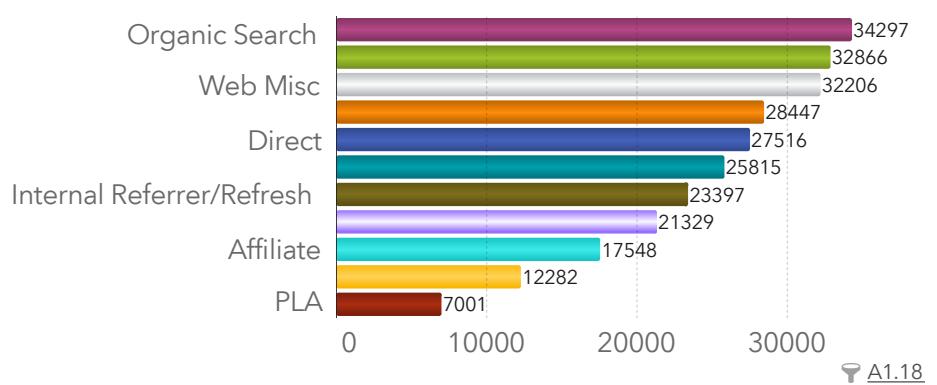
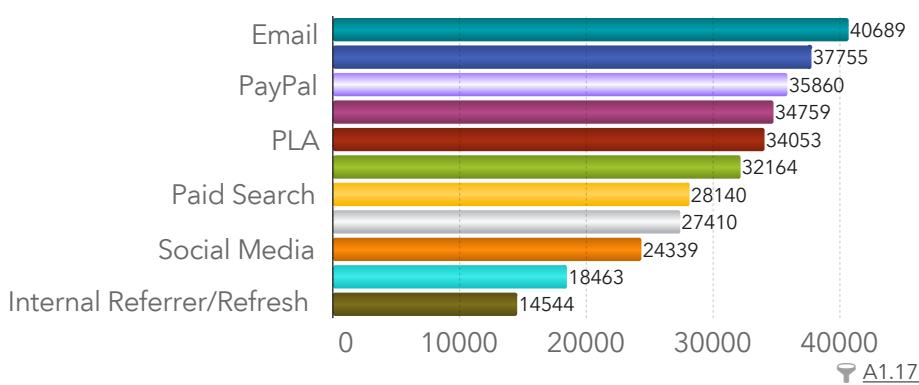
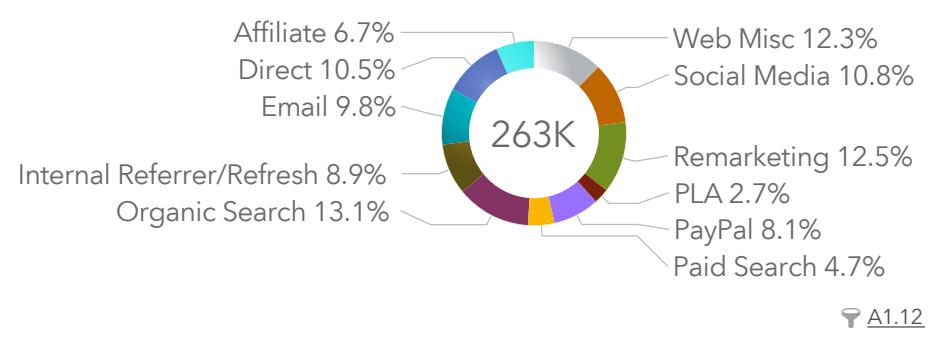
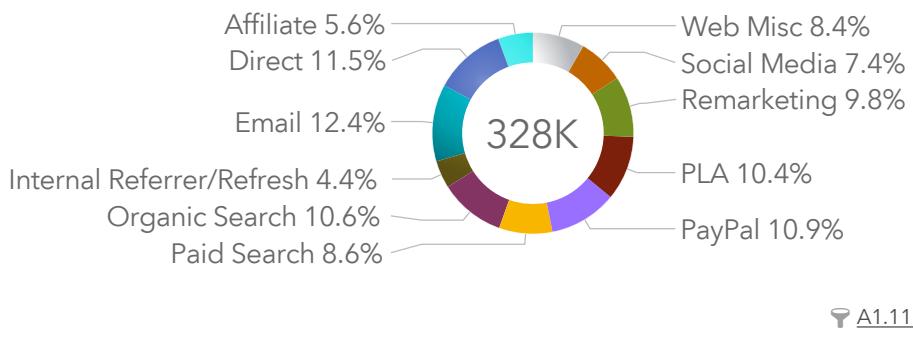
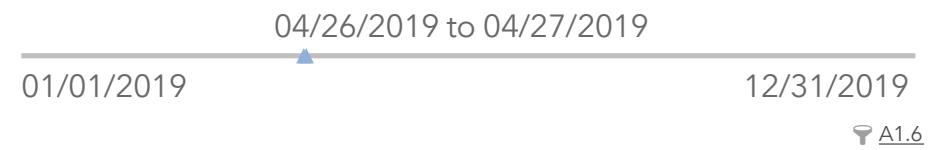
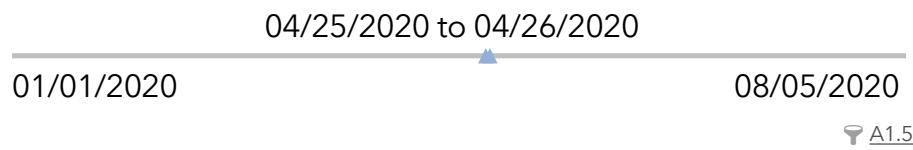


Fake Daily Channel Charts

Creation Date: Monday, August 2020, 22:31:23 PM EDT

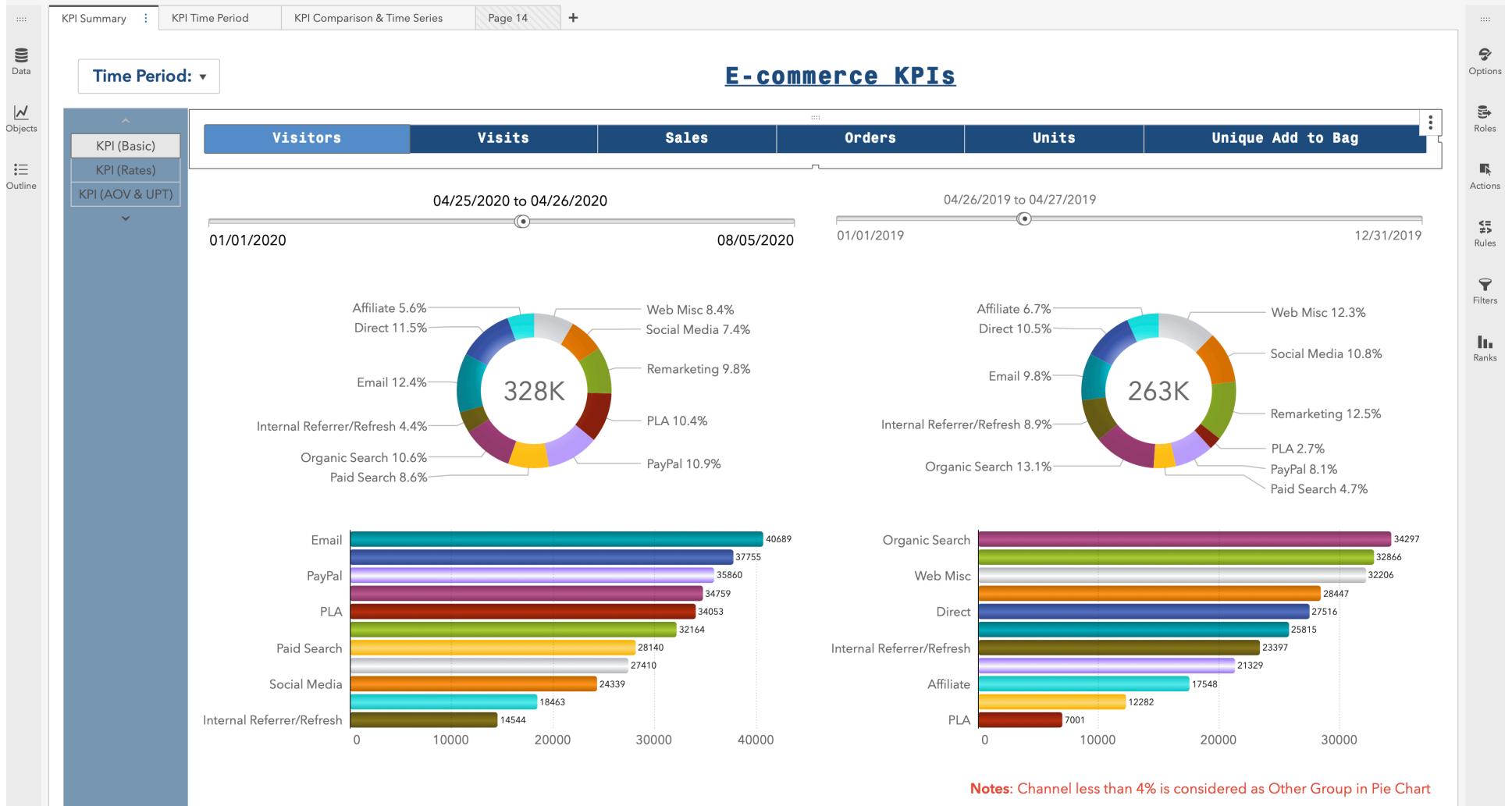
KPI Summary

A1.2



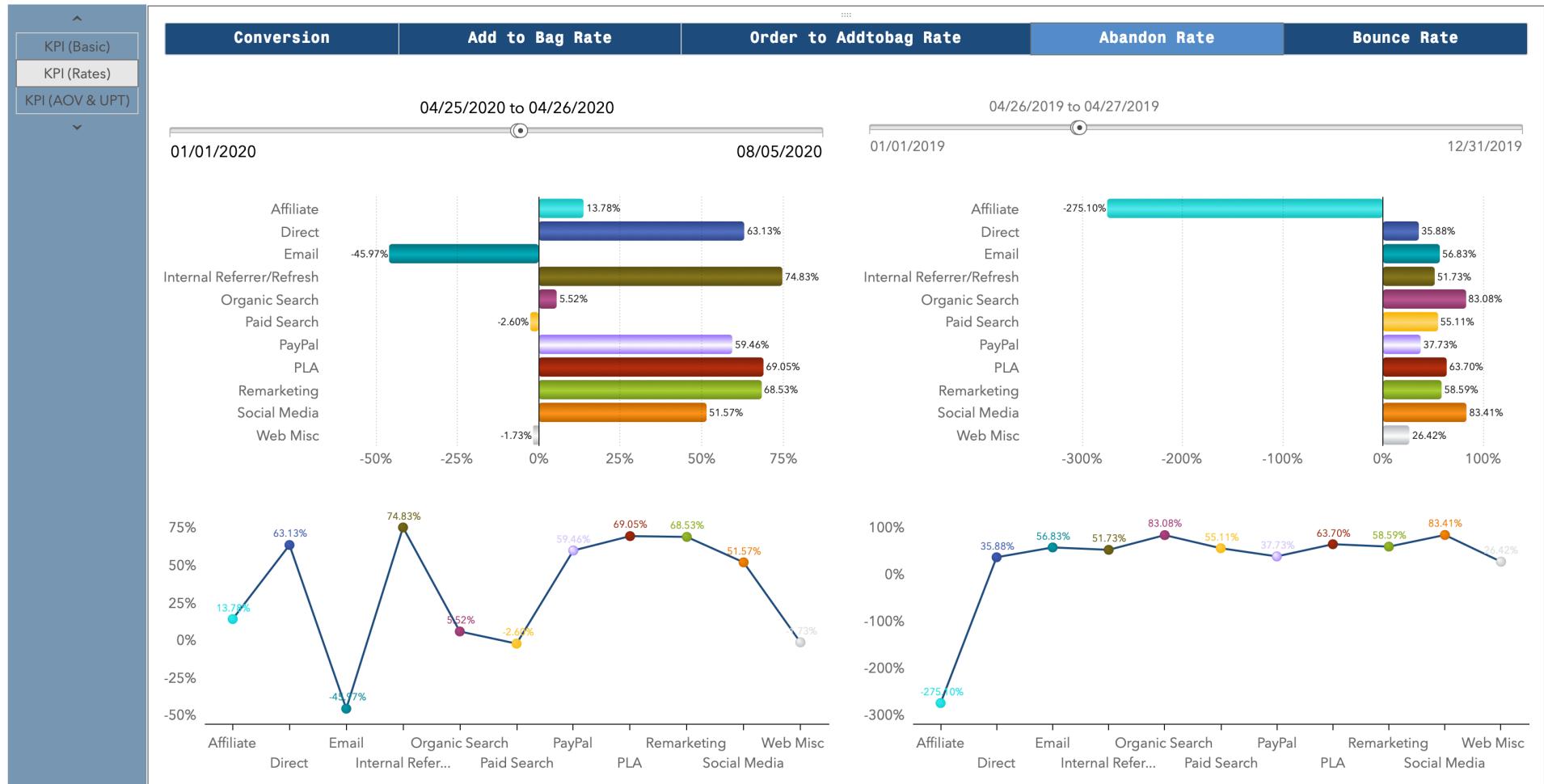
Notes: Channel less than 4% is considered as Other Group in Pie Chart

Fake Daily Channel Charts



Time Period: ▾

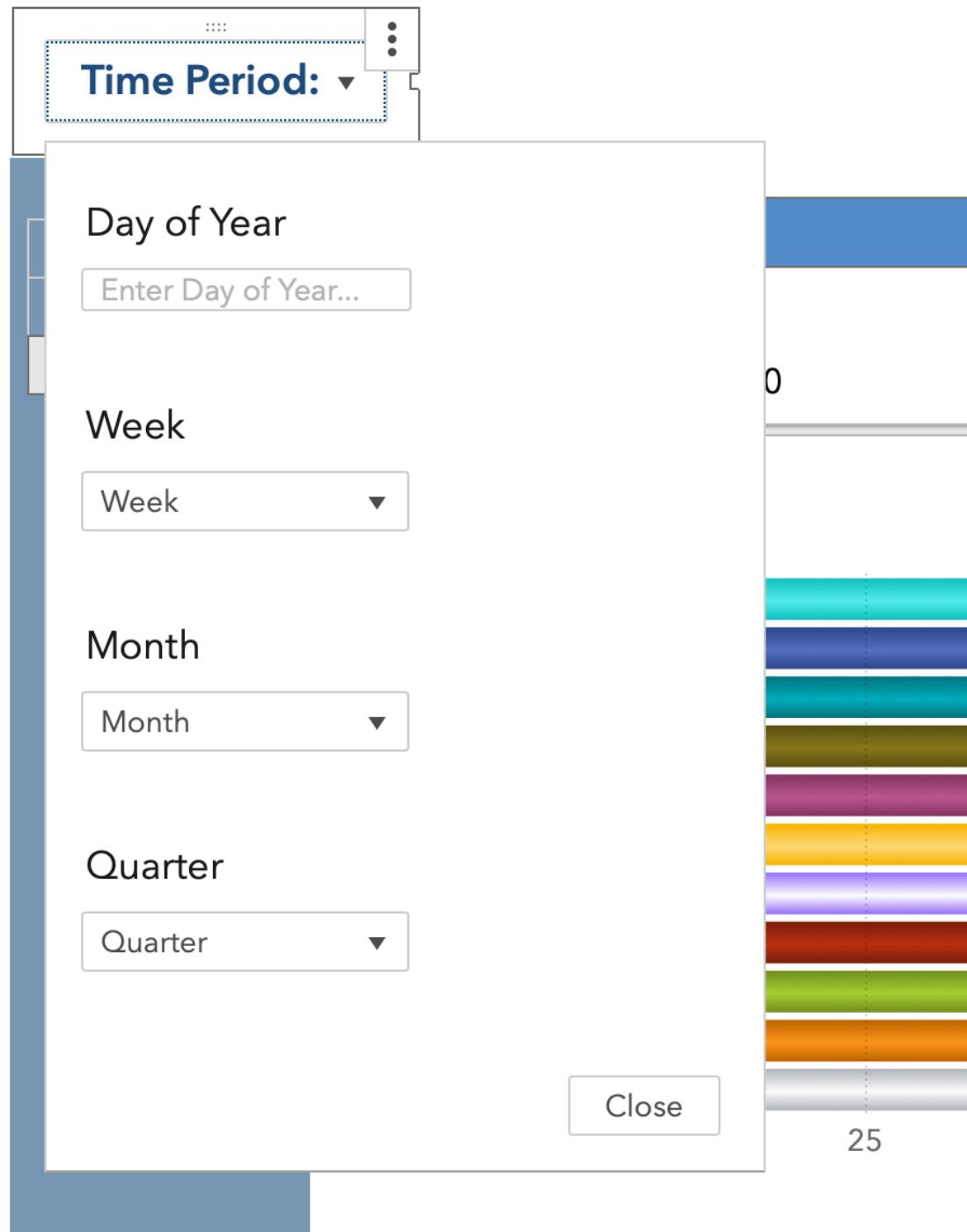
E-commerce KPIs



Time Period: ▾

E-commerce KPIs





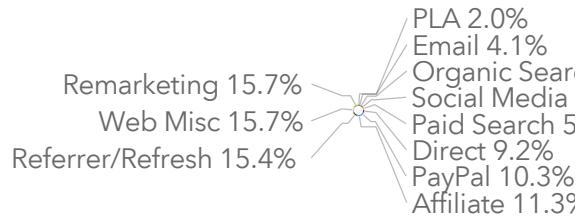
KPI Time Period

KPI Total Details Time Period

2020 Daily Parameter

▼ A2.1

Basic KPI by Channel Daily 2020



▼ A2.37

2019 Daily Parameter

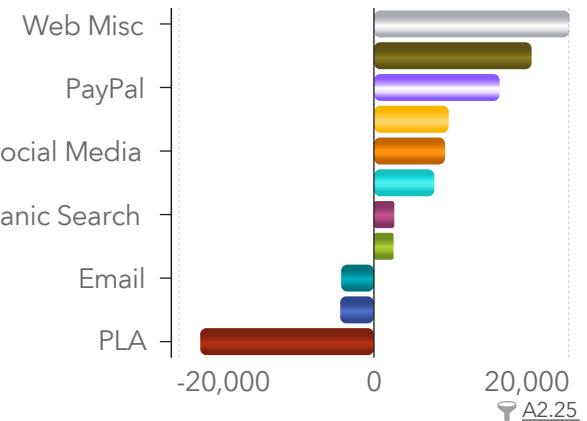
▼ A2.9

Basic KPI by Channel Daily 2019



▼ A2.48

Basic KPI by Channel Daily Difference



▼ A2.5

▼ A2.25

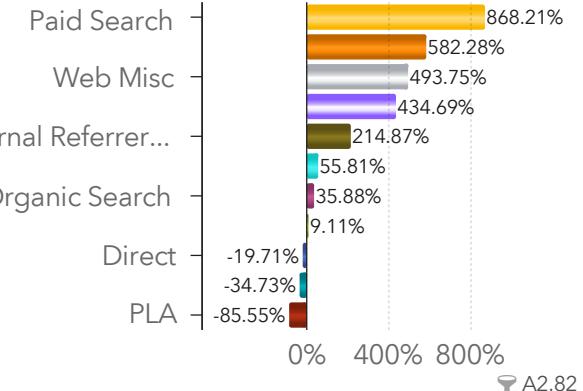


▼ A2.80



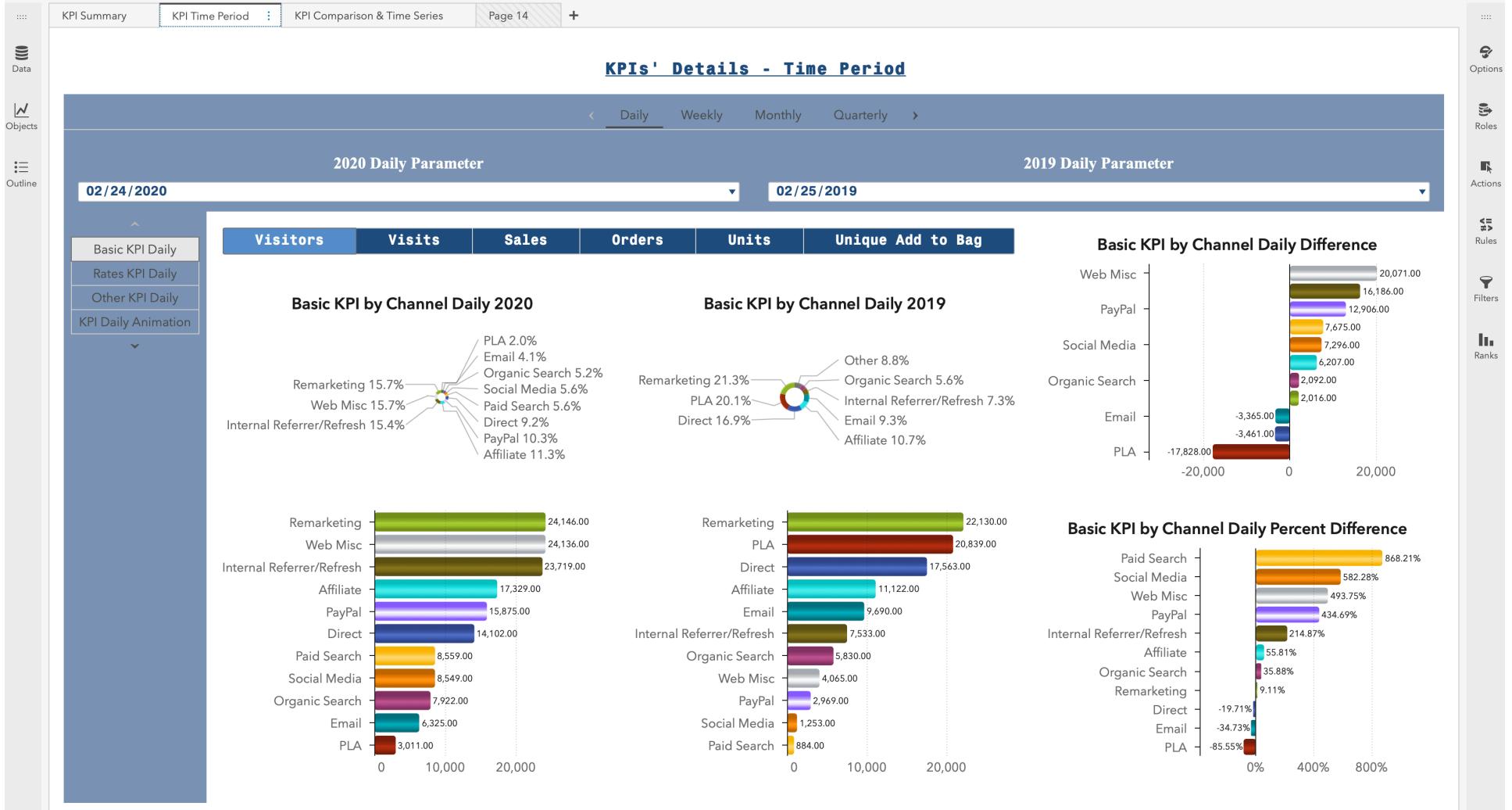
▼ A2.81

Basic KPI by Channel Daily Percent Difference



▼ A2.82

Fake Daily Channel Charts



KPIs' Details - Time Period

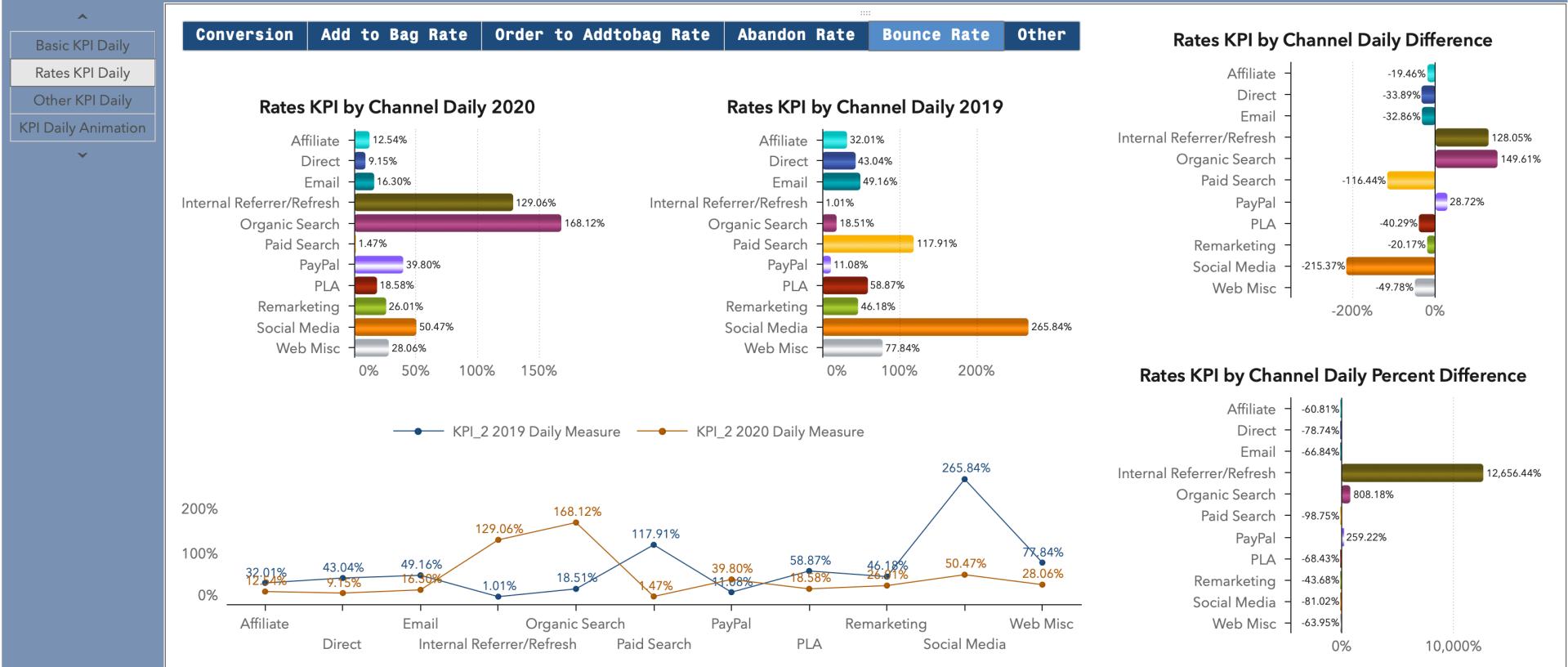
[Daily](#) [Weekly](#) [Monthly](#) [Quarterly](#) [>](#)

