



Campaign

Ad group

Device

Ad type

Made By Aman

All conv. value

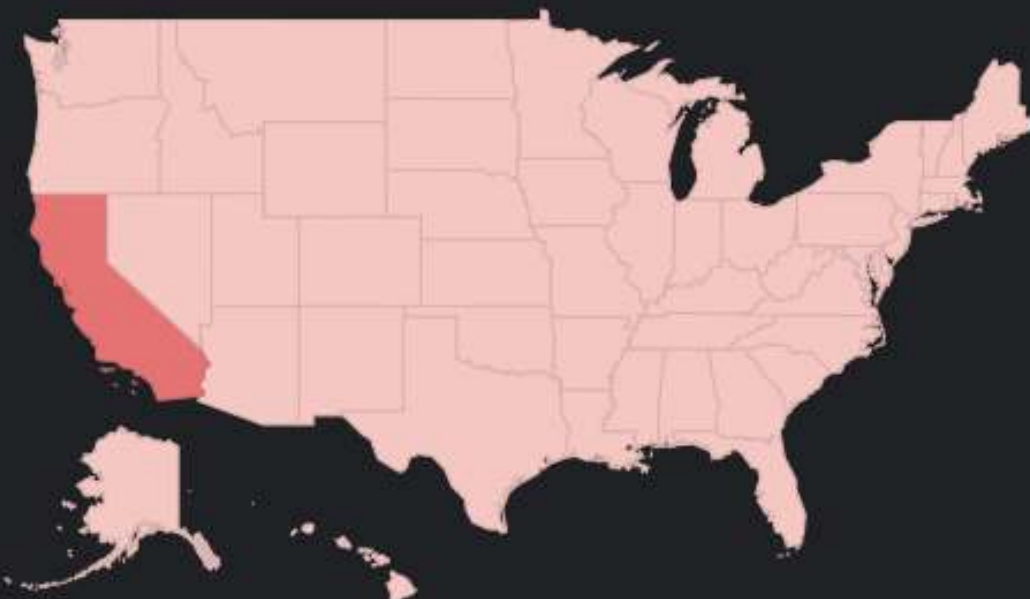
458,748.26

↑ 435.2%

Cost

\$222,095.50

↑ 270.3%



1,641 10,122

Visibility

Impressions

11,181,469

↑ 3,673.9%

Avg. CPM

\$19.86

↓ \$-182.58

Clicks

Clicks

162,965

↑ 274.0%

CTR

1.46%

↓ -90.1%

Avg. CPC

\$1.36

↓ -1.0%

Conv.

Conversions

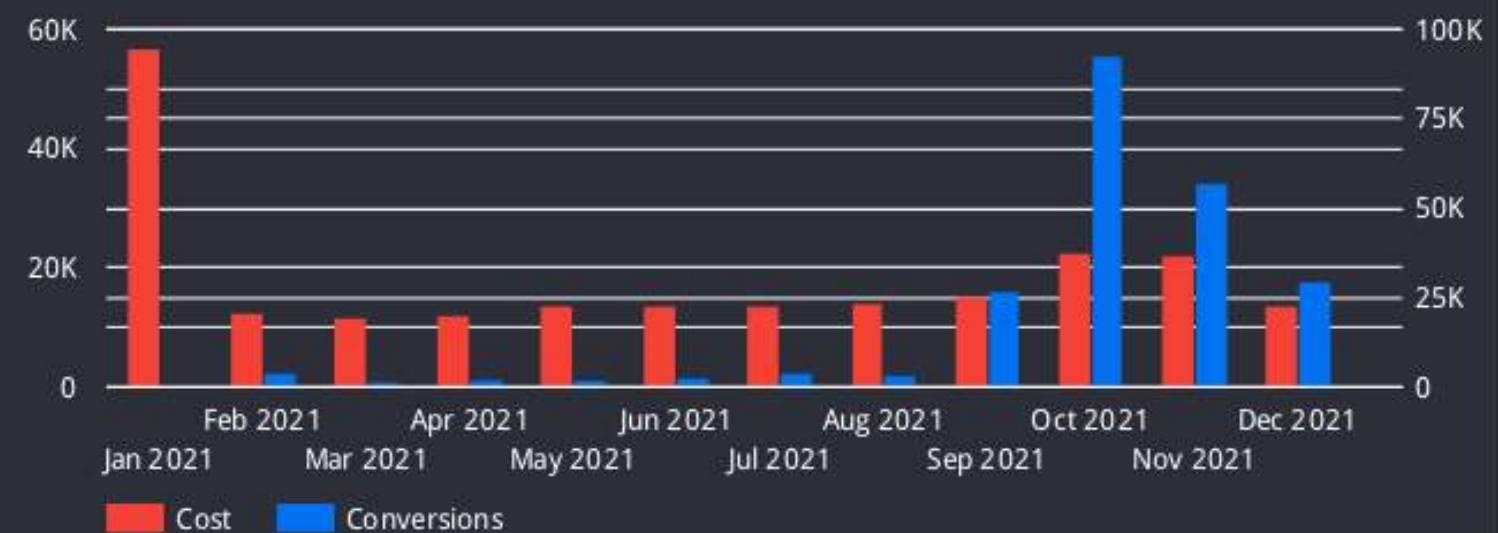
226,193.78

↑ 2,769.0%

Cost / conv.

