



Acquisition: Where Our Customers Originate

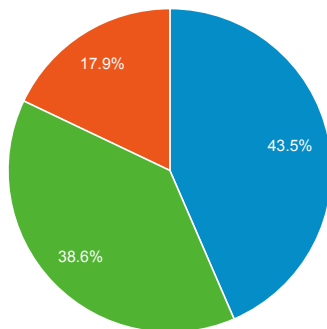
Oct 22, 2017 - Nov 20, 2017



All Users
100.00% Sessions

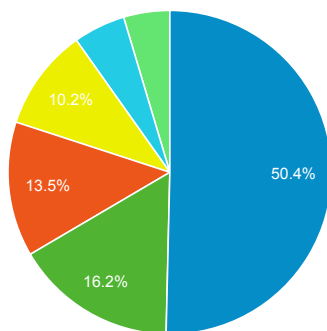
Clicks by Campaign

- 1000557 | GA | US | en | Hybrid | GDN Text+Banner | AS
- 1000557 | GA | US | en | Hybrid | GDN Remarketing
- AW - Dynamic Search Ads Whole Site

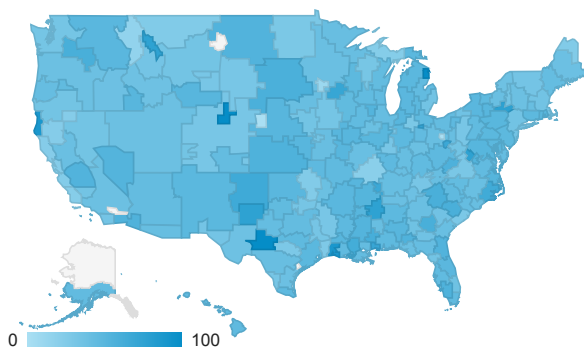


New Users by Default Channel Grouping

- Organic Search
- Direct
- Social
- Referral
- Display
- Other



Bounce Rate by Metro Area



Clicks and CPC by Campaign

Campaign	Clicks	CPC
1000557 GA US en Hybrid GDN Text+Banner AS	5,542	\$0.05
1000557 GA US en Hybrid GDN Remarketing	4,912	\$1.52
AW - Dynamic Search Ads Whole Site	2,285	\$0.28

Bounce Rate vs Conversion Rate by Channel

Default Channel Grouping	New Users	Revenue per User
Organic Search	36,059	\$0.79
Direct	11,581	\$3.51
Social	9,643	\$0.46
Referral	7,283	\$34.03
Display	3,719	\$0.93
Paid Search	1,686	\$2.74
Affiliates	1,618	\$0.00

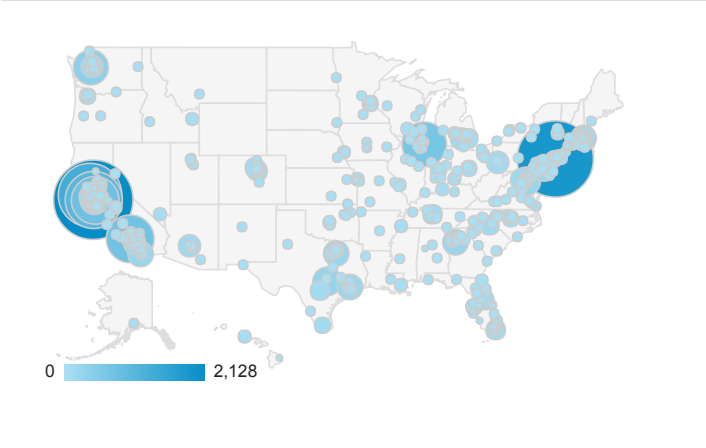
Revenue per User vs. Conversion Rate by Campaign

Campaign	Revenue per User	Ecommerce Conversion Rate
AW - Dynamic Search Ads Whole Site	\$3.32	1.71%
1000557 GA US en Hybrid GDN Remarketing	\$0.06	0.21%

Bounce Rate vs Conversion Rate by Channel

Default Channel Grouping	Bounce Rate	Ecommerce Conversion Rate
Display	81.50%	0.29%
Social	60.98%	0.14%
Affiliates	53.92%	0.00%
Direct	49.34%	1.30%
Organic Search	48.80%	0.52%
Paid Search	36.61%	1.39%
Referral	21.64%	9.04%

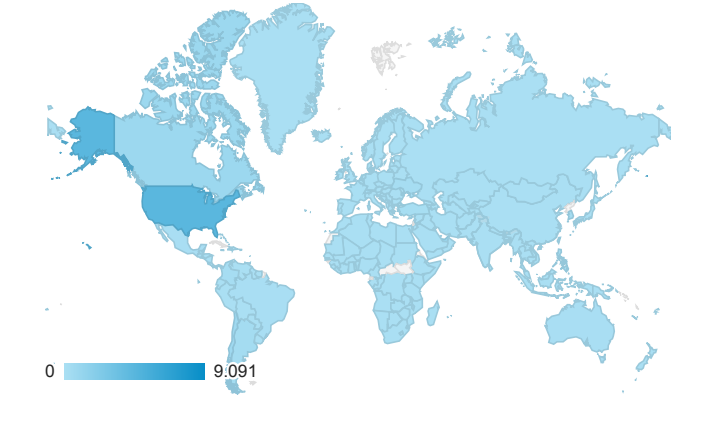
New Users by City



New Users and Ecommerce Conversion Rate by City

City	New Users	Ecommerce Conversion Rate
Mountain View	2,128	5.60%
New York	1,879	4.64%
San Francisco	1,332	6.59%
London	1,106	0.07%
Sunnyvale	1,049	7.17%
San Jose	766	7.20%
Los Angeles	738	4.50%
Bengaluru	679	0.00%
Chicago	644	3.50%
Dublin	501	0.30%

Ecommerce Conversion Rate by Country



Ecommerce Conversion Rate by City

