05%	4.37%	-0.32%	-7.32%	

Dashboard

Choose Channel

▼

A4.1

Choose Device Type

▼

A4.2

2020/03/01 to 2020/03/31

2020/01/01

2020/08/05

A4.3

2020 Channels-Devices Dashboard

Channels	DeviceType	Visitors	Visits	Sales	Orders	AOV	Conversion
Affiliate	pc	146313	183965	783819.64531	6642	\$118.01	4.54%
	phone	185624	197607	643211.92273	6382	\$100.79	3.44%
	tablet	174936	201515	694531.28532	5381	\$129.07	3.08%
	Others	171398	206403	764355.01631	6239	\$122.51	3.64%
Subtotal: Affiliate		678271	789490	2885917.8697	24644	\$117.10	3.63%
Direct		654814	767331	2756706.4585	25284	\$109.03	3.86%
Email		622314	766226	3041610.1943	24534	\$123.98	3.94%
Internal Referrer		591592	761470	2852384.1179	24872	\$114.68	4.20%
Organic Search		608995	809358	2779551.0849	25972	\$107.02	4.26%
Paid Search		674667	695884	2663637.7067	26771	\$99.50	3.97%
PayPal		643542	800423	2887979.4502	27502	\$105.01	4.27%
PLA		615513	774129	2947189.7139	24468	\$120.45	3.98%
Remarketing		650485	784330	2986056.2167	26683	\$111.91	4.10%
Social Media		559436	739631	2999373.1142	25901	\$115.80	4.63%
Web Misc		610877	727043	3126677.848	22941	\$136.29	3.76%
Total		6910506	8415315	31927083.775	279572	\$114.20	4.05%

A4.4

Fake Device Report

Choose Channel Choose Device Type 2020/03/01 to 2020/03/31

Channels Channels 2020/01/01 2020/08/05

Dashboard: Channels - Devices Dashboard: Devices - Channels

2020 Channels-Devices Dashboard

Channels	DeviceType	Visitors	Visits	Sales	Orders	AOV	Conversion
Affiliate	pc	146313	183965	783819.64531	6642	\$118.01	4.54%
	phone	185624	197607	643211.92273	6382	\$100.79	3.44%
	tablet	174936	201515	694531.28532	5381	\$129.07	3.08%
	Others	171398	206403	764355.01631	6239	\$122.51	3.64%
Subtotal: Affiliate		678271	789490	2885917.8697	24644	\$117.10	3.63%
Direct		654814	767331	2756706.4585	25284	\$109.03	3.86%
Email		622314	766226	3041610.1943	24534	\$123.98	3.94%
Internal Referrer		591592	761470	2852384.1179	24872	\$114.68	4.20%
Organic Search		608995	809358	2779551.0849	25972	\$107.02	4.26%
Paid Search		674667	695884	2663637.7067	26771	\$99.50	3.97%
PayPal		643542	800423	2887979.4502	27502	\$105.01	4.27%
PLA		615513	774129	2947189.7139	24468	\$120.45	3.98%
Remarketing		650485	784330	2986056.2167	26683	\$111.91	4.10%
Social Media		559436	739631	2999373.1142	25901	\$115.80	4.63%
Web Misc		610877	727043	3126677.848	22941	\$136.29	3.76%
Total		6910506	8415315	31927083.775	279572	\$114.20	4.05%

Choose Channel
Choose Device Type
2020/03/01 to 2020/03/31

Channels
Channels
2020/01/01
2020/08/05

< Dashboard: Channels - Devices Dashboard: Devices - Channels >

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2020 Devices-Channels Dashboard

⋮

DeviceType	Channels	Visitors	Visits	Sales	Orders	AOV	Conversion
pc	Affiliate	146313	183965	783819.64531	6642	\$118.01	4.54%
	Direct	172702	168931	585702.35811	6689	\$87.56	3.87%
	Email	156151	209586	737625.99219	5160	\$142.95	3.30%
	Internal Referrer	143389	171368	655097.45804	6501	\$100.77	4.53%
	Organic Search	146269	198167	706052.54504	6975	\$101.23	4.77%
	Paid Search	158614	154049	704967.93827	7742	\$91.06	4.88%
	PayPal	165210	200044	636940.98999	8163	\$78.03	4.94%
	PLA	174840	199903	731448.00292	6098	\$119.95	3.49%
	Remarketing	142306	195366	671643.04601	6626	\$101.36	4.66%
	Social Media	170074	187419	746165.05258	6218	\$120.00	3.66%
	Web Misc	156467	186464	709336.18509	5905	\$120.12	3.77%
Subtotal: pc		1732335	2055262	7668799.2136	72719	\$105.46	4.20%
phone		1691705	2022587	7856298.616	69769	\$112.60	4.12%
tablet		1766115	2174495	8106588.4835	68869	\$117.71	3.90%
Others		1720351	2162971	8295397.4619	68215	\$121.61	3.97%
Total		6910506	8415315	31927083.775	279572	\$114.20	4.05%

