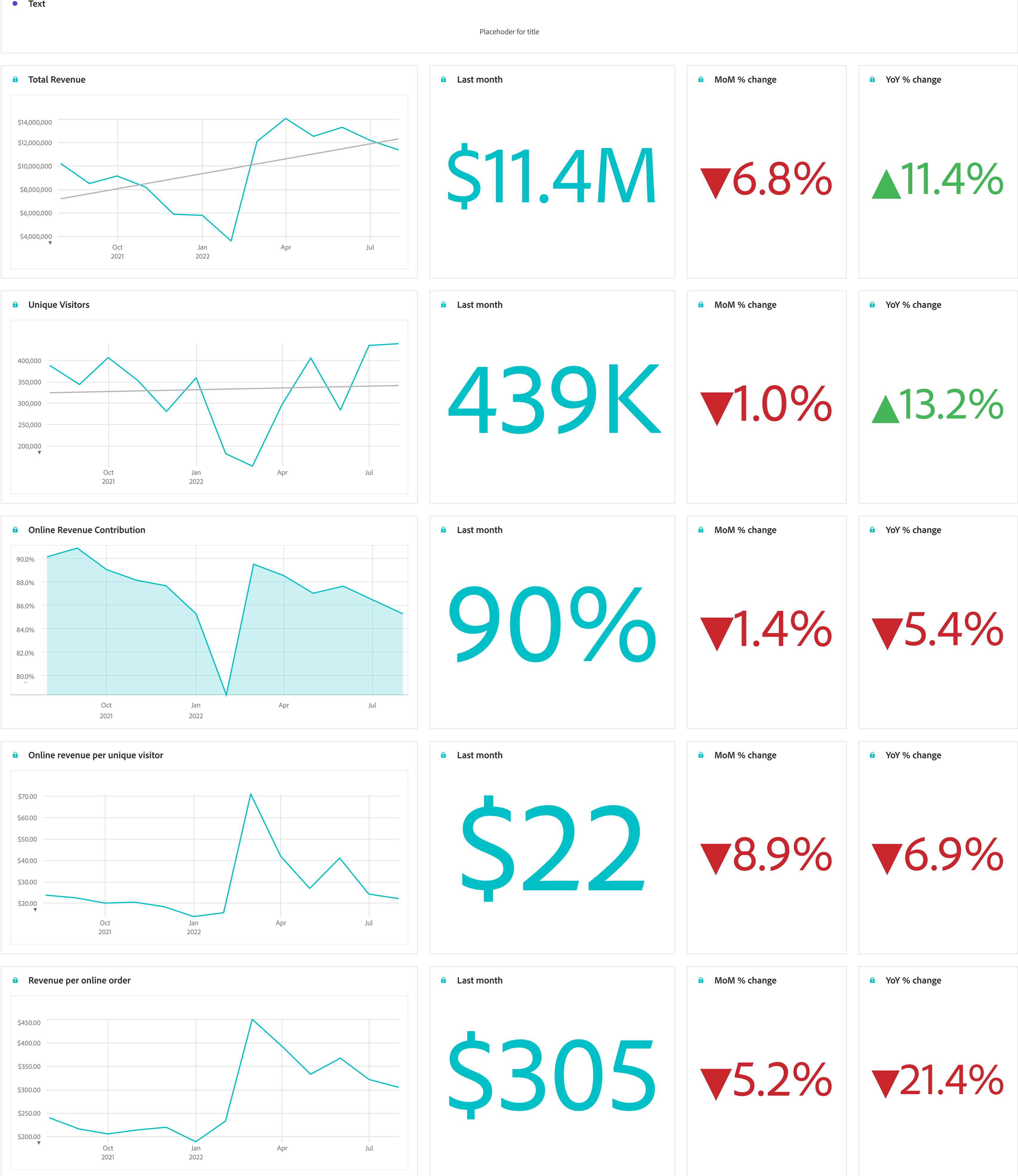
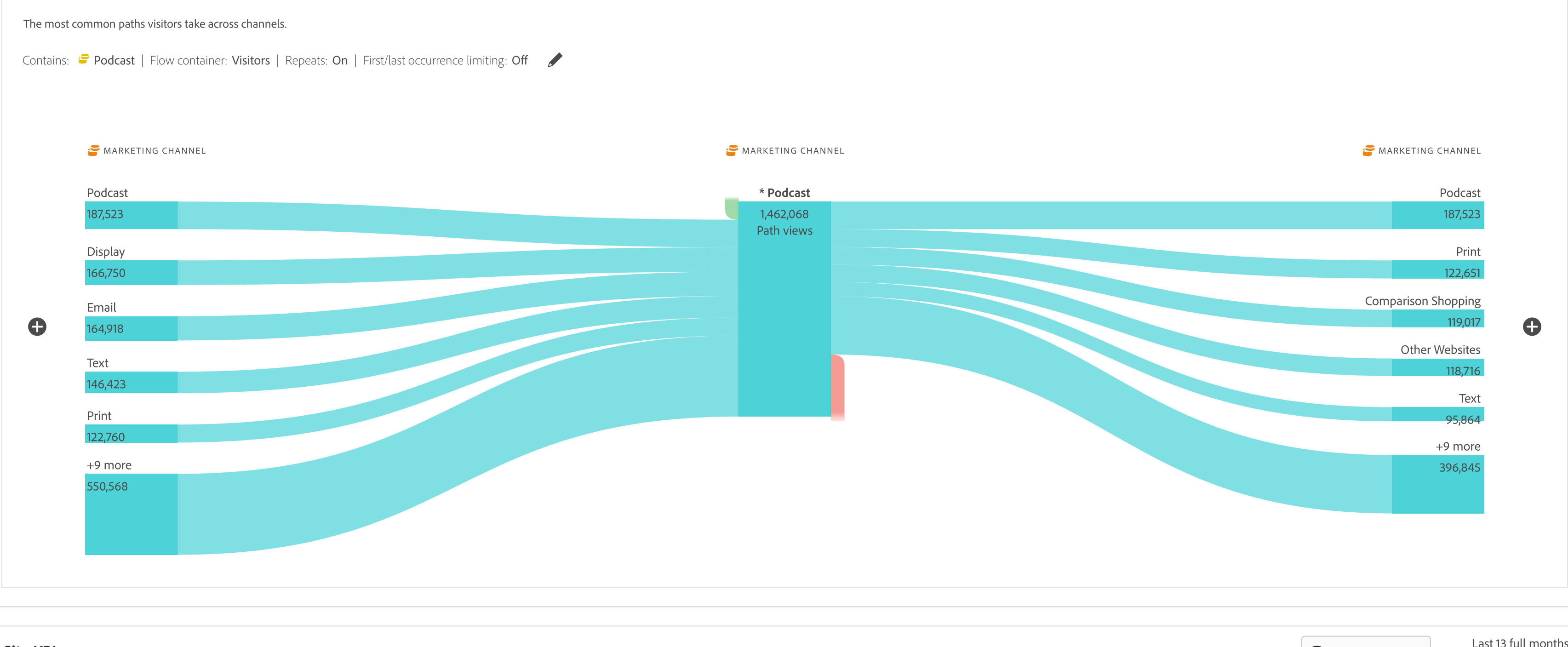
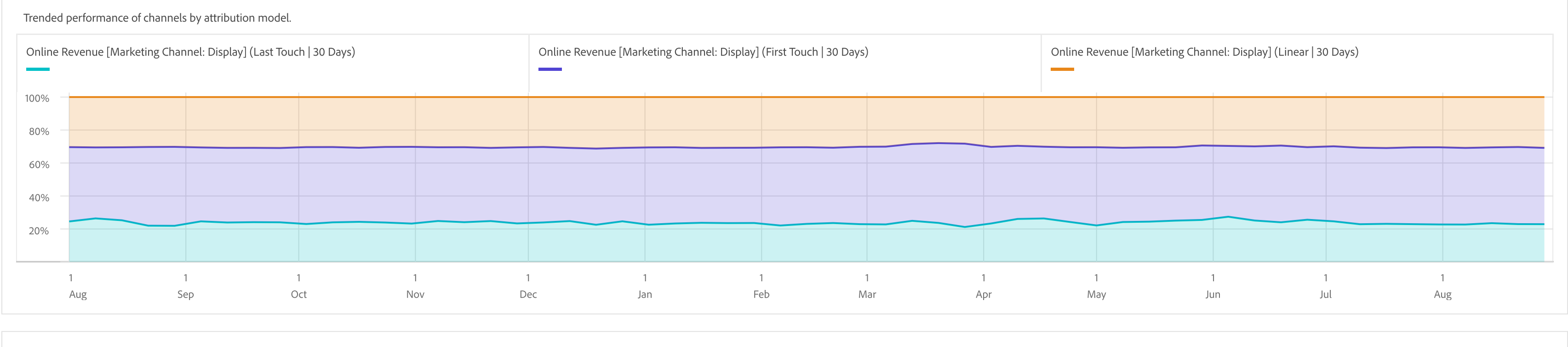
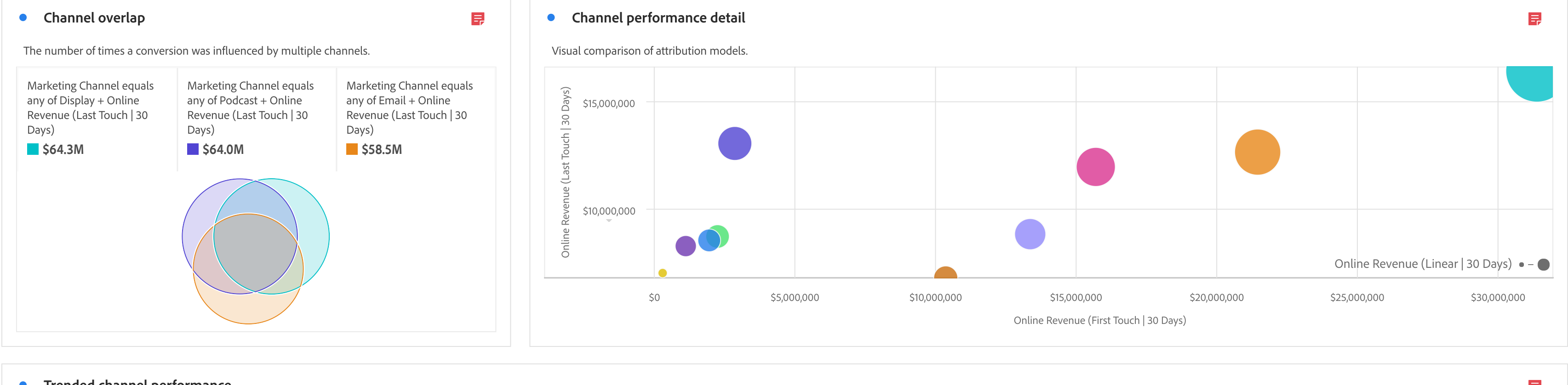
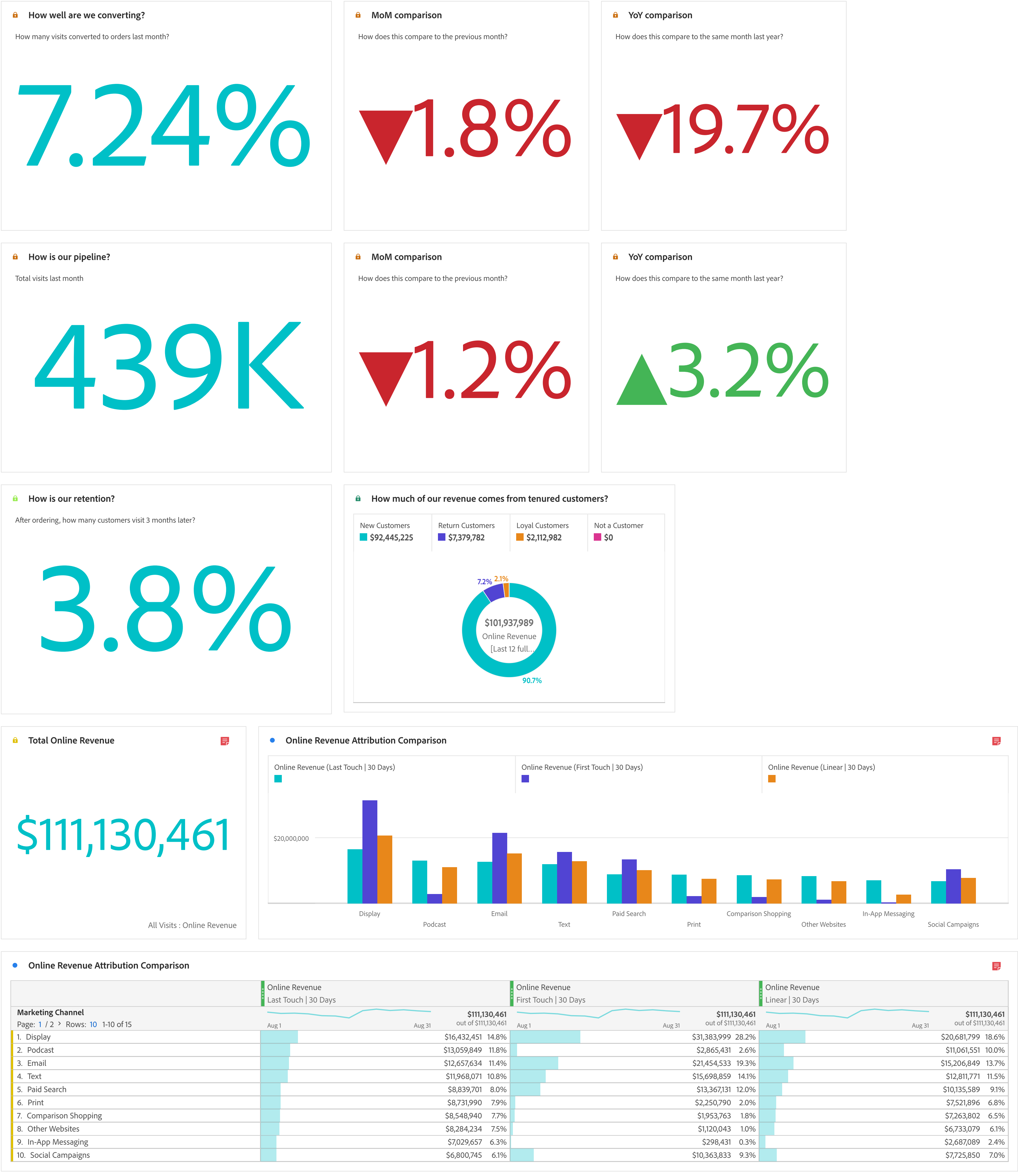


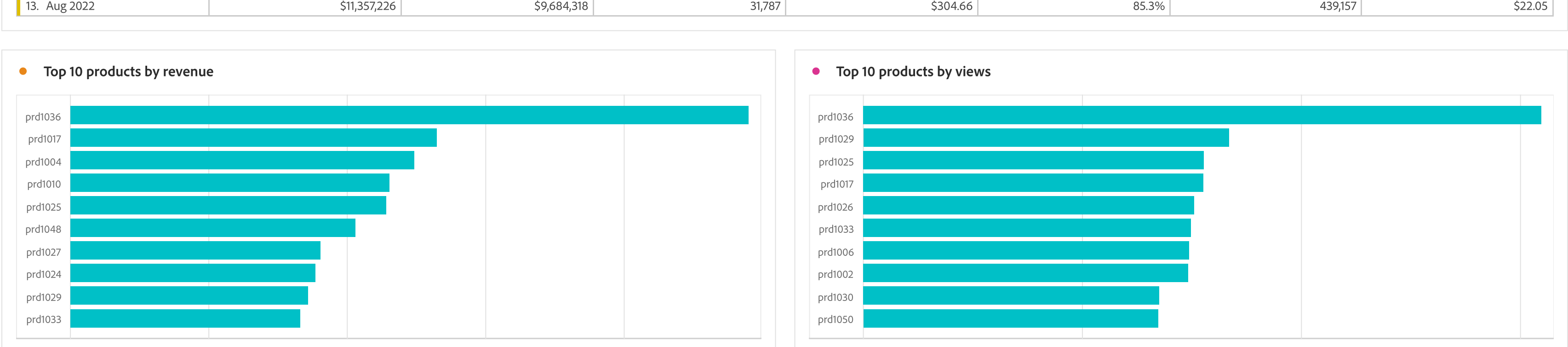
Online Revenue across Marketing Channel | Models: Last Touch, First Touch, Linear | Lookback: 30 Days



Freemform table

Revenue / Visitor - online revenue / unique visitors

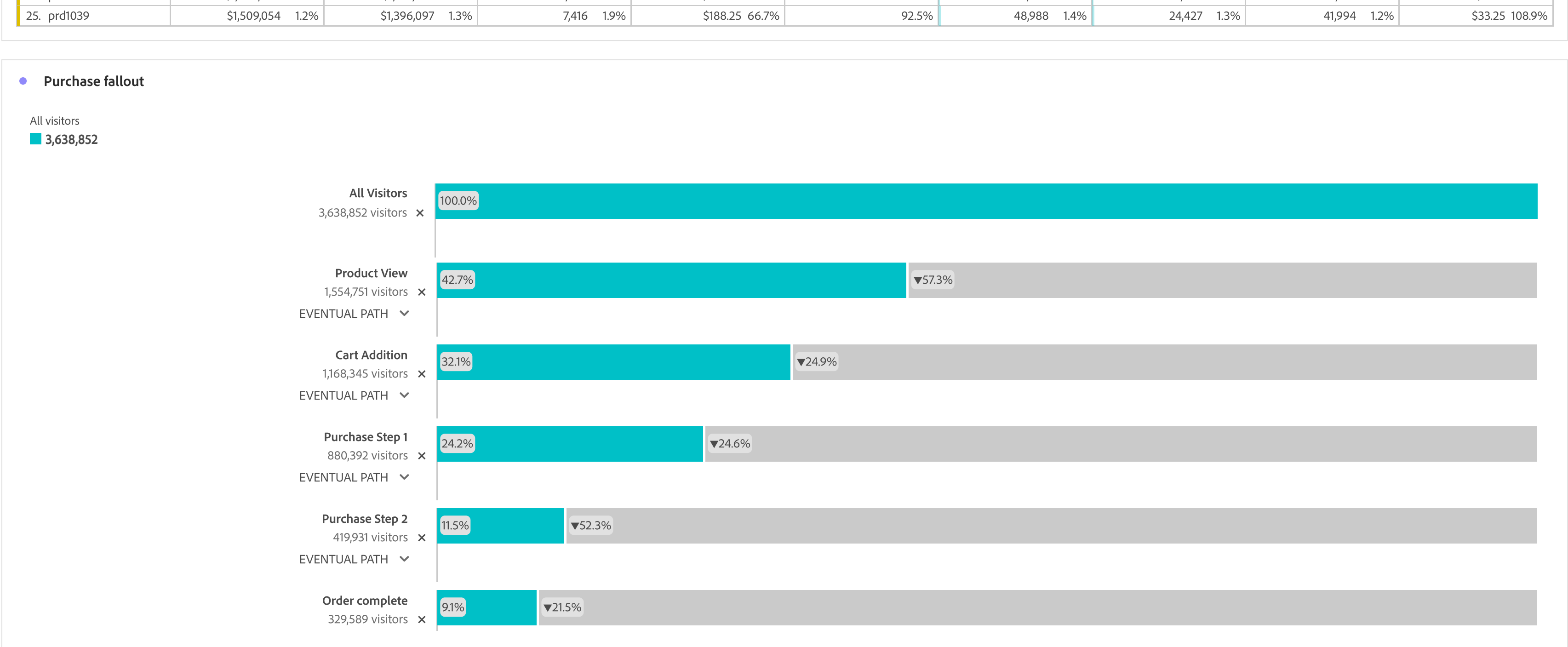
Month	Total Revenue	Online Revenue	Online Orders	Revenue per online order	Online Revenue Contribution	Unique Visitors	Revenue / Visitor
1. Aug 2021	\$126,701,902	\$111,130,461	393,909	\$282.12	87.7%	3,638,852	\$30.54
2. Sep 2021	\$8,490,476	\$7,716,701	35,765	\$215.76	90.1%	343,415	\$23.69
