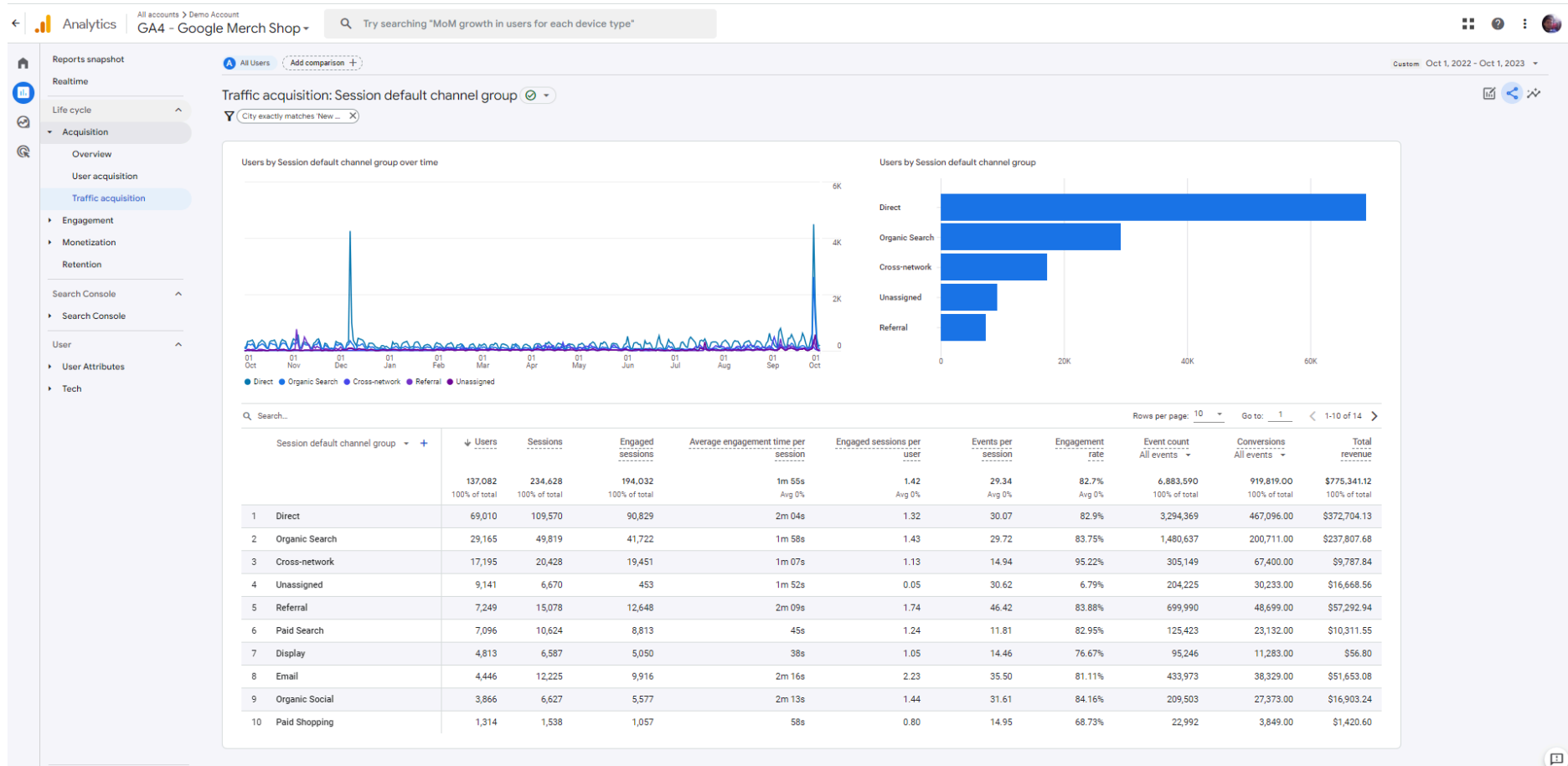


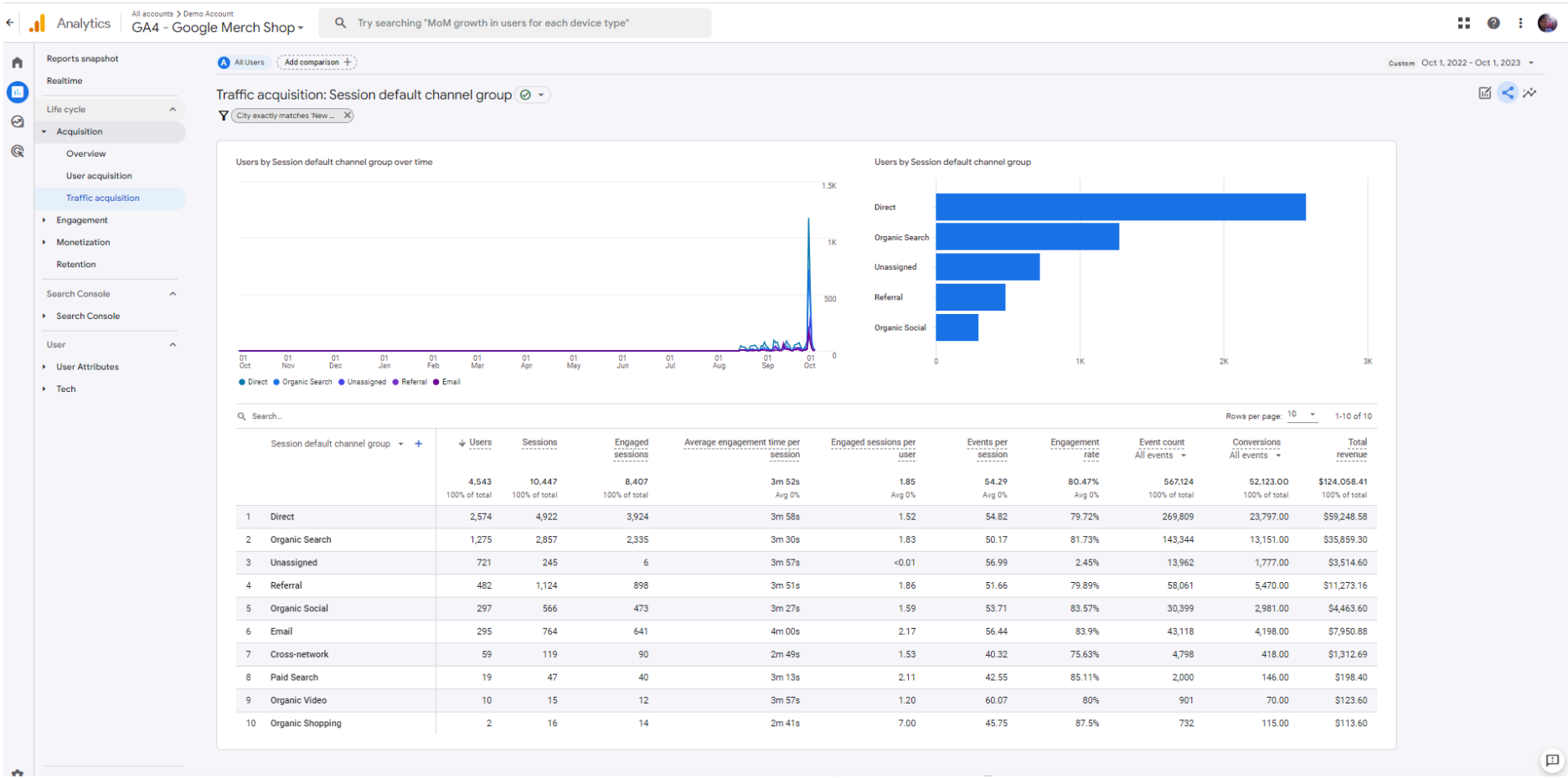
Traffic Acquisition, only selecting cities



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ber%22%5D,%22complement%22:false,%22isCaseSensitive%22:true,%22expression%22:%22%22%7D%5D&r=lifecycle-traffic-acquisition-v2&uid=368F8770-155E-4A30-9A89-F54B84D7EF11&collectionId=5955986775

