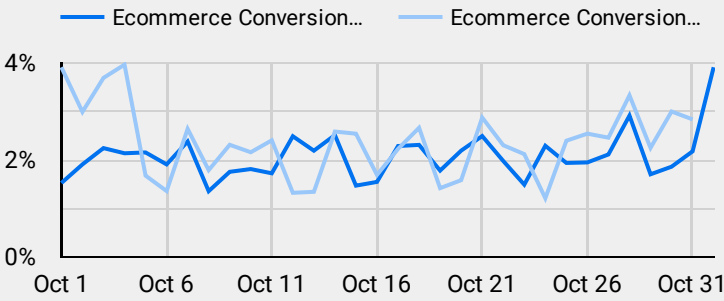
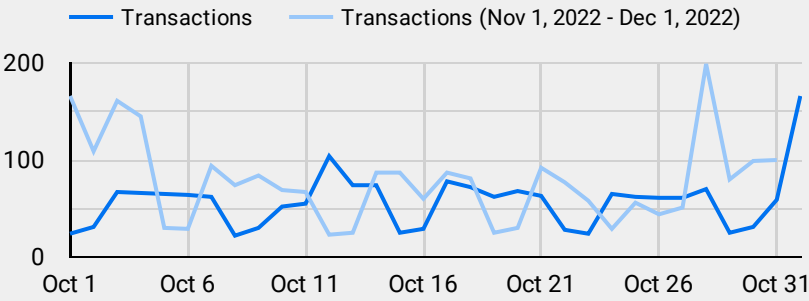


Transactions
1,839
↑ 3.3%

Ecommerce Conversion Rate
2.1%
↓ -4.9%

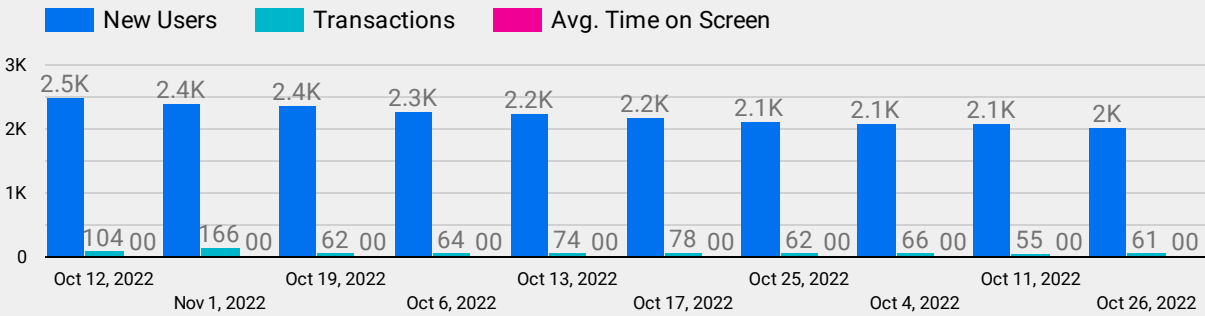
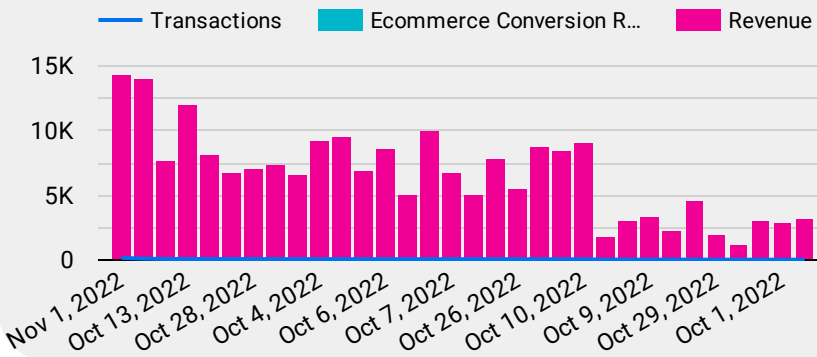
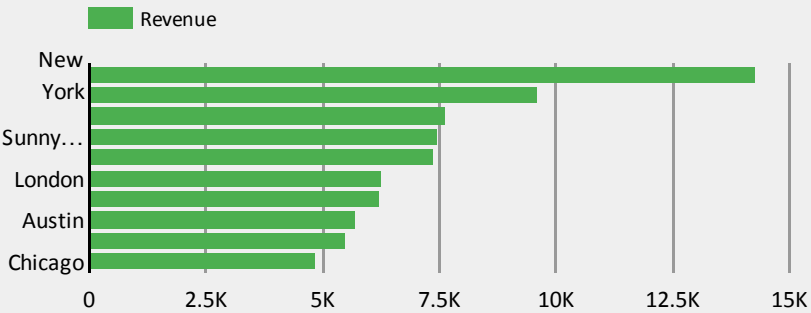
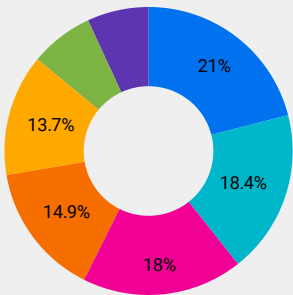
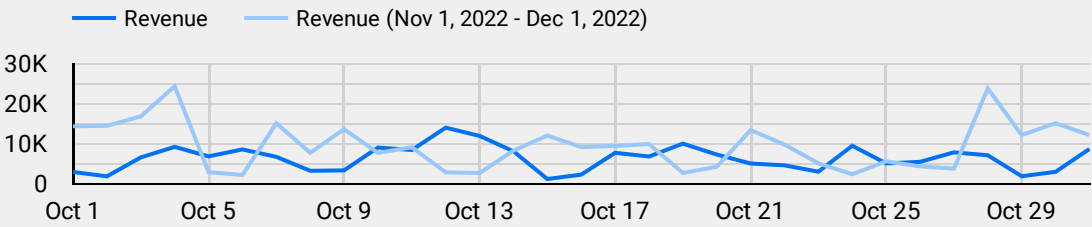
Revenue
\$213.85K
↑ 4.2%

Sessions
84.9K
↑ 3.9%



	Default Channel Group	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ	Sessions	% Δ
1.	Direct	2,139	40.6% ↑	2.61%	23.3% ↑	\$265,806.65	46.0% ↑	81,883	14.3% ↑
2.	Paid Search	179	17.8% ↑	2.15%	20.0% ↑	\$21,454.42	23.6% ↑	8,342	-2.5% ↓
3.	(Other)	0	-	0%	-	\$0	-	7	-82.9% ↓
4.	Display	0	-	0%	-	\$0	-	1,895	686.3% ↑

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New Users
54.2K

Revenue Per User
\$3.25