

Select date range

User Type

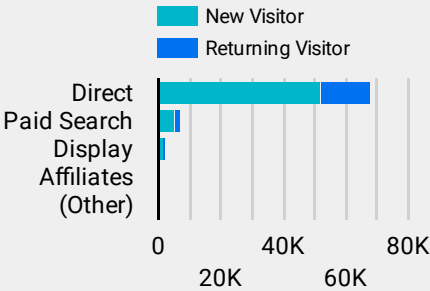
Default Channel Grouping

Page

ACQUISITION

Page Title	Default Channel Grouping	Sessions	Bounce Rate
1.. Home			
2.. New   Google			
3.. Everything			
4.. The Google			

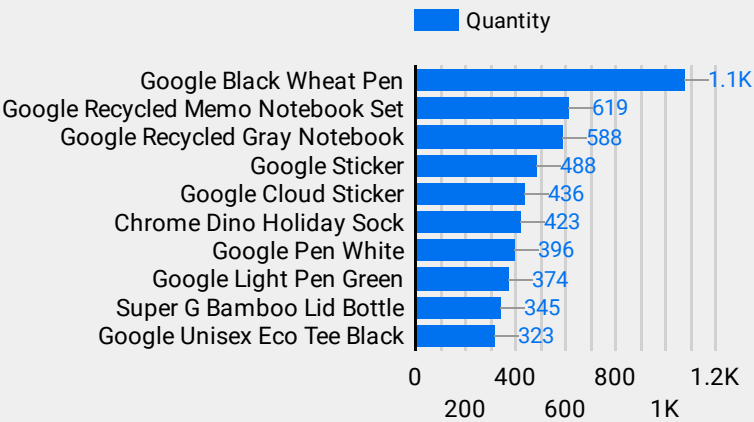
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Users  
66.4K  
↑ 8.3%

Sessions  
92.3K  
↑ 14.5%

REVENUE



Revenue  
\$287.26K  
↑ 44.0%

Product Revenue per Purchase  
\$39.91  
↑ 2.8%

Revenue Per User  
\$4.33  
↑ 33.0%

Transactions  
2.3K  
↑ 38.6%

Ecommerce Conversion Rate  
2.5%  
↑ 21.1%

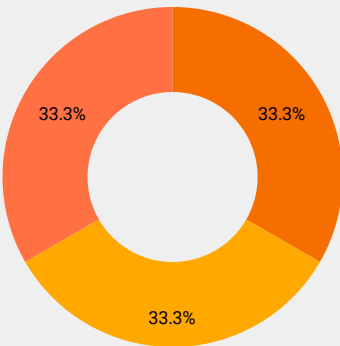
REFFRAL

Number of Sessions per User  
1.4  
↑ 5.7%

Bounce Rate  
42.2%  
↓ -3.2%

	Page Title	Full Referrer	Number of Sessions
1.	Home		
2.	Drinkware   Lifestyle		
3.	Store search results		
4.	Bags   Lifestyle   ...		
5.	New   Google Merch		

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FUNNEL VISUALIZATION

