



## Session Quality - Analytics Intelligence

How are my sessions distributed by session quality?

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All Users  
100.00% Users (100.00% Sessions)



New Users  
90.50% Users (67.38% Sessions)

Sep 20, 2018 - Oct 19, 2018

All Users	Sessions 78,904 % of Total: 100.00% (78,904)	Sessions with Transactions 1,004 % of Total: 100.00% (1,004)	Sessions without Transactions 77,900 % of Total: 100.00% (77,900)
New Users	53,164 % of Total: 67.38% (78,904)	373 % of Total: 37.15% (1,004)	52,791 % of Total: 67.77% (77,900)

	Session Quality	Sessions	Sessions with Transactions	Sessions without Transactions
1				
	All Users	54,444 <div></div>	1 <div></div>	54,443 <div></div>
	New Users	41,134 <div></div>	1 <div></div>	41,133 <div></div>
2-5				
	All Users	14,480 <div></div>	19 <div></div>	14,461 <div></div>
	New Users	6,887 <div></div>	8 <div></div>	6,879 <div></div>
6-20				
	All Users	4,048 <div></div>	82 <div></div>	3,966 <div></div>
	New Users	2,303 <div></div>	29 <div></div>	2,274 <div></div>
21-50				
	All Users	3,047 <div></div>	194 <div></div>	2,853 <div></div>
	New Users	1,718 <div></div>	86 <div></div>	1,632 <div></div>
51-100				
	All Users	2,885 <div></div>	708 <div></div>	2,177 <div></div>
	New Users	1,122 <div></div>	249 <div></div>	873 <div></div>

Default Channel Grouping	Acquisition			Behavior			Conversions	eCommerce	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Quality	Ecommerce Conversion Rate	Transactions	Revenue
All Users	78,904 % of Total: 100.00% (78,904)	67.38% Avg for View: 67.38% (0.00%)	53,164 % of Total: 100.00% (53,164)	42.08% Avg for View: 42.08% (0.00%)	4.57 Avg for View: 4.57 (0.00%)	5.7 % of Total: 100.00% (5.7)	1.30% Avg for View: 1.30% (0.00%)	1,026 % of Total: 100.00% (1,026)	\$173,260.84 % of Total: 100.00% (\$173,260.84)
New Users	53,164 % of Total: 67.38% (78,904)	100.00% Avg for View: 67.38% (48.42%)	53,164 % of Total: 100.00% (53,164)	45.37% Avg for View: 42.08% (7.81%)	4.17 Avg for View: 4.57 (-8.91%)	4.2 % of Total: 73.29% (5.7)	0.71% Avg for View: 1.30% (-45.61%)	376 % of Total: 36.65% (1,026)	\$40,718.69 % of Total: 23.50% (\$173,260.84)
1. Organic Search									
All Users	40,070 (50.78%)	74.30%	29,771 (56.00%)	49.18%	4.02	4.4 (77.47%)	0.83%	333 (32.46%)	\$48,342.02 (27.90%)
New Users	29,771 (56.00%)	100.00%	29,771 (56.00%)	50.58%	3.79	3.5 (82.71%)	0.49%	146 (38.83%)	\$13,026.96 (31.99%)
2. Referral									
All Users	15,394 (19.51%)	42.20%	6,496 (12.22%)	21.24%	6.50	10.7 (187.18%)	3.11%	478 (46.59%)	\$79,729.01 (46.02%)
New Users	6,496 (12.22%)	100.00%	6,496 (12.22%)	23.31%	6.08	8.6 (204.42%)	2.17%	141 (37.50%)	\$19,021.78 (46.72%)
3. Direct									
All Users	14,150 (17.93%)	35.80%	10,455 (21.55%)	26.52%	4.57	5.2 (91.25%)	1.40%	155 (15.11%)	\$37,485.99 (21.65%)
New Users	10,455 (19.88%)	100.00%	10,455 (19.88%)	27.50%	4.00	4.5 (85.71%)	0.90%	100 (26.60%)	\$27,485.99 (67.50%)

All Users	14,150 (17.93%)	73.89%	10,455 (19.67%)	38.59%	4.67	5.2 (90.31%)	1.10%	133 (15.11%)	\$37,483.90 (21.64%)
New Users	10,455 (19.67%)	100.00%	10,455 (19.67%)	39.10%	4.56	4.4 (104.02%)	0.70%	73 (19.41%)	\$7,277.62 (17.87%)
4. (Other)									
All Users	3,324 (4.21%)	66.91%	2,224 (4.18%)	45.31%	3.85	2.9 (51.00%)	0.27%	9 (0.88%)	\$1,159.66 (0.67%)
New Users	2,224 (4.18%)	100.00%	2,224 (4.18%)	45.91%	3.76	2.5 (58.67%)	0.13%	3 (0.80%)	\$450.54 (1.11%)
5. Social									
All Users	2,758 (3.50%)	82.27%	2,269 (4.27%)	57.11%	3.06	2.1 (36.54%)	0.15%	4 (0.39%)	\$104.74 (0.06%)
New Users	2,269 (4.27%)	100.00%	2,269 (4.27%)	58.48%	2.85	1.8 (43.15%)	0.04%	1 (0.27%)	\$21.98 (0.05%)
6. Display									
All Users	1,515 (1.92%)	65.48%	992 (1.87%)	64.95%	2.97	4.4 (77.13%)	0.73%	11 (1.07%)	\$2,036.42 (1.18%)
New Users	992 (1.87%)	100.00%	992 (1.87%)	70.87%	2.58	3.3 (77.67%)	0.30%	3 (0.80%)	\$627.61 (1.54%)
7. Generic Paid Search									
All Users	890 (1.13%)	73.48%	654 (1.23%)	49.89%	3.47	5.9 (102.60%)	1.12%	10 (0.97%)	\$381.48 (0.22%)
New Users	654 (1.23%)	100.00%	654 (1.23%)	50.76%	3.09	4.2 (101.21%)	0.61%	4 (1.06%)	\$172.04 (0.42%)
8. Branded Paid Search									
All Users	572 (0.72%)	39.51%	226 (0.43%)	26.92%	6.65	12.5 (218.56%)	4.02%	23 (2.24%)	\$3,929.66 (2.27%)
New Users	226 (0.43%)	100.00%	226 (0.43%)	21.24%	6.66	10.2 (243.63%)	1.33%	3 (0.80%)	\$88.20 (0.22%)
9. Other Paid Search									
All Users	231 (0.29%)	33.33%	77 (0.14%)	45.02%	4.47	5.8 (101.65%)	1.30%	3 (0.29%)	\$91.95 (0.05%)
New Users	77 (0.14%)	100.00%	77 (0.14%)	36.36%	5.38	6.5 (154.88%)	2.60%	2 (0.53%)	\$31.96 (0.08%)