

Weekly Performance Report

2026-01-28 to 2026-02-03

TERRAKO

Key Metrics at a Glance

3,808

Total Sessions

2,068

Unique Users

218

New Users

34.4%

Bounce Rate

4,570

Conversions

€432,509

Revenue

Target bounce rate: below 60%

Performance by User Segment

Kubota dealer

1,962

sessions

464

unique users

€373,150

revenue

3,488

conversions

22.5%

Kverneland dealer

432

sessions

216

unique users

€59,180

revenue

562

conversions

33.6%

End user

113

sessions

62

unique users

€52

revenue

67

conversions

24.8%



Kverneland dealer



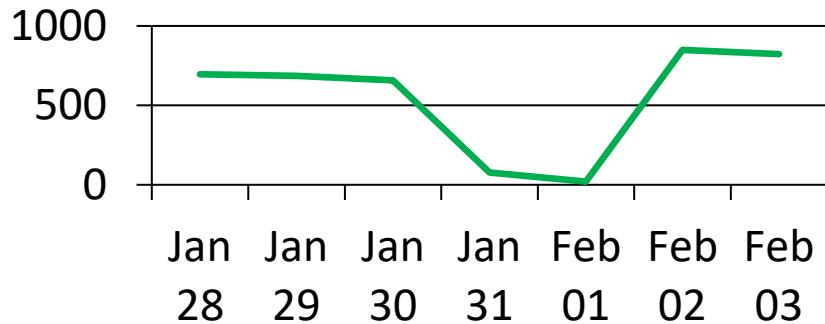
Kubota dealer



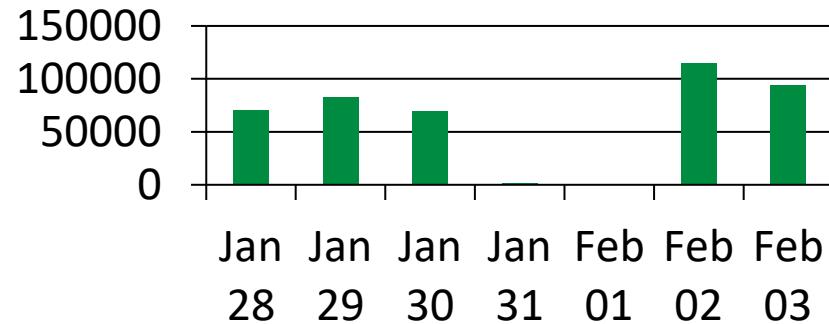
End user

Daily Performance Trend

Sessions



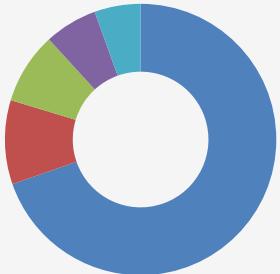
Revenue



Date	Sessions	Users	Bounce %	Revenue
Jan 28	696	386	31.0%	€70,084
Jan 29	685	365	30.1%	€82,441
Jan 30	658	359	33.0%	€69,799
Jan 31	78	59	33.3%	€1,385
Feb 01	20	17	35.0%	€0
Feb 02	849	446	31.2%	€114,755
Feb 03	822	436	47.1%	€94,045

Traffic Sources

Sessions



- partners.kubota-eu.com
- kvgb2cprod.b2clogin.com
- (direct)
- partner.kvernelandgroup.com
- google

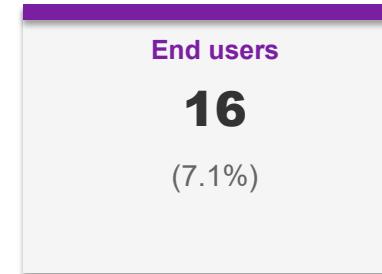
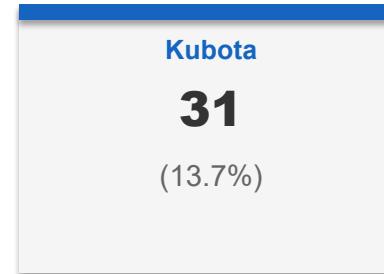
Source / Medium	Sessions	Bounce Rate
partners.kubota-eu.com / referral	2,346	28.5%
kvgb2cprod.b2clogin.com / referral	337	35.3%
(direct) / (none)	287	33.1%
partner.kvernelandgroup.com / referral	212	34.4%
google / organic	185	23.8%
bing / organic	60	26.7%
v3.kubota-net.eu / referral	25	28.0%
ntp.msn.com / referral	19	10.5%
website / cta	16	31.2%

Traffic Sources by User Segment

Kverneland dealer		Kubota dealer		End user	
Source	Sessions	Source	Sessions	Source	Sessions
partner.kvernelandgr	156	partners.kubota-eu.c	1,643	kvgb2cprod.b2clogin.	60
kvgb2cprod.b2clogin.	125	(direct)	48	google	16
partners.kubota-eu.c	47	google	31	(direct)	11
(direct)	24	kvgb2cprod.b2clogin.	22	partners.kubota-eu.c	8
bing	7	ntp.msn.com	15	login.microsoftonlin	3

Compare acquisition channels across user segments to optimize targeting.

Google Organic: Who's Searching for Terrako?



