

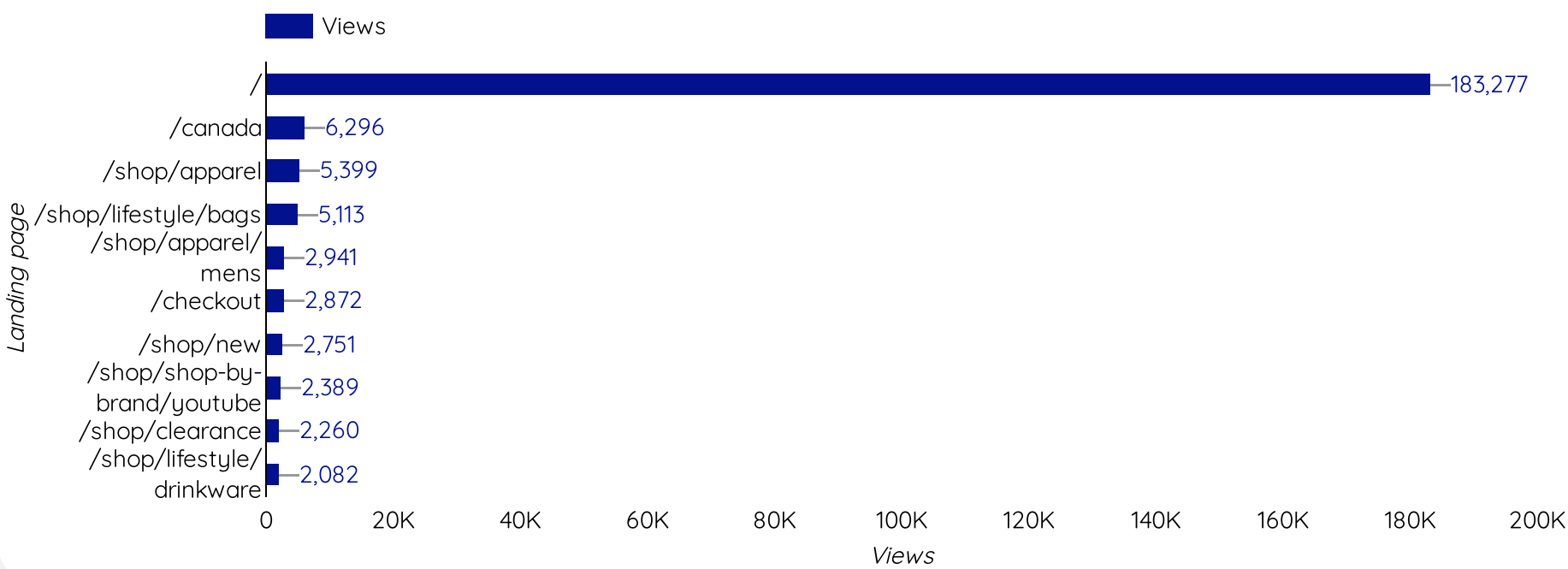
Landing Page Performance Overview

Landing Page

Landing page

Equals

Views  
266,247  
↑ 2.8%



Sessions  
62,406  
↓ -2.2%

Average session duration  
00:05:19  
↑ 14.9%

Bounce rate  
38.27%  
↑ 4.3%

Views per session  
4.27  
↑ 5.1%

Views per user  
5.66  
↑ 7.1%

Landing Page Performance

	Landing page	Views	% Δ	Add to carts ▾	% Δ	Checkouts	% Δ	Cart-to-view rate	% Δ	Purchase-to-view rate	% Δ	Ecommerce purchases	% Δ	First time purchasers	% Δ	Transactions	% Δ	Total revenue	% Δ
1.	/	183,282	9.3% ↑	6,841	27.7% ↑	2,124	42.7% ↑	32.55%	11.2% ↑	6.79%	201% ↑	586	39.5% ↑	463	370% ↑	586	39.5% ↑	\$89,736.86	32.9% ↑
2.	/checkout	2,875	2.2% ↑	374	23.4% ↑	236	-71% ↓	101.72%	-3.5% ↓	53.45%	-8.7% ↓	66	-1.5% ↓	58	5.5% ↑	66	-1.5% ↓	\$9,061.65	-17.7% ↓
3.	/shop/apparel	5,399	45.3% ↑	228	18.8% ↑	57	21.3% ↑	30.21%	7.4% ↑	2.93%	-27.0% ↓	10	0.0%	8	-111% ↓	10	0.0%	\$1,388.87	58.7% ↑
4.	/shop/apparel/mens	2,941	27.2% ↑	172	112.3% ↑	38	26.7% ↑	25.86%	1.4% ↑	7.47%	39.2% ↑	14	75.0% ↑	6	-14.3% ↓	14	75.0% ↑	\$2,777.1	147.2% ↑
5.	/shop/clearance	2,260	28.6% ↑	160	88.2% ↑	28	-26.3% ↓	34.78%	8.2% ↑	8.7%	-18.8% ↓	10	111% ↑	8	0.0%	10	111% ↑	\$1,378.01	36.5% ↑
6.	/shop/new	2,751	-64.4% ↓	143	-601% ↓	25	-67.9% ↓	33.08%	41.3% ↑	6.15%	57.8% ↑	8	-63.6% ↓	6	-64.7% ↓	8	-63.6% ↓	\$1,087.3	-67.3% ↓
7.	/canada	6,297	13.9% ↑	129	130.4% ↑	67	415.4% ↑	41.48%	65.9% ↑	2.27%	13.6% ↑	4	100.0%...	3	50.0% ↑	4	100.0%...	\$482.47	110.7% ↑
8.	/shop/lifestyle/bags	5,113	53.8% ↑	121	42.4% ↑	66	100.0%...	16.01%	-11.7% ↓	2.36%	33.5% ↑	9	125.0%...	9	200.0% ↑	9	125.0%...	\$1,233.14	11.9% ↑
9.	/shop/lifestyle/drink...	2,082	5.3% ↑	103	39.2% ↑	21	0.0%	26.92%	6.2% ↑	11%	-69.7% ↓	2	-66.7% ↓	2	-33.3% ↓	2	-66.7% ↓	\$215.34	-77.7% ↓
10.	/account	1,955	38.9% ↑	72	-4.0% ↓	27	17.4% ↑	48.84%	-15.2% ↓	25.58%	-23.3% ↓	12	0.0%	7	75.0% ↑	12	0.0%	\$1,494.47	-39.1% ↓
11.	/product/super-g-en...	173	367.6% ↑	66	1,550.0%...	13	-	166.67%	66.7% ↑	0%	-	0	-	0	-	0	-	\$0	-
12.	/shop/shop-by-brand...	1,456	1011% ↑	62	181.8% ↑	19	137.5% ↑	25%	38.6% ↑	3.85%	134.6% ↑	5	400.0%...	4	300.0% ↑	5	400.0%...	\$202.71	620.9%...
	Grand total	266,268	2.8% ↑	10,564	14.9% ↑	3,362	19.1% ↑	32.62%	9.3% ↑	7.28%	14.1% ↑	897	17.4% ↑	707	17.6% ↑	897	17.4% ↑	\$141,145.95	17.6% ↑

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