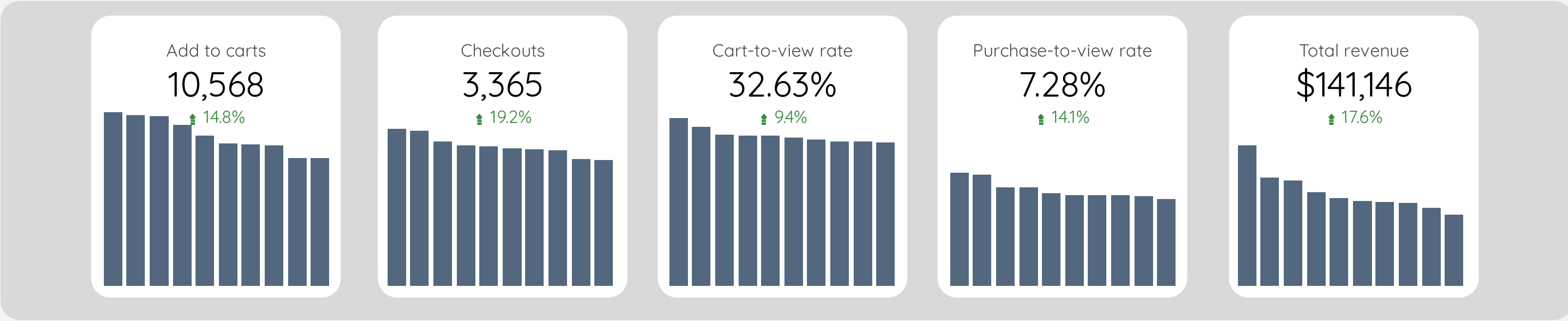


Ecommerce Performance Overview

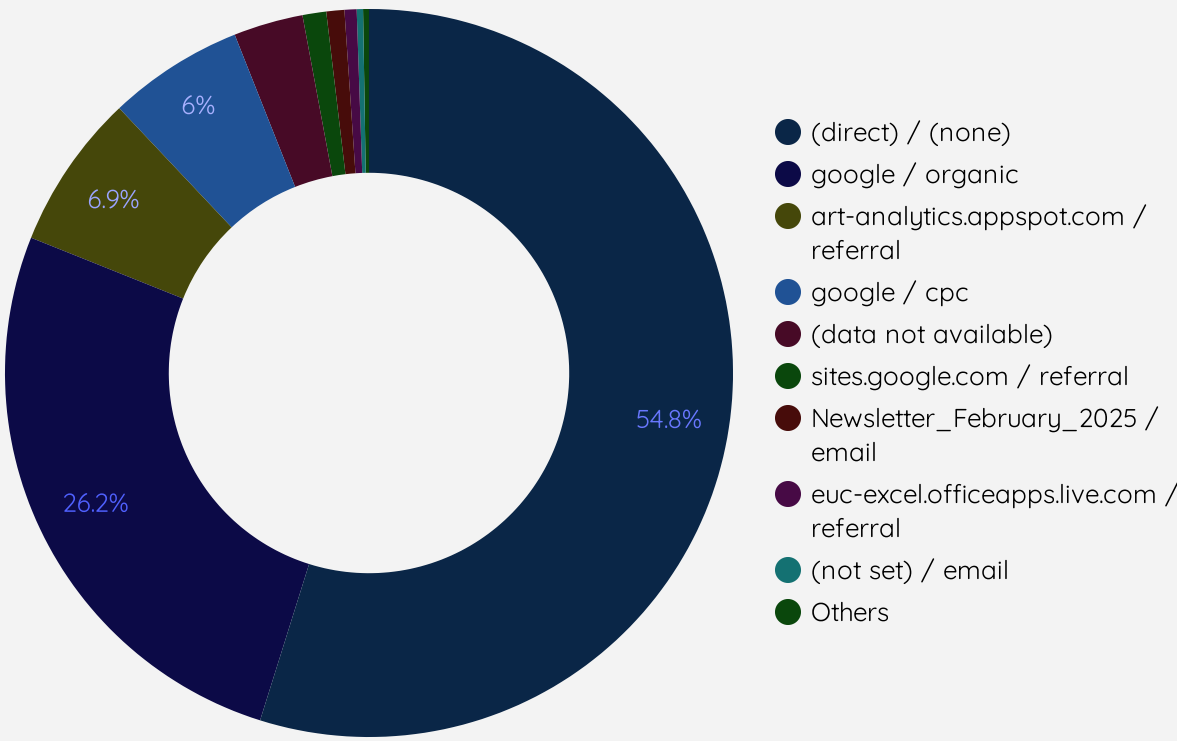


Channel Based Ecommerce Performance

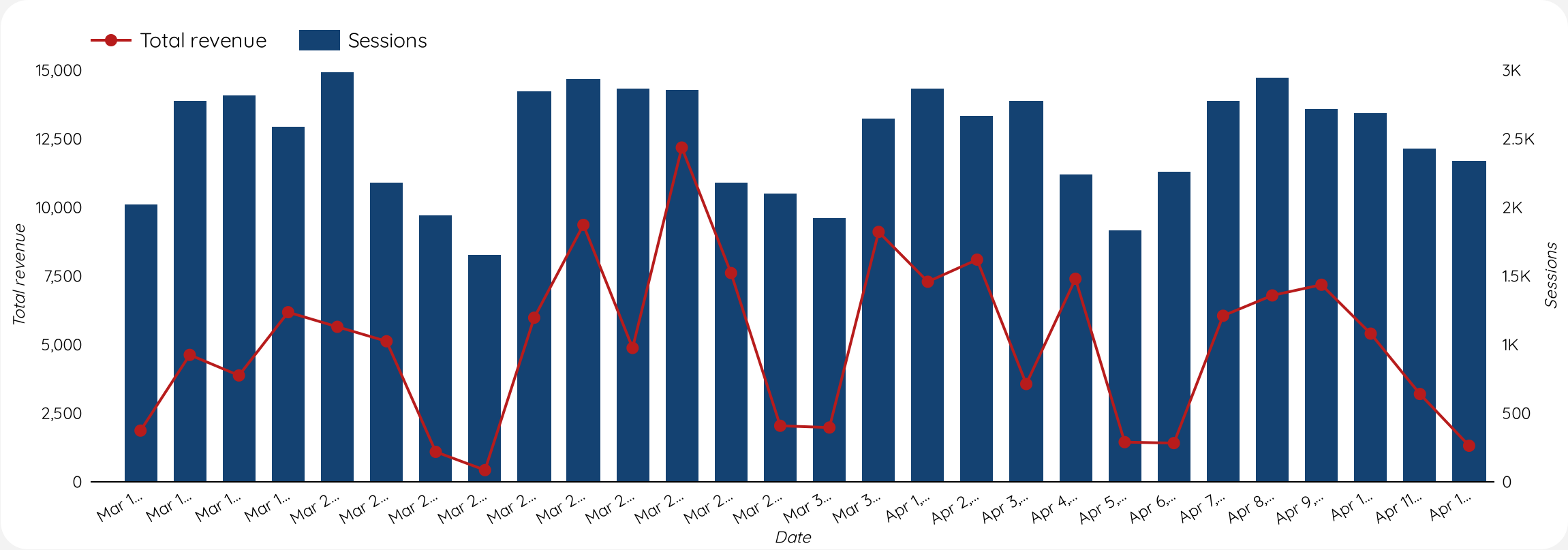
	Session source / medium	Add to carts	% Δ	Checkouts	% Δ	Cart-to-view rate	% Δ	Purchase-to-view rate	% Δ	Ecommerce purchases	% Δ	First time purchasers	% Δ	Transactions	% Δ	Average purchase revenue	% Δ	Total revenue	% Δ
1.	(direct) / (none)	5,637	22.7% ↑	1,754	27.3% ↑	36.38%	9.8% ↑	9.34%	7.8% ↑	548	24.5% ↑	436	20.4% ↑	548	24.5% ↑	\$138.21	-6.6% ↓	\$75,739	16.4% ↑
2.	google / organic	2,464	16.7% ↑	818	9.5% ↑	28.82%	-31% ↓	4.55%	7.4% ↑	157	9.0% ↑	125	22.5% ↑	157	9.0% ↑	\$230.69	22.7% ↑	\$36,219	33.8% ↑
3.	google / cpc	991	41.2% ↑	351	92.9% ↑	29.28%	32.0% ↑	4.72%	8.6% ↑	60	15.4% ↑	51	13.3% ↑	60	15.4% ↑	\$138.58	-371% ↓	\$8,315	-27.4% ↓
