

Sessions

59.4K

↓ -5.5%

Transactions

1,021

↑ 14.7%

Ecommerce Conversion Rate

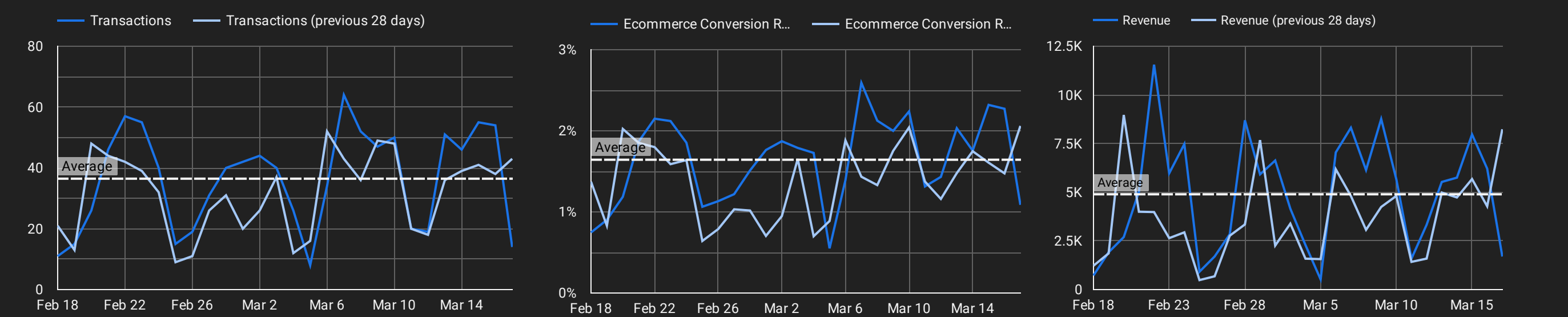
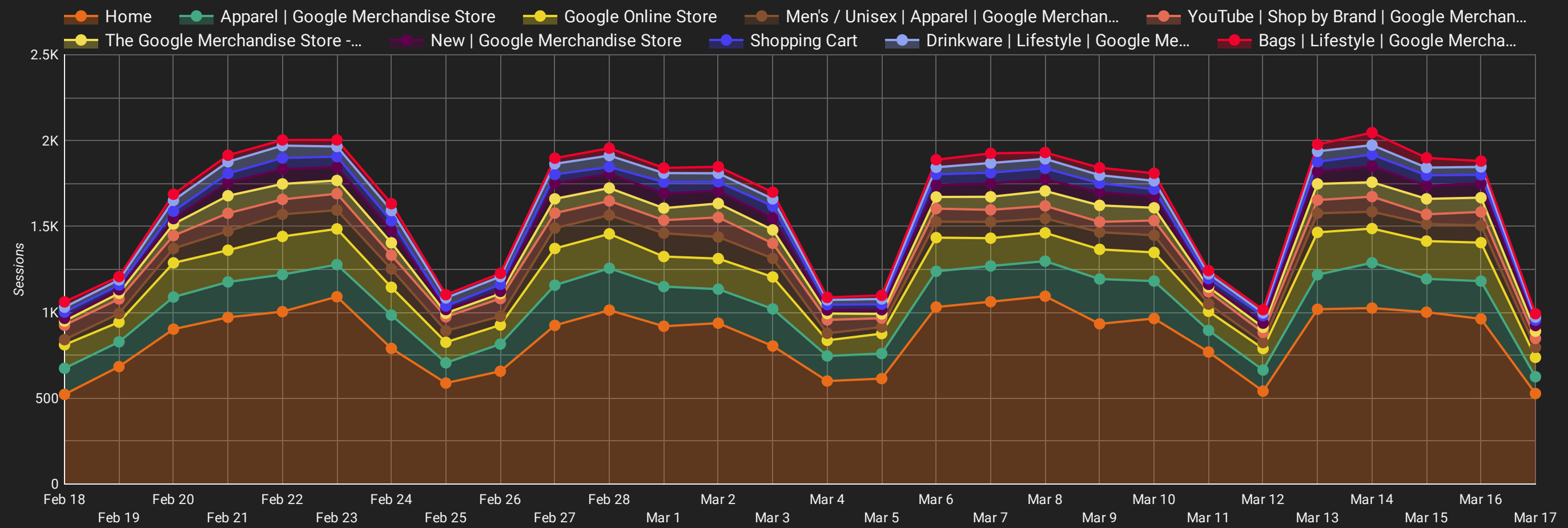
1.7%