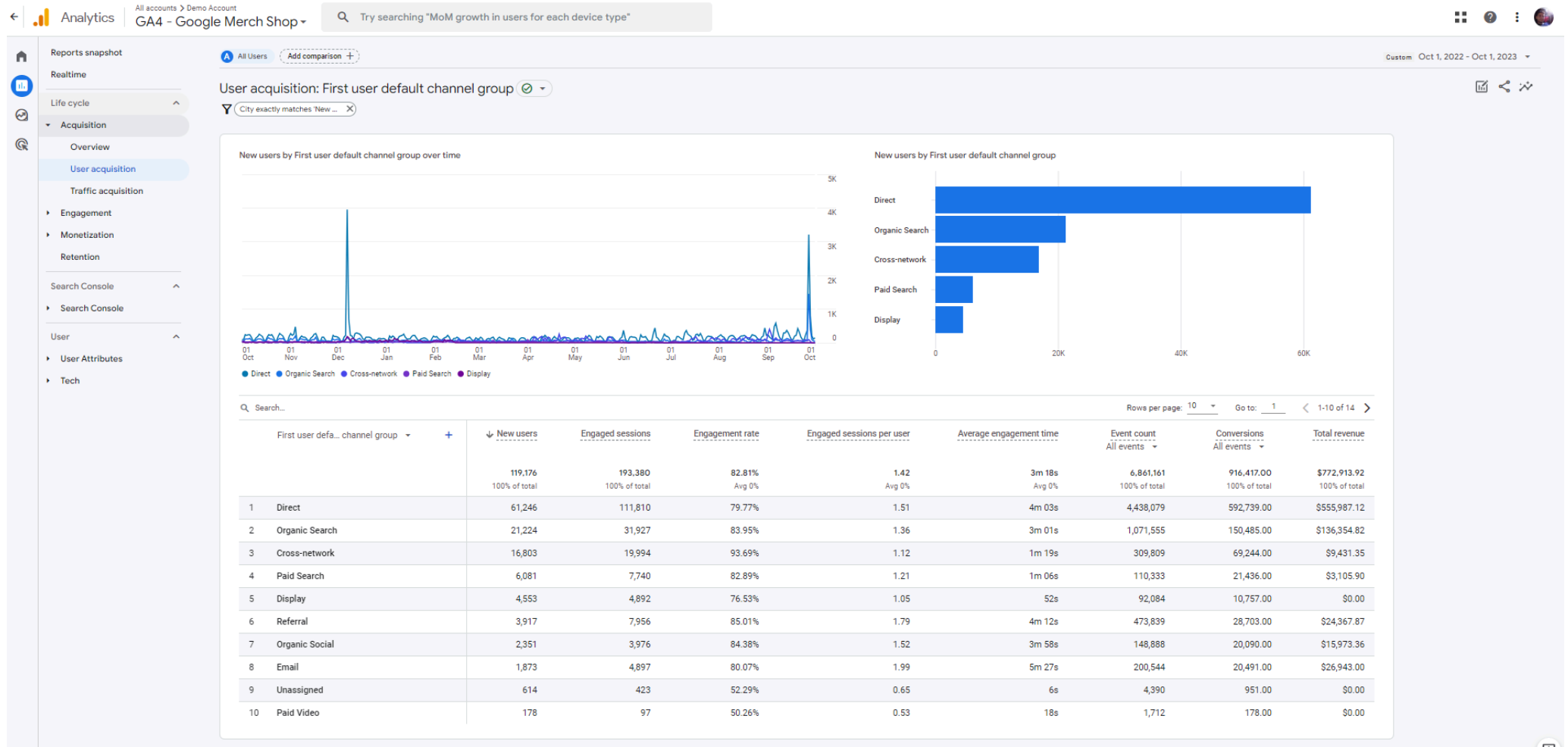
Traffic Acquisition, selecting the cities and member



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User Acquisition, selection only citier



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Analytics

All accounts > Demo Account

GA4 - Google Merch Shop

Try searching "MoM growth in users for each device type"

Reports snapshot

Realtime

Life cycle

Acquisition

Engagement

Monetization

Retention

Search Console

User

User Attributes

Tech

Overview

User acquisition

Traffic acquisition

User acquisition: First user default channel group

City exactly matches New ...

New users by First user default channel group over time

01 Oct01 Nov01 Dec01 Jan01 Feb01 Mar01 Apr01 May01 Jun01 Jul01 Aug01 Sep01 Oct

010203040

DirectOrganic SearchCross-networkOrganic VideoReferral

New users by First user default channel group

DirectOrganic SearchCross-networkOrganic VideoReferral

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Search...