2020 Daily Parameter

02/24/2020

2019 Daily Parameter

02/25/2019



KPIs' Details - Time Period



KPIs' Details - Time Period

2020 Daily Parameter

02/24/2020

Basic KPI Daily
Rates KPI Daily
Other KPI Daily
KPI Daily Animation

2019 Daily Parameter

02/25/2019

Visitors Visits Sales Orders Units Unique Add to Bag

01/01/2020 to 01/24/2020 01/01/2020 08/05/2020 01/01/2019 to 07/29/2019 01/01/2019 12/31/2019

Basic KPI by Channel Animation 2020 Daily

Channel	Percentage
Direct	17.0%
Email	13.2%
PayPal	11.5%
Web Misc	10.4%
PLA	12.4%
Organic Search	16.6%
Affiliate	8.6%
Paid Search	5.3%
Other	5.1%

Basic KPI by Channel Animation 2019 Daily

Channel	Percentage
Direct	11.1%
PayPal	13.4%
Social Media	14.3%
Paid Search	7.6%
Internal Referrer/Refresh	12.2%
Web Misc	6.9%
Email	15.6%
PLA	15.9%
Other	3.0%

Notes: Use the Slider to control Animation Pie Chart & The Animation in Pie Chart has limitation for 272 days

KPIs' Details - Time Period

[◀ Daily](#) [Weekly](#) [Monthly](#) [Quarterly](#) [▶](#)

2020 Week Parameter

20W02

2019 Week Parameter

19W02

Basic KPI Weekly
Rates KPI Weekly
Other KPI Weekly
KPI Weekly Animation

Visitors Sales Orders Units Unique Add to Bag

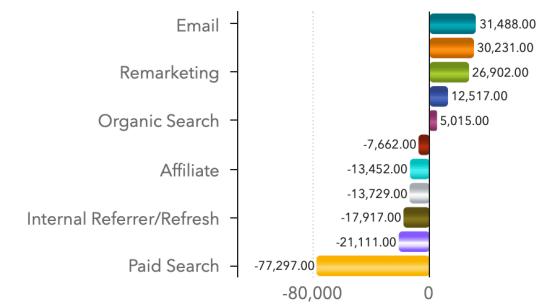
Basic KPI by Channel Weekly 2020



Basic KPI by Channel Weekly 2019

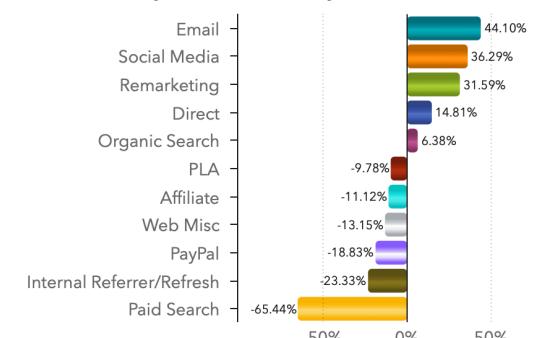


Basic KPI by Channel Weekly Difference



Notes: 2020 Week 1 also count last three days of 2019, 01/01/2020 starts on Wednesday

Basic KPI by Channel Weekly Percent Difference



KPIs' Details - Time Period

◀ Daily Weekly Monthly Quarterly ▶

2020 Week Parameter

20W02

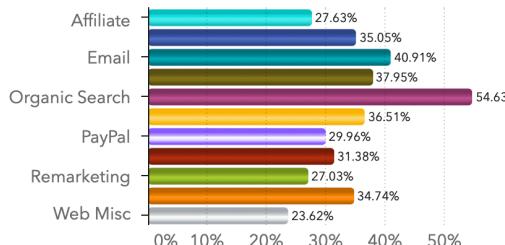
2019 Week Parameter

19W02

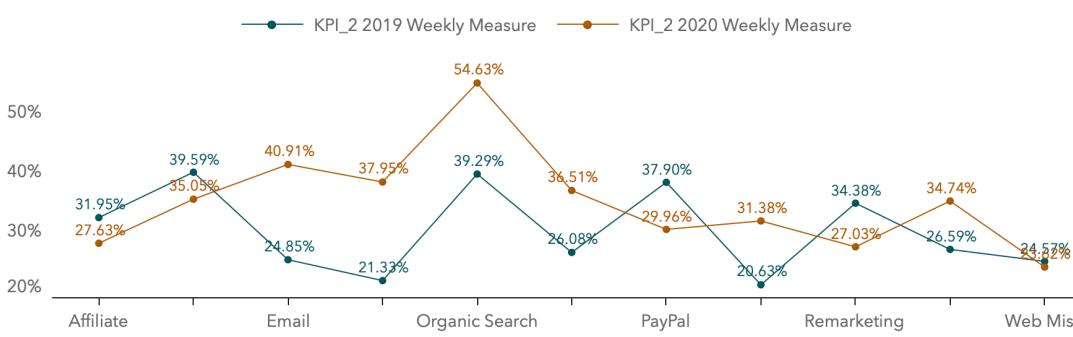
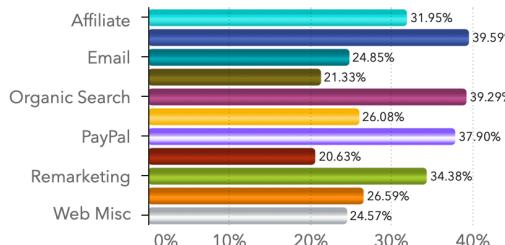
- Basic KPI Weekly
- Rates KPI Weekly
- Other KPI Weekly
- KPI Weekly Animation

Conversion Add to Bag Rate Order to Addtobag Rate Abandon Rate Bounce Rate Other

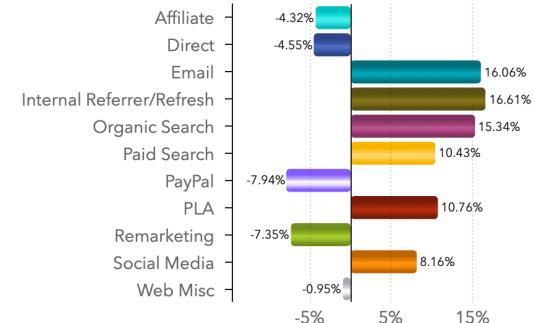
Rates KPI by Channel Weekly 2020



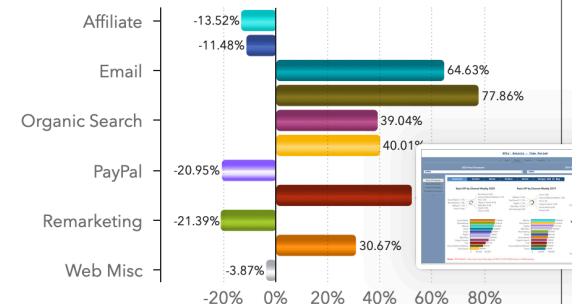
Rates KPI by Channel Weekly 2019



Rates KPI by Channel Weekly Difference



Rates KPI by Channel Weekly Percent Difference



KPIs' Details - Time Period

◀ Daily Weekly Monthly Quarterly ▶

2020 Week Parameter

20W02

2019 Week Parameter

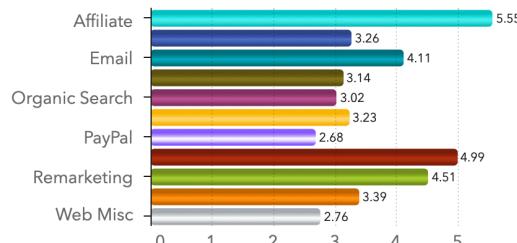
19W02

- Basic KPI Weekly
- Rates KPI Weekly
- Other KPI Weekly
- KPI Weekly Animation

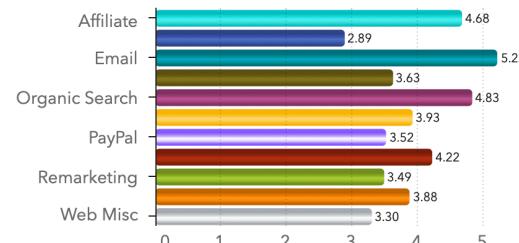
AOV

UPT

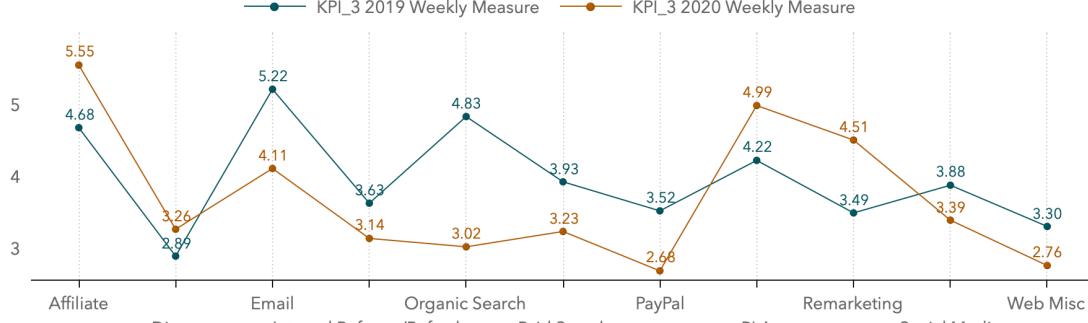
KPI by Channel Weekly 2020



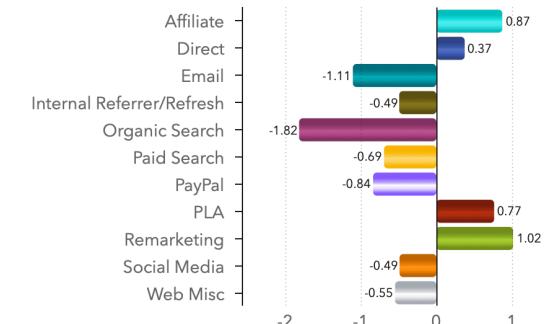
KPI by Channel Weekly 2019



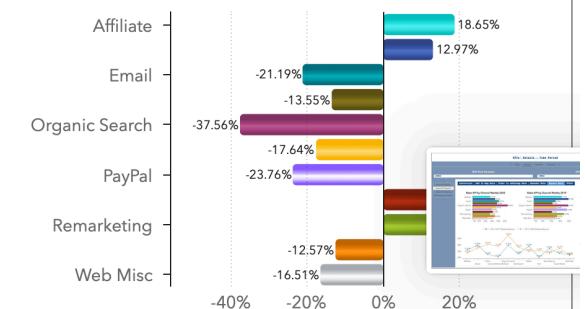
● KPI_3 2019 Weekly Measure ● KPI_3 2020 Weekly Measure



KPI by Channel Weekly Difference



KPI by Channel Weekly Percent Difference



KPIs' Details - Time Period

2020 Week Parameter: 20W02

2019 Week Parameter: 19W02

Visitors	Visits	Sales	Orders	Units	Unique Add to Bag
20W01 to 20W08	20W01	20W32	19W01	19W01 to 20W01	20W01

Basic KPI by Channel Animation 2020 Weekly

A donut chart with a central circle containing the number "820K". The segments represent different channels and their percentages: Affiliate (11.7%), PLA (10.6%), Direct (10.6%), Paid Search (8.9%), Social Media (8.2%), Internal Referrer/Refresh (5.8%), Email (7.6%), Web Misc (7.3%), PayPal (10.3%), and Remarketing (7.7%).

Channel	Percentage
Affiliate	11.7%
PLA	10.6%
Direct	10.6%
Paid Search	8.9%
Social Media	8.2%
Internal Referrer/Refresh	5.8%
Email	7.6%
Web Misc	7.3%
PayPal	10.3%
Remarketing	7.7%

Basic KPI by Channel Animation 2019 Weekly

A donut chart with a central circle containing the number "1.7M". The segments represent different channels and their percentages: Affiliate (10.4%), PLA (7.3%), Direct (10.5%), Paid Search (8.3%), Social Media (9.7%), Internal Referrer/Refresh (5.8%), Email (9.2%), Web Misc (8.7%), PayPal (10.0%), and Remarketing (7.4%).

Channel	Percentage
Affiliate	10.4%
PLA	7.3%
Direct	10.5%
Paid Search	8.3%
Social Media	9.7%
Internal Referrer/Refresh	5.8%
Email	9.2%
Web Misc	8.7%
PayPal	10.0%
Remarketing	7.4%

Notes: Use the Slider to control Animation Pie Chart



KPIs' Details - Time Period

◀ Daily Weekly Monthly Quarterly ▶

2020 Month Parameter

Jan2020

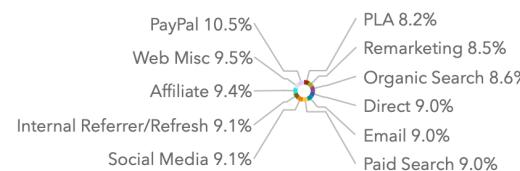
Jan2019

Visitors Visits Sales Orders Units Unique Add to Bag

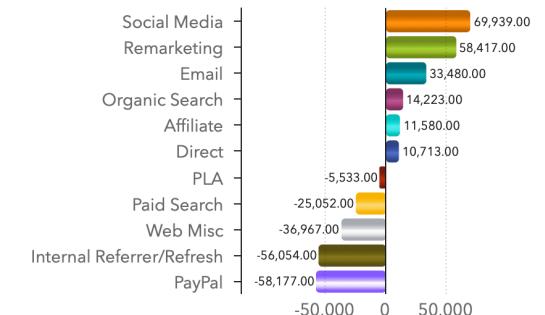
Basic KPI by Channel 2020 Monthly



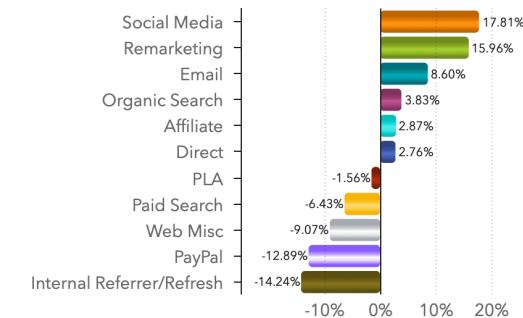
Basic KPI by Channel 2019 Monthly



Basic KPI by Channel Monthly Difference



Basic KPI by Channel Monthly Percent Difference



KPIs' Details - Time Period

[Daily](#) [Weekly](#) [Monthly](#) [Quarterly](#) [...](#)

2020 Month Parameter

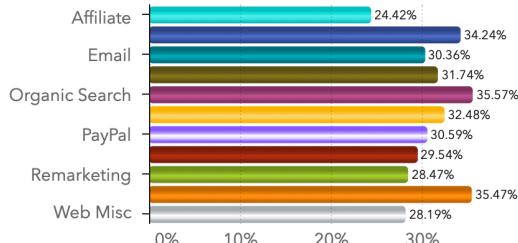
Jan2020

Jan2019

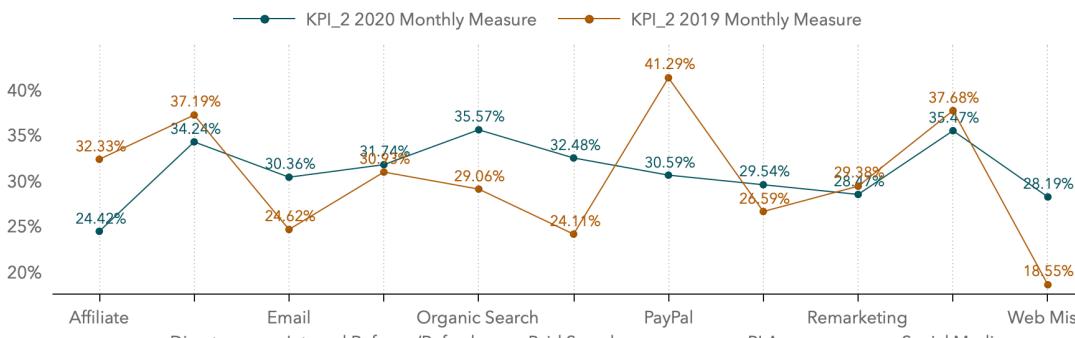
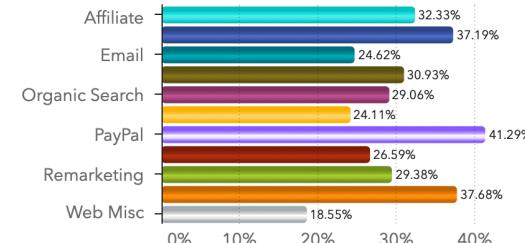
Basic KPI Monthly
Rates KPI Monthly
Other KPI Monthly
KPI Monthly Animation

Conversion Add to Bag Rate Order to Addtobag Rate Abandon Rate Bounce Rate Other

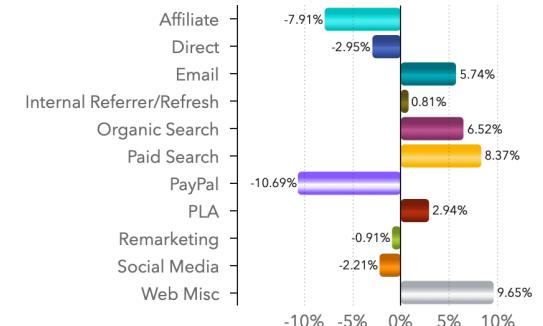
Rates KPI by Channel Monthly 2020



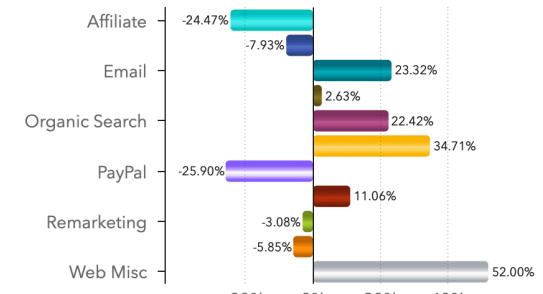
Rates KPI by Channel Monthly 2019



Rates KPI by Channel Monthly Difference



Rates KPI by Channel Monthly Percent Difference



KPIs' Details - Time Period

◀ Daily Weekly Monthly ▶ Quarterly ▶

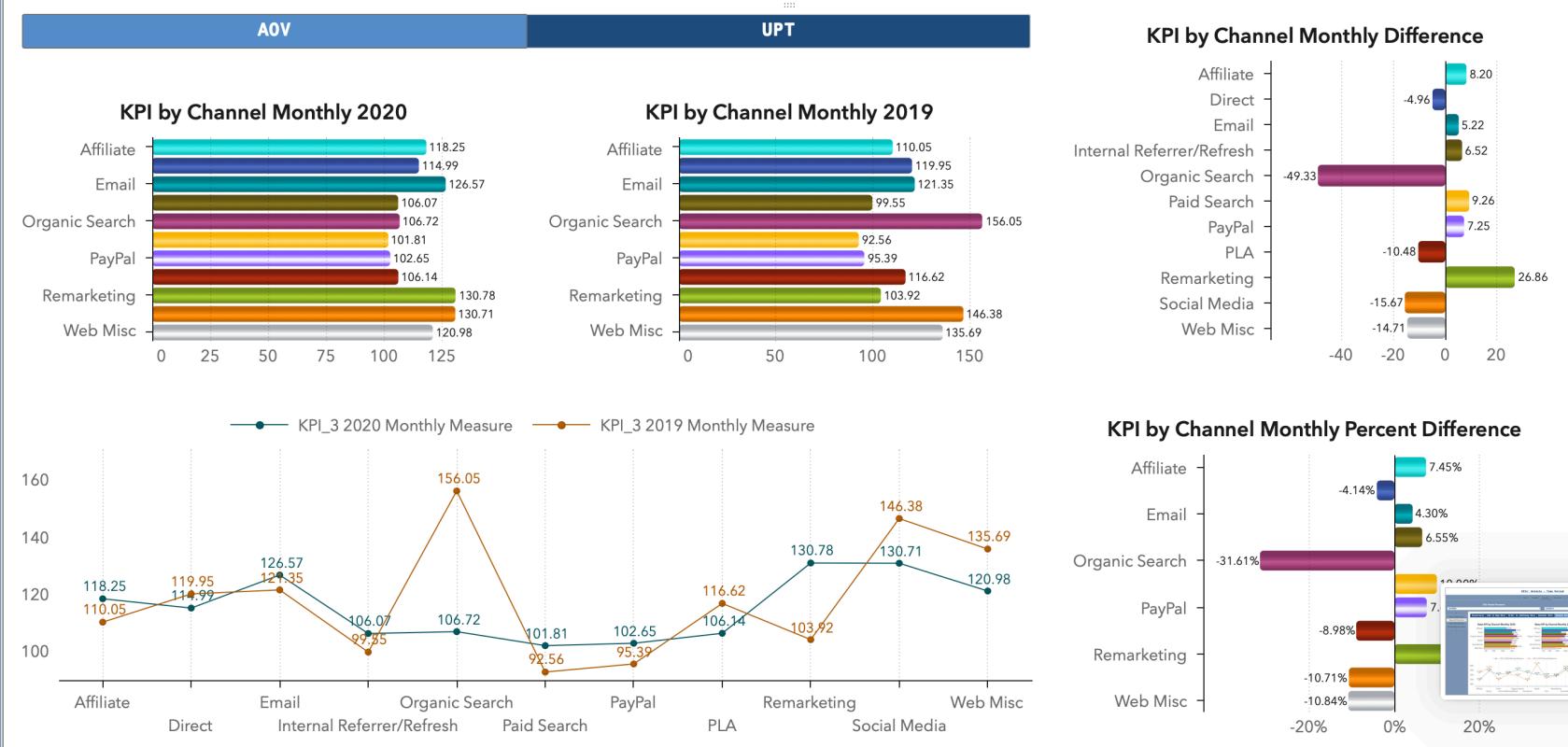
2020 Month Parameter

Jan2020

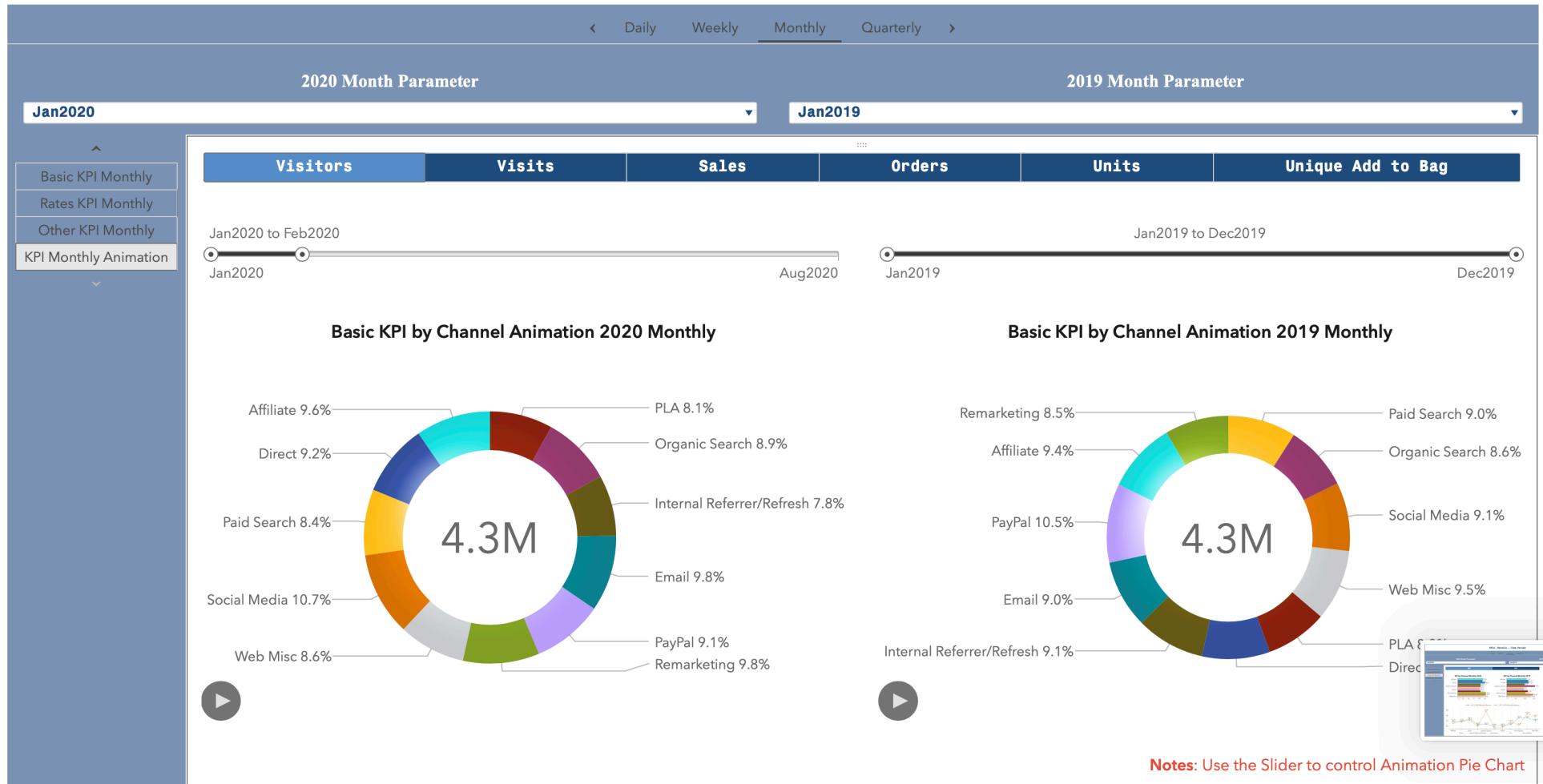
- Basic KPI Monthly
- Rates KPI Monthly
- Other KPI Monthly
- KPI Monthly Animation

