

Sessions

59.3K

↓ -5.6%

Transactions

1,021

↑ 14.7%

Ecommerce Conversion Rate

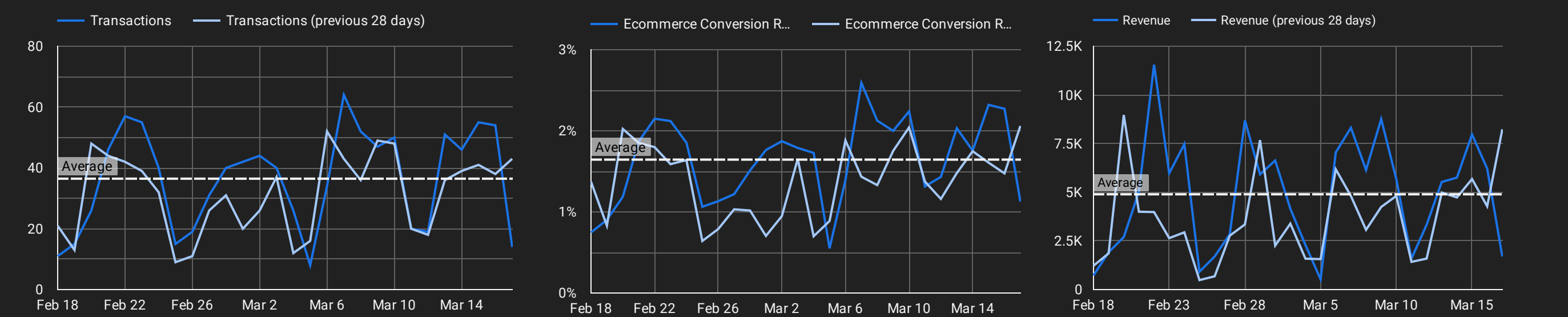
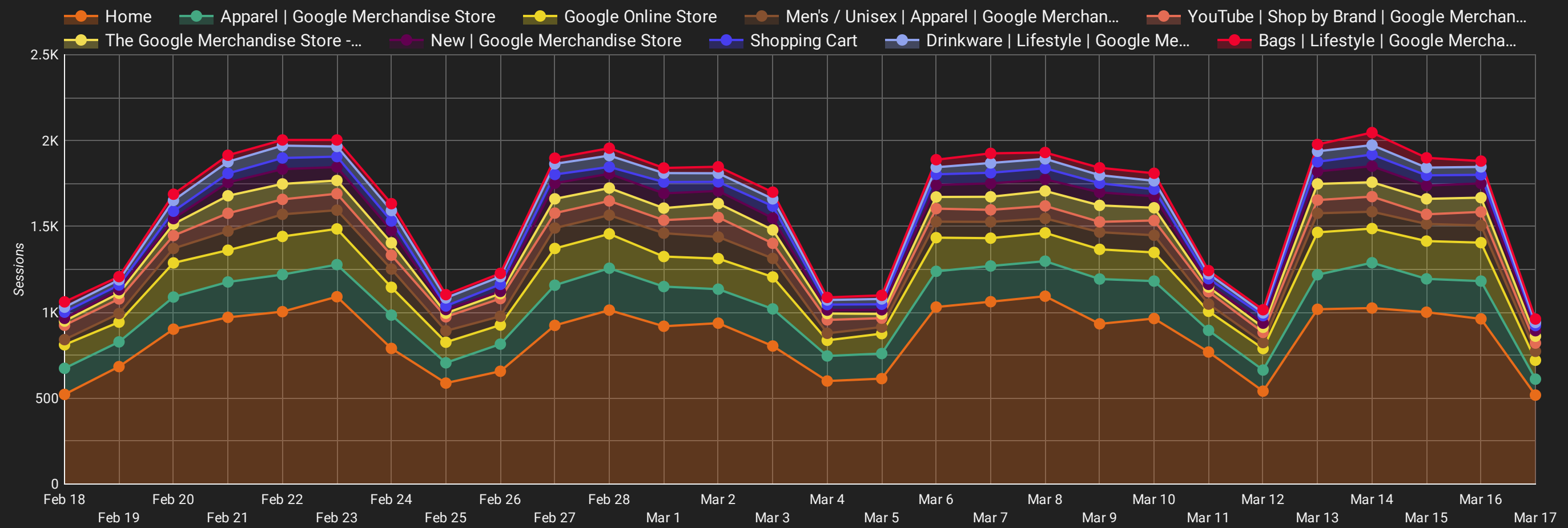
1.7%

