

Sessions

59.7K

-5.5%

Transactions

1,025

-44.9%

Ecommerce Conversion Rate

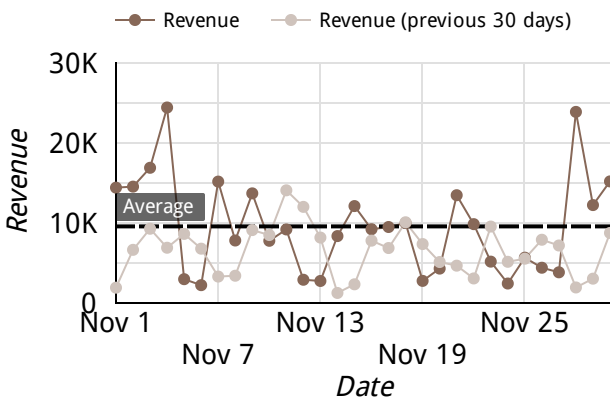
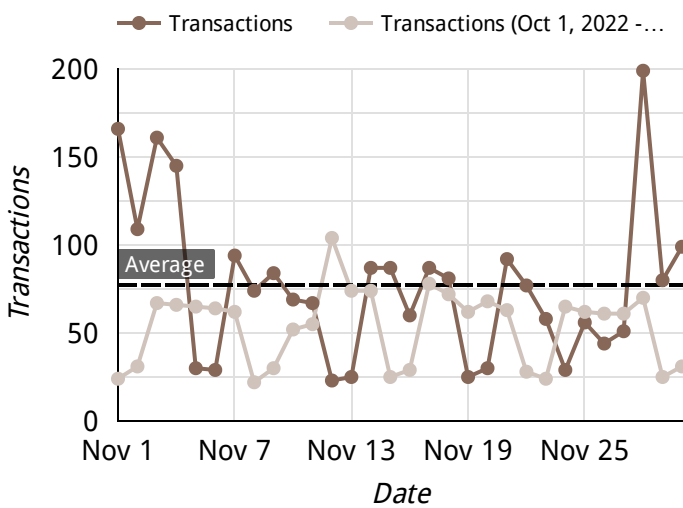
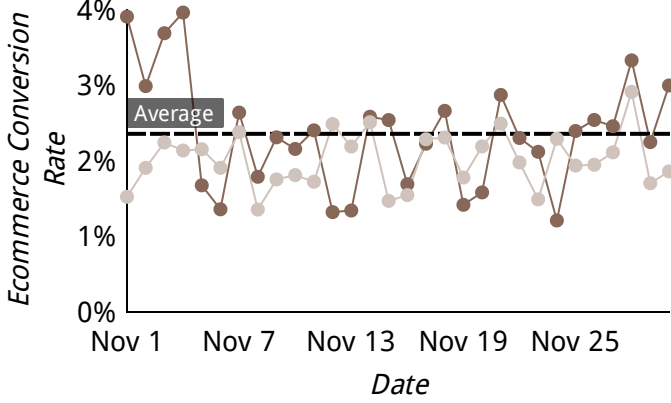
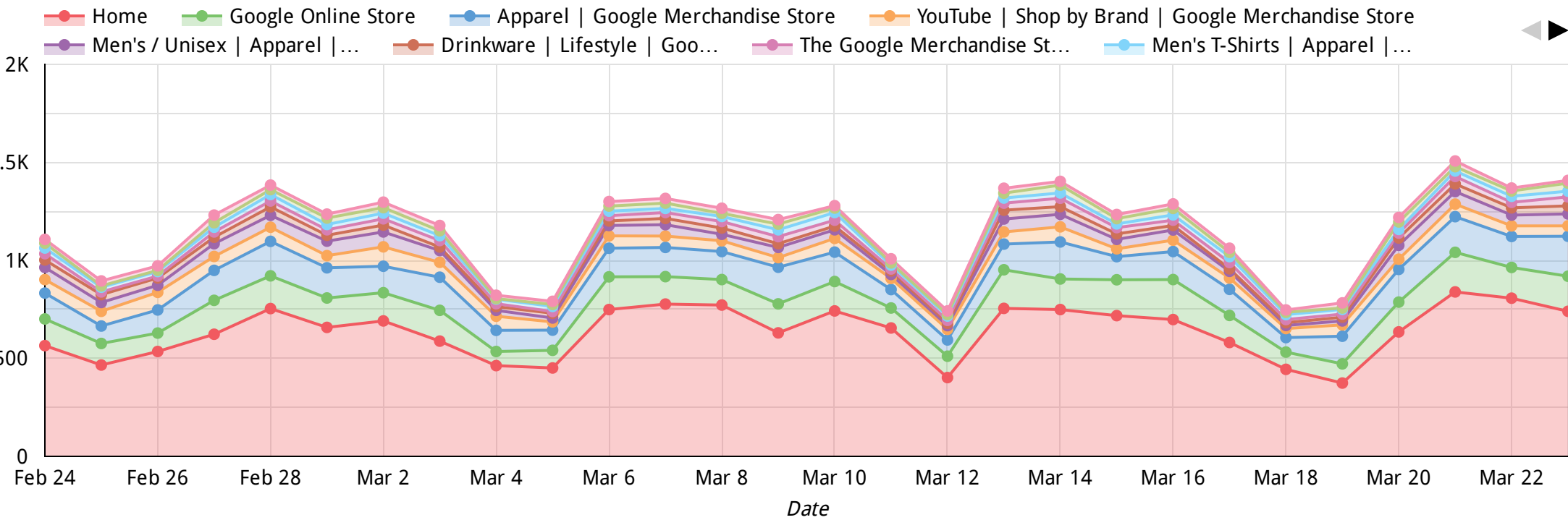
1.7%

