Google Market Analysis

Select Date

1 Nov 2022 - 30 Nov 2022

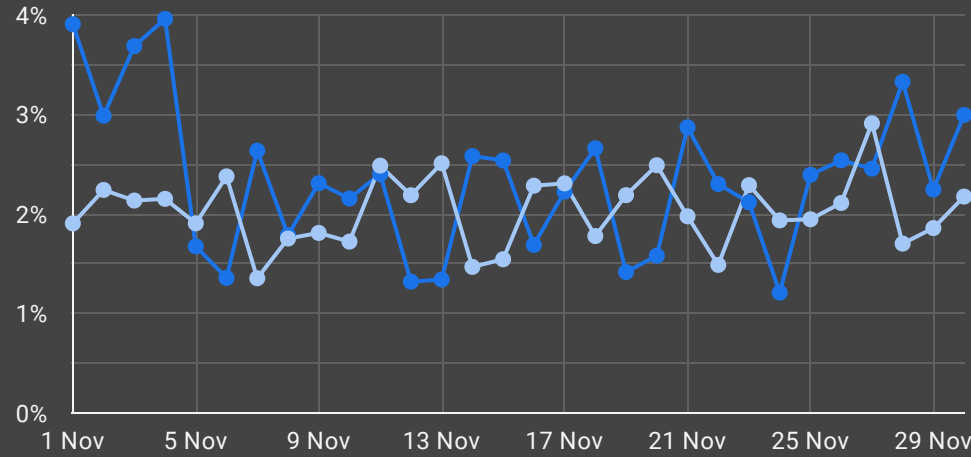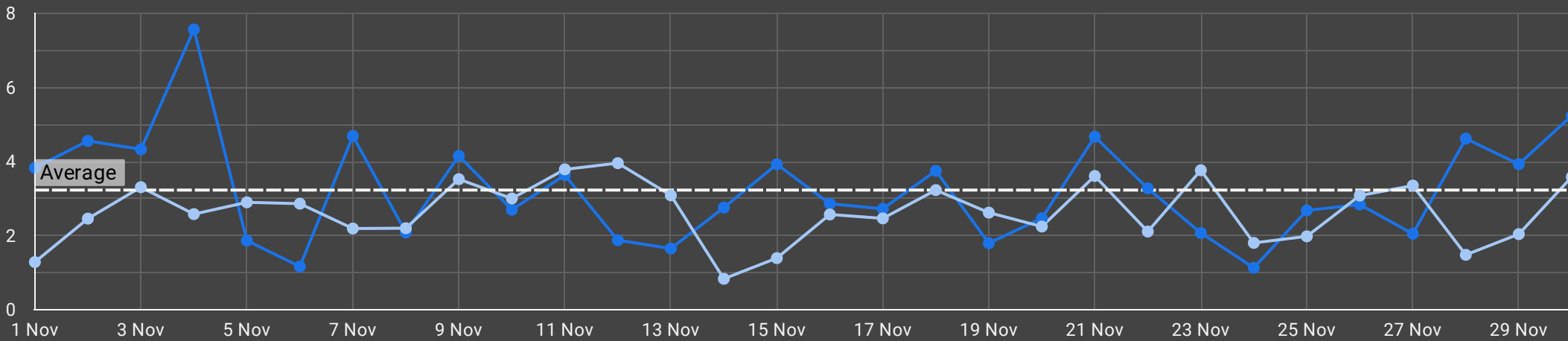| Sessions	Transactions	Ecommerce Conversion Rate	Revenue
92,283	2,318	2.51%	$287,261.07
⬆ 16.7%	⬆ 40.6%	⬆ 20.4%	⬆ 46.2%

