

Sessions

56,753

⬇️ -11.6%

Pageviews

283,934

⬇️ -16.8%

Bounce Rate

36.23%

⬆️ 2.5%

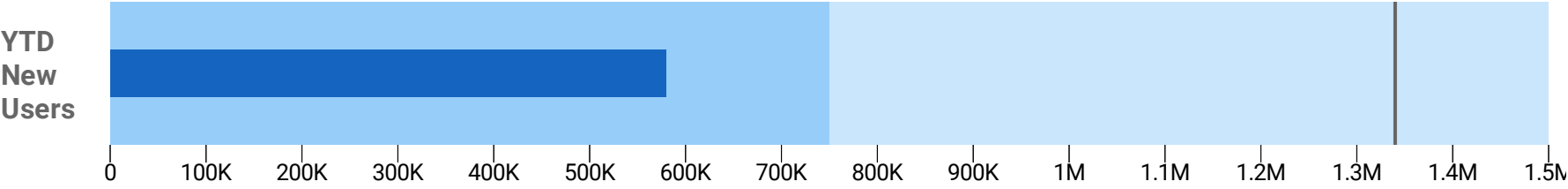
% Exit

19.98%

⬆️ 6.4%

How are we performing against our goal?

Objective: Increase the volume of net new users coming to site by 20%



How are our channels performing?

KPI(s): Sessions, Bounce Rate

Channels	Sessions ▾	% Δ	Pageviews	% Δ	Bounce Rate	% Δ	% Exit	% Δ
Organic Search	27,120	-12.8% ⬇️	130,162	-7.8% ⬇️	38.07%	-8.7% ⬇️	20.83%	-5.4% ⬇️
Direct	11,429	-12.0% ⬇️	63,863	-23.4% ⬇️	29.36%	14.8% ⬆️	17.89%	14.8% ⬆️
Referral	10,612	-19.4% ⬇️	65,632	-28.0% ⬇️	25.11%	11.8% ⬆️	16.16%	11.9% ⬆️
Social	2,706	18.7% ⬆️	7,559	6.9% ⬆️	59.42%	1.9% ⬆️	35.8%	11.1% ⬆️
Affiliates	1,765	-51.4% ⬇️	5,160	-66.1% ⬇️	55.52%	34.2% ⬆️	34.21%	43.5% ⬆️
Display	1,357	97.2% ⬆️	3,119	107.9% ⬆️	73.4%	-4.5% ⬇️	43.51%	-5.1% ⬇️
Paid Search	920	195.8% ⬆️	4,201	120.6% ⬆️	38.15%	36.4% ⬆️	21.9%	34.1% ⬆️
(Other)	844	42,100.0% ⬆️	4,238	211,800.0% ⬆️	33.18%	-66.8% ⬇️	19.92%	-80.1% ⬇️
Grand total	56,753	-11.6% ⬇️	283,934	-16.8% ⬇️	36.23%	2.5% ⬆️	19.98%	6.4% ⬆️

Traffic volume generated by each page

Page	Sessions ▾	Pageviews
/home	25,264	43.0K <div></div>
/google+redesign/shop+by+brand/youtube	6,908	10.3K <div></div>
/google+redesign/apparel/mens/mens+t+shirts	2,638	7.7K <div></div>
/google+redesign/bags	1,749	11.6K <div></div>
/google+redesign/apparel	1,714	6.9K <div></div>
/signin.html	1,626	10.6K <div></div>
/google+redesign/apparel/mens/mens+warm+gear	1,208	9.8K <div></div>
/basket.html	1,133	16.8K <div></div>
/store.html	898	3.6K <div></div>
/google+redesign/accessories	795	4.2K <div></div>

AdWords Keyword Performance

Search Query	Impressions ▾	Clicks
google merchandise store	539	175
youtube merch	408	135
youtuber merch	242	102
youtube merchandise	134	52
google merchandise	83	26
google swag	47	17
google merch	39	13
google backpack	37	8
google apparel	32	14
youtube store	32	15
merch youtube	25	8
googlemerchandisestore	22	8
merch for youtubers	20	5