\$1.0

↓ -87.1%





Campaign

Ad group

Device

Ad type

Made By Aman

All conv. value

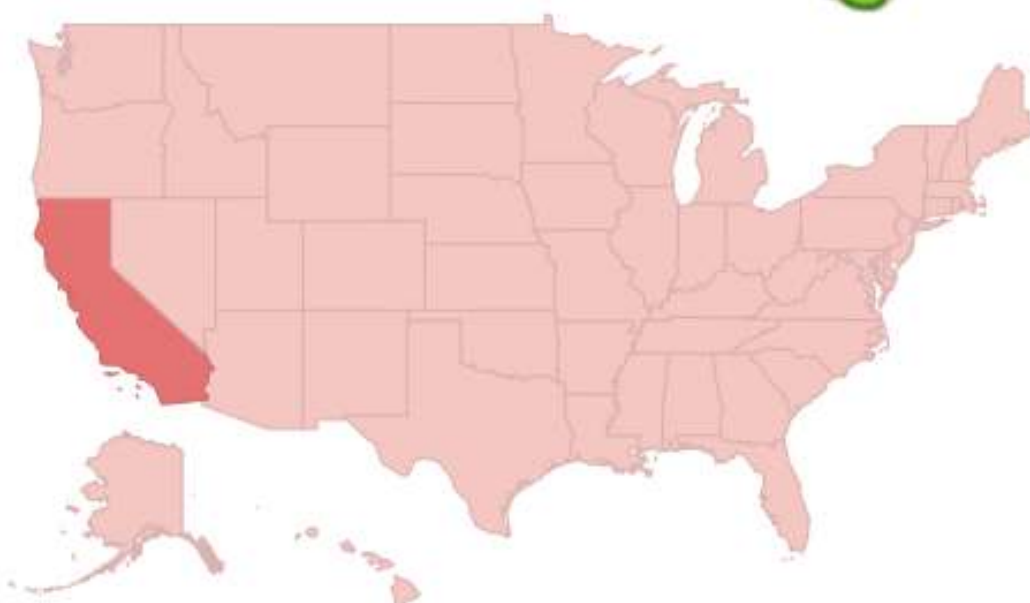
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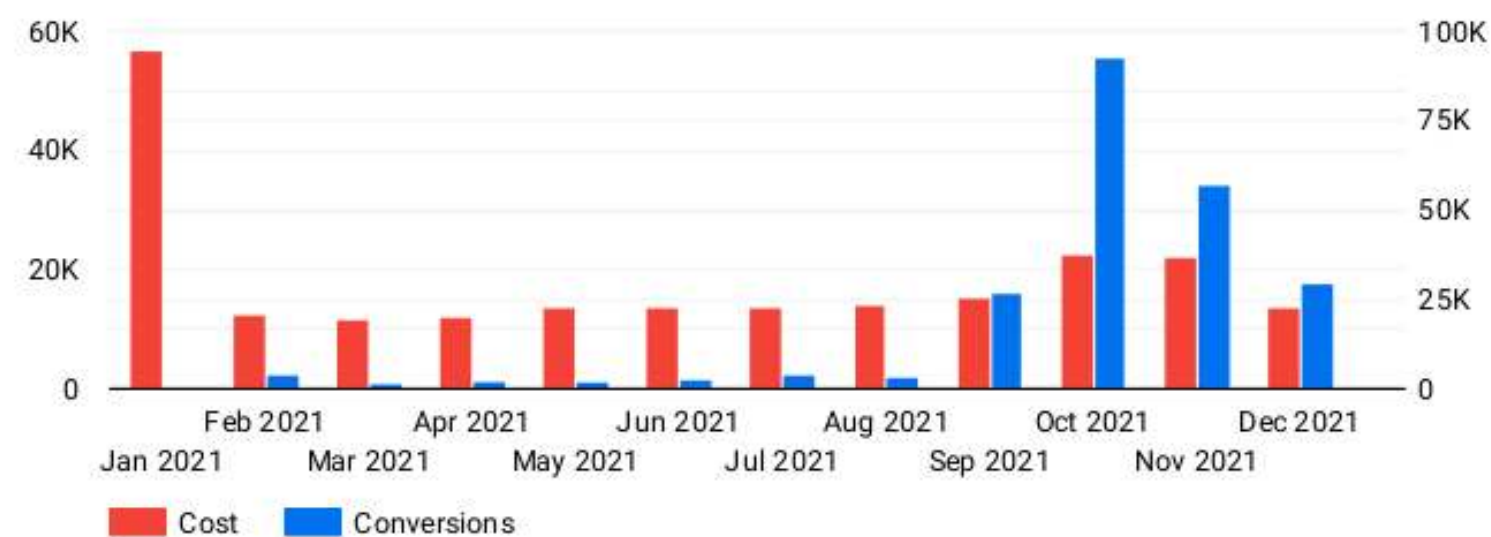
226,193.78

↑ 2,769.0%

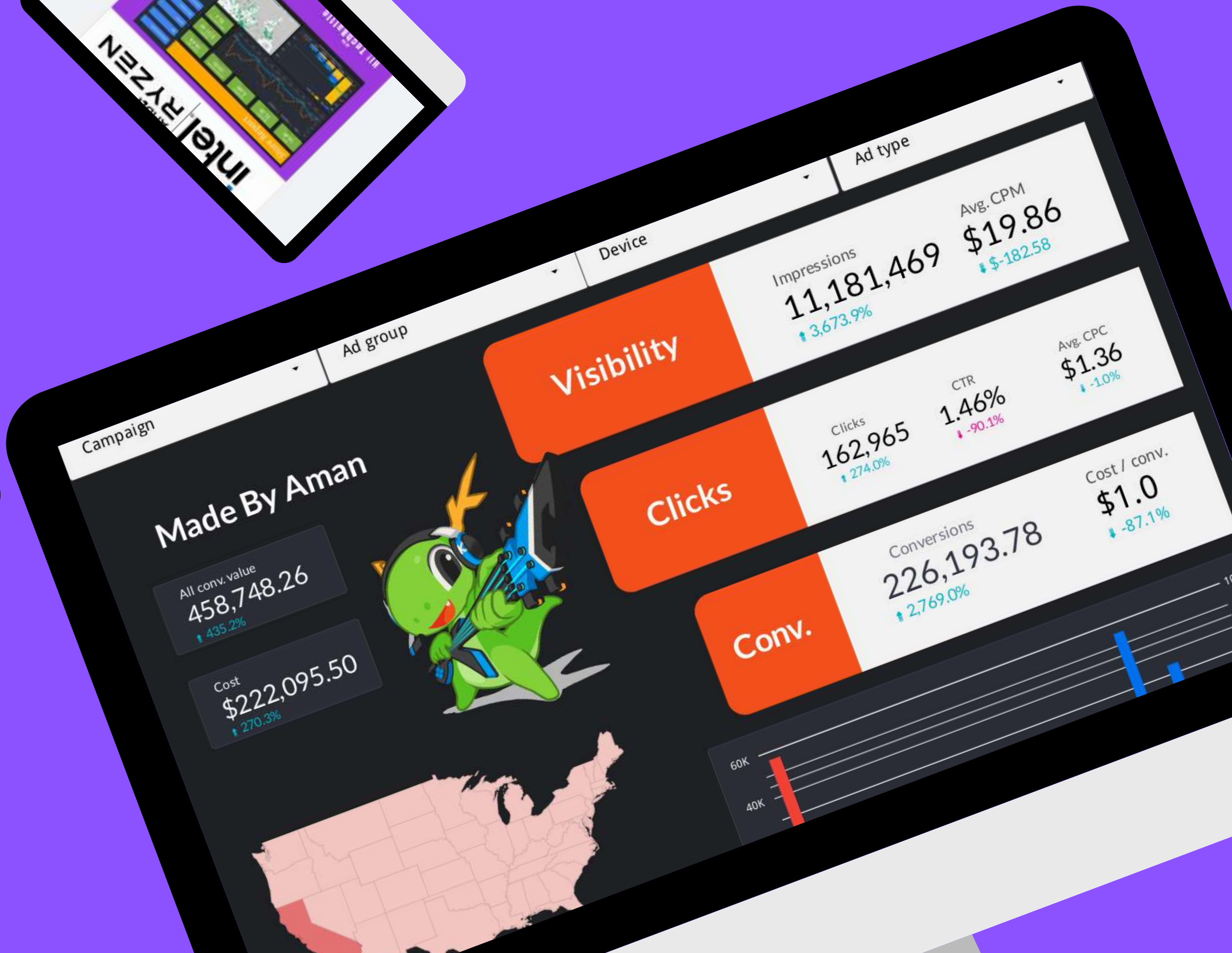
Cost / conv.