KPI Charts

Choose KPIs

A5.1

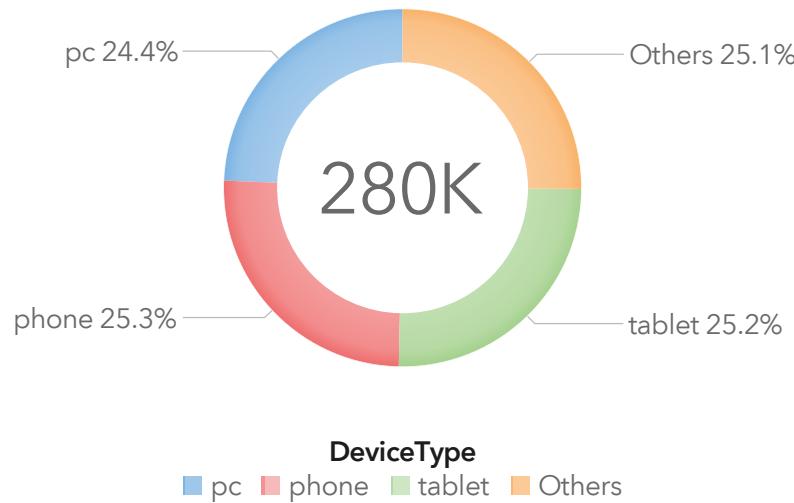
2020/04/01 to 2020/04/30

2020/01/01

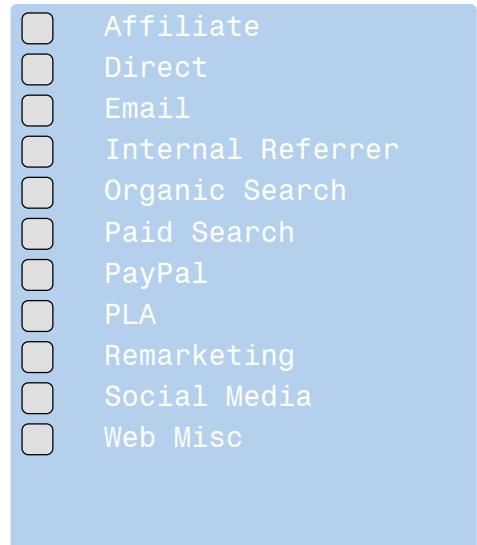
2020/08/05

A5.2

KPIs by Device Type



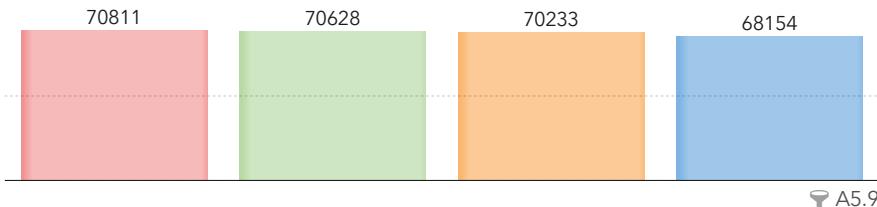
Channels



A5.3

A5.5

KPIs by Device Type

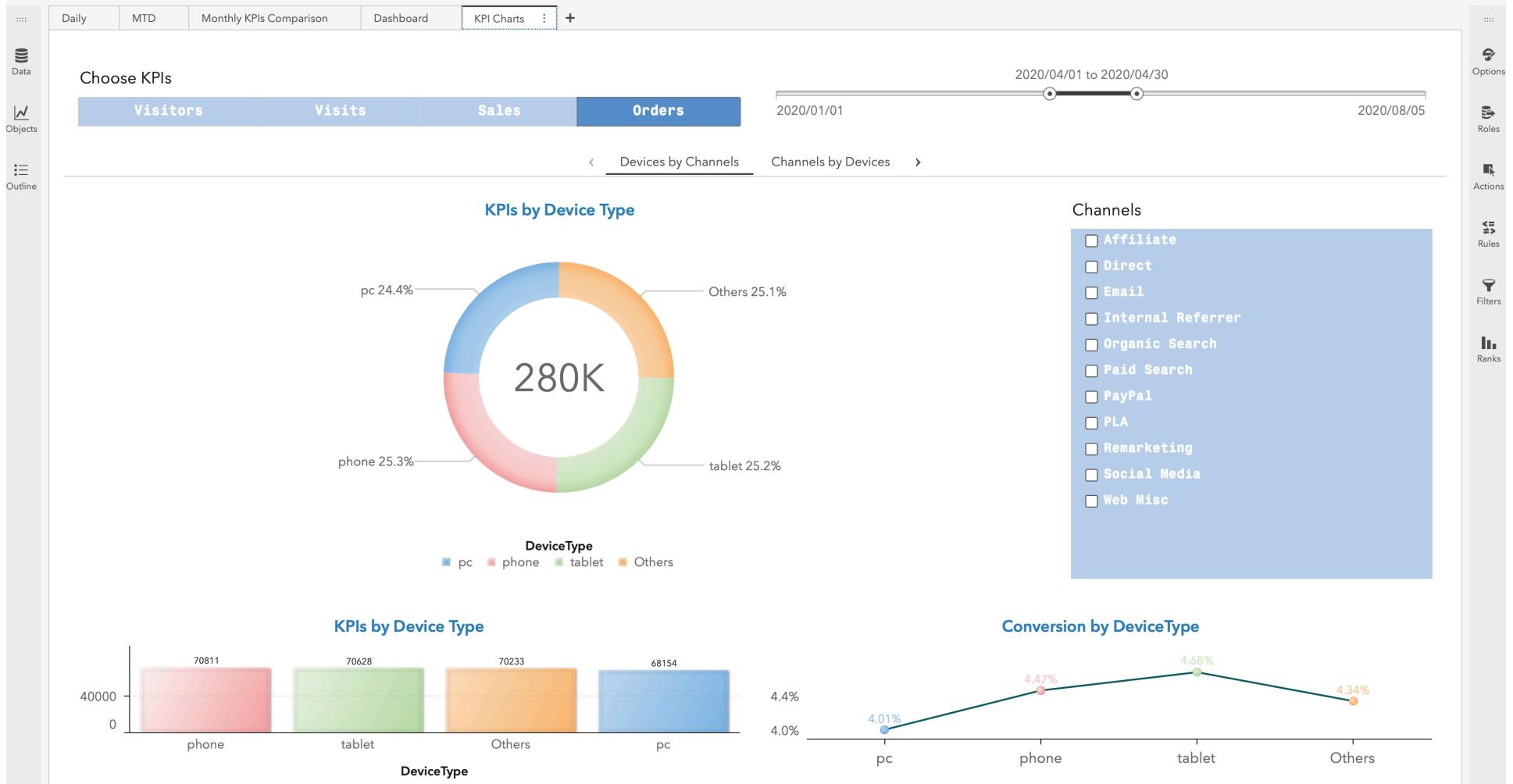


Conversion by Device Type



A5.10

Fake Device Report



Choose KPIs

Visitors

Visits

Sales

Orders

2020/04/01 to 2020/04/30

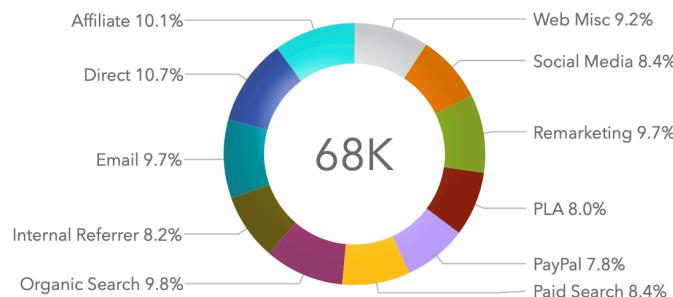
2020/01/01

2020/08/05

Devices by Channels

Channels by Devices

KPIs by Channels



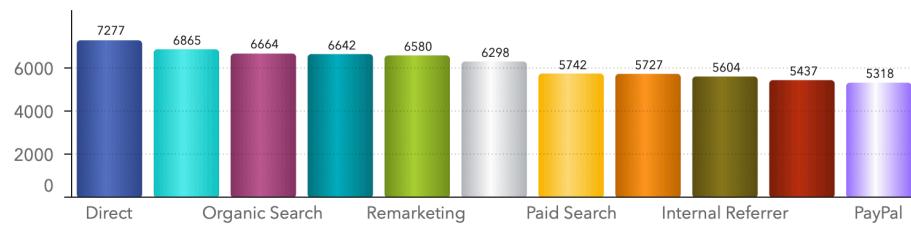
Devices

- pc
- phone
- tablet
- Others

Channels

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

KPIs by Channels



Conversion by Channels



Appendix

A1.1 Fake Device Report

Parameters: 2020 Parameter =
 KPI_1 Parameter = 'Orders'
 Month Parameter 1 = May
 Month Parameter 2 = April

A1.2 2020 Date Parameter

Filters: Year ≥ 2020

A1.3 Choose Channel

Filters: Channels NotMissing

A1.4 Choose Device Type

Filters: Channels NotMissing

A1.5 2020 Channels-Devices Daily Report

Filters: Year ≥ 2020

A2.1 Choose Day of Month

Filters: Month = June

A2.2 Choose Channel

Filters: Channels NotMissing
 Month = June