± 21.4%

Revenue

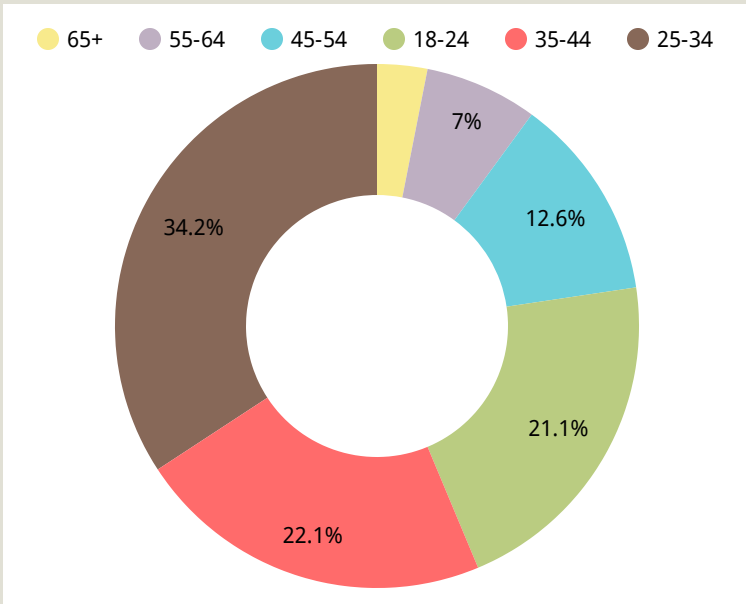
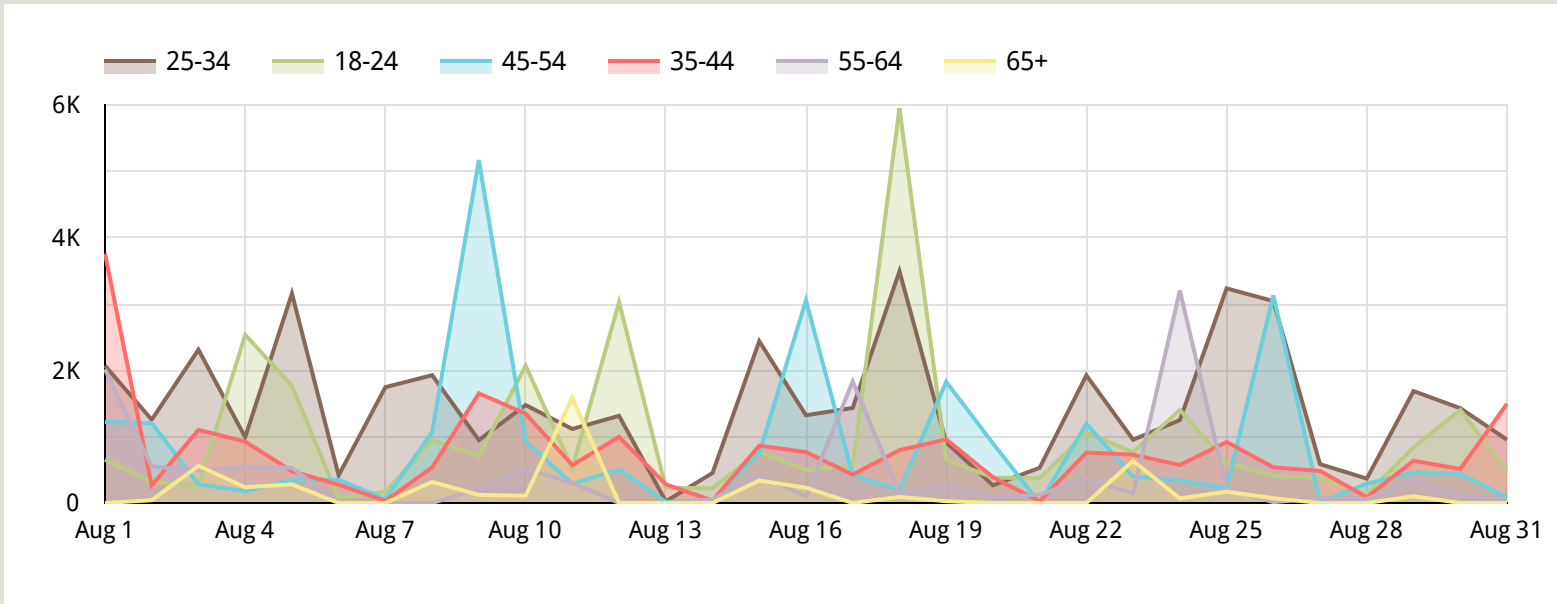
\$134.65K

