

Views

1.3M

↑ 6.5%

Active users

226.0K

↑ 9.7%

New users

215.3K

↑ 10.7%

ARPU

\$4.04

↑ 10.6%

Total revenue

\$911.93K

↑ 21.4%

Engagement time

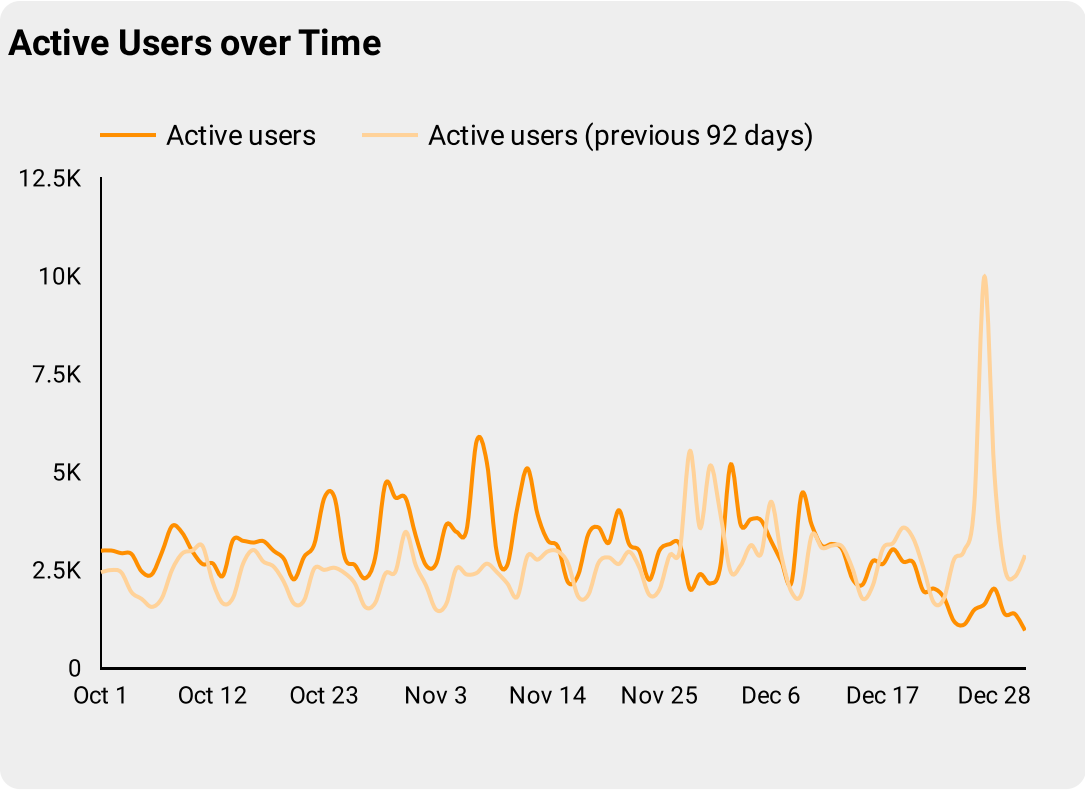
01:24

↓ -6.9%

Engagement rate

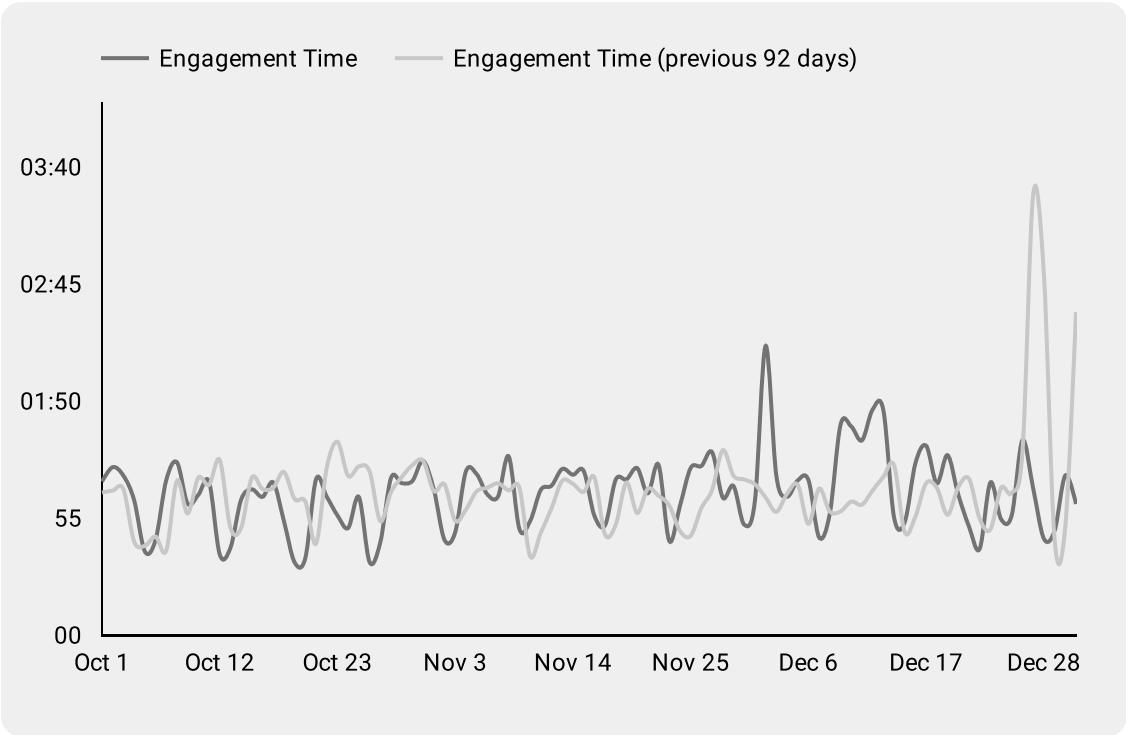