Transactions · Transactions (previous 30 days)
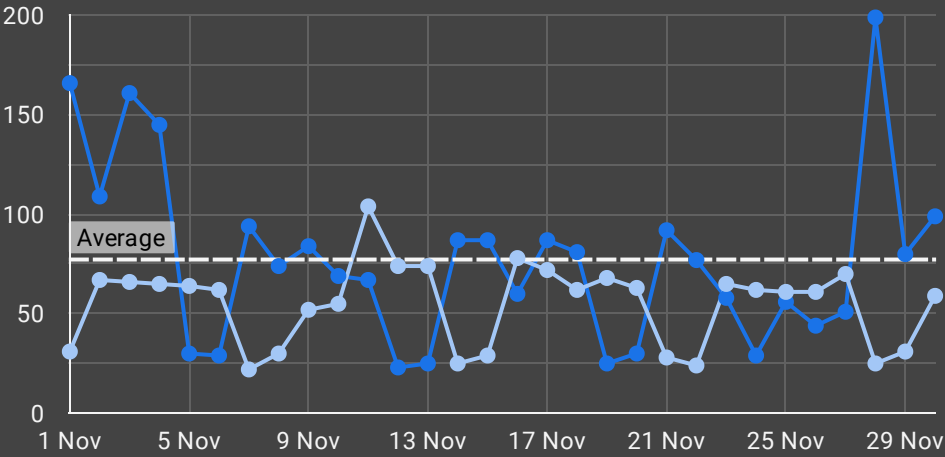
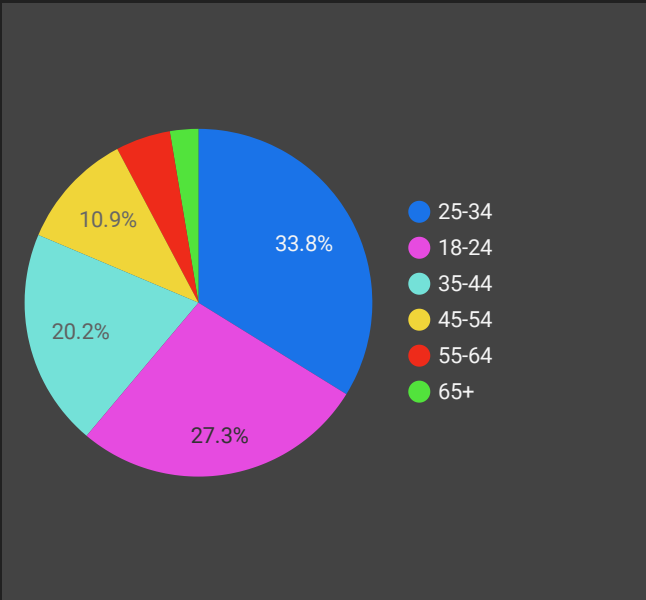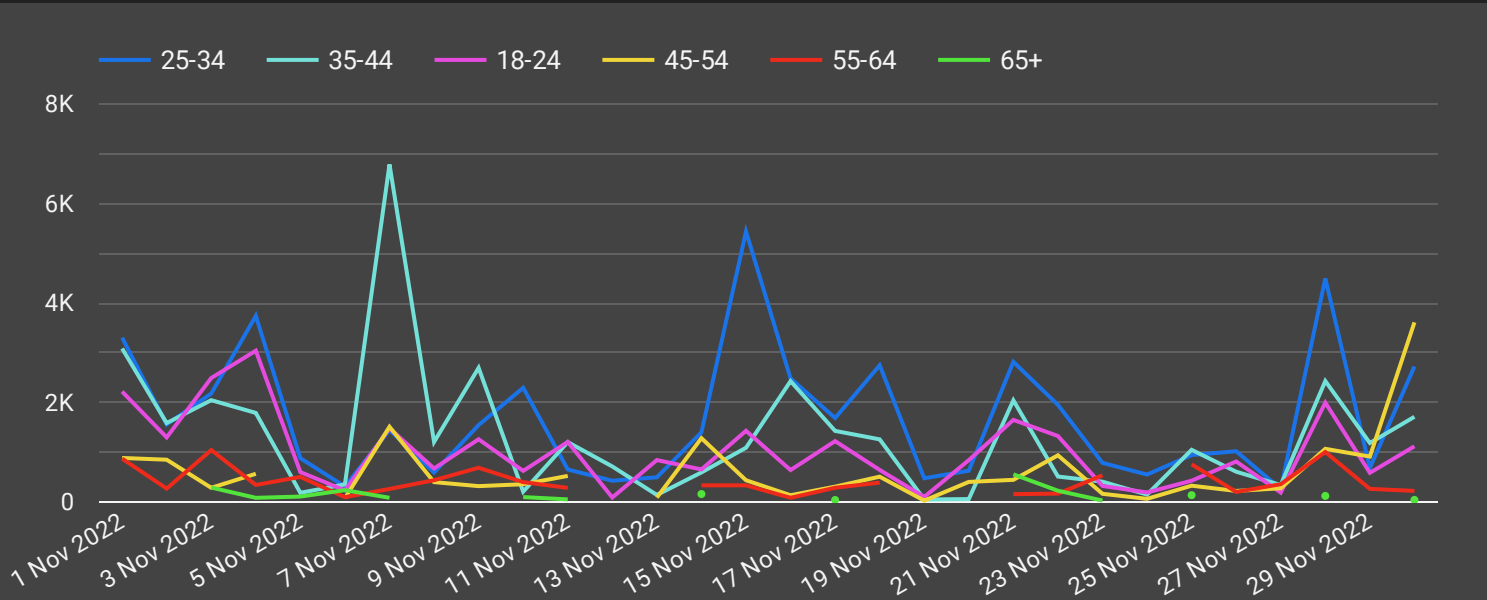Ecommerce Conversion Rate · Ecommerce Conversion Rate (previou...