Jan2019

2019 Month Parameter



KPIs' Details - Time Period



KPIs' Details - Time Period

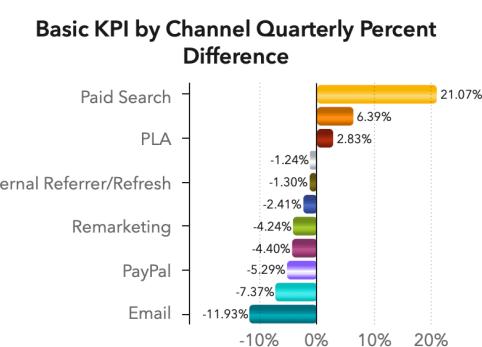
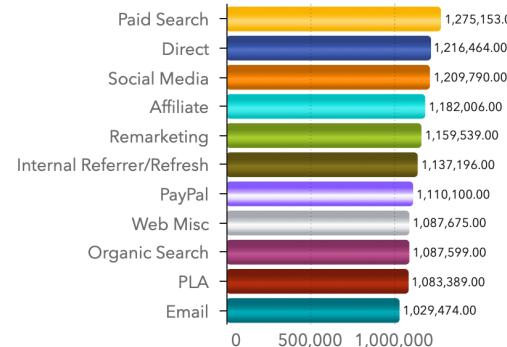
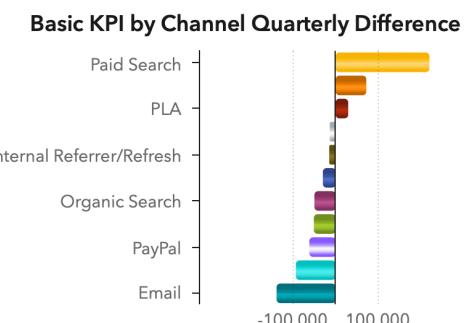
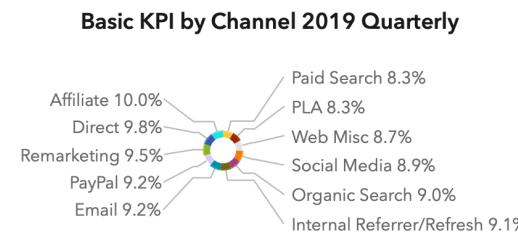
[Daily](#) [Weekly](#) [Monthly](#) [Quarterly](#)

1st quarter 2020

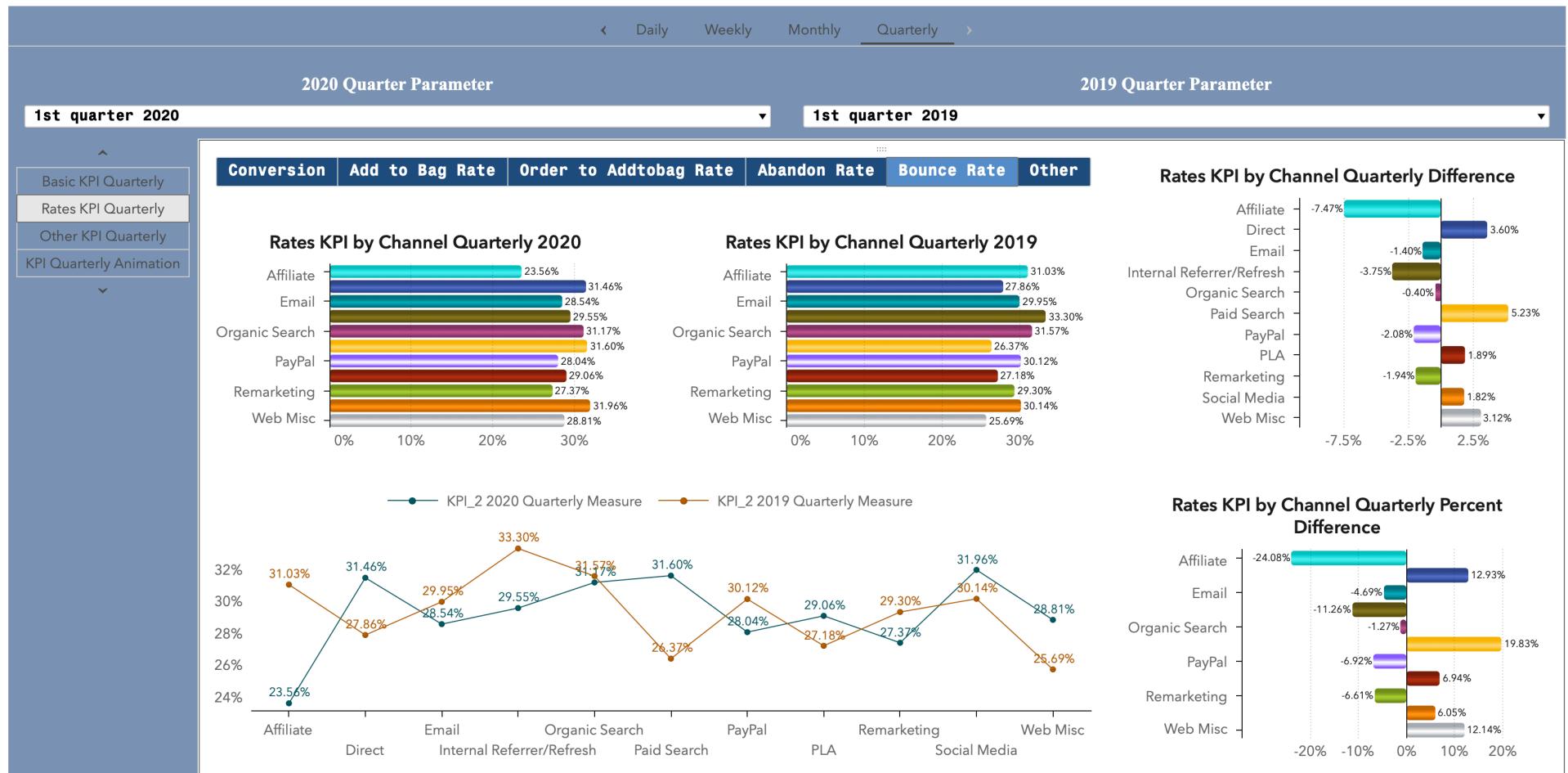
2020 Quarter Parameter

2019 Quarter Parameter

1st quarter 2019



KPIs' Details - Time Period



KPIs' Details - Time Period



KPIs' Details - Time Period

2020 Quarter Parameter

2019 Quarter Parameter

1st quarter 2020

Basic KPI Quarterly
Rates KPI Quarterly
Other KPI Quarterly
KPI Quarterly Animation

Visitors Visits Sales Orders Units Unique Add to Bag

1st quarter 2020 to 1st quarter 2020

1st quarter 2020 3rd quarter 2020

1st quarter 2019 to 4th quarter 2019

1st quarter 2019 4th quarter 2019

Basic KPI by Channel Animation 2020 Quarterly

Channel	Percentage
Paid Search	8.4%
Direct	9.2%
Social Media	10.7%
Affiliate	9.6%
Remarketing	9.8%
Email	9.8%
PLA	8.1%
Organic Search	8.9%
Web Misc	8.6%
PayPal	9.1%
Internal Referrer/Refresh	7.8%

4.3M

Basic KPI by Channel Animation 2019 Quarterly

Channel	Percentage
Remarketing	8.5%
Paid Search	9.0%
Affiliate	9.4%
Organic Search	8.6%
Social Media	9.1%
Web Misc	9.5%
PLA	8.1%
Direct	7.8%
PayPal	10.5%
Email	9.0%
Internal Referrer/Refresh	9.1%

4.3M

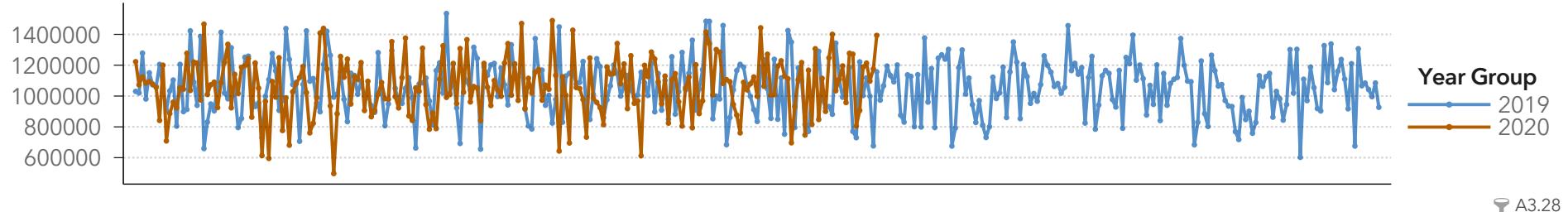
Notes: Use the Slider to control Animation Pie Chart

KPI Comparison & Time Series

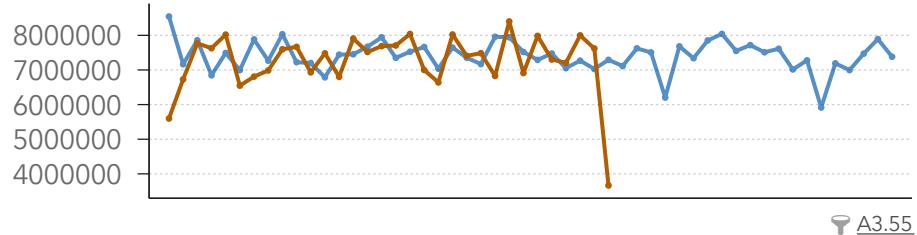
A3.1

A3.16

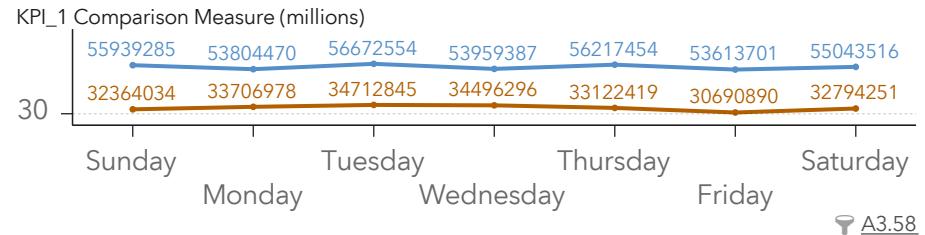
Basic KPIs by Day of Year grouped by Year



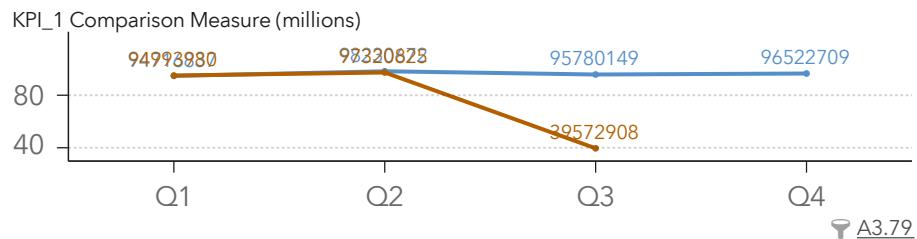
Basic KPIs by Week grouped by Year



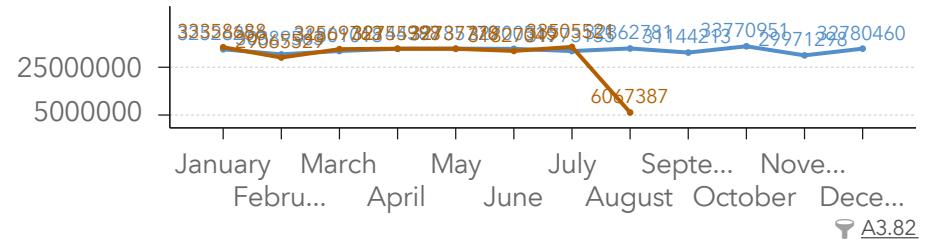
Basic KPIs by Day of Week grouped by Year



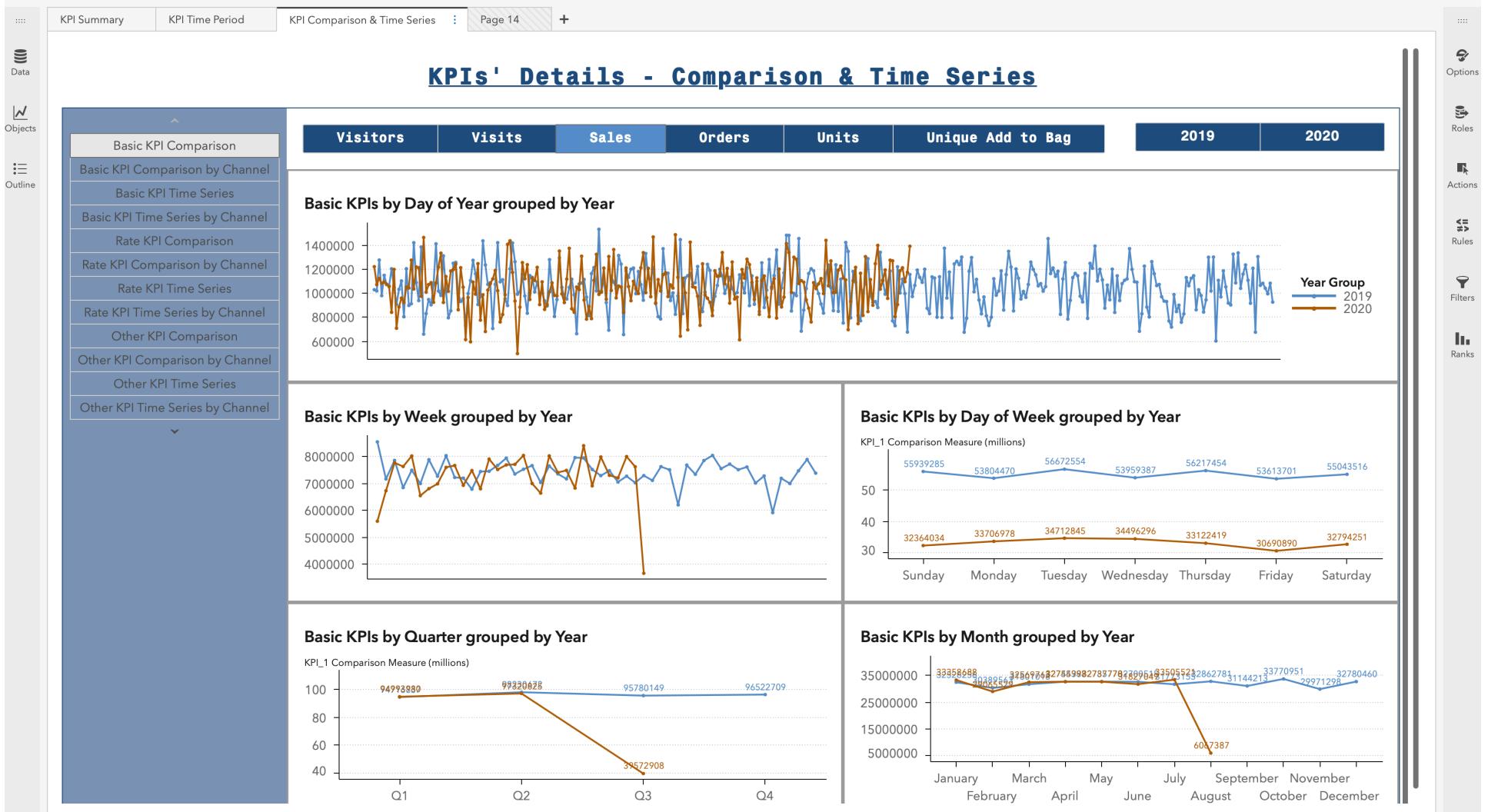
Basic KPIs by Quarter grouped by Year



Basic KPIs by Month grouped by Year

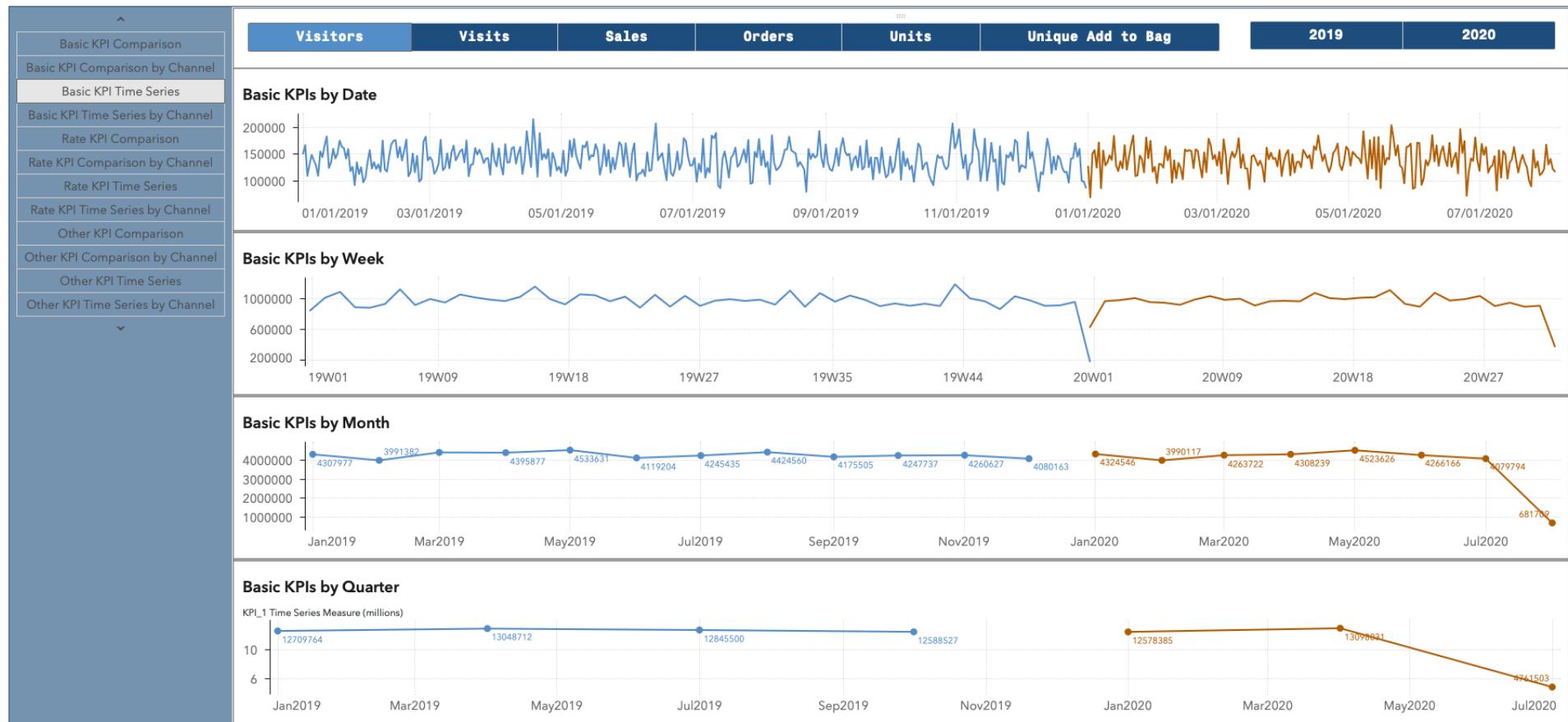


Fake Daily Channel Charts



KPIs' Details - Comparison & Time Series

KPIs' Details - Comparison & Time Series



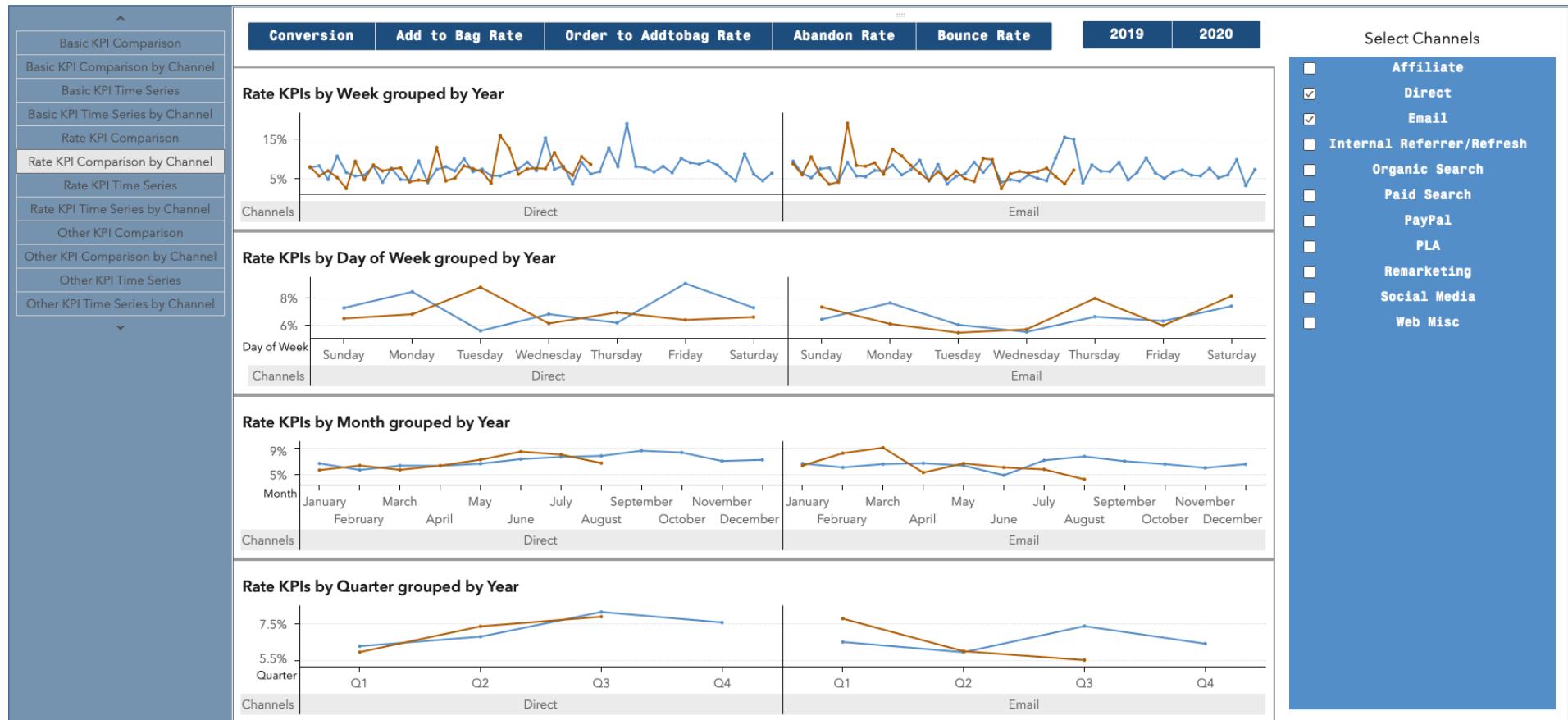
KPIs' Details - Comparison & Time Series

	Visitors	Visits	Sales	Orders	Units	Unique Add to Bag
Basic KPI Comparison						
Basic KPI Comparison by Channel						
Basic KPI Time Series	<input type="radio"/> 01/01/2020 to 08/05/2020		<input type="radio"/> 01/01/2019 to 12/31/2019			
Basic KPI Time Series by Channel	<input checked="" type="radio"/> 01/01/2020	<input type="radio"/> 08/05/2020	<input type="radio"/> 01/01/2019	<input type="radio"/> 12/31/2019		
Rate KPI Comparison						
Rate KPI Comparison by Channel						
Rate KPI Time Series						
Rate KPI Time Series by Channel						
Other KPI Comparison						
Other KPI Comparison by Channel						
Other KPI Time Series						
Other KPI Time Series by Channel						
<input checked="" type="checkbox"/> Select Channels	<input type="checkbox"/> Affiliate	<input type="checkbox"/> Direct	<input type="checkbox"/> Email	<input type="checkbox"/> Internal Referrer/Refresh	<input type="checkbox"/> Organic Search	<input type="checkbox"/> Paid Search
	<input type="checkbox"/> PayPal	<input type="checkbox"/> PLA	<input type="checkbox"/> Remarketing	<input type="checkbox"/> Social Media	<input type="checkbox"/> Web Misc	
2020 Channel Basic KPIs by Date		2019 Channel Basic KPIs by Date				
2020 Channel Basic KPIs by Week		2019 Channel Basic KPIs by Week				
2020 Channel Basic KPIs by Month		2019 Channel Basic KPIs by Month				
2020 Channel Basic KPIs by Quarter		2019 Channel Basic KPIs by Quarter				

