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|  |  |  | Google Merchandise Store | | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | [GO TO REPORT](https://analytics.google.com/analytics/web/?utm_source=pdfReportLink#/report/visitors-engagement/a54516992w87479473p92324711/_u.dateOption=last30days&_.useg=builtin1,builtin2/) | | | | | |  |
|  |  |  | 2 Test View | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | **Engagement** | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | All Users | |  |  |  | New Users | | | | | | |  |  |  |  |  |  | Sep 20, 2018 - Oct 19, 2018 | | | | | | | | |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | 100.00% Users (100.00% Sessions) | | | |  | 90.50% Users (67.38% Sessions) | | | | | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | **Distribution** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | Session Duration | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  | Sessions | |  |  |  |  |  |  |  |  | Pageviews | | | | | | | | | | | | | | |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | All Users | | 78,904 |  |  |  |  |  |  |  |  |  | 360,820 | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  | % of Total: 100.00% (78,904) | |  |  |  |  |  |  |  |  | % of Total: 100.00% (360,820) | | | | | | | | | | | | | | |  |
|  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | New Users | | 53,164 |  |  |  |  |  |  |  |  |  | 221,444 | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  | % of Total: 67.38% (78,904) | |  |  |  |  |  |  |  |  | % of Total: 61.37% (360,820) | | | | | | | | | | | | | | |  |
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|  |  |  | Session Duration | |  | Sessions |  |  |  |  |  |  |  |  |  | Pageviews | | | | | | | | | | | |  |  |  |
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|  |  |  | **0-10 seconds** | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | **All Users** | |  | **36,816** |  |  |  |  |  |  |  |  |  | **40,915** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | **New Users** | |  | **26,259** |  |  |  |  |  |  |  |  |  | **28,723** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | **11-30 seconds** | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | **All Users** | |  | **7,055** |  |  |  |  |  |  |  |  |  | **20,144** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | **New Users** | |  | **4,485** |  |  |  |  |  |  |  |  |  | **12,096** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | **31-60 seconds** | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | **All Users** | |  | **6,790** |  |  |  |  |  |  |  |  |  | **25,980** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | **New Users** | |  | **4,594** |  |  |  |  |  |  |  |  |  | **16,622** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | **61-180 seconds** | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | **All Users** | |  | **11,542** |  |  |  |  |  |  |  |  |  | **67,557** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | **New Users** | |  | **7,856** |  |  |  |  |  |  |  |  |  | **44,567** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | **181-600 seconds** | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | **All Users** | |  | **10,202** |  |  |  |  |  |  |  |  |  | **103,531** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | **New Users** | |  | **6,439** |  |  |  |  |  |  |  |  |  | **64,630** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | **601-1800 seconds** | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | **All Users** | |  | **5,459** |  |  |  |  |  |  |  |  |  | **76,558** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | **New Users** | |  | **3,038** |  |  |  |  |  |  |  |  |  | **42,865** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | **1801+ seconds** | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | **All Users** | |  | **1,040** |  |  |  |  |  |  |  |  |  | **26,135** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | **New Users** | |  | **493** |  |  |  |  |  |  |  |  |  | **11,941** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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