\$1.0

↓ -87.1%







North America

Users

29.2K

**Top Region:**

California

Europe

Users

11.3K

**Top Region:**

England

Middle East

Users

926.0

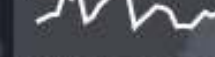
**Top Region:**

Istanbul

Asia

Users

12.4K

**Top Region:**

Maharashtra

Central America

Users

642.0

**Top Region:**

Mexico City

South America

Users

1.4K

**Top Region:**

State of Sao Paulo

Africa

Users

582.0

**Top Region:**

Lagos

Australasia

Users

656.0

**Top Region:**

New South Wales

Total Worldwide

55.4K

1  22,800



Performance Analysis

Select date range

Pageviews sampled
2,660
+11.1%

All pageviews
321,869
+8.6%

Sample / Total
0.83%
+2.3%

Device Category: Browser

Page Title: Country

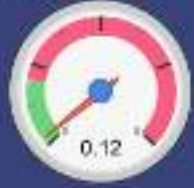
Avg. Page Load Time (sec)

3.96
+7.5%



Avg. Page Download Time (sec)

0.12
+31.6%



Avg. Document Content Loaded Time (sec)

2.17
+5.0%



Avg. Document Interactive Time (sec)

2.17
+5.0%



Avg. Server Response Time (sec)

1
+9.1%



Avg. Server Connection Time (sec)

0.03
+22.4%



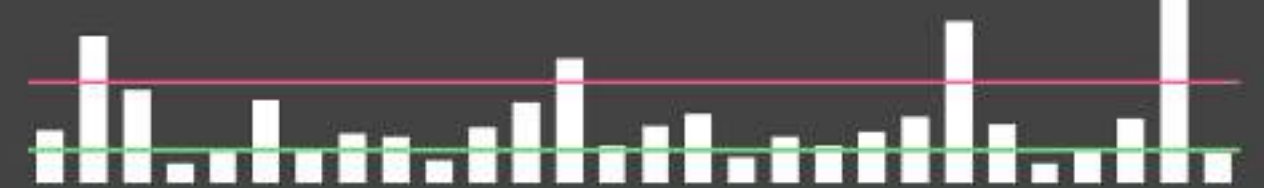
Avg. Server Connection Time (sec)

0.03
+22.4%



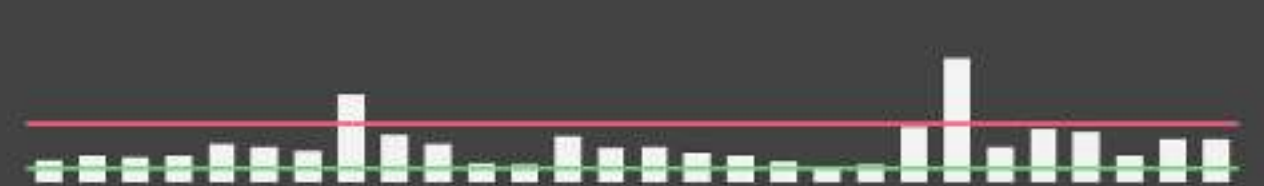
Avg. Domain Lookup Time (sec)

0.02
+37.9%



Avg. Redirection Time (sec)

0.19
+26.9%



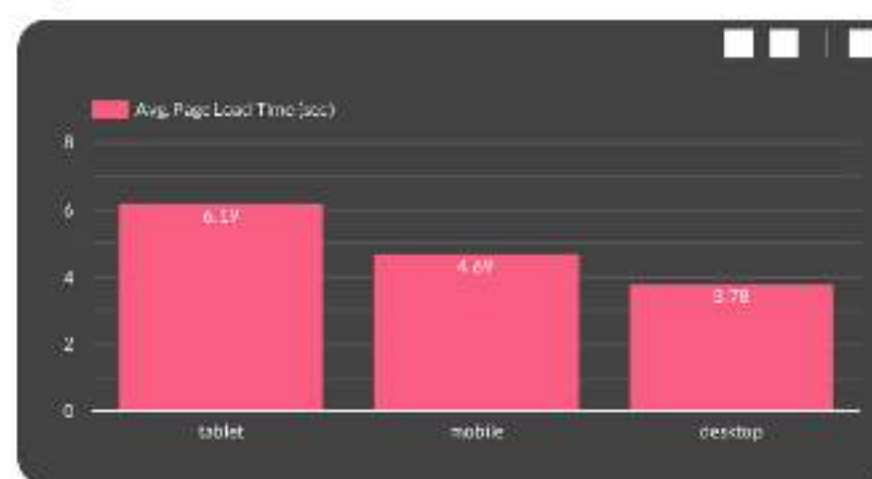
By pages

	Page Title	Avg. Page Load Time (sec)	% Δ
1.	Google Laptop and Cell Phone Stickers	38.53	-
2.	Android: Ironie Beerle	30.15	-
3.	Google Emaj (Sticker Pack)	14.19	3.2%
4.	Google Large Pet Leash (Red/Yellow)	12.93	655.9%
5.	Google Pen White	10.36	78.3%
6.	Google Canteen (Bottle Dark)	6.56	-
7.	Fun Accessories Google Merchandise Store	6.56	-

By browser

	Browser	Avg. Page Load Time (sec)	% Δ
1.	Edge	6.1	52.9%
2.	Android WebView	4.29	-65.3%
3.	Chrome	4.04	-6.1%
4.	UC Browser	3.82	-90.9%
5.	Firefox	3.51	-13.6%
6.	Samsung Internet	3.3	-45.5%
7.	Safari	3.2	-13.6%

By device



By country



ROAS dashboard by AMAN

Jan 1, 2022 - Jan 31, 2022

ROAS

5.82

↑ 4.6%



Cost

\$13.03K

↓ -4.8%



Total conv. value

\$977.80

↓ -97.3%



Conversions

136

↓ -99.5%





Campaign	ROAS	Total conv. value	Conversions	Cost
1009693 Google Analytics Demo DR joelf NA US en Hybrid SEM BKWS - MIX Txt ~ AW-Brand (US/Cali)	0.73	\$290.3	18	\$395.29
1009693 Google Analytics Demo DR joelf NA US en Hybrid SEM BKWS - MIX Txt ~ AW - Apparel	0.7	\$571.5	12	\$814.44
1009693 Google Analytics Demo DR joelf NA US en Hybrid SEM SKWS - MIX Txt ~ AW - Drinkware	0.07	\$12	1	\$171.24
1009693 Google Analytics Demo DR joelf NA US en Hybrid DISP MT Banner ~ Test	0.03	\$104	104	\$3,061.38
1000549 Google Analytics Demo DR	0	\$0	0	\$0

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E-commerce

SEO Analysis

Youtube

Google Ads

ALL
IN
ONE
REPO



BY AMAN

Google Analytics

Jan 27, 2022 - Feb 25, 2022

Channel

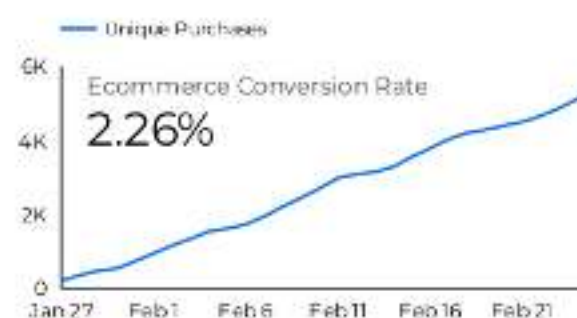
Sales Performance Break Down

METRIC	Revenue	Unique Purchases	Quantity	Avg. Price
	\$153,628.09	5,505	10,375	\$14.81
Percent age Change	↑ 37.9%	↑ 36.1%	↑ 36.1%	↓ -4.6%
Absolute change	↑ \$42,246.92	↑ 1,460	↑ 3,202	↓ \$-0.72