↑ 21.4%

Revenue

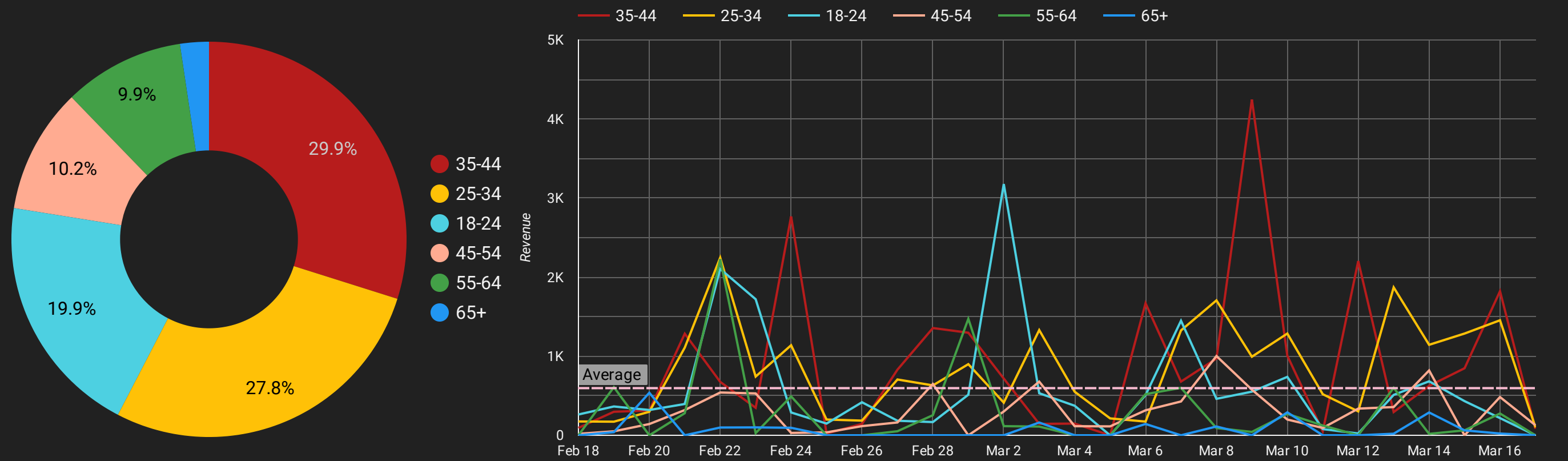
\$137.06K

↑ 32.5%



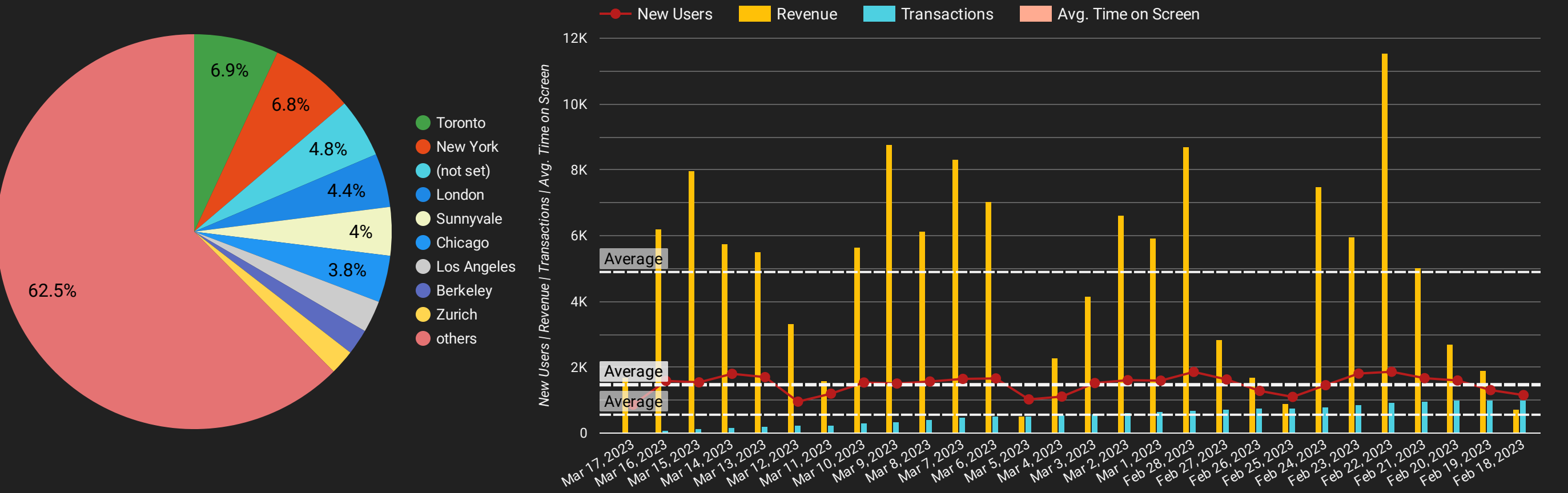
	Default Channel Grouping	Sessions ▾	Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
1.	Direct	50,824	-700 ↓	862	9.3% ↑	1.7%	10.8% ↑	\$118.52K	28.3% ↑
2.	Paid Search	8,221	-236 ↓	158	56.4% ↑	1.92%	60.9% ↑	\$18.49K	66.8% ↑
3.	Affiliates	161	-3 ↓	0	-	0%	-	\$0	-
4.	Display	151	-2,503 ↓	1	-	0.66%	-	\$56.8	-
5.	(Other)	3	2 ↑	0	-	0%	-	\$0	-