Revenue Per User · Revenue Per User (previous 30 days)

	Default Channel Grouping	Sessions	% Δ	Transactio...	% Δ	Ecommerce Conversion Rate ▼	% Δ	Revenue	% Δ
1.	Direct	81,883	16.4% ⬆	2,139	42.3% ⬆	2.61%	22.3% ⬆	$265,806.65	47.9% ⬆
2.	Paid Search	8,342	1.0% ⬆	179	22.6% ⬆	2.15%	21.4% ⬆	$21,454.42	28.1% ⬆
3.	Display	1,895	689.6% ⬆	0	-	0%	-	$0	-
4.	(Other)	7	-82.9% ⬇	0	-	0%	-	$0	-
5.	Affiliates	156	-6.6% ⬇	0	-	0%	-	$0	-

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25-34 · 35-44 · 18-24 · 45-54 · 55-64 · 65+

Pie chart: 25-34 33.8%, 18-24 27.3%, 35-44 20.2%, 45-54 10.9%

	Landing Page	Sessions	% Δ	Transactions	% Δ	Ecommerce Conver...	% Δ	Revenue	% Δ
1.	/google+redesign/gift+...	2	-	3	-	150%	-	$155	-
2.	/yourinfo.html	4	-42.9% ⬇	3	50.0% ⬆	75%	162.5% ⬆	$661.6	458.8% ⬆
3.	/payment.html	5	25.0% ⬆	3	200.0% ⬆	60%	140.0% ⬆	$255	880.8% ⬆
4.	/google+redesign/app...	4	-	2	-	50%	-	$208.8	-
5.	/google+redesign/app...	3	50.0% ⬆	1	-	33.33%	-	$20.8	-
6.	/google+redesign/app...	18	12.5% ⬆	5	400.0% ⬆	27.78%	344.4% ⬆	$221.6	628.9% ⬆
7.	/google+redesign/app...	4	-71.4% ⬇	1	0.0%	25%	250.0% ⬆	$150.04	5.5% ⬆
8.	/google+redesign/app...	14	7.7% ⬆	3	-	21.43%	-	$132.8	-
9.	/google+redesign/app...	5	-28.6% ⬇	1	0.0%	20%	40.0% ⬆	$127.2	27.7% ⬆

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New Users · Revenue · Transactions · Avg. Time on Screen

New Users	Revenue Per User
58,871	$4.33
⬆ 10.9%	⬆ 32.2%

Pie chart: others 64.3%, New York 10.4% — New York, (not set), San Francisco, Sunnyvale, San Jose, Austin, London, Mountain View, Chicago, others

