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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  | Google Merchandise Store | | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | [GO TO REPORT](https://analytics.google.com/analytics/web/?utm_source=pdfReportLink#/report/visitors-session-quality/a54516992w87479473p92324711/_u.dateOption=last30days&_.useg=builtin1,builtin2/) | | | | | | | | |  |
|  |  |  |  | 2 Test View | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | **Session Quality - Analytics Intelligence** | | | | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | **How are my sessions distributed by session quality?** | | | | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | [**Learn more**](https://support.google.com/analytics/answer/7303153) | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | Sep 20, 2018 - Oct 19, 2018 | | | | | | | | | | | |  |
|  |  |  |  | All Users | |  |  |  |  |  |  |  |  | New Users | | |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  | 100.00% Users (100.00% Sessions) | | | |  |  |  |  |  |  | 90.50% Users (67.38% Sessions) | | | | | | | | | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  | |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | Sessions | |  |  |  |  |  |  | Sessions with Transactions | | | | | | | | | | |  | Sessions without Transactions | | | | | | | |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | All Users | | | 78,904 | | |  |  |  |  |  | 1,004 | | |  |  |  |  |  |  |  |  |  | 77,900 | |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | % of Total: 100.00% (78,904) | | |  |  |  |  |  | % of Total: 100.00% (1,004) | | | | | |  |  |  |  |  |  | % of Total: 100.00% (77,900) | | | | | | | |  |  |  |  |  |  |  |
|  |  |  |  | | |  | | |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | New Users | | | 53,164 | | |  |  |  |  |  | 373 | |  |  |  |  |  |  |  |  |  |  | 52,791 | |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | % of Total: 67.38% (78,904) | | |  |  |  |  |  | % of Total: 37.15% (1,004) | | | | | |  |  |  |  |  |  | % of Total: 67.77% (77,900) | | | | | | | |  |  |  |  |  |  |  |
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|  |  |  |  | Session Quality | |  |  | Sessions |  |  |  |  |  |  |  |  |  | Sessions with Transactions | | | | | | |  |  | Sessions without Transactions | | | | | | | | | | |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  | **1** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  | **All Users** | |  |  | **54,444** |  |  |  |  |  |  |  |  |  | **1** | |  |  |  |  |  |  |  | **54,443** | | |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  | **New Users** | |  |  | **41,134** |  |  |  |  |  |  |  |  |  | **1** | |  |  |  |  |  |  |  | **41,133** | | |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  | **2-5** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  | **All Users** | |  |  | **14,480** |  |  |  |  |  |  |  |  |  | **19** | |  |  |  |  |  |  |  | **14,461** | | |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  | **New Users** | |  |  | **6,887** |  |  |  |  |  |  |  |  |  | **8** | |  |  |  |  |  |  |  | **6,879** | | |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  | **6-20** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  | **All Users** | |  |  | **4,048** |  |  |  |  |  |  |  |  |  | **82** | |  |  |  |  |  |  |  | **3,966** | | |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  | **New Users** | |  |  | **2,303** |  |  |  |  |  |  |  |  |  | **29** | |  |  |  |  |  |  |  | **2,274** | | |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  | **21-50** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  | **All Users** | |  |  | **3,047** |  |  |  |  |  |  |  |  |  | **194** | |  |  |  |  |  |  |  | **2,853** | | |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  | **New Users** | |  |  | **1,718** |  |  |  |  |  |  |  |  |  | **86** | |  |  |  |  |  |  |  | **1,632** | | |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  | **51-100** | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  | **All Users** | |  |  | **2,885** |  |  |  |  |  |  |  |  |  | **708** | |  |  |  |  |  |  |  | **2,177** | | |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  | **New Users** | |  |  | **1,122** |  |  |  |  |  |  |  |  |  | **249** | |  |  |  |  |  |  |  | **873** | | |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  |  |  | **Acquisition** | |  |  |  |  |  | **Behavior** | | | |  |  |  |  |  |  |  |  | **Conversions** eCommerce | | | | |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | **Default Channel Grouping** | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | **Sessions** |  | **% New** |  |  | **New** | |  | **Bounce** | |  | **Pages /** | |  | **Avg. Session** | | | | | **Ecommerce Conversion** | | | |  | **Transactions** | | | |  | **Revenue** | | |  |  |  |
|  |  |  |  |  |  |  | **Sessions** |  |  | **Users** | |  | **Rate** | |  | **Session** | |  |  |  | **Quality** | | |  | **Rate** | | |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  |  |  | **78,904** |  | **67.38%** | **53,164** | | | | **42.08%** | | |  | **4.57** | |  | **5.7** | | | | | **1.30%** | | | |  | **1,026** | | | | **$173,260.84** | | |  |  |  |  |
|  |  |  |  | **All Users** | | % of Total: |  | Avg for View: |  |  |  | % of |  | Avg for | |  | Avg for View: | |  |  |  | % of Total: | | |  | Avg for View: | | |  |  | % of Total: | | |  | % of Total: | | |  |  |  |
|  |  |  |  | 100.00% |  | 67.38% |  |  | Total: | |  | View: | |  | 4.57 | |  | 100.00% | | | | | 1.30% | | | |  | 100.00% | | | | 100.00% | | |  |  |  |  |
|  |  |  |  |  |  | (78,904) |  | (0.00%) | 100.00% | | | | 42.08% | | |  | (0.00%) | |  | (5.7) | | | | | (0.00%) | | | |  | (1,026) | | | | ($173,260.84) | | |  |  |  |  |
|  |  |  |  |  |  |  |  |  | (53,164) | | | | (0.00%) | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | **53,164** |  | **100.00%** | **53,164** | | | | **45.37%** | | |  | **4.17** | |  | **4.2** | | | | | **0.71%** | | | |  | **376** | | | | **$40,718.69** | | |  |  |  |  |
|  |  |  |  | **New Users** | | % of Total: |  | Avg for View: |  |  |  | % of |  | Avg for | |  | Avg for View: | |  |  |  | % of Total: | | |  | Avg for View: | | |  |  | % of Total: | | |  | % of Total: | | |  |  |  |
|  |  |  |  | 67.38% |  | 67.38% |  |  | Total: | |  | View: | |  | 4.57 | |  | 73.29% | | | | | 1.30% | | | |  | 36.65% | | | | 23.50% | | |  |  |  |  |
|  |  |  |  |  |  | (78,904) |  | (48.42%) | 100.00% | | | | 42.08% | | |  | (-8.91%) | |  | (5.7) | | | | | (-45.61%) | | | |  | (1,026) | | | | ($173,260.84) | | |  |  |  |  |
|  |  |  |  |  |  |  |  |  | (53,164) | | | | (7.81%) | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. | | | | Organic Search | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  | All Users | | **40,070** |  | 74.30% | 29,771 | | | | 49.18% | | |  | 4.02 | |  | 4.4 | | | | | 0.83% | | | |  | 333 | | | | $48,342.02 | | | |  |  |  |
|  |  |  |  | **(50.78%)** |  | (56.00%) | | | |  |  | (77.47%) | | | | |  | (32.46%) | | | | (27.90%) | | | |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  | New Users | | **29,771** |  | 100.00% | 29,771 | | | | 50.58% | | |  | 3.79 | |  | 3.5 | | | | | 0.49% | | | |  | 146 | | | | $13,026.96 | | | |  |  |  |
|  |  |  |  | **(56.00%)** |  | (56.00%) | | | |  |  | (82.71%) | | | | |  | (38.83%) | | | | (31.99%) | | | |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2. | | | | Referral | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  | All Users | | **15,394** |  | 42.20% | 6,496 | | | | 21.24% | | |  | 6.50 | |  | 10.7 | | | | | 3.11% | | | |  | 478 | | | | $79,729.01 | | | |  |  |  |
|  |  |  |  | **(19.51%)** |  | (12.22%) | | | |  |  | (187.18%) | | | | |  | (46.59%) | | | | (46.02%) | | | |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  | New Users | | **6,496** |  | 100.00% | 6,496 | | | | 23.31% | | |  | 6.08 | |  | 8.6 | | | | | 2.17% | | | |  | 141 | | | | $19,021.78 | | | |  |  |  |
|  |  |  |  | **(12.22%)** |  | (12.22%) | | | |  |  | (204.42%) | | | | |  | (37.50%) | | | | (46.72%) | | | |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3. | | | | Direct | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | **14 150** |  |  | 10 455 | | | |  |  |  |  |  |  |  | 5 2 | | | | |  |  |  |  |  | 155 | | | | $37 485 90 | | | |  |  |  |



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

Rows 1 - 9 of 9

* 2018 Google