± 23.9%



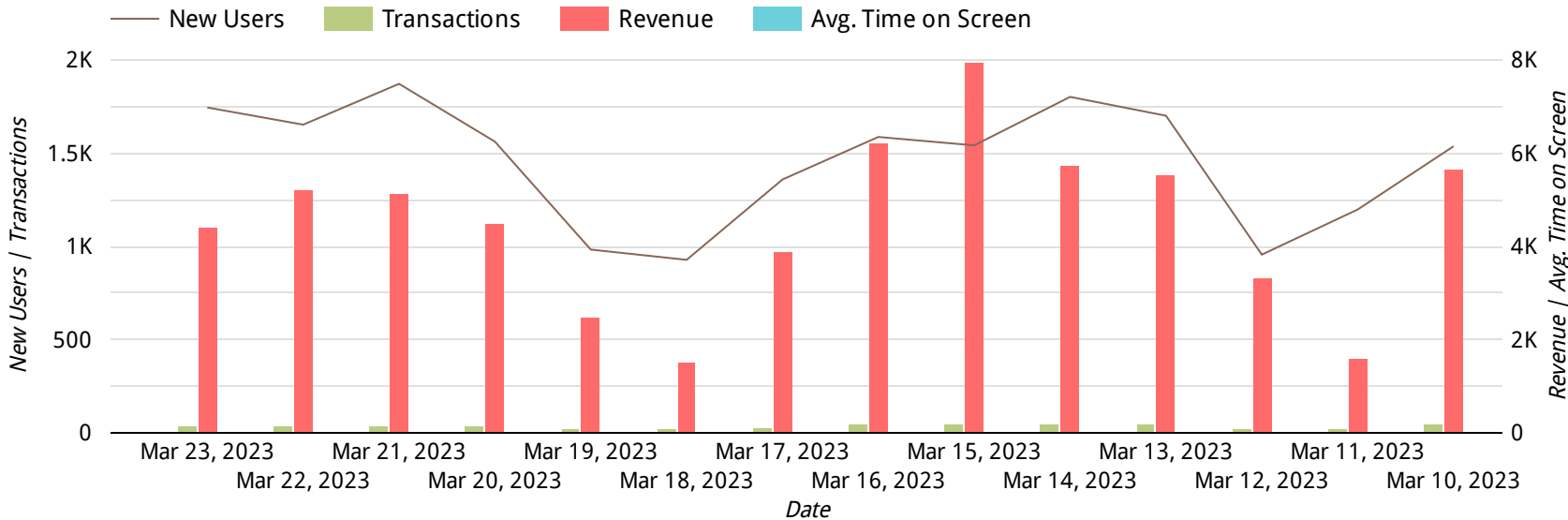
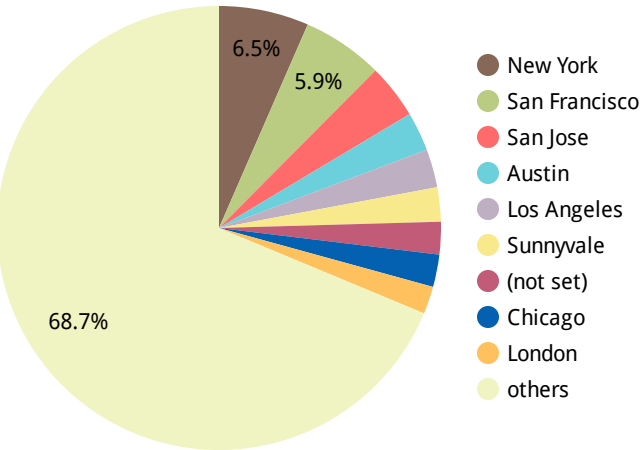
	Default Chan...	Count of Sessions	% Δ	Ecommerce Conversion Rate ▾	% Δ	Transactions	% Δ	Revenue	% Δ
1.	Direct	267	-14.1% ↓	2.61%	22.3% ±	2,139	42.3% ±	\$265,806.65	47.9% ±
2.	Paid Search	139	-23.2% ↓	2.15%	21.4% ±	179	22.6% ±	\$21,454.42	28.1% ±
3.	Affiliates	10	25.0% ±	0%	-	0	-	\$0	-
4.	Display	12	20.0% ±	0%	-	0	-	\$0	-
5.	(Other)	3	-76.9% ↓	0%	-	0	-	\$0	-