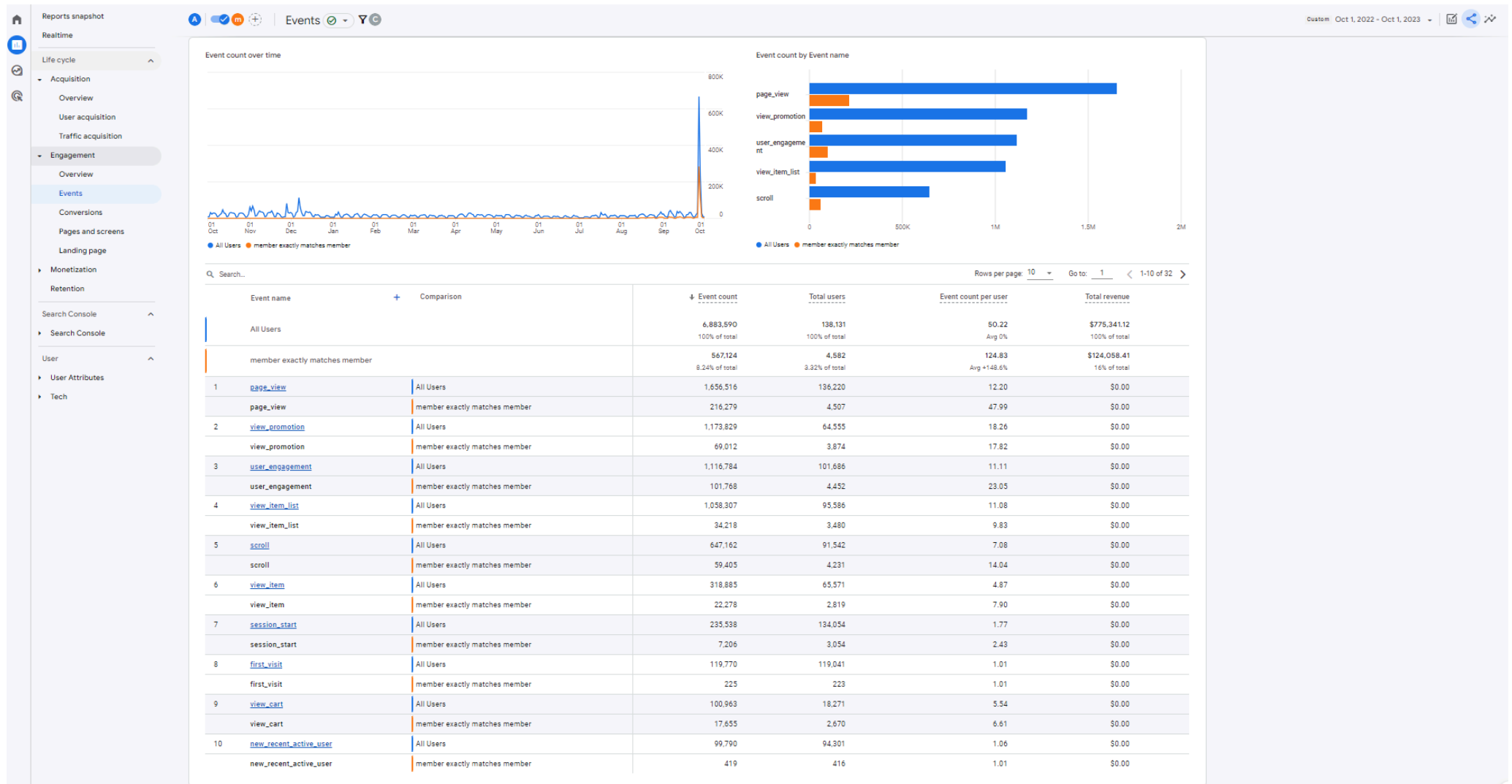
Rows per page: 101-8 of 8

First user defa... channel group	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total	100% of total	100% of total
1 Direct	198	6,396	80.13%	1.85	9m 01s	436,070	39,826.00	\$99,344.94
2 Organic Search	23	962	81.53%	1.69	7m 46s	62,348	5,509.00	\$12,406.78
3 Cross-network	1	104	77.04%	1.86	6m 46s	5,228	425.00	\$691.65
4 Organic Video	1	4	100%	1.33	15m 50s	661	53.00	\$123.60
5 Referral	1	297	76.35%	1.76	8m 42s	20,105	1,936.00	\$3,073.64
6 Email	0	350	80.09%	2.24	12m 31s	27,621	2,831.00	\$5,598.20
7 Organic Social	0	214	79.26%	1.63	7m 32s	14,432	1,475.00	\$2,745.20
8 Paid Search	0	7	100%	7.00	1m 31s	68	1.00	\$0.00

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am%22,%22Denver%22,%22San%20Bruno%22,%22Pittsburgh%22,%22Miami%22,%22Redwood%20City%22,%22Portland%22,%22Detroit%22%5D,%22complement%22:false,%22isCaseSensitive%22:true,%22expression%22:%22%22%7D%5D&r=lifecycle-user-acquisition-v2&ruid=3687C3E7-021E-45C6-885A-395B8AB00BC4&collectionId=5955986775

