

# Overall Performance Insights

Average Order Value

141.88 ▲ 17.6%

120.65 Prior Year

Conversion Rate

1.91% ▼ -18.2%

2.33% Prior Year

Sessions

23.51M ▲ 85.3%

12.69M Prior Year

Transactions

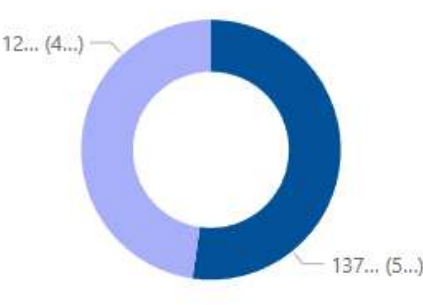
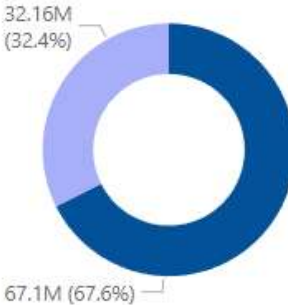
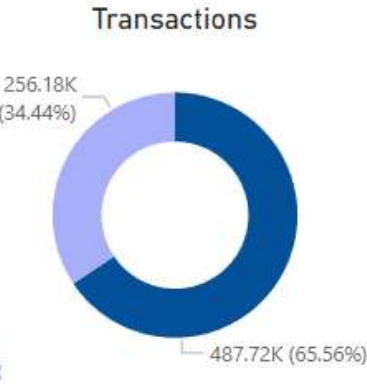
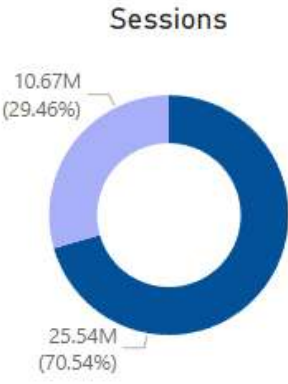
448.16K ▲ 51.5%