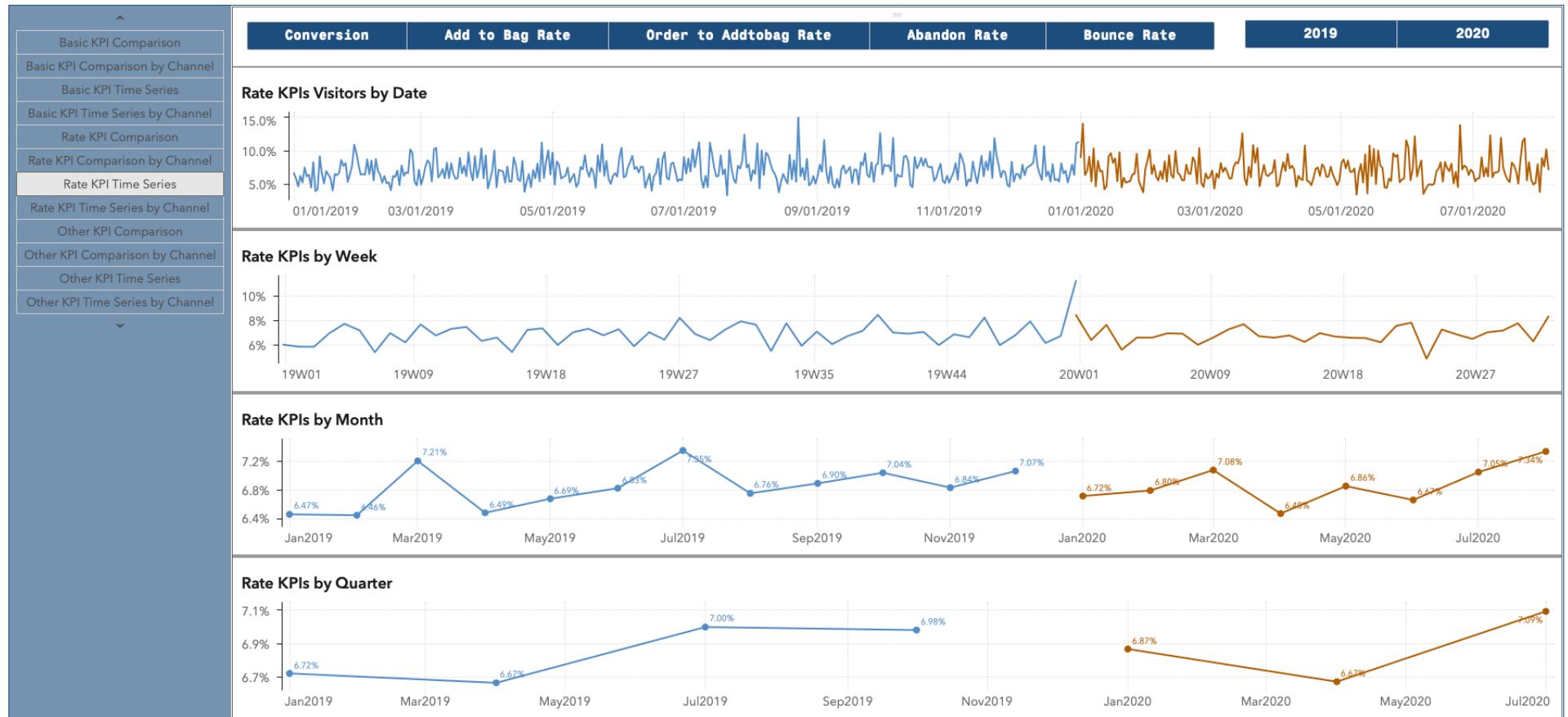
KPIs' Details - Comparison & Time Series



KPIs' Details - Comparison & Time Series



KPIs' Details - Comparison & Time Series



KPIs' Details - Comparison & Time Series

Basic KPI Comparison

Basic KPI Comparison by Channel

Basic KPI Time Series

Basic KPI Time Series by Channel

Rate KPI Comparison

Rate KPI Comparison by Channel

Rate KPI Time Series

Rate KPI Time Series by Channel

Other KPI Comparison

Other KPI Comparison by Channel

Other KPI Time Series

Other KPI Time Series by Channel

Conversion	Add to Bag Rate	Order to AddtoBag Rate	Abandon Rate	Bounce Rate
01/01/2020 to 08/05/2020	01/01/2019 to 12/31/2019			

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

2020 Channel Rate KPIs by Date

2019 Channel Rate KPIs by Date

Select Channels

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

2020 Channel Rate KPIs by Week

2019 Channel Rate KPIs by Week

2020 Channel Rate KPIs by Month

2019 Channel Rate KPIs by Month

2020 Channel Rate KPIs by Quarter

2019 Channel Rate KPIs by Quarter

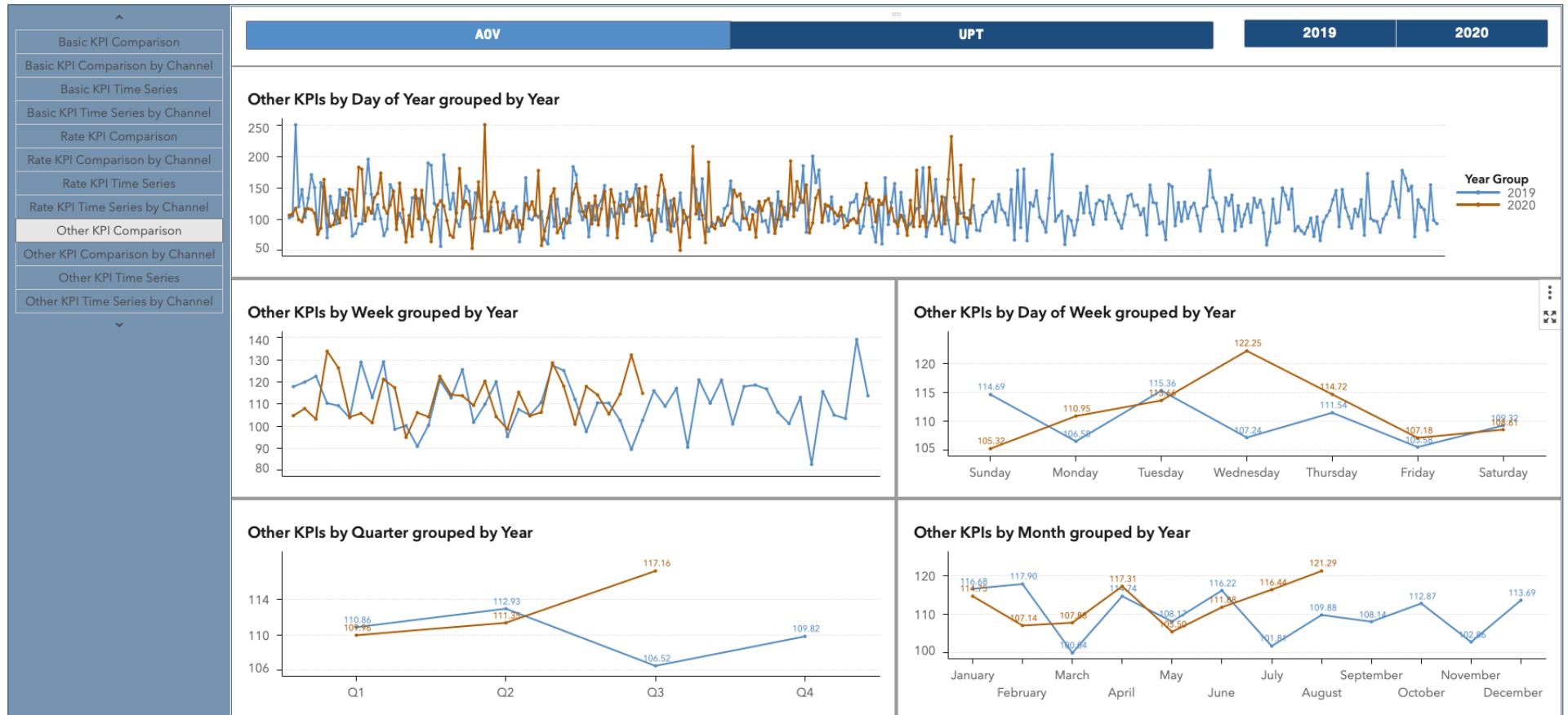
14.69%
15.01%
14.93%
16.36%

14.65%
14.15%
14.72%
9.21%
17.50%
14.85%

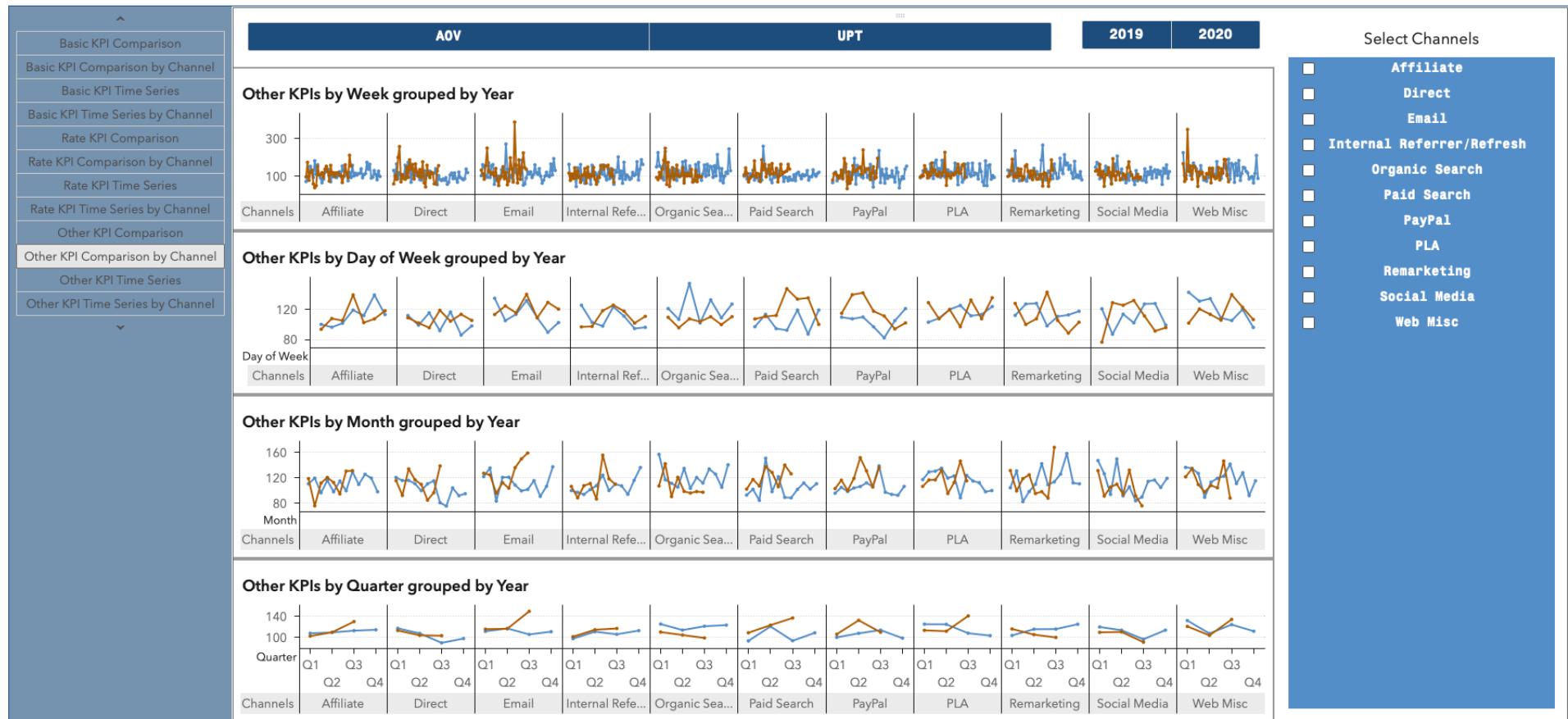
14.97%
14.24%
14.88%

14.87%
14.47%
15.51%
15.43%

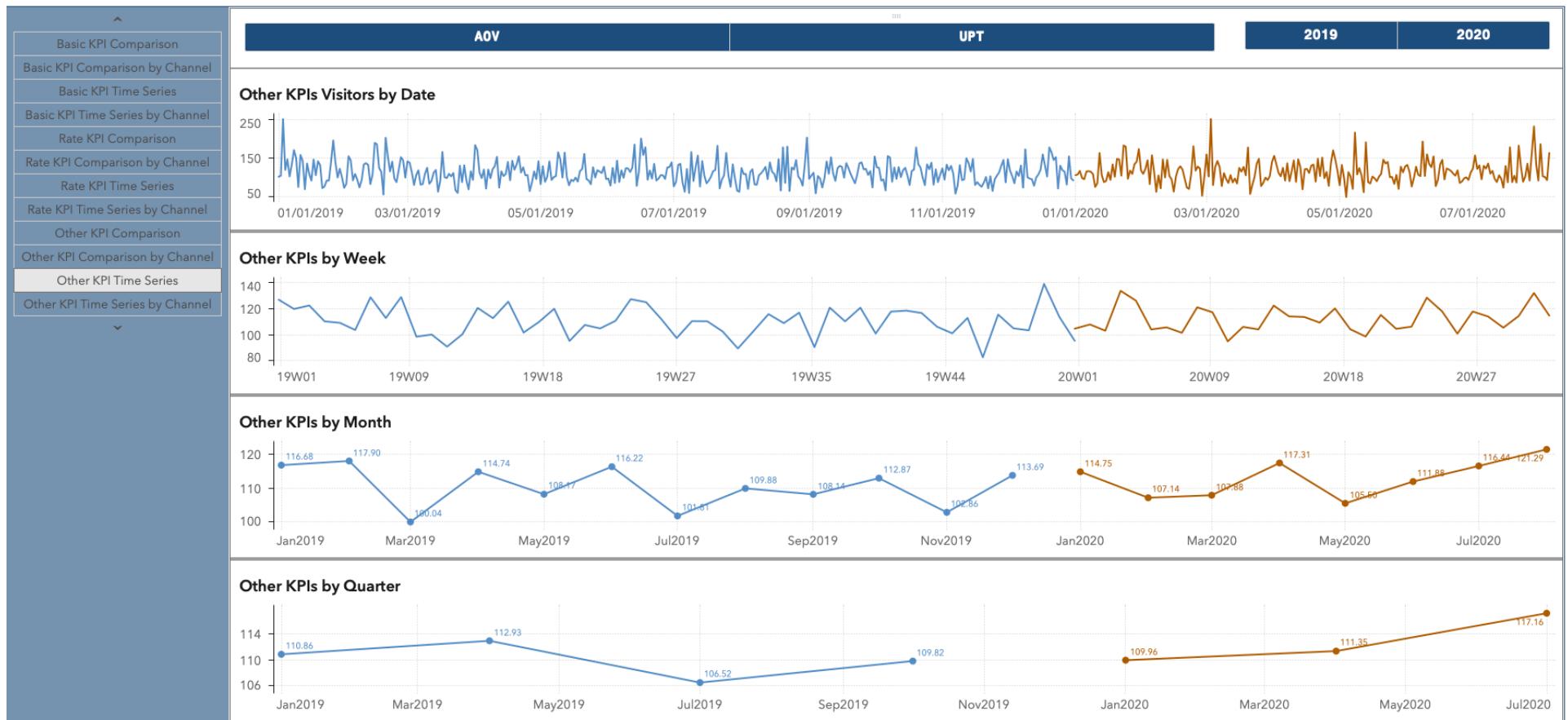
KPIs' Details - Comparison & Time Series



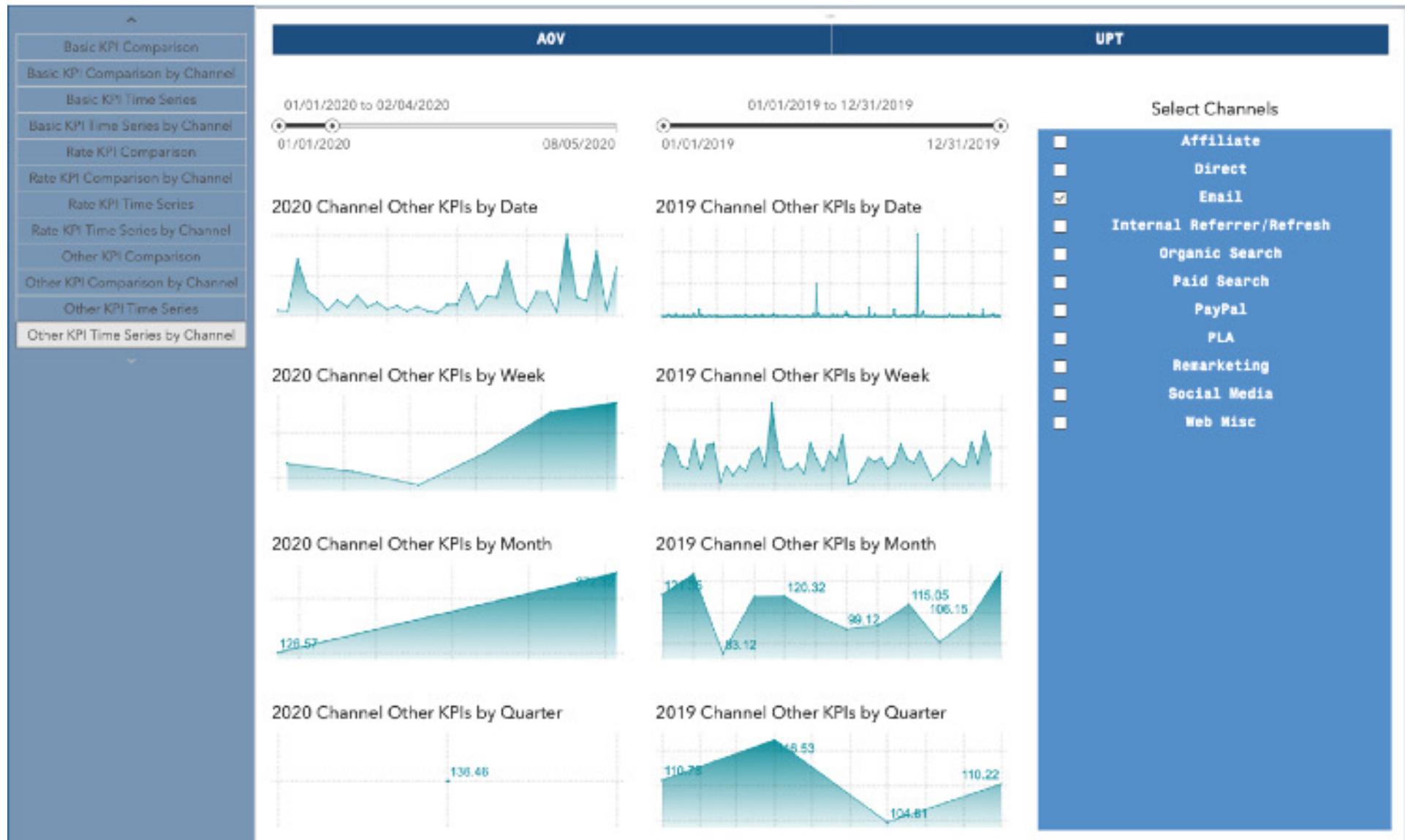
KPIs' Details - Comparison & Time Series



KPIs' Details - Comparison & Time Series



KPIs' Details - Comparison & Time Series



Appendix

A1.1 Fake Daily Channel Charts

Parameters:

- 2019 Daily Parameter = 02/25/2019
- 2020 Daily Parameter = 02/24/2020
- KPI_2 Parameter = 'Abandon Rate'
- KPI_3 Parameter = 'AOV'
- KPI_1 Daily Parameter = 'Visitors'
- KPI_1 Weekly Parameter = 'Visitors'
- KPI_1 Monthly Parameter = 'Visitors'
- KPI_1 Quarterly Parameter = 'Visitors'
- KPI_1 Daily Animation Parameter = 'Visitors'
- KPI_1 Comparison Parameter = 'Sales'
- KPI_1 Comparison by Channel Parameter = 'Sales'
- KPI_1 Time Series Parameter = 'Visitors'
- KPI_1 Time Series by Channel Parameter = 'Sales'
- KPI_2 Daily Parameter = 'Bounce Rate'
- 2019 Monthly Parameter = Jan2019
- 2020 Monthly Parameter = Jan2020
- KPI_2 Weekly Parameter = 'Bounce Rate'
- KPI_2 Monthly Parameter = 'Bounce Rate'
- KPI_1 Weekly Animation Parameter = 'Visitors'
- KPI_1 Monthly Animation Parameter = 'Visitors'
- KPI_2 Quarterly Parameter = 'Bounce Rate'
- KPI_1 Quarterly Animation Parameter = 'Visitors'
- KPI_3 Daily Parameter = 'UPT'
- KPI_3 Weekly Parameter = 'UPT'
- KPI_3 Monthly Parameter = 'AOV'
- KPI_3 Quarterly Parameter = 'AOV'
- 2019 Weekly Parameter = 19W02
- 2020 Weekly Parameter = 20W02
- 2019 Quarterly Parameter = 1st quarter 2019
- 2020 Quarterly Parameter = 1st quarter 2020
- KPI_2 Comparison Parameter = 'Conversion'
- KPI_3 Comparison Parameter = 'AOV'
- KPI_2 Comparison by Channel Parameter = "
- KPI_3 Comparison by Channel Parameter = "
- KPI_2 Time Series Parameter = "
- KPI_3 Time Series Parameter = "
- KPI_2 Time Series by Channel Parameter = 'Add to Bag Rate'
- KPI_3 Time Series by Channel Parameter = "
- KPI_1 Parameter = 'Visitors'

A1.2 KPI_1 List of Measures

Filters:

- (KPI_1 In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR KPI_1 Missing

A1.3 KPI_2 List of Measures

Filters: (KPI_2 In('Conversion'; 'Add to Bag Rate'; 'Order to Addtobag Rate'; 'Abandon Rate'; 'Bounce Rate')) OR KPI_2 Missing

A1.4 KPI_3 List of Measures

Filters: (KPI_3 In('AOV'; 'UPT')) OR KPI_3 Missing

A1.5 KPI_1 2020 Slider

Filters: Year = 2020

A1.6 KPI_1 2019 Slider

Filters: Year = 2019

A1.7 KPI_2 2020 Slider

Filters: Year = 2020

A1.8 KPI_3 2020 Slider

Filters: Year = 2020

A1.9 KPI_2 2019 Slider

Filters: Year = 2019

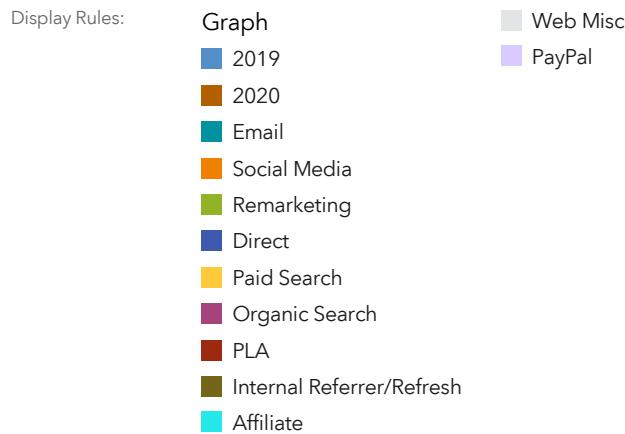
A1.10 KPI_3 2019 Slider

Filters: Year = 2019

A1.11 KPI_1 2020 Pie

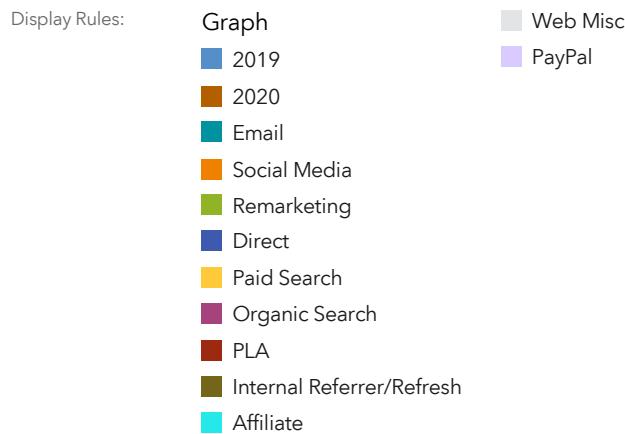
Filters: Date BetweenInclusive(04/25/2020; 04/26/2020)

A1.11 KPI_1 2020 Pie



A1.12 KPI_1 2019 Pie

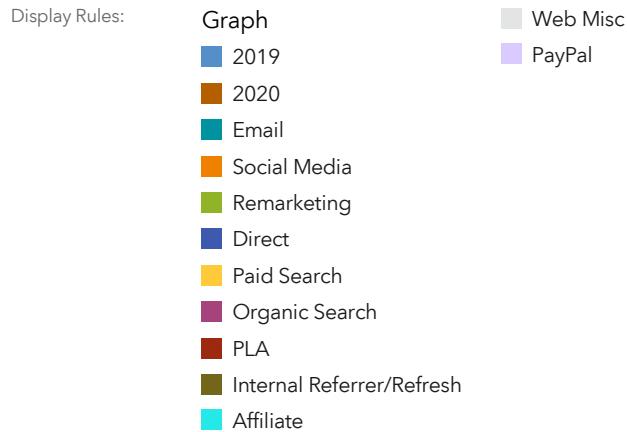
Filters: Date BetweenInclusive(04/26/2019; 04/27/2019)