Product Performance Break Down

	Product	Revenue	% Δ	Purchases	% Δ
1.	Google Black Cloud Zip Hoodie	\$8,556	73.2% ↑	114	86.9% ↑
2.	Google Unisex Puffer Jacket	\$9,409.6	793.9% ↑	79	558.3% ↑
3.	Google Unisex Eco Tee Black	\$5,267.6	780.9% ↑	219	812.5% ↑
4.	Google Black Eco Zip Hoodie	\$4,896	895.1% ↑	93	933.3% ↑
	Grand total	\$153,628.09	37.9% ↑	5,505	36.1% ↑

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Channel Performance

	Channel	Revenue	% Δ	Purchases	% Δ
1.	Direct	\$139,900.07	37.4% ↑	4,971	29.2% ↑
2.	Paid Search	\$13,492.02	42.8% ↑	527	168.9% ↑
3.	Affiliates	\$156	529.0% ↑	7	600.0% ↑
	Grand total	\$153,628.09	37.9% ↑	5,505	36.1% ↑

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Device Results Analysis

	Device Category	Revenue	% Δ	Purchases	% Δ
1.	desktop	\$146,677.73	39.5% ↑	5,143	35.0% ↑
2.	mobile	\$6,388.86	7.8% ↑	342	34.6% ↑
3.	tablet	\$561.5	88.1% ↑	20	100.0% ↑
	Grand total	\$153,628.09	37.9% ↑	5,505	36.1% ↑

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E-commerce

SEO Analysis

Youtube

Google Ads

ALL
IN
ONE
REPO



BY AMAN

SEO Analysis

Site Query Country Device Category Jan 27, 2022 - Feb 25, 2022

Main KPIs

METRIC

Percentage Change

Absolute change

Impressions

1,207,311

↓ -6.4%

↓ -144,956

Clicks

14,332

↓ -8.2%

↓ -1,285

Site CTR

1.19%

↓ -2.0%

↓ -0.02%

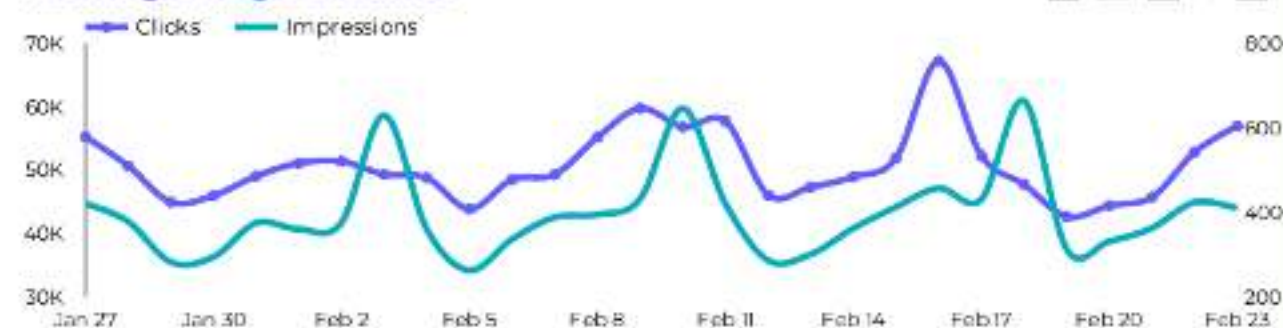
Average Position

18.23

↓ -0.5%

↓ -0.09

Are we growing our traffic?



Week	Impressions	Clicks	Site CTR
1. Feb 7, 2022 to Feb 13, 2022 (Week 6)	307,885	3,835	1.25%
2. Jan 24, 2022 to Jan 30, 2022 (Week 4)	150,319	1,953	1.23%
3. Feb 21, 2022 to Feb 27, 2022 (Week 8)	129,709	1,584	1.22%
4. Jan 31, 2022 to Feb 6, 2022 (Week 5)	296,652	3,382	1.14%

1 - 5/5

Where are the people coming from?



Top Keywords vs pages

What pages are driving most traffic to the website?

Query	Country	Impressions	Clicks	Site CTR
youtube merch	United States	1,239	199	16.06%
youtube store	India	515	150	29.13%
google merchandise store	United States	3,758	148	3.94%
google	United States	4,482	135	3.01%
what is fun google swag	United States	367	127	34.6%
google t shirt	India	665	125	18.8%
Grand total		1,207,311	14,332	1.19%

1 - 100 / 150383

E-commerce

SEO Analysis

Youtube

Google Ads

ALL
IN
ONE
REPO



BY AMAN

Youtube Channel Performance

Jan 27, 2022 - Feb 25, 2022

US State Code

Views
17,328
↑ 100.5%

Watch Time
04:07
↓ -1.3%

New subscribers
42
↑ 50.0%

Lost subscribers
5
↑ N/A

Likes
831
↑ 118.7%

Dislikes
229
↑ 87.7%

New Comments
21
↑ 75.0%

YouTube Earned Playlist Additions
0
N/A

Channel Performance



Video Performance

	Country Code	US State Code	Views	% Δ	Comments	Watch Time	Watch Time	Subscription Added
1.	CZ	null	973	-	2	00:02:05	00:02:05	5
2.	PT	null	962	-	2	00:05:51	00:05:51	1
3.	IL	null	949	-	0	00:00:22	00:00:22	0
4.	US	US-FL	935	68.2% ↑	1	00:08:09	00:08:09	3
5.	AR	null	934	-	1	00:04:06	00:04:06	3
6.	BR	null	911	-	1	00:04:26	00:04:26	1
7.	CH	null	880	-	1	00:06:35	00:06:35	2
8.	DK	null	861	-	1	00:07:25	00:07:25	1
9.	AT	null	842	-	1	00:02:14	00:02:14	1
10.	DO	null	809	-	2	00:03:11	00:03:11	4
11.	MY	null	786	-	1	00:07:25	00:07:25	3
12.	US	US-WI	749	-	0	00:07:59	00:07:59	1
13.	IN	null	711	-	1	00:05:57	00:05:57	0
14.	AU	null	690	-	1	00:05:48	00:05:48	3
15.	US	US-WV	661	-	1	00:02:36	00:02:36	0
16.	CN	null	644	-	1	00:01:09	00:01:09	3
17.	DE	null	627	-	1	00:04:11	00:04:11	3
		Grand total	17,328	100.5% ↑	21	00:04:07	00:04:07	42