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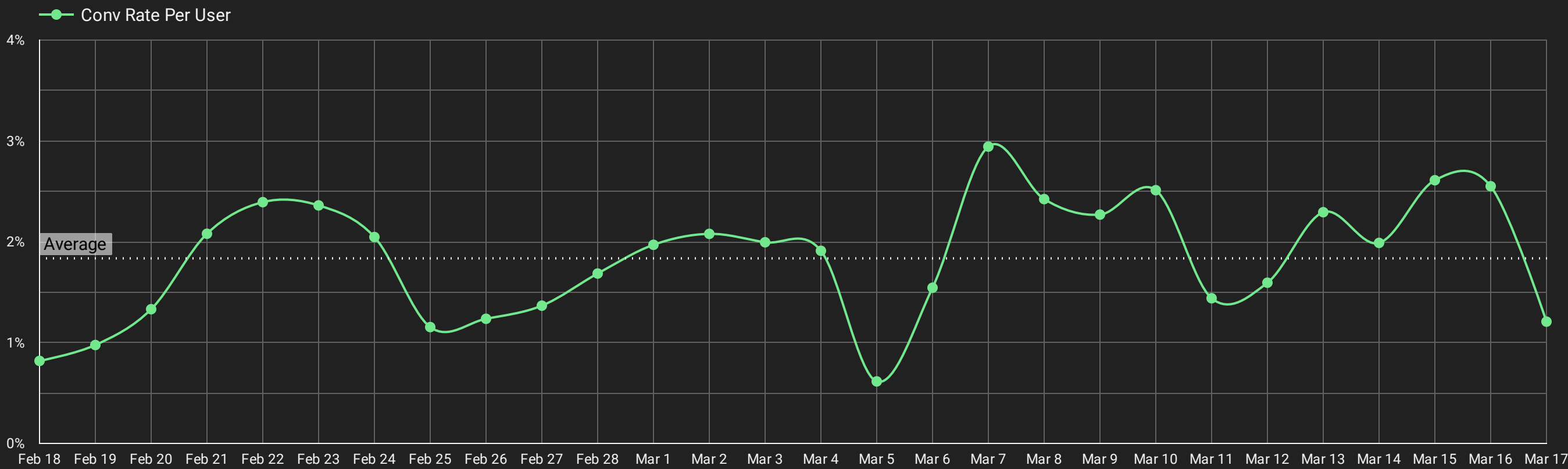
	Landing Page	Sessions ▾	Δ	Transactions	% Δ	Ecommerce Conversion R...	% Δ	Revenue	% Δ
1.	/home	28,752	-1,483 ↓	123	7.0% ↑	0.43%	12.5% ↑	\$16.76K	43.5% ↑
2.	/google+redesign...	4,533	503 ↑	71	65.1% ↑	1.57%	46.8% ↑	\$9.84K	79.3% ↑
3.	/google+redesign...	2,308	41 ↑	18	200.0% ↑	0.78%	194.7% ↑	\$1.42K	544.8% ↑
4.	/google+redesign...	2,265	-148 ↓	97	-9.3% ↓	4.28%	-3.4% ↓	\$9.44K	-6.0% ↓
5.	/signin.html	1,823	-95 ↓	130	25.0% ↑	7.13%	31.5% ↑	\$18.64K	58.3% ↑
6.	/store.html	1,750	-225 ↓	77	14.9% ↑	4.4%	29.7% ↑	\$10.33K	29.3% ↑
7.	/google+redesign...	1,617	-57 ↓	36	63.6% ↑	2.23%	69.4% ↑	\$4.69K	79.0% ↑
8.	/basket.html	1,404	-2 ↓	152	31.0% ↑	10.83%	31.2% ↑	\$26.77K	33.1% ↑
9.	/google+redesign...	1,230	-72 ↓	32	18.5% ↑	2.6%	25.5% ↑	\$6.03K	140.1% ↑
	Grand total	59,360	-3,440 ↓	1K	14.7% ↑	1.72%	21.4% ↑	\$137.06K	32.5% ↑