↑ 21.5%

Revenue

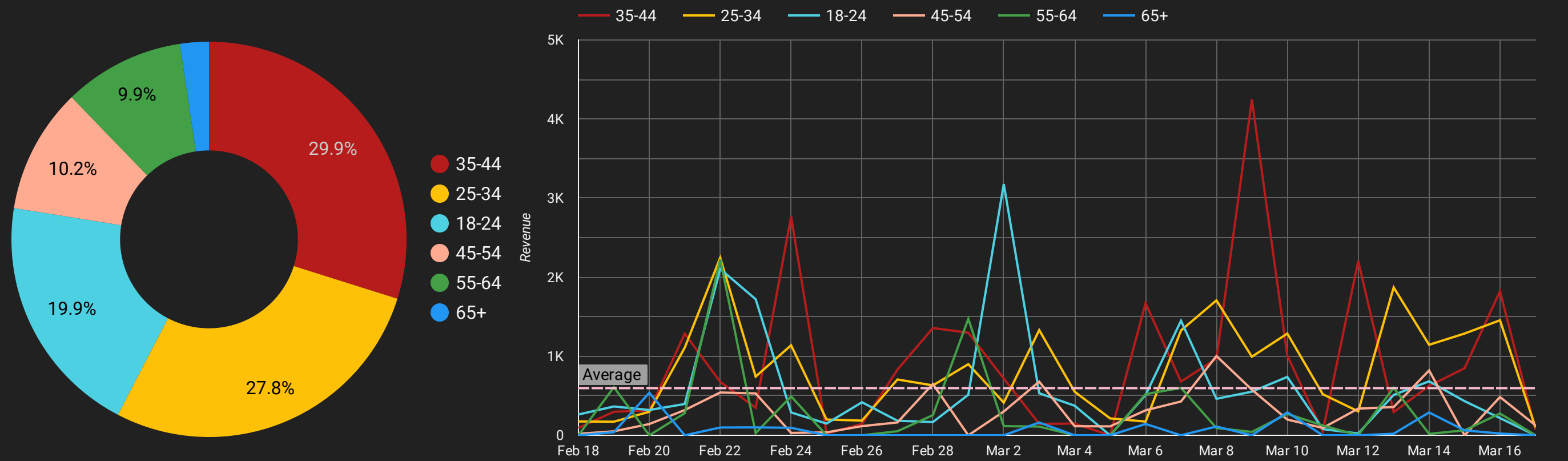
\$137.06K

↑ 32.5%



	Default Channel Grouping	Sessions ▾	Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
1.	Direct	50,784	-740 ↓	862	9.3% ↑	1.7%	10.8% ↑	\$118.52K	28.3% ↑
2.	Paid Search	8,215	-242 ↓	158	56.4% ↑	1.92%	61.0% ↑	\$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	28,742	-1,493 ↓	123	7.0% ↑	0.43%	12.5% ↑	\$16.76K	43.5% ↑
2.	/google+redesign...	4,529	499 ↑	71	65.1% ↑	1.57%	46.9% ↑	\$9.84K	79.3% ↑
3.	/google+redesign...	2,297	30 ↑	18	200.0% ↑	0.78%	196.1% ↑	\$1.42K	544.8% ↑
4.	/google+redesign...	2,259	-154 ↓	97	-9.3% ↓	4.29%	-3.2% ↓	\$9.44K	-6.0% ↓
5.	/signin.html	1,821	-97 ↓	130	25.0% ↑	7.14%	31.7% ↑	\$18.64K	58.3% ↑
6.	/store.html	1,747	-228 ↓	77	14.9% ↑	4.41%	29.9% ↑	\$10.33K	29.3% ↑
7.	/google+redesign...	1,615	-59 ↓	36	63.6% ↑	2.23%	69.6% ↑	\$4.69K	79.0% ↑
8.	/basket.html	1,403	-3 ↓	152	31.0% ↑	10.83%	31.3% ↑	\$26.77K	33.1% ↑
9.	/google+redesign...	1,230	-72 ↓	32	18.5% ↑	2.6%	25.5% ↑	\$6.03K	140.1% ↑
	Grand total	59,314	-3,486 ↓	1K	14.7% ↑	1.72%	21.5% ↑	\$137.06K	32.5% ↑

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