295.74K Prior Year

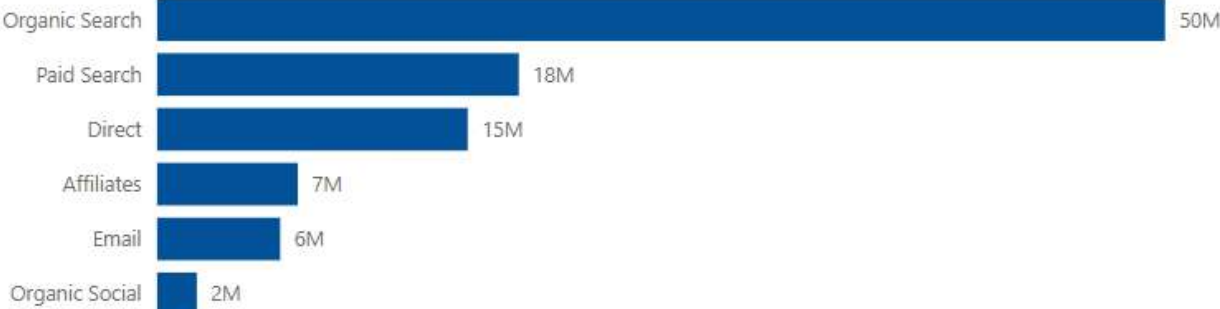
Values

63.59M ▲ 85.3%

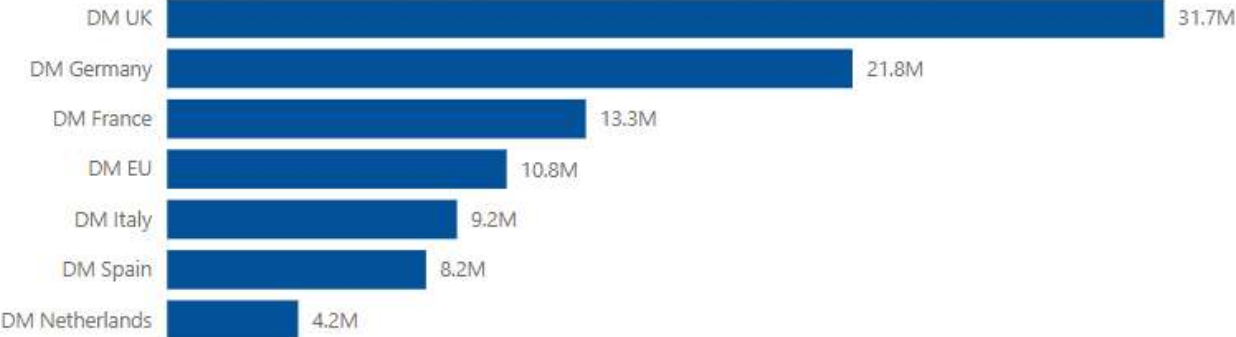
35.68M Prior Year



Distributions of Organic and Inorganic Acquisitions



Average Order Value (AOV) by Acquisition Channel



Average Order Value (AOV) by Website

# Week Number: 39

34

36

37

38

39

Value

Transactions

Sessions

Conversion Rate

Average Order...