A2.3 Choose Device Type

Filters: Channels NotMissing
 Month = June

A2.4 2020 Channels-Devices MTD Report

Filters: Month = June
 Day of Month = 7

A3.1 Choose Channel

Filters: Channels NotMissing

A3.2 Choose Device Type

Filters: Channels NotMissing

A3.3 2020 Monthly KPIs Comparison: Channels - Devices

Filters: DeviceType NotMissing

Display Rules: Crosstab

abc Cell value less than 0

A4.1 Choose Channel

Filters: Channels NotMissing

A4.2 Choose Device Type

Filters: Channels NotMissing

A4.3 Dashboard Date Slider

Filters: Year ≥ 2020

A4.4 2020 Channels-Devices Dashboard

Filters: Year ≥ 2020
 date BetweenInclusive(2020/03/01; 2020/03/31)

A5.1 Choose KPIs

Filters: (KPI_1 In('Visitors'; 'Visits'; 'Sales'; 'Orders')) OR KPI_1 Missing

A5.2 MTD Charts Date Slider

Filters: date \geq 2020/01/01

A5.3 KPIs by Device Type

Filters: date BetweenInclusive(2020/04/01; 2020/04/30)

Display Rules:

Graph	pc
Email	phone
Social Media	tablet
Remarketing	Others
Direct	
Paid Search	
Organic Search	
PLA	
Internal Referrer	
Affiliate	
Web Misc	
PayPal	

A5.4 KPIs by Channels

Filters: date BetweenInclusive(2020/04/01; 2020/04/30)
DeviceType = 'pc'

A5.4 KPIs by Channels

Display Rules:	Graph	
	pc	
	Email	phone
	Social Media	tablet
	Remarketing	Others