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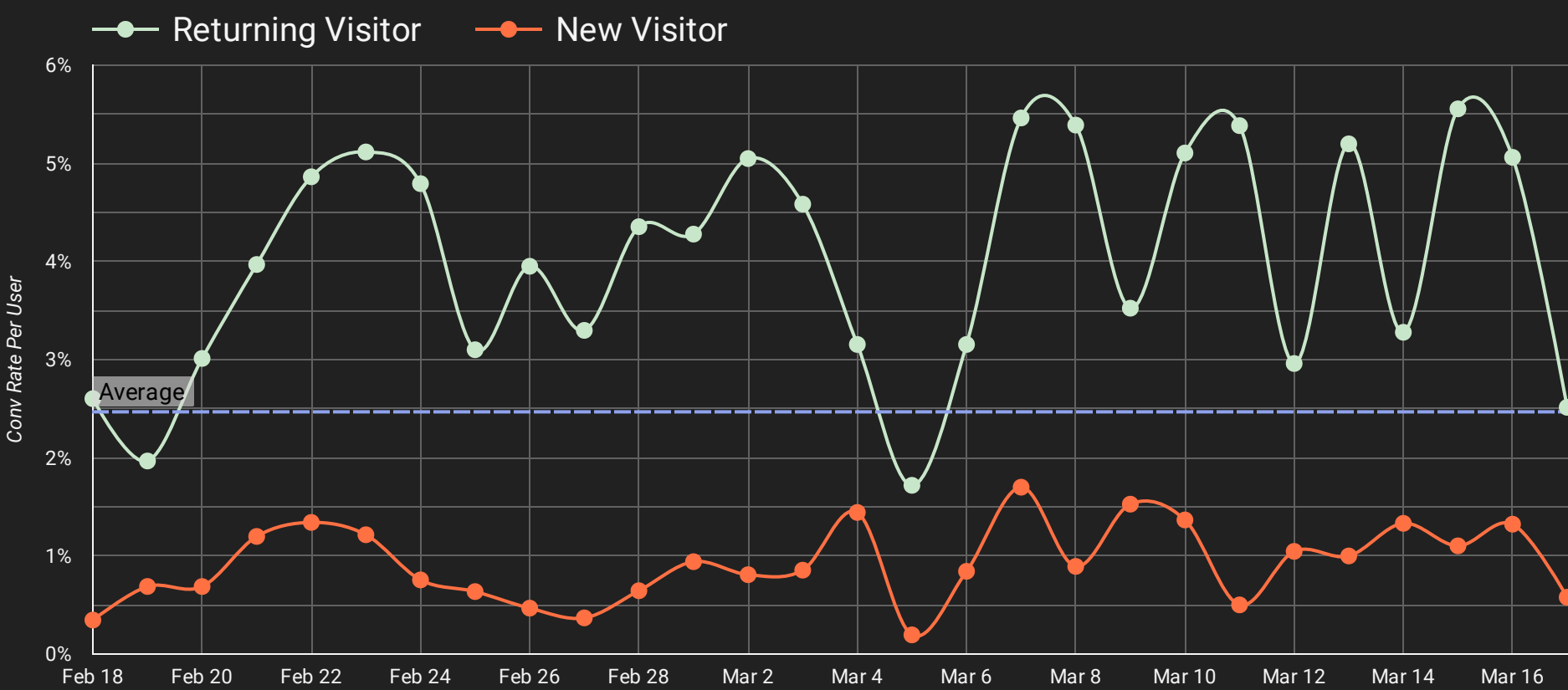
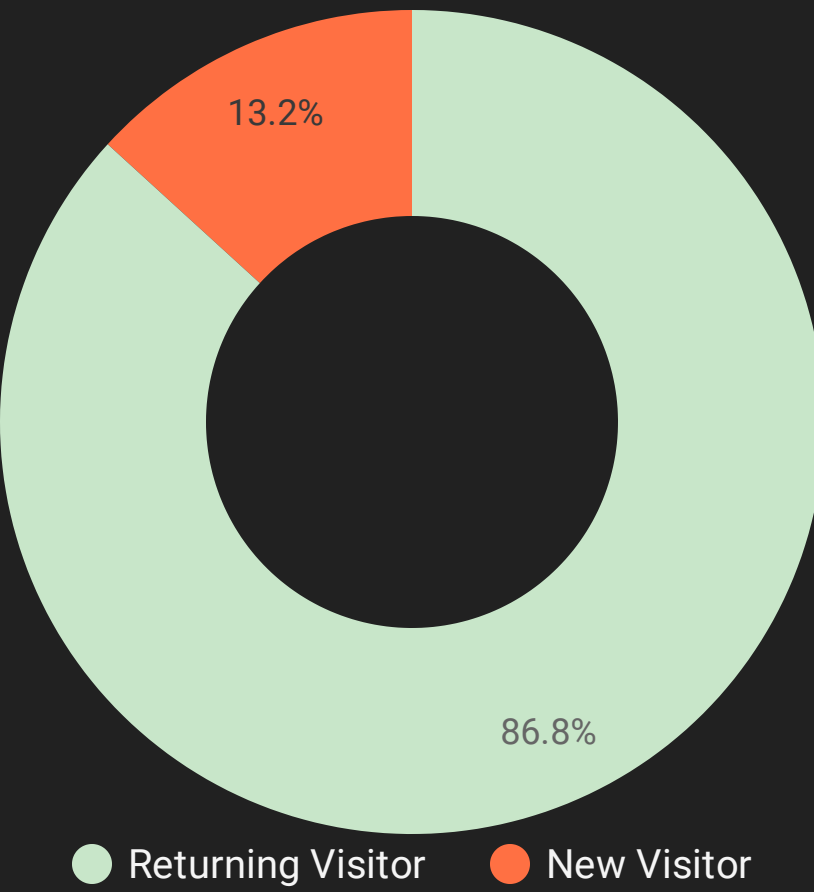




