



Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics.

[Dismiss](#)

[Learn more about key events](#)

Analytics

Eden

Try searching "Explorations"

Variables

Settings

EXPLORATION NAME:
Untitled exploration

Last 28 days
Jun 3 - Jun 30, 2024

SEGMENTS
Purchasers
Blog Visitors

DIMENSIONS
First user source
First user medium
First user campaign
Gender
Platform
Page location

TECHNIQUE
Free form

VISUALIZATION

Table

Chart

Line

Map

Table

Map

SEGMENT COMPARISONS
Blog Visitors
+ Drop or select segment

PIVOT
First column

ROWS
+ Drop or select dimension

START ROW
1

Blog Visitors ...

Segment

Blog Visitors

Totals

	Transactions	Purchase revenue	First time purchasers	↓ Transactions	Purchase revenue	First time purchasers
	780	\$262,279.00	608	780	\$262,279.00	608