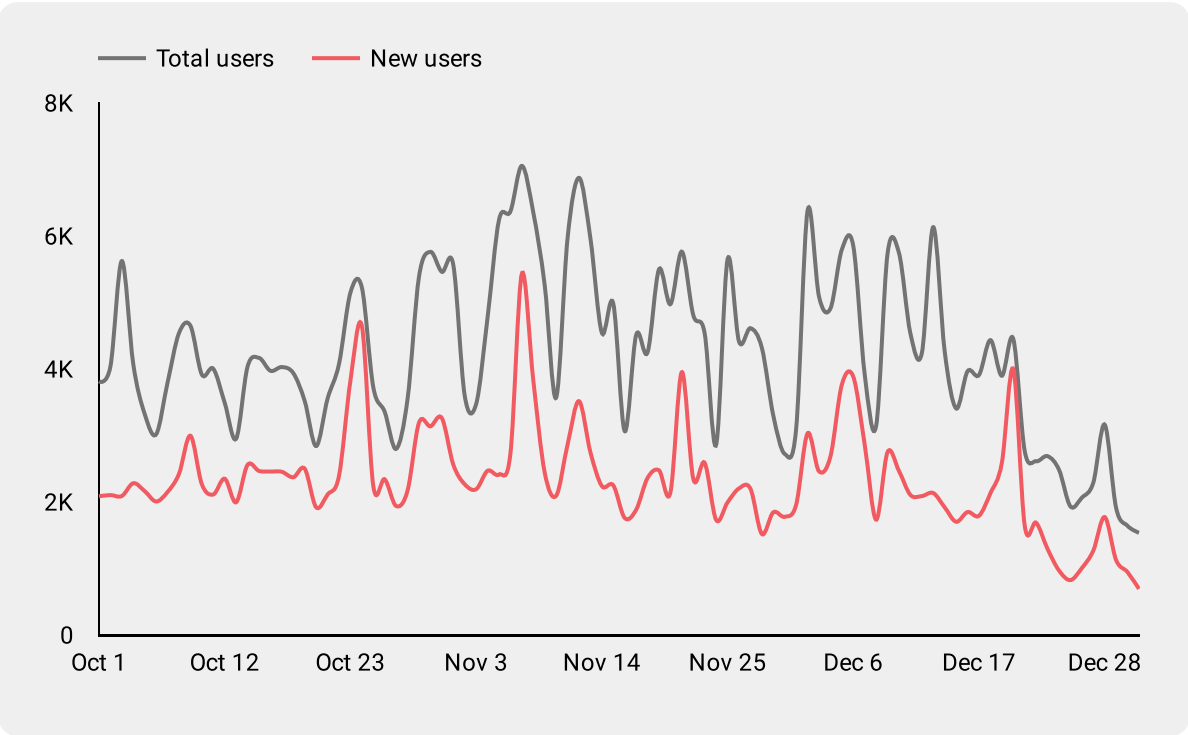
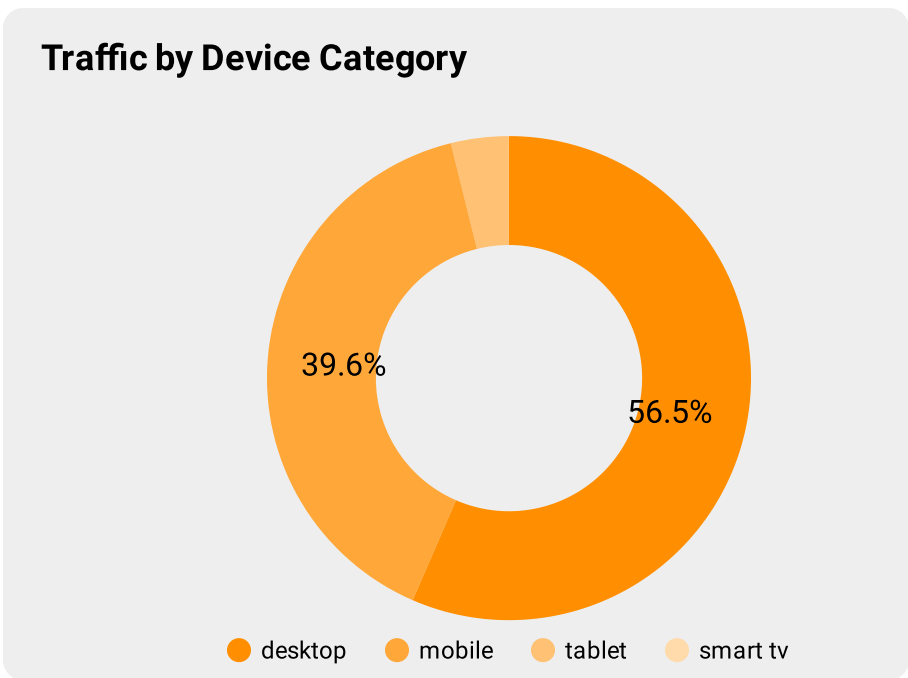
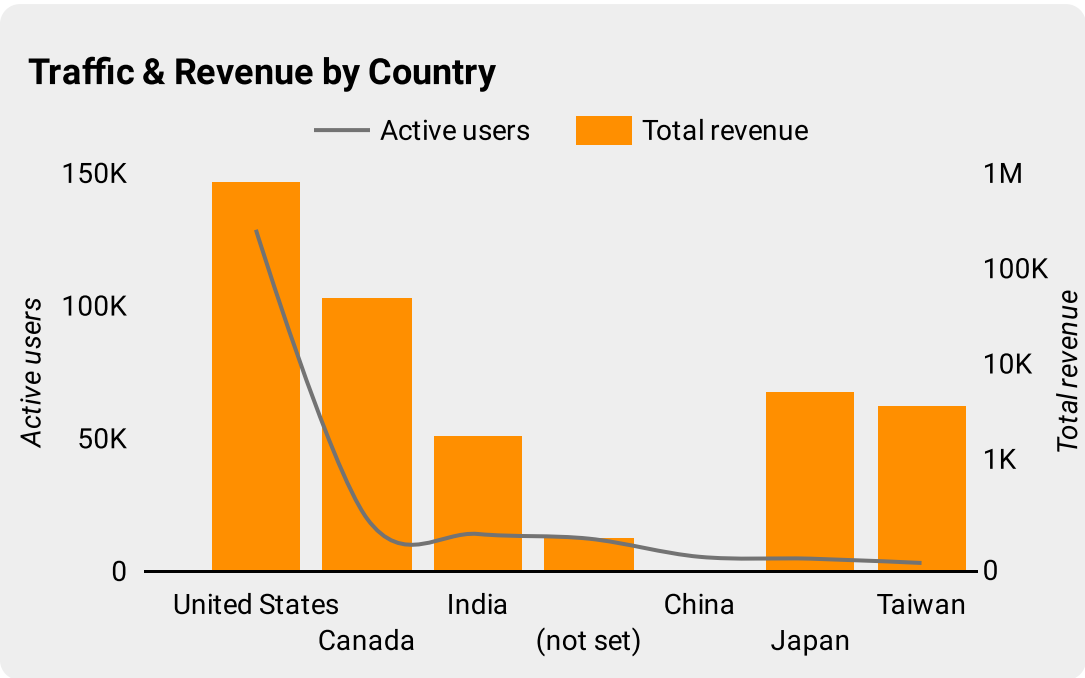
54.8%