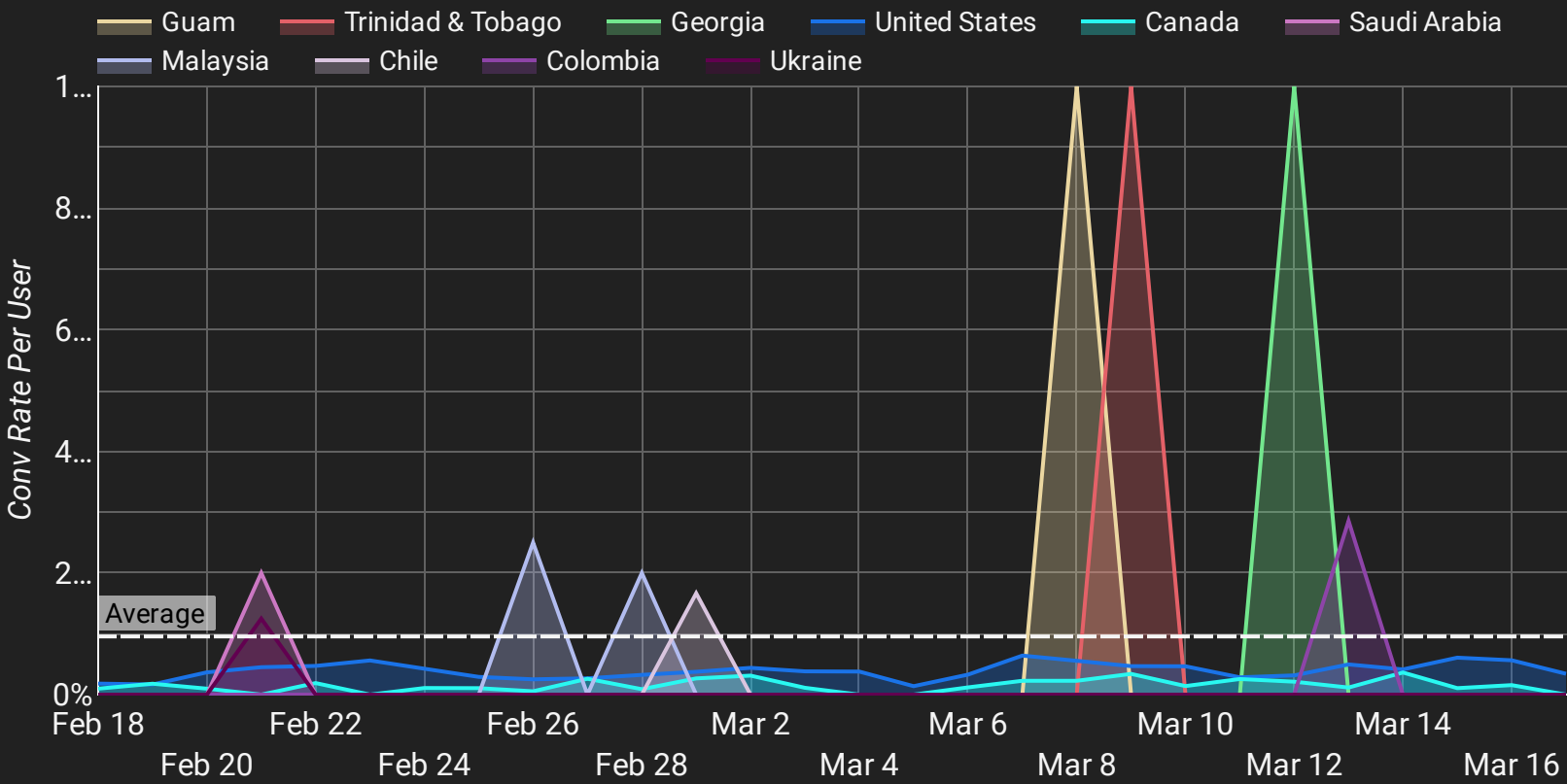
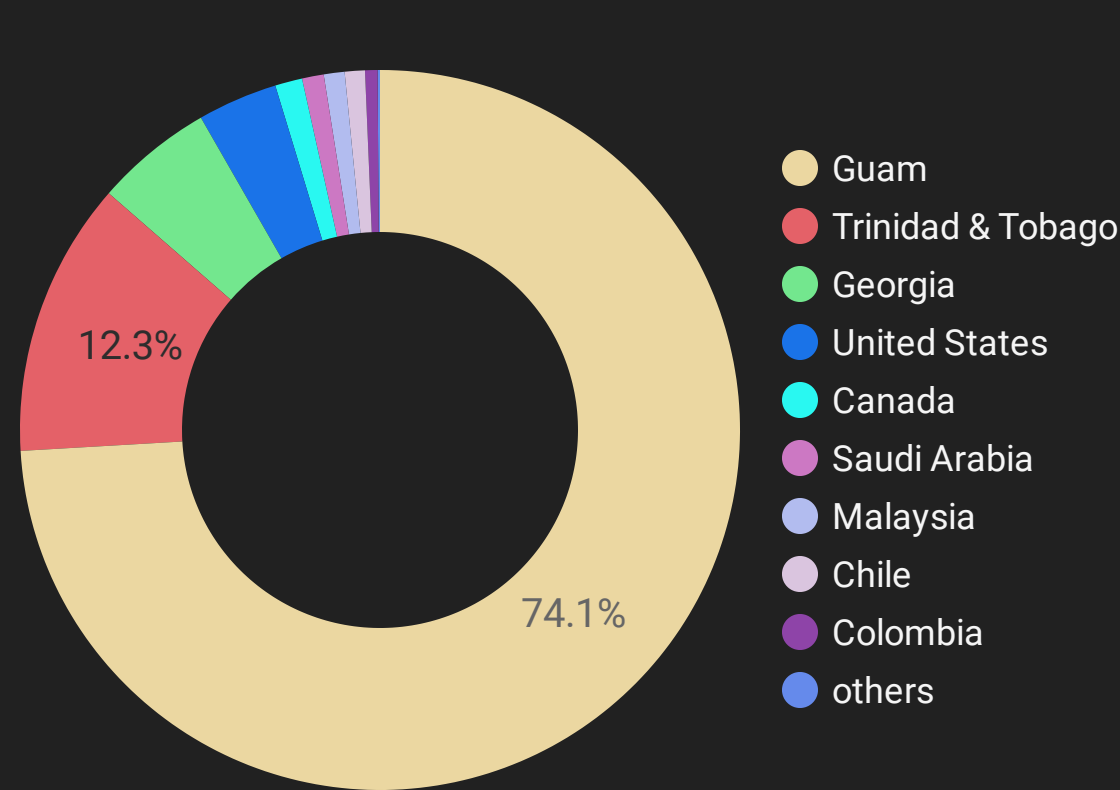
Default Data
Click to select Universal Analytics dat: 