Dealer vs End User Split in Google Organic



Key Insights

- Dealers account for 15.5% of Google Organic traffic
- This indicates dealers actively search for Terrako products on Google
- Kubota dealers are the most active searchers (31 sessions)

User Segments Overview

Kubota dealer

1,962

sessions

464

unique users

22.5%

bounce rate

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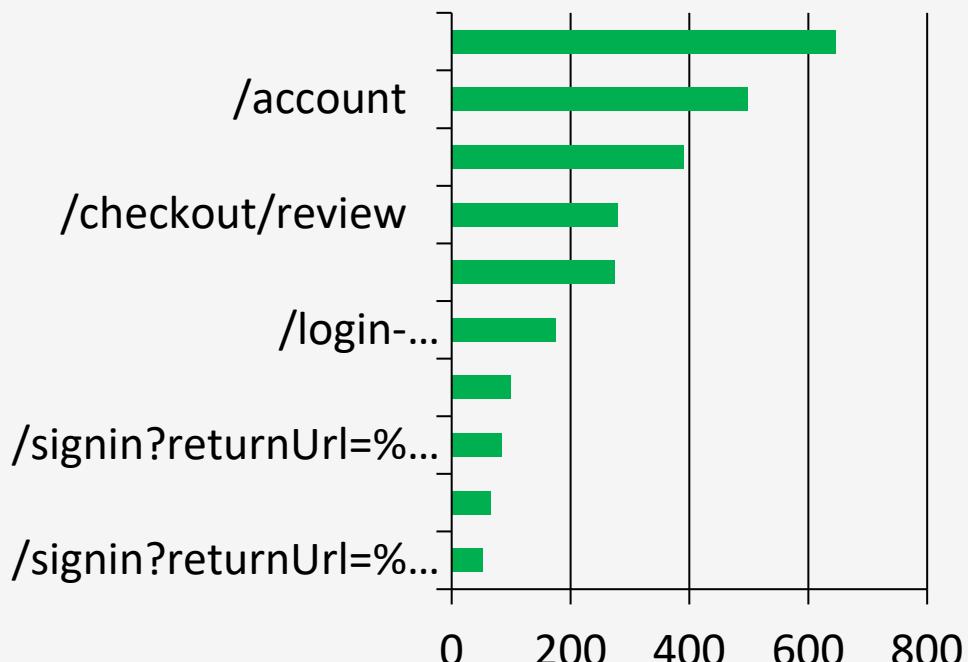
24.8%

bounce rate

Dealers show higher engagement. End users require different conversion strategies.

Top Pages

Users



Page	Users	Bounce
/home	646	25.9%
/account	498	25.4%
/basket	390	9.2%
/checkout/review	280	2.8%
/quick-order	274	15.4%
/login-dealer?returnUrl=%	176	5.0%
/login-dealer?returnUrl=%	99	6.9%
/signin?returnUrl=%2Fhome	85	3.4%
/agriculture-ctg10001	66	10.5%
/signin?returnUrl=%2Fbask	53	11.5%

Top Pages by User Segment

Kverneland dealer	
Page	Users
/home	100
/basket	87
/checkout/review	61
/quick-order	61
/account	30

Kubota dealer	
Page	Users
/basket	243
/account	209
/checkout/review	187
/quick-order	170
/home	97

End user	
Page	Users
/account	37
/home	15
/agriculture/kvern	4
/agriculture/tract	3
/checkout/address	3

Identify which content resonates with each user segment for targeted optimization.

E-Commerce Performance

Top Products by Revenue (Last 7 Days)

Product	Views	Add to Cart	Purchased	Revenue	Source
KUBOTA SUPER UDT (20 L)	48	175	157	€11,475	partners.kubota-eu.com
MOTOR,ASSY(W/FAN)	6	25	13	€5,457	partners.kubota-eu.com
VALVE,ASSY(SHUTTLE)	3	4	2	€4,766	partners.kubota-eu.com
KUBOTA UDT (20 L)	14	126	68	€4,512	partners.kubota-eu.com
MUFFLER,KIT(1105)	3	8	7	€3,331	partners.kubota-eu.com
KUBOTA SUPER UDT (3 x 5 L)	46	62	56	€3,273	partners.kubota-eu.com

Conversion Funnel

Views: 150

Add to Cart: 832

Purchased: 661

E-Commerce by User Segment

Kverneland dealer

€3,296

revenue

206

views

84

add to cart

58

purchased

Kubota dealer

€127,772

revenue

2,163

views

6,412

add to cart

4,601

purchased

End user

€0

revenue

28

views

2

add to cart

0

purchased

Top Products per Segment

Rank	Kverneland dealer	Kubota dealer	End user
#1	Cover	KUBOTA SUPER UDT (20 L)	FILTER-OIL
#2	FINGER NO 1 L.H BODY NO	MOTOR,ASSY(W/FAN)	GLASS (FRONT UPPER)
#3	XS AUGER KNIFE - 8mm	KUBOTA HYDRAULIC OIL HV	Mower BLADE,H30T

Key Takeaways

- Total revenue of €432,509 generated from 4,570 conversions
- Overall bounce rate at 34.4% - well below the 60% target
- New users bounce rate: 25.4% (good)
- 218 new users acquired this week
- Kubota dealers drove highest revenue at €373,150