3. Oct 2021	\$9,136,736	\$8,136,112	39,664	\$205.13	89.0%	406,666	\$22.46
4. Nov 2021	\$8,173,159	\$7,203,444	33,719	\$213.63	88.1%	352,994	\$20.41
5. Dec 2021	\$5,866,448	\$5,142,872	23,444	\$219.37	87.7%	280,336	\$18.35
6. Jan 2022	\$5,772,243	\$4,921,448	26,129	\$188.35	85.3%	359,277	\$13.70
7. Feb 2022	\$3,588,405	\$2,811,051	12,094	\$232.43	78.3%	181,413	\$15.50
8. Mar 2022	\$12,081,708	\$10,813,802	24,226	\$450.09	89.5%	152,421	\$16.95
9. Apr 2022	\$14,046,022	\$12,434,771	31,668	\$392.66	88.5%	294,805	\$47.90
10. May 2022	\$12,518,465	\$10,894,406	32,752	\$332.63	87.0%	405,656	\$26.86
11. Jun 2022	\$13,288,989	\$11,645,039	31,721	\$367.11	87.6%	283,706	\$41.05
12. Jul 2022	\$12,182,982	\$10,534,025	32,771	\$321.44	86.5%	434,966	\$24.22
13. Aug 2022	\$11,352,226	\$9,684,318	31,787	\$304.66	85.3%	439,157	\$22.05



Freeform table (4)

Revenue / Visitor - online revenue / unique visitors

	Total Revenue	Online Revenue	Online Orders	Revenue per online order	Online Revenue Contribution	Product Views	Cart Additions	Unique Visitors	Revenue / Visitor	
Product										
Page: 1 / 8 - Rows: 25 / 1	Aug 1	\$4,726,701,902	\$111,130,461	393,909	\$282.12	87.7%	3,469,139	1,810,701	3,638,852	\$30.54
	Aug 1					Aug 1				
1. prd0136		\$9,792,793 7.2%	\$9,428,601 8.5%	21,463 5.4%	\$439.30 155.77%	96.3%	154,741 4.5%	76,365 4.2%	115,577 3.2%	\$81.58 267.1%
2. prd0107		\$5,287,677 4.2%	\$4,701,232 4.2%	11,834 3.0%	\$397.26 140.8%	88.9%	77,637 2.2%	79,181 2.2%	66,489 1.8%	\$70.71 231.5%