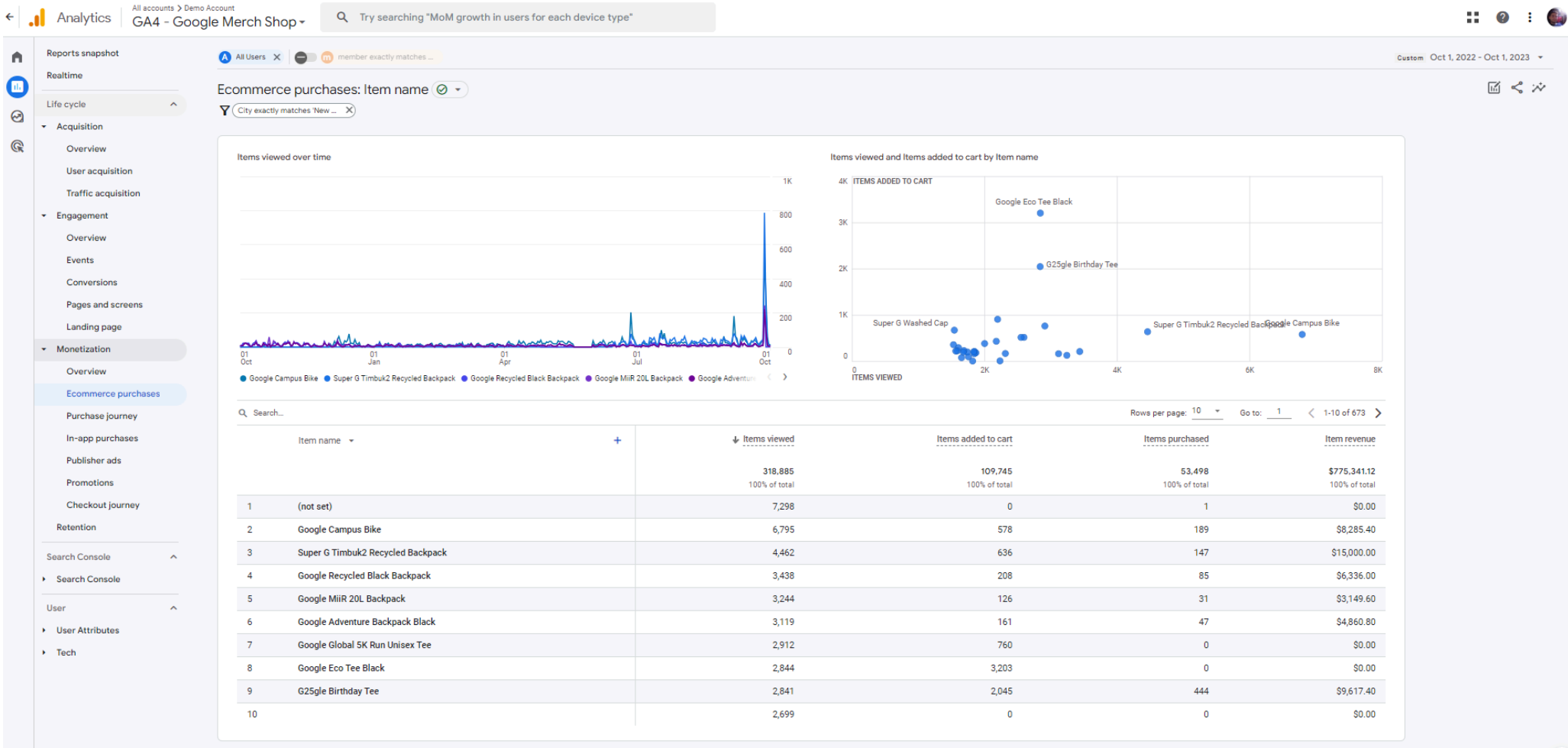
Engagement Events comparison All Users and Member selecting only the cities



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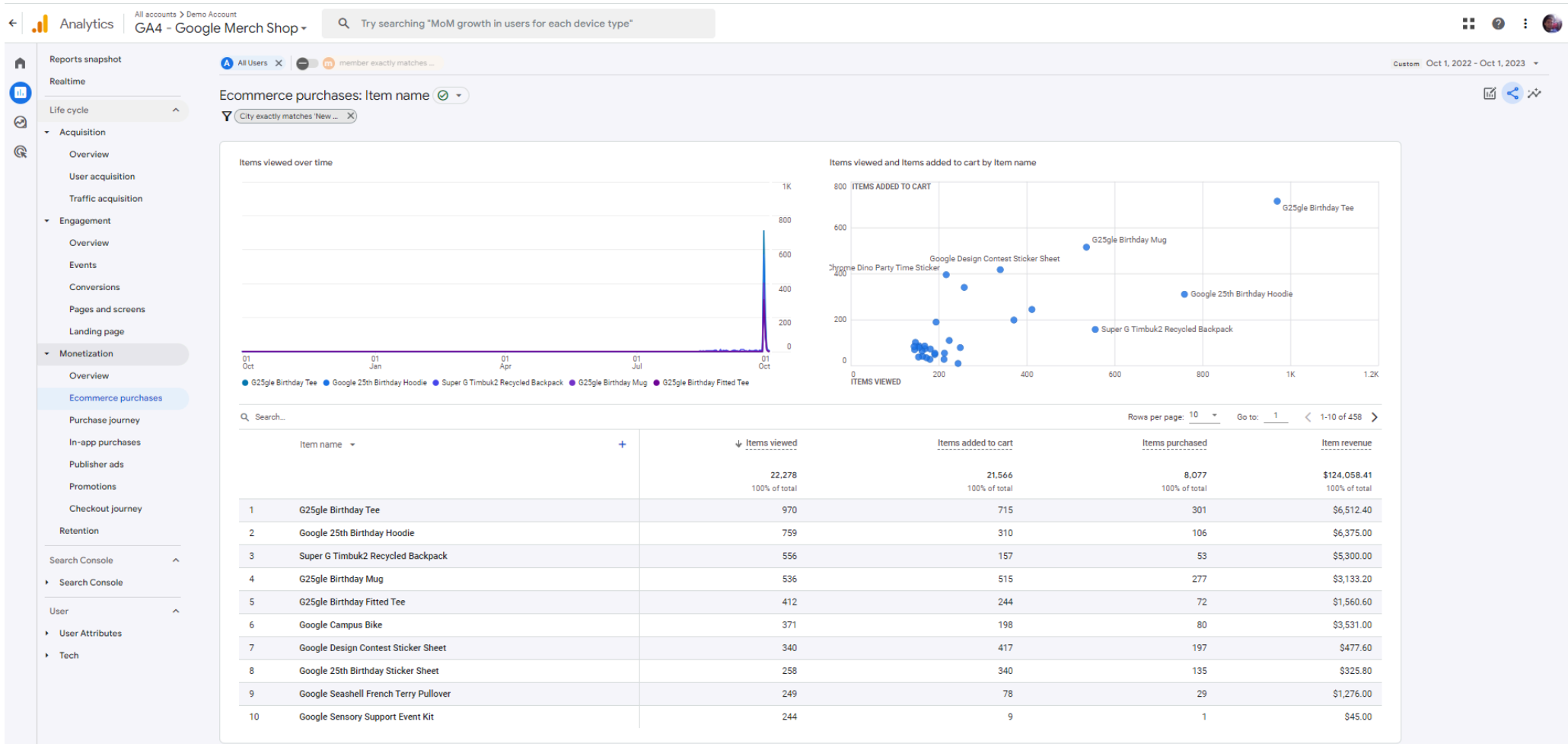
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Monetization, selecting Ecommerce and the cities