4.	art-analytics.a...	495	-26.6% ↓	124	-33.3% ↓	35.78%	69.5% ↑	11.62%	127.2% ↑	45	-13.5% ↓	27	-30.8% ↓	45	-13.5% ↓	\$211.96	66.2% ↑	\$9,538	43.8% ↑
5.	(data not avail...	173	-	61	-	33.65%	-	10.58%	-	22	-	19	-	22	-	\$193.82	-	\$4,264	-
6.	sites.google.co...	160	83.9% ↑	38	31.0% ↑	47.67%	43.0% ↑	13.95%	126.0% ↑	13	116.7% ↑	10	233.3% ↑	13	116.7% ↑	\$111.78	7.0% ↑	\$1,453	131.7% ↑
7.	Newsletter_Fe...	104	-79.4% ↓	27	-78.4% ↓	44.93%	45.5% ↑	8.7%	46.8% ↑	6	-82.4% ↓	4	-85.7% ↓	6	-82.4% ↓	\$183.99	70.5% ↑	\$1,104	-69.9% ↓
8.	bing / organic	58	-35.6% ↓	10	0.0%	30.08%	23.3% ↑	0.75%	-	1	-	1	-	1	-	\$32.13	-	\$32	-
-	Grand total	10,149	13.0% ↑	3,214	18.7% ↑	32.67%	9.3% ↑	7.36%	14.4% ↑	861	16.0% ↑	682	15.6% ↑	861	16.0% ↑	\$160.42	2.0% ↑	\$138,119	18.4% ↑