AI maBetter
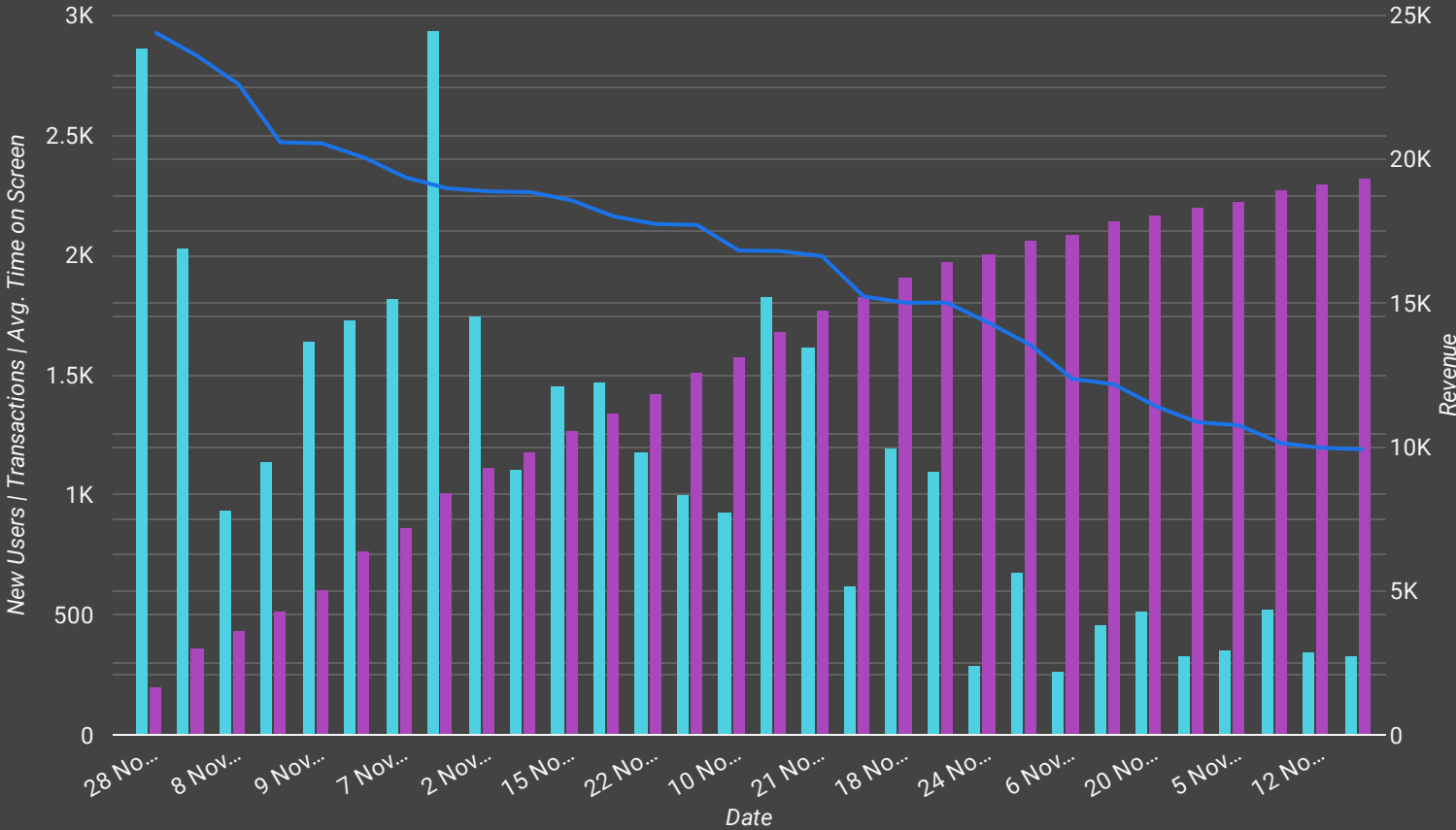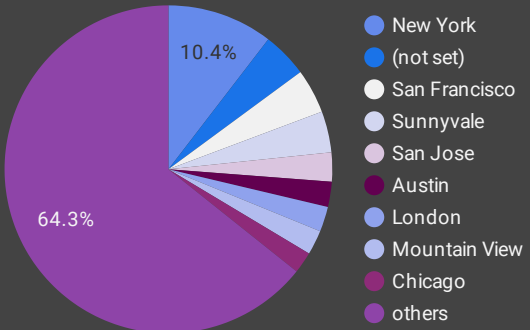