↓ -0.5%



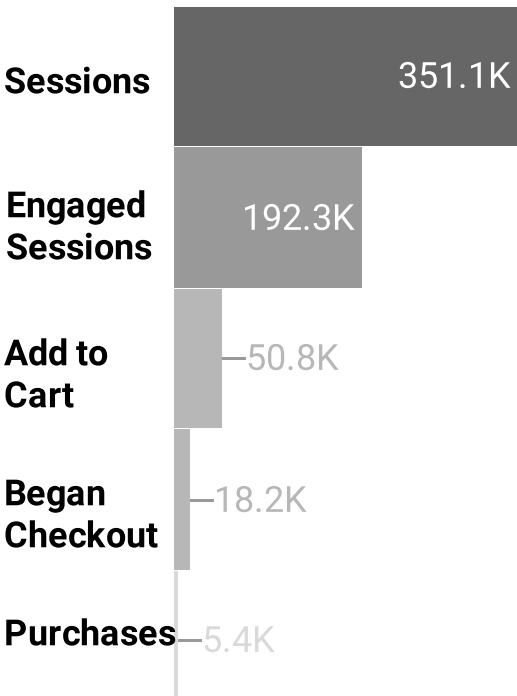
Traffic by Channels

Channels	Sessions ▾	% Δ	Revenue	% Δ
Direct	203,809	-3.6% ↓	\$411,018	13.3% ↑
Organic Search	72,271	18.0% ↑	\$247,355	50.0% ↑
Referral	22,140	8.7% ↑	\$98,249	-24.9% ↓
Unassigned	13,837	96.4% ↑	\$13,937	5.9% ↑
Email	10,543	20.0% ↑	\$64,419	33.6% ↑
Cross-network	9,786	105.2% ↑	\$15,117	133.3% ↑
Paid Search	9,518	154.1% ↑	\$41,998	158.1% ↑
Organic Social	2,821	67.5% ↑	\$17,637	123.5% ↑
Organic Shopping	1,065	36.4% ↑	\$1,980	68.0% ↑
Paid Other	405	-5.2% ↓	\$0	-
Display	150	305.4% ↑	\$0	-