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E-commerce

SEO Analysis

Youtube

Google Ads

ALL
IN
ONE
REPO



BY AMAN

Google Ads analysis

Campaign

Jan 27, 2022 - Feb 25, 2022

Main KPIs

METRIC

Percentage Change

Absolute change

Impressions
4,685,218

↓ -3.0%

↓ -164,265

Clicks
14,197

↑ 32.7%

↑ 3,495

Cost
\$16,709.12

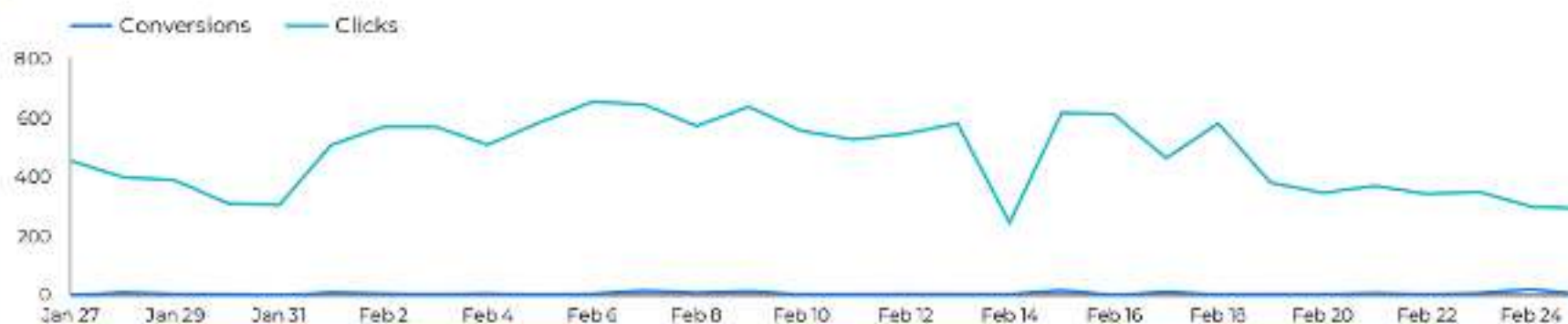
↑ 42.2%

↑ \$4,962.50

Conversions
183

↑ 46.4%

↑ 58



Conversions by campaign

Campaign

Conversions

Value / conv.

1009693 | Google Analytics Demo | DR | joelf | NA | US | en | Hybrid | DSP | MT | Banner - Test

109

11

1009693 | Google Analytics Demo | DR | joelf | NA | US | en | Hybrid | SEM | BKWS - MIX | Txt - AW - Apparel

26

32

1009693 | Google Analytics Demo | DR | joelf | NA | US | en | Hybrid | SEM | BKWS - MIX | Txt - AW - Brand (US/Cell)

23

36.87

1000000 | Google Analytics Demo | DR | joelf | NA | US | en | Hybrid | SEM | BKWS - MIX | Txt - AW - Brand (US/Cell)

11

1

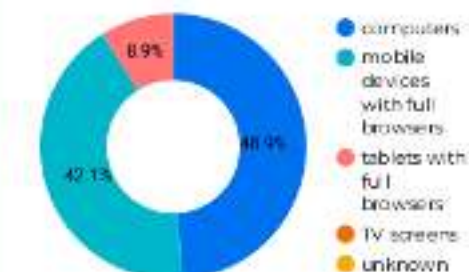
Grand total

183

7.39

1 - 92 / 92 < >

Clicks by device



Keyword driving clicks

Search keyword

Impressions

Clicks

Avg. CPC

+hoodies

7,566

804

\$0.62

+hoody

4,173

463

\$0.62

Google Merchandise Store

765

360

\$0.45

+tumbler

2,496

332

\$1.14

youtube merchandise

616

246

\$1.5

YouTube Merchandise Store

539

233

\$1.05

Grand total

4,685,218

14,197

\$1.18

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WEBSITE TRAFFIC

Continent



Region



Channel



Device



Jan 12, 2022 - Feb 10, 2022



Your audience at a glance



Users

59,630



New Users

55,290



Number of Sessions per User

1.3



Sessions

77,305



Pageviews

352,364



Pages / Session

4.56



Avg. Session Duration

00:02:59

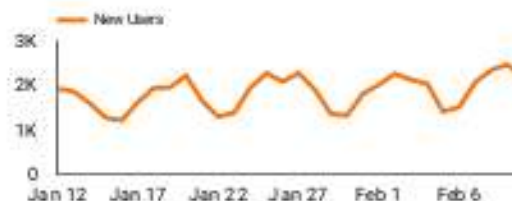
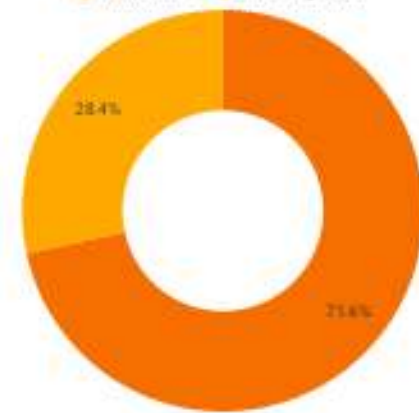


Bounce Rate

49.04%

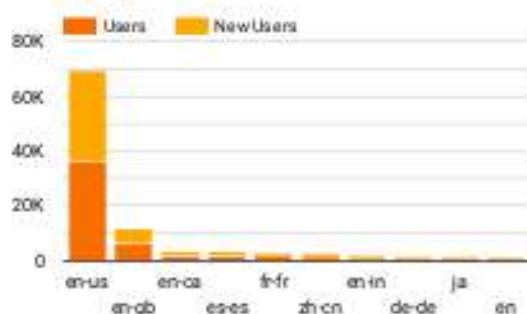


New Visitor Returning Visitor



Let's learn a bit more about your users!

Language breakdown



Language	Users	New Users
1. en-us	36,371	32,856
2. en-gb	5,879	5,608
3. en-ca	1,709	1,672
4. es-es	1,583	1,521
5. fr-fr	1,469	1,390
6. zh-cn	1,284	1,271
7. en-in	913	888
8. de-de	756	733
9. ja	737	697
- en	650	600

1 - 10 / 218 < >

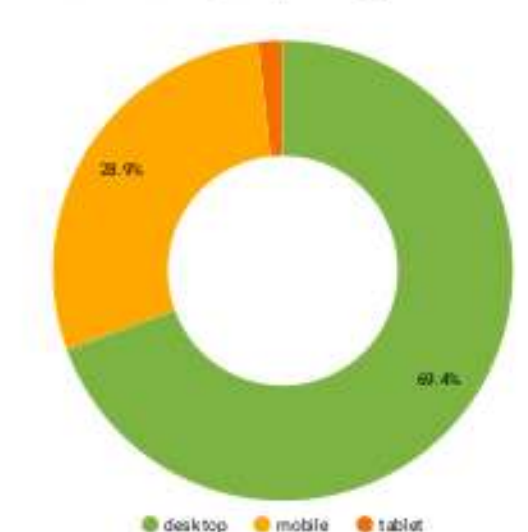
Country breakdown



Continent	Users	New Users
1. Americas	33,377	30,019
2. Asia	13,016	12,357
3. Europe	12,324	11,643
4. Oceania	781	751
5. Africa	574	549
6. (not set)	20	17

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What device are people using?