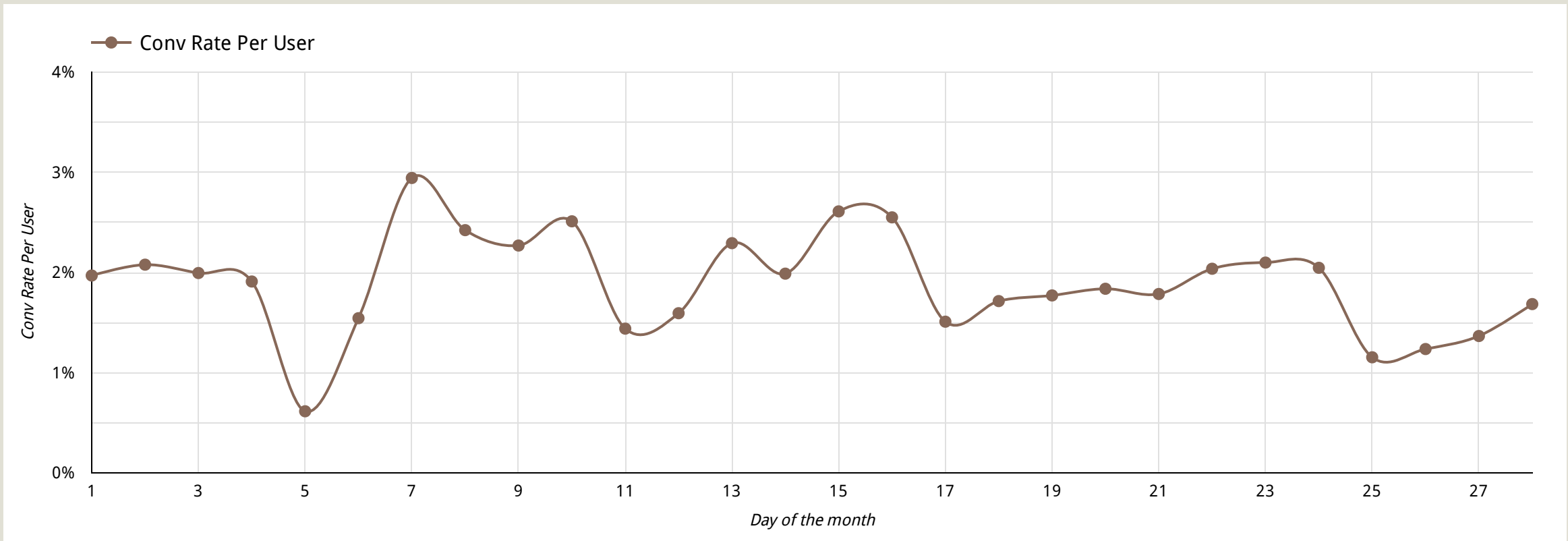
1 - 5 / 5<>



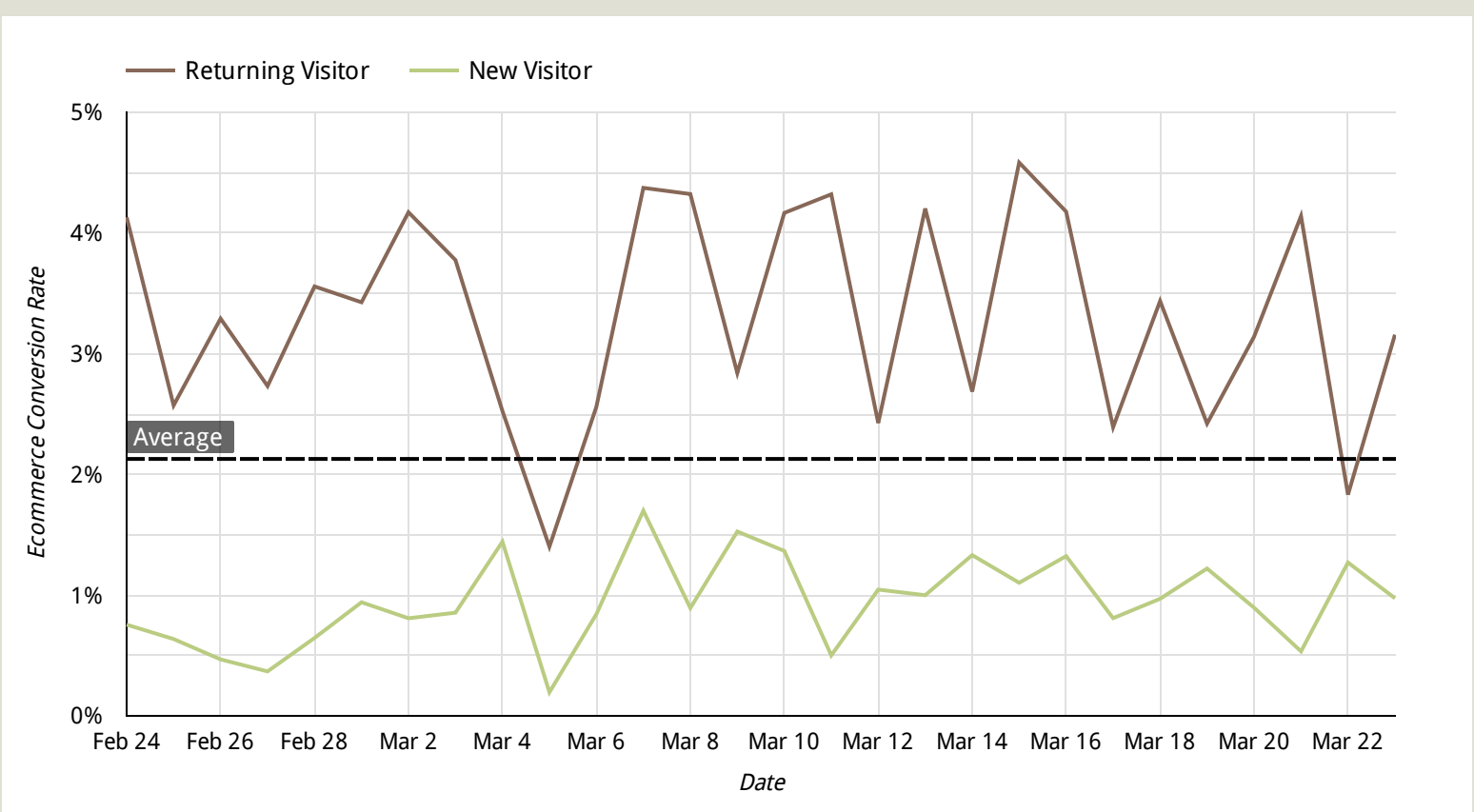
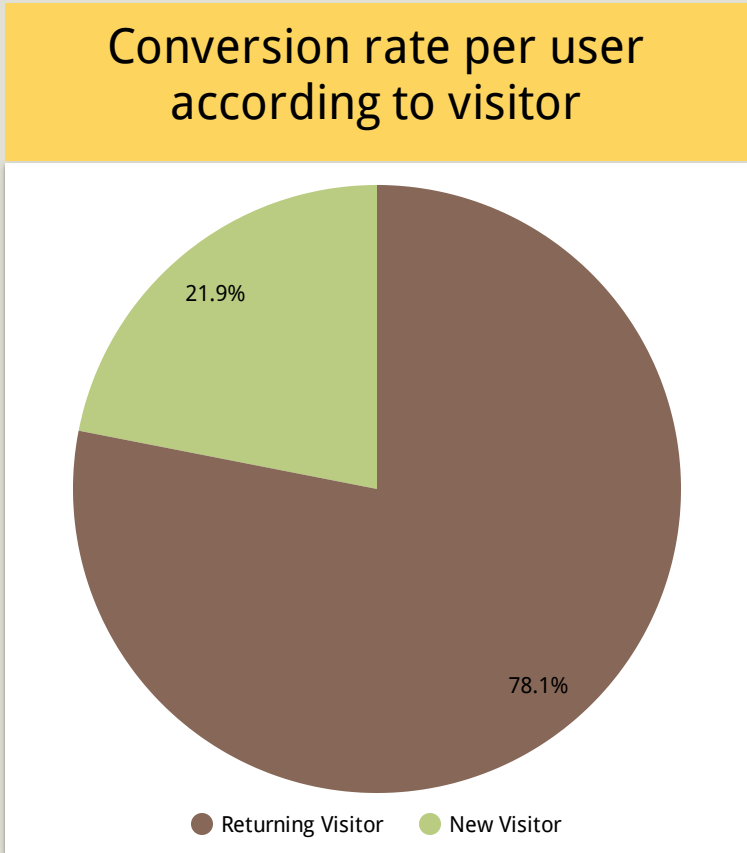
	Landing Page	Ecommerce Conversion R...	% Δ	Revenue	% Δ	Transactions ▾	% Δ
1.	/home	1.69%	677.9% ±	\$595,299.89	1,160.9% ±	7,757	911.3% ±
2.	/basket.html	16.6%	1,037.3% ±	\$266,995.02	1,686.4% ±	3,127	1,145.8% ±
3.	/signin.html	9.39%	2,402.1% ±	\$213,420.74	2,780.8% ±	2,434	2,665.9% ±
4.	/google+redesign/apparel/mens	5.45%	957.8% ±	\$135,048.95	1,986.3% ±	1,610	1,729.5% ±
5.	/store.html	6.05%	1,688.2% ±	\$110,360.22	1,144.5% ±	1,160	792.3% ±
6.	/google+redesign/new	4.17%	2,679.8% ±	\$81,722.23	4,468.0% ±	941	3,664.0% ±
7.	/google+redesign/apparel/womens	7.42%	1,252.8% ±	\$54,954.87	2,932.6% ±	693	2,565.4% ±
	Grand total	2.67%	878.6% ±	\$1,974,895.52	1,439.7% ±	23,832	1,035.4% ±