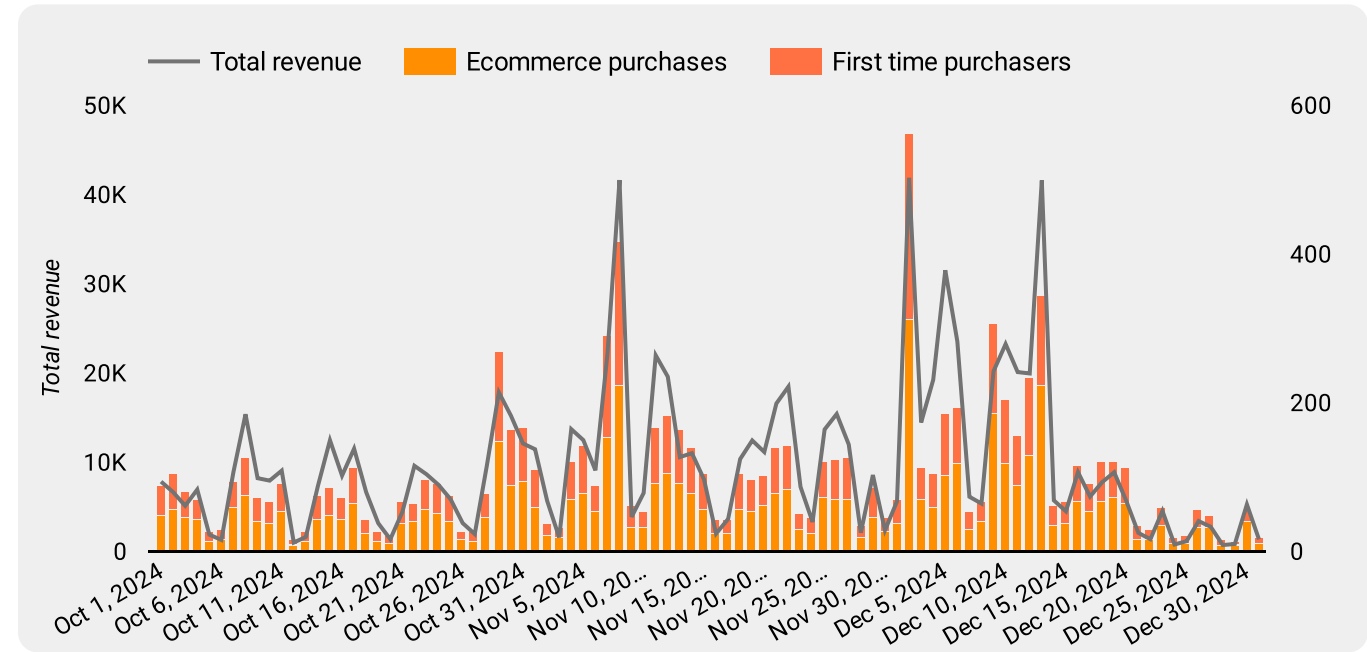


Page path	Views ▾	% Δ	Active users	% Δ	Engaged sessions	% Δ	Engagement Time	%
/	288,624	-2.4% ↓	157,421	-1.7% ↓	115,430	1.8% ↑	00:00:15	-3.6%
/checkout	69,044	-3.6% ↓	12,613	-3.7% ↓	16,219	-0.6% ↓	00:02:36	-0.5%
/shop/apparel/mens	50,981	-22.2% ↓	19,972	-26.6% ↓	25,800	-21.8% ↓	00:01:18	15.6%
/shop/new	47,126	35.8% ↑	21,292	25.7% ↑	28,780	35.2% ↑	00:00:58	11.7%
/shop/apparel	35,608	49.3% ↑	18,928	44.1% ↑	20,670	44.0% ↑	00:01:00	5.1%
/search	34,742	20.5% ↑	12,696	24.4% ↑	15,067	30.1% ↑	00:00:49	-8.5%
/shop/clearance	33,586	-20.9% ↓	18,537	2.7% ↑	22,353	-2.1% ↓	00:00:31	-39.1%
/shop/lifestyle/bags	30,678	2.6% ↑	16,008	1.3% ↑	18,280	4.1% ↑	00:00:36	-2.2%
/shop/collections/holiday	28,708	-	18,168	-	18,845	-	00:00:13	-
/shop/lifestyle/drinkware	26,126	5.5% ↑	13,416	7.5% ↑	15,030	5.4% ↑	00:00:42	-5.3%
/account	23,016	17.2% ↑	5,747	18.1% ↑	7,780	21.3% ↑	00:00:58	-3.0%

1 - 100 / 1868



Session default channel group	New users	% Δ	Engaged sessions	% Δ	Engagement Time	% Δ	Ecommerce purchases	% Δ	Ecommerce Conversion Rate	% Δ	Total revenue ▾
Direct	6,646	-	7,956	-	00:02:03	-	220	-	1.98%	-	\$24,522.98
Email	1,046	-	2,384	-	00:01:59	-	90	-	3.26%	-	\$7,477.82
Organic Search	3,644	-	4,280	-	00:01:09	-	66	-	1.21%	-	\$6,156.21
Unassigned	0	-	1	-	00:02:00	-	18	-	1.79%	-	\$4,059.49
Referral	36	-	112	-	00:01:51	-	3	-	1.95%	-	\$648.8
Organic Social	49	-	134	-	00:03:57	-	7	-	4.07%	-	\$592.96
Paid Search	16	-	42	-	00:01:00	-	0	-	0.00%	-	\$0
Cross-network	4	-	28	-	00:01:09	-	0	-	0.00%	-	\$0
Organic Video	1	-	5	-	00:02:21	-	0	-	0.00%	-	\$0
Grand total	11,442	-	15,040	-	00:01:53	-	404	-	1.92%	-	\$43,458.26



Item name	Total purcha... ▾	Item revenue
Chrome Dino Holiday Lodge Sweater	391	\$36,024
Android Merch Shop Holiday Collectible	313	\$12,561.6
Chrome Dino Holiday Lodge Mug	167	\$9,249
Chrome Dino Holiday Lodge Socks	166	\$11,898
Google Newbury Sweatshirt	164	\$12,475.2
Google Unisex Eco Tee Black	163	\$11,345.6
Google Portsmouth 1/4 Zip Sweater	146	\$13,477.4
Super G Camp Fleece Black Pullover	144	\$33,497
Google Crewneck Sweatshirt Black	136	\$9,678.6