Average Order Value

121.64▲19.6%  
101.70 Prior Year

Conversion Rate

1.83%▼-30.3%  
2.62% Prior Year

Sessions

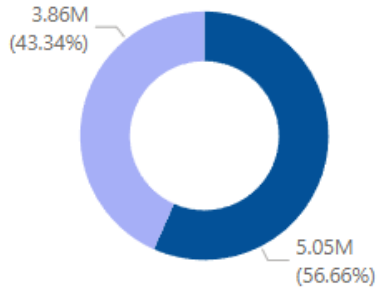
6.08M▲115.6%  
2.82M Prior Year

Transactions

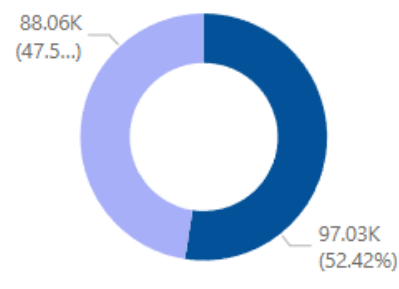
111.16K▲50.4%  
73.93K Prior Year

Values

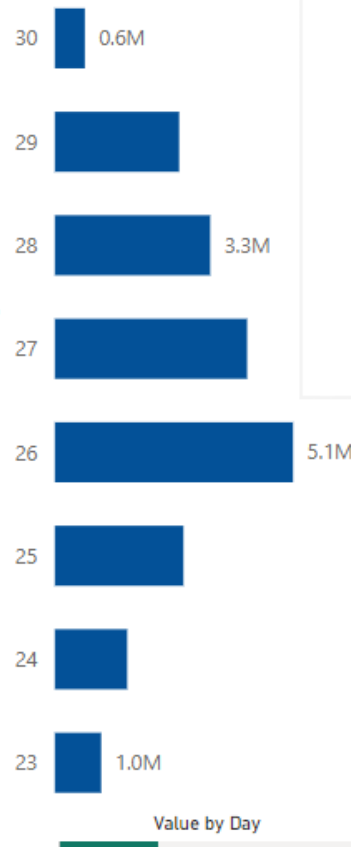
13.52M▲115.6%  
7.52M Prior Year



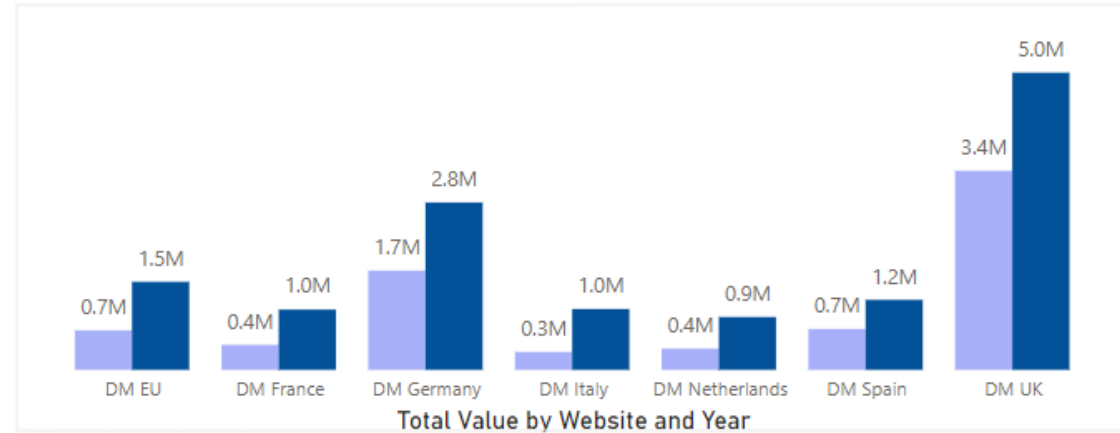