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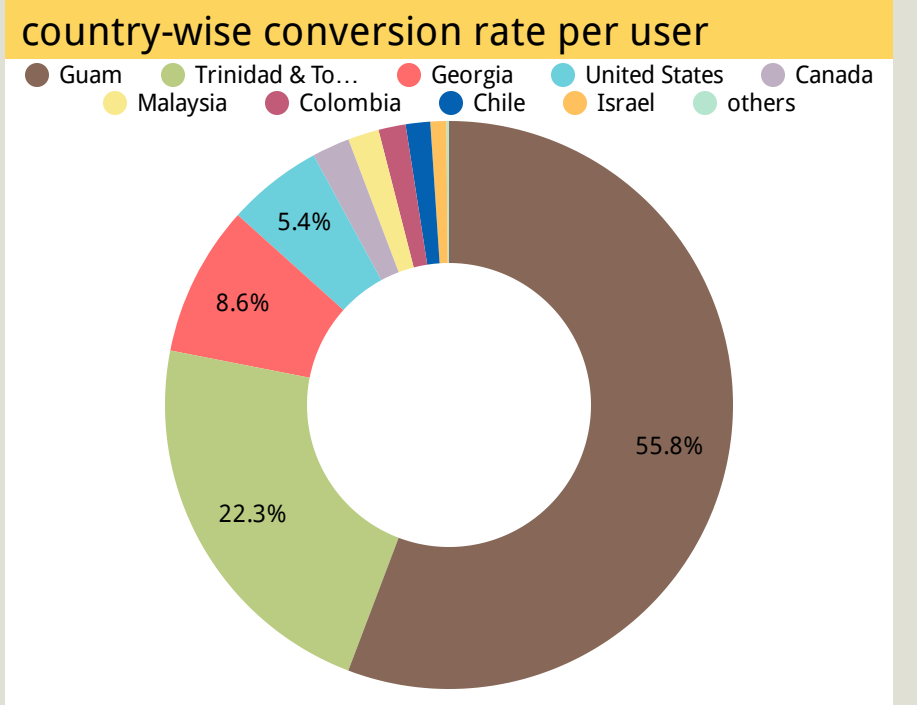
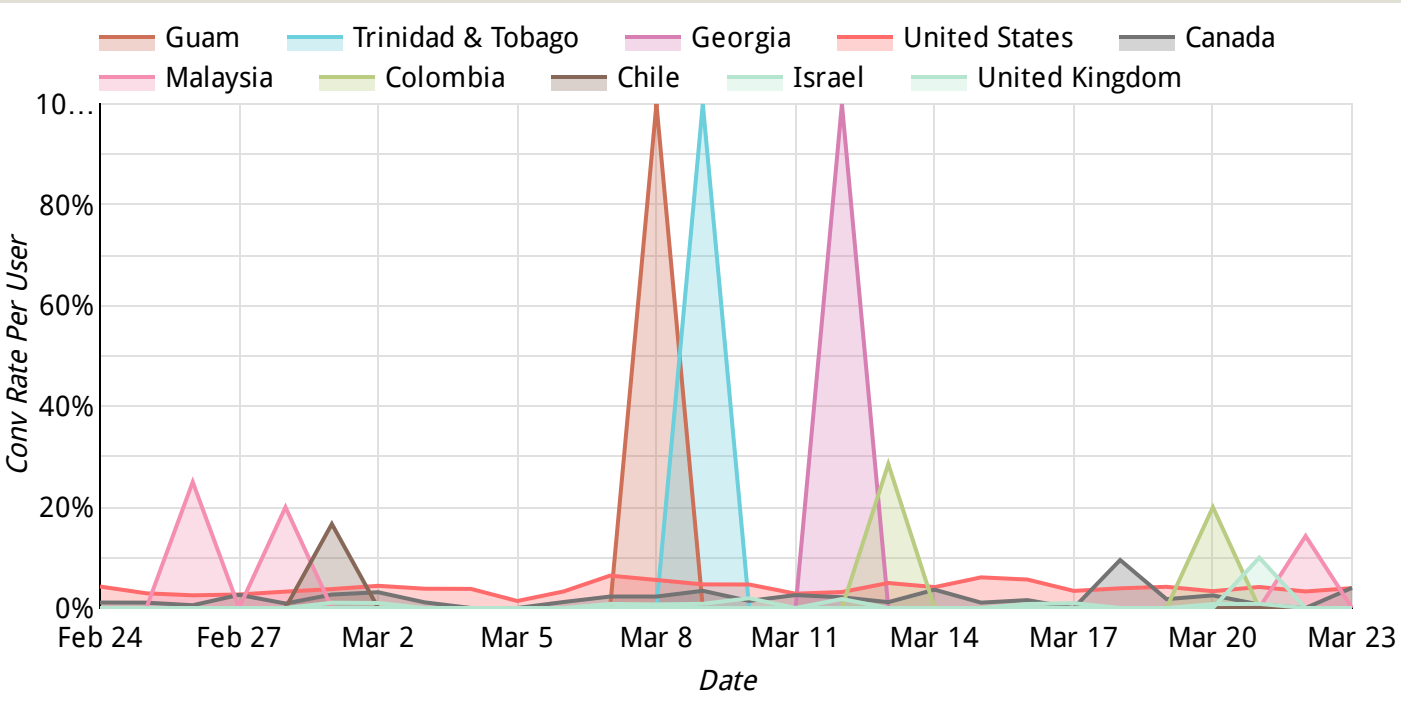


Day Index / Conv Rate Per User											
Date	User Type	0013	0021	0022	0016	0014	0000	0001	0019	0	Grand ...
Mar 7, 2023	Returning ...	5.46%	-	-	-	-	-	-	-		5.46%
	New Visitor	1.7%	-	-	-	-	-	-	-		1.7%
Mar 15, 2023	Returning ...	-	5.56%	-	-	-	-	-	-		5.56%
	New Visitor	-	1.1%	-	-	-	-	-	-		1.1%
Mar 16, 2023	Returning ...	-	-	5.06%	-	-	-	-	-		5.06%
	New Visitor	-	-	1.32%	-	-	-	-	-		1.32%
Mar 10, 2023	Returning ...	-	-	-	5.11%	-	-	-	-		5.11%
	New Visitor	-	-	-	1.37%	-	-	-	-		1.37%
Grand total		2.94%	2.61%	2.55%	2.51%	2.42%	2.39%	2.36%	2.29%	2.2	2.31%