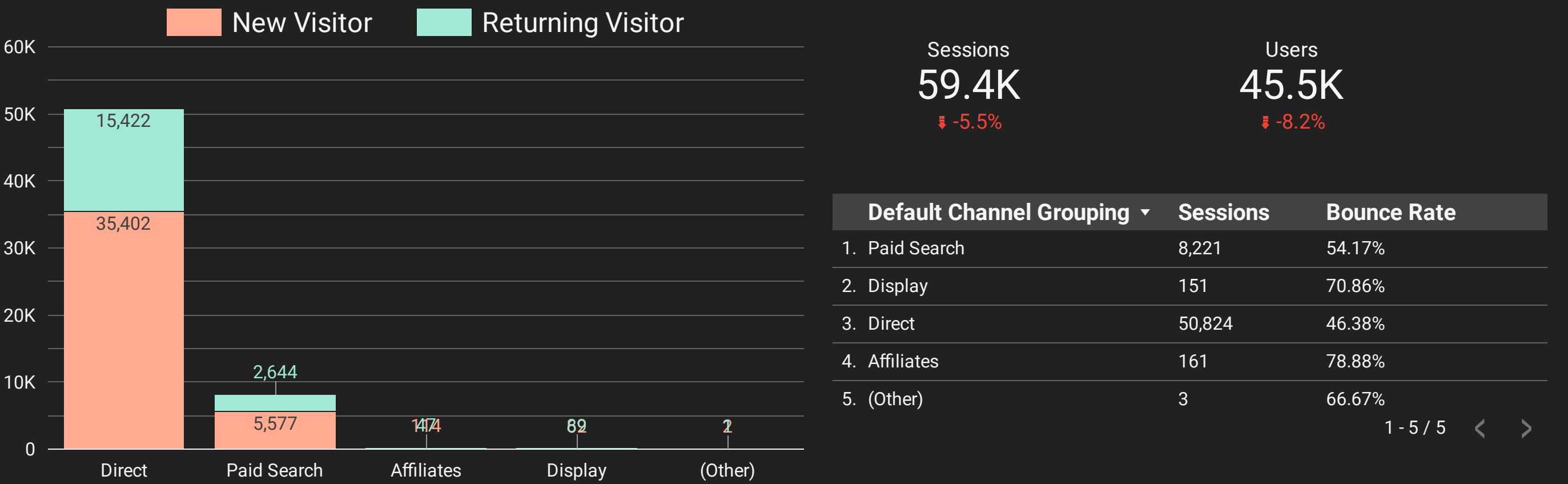
Day Index / Conv Rate Per User												
Date	User Type	0017	0025	0026	0020	0018	0004	0005	0023	0019	0003	Grand Total
Mar 7, 2020	Returning Visitor	5.46%	-	-	-	-	-	-	-	-	-	5.46%
	New Visitor	1.7%	-	-	-	-	-	-	-	-	-	1.7%
Mar 15, 2020	Returning Visitor	-	5.56%	-	-	-	-	-	-	-	-	5.56%
	New Visitor	-	1.1%	-	-	-	-	-	-	-	-	1.1%
Mar 16, 2020	Returning Visitor	-	-	5.06%	-	-	-	-	-	-	-	5.06%
	New Visitor	-	-	1.32%	-	-	-	-	-	-	-	1.32%
Mar 10, 2020	Returning Visitor	-	-	-	5.11%	-	-	-	-	-	-	5.11%
	New Visitor	-	-	-	1.37%	-	-	-	-	-	-	1.37%
Mar 8, 2020	Returning Visitor	-	-	-	-	5.39%	-	-	-	-	-	5.39%
Grand total		2.94%	2.61%	2.55%	2.51%	2.42%	2.39%	2.36%	2.29%	2.27%	2.08%	2.24%



