

ACQUISITION

New Visitor

Returning Visitor

Channel	New Visitor	Returning Visitor
Direct	35,389	15,420
Paid Search	5,576	2,641
Affiliates	1,174	147
Display	89	89
(Other)	2	2

Sessions

59.3K

-5.5%

Users

45.5K

-8.3%

Default Channel Grouping

Default Channel Grouping	Sessions	Bounce Rate
1. Paid Search	8,217	54.17%
2. Display	151	70.86%
3. Direct	50,809	46.38%
4. Affiliates	161	78.88%
5. (Other)	3	66.67%

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ACTIVATION

Bounce Rate

47.6%

-3.7%

Pages / Session

4.0

6.0%

Avg. Session Duration

03:04

8.9%

COMPLETION

CONVERSION RATE

Clicks

11.4K

-54.2%

Engaged Users

4,922

3.8%

Registrations

395.0

-79.5%

Goal Conversion Rate

14.6%

-5.8%

Engaged Users

8.3%

9.9%

Registrations

0.7%

-78.3%

RETENTION

VISITORS

Users

45,485

Bounces

28,252

Returning Visitor

New Visitor

Session Count	Returning Visitor	New Visitor
1	190	390
2	120	380
3	110	370
4	100	360
5	90	350
6	80	340
7	70	330
8	60	320

REVENUE

Revenue

\$137,059.98

33%

Transactions

1,021

15%

Revenue Per User

\$3.01

44%

Ecommerce Conversion Rate

1.72%

21%

Product Revenue per Purchase

\$41.58

6%

Product

Product	Quantity
1. Young Stan Goes Ice-Skating	5
2. YouTube Zipper Pull	14
3. YouTube Ultralight Embroidered S...	3
4. YouTube Tie-Dye Woven Socks	1
5. YouTube Red Le Pen	20
6. YouTube Marled Black Tee	5
7. YouTube Kids Party Notebook	5
8. YouTube Kids Flamemallow Keych...	1

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REFERRAL

Sessions

59.3K

-5.5%

Bounce Rate

47.6%

-3.7%

Full Referrer

Full Referrer	Sessions
1. google	7.5K
2. dfa	5
3. bing	399
4. Partners	163
5. (not set)	2
6. (direct)	51.3K

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(direct)

google

bing

Partners

dfa

(not set)

FUNNEL VISUALIZATION

100% (4,922)	ENGAGED USERS
47% (2,299)	Entered Checkout (Goal 4 Completions)
8% (395)	Registrations (Goal 3 Completions)
21% (1,053)	Purchase Completed