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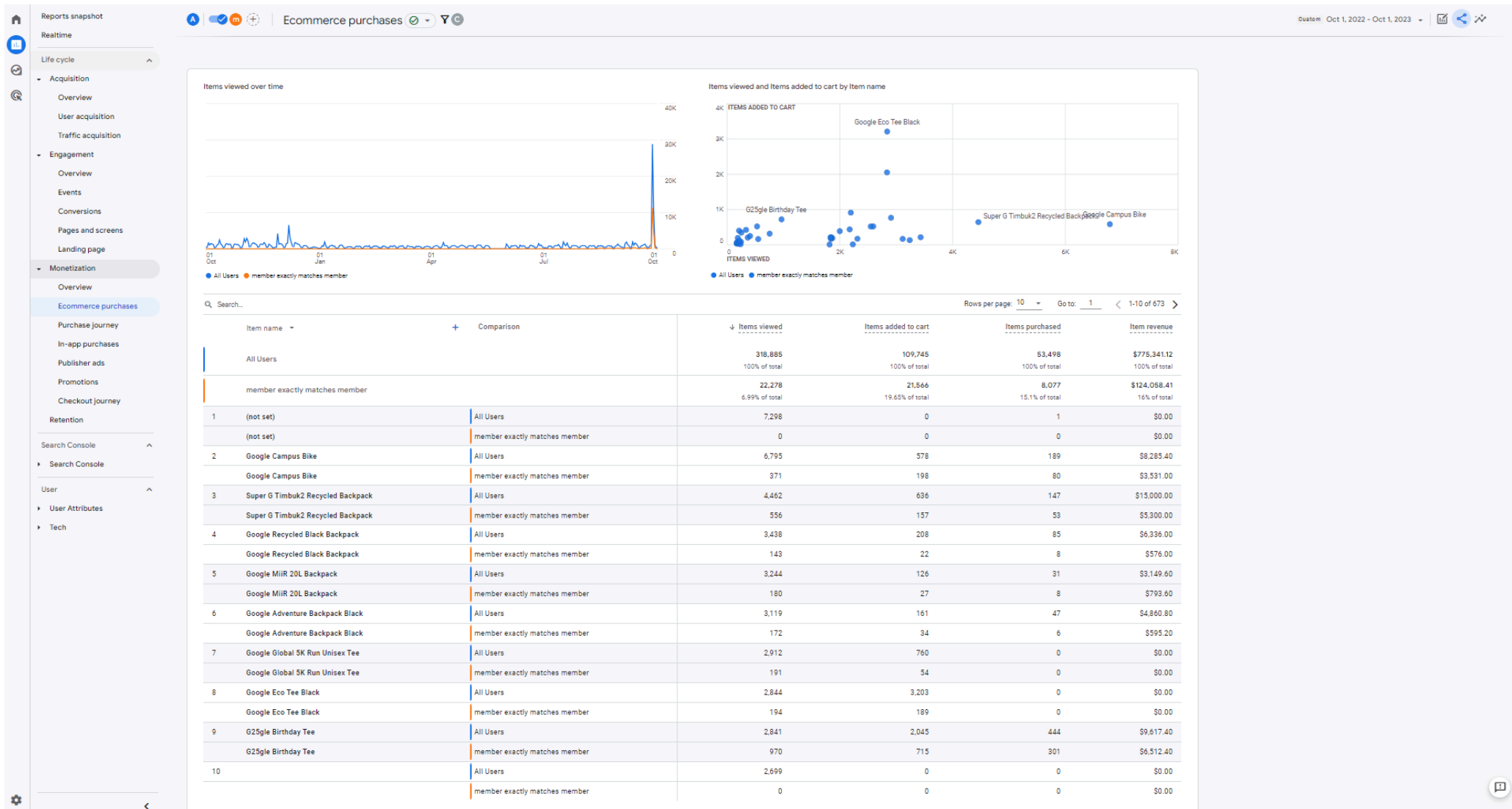
Monetization, selecting Ecommerce, the cities and member



