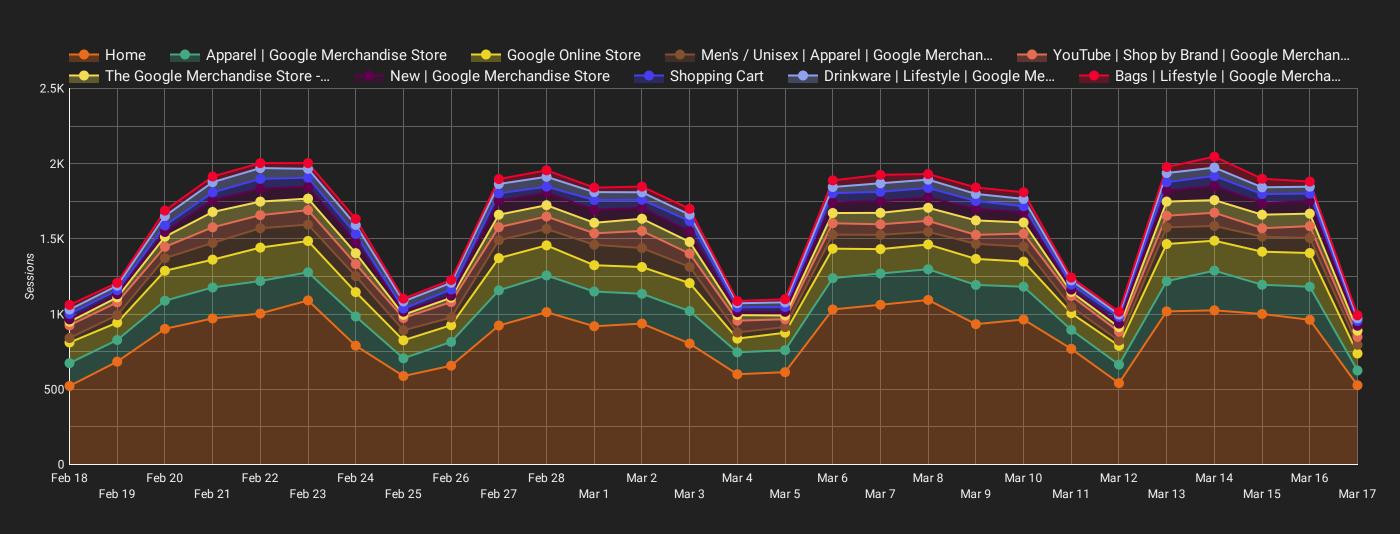
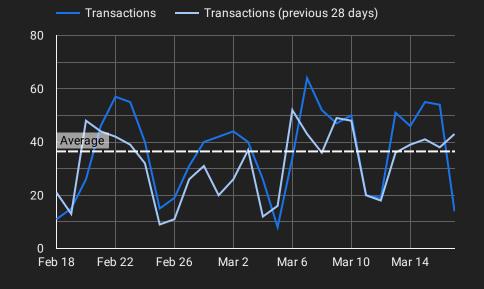
Sessions 59.4K