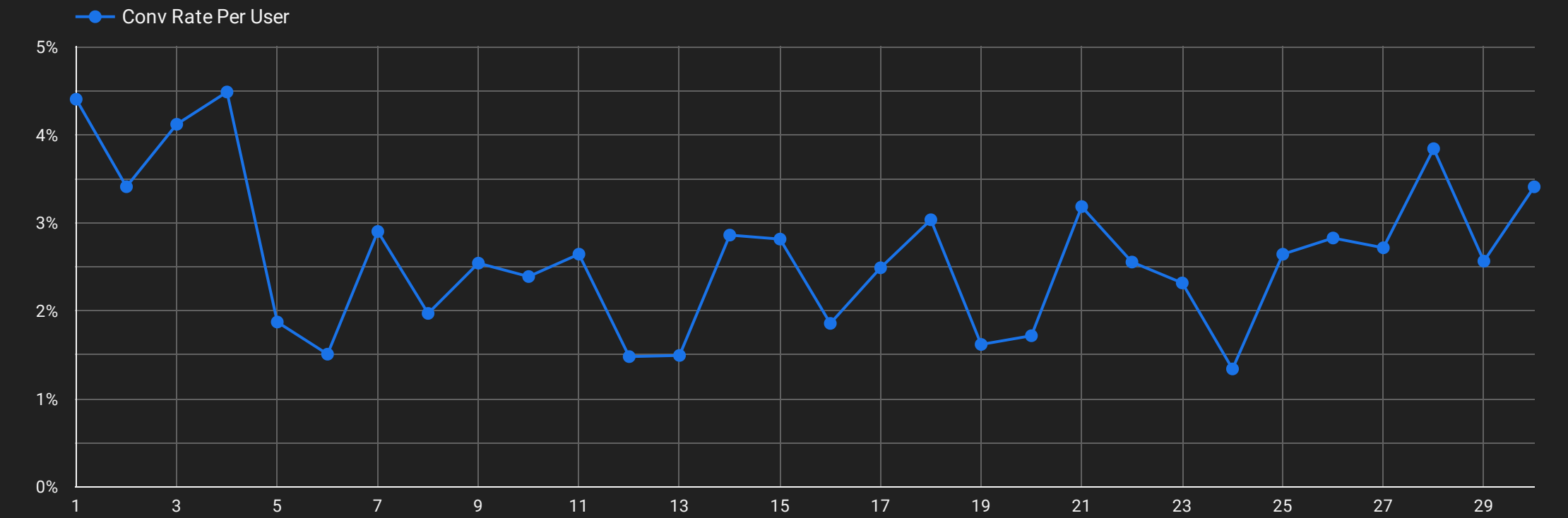
Conv Rate Per User