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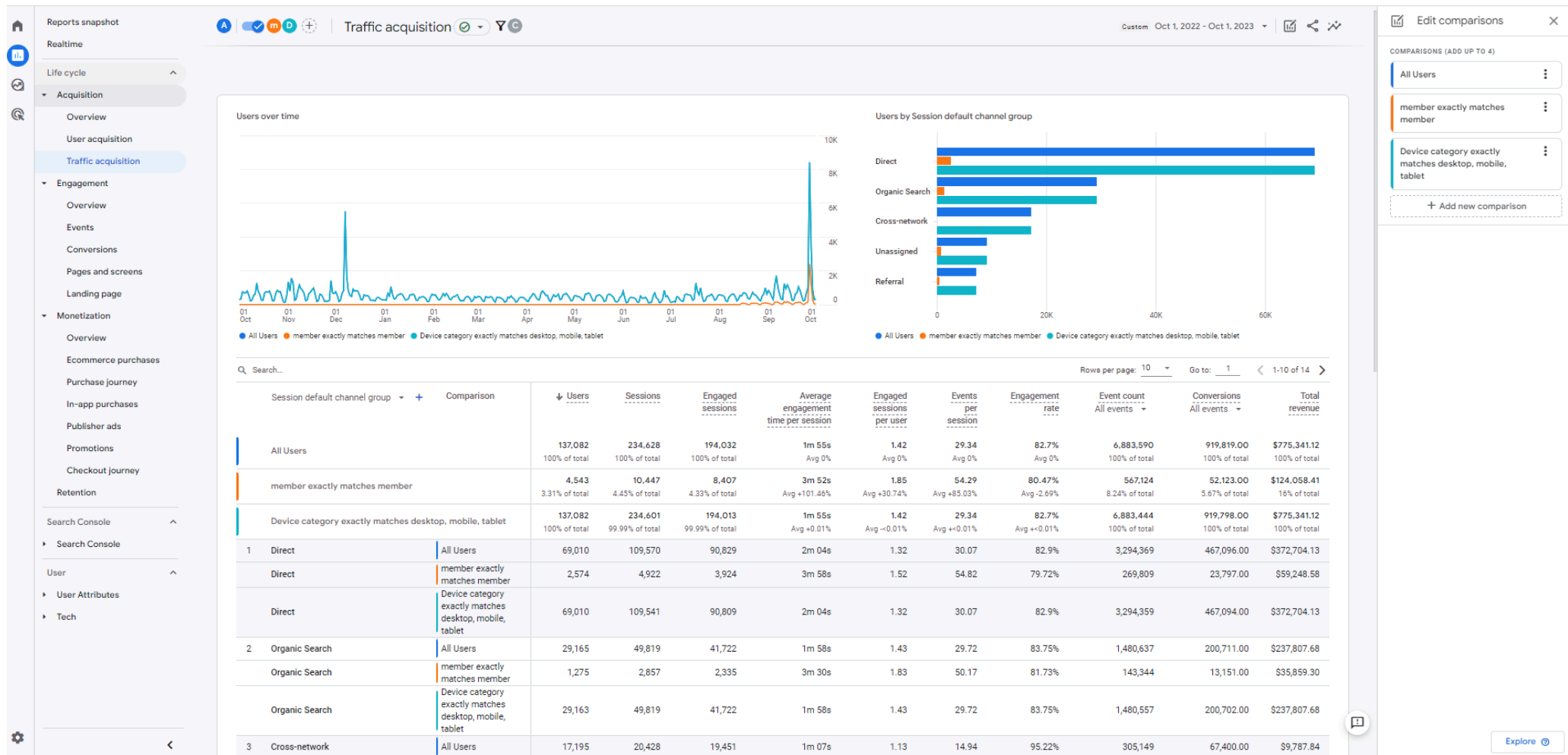
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Comparison Ecommerce purchases, normal users and selected member, selecting the cities



ale%22,%22San%20Francisco%22,%22Los%20Angeles%22,%22Seattle%22,%22Chicago%22,%22Austin%22,%22San%20Diego%22,%22Washington%22,%22Cambridge%22,%22Durham%22,%22Denver%22,%22San%20Bruno%22,%22Pittsburgh%22,%22Miami%22,%22Redwood%20City%22,%22Portland%22,%22Detroit%22,%22Madison%22%5D,%22complement%22:false,%22isCaseSensitive%22:true,%22expression%22:%22%22%7D%5D%26_r.copa-filter-builder..filter-to-edit%3D%5B%7B%22type%22:1,%22fieldName%22:%22city%22,%22evaluationType%22:8,%22expressionList%22:%5B%22New%20York%22,%22Mountain%20View%22,%22Sunnyvale%22,%22San%20Francisco%22,%22Los%20Angeles%22,%22Seattle%22,%22Chicago%22,%22Austin%22,%22San%20Diego%22,%22Washington%22,%22Cambridge%22,%22Durham%22,%22Denver%22,%22San%20Bruno%22,%22Pittsburgh%22,%22Miami%22,%22Redwood%20City%22,%22Portland%22,%22Detroit%22,%22Madison%22%5D,%22complement%22:false,%22isCaseSensitive%22:true,%22expression%22:%22%22%7D,%7B%22type%22:1,%22fieldName%22:%22customDimensionsGroup1Slot02%22,%22evaluationType%22:1,%22expressionList%22:%5B%22member%22%5D,%22complement%22:false,%22isCaseSensitive%22:true,%22expression%22:%22%22%7D%5D%26_u..built_comparisons_enabled%3Dtrue&r=ecomm-product&ruid=532BC13C-A166-432F-83E2-5F09E2F45804&collectionId=5955986775