Sessions



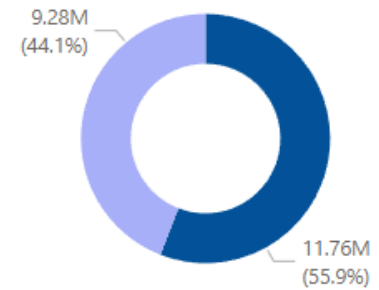
Transactions



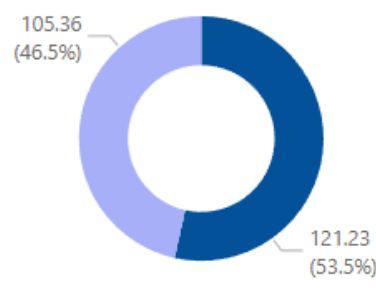
Value by Day



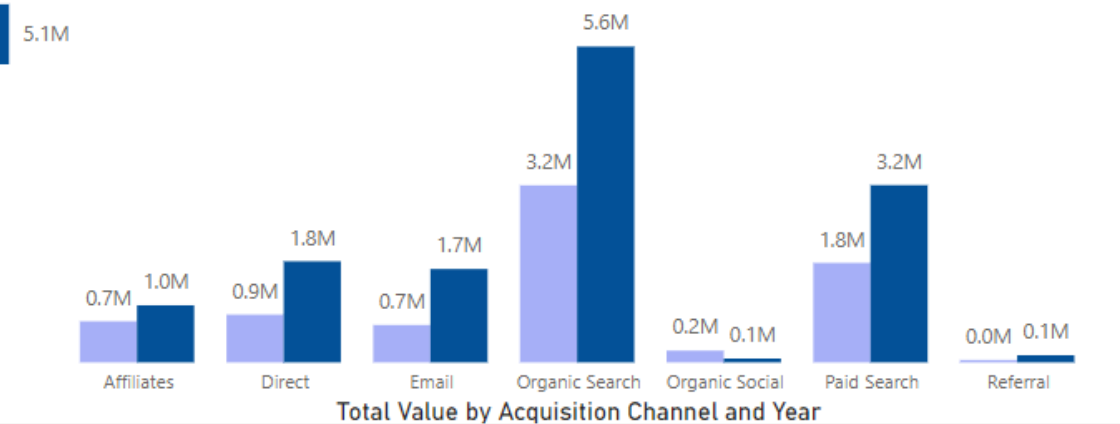
Total Value by Website and Year



Value



Average Order Value



Total Value by Acquisition Channel and Year

# Week Number: 38

34

36

37

38

39

Value

Transactions

Sessions

Conversion Rate

Average Order...