A1.13 KPI_2 2020 Bar

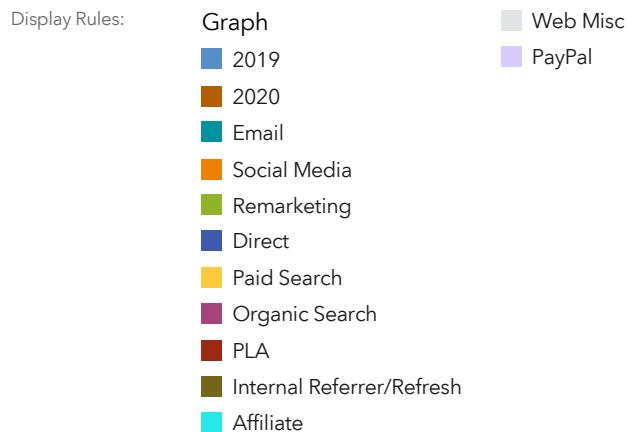
Filters: Date BetweenInclusive(04/25/2020; 04/26/2020)

A1.13 KPI_2 2020 Bar



A1.14 KPI_3 2020 Bar

Filters: Date BetweenInclusive(01/01/2020; 01/11/2020)



A1.15 KPI_2 2019 Bar

Filters: Date BetweenInclusive(04/26/2019; 04/27/2019)

A1.15 KPI_2 2019 Bar

Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A1.16 KPI_3 2019 Bar

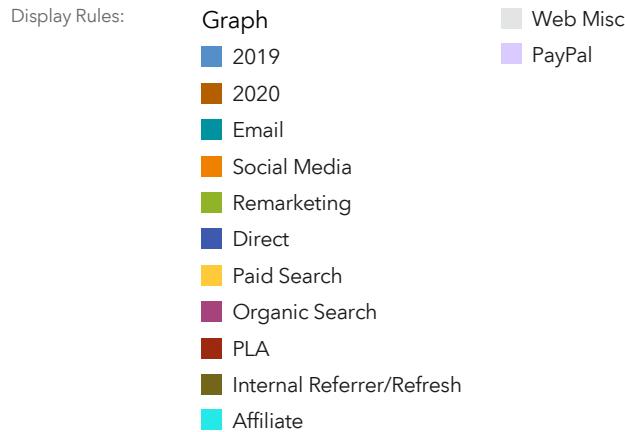
Filters: Date BetweenInclusive(01/01/2019; 01/16/2019)

Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A1.17 KPI_1 2020 Bar

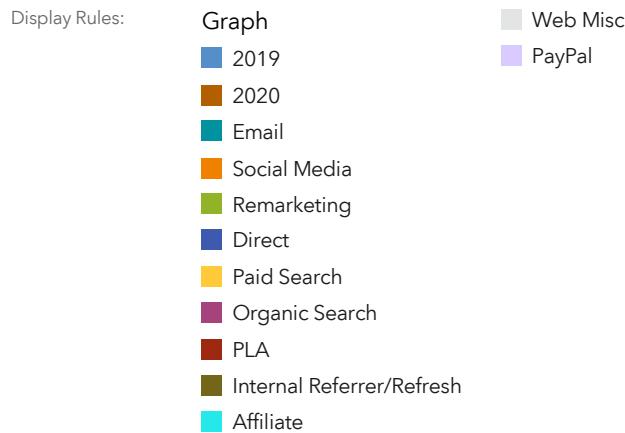
Filters: Date BetweenInclusive(04/25/2020; 04/26/2020)

A1.17 KPI_1 2020 Bar



A1.18 KPI_1 2019 Bar

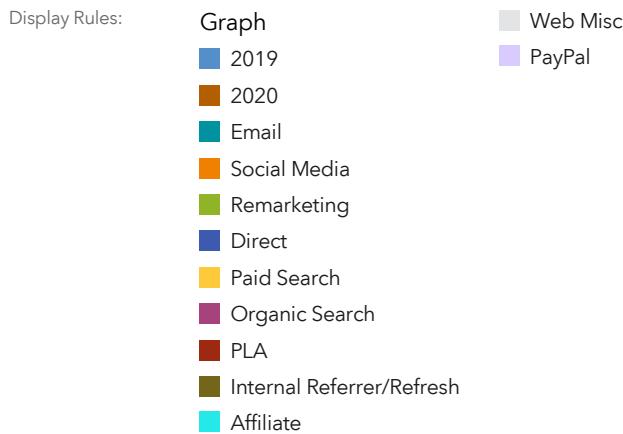
Filters: Date BetweenInclusive(04/26/2019; 04/27/2019)



A1.19 KPI_2 2020 Line

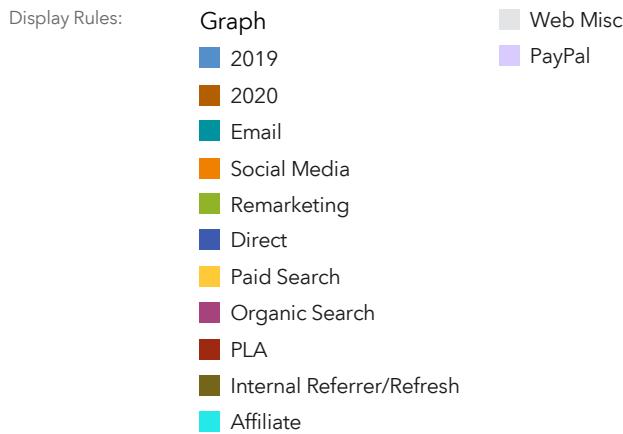
Filters: Date BetweenInclusive(04/25/2020; 04/26/2020)

A1.19 KPI_2 2020 Line



A1.20 KPI_3 2020 Line

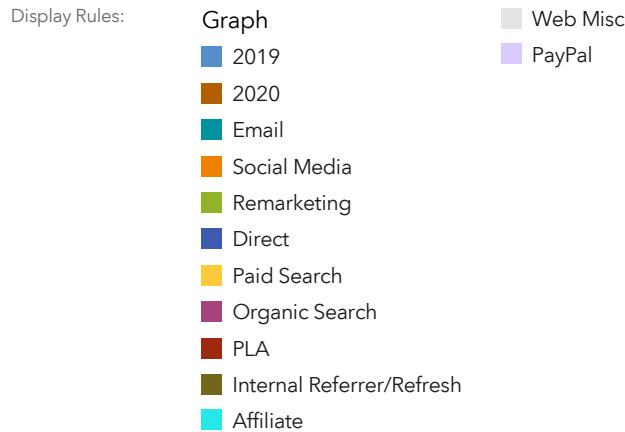
Filters: Date BetweenInclusive(01/01/2020; 01/11/2020)



A1.21 KPI_2 2019 Line

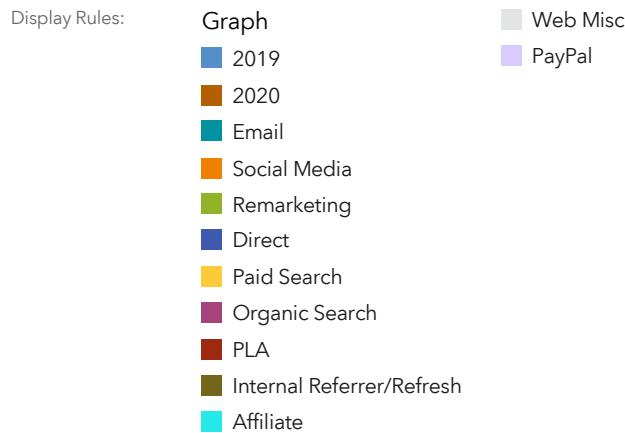
Filters: Date BetweenInclusive(04/26/2019; 04/27/2019)

A1.21 KPI_2 2019 Line



A1.22 KPI_3 2019 Line

Filters: Date BetweenInclusive(01/01/2019; 01/16/2019)



A2.1 2020 Daily Parameter

Filters: Year = 2020

A2.2 2020 Week Parameter

Filters: Year = 2020

A2.3 2020 Month Parameter

Filters: Year = 2020

A2.4 2020 Quarter Parameter

Filters: Year = 2020

A2.5 2019 Daily Parameter

Filters: Year = 2019

A2.6 2019 Week Parameter

Filters: Year = 2019

A2.7 2019 Month Parameter

Filters: Year = 2019

A2.8 2019 Quarter Parameter

Filters: Year = 2019

A2.9 Basic KPI (Day) List of Measures

Filters: (KPI_1 In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR KPI_1 Missing

A2.10 Rates KPI (Day) List of Measures

Filters: KPI_2 In(ALL)

A2.11 Other KPI (Day) List of Measures

Filters: (KPI_3 In('AOV'; 'UPT')) OR KPI_3 Missing

A2.12 Basic KPI (Daily Animation) List of Measures

Filters: (KPI_1 In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR KPI_1 Missing

A2.13 Basic KPI (Week) List of Measures

Filters: (KPI_1 In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR KPI_1 Missing

A2.14 Basic KPI (Week) List of Measures

Filters: KPI_2 In(ALL)

A2.15 Other KPI (Week) List of Measures

Filters: (KPI_3 In('AOV'; 'UPT')) OR KPI_3 Missing

A2.16 Basic KPI (Weekly Animation) List of Measures

Filters: (KPI_1 In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR KPI_1 Missing

A2.17 Basic KPI (Month) List of Measures

Filters: (KPI_1 In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR KPI_1 Missing

A2.18 Basic KPI (Month) List of Measures

Filters: KPI_2 In(ALL)

A2.19 Other KPI (Month) List of Measures

Filters: (KPI_3 In('AOV'; 'UPT')) OR KPI_3 Missing

A2.20 Basic KPI (Monthly Animation) List of Measures

Filters: (KPI_1 In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR KPI_1 Missing

A2.21 Basic KPI (Quarter) List of Measures

Filters: (KPI_1 In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR KPI_1 Missing

A2.22 Rates KPI (Quarter) List of Measures

Filters: KPI_2 In(ALL)

A2.23 Other KPI (Quarter) List of Measures

Filters: (KPI_3 In('AOV'; 'UPT')) OR KPI_3 Missing

A2.24 Basic KPI (Quarterly Animation) List of Measures

Filters: (KPI_1 In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR KPI_1 Missing

A2.25 Basic KPI by Channel Daily Difference

Filters: Channels NotMissing
Channel Group NotMissing

Display Rules:

Graph	Web Misc
2019	PayPal
2020	
Email	
Social Media	
Remarketing	
Direct	
Paid Search	
Organic Search	
PLA	
Internal Referrer/Refresh	
Affiliate	

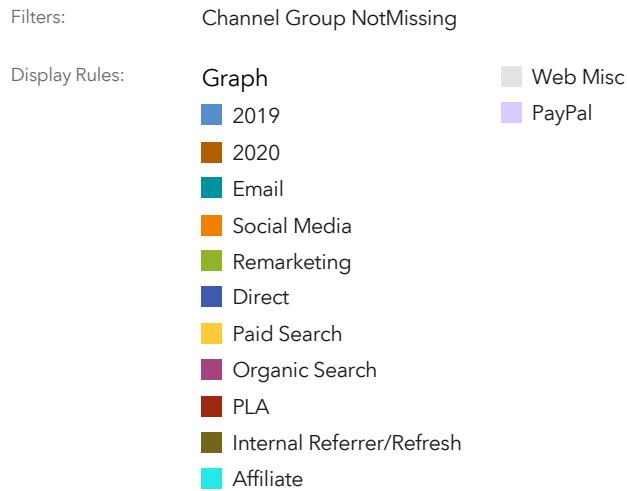
A2.26 Basic KPI by Channel Weekly Difference

Filters: Channel Group NotMissing
Channels NotMissing

A2.26 Basic KPI by Channel Weekly Difference



A2.27 Basic KPI by Channel Monthly Difference



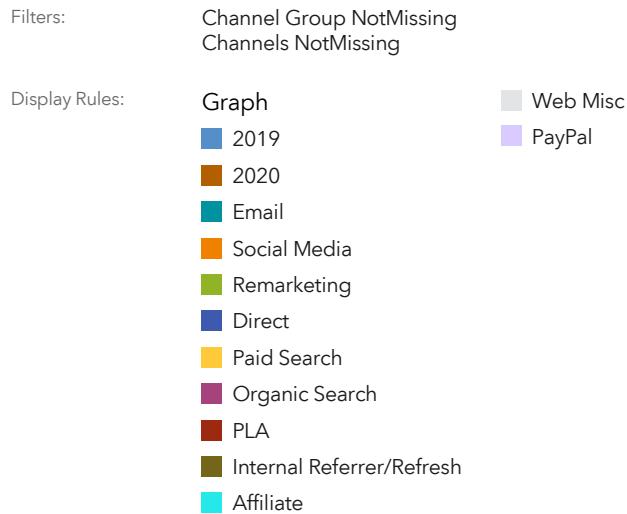
A2.28 Rates KPI by Channel Daily Difference



A2.28 Rates KPI by Channel Daily Difference



A2.29 KPI by Channel Daily Difference



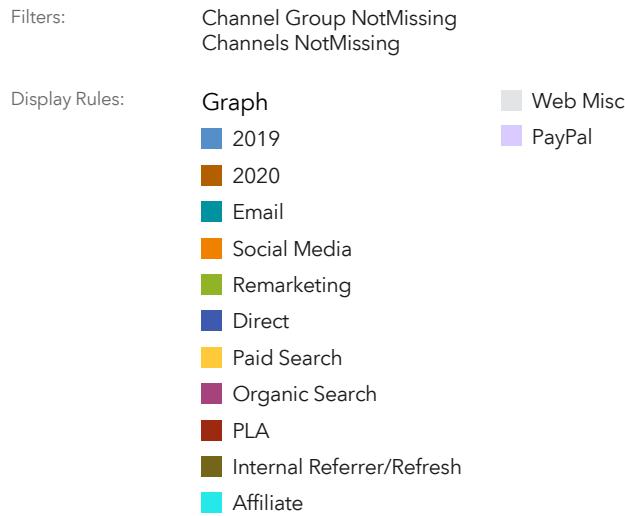
A2.30 Rates KPI by Channel Weekly Difference



A2.30 Rates KPI by Channel Weekly Difference



A2.31 KPI by Channel Weekly Difference



A2.32 Rates KPI by Channel Monthly Difference



A2.32 Rates KPI by Channel Monthly Difference

Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A2.33 KPI by Channel Monthly Difference

Filters:	Channel Group NotMissing	Web Misc
	Channels NotMissing	PayPal
Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A2.34 Rates KPI by Channel Quarterly Difference

Filters:	Channel Group NotMissing
	Channels NotMissing

A2.34 Rates KPI by Channel Quarterly Difference

Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A2.35 KPI by Channel Quarterly Difference

Filters:	Channel Group NotMissing	Web Misc
	Channels NotMissing	PayPal
Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

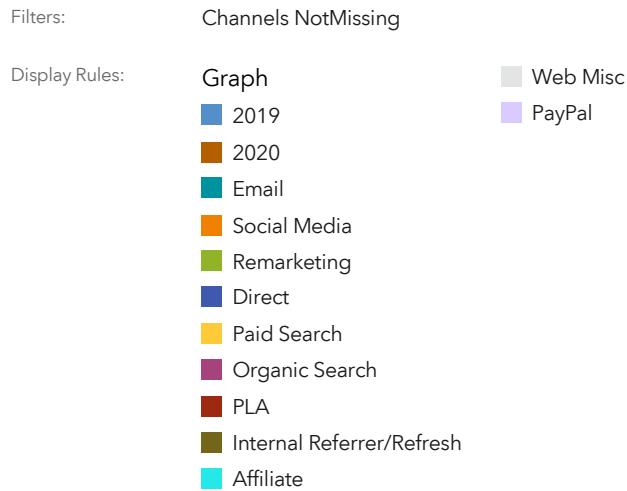
A2.36 Basic KPI by Channel Quarterly Difference

Filters:	Channel Group NotMissing
	Channels NotMissing

A2.36 Basic KPI by Channel Quarterly Difference



A2.37 Basic KPI by Channel Daily 2020



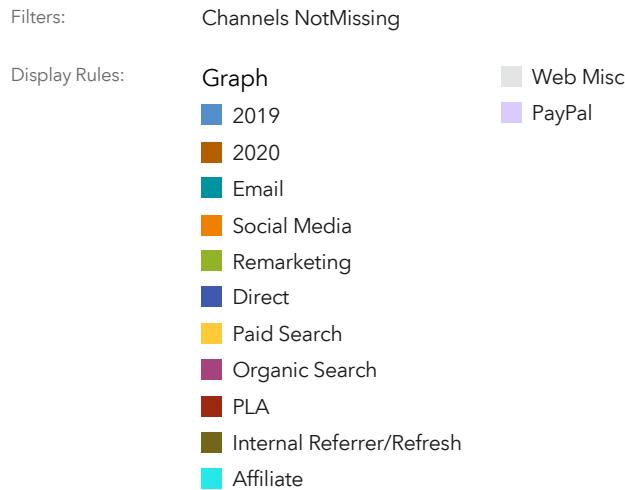
A2.38 Rates KPI by Channel Daily 2020



A2.38 Rates KPI by Channel Daily 2020



A2.39 KPI by Channel Daily 2020



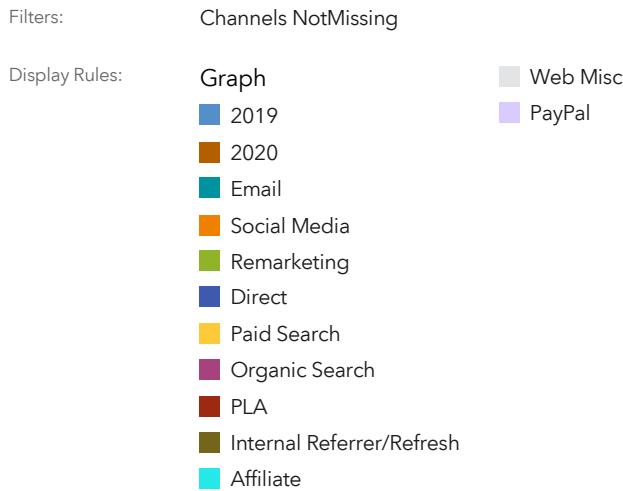
A2.40 Basic KPI by Channel Weekly 2020



A2.40 Basic KPI by Channel Weekly 2020



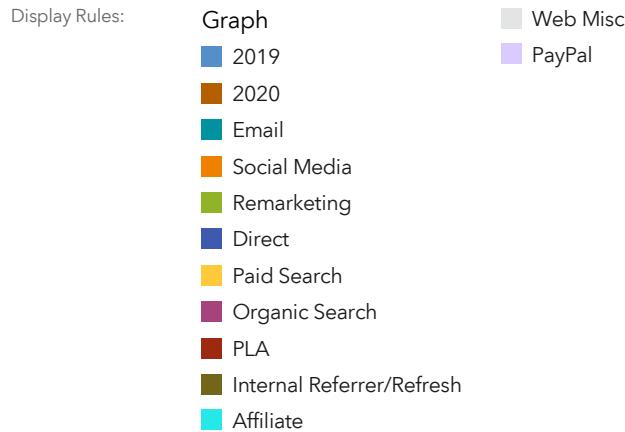
A2.41 Rates KPI by Channel Weekly 2020



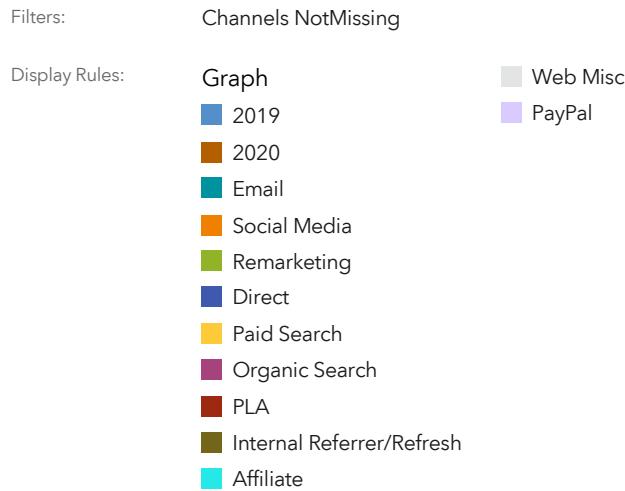
A2.42 KPI by Channel Weekly 2020



A2.42 KPI by Channel Weekly 2020



A2.43 Basic KPI by Channel 2020 Monthly



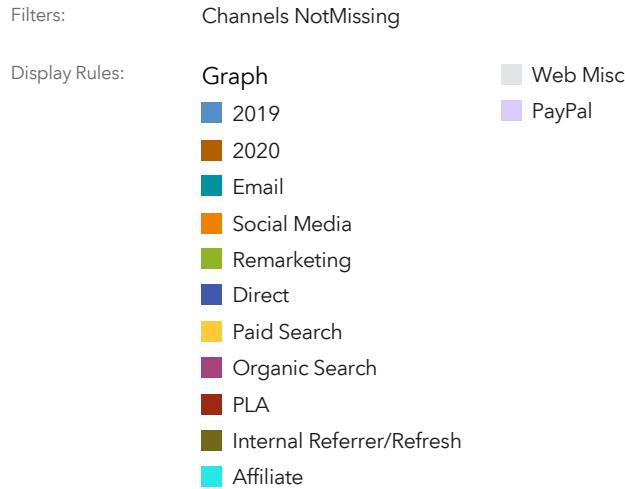
A2.44 Rates KPI by Channel Monthly 2020



A2.44 Rates KPI by Channel Monthly 2020



A2.45 KPI by Channel Monthly 2020



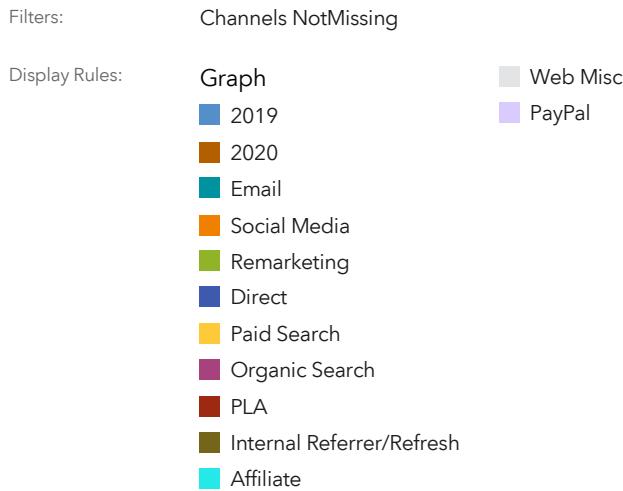
A2.46 Rates KPI by Channel Quarterly 2020



A2.46 Rates KPI by Channel Quarterly 2020



A2.47 KPI by Channel Quarterly 2020



A2.48 Basic KPI by Channel Daily 2019



A2.48 Basic KPI by Channel Daily 2019

Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

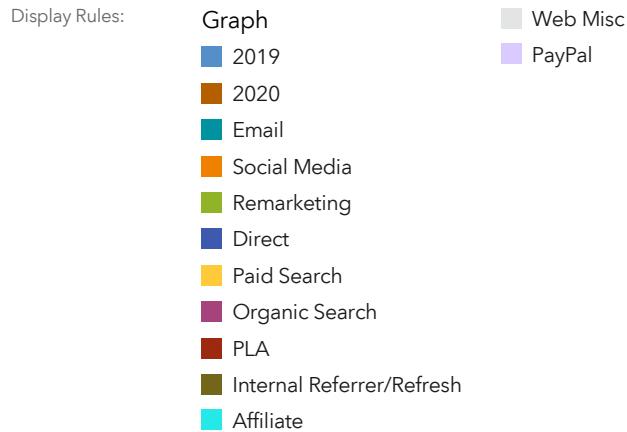
A2.49 Basic KPI by Channel Weekly 2019

Filters:	Channels NotMissing	Web Misc
Display Rules:	Graph	PayPal
	2019	
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