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer	
	Affiliate	
	Web Misc	
	PayPal	

A5.5 Channels

Filters: Channels NotMissing

A5.6 Devices

Filters: DeviceType NotMissing

A5.7 KPIs by Channels

Filters: date BetweenInclusive(2020/04/01; 2020/04/30)
DeviceType = 'pc'

Display Rules:	Graph	
	pc	
	Email	phone
	Social Media	tablet
	Remarketing	Others
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer	
	Affiliate	
	Web Misc	
	PayPal	

A5.8 Conversion by Channels

Filters: date BetweenInclusive(2020/04/01; 2020/04/30)
DeviceType = 'pc'

Display Rules:

Graph	pc
Email	phone
Social Media	tablet
Remarketing	Others
Direct	
Paid Search	
Organic Search	
PLA	
Internal Referrer	
Affiliate	
Web Misc	
PayPal	

A5.9 KPIs by Device Type

Filters: date BetweenInclusive(2020/04/01; 2020/04/30)

Display Rules:

Graph	pc
Email	phone
Social Media	tablet
Remarketing	Others
Direct	
Paid Search	
Organic Search	
PLA	
Internal Referrer	
Affiliate	
Web Misc	
PayPal	

A5.10 Conversion by DeviceType

Filters: date BetweenInclusive(2020/04/01; 2020/04/30)

A5.10 Conversion by DeviceType

Display Rules:

Graph	pc
Email	phone
Social Media	tablet
Remarketing	Others
Direct	
Paid Search	
Organic Search	
PLA	
Internal Referrer	
Affiliate	
Web Misc	
PayPal	