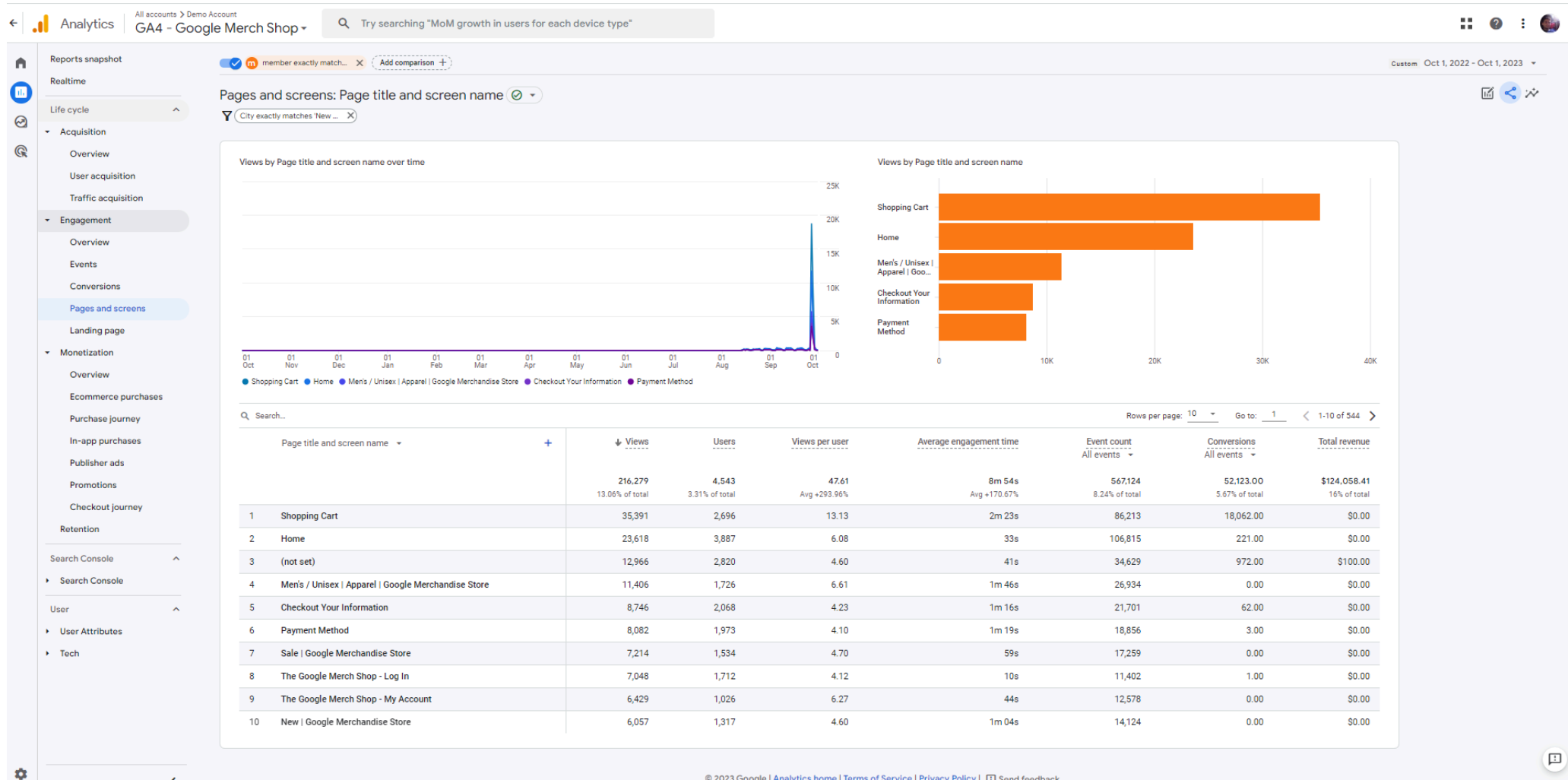
Traffic Acquisition selecting cities, member and device model



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Pages and screen most viewed selecting cities and members



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