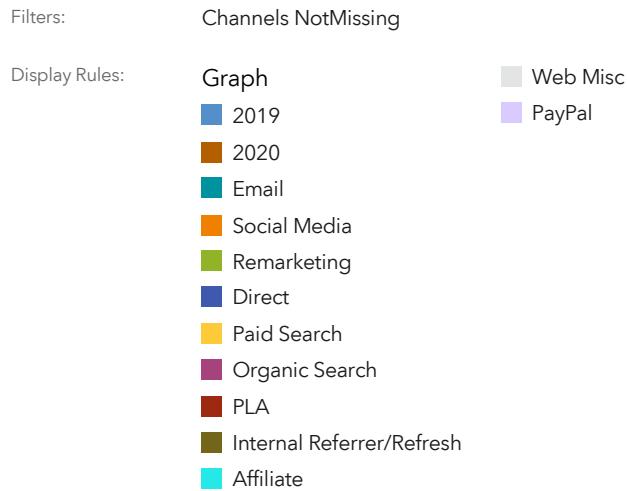
A2.50 Basic KPI by Channel 2019 Monthly

Filters:	Channels NotMissing

A2.50 Basic KPI by Channel 2019 Monthly



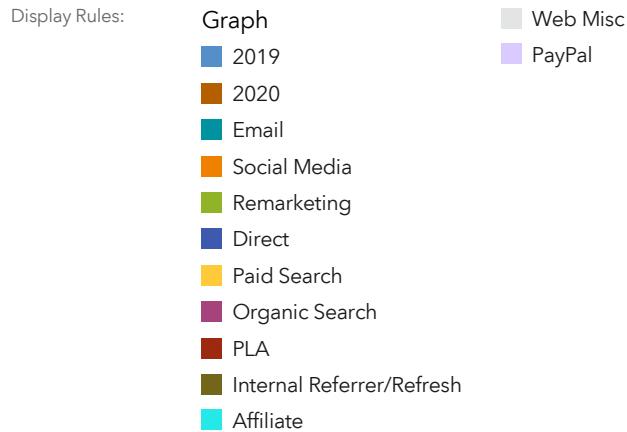
A2.51 Rates KPI by Channel Daily 2019



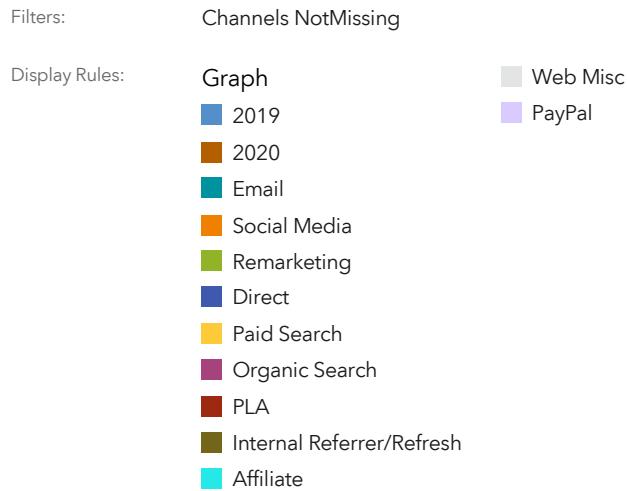
A2.52 KPI by Channel Daily 2019



A2.52 KPI by Channel Daily 2019



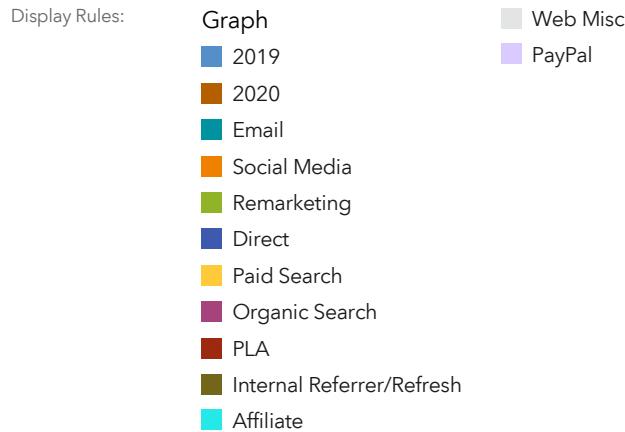
A2.53 Rates KPI by Channel Weekly 2019



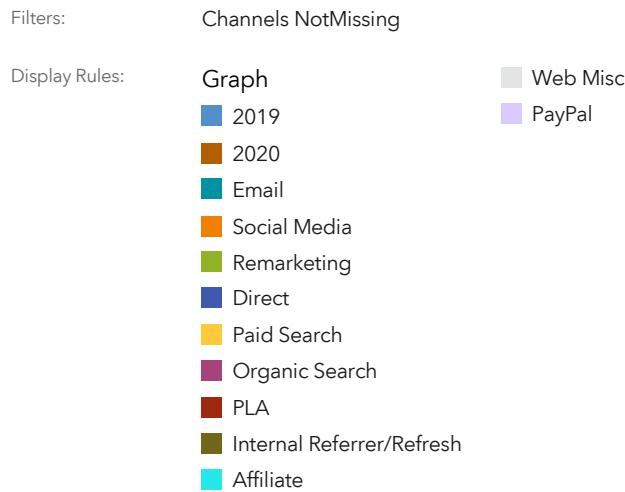
A2.54 KPI by Channel Weekly 2019



A2.54 KPI by Channel Weekly 2019



A2.55 Rates KPI by Channel Monthly 2019



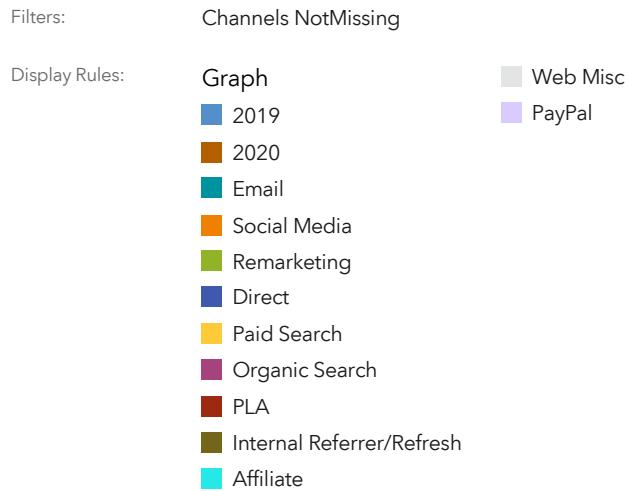
A2.56 KPI by Channel Monthly 2019



A2.56 KPI by Channel Monthly 2019



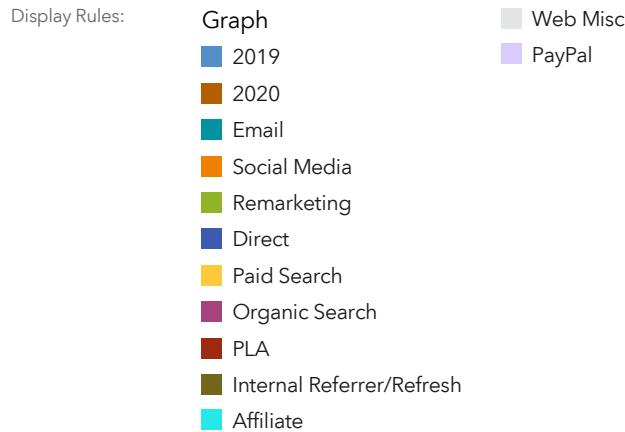
A2.57 Rates KPI by Channel Quarterly 2019



A2.58 KPI by Channel Quarterly 2019



A2.58 KPI by Channel Quarterly 2019



A2.59 Basic KPI (Daily Animation) 2020 Slider

Filters: Year = 2020

A2.60 Basic KPI (Weekly Animation) 2020 Slider

Filters: Year = 2020

A2.61 Basic KPI (Monthly Animation) 2020 Slider

Filters: Year = 2020

A2.62 Basic KPI by Channel 2020 Quarterly

Filters: Channels NotMissing

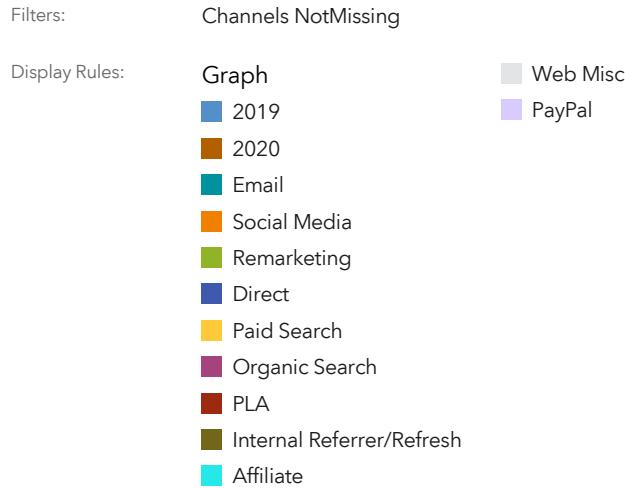
A2.62 Basic KPI by Channel 2020 Quarterly



A2.63 Basic KPI (Quarterly Animation) 2020 Slider

Filters: Year = 2020

A2.64 Basic KPI by Channel 2019 Quarterly



A2.65 Basic KPI (Daily Animation) 2019 Slider

Filters: Year = 2019

A2.66 Basic KPI (Weekly Animation) 2019 Slider

Filters: Year = 2019

A2.67 Basic KPI (Monthly Animation) 2019 Slider

Filters: Year = 2019

A2.68 Basic KPI (Quarterly Animation) 2019 Slider

Filters: Year = 2019

A2.69 Basic KPI by Channel Animation 2020 Daily

Filters: Channels NotMissing
Date BetweenInclusive(01/01/2020; 01/24/2020)

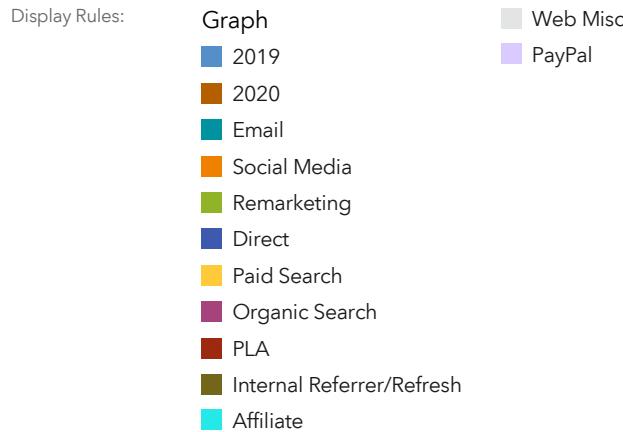
Display Rules:

Graph	Web Misc
2019	PayPal
2020	
Email	
Social Media	
Remarketing	
Direct	
Paid Search	
Organic Search	
PLA	
Internal Referrer/Refresh	
Affiliate	

A2.70 Basic KPI by Channel Animation 2020 Weekly

Filters: Channels NotMissing
Year-Week BetweenInclusive(20W01; 20W08)

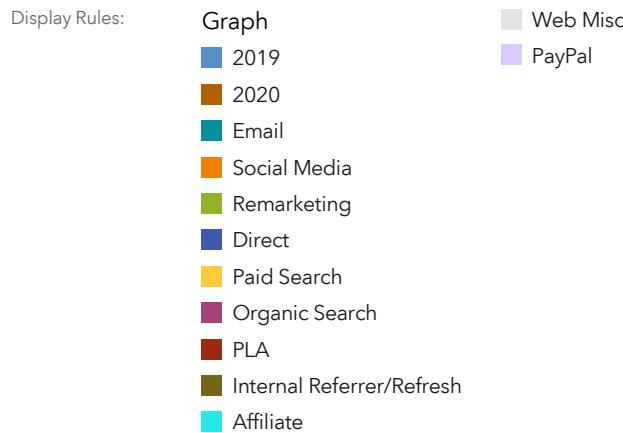
A2.70 Basic KPI by Channel Animation 2020 Weekly



A2.71 Basic KPI by Channel Animation 2020 Monthly

Filters:

Channels NotMissing
Year-Month BetweenInclusive(Jan2020; Feb2020)



A2.72 Basic KPI by Channel Animation 2020 Quarterly

Filters:

Channels NotMissing
Year-Quarter BetweenInclusive(1st quarter 2020; 1st quarter 2020)

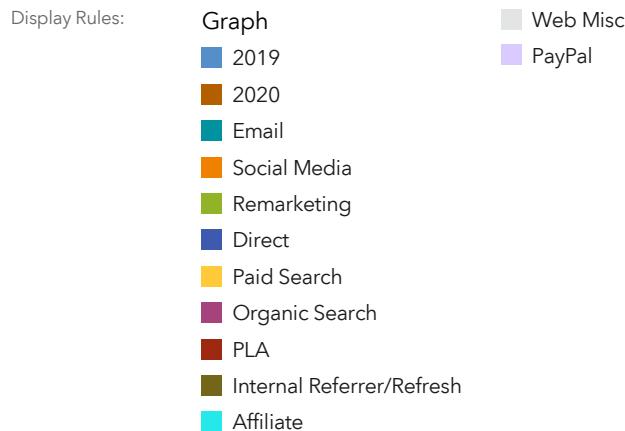
A2.72 Basic KPI by Channel Animation 2020 Quarterly



A2.73 Basic KPI by Channel Animation 2019 Daily

Filters:

Channels NotMissing
Date BetweenInclusive(01/01/2019; 07/29/2019)

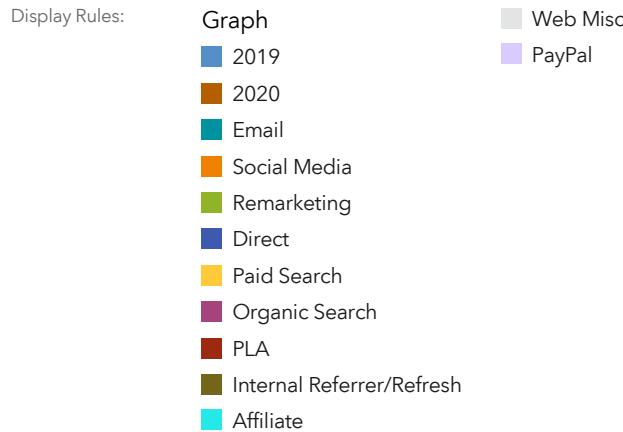


A2.74 Basic KPI by Channel Animation 2019 Weekly

Filters:

Channels NotMissing
Year-Week BetweenInclusive(19W01; 20W01)

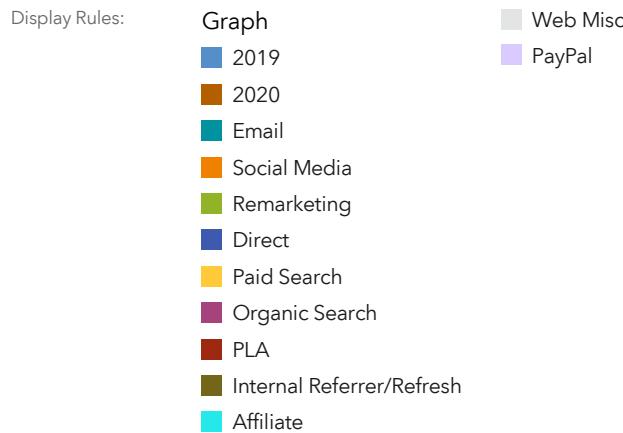
A2.74 Basic KPI by Channel Animation 2019 Weekly



A2.75 Basic KPI by Channel Animation 2019 Monthly

Filters:

Channels NotMissing
Year-Month BetweenInclusive(Jan2019; Dec2019)

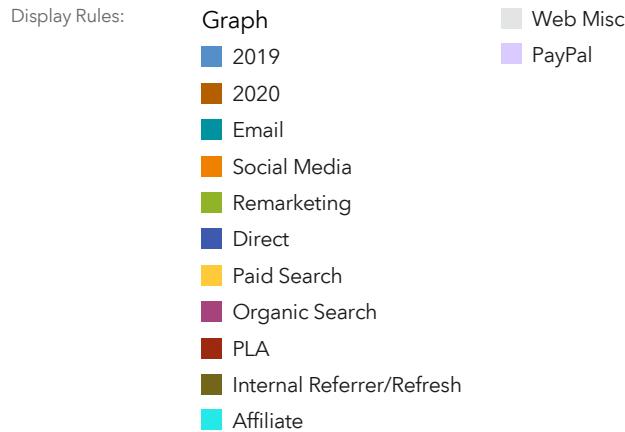


A2.76 Basic KPI by Channel Animation 2019 Quarterly

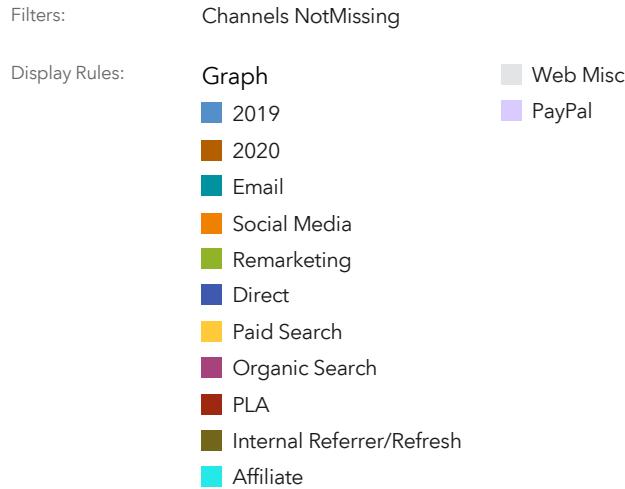
Filters:

Channels NotMissing
Year-Quarter BetweenInclusive(1st quarter 2019; 4th quarter 2019)

A2.76 Basic KPI by Channel Animation 2019 Quarterly



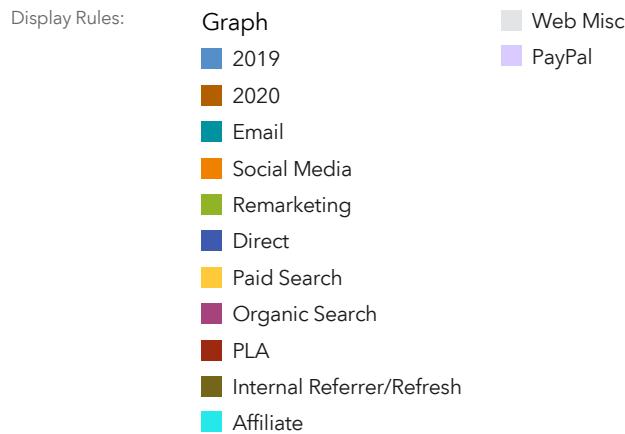
A2.77 Basic KPI (Week) 2020 Bar



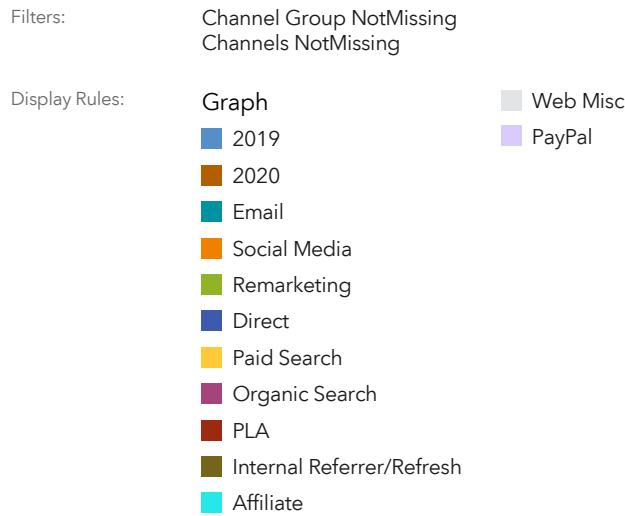
A2.78 Basic KPI (Week) 2019 Bar



A2.78 Basic KPI (Week) 2019 Bar



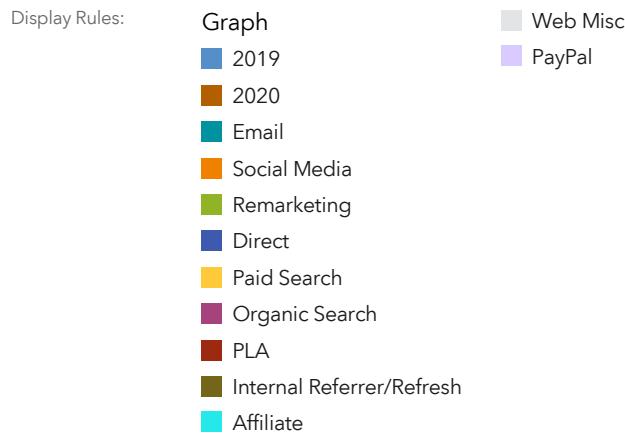
A2.79 Basic KPI by Channel Weekly Percent Difference



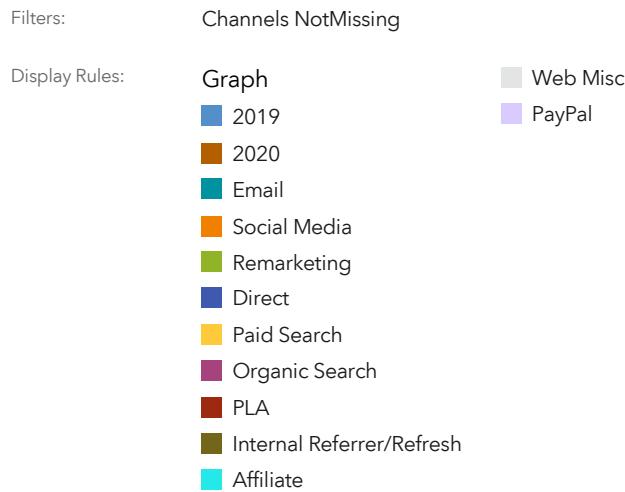
A2.80 Basic KPI (Day) 2020 Bar



A2.80 Basic KPI (Day) 2020 Bar



A2.81 Basic KPI (Day) 2019 Bar



A2.82 Basic KPI by Channel Daily Percent Difference



A2.82 Basic KPI by Channel Daily Percent Difference

Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A2.83 Basic KPI (Quarter) 2020 Bar

Filters:	Channels NotMissing	Web Misc
Display Rules:	Graph	PayPal
	2019	
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

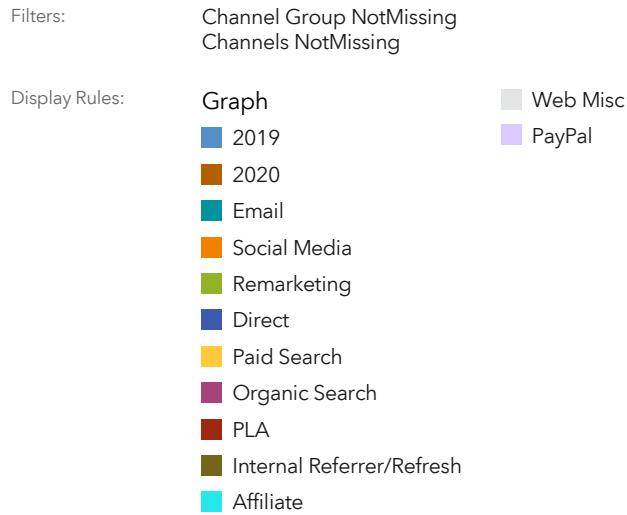
A2.84 Basic KPI (Quarter) 2019 Bar

Filters:	Channels NotMissing

A2.84 Basic KPI (Quarter) 2019 Bar



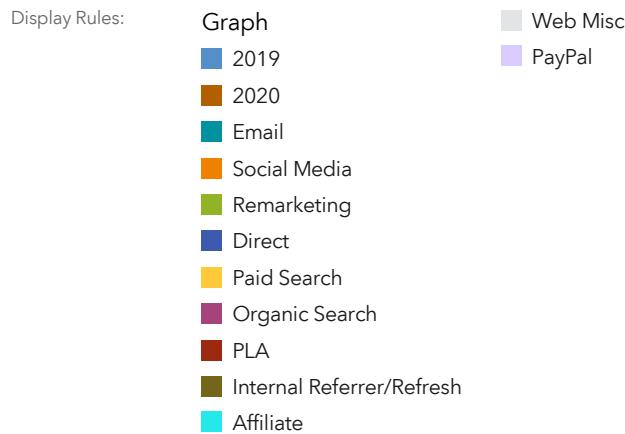
A2.85 Basic KPI by Channel Quarterly Percent Difference



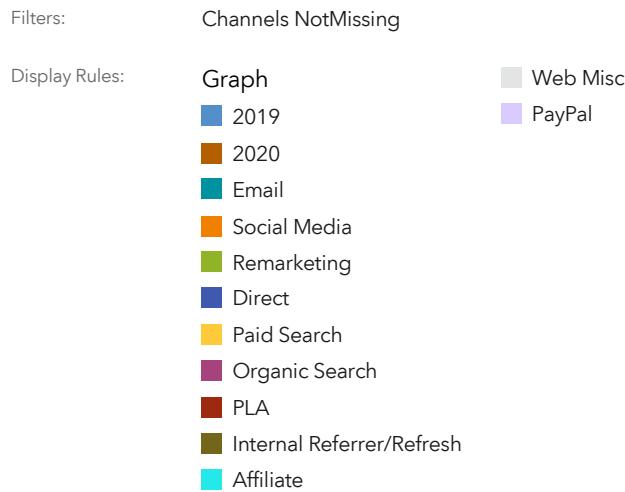
A2.86 Basic KPI (Month) 2020 Bar



A2.86 Basic KPI (Month) 2020 Bar



A2.87 Basic KPI (Month) 2019 Bar



A2.88 Basic KPI by Channel Monthly Percent Difference



A2.88 Basic KPI by Channel Monthly Percent Difference

Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

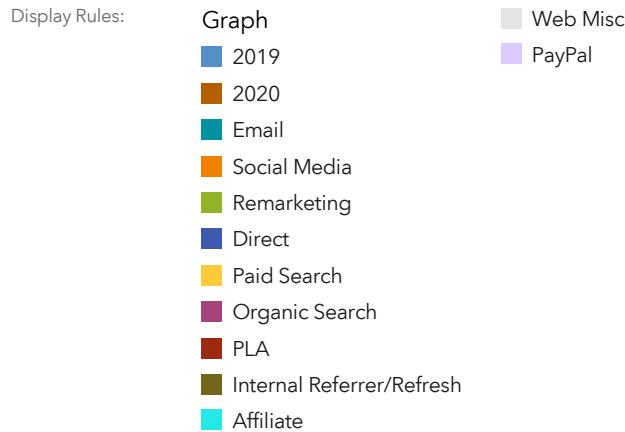
A2.89 Rates KPI (Week) 2020 Line

Filters:	Channels NotMissing	Web Misc
Display Rules:	Graph	PayPal
	2019	
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