3. prd0104		\$4,965,912 3.9%	\$4,277,844 3.8%	8,352 2.1%	\$501.25 181.5%	86.1%	54,487 1.6%	21,724 1.5%	46,717 1.3%	\$91.56 299.8%
4. prd0100		\$4,600,011 3.6%	\$3,975,870 3.6%	9,425 2.4%	\$401.84 149.5%	86.3%	42,732 1.8%	21,526 1.7%	53,862 1.5%	\$73.82 241.7%
5. prd0105		\$4,558,069 3.6%	\$4,255,359 3.8%	11,850 3.0%	\$359.09 127.3%	93.4%	77,720 2.2%	39,264 2.2%	64,648 1.8%	\$65.82 215.5%
6. prd0148		\$4,116,316 3.2%	\$3,706,292 3.3%	8,361 2.1%	\$443.28 157.1%	90.0%	55,902 1.6%	28,060 1.5%	47,807 1.3%	\$77.53 253.9%
7. prd0107		\$3,607,909 2.8%	\$3,348,590 3.0%	6,937 1.8%	\$482.71 171.1%	92.8%	46,604 1.3%	23,799 1.3%	38,844 1.1%	\$86.21 282.3%
8. prd0124		\$3,534,345 2.8%	\$3,258,921 2.9%	6,819 1.7%	\$477.92 169.4%	92.2%	45,566 1.3%	23,719 1.3%	37,709 1.0%	\$86.42 283.0%
9. prd0129		\$3,428,377 2.7%	\$3,178,987 2.9%	12,306 3.1%	\$268.33 91.6%	92.7%	83,438 2.4%	42,346 2.3%	69,403 1.9%	\$45.80 150.0%
10. prd0103		\$3,318,584 2.6%	\$3,062,264 2.8%	11,363 2.9%	\$269.49 95.5%	92.3%	74,785 2.2%	37,564 2.1%	63,683 1.8%	\$48.09 157.5%
11. prd0128		\$2,991,101 2.4%	\$2,730,831 2.8%	9,861 2.5%	\$276.92 98.2%	91.3%	65,278 1.9%	33,318 1.8%	52,421 1.5%	\$50.14 164.2%
12. prd0111		\$2,916,979 2.3%	\$2,473,669 2.2%	8,171 2.1%	\$302.74 107.3%	84.8%	53,463 1.5%	26,902 1.5%	46,350 1.3%	\$53.37 114.8%
13. prd0106		\$2,761,603 2.2%	\$2,535,616 2.3%	6,094 1.5%	\$451.06 147.5%	91.8%	37,718 1.1%	18,792 1.0%	33,487 0.9%	\$75.72 247.9%