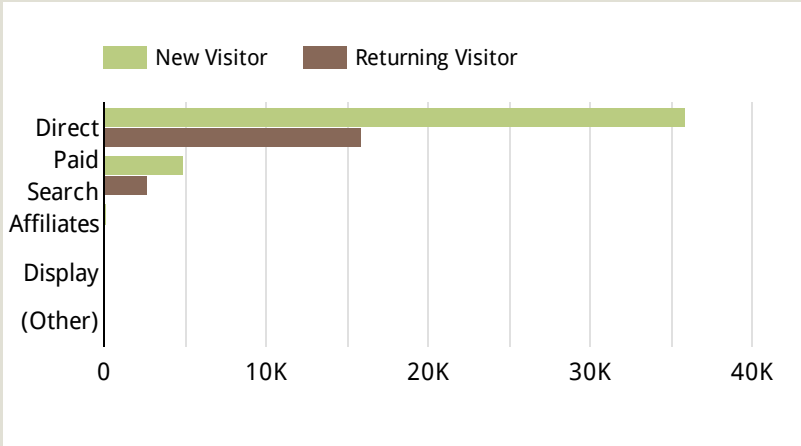


	Country	Users	New Users	Bounce Rate	Conv Rate Per User	Time on Screen	Avg. Price	Avg. Order Value	Total Value
1.	Northern Mariana Isl...	10	8	23.08%	20%	00:00:00	\$2.06	\$37.13	\$74.25
2.	United States	318,148	310,216	39.15%	6.9%	00:00:00	\$13.76	\$110.54	\$2,426,922.88
3.	St. Lucia	18	17	68.18%	5.56%	00:00:00	\$27.2	\$54.4	\$54.4
4.	Puerto Rico	375	363	43.83%	4.8%	00:00:00	\$9.54	\$130.88	\$2,355.82
5.	Rwanda	31	31	34.38%	3.23%	00:00:00	\$7	\$14	\$14
6.	Cayman Islands	37	35	57.45%	2.7%	00:00:00	\$10.4	\$20.8	\$20.8
7.	Barbados	39	38	60.91%	2.56%	00:00:00	\$124	\$124	\$124
	Grand total	679,119	674,999	45.51%	3.48%	00:00:00	\$13.7	\$112.75	\$2,664,044.39

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	Defa...	Sessions	Bounce Rate ▾
1.	Affiliates	174	76.44%
2.	Display	78	66.67%
3.	Paid Se...	7,641	50.49%
4.	(Other)	2	50%
5.	Direct	51,841	45.95%
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Sessions