## Average Order Value

**148.68** ▲ 5.9%  
140.33 Prior Year

## Conversion Rate

**2.13%** ▲ 23.2%  
1.73% Prior Year

## Sessions

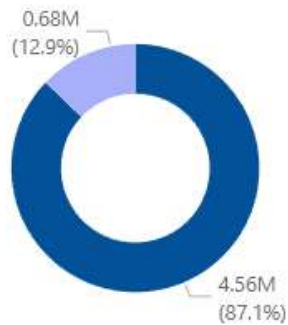
**3.39M** ▲ 83.0%  
1.85M Prior Year

## Transactions

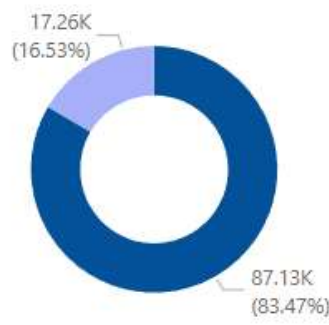
**72.31K** ▲ 125.4%  
32.08K Prior Year

## Values

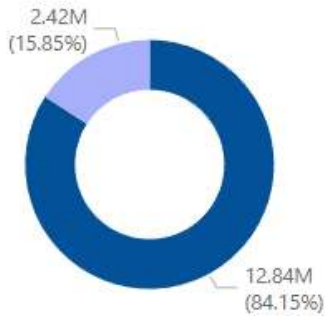
**10.75M** ▲ 83.0%  
4.50M Prior Year



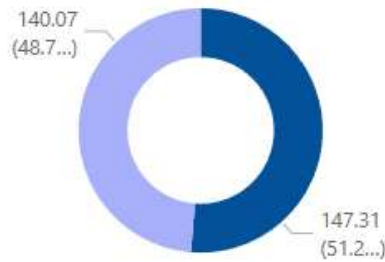
Sessions



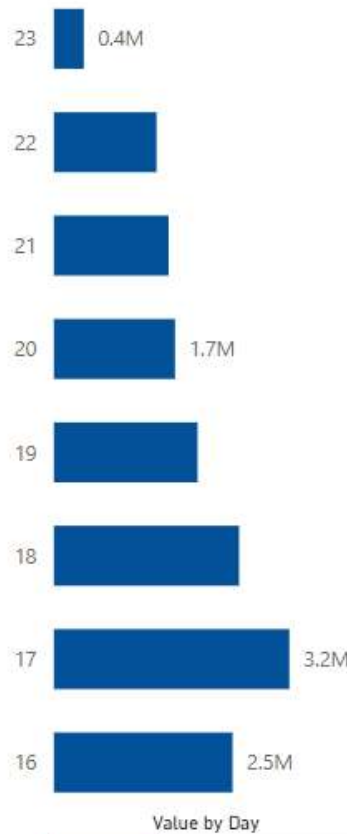
Transactions



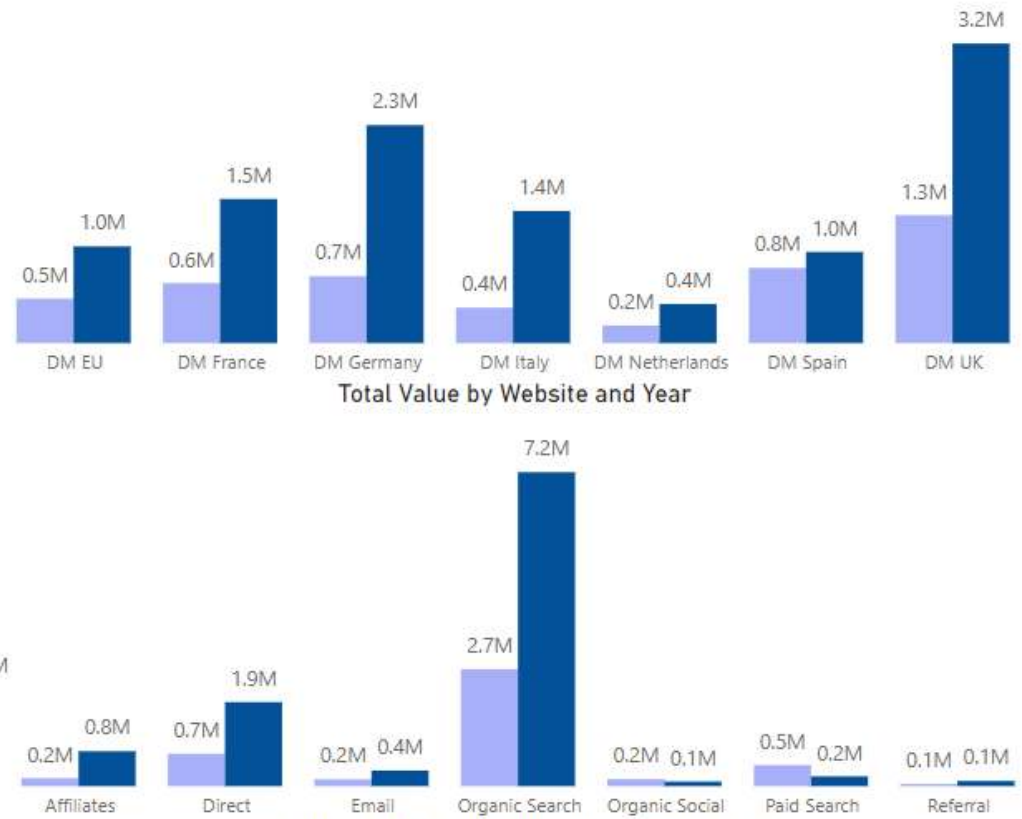
Value



Average Order Value



Value by Day



Total Value by Website and Year

Total Value by Acquisition Channel and Year

# Week Number: 37

34

36

37

38

39

Value

Transactions

Sessions

Conversion Rate

Average Order...