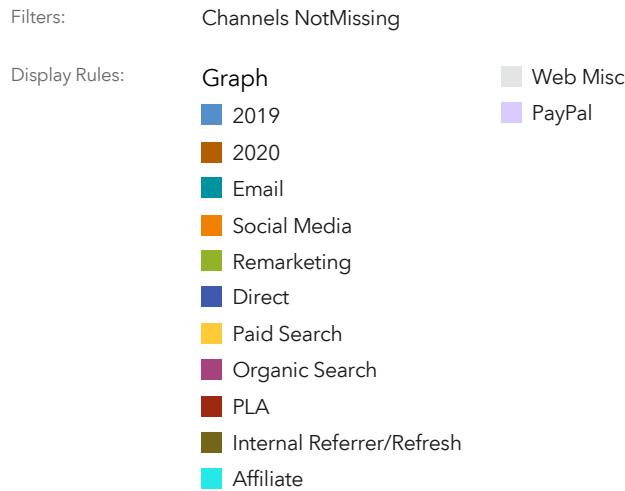
A2.90 Other KPI (Week) 2020 Line

Filters:	Channels NotMissing

A2.90 Other KPI (Week) 2020 Line



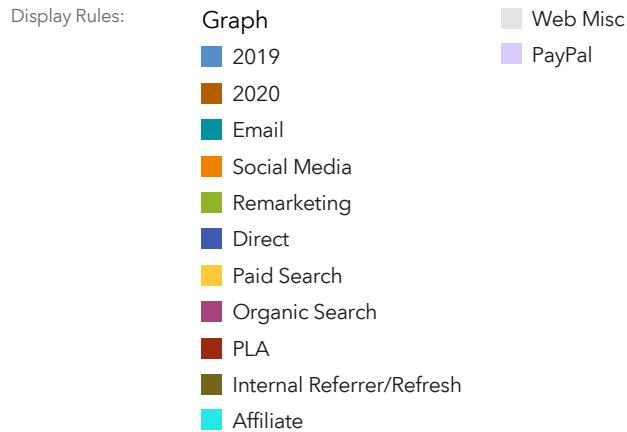
A2.91 Rates KPI (Month) 2020 Line



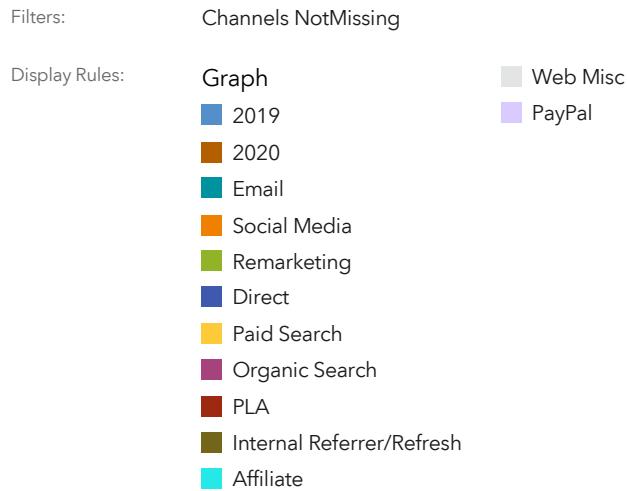
A2.92 Other KPI (Month) 2020 Line



A2.92 Other KPI (Month) 2020 Line



A2.93 Rates KPI (Quarter) 2020 Line



A2.94 Other KPI (Quarter) 2020 Line



A2.94 Other KPI (Quarter) 2020 Line

Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A2.95 Rates KPI by Channel Weekly Percent Difference

Filters:	Channel Group NotMissing	Web Misc
	Channels NotMissing	PayPal
Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A2.96 KPI by Channel Weekly Percent Difference

Filters:	Channel Group NotMissing
	Channels NotMissing

A2.96 KPI by Channel Weekly Percent Difference

Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A2.97 Rates KPI by Channel Monthly Percent Difference

Filters:	Channel Group NotMissing	Web Misc
	Channels NotMissing	PayPal
Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A2.98 KPI by Channel Monthly Percent Difference

Filters:	Channel Group NotMissing
	Channels NotMissing

A2.98 KPI by Channel Monthly Percent Difference

Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A2.99 Rates KPI by Channel Quarterly Percent Difference

Filters:	Channel Group NotMissing	Web Misc
	Channels NotMissing	PayPal
Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A2.100 KPI by Channel Quarterly Percent Difference

Filters:	Channel Group NotMissing
	Channels NotMissing

A2.100 KPI by Channel Quarterly Percent Difference

Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A2.101 Rates KPI by Channel Daily Percent Difference

Filters:	Channel Group NotMissing	Web Misc
	Channels NotMissing	PayPal
Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A2.102 KPI by Channel Daily Percent Difference

Filters:	Channel Group NotMissing
	Channels NotMissing

A2.102 KPI by Channel Daily Percent Difference

Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A2.103 Rates KPI (Day) 2020 Line

Filters:	Channels NotMissing	Web Misc
Display Rules:	Graph	PayPal
	2019	
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A2.104 Other KPI (Day) 2020 Line

Filters:	Channels NotMissing

Display Rules:

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| <p>Graph</p> <ul style="list-style-type: none">█ 2019█ 2020█ Email█ Social Media█ Remarketing█ Direct█ Paid Search█ Organic Search█ PLA█ Internal Referrer/Refresh█ Affiliate | <p>Web Misc</p> <ul style="list-style-type: none">█ PayPal |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|

A3.1 Basic KPI (Comparison) List of Measures

Filters: (KPI_1 In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR KPI_1 Missing

A3.2 Basic KPI (Comparison) by Channel List of Measures

Filters: (KPI_1 In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR KPI_1 Missing

A3.3 Basic KPI (Time Series) List of Measures

Filters: (KPI_1 In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR KPI_1 Missing

A3.4 Basic KPI (Time Series) List of Measures

Filters: (KPI_1 In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR KPI_1 Missing

A3.5 Rate KPI (Comparison) List of Measures

Filters: (KPI_2 In('Conversion'; 'Add to Bag Rate'; 'Order to Addtobag Rate'; 'Abandon Rate'; 'Bounce Rate')) OR KPI_2 Missing

A3.6 Rate KPI (Comparison) by Channel List of Measures

Filters: (KPI_2 In('Conversion'; 'Add to Bag Rate'; 'Order to Addtobag Rate'; 'Abandon Rate'; 'Bounce Rate')) OR KPI_2 Missing

A3.7 Rate KPI (Time Series) List of Measures

Filters: (KPI_2 In('Conversion'; 'Add to Bag Rate'; 'Order to Addtobag Rate'; 'Abandon Rate'; 'Bounce Rate')) OR KPI_2 Missing

A3.8 Rate KPI (Time Series) List of Measures

Filters: (KPI_2 In('Conversion'; 'Add to Bag Rate'; 'Order to Addtobag Rate'; 'Abandon Rate'; 'Bounce Rate')) OR KPI_2 Missing

A3.9 Other KPI (Comparison) List of Measures

Filters: (KPI_3 In('AOV'; 'UPT')) OR KPI_3 Missing

A3.10 Other KPI (Comparison) by Channel List of Measures

Filters: (KPI_3 In('AOV'; 'UPT')) OR KPI_3 Missing

A3.11 Other KPI (Time Series) List of Measures

Filters: (KPI_3 In('AOV'; 'UPT')) OR KPI_3 Missing

A3.12 Other KPI (Time Series) List of Measures (1)

Filters: (KPI_3 In('AOV'; 'UPT')) OR KPI_3 Missing

A3.13 Basic KPI (Comparison) by Channel Year

Filters: Year ≥ 2019

A3.14 Rate KPI (Comparison) by Channel Year

Filters: Year ≥ 2019

A3.15 Other KPI (Comparison) by Channel Year

Filters: Year ≥ 2019

A3.16 Basic KPI (Comparison) Year

Filters: Year \geq 2019

A3.17 Basic KPI (Time Series) Year

Filters: Year \geq 2019

A3.18 Rate KPI (Comparison) Year

Filters: Year \geq 2019

A3.19 Rate KPI (Time Series) Year

Filters: Year \geq 2019

A3.20 Other KPI (Comparison) Year

Filters: Year \geq 2019

A3.21 Other KPI (Time Series) Year

Filters: Year \geq 2019

A3.22 Select Channels

Description: Allow Multiple Selection

Filters: Channels NotMissing

A3.23 Select Channels

Description: Allow Multiple Selection

Filters: Channels NotMissing

A3.24 Select Channels

Description: Allow Multiple Selection

Filters: Channels NotMissing

A3.25 Basic KPIs by Week grouped by Year

Filters: Year ≥ 2019

Display Rules:

Graph	Web Misc
█ 2019	█ PayPal
█ 2020	
█ Email	
█ Social Media	
█ Remarketing	
█ Direct	
█ Paid Search	
█ Organic Search	
█ PLA	
█ Internal Referrer/Refresh	
█ Affiliate	

A3.26 Rate KPIs by Week grouped by Year

Filters: Year ≥ 2019
Channels In('Email'; 'Direct')

Display Rules:

Graph	Web Misc
█ 2019	█ PayPal
█ 2020	
█ Email	
█ Social Media	
█ Remarketing	
█ Direct	
█ Paid Search	
█ Organic Search	
█ PLA	
█ Internal Referrer/Refresh	
█ Affiliate	

A3.27 Other KPIs by Week grouped by Year

Filters: Year ≥ 2019

Display Rules: Graph

2019

2020

Email

Social Media

Remarketing

Direct

Paid Search

Organic Search

PLA

Internal Referrer/Refresh

Affiliate

Web Misc

PayPal

A3.28 Basic KPIs by Day of Year grouped by Year

Filters: Year ≥ 2019

Display Rules: Graph

2019

2020

Email

Social Media

Remarketing

Direct

Paid Search

Organic Search

PLA

Internal Referrer/Refresh

Affiliate

Web Misc

PayPal

A3.29 Basic KPIs by Date

Filters: Year ≥ 2019

A3.29 Basic KPIs by Date

Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

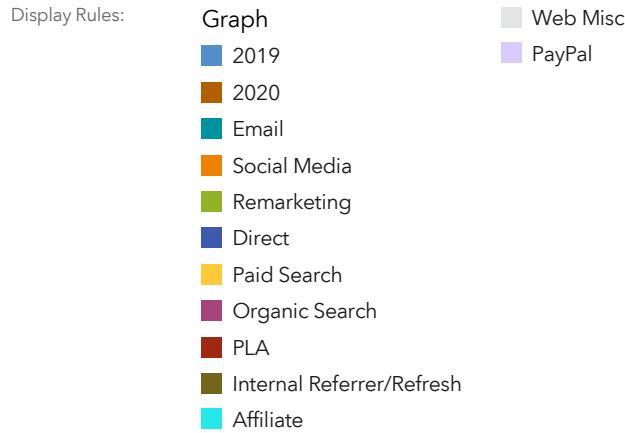
A3.30 Rate KPIs by Day of Year grouped by Year

Filters:	Year ≥ 2019	Web Misc
Display Rules:	Graph	PayPal
	2019	
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

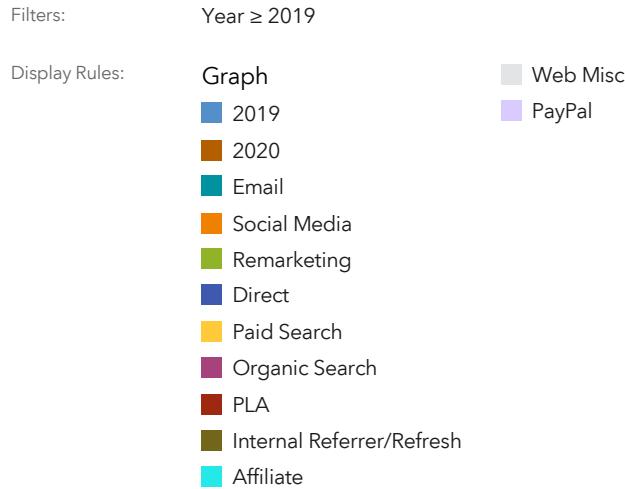
A3.31 Rate KPIs Visitors by Date

Filters:	Year ≥ 2019
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A3.31 Rate KPIs Visitors by Date



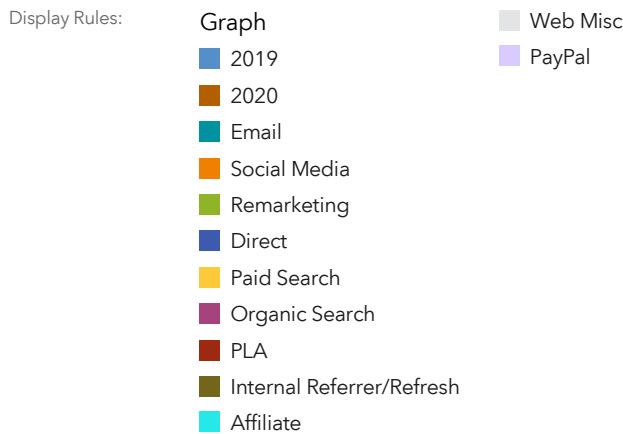
A3.32 Other KPIs by Day of Year grouped by Year



A3.33 Other KPIs Visitors by Date



A3.33 Other KPIs Visitors by Date



A3.34 Basic KPI (Time Series) 2020 Slider

Filters: Year = 2020

A3.35 Rate KPI (Time Series) 2020 Slider

Filters: Year = 2020

A3.36 Other KPI (Time Series) 2020 Slider

Filters: Year = 2020

A3.37 Basic KPI (Time Series) 2019 Slider

Filters: Year = 2019

A3.38 Rate KPI (Time Series) 2019 Slider

Filters: Year = 2019

A3.39 Other KPI (Time Series) 2019 Slider

Filters: Year = 2019

A3.40 Select Channels

Description: Allow Multiple Selection

Filters: Channels NotMissing

A3.41 Select Channels

Description: Allow Multiple Selection

Filters: Channels NotMissing

A3.42 Select Channels

Description: Allow Multiple Selection

Filters: Channels NotMissing

A3.43 2020 Channel Basic KPIs by Date

Filters: Date BetweenInclusive(01/01/2020; 02/04/2020)
Channels = 'Email'

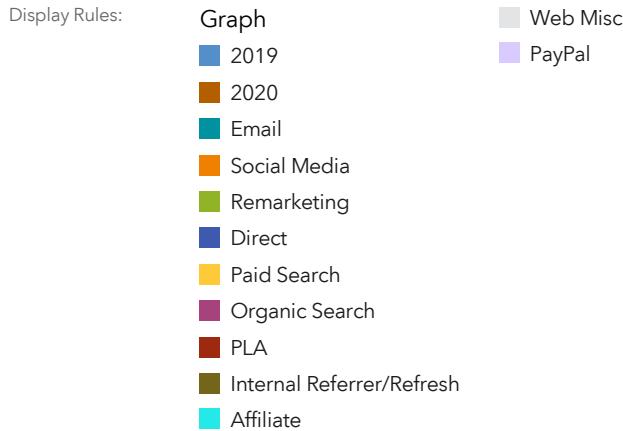
Display Rules:

Graph	Web Misc
2019	PayPal
2020	
Email	
Social Media	
Remarketing	
Direct	
Paid Search	
Organic Search	
PLA	
Internal Referrer/Refresh	
Affiliate	

A3.44 2020 Channel Rate KPIs by Date

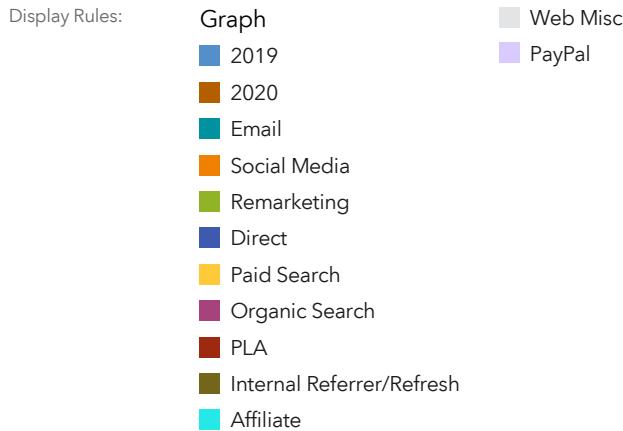
Filters: Date BetweenInclusive(01/01/2020; 02/04/2020)
Channels = 'Email'

A3.44 2020 Channel Rate KPIs by Date



A3.45 2020 Channel Other KPIs by Date

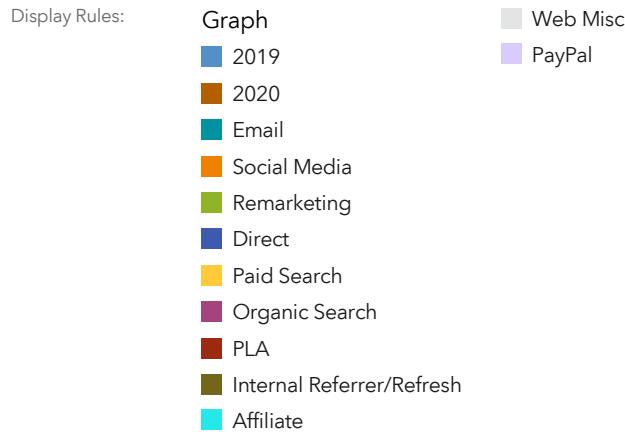
Filters: Date BetweenInclusive(01/01/2020; 02/04/2020)
Channels = 'Email'



A3.46 2019 Channel Basic KPIs by Date

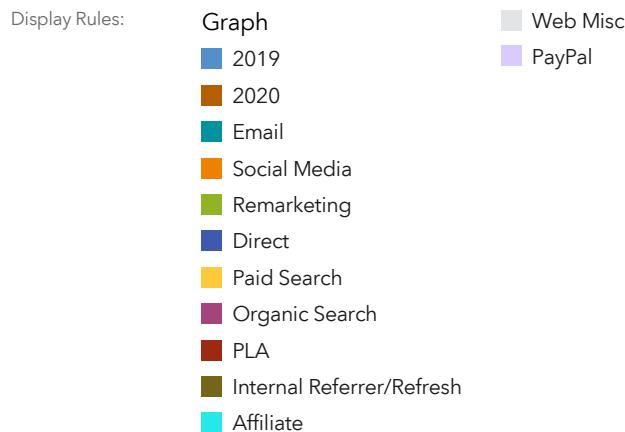
Filters: Date BetweenInclusive(01/01/2019; 12/31/2019)
Channels = 'Email'

A3.46 2019 Channel Basic KPIs by Date



A3.47 2019 Channel Rate KPIs by Date

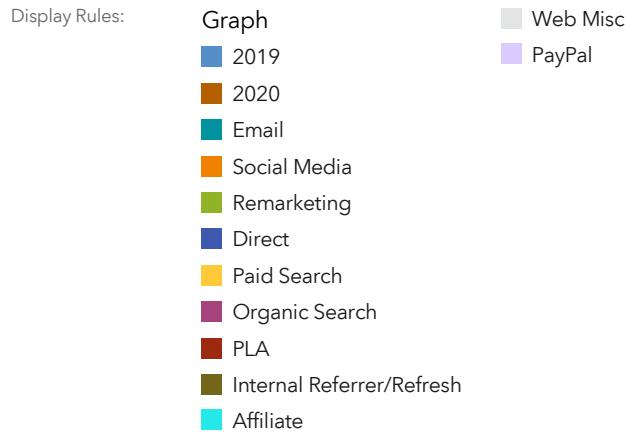
Filters: Date BetweenInclusive(01/01/2019; 12/31/2019)
Channels = 'Email'



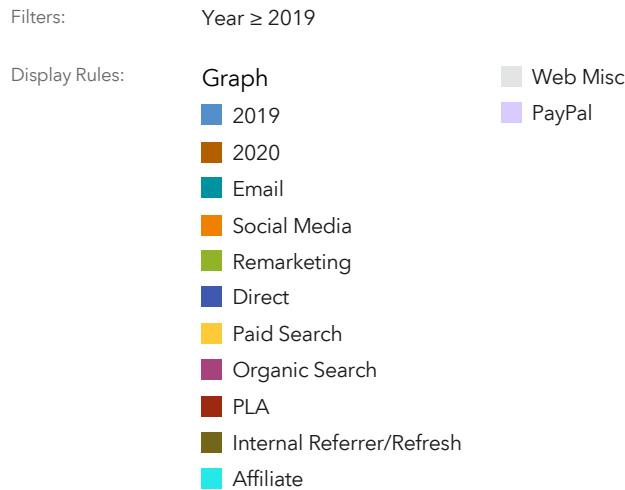
A3.48 2019 Channel Other KPIs by Date

Filters: Date BetweenInclusive(01/01/2019; 12/31/2019)
Channels = 'Email'

A3.48 2019 Channel Other KPIs by Date



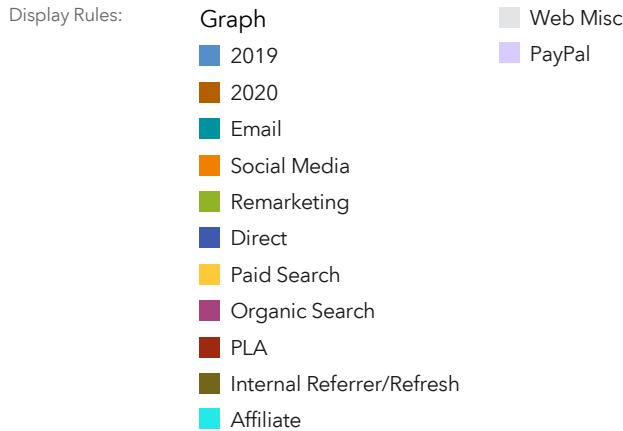
A3.49 Basic KPIs by Day of Week grouped by Year



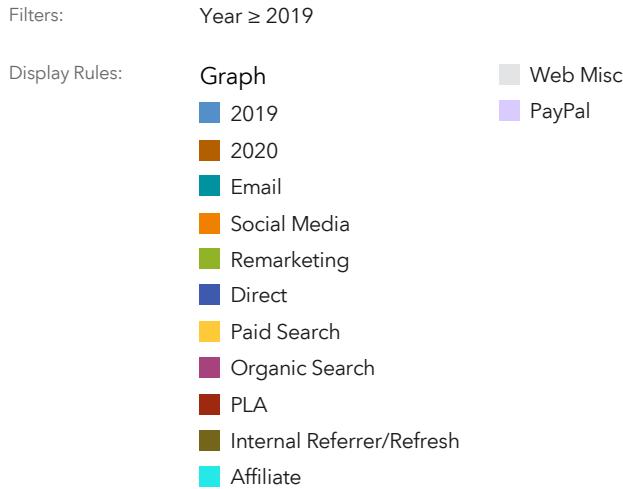
A3.50 Rate KPIs by Day of Week grouped by Year



A3.50 Rate KPIs by Day of Week grouped by Year



A3.51 Other KPIs by Day of Week grouped by Year



A3.52 Basic KPIs by Week



A3.52 Basic KPIs by Week

Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A3.53 Rate KPIs by Week

Filters:	Year ≥ 2019	Web Misc
Display Rules:	Graph	PayPal
	2019	
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A3.54 Other KPIs by Week

Filters:	Year ≥ 2019

A3.54 Other KPIs by Week

Display Rules:	Graph	
	█ 2019	 Web Misc
	█ 2020	 PayPal
	█ Email	
	█ Social Media	
	█ Remarketing	
	█ Direct	
	█ Paid Search	
	█ Organic Search	
	█ PLA	
	█ Internal Referrer/Refresh	
	█ Affiliate	

A3.55 Basic KPIs by Week grouped by Year

Filters:	Year \geq 2019	
Display Rules:	Graph	
	█ 2019	 Web Misc
	█ 2020	 PayPal
	█ Email	
	█ Social Media	
	█ Remarketing	
	█ Direct	
	█ Paid Search	
	█ Organic Search	
	█ PLA	
	█ Internal Referrer/Refresh	
	█ Affiliate	

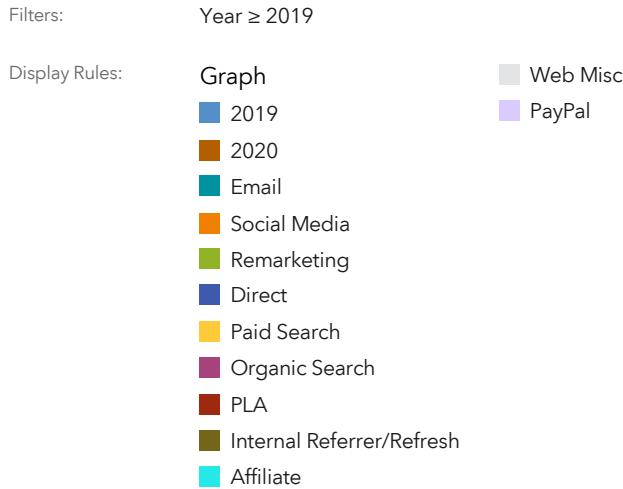
A3.56 Rate KPIs by Week grouped by Year

Filters:	Year \geq 2019
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A3.56 Rate KPIs by Week grouped by Year