Device	Users	New Users
1. desktop	41,311	37,593
2. mobile	17,209	16,747
3. tablet	1,016	996

1 - 3 / 3 < >



WEBSITE TRAFFIC

Continent



Region

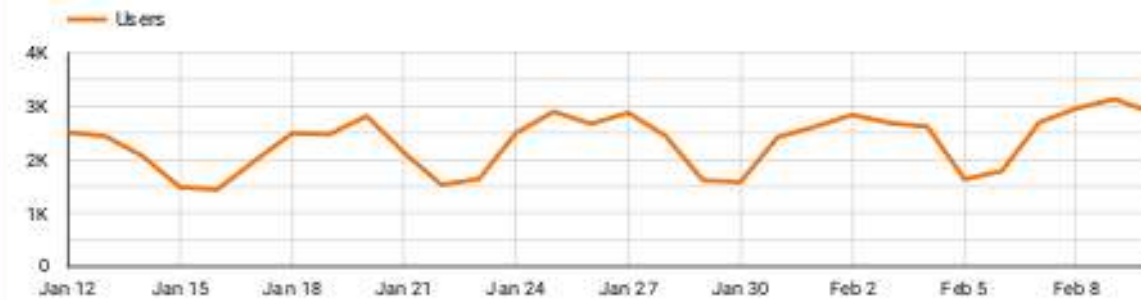


Channel



Device

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Pages / Session

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Avg. Session Duration

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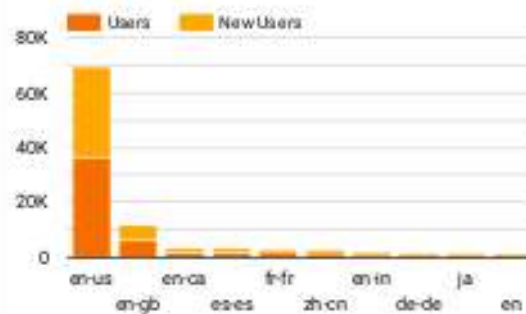
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Performance Report

Jan 12, 2022 - Feb 10, 2022

Account

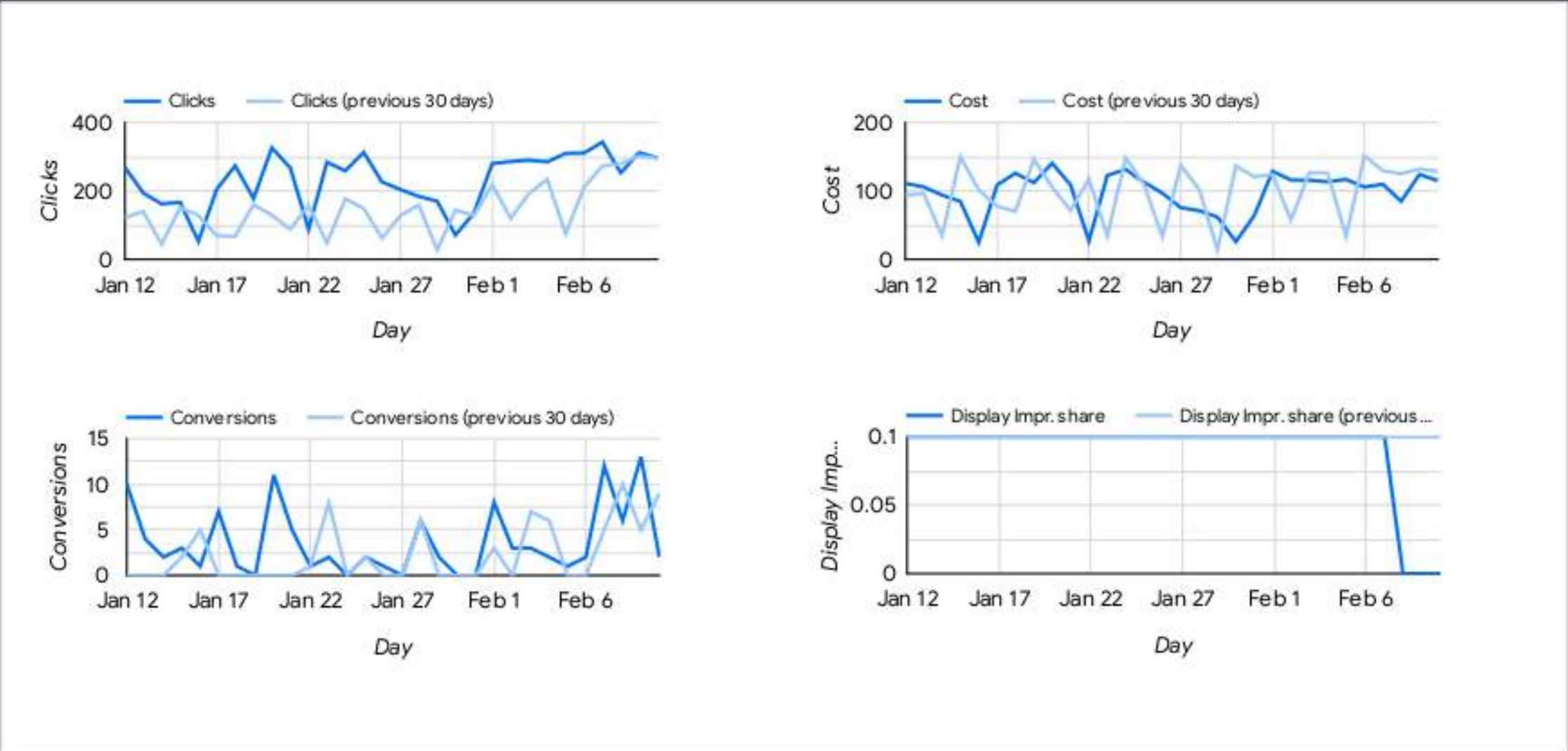
Campaign

Campaign status: Eligible,... (2)

Campaign Type - Display/... (2)

Campaign Sub Type

Clicks 7.00K ↑ 56.2%	Impressions 4.93M ↑ 23.6%	CTR 0.14% ↑ 26.3%
Conversions 110.00 ↑ 59.4%	View-through conv. 0.00 N/A	Conv. rate 1.57% ↑ 2.0%
Cost \$3K ↓ -3.3%	Avg. CPC \$0.42 ↓ -38.1%	Avg. CPM \$0.59 ↓ -21.8%
Cost / conv. \$26.7 ↓ -39.3%	Display Impr. share 0.10 0.0%	ROAS. 0.04 ↑ 64.9%



Account Performance Overview									
Account	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost / conv.	ROAS.
analytics_googlestore_NA	\$2,933.77	4,934,403	6,996	0.14%	\$0.42	110	1.57%	\$26.67	0.04

ROAS dashboard by AMAN

Jan 1, 2022 - Jan 31, 2022

ROAS

5.82

↑ 4.6%



Cost

\$13.03K

↓ -4.8%



Total conv. value

\$977.80

↓ -97.3%



Conversions

136

↓ -99.5%



Campaign	ROAS ▾	Total conv. value	Conversions	Cost
1009693 Google Analytics Demo DR joelf NA US en Hybrid SEM BKWS - MIX Txt ~ AW-Brand (US/Cali)	0.73 <div></div>	\$290.3 <div></div>	18 <div></div>	\$395.29 <div></div>
1009693 Google Analytics Demo DR joelf NA US en Hybrid SEM BKWS - MIX Txt ~ AW - Apparel	0.7 <div></div>	\$571.5 <div></div>	12 <div></div>	\$814.44 <div></div>
1009693 Google Analytics Demo DR joelf NA US en Hybrid SEM SKWS - MIX Txt ~ AW - Drinkware	0.07 <div></div>	\$12 <div></div>	1 <div></div>	\$171.24 <div></div>
1009693 Google Analytics Demo DR joelf NA US en Hybrid DISP MT Banner ~ Test	0.03 <div></div>	\$104 <div></div>	104 <div></div>	\$3,061.38 <div></div>
1000549 Google Analytics Demo DR	0 <div></div>	\$0 <div></div>	0 <div></div>	\$0 <div></div>