## Average Order Value

150.09 ▲ 6.4%  
141.04 Prior Year

## Conversion Rate

2.67% ▲ 10.1%  
2.42% Prior Year

## Sessions

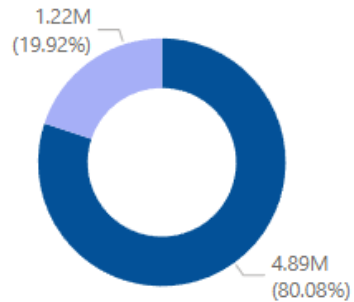
4.10M ▲ 104.6%  
2.00M Prior Year

## Transactions

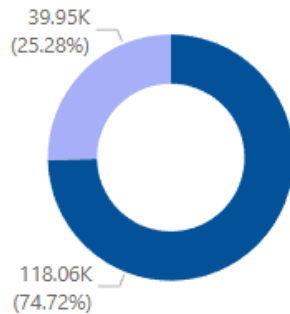
109.44K ▲ 125.3%  
48.57K Prior Year

## Values

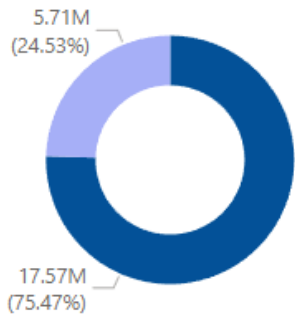
16.43M ▲ 104.6%  
6.85M Prior Year



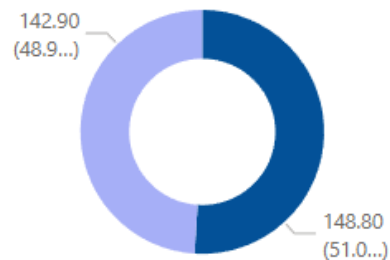
Sessions



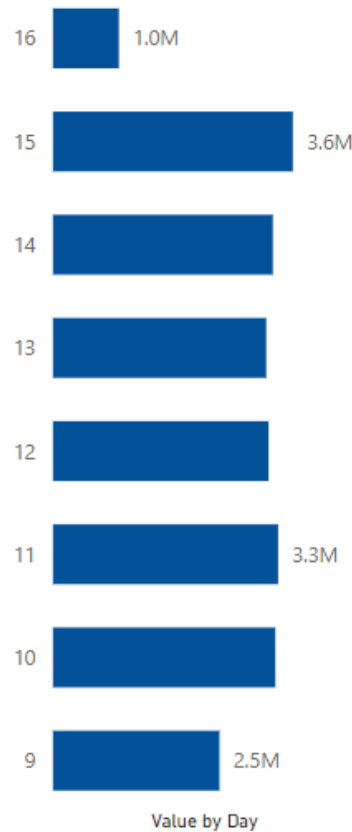
Transactions



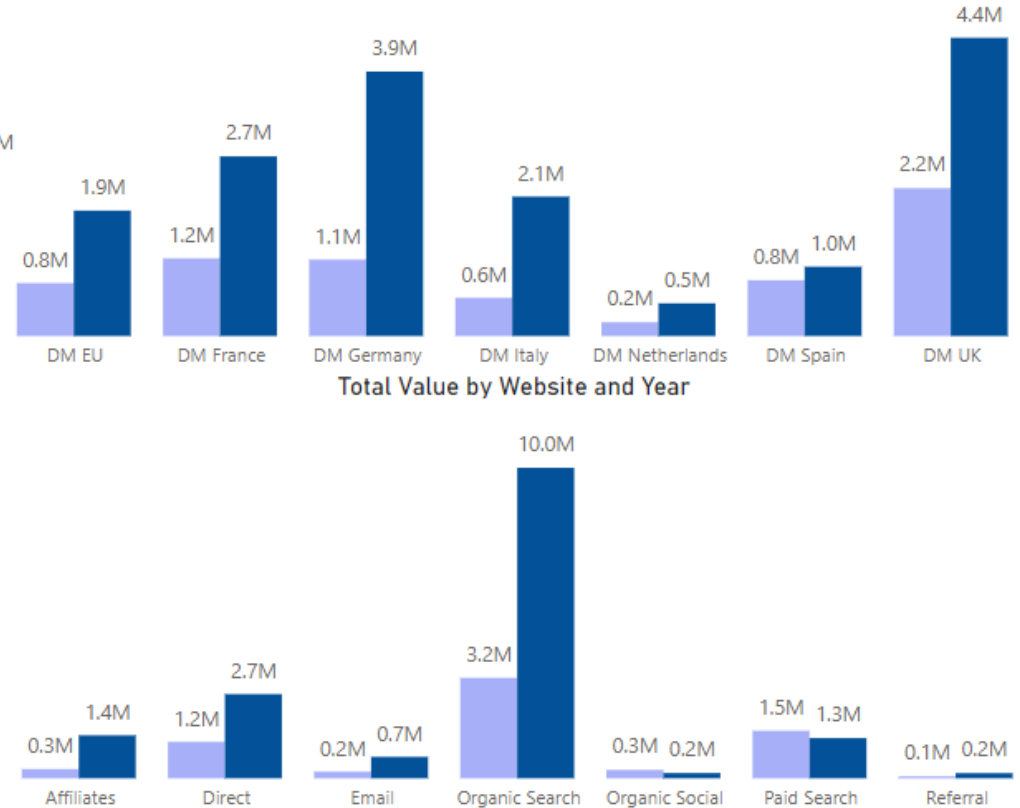
Value



Average Order Value



Value by Day



Total Value by Website and Year

Total Value by Acquisition Channel and Year

# Week Number: 36

34

36

37

38

39

Value

Transactions

Sessions

Conversion Rate

Average Order...