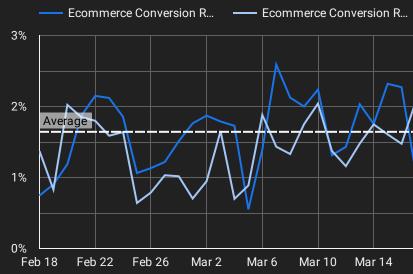
Transactions 1,021

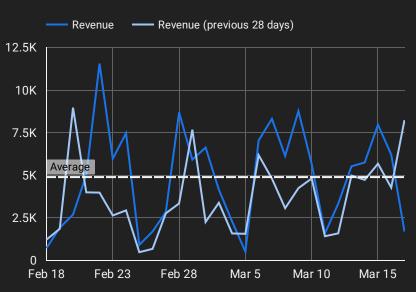
Ecommerce Conversion Rate 1.7%

Revenue \$137.06K **\$** 32.5%

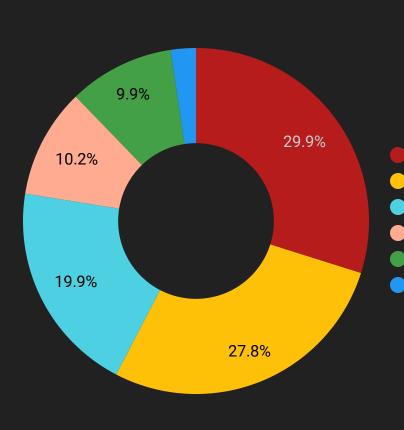


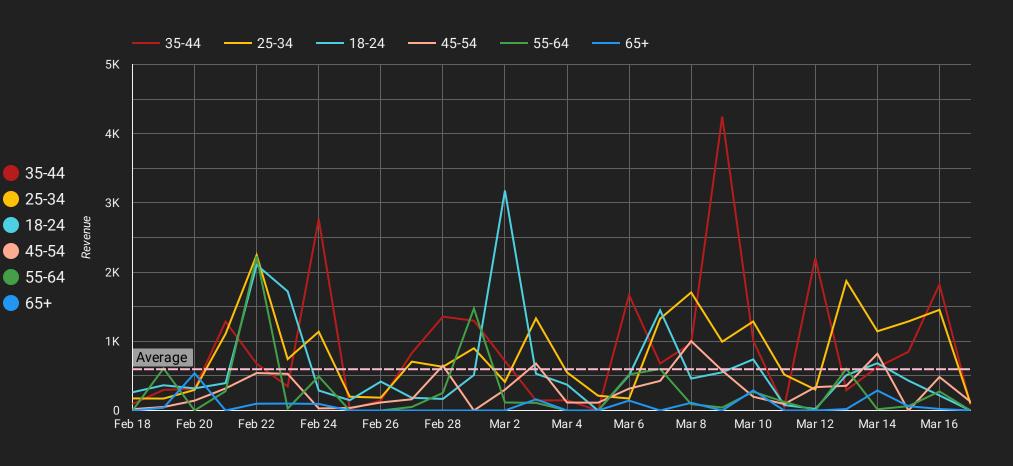




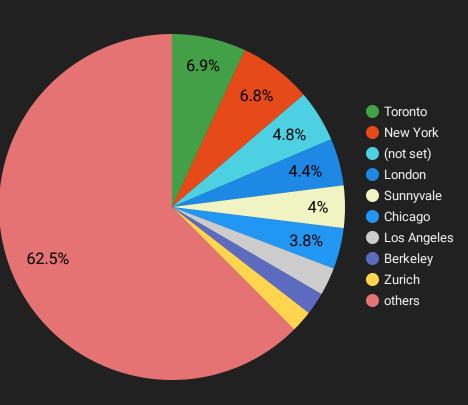


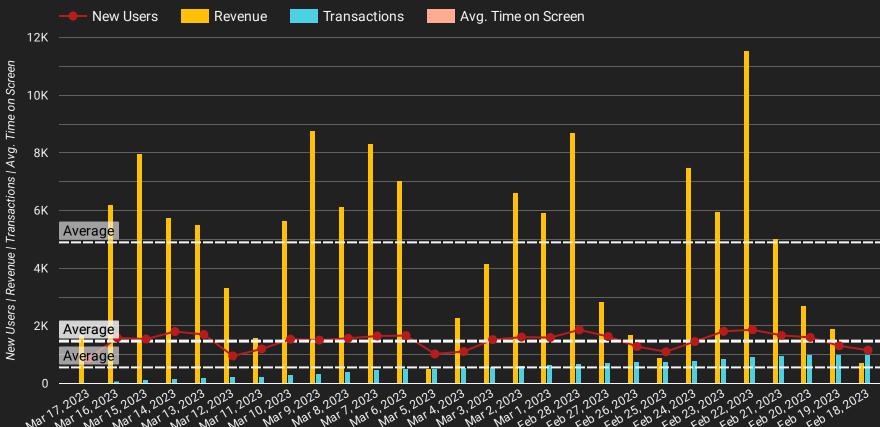
	Default Channel Grouping	Sessions •	Δ	Transactions	%Δ	Ecommerce Conversion Rate	% Д	Revenue	% ∆
1.	Direct	50,824	-700 🖡	862	9.3% 🛊	1.7%	10.8% 🛊	\$118.52K	28.3%
2.	Paid Search	8,221	-236 🖡	158	56.4% 🛊	1.92%	60.9% 🛊	\$18.49K	66.8% 🛊
3.	Affiliates	161	-3 ₹	0	-	0%	-	\$0	-
4.	Display	151	-2,503 🖡	1	-	0.66%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