intel®

AMD
RYZEN

Store Report

Users
56.4K
↑ 27.8%

New Users
52.3K
↑ 31.9%

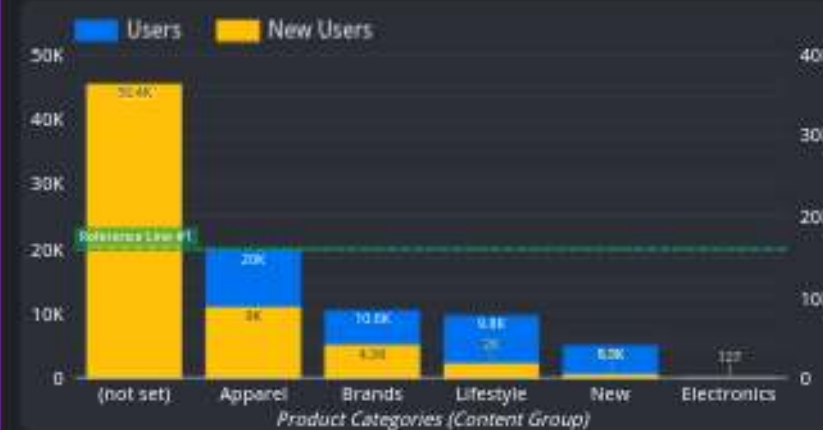
Impressions
4.6M
↑ 9.2%

Avg User Duration
03:50
↓ -1.5%

Bounce Rate
49.4%
↑ 4.1%

Revenue
\$121.4K
↓ -6.6%

Revenue Per User
\$2.2
↓ -26.9%



Select date range

Age

Gender

Sales Region

Device Category

Let the
Hi! TechBattle
Begin!



Website Summary

Jan 17, 2022 - Feb 15, 2022

Users

60,374

↑ 28.9%

Sessions

78,787

↑ 32.3%

Pageviews

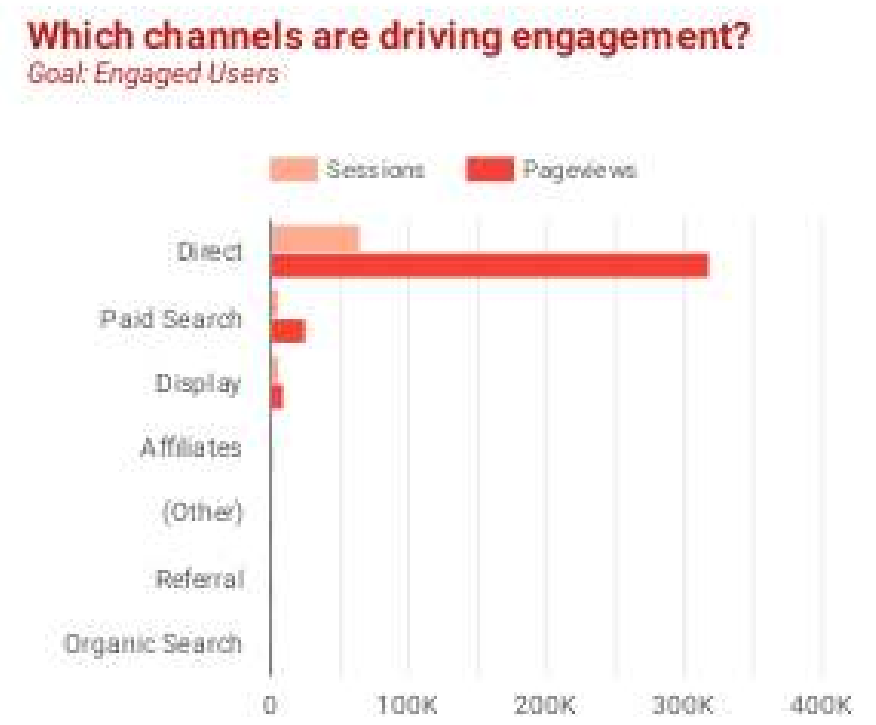
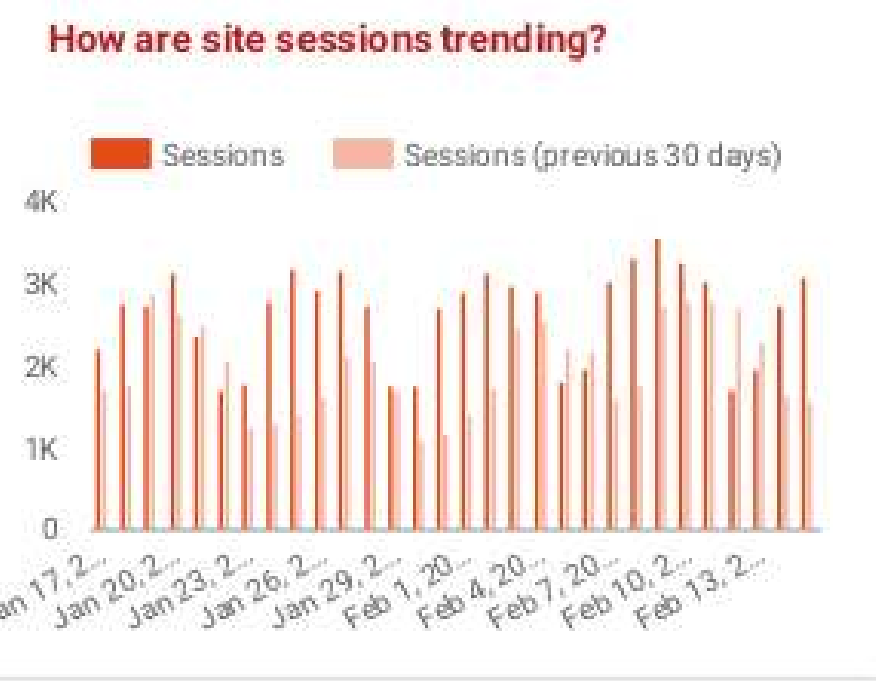
355,455