59.7K

Users

45.3K

Activation

USERS

Bounce Rate

46.7%

-5.9%

COMPEITITION

Registrations

99

-94.6%

Engaged Users

5.0K

5.5%

Goal Completions

8,514

-12.4%

CONVERSION RATE

Registrations

0.17%

-94.3%

Engaged Users

8.4%

11.6%

Goal Conversion Rate

14.3%

-7.3%

Pages / Session

4.04

7.7%

Avg. Session Duration

03:05

9.1%

Retention

Visitors

Users

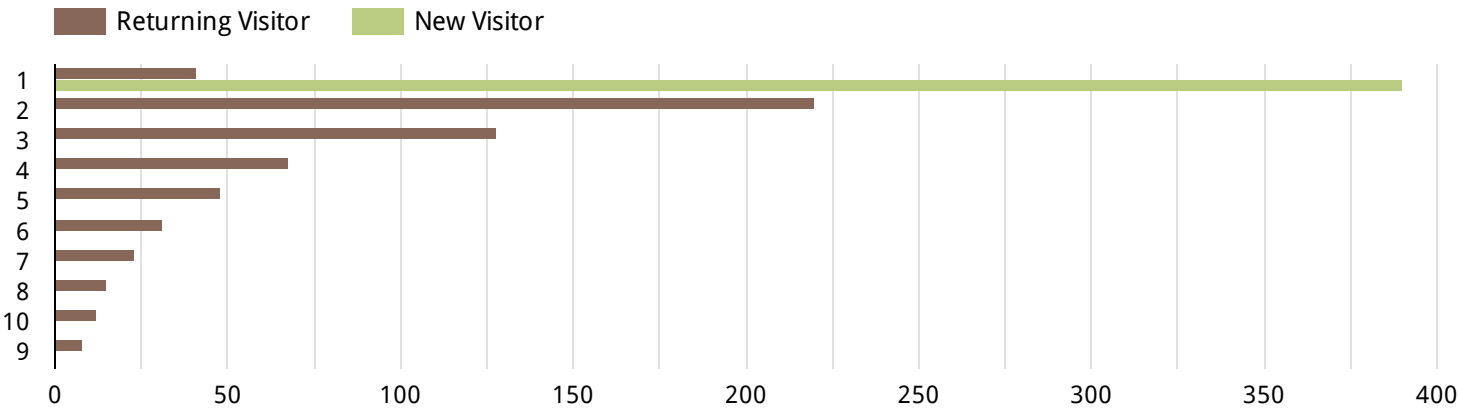
45,313

-8.5%

Returning Users

4,367

0.6%



Revenue

Revenue

\$134,646.48

23.9%

Transactions

1,025

14.8%

Revenue Per User

\$2.97

35.4%

Ecommerce Conversion Rate

1.72%

21.4%

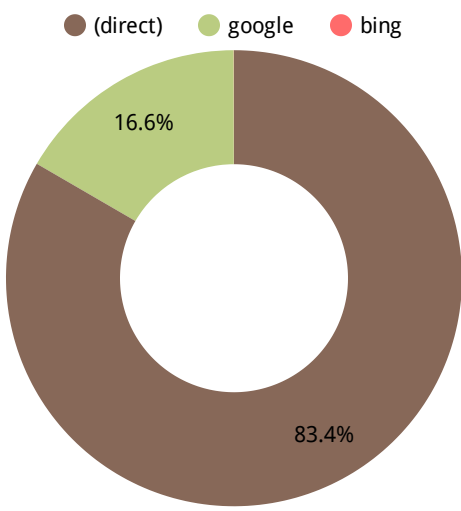
Product Revenue per Purchase

\$40.52

4.2%

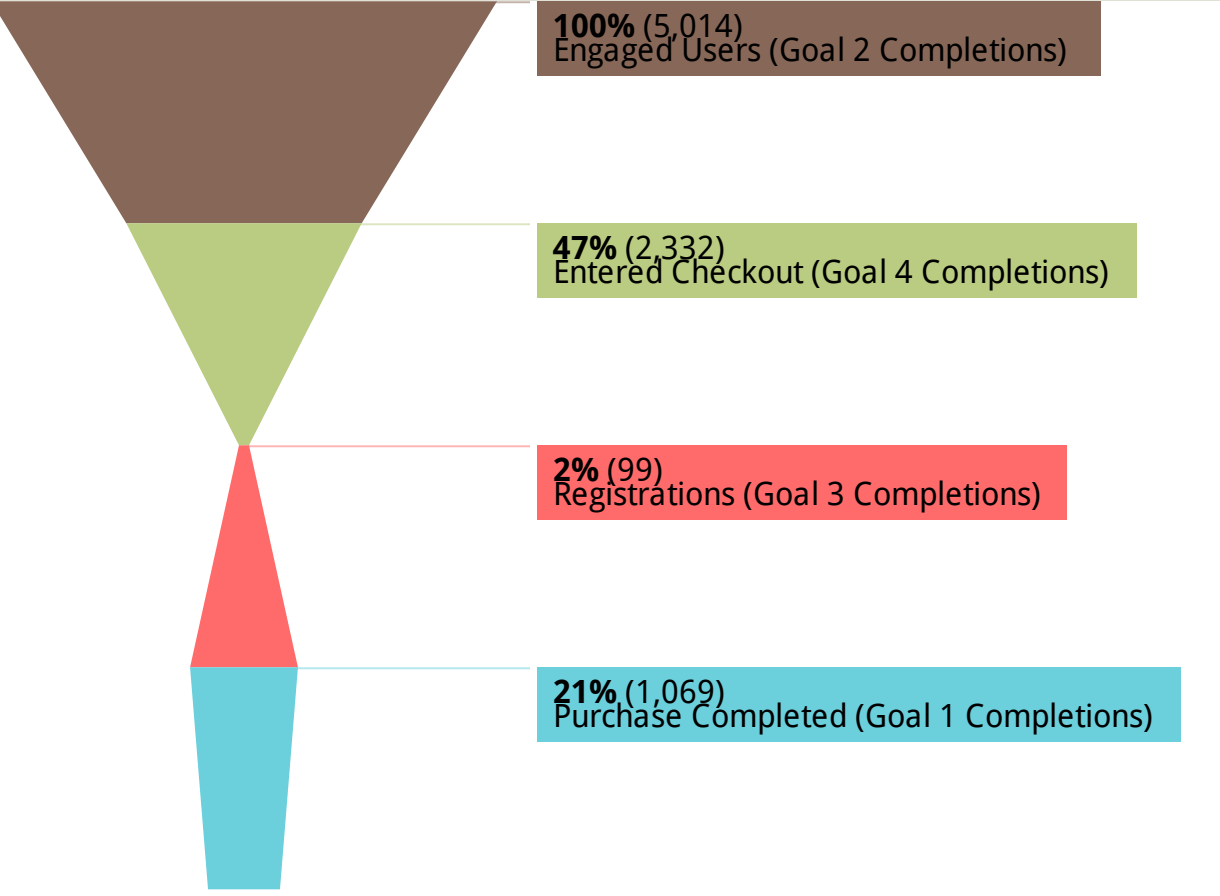
	Product	Quantity ▾
1.	Google Ombre Lime Pen	778
2.	Google Ombre Purple Pen	620
3.	Google Sticker	384
4.	Google Cloud Sticker	370
5.	Google Ombre Yellow Pen	266
6.	Google Pen Red	243
7.	Google Gradient Green Sunglasses	238
8.	Google Perk Thermal Tumbler	211
9.	Google Inspired Red Notebook	210
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Referral



	Full Referrer	Sessions ▾	Bounce Rate	Number of Sessions per User
1.	(direct)	52,331	46.29%	1.29
2.	google	6,827	48.37%	1.35
3.	bing	395	50.89%	1.25
4.	Partners	176	76.14%	1.28
5.	dfa	6	100%	3
6.	(not set)	1	100%	1
1 - 6 / 6 < >				

Funnel Visualization



	User Type	Engaged U...	Entered Ch...	Registratio...	Purchase C...
1.	New Visitor	2,724	1,083	65	403
2.	Returning Visitor	2,290	1,249	34	666
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