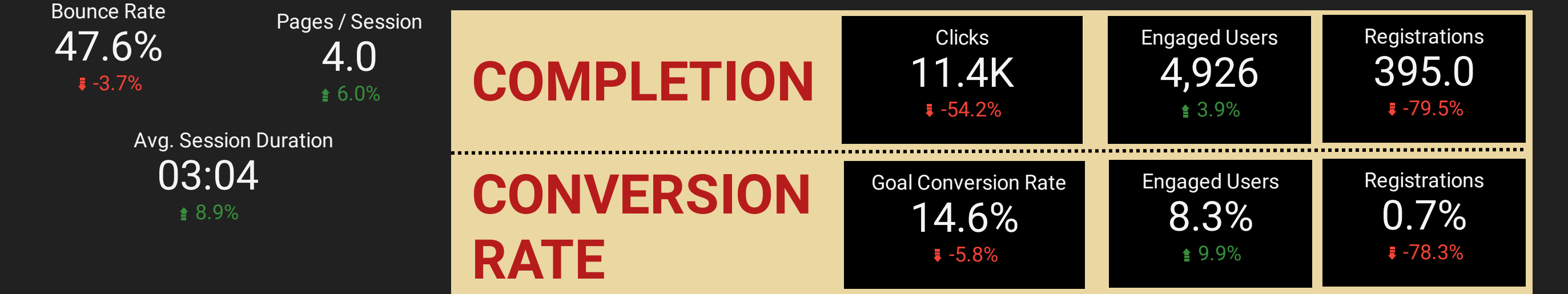
	Country	Bounce Rate	Users	New Users	Conv Rate Per User	Time on Screen	Avg User Duration	Avg. Price	Avg. Order Value	Total Value	Sub Cont...	Total Unique Searches
1.	Zimbabwe	75%	4	4	0%	00:00:00	00:00:24	\$0	\$0	\$0	1	0
2.	Zambia	66.67%	3	3	0%	00:00:00	00:00:20	\$0	\$0	\$0	1	0
3.	Yemen	100%	1	1	0%	00:00:00	00:00:00	\$0	\$0	\$0	1	0
4.	Vietnam	59.7%	266	257	0%	00:00:00	00:03:04	\$0	\$0	\$0	1	0
5.	Venezuela	63.16%	15	14	0%	00:00:00	00:03:21	\$0	\$0	\$0	1	0
6.	Uzbekistan	25%	4	4	0%	00:00:00	00:00:44	\$0	\$0	\$0	1	0
7.	Uruguay	57.45%	33	29	0%	00:00:00	00:03:01	\$0	\$0	\$0	1	0
8.	United States	42.09%	19,354	16,413	4.85%	00:00:00	00:04:26	\$11.95	\$118.38	\$111,042.05	1	0
9.	United Kingdom	46.05%	2,174	1,947	0.55%	00:00:00	00:03:53	\$13.22	\$511.01	\$6,132.12	1	0
Grand total		47.61%	45,883	41,157	27.72%	00:00:00	01:12:33	\$195.16	\$2,507.81	\$137,059.98	24	0