A3.57 Other KPIs by Week grouped by Year

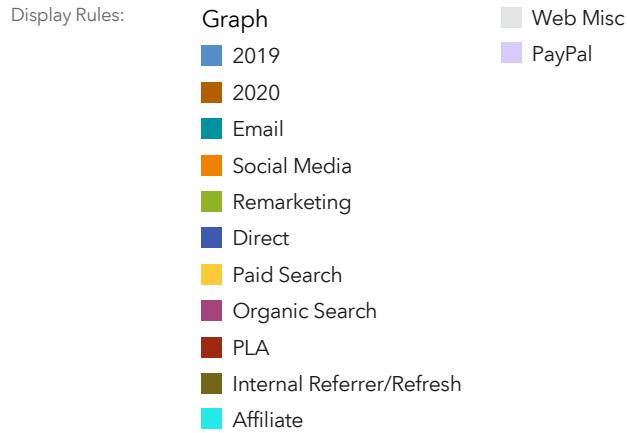


A3.58 Basic KPIs by Day of Week grouped by Year

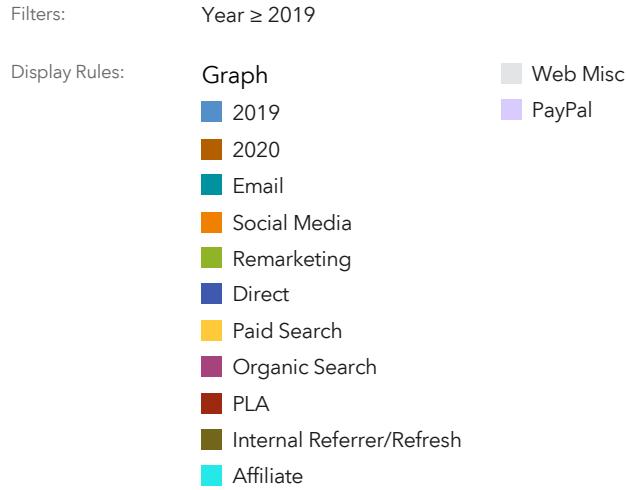
Filters:

Year \geq 2019

A3.58 Basic KPIs by Day of Week grouped by Year



A3.59 Rate KPIs by Day of Week grouped by Year



A3.60 Other KPIs by Day of Week grouped by Year



A3.60 Other KPIs by Day of Week grouped by Year



A3.61 2020 Channel Basic KPIs by Week

Filters: Date BetweenInclusive(01/01/2020; 02/04/2020)
Channels = 'Email'



A3.62 2020 Channel Rate KPIs by Week

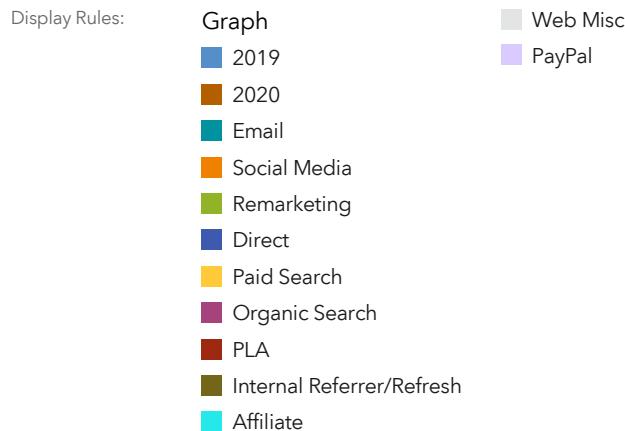
Filters: Date BetweenInclusive(01/01/2020; 02/04/2020)
Channels = 'Email'

A3.62 2020 Channel Rate KPIs by Week



A3.63 2020 Channel Other KPIs by Week

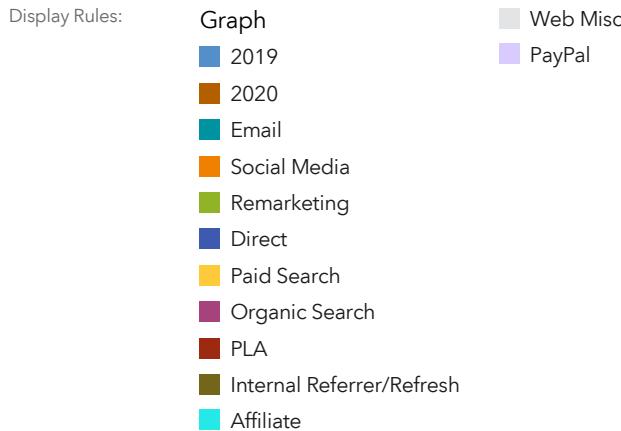
Filters: Date BetweenInclusive(01/01/2020; 02/04/2020)
Channels = 'Email'



A3.64 2019 Channel Basic KPIs by Week

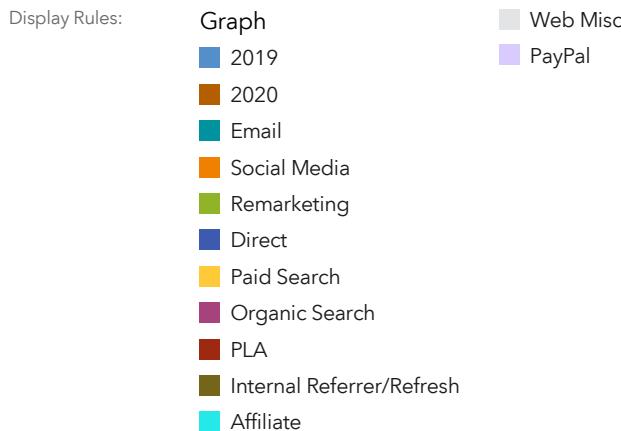
Filters: Date BetweenInclusive(01/01/2019; 12/31/2019)
Channels = 'Email'

A3.64 2019 Channel Basic KPIs by Week



A3.65 2019 Channel Rate KPIs by Week

Filters: Date BetweenInclusive(01/01/2019; 12/31/2019)
Channels = 'Email'



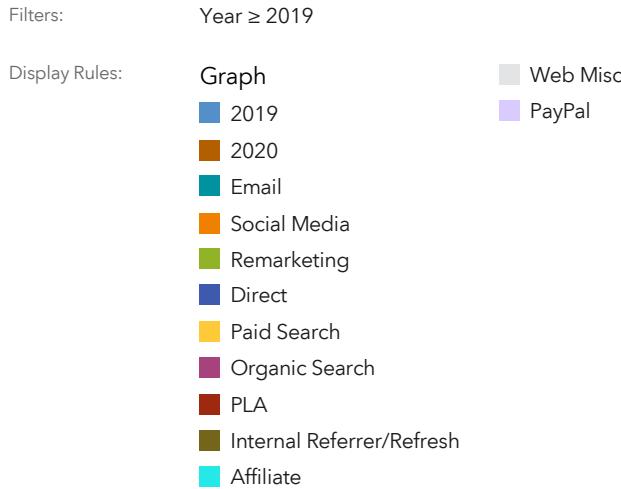
A3.66 2019 Channel Other KPIs by Week

Filters: Date BetweenInclusive(01/01/2019; 12/31/2019)
Channels = 'Email'

A3.66 2019 Channel Other KPIs by Week



A3.67 Basic KPIs by Month grouped by Year



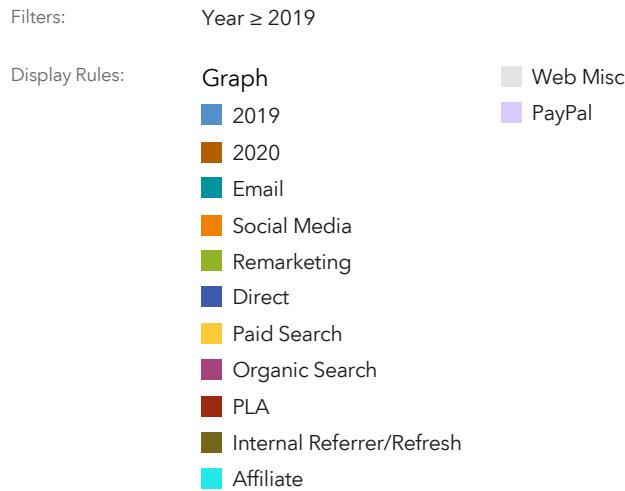
A3.68 Rate KPIs by Month grouped by Year



A3.68 Rate KPIs by Month grouped by Year



A3.69 Other KPIs by Month grouped by Year



A3.70 Basic KPIs by Month



A3.70 Basic KPIs by Month

Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

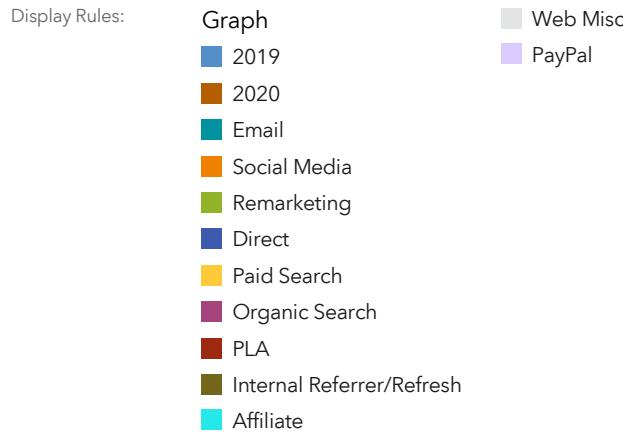
A3.71 Rate KPIs by Month

Filters:	Year ≥ 2019	Web Misc
Display Rules:	Graph	PayPal
	2019	
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A3.72 Other KPIs by Month

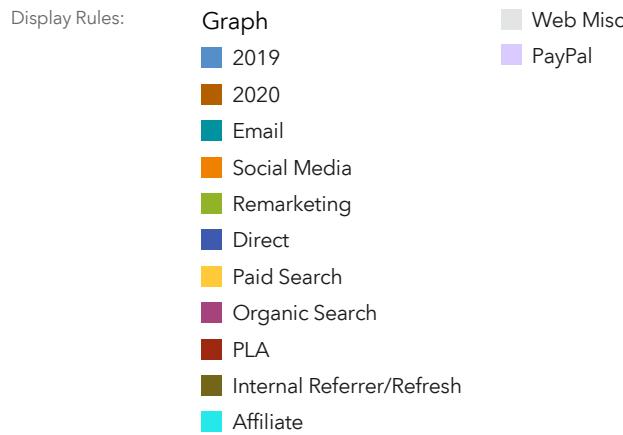
Filters:	Year ≥ 2019

A3.72 Other KPIs by Month



A3.73 2020 Channel Basic KPIs by Month

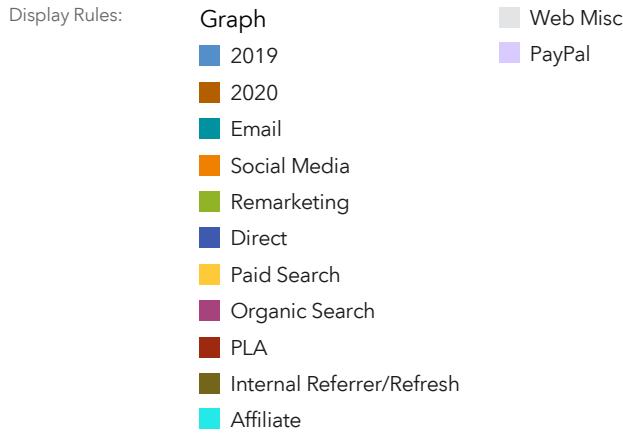
Filters: Date BetweenInclusive(01/01/2020; 02/04/2020)
Channels = 'Email'



A3.74 2020 Channel Rate KPIs by Month

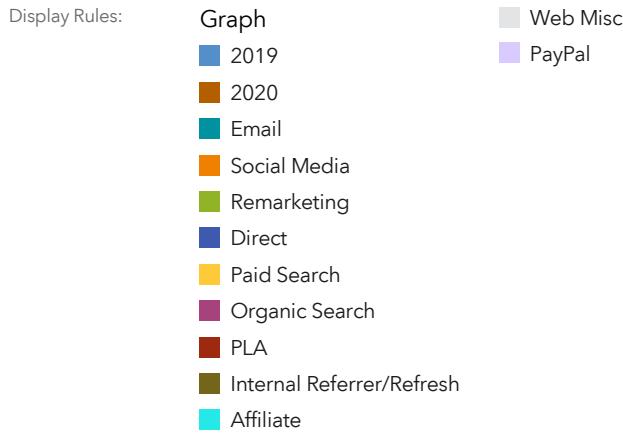
Filters: Date BetweenInclusive(01/01/2020; 02/04/2020)
Channels = 'Email'

A3.74 2020 Channel Rate KPIs by Month



A3.75 2020 Channel Other KPIs by Month

Filters: Date BetweenInclusive(01/01/2020; 02/04/2020)
Channels = 'Email'



A3.76 2019 Channel Basic KPIs by Month

Filters: Date BetweenInclusive(01/01/2019; 12/31/2019)
Channels = 'Email'

A3.76 2019 Channel Basic KPIs by Month



A3.77 2019 Channel Rate KPIs by Month

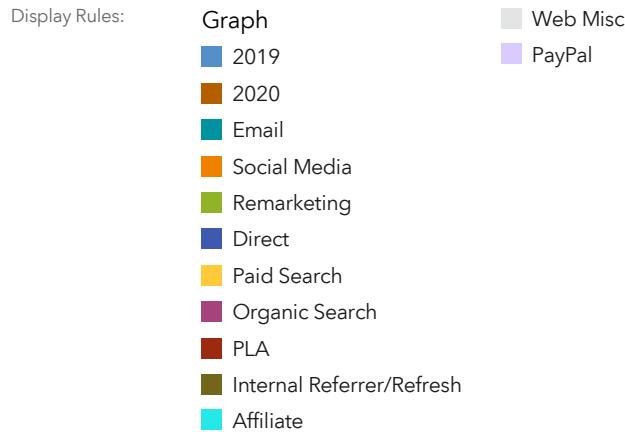
Filters: Date BetweenInclusive(01/01/2019; 12/31/2019)
Channels = 'Email'



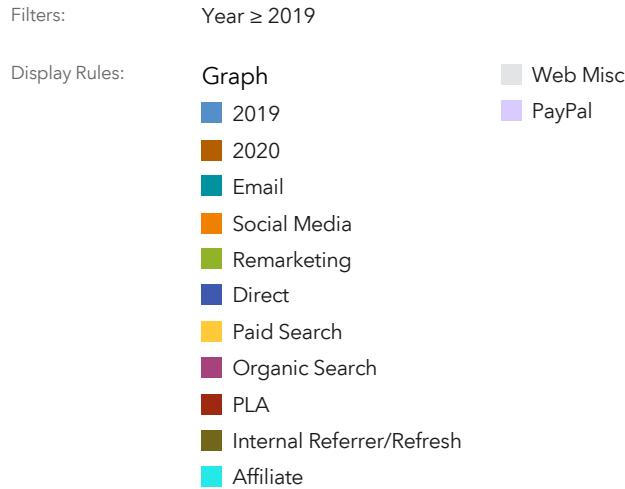
A3.78 2019 Channel Other KPIs by Month

Filters: Date BetweenInclusive(01/01/2019; 12/31/2019)
Channels = 'Email'

A3.78 2019 Channel Other KPIs by Month



A3.79 Basic KPIs by Quarter grouped by Year



A3.80 Rate KPIs by Quarter grouped by Year



A3.80 Rate KPIs by Quarter grouped by Year

Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A3.81 Other KPIs by Quarter grouped by Year

Filters:	Year ≥ 2019	Web Misc
Display Rules:	Graph	PayPal
	2019	
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

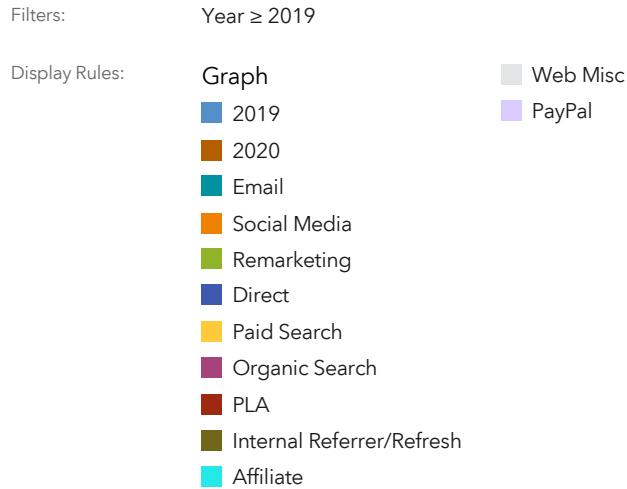
A3.82 Basic KPIs by Month grouped by Year

Filters:	Year ≥ 2019
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A3.82 Basic KPIs by Month grouped by Year



A3.83 Rate KPIs by Month grouped by Year



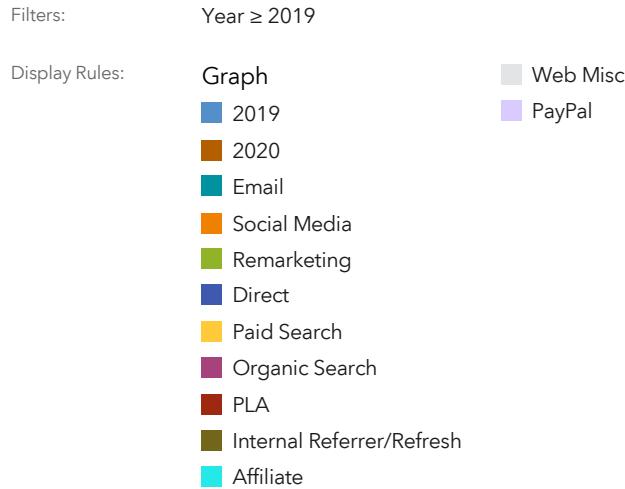
A3.84 Other KPIs by Month grouped by Year



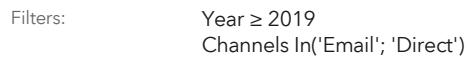
A3.84 Other KPIs by Month grouped by Year



A3.85 Basic KPIs by Quarter grouped by Year



A3.86 Rate KPIs by Quarter grouped by Year



A3.86 Rate KPIs by Quarter grouped by Year

Display Rules:

- Graph
- 2019
 - 2020
 - Email
 - Social Media
 - Remarketing
 - Direct
 - Paid Search
 - Organic Search
 - PLA
 - Internal Referrer/Refresh
 - Affiliate

- Web Misc
- PayPal

A3.87 Other KPIs by Quarter grouped by Year

Filters:

Year \geq 2019

Display Rules:

- Graph
- 2019
 - 2020
 - Email
 - Social Media
 - Remarketing
 - Direct
 - Paid Search
 - Organic Search
 - PLA
 - Internal Referrer/Refresh
 - Affiliate

- Web Misc
- PayPal

A3.88 Basic KPIs by Quarter

Filters:

Year \geq 2019

A3.88 Basic KPIs by Quarter

Display Rules:	Graph	Web Misc
	2019	PayPal
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

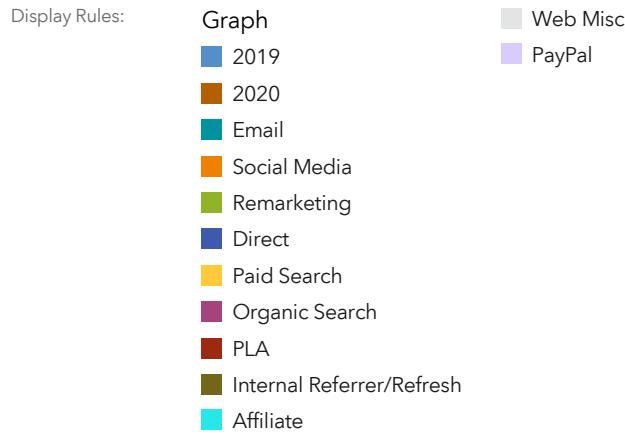
A3.89 Rate KPIs by Quarter

Filters:	Year ≥ 2019	Web Misc
Display Rules:	Graph	PayPal
	2019	
	2020	
	Email	
	Social Media	
	Remarketing	
	Direct	
	Paid Search	
	Organic Search	
	PLA	
	Internal Referrer/Refresh	
	Affiliate	

A3.90 Other KPIs by Quarter

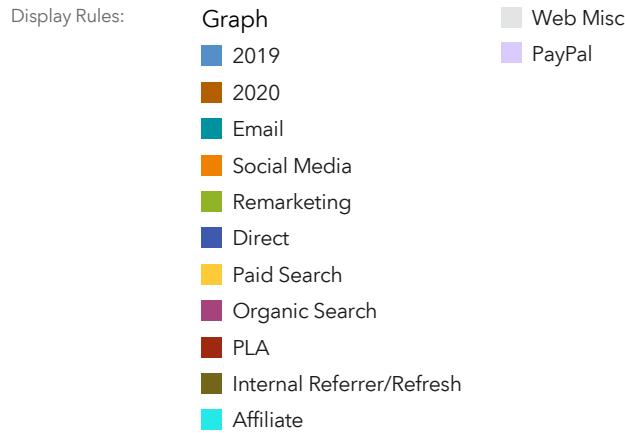
Filters:	Year ≥ 2019

A3.90 Other KPIs by Quarter



A3.91 2020 Channel Basic KPIs by Quarter

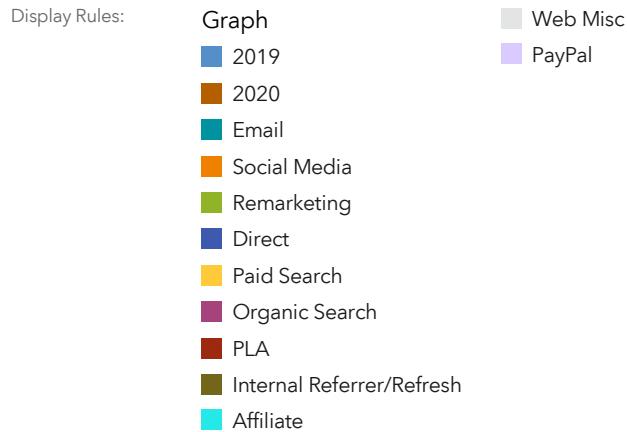
Filters: Date BetweenInclusive(01/01/2020; 02/04/2020)
Channels = 'Email'



A3.92 2020 Channel Rate KPIs by Quarter

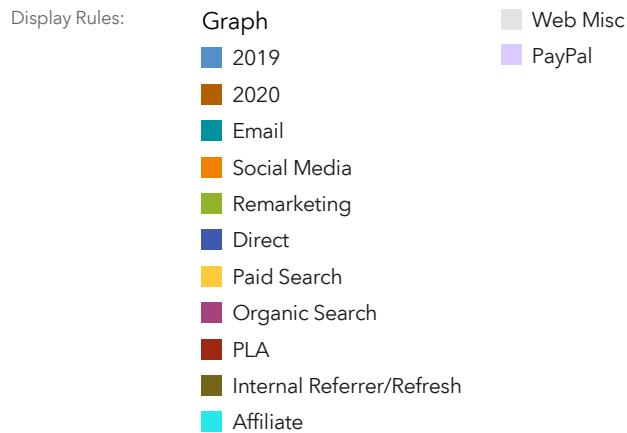
Filters: Date BetweenInclusive(01/01/2020; 02/04/2020)
Channels = 'Email'

A3.92 2020 Channel Rate KPIs by Quarter



A3.93 2020 Channel Other KPIs by Quarter

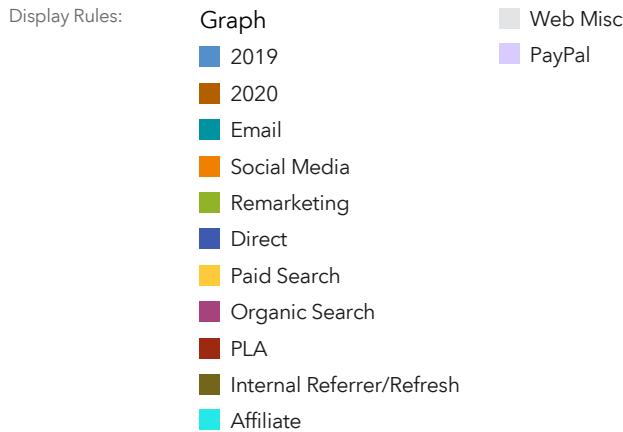
Filters: Date BetweenInclusive(01/01/2020; 02/04/2020)
Channels = 'Email'



A3.94 2019 Channel Basic KPIs by Quarter

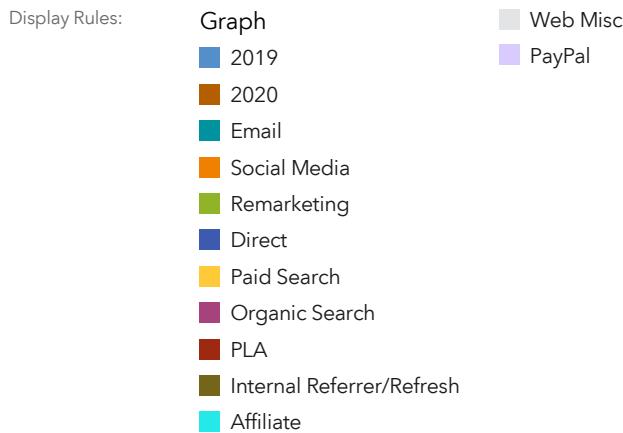
Filters: Date BetweenInclusive(01/01/2019; 12/31/2019)
Channels = 'Email'

A3.94 2019 Channel Basic KPIs by Quarter



A3.95 2019 Channel Rate KPIs by Quarter

Filters: Date BetweenInclusive(01/01/2019; 12/31/2019)
Channels = 'Email'



A3.96 2019 Channel Other KPIs by Quarter

Filters: Date BetweenInclusive(01/01/2019; 12/31/2019)
Channels = 'Email'

Display Rules:

- Graph
2019
2020
Email
Social Media
Remarketing
Direct
Paid Search
Organic Search
PLA
Internal Referrer/Refresh
Affiliate

- Web Misc
PayPal