	Date ▾	User Type	Conv Rate Per User	Transactions
1.	30 Nov 2022	Returning Visitor	7.67%	81
2.	30 Nov 2022	New Visitor	0.89%	18
3.	29 Nov 2022	Returning Visitor	4.94%	56
4.	29 Nov 2022	New Visitor	1.11%	24
5.	28 Nov 2022	New Visitor	2.59%	76
6.	28 Nov 2022	Returning Visitor	4.98%	123
7.	27 Nov 2022	New Visitor	1.03%	15
8.	27 Nov 2022	Returning Visitor	7.29%	36
9.	26 Nov 2022	Returning Visitor	8.17%	34
10.	26 Nov 2022	New Visitor	0.82%	10
11.	25 Nov 2022	New Visitor	1.54%	25
12.	25 Nov 2022	Returning Visitor	5.31%	31
13.	24 Nov 2022	New Visitor	0.7%	12

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Returning Visitor — New Visitor

Average

New Visitor 50% | Returning Visitor 50%
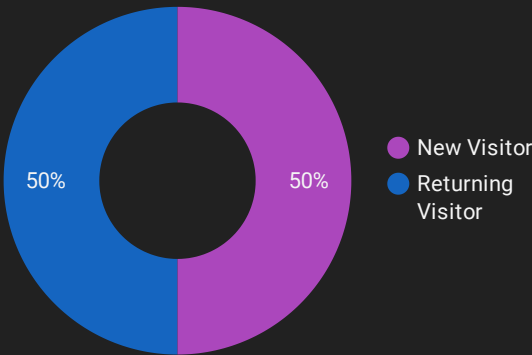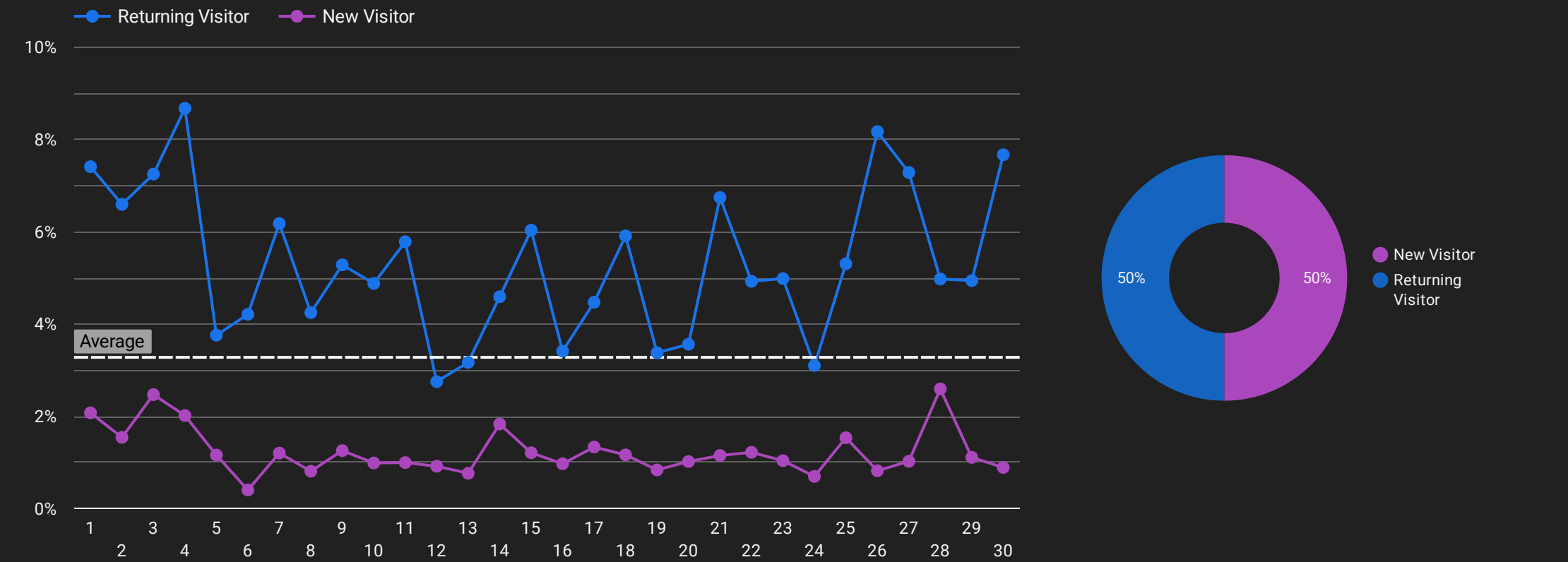
	Country	Su...	Users	AdX M...	Bounce...	AdX Vi...	Time on ...	Avg User Durati...	Avg. Price	Avg. Order Value	Total Value	Total Unique Searches
1.	Namibia	Sou...	1	0	100%	0%	00:00:00	00:00:00	$0	$0	$0	0
2.	Western ...	Nort...	1	0	100%	0%	00:00:00	00:00:00	$0	$0	$0	0
3.	Réunion	East...	2	0	100%	0%	00:00:00	00:00:00	$0	$0	$0	0
4.	Tajikistan	Cen...	3	0	100%	0%	00:00:00	00:00:00	$0	$0	$0	0
5.	Bermuda	Nort...	2	0	100%	0%	00:00:00	00:00:00	$0	$0	$0	0
6.	Madaga...	East...	2	0	100%	0%	00:00:00	00:00:00	$0	$0	$0	0
7.	Suriname	Sou...	1	0	100%	0%	00:00:00	00:00:00	$0	$0	$0	0
8.	Bahamas	Cari...	7	0	100%	0%	00:00:00	00:00:00	$0	$0	$0	0
9.	Sudan	Nort...	1	0	100%	0%	00:00:00	00:00:00	$0	$0	$0	0
1.	Eswatini	Sou...	1	0	100%	0%	00:00:00	00:00:00	$0	$0	$0	0
1.	Cape Ver...	Wes...	1	0	100%	0%	00:00:00	00:00:00	$0	$0	$0	0