Average Order Value

146.36▲9.7%

133.44 Prior Year

Conversion Rate

2.08%▼-3.4%

2.16% Prior Year

Sessions

5.08M▲157.7%

1.97M Prior Year

Transactions

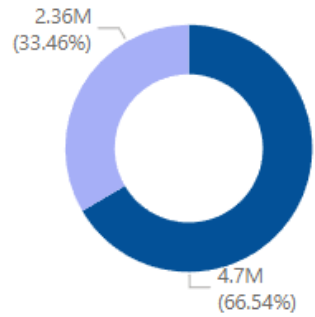
105.91K▲148.9%

42.56K Prior Year

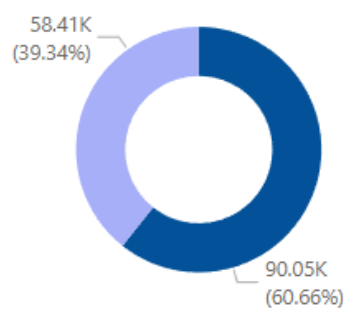
Values

15.50M▲157.7%

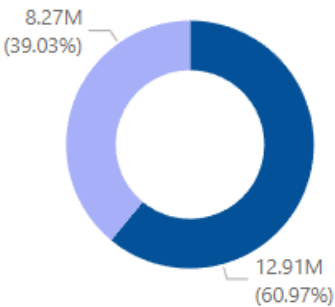
5.68M Prior Year



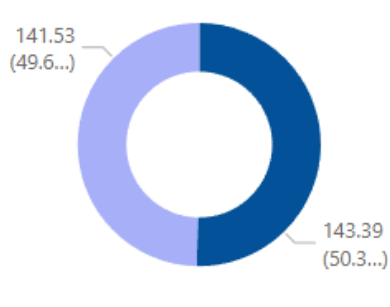
Sessions



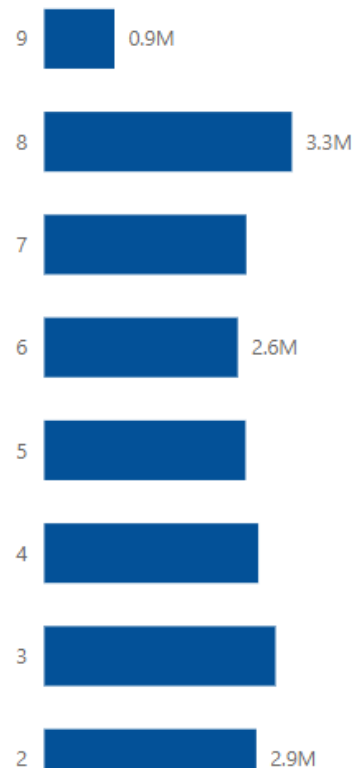
Transactions



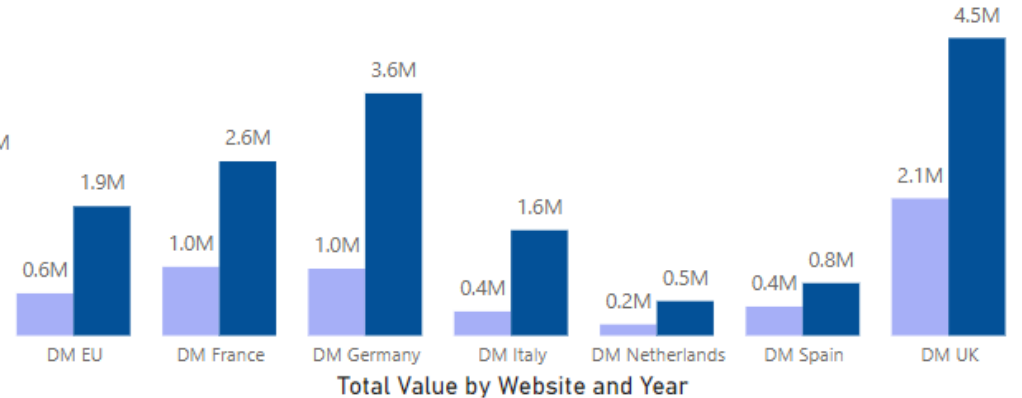
Value



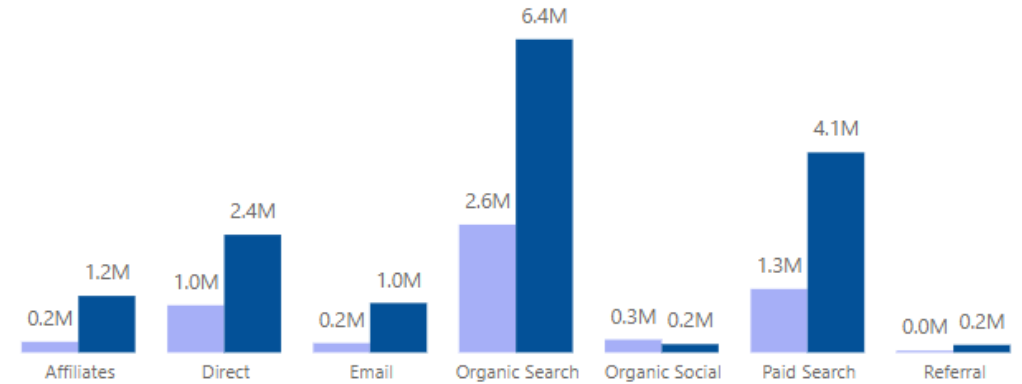
Average Order Value



Value by Day



Total Value by Website and Year



Total Value by Acquisition Channel and Year



# Week Number: 34

34

36

37

38

39

Value

Transactions

Sessions

Conversion Rate

Average Order...

Average Order Value

149.71 ▲ 32.6%  
112.88 Prior Year

Conversion Rate

1.02% ▼ -58.4%  
2.44% Prior Year

Sessions

4.86M ▲ 20.2%  
4.04M Prior Year

Transactions

49.34K ▼ -50.0%  
98.59K Prior Year

Values

7.39M ▲ 20.2%  
11.13M Prior Year