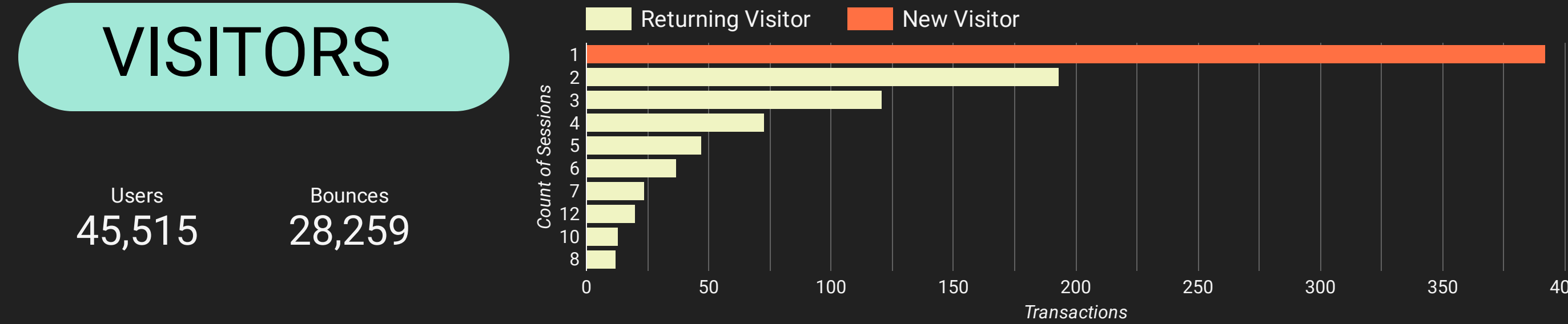
ACQUISITION



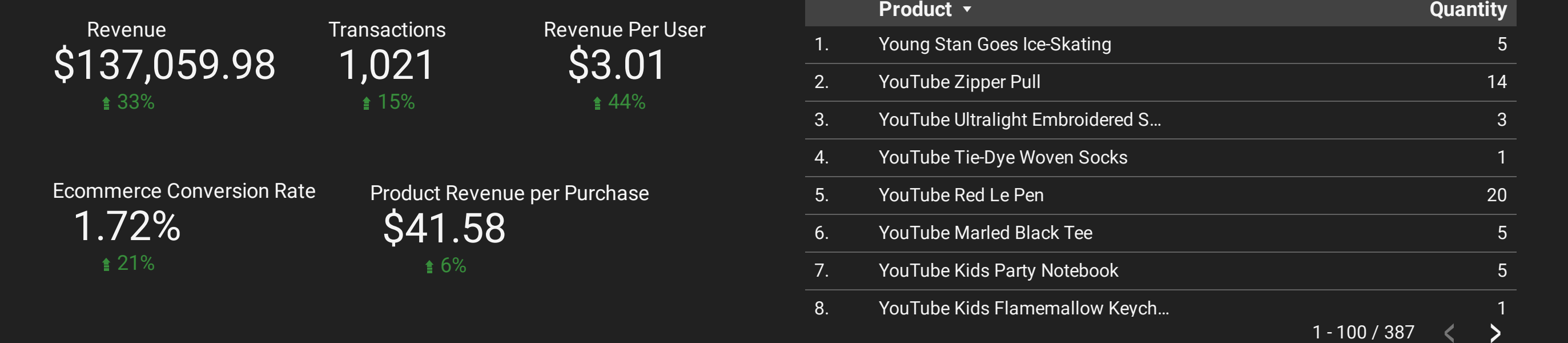
ACTIVATION



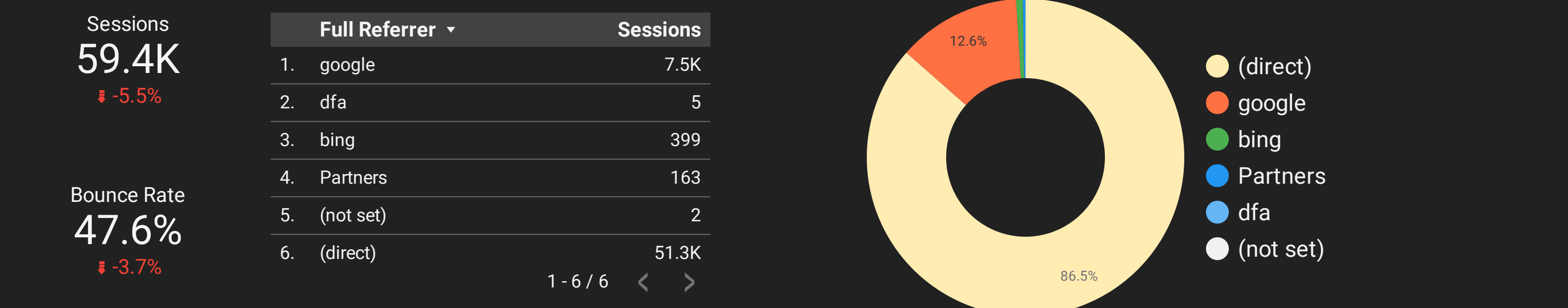
RETENTION



REVENUE



REFERRAL



FUNNEL VISUALIZATION