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Channels by Total Revenue



Daily Total Revenue & Sessions



Item Based Ecommerce Performance

	Item name	Items viewed in list	% Δ	Items clicked in list	% Δ	Items viewed	% Δ	Items added to cart	% Δ	Items checked out	% Δ	Items purchased	% Δ	Item revenue	% Δ
1.	Google Newbury Sweatshirt	38,061	23.5% ↑	1,549	197.9% ↑	1,620	188.8% ↑	743	489.7% ↑	541	336.3% ↑	49	28.9% ↑	\$2,788	31.2% ↑
2.	Super G Timbuk2 Spire Jet Backpack	21,346	-3.2% ↓	981	-9.3% ↓	1,062	-8.6% ↓	168	10.5% ↑	78	-17.0% ↓	21	-32.3% ↓	\$1,897	-30.4% ↓
3.	Super G Marine Layer Banks Hoodie	40,658	6.4% ↑	819	-20.3% ↓	877	-21.8% ↓	205	13.9% ↑	75	-2.6% ↓	35	29.6% ↑	\$3,550	30.3% ↑
4.	Google Newbury Tee	37,928	23.4% ↑	647	169.6% ↑	706	176.9% ↑	191	92.9% ↑	147	133.3% ↑	39	14.7% ↑	\$928	15.1% ↑
5.	Super G Unisex 1/4 Sporty Zip	31,789	6.7% ↑	570	-7.0% ↓	605	-4.9% ↓	88	700.0% ↑	42	320.0% ↑	17	325.0% ↑	\$966	337.5% ↑
6.	Super G Camp Fleece Black Pullover	31,044	2.6% ↑	534	-9.3% ↓	573	-8.6% ↓	53	96.3% ↑	30	66.7% ↑	14	250.0% ↑	\$1,083	256.3% ↑
7.	Google Harbor Backpack	20,244	-0.8% ↓	499	-7.6% ↓	536	-9.3% ↓	53	-62.4% ↓	24	-64.2% ↓	5	-87.5% ↓	\$248	-87.5% ↓
8.	Android Classic Plushie	10,584	-10.8% ↓	480	14.3% ↑	517	15.7% ↑	203	57.4% ↑	92	-18.6% ↓	25	25.0% ↑	\$821	28.1% ↑
9.	Super G Quilt Unisex Tee	25,529	-7.1% ↓	468	25.8% ↑	517	20.5% ↑	82	-18.0% ↓	0	-	0	-	\$0	-
-	Grand total	3,257,560	3.3% ↑	42,041	0.2% ↑	46,462	2.1% ↑	40,014	20.9% ↑	30,718	3.1% ↑	12