Google Merchandise Store

 2 Test View GO TO REPORT

**New vs Returning**

Sep 20, 2018 - Oct 19, 2018



All Users

100.00% Users



New Users

90.50% Users

# Summary

**Explorer**

Users (All Users) Users (New Users)

5,000



2,500

Sep 22 Sep 29 Oct 6 Oct 13

Rows 1 - 2 of 2

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **User Type** | **Acquisition** | | | **Behavior** | | | **Conversions** | eCommerce | | |
| **Users** | **New Users** | **Sessions** | **Bounce Rate** | **Pages / Session** | **Avg. Session Duration** | **Transactions** | | **Revenue** | **Ecommerce Conversion Rate** |
|  | **58,856** | **53,164** | **78,904** | **42.08%** | **4.57** | **00:02:52** | **1,026** | | **$173,260.84** | **1.30%** |
| **All Users** | % of Total:  100.00% | % of Total:  100.00%  (53,164) | % of Total:  100.00% | Avg for View:  42.08% | Avg for View:  4.57  (0.00%) | Avg for View:  00:02:52  (0.00%) | % of Total:  100.00%  (1,026) | | % of Total:  100.00%  ($173,260.84) | Avg for View:  1.30%  (0.00%) |
|  | (58,856) |  | (78,904) | (0.00%) |  |  |  | |  |  |
|  | **53,263** | **53,164** | **53,164** | **45.37%** | **4.17** | **00:02:25** | **376** | | **$40,718.69** | **0.71%** |
| **New Users** | % of Total:  90.50% | % of Total:  100.00%  (53,164) | % of Total:  67.38% | Avg for View:  42.08% | Avg for View:  4.57  (-8.91%) | Avg for View:  00:02:52  (-15.93%) | % of Total:  36.65%  (1,026) | | % of Total:  23.50%  ($173,260.84) | Avg for View:  1.30%  (-45.61%) |
|  | (58,856) |  | (78,904) | (7.81%) |  |  |  | |  |  |
| 1. New Visitor |  |  | | | | | | | | |
| All Users | **53,263**  **(78.51%)** | 53,164  (100.00%) | 53,164  (67.38%) | 45.37% | 4.17 | 00:02:25 | 376  (36.65%) | | $40,718.69  (23.50%) | 0.71% |
| New Users | **53,263**  **(100.00%)** | 53,164  (100.00%) | 53,164  (100.00%) | 45.37% | 4.17 | 00:02:25 | 376  (100.00%) | | $40,718.69  (100.00%) | 0.71% |
| 2. Returning Visitor |  |  | | | | | | | | |
| All Users | **14,578**  **(21.49%)** | 0  (0.00%) | 25,740  (32.62%) | 35.30% | 5.41 | 00:03:49 | 650  (63.35%) | | $132,542.15  (76.50%) | 2.53% |
| New Users | **0**  **(0.00%)** | 0  (0.00%) | 0  (0.00%) | 0.00% | 0.00 | 00:00:00 | 0  (0.00%) | | $0.00  (0.00%) | 0.00% |

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