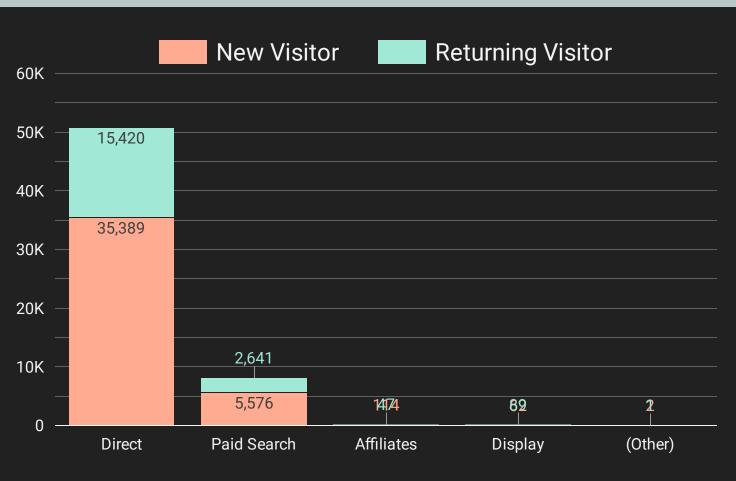
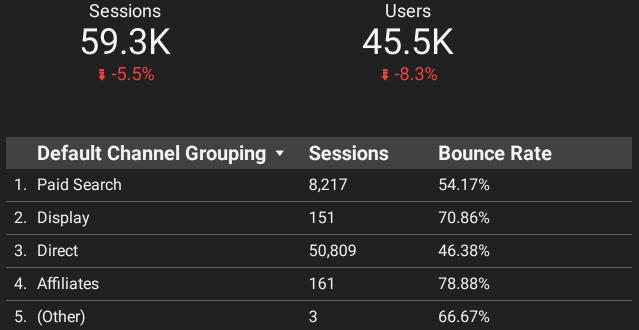


# **Funnel Analytics**

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

# **ACQUSITION**





**Engaged Users** 

4,922

**9.9%** 

## **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

**₹** -5.8%

**Goal Conversion Rate** 8.3% 14.6%

Registrations 395.0

1-5/5 < >

**Engaged Users** 

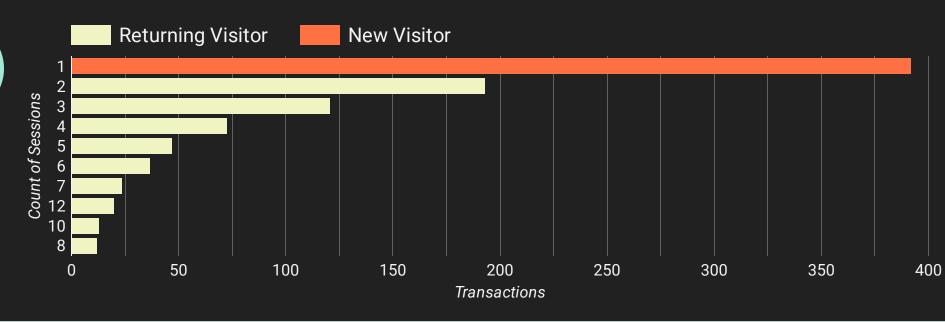
Registrations 0.7% **₹** -78.3%

#### RETENTION

# **VISITORS**

Users 45,485

Bounces 28,252



### **REVENUE**

Revenue \$137,059.98 **Transactions** 1,021

Revenue Per User \$3.01

**Ecommerce Conversion Rate** 1.72%

Product Revenue per Purchase \$41.58

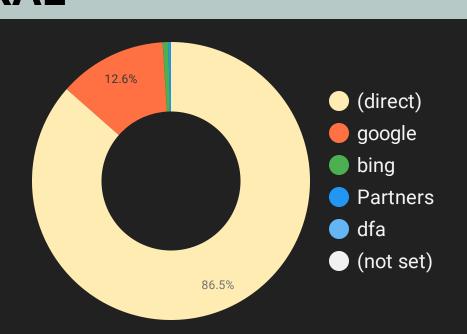
	Product •	Qu	antity
1.	Young Stan Goes Ice-Skating		5
2.	YouTube Zipper Pull		14
3.	YouTube Ultralight Embroidered S		3
4.	YouTube Tie-Dye Woven Socks		1
5.	YouTube Red Le Pen		20
6.	YouTube Marled Black Tee		5
7.	YouTube Kids Party Notebook		5
8.	YouTube Kids Flamemallow Keych 1 - 100 / 387	<b>'</b>	1 <b>&gt;</b>

## **REFERRAL**

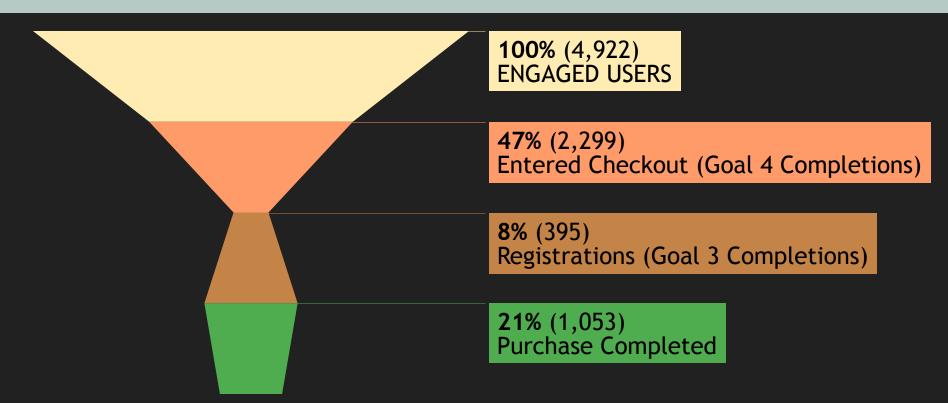
Sessions 59.3K **₹** -5.5%

**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 <b>&lt;</b> >



### **FUNNEL VISUALIZATION**



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