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Uzbekistan — Puerto Rico — Luxembourg — (not set) — United States — Dominican Republic — United Kingdom — Hungary — Canada — New Zealand

Madagascar 10.6% | Suriname 10.6% | Botswana 10.6% | Yemen 10.6% | Namibia 10.6% | Cape Verde 10.6% | San Marino 10.6% | Iran 10.6% | Eswatini 10.6% | others

Funnel Analytics
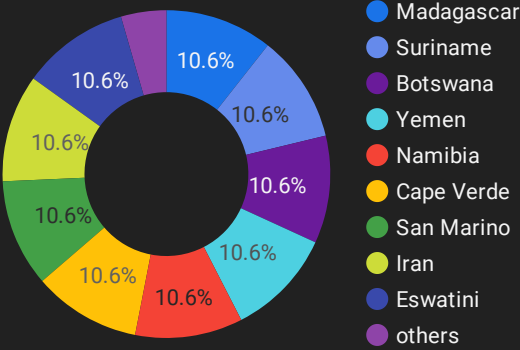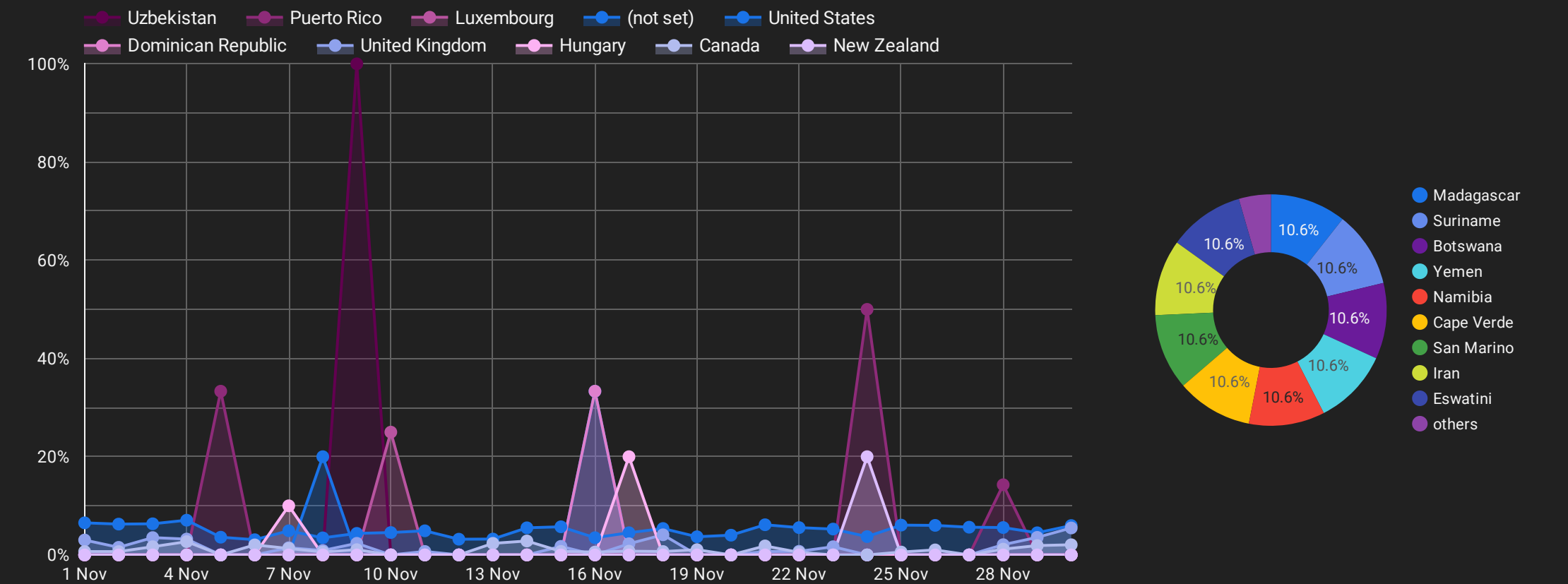
| 1 Nov 2022 - 30 Nov 202 ▼ | User Type ▼ | Default Channel Grouping ▼ | Page ▼ |