14. prd0101		\$2,752,916 2.2%	\$2,336,040 2.1%	11,993 2.8%	\$208.71 74.0%	84.9%	74,319 2.1%	37,340 2.1%	63,759 1.8%	\$36.64 120.0%
15. prd0140		\$2,568,425 2.0%	\$2,337,719 2.1%	8,190 2.1%	\$285.36 101.1%	91.0%	54,050 1.6%	27,148 1.5%	46,365 1.3%	\$50.41 165.1%
16. prd0105		\$2,448,153 1.9%	\$1,866,578 1.7%	7,281 1.8%	\$256.36 90.9%	76.2%	48,988 1.4%	24,379 1.3%	43,052 1.2%	\$43.36 142.0%
17. prd0106		\$2,436,707 1.9%	\$2,036,487 1.8%	9,903 2.5%	\$205.64 72.9%	83.6%	64,055 1.8%	32,057 1.8%	56,047 1.5%	\$36.34 119.0%
18. prd0144		\$2,417,214 1.9%	\$2,190,379 2.0%	5,154 1.3%	\$424.99 150.6%	90.6%	34,303 1.0%	17,237 1.0%	29,711 0.8%	\$73.72 241.4%
19. prd0132		\$2,325,896 1.8%	\$2,116,632 1.9%	5,775 1.5%	\$366.52 129.9%	91.0%	37,846 1.1%	19,413 1.1%	32,620 0.9%	\$64.89 212.5%
20. prd0135		\$2,153,861 1.7%	\$1,942,430 1.7%	6,043 2.0%	\$241.51 85.6%	90.2%	52,691 1.5%	26,531 1.5%	45,217 1.2%	\$42.96 140.7%
21. prd0120		\$1,919,181 1.5%	\$1,628,483 1.5%	9,093 2.3%	\$179.09 63.5%	84.9%	58,212 1.7%	29,263 1.6%	50,994 1.4%	\$38.93 104.6%
22. prd0145		\$1,889,715 1.5%	\$1,697,131 1.5%	5,723 1.5%	\$296.55 105.1%	89.8%	37,665 1.1%	18,937 1.0%	32,546 0.9%	\$52.15 170.7%
23. prd0109		\$1,792,066 1.4%	\$1,280,348 1.2%	4,741 1.2%	\$270.06 95.7%	71.4%	30,500 0.9%	15,689 0.9%	27,887 0.8%	\$45.91 150.3%



Annotation Summary

DATE RANGE	NAME	COMPONENTS	DESCRIPTION
Jul 6	Partial site outage		Due to a hosting error, there was a partial site outag...