↑ 21.2%

Bounce Rate

49.2%

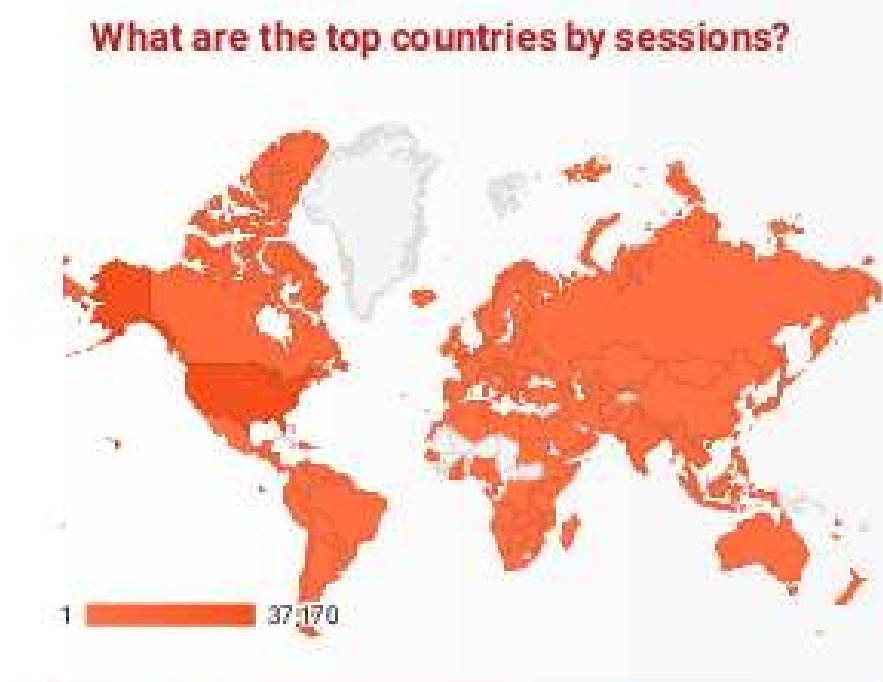
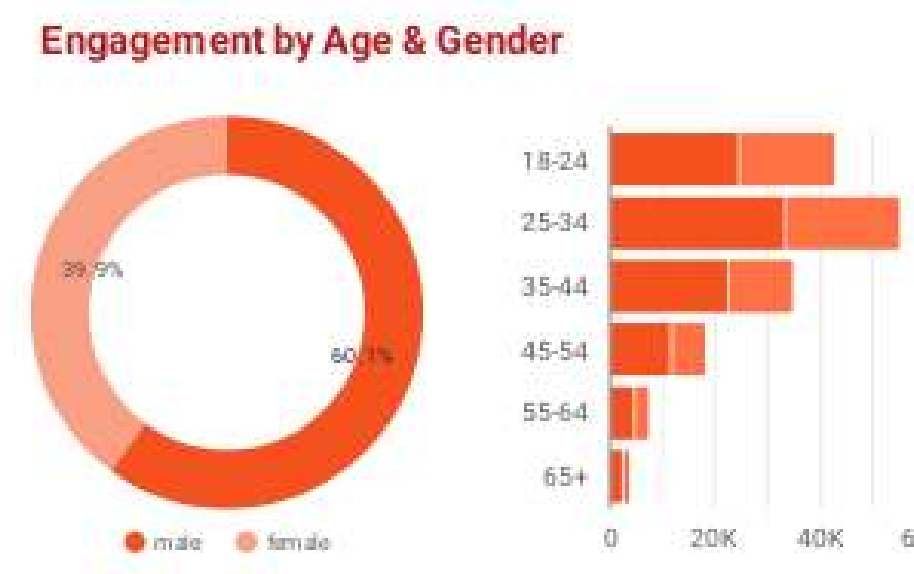
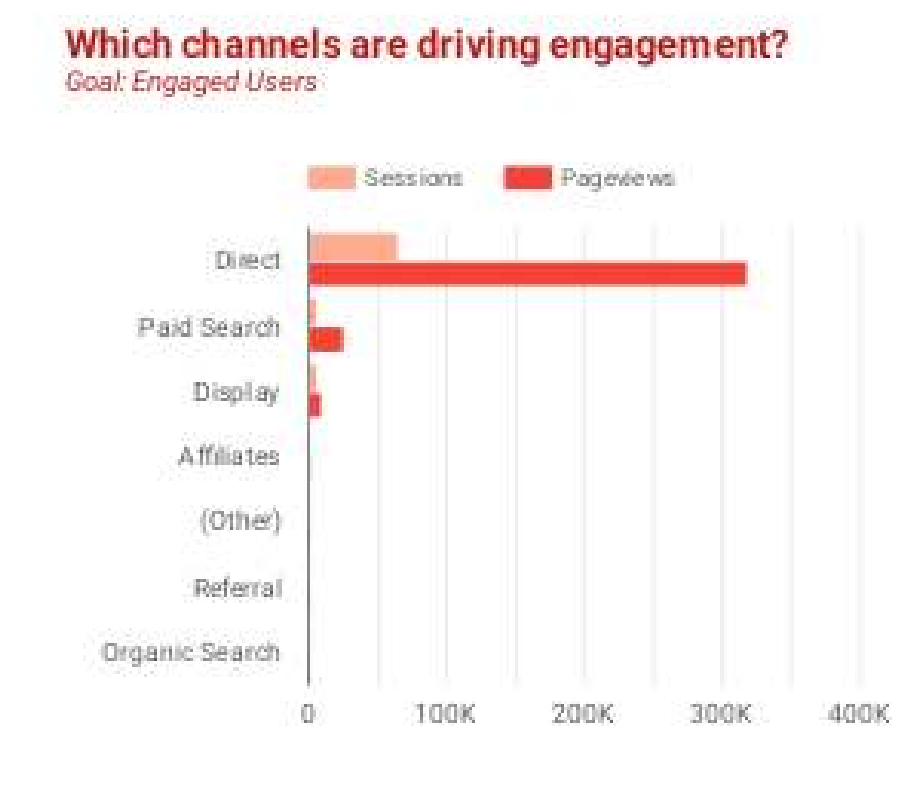
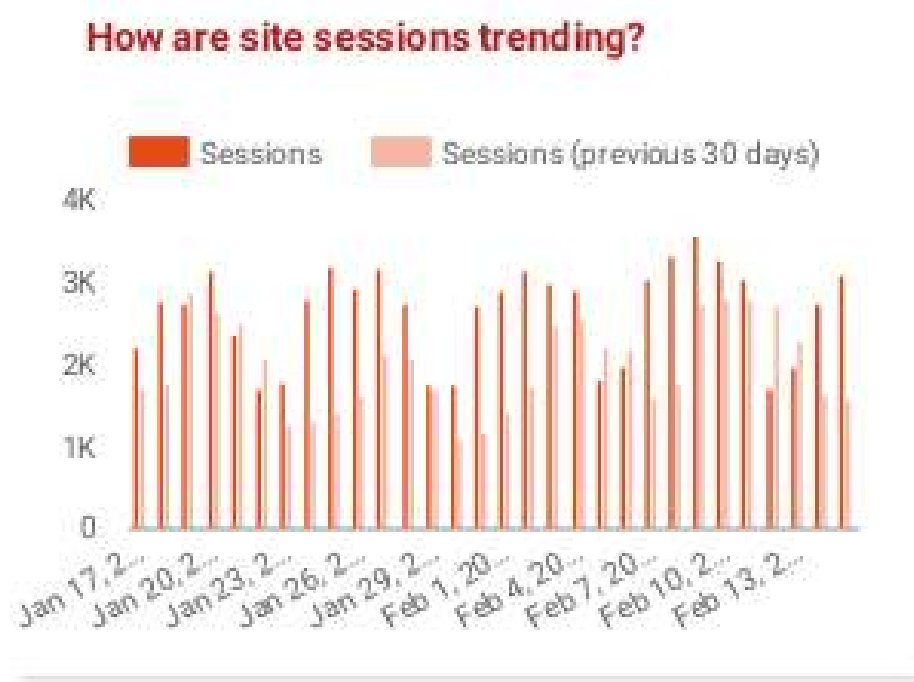
↑ 3.6%



Engagement by Age & Gender



Country	Sessions	Pageviews
1. United States	37,170	
2. Canada	5,060	
3. India	6,225	
4. United Kingdom	3,745	
5. Spain	2,139	
6. France	2,168	
7. Indonesia	2,135	
8. Japan	1,322	
9. Germany	1,292	
— South Korea	947	
— Australia	790	
— Mexico	662	
— Taiwan	680	
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— Singapore	788	
— Brazil	758	
— Russia	646	
— Italy	719	
— Netherlands	683	
— Sweden	498	
— Poland	574	