ACQUISITION

	Default Channel Group...	Sessions ▼	Bounce Rate
1.	Direct	81,883	40.32%
2.	Paid Search	8,342	49.96%
3.	Display	1,895	87.97%
4.	Affiliates	156	71.79%
5.	(Other)	7	85.71%

■ New Visitor ■ Returning Visitor

Display / (Other) / Affiliat... / Paid Search / Direct
0% 20% 40% 60% 80% 100%
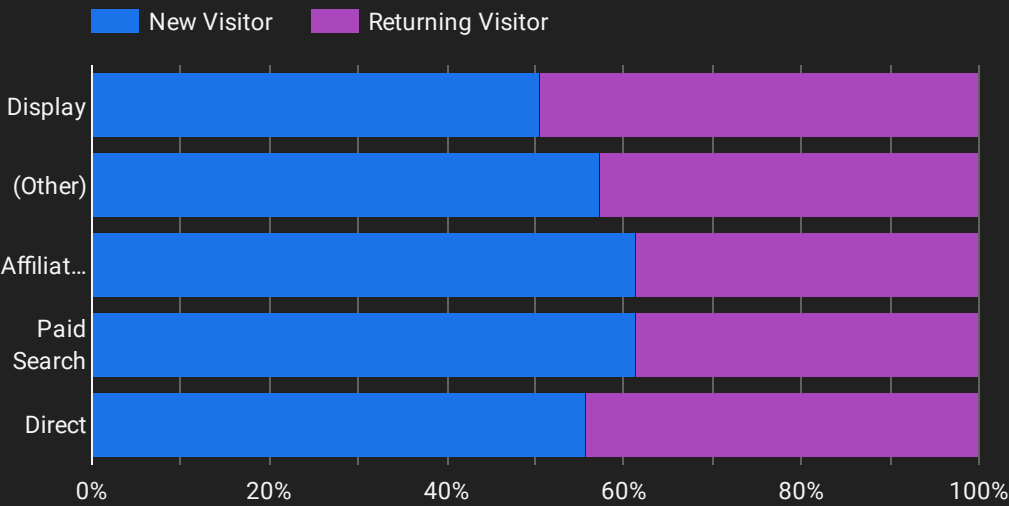
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ACTIVATION

Bounce Rate
42.2%
▼ -2.9%

Sessions
92.3K
▲ 16.7%

Avg. Session Duration
03:35
▲ 3.9%

Engaged Users (Goal 2 Completions)
11.2K
▲ 25.5%

Registrations (Goal 3 Completions)
3.4K
▲ 19.3%

Goal Conversion Rate
24.3%
▲ 9.1%

RETENSION

■ New Visitor ■ Returning Visitor

1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10
0 100 200 300 400 500 600 700 800

Users
66,415

Bounce Rate
42.2%

REVENUE

■ Quantity

Google / Black / Wheat... / Google / Recycl... / Google / Cloud / Sticker / Google / Light / Pen Gr...
0 200 400 600 800 1K 1.2K

Revenue
$287.26K
▲ 46.2%

Product Revenue per Purchase
$39.91
▲ 2.6%

Revenue Per User
$4.33
▲ 32.2%

Ecommerce Conversion Rate
2.5%
▲ 20.4%

Transactions
2.3K
▲ 40.6%

REFERRAL

New Users
58,871
▲ 10.9%

Revenue Per User
$4.33
▲ 32.2%

	Full Referrer	Number of Sessions per Us...
1.	(direct)	1.39
2.	google	1.31
3.	bing	1.18
4.	dfa	1.15
5.	Partners	1.14
6.	(not set)	1

● (direct) ● google ● bing ● dfa ● Partners ● (not set)

19.4% / 8.2% / 16.4% / 16.1% / 15.9% / 13.9%

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FUNNEL VISUALIZATION

100% (11,193) Engaged Users (Goal 2 Completions)

47% (5,300) Entered Checkout (Goal 4 Completions)

22% (2,514) Purchase Completed (Goal 1 Completions)

31% (3,416) Registrations (Goal 3 Completions)