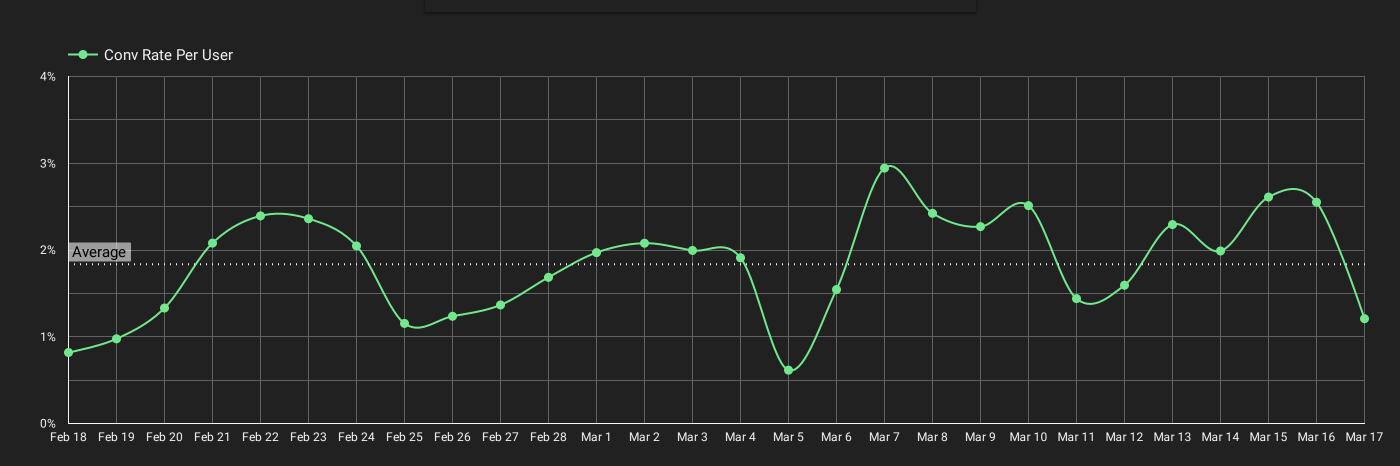
	Landing Page	Sessions *	Δ	Transactions	%Δ	Ecommerce Conversion R	%Δ	Revenue	% Д
1.	/home	28,752	-1,483 🖡	123	7.0% 🛊	0.43%	12.5% 🛊	\$16.76K	43.5% 🛊
2.	/google+redesign	4,533	503 🛊	71	65.1% 🛊	1.57%	46.8% 🛊	\$9.84K	79.3% 🛊
3.	/google+redesign	2,308	41 🛊	18	200.0% 🛊	0.78%	194.7% 🛊	\$1.42K	544.8% 🛊
4.	/google+redesign	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% 1
								1 - 100 / 389	< >





Cohort Analytics

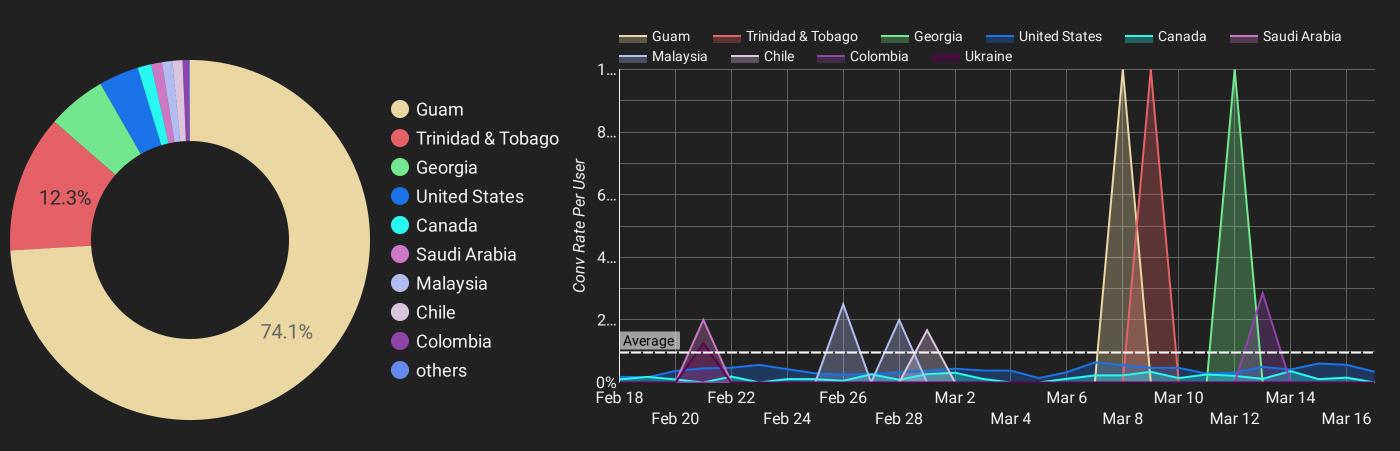
Default Data
Click to select Universal Analytics data

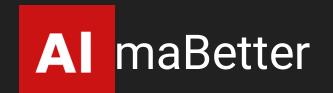


										Day Ind	ex / Conv Ra	te Per User
Date	User Type	0017	0025	0026	0020	0018	0004	0005	0023	0019	0003	Gra
Mar 7, 2	Returning V	5.46%	-	-	-	-	-	-	-	-	-	5.46%
	New Visitor	1.7%	-	-	-	-	-	-	-	-	-	1.7%
Mar 15,	Returning V	-	5.56%	-	-	-	-	-	-	-	-	5.56%
	New Visitor	-	1.1%	-	-	-	-	-	-	-	-	1.1%
Mar 16,	Returning V	-	-	5.06%	-	-	-	-	-	-	-	5.06%
	New Visitor	-	-	1.32%	-	-	-	-	-	-	-	1.32%
Mar 10,	Returning V	-	-	-	5.11%	-	-	-	-	-	-	5.11%
	New Visitor	-	-	-	1.37%	-	-	-	-	-	-	1.37%
Mar 8, 2	Returning V	-		_		5.39%	-	-	-	-	-	5.39%
Grand tota	al	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 Us	Time on Screen	Avg User Duration	Avg. Price	Avg. Order V	Total Value	Sub Cont	Total Unique Searc
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 St	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 Ki	46.05%	2,174	1,947	0.55%	00:00:00	00:03:53	\$13.22	\$511.01	\$6,132.12	1	0
	Grand tot	47.61%	45,883	41,157	27.72%	00:00:00	01:12:33	\$195.16	\$2,507.81	\$137,059.98	24	0
											1 - 100	/ 184 / 5

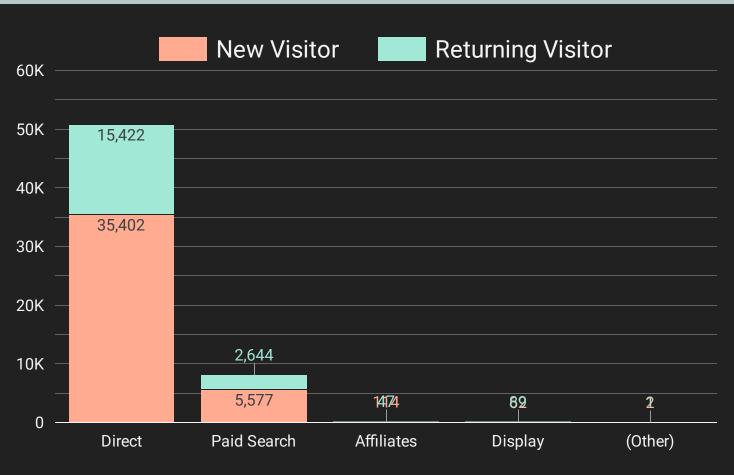




Funnel Analytics

Select date range → User Type → Default Channel Grouping → Page Title

ACQUSITION



Sessions Users 59.4K 45.5K **₹** -5.5% **₹** -8.2% **Default Channel Grouping** • Sessions **Bounce Rate** 1. Paid Search 8,221 54.17% 2. Display 151 70.86% 46.38% 3. Direct 50,824 4. Affiliates 161 78.88% 5. (Other) 3 66.67% 1-5/5 < >

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%

Goal Conversion Rate

14.6%

\$\\$\\$-5.8\%

Engaged Users 4,926

Engaged Users
8.3%

• 9.9%

Registrations
395.0

7-79.5%

Registrations
0.7%

-78.3%

RETENTION

VISITORS

Users **45,515**

Bounces 28,259



REVENUE

Revenue \$137,059.98

Ecommerce Conversion Rate

1.72%

Transactions 1,021

Revenue Per User \$3.01

Product Revenue per Purchase \$41.58

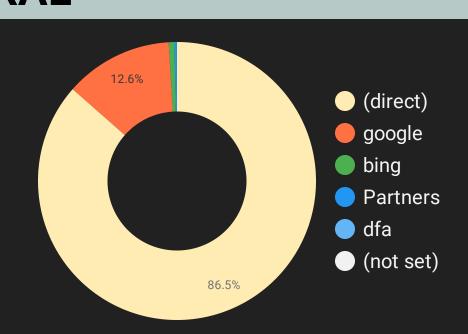
γτ ι.ς • 6%

	Product •	Quan	tity
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 - 100 / 387	' <	1

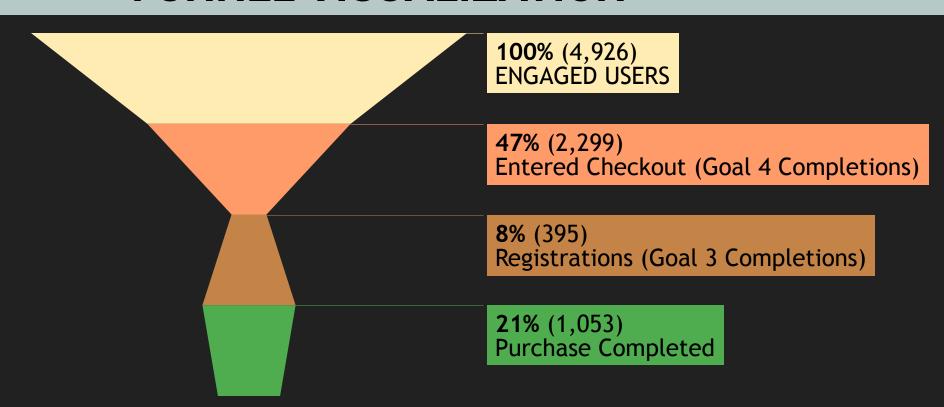
REFERRAL

Sessions 59.4K
₹ -5.5%
Pouros Poto
Bounce Rate 47.6%

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



FUNNEL VISUALIZATION



Source: Funnel Analytics | Brand: Google Merchandise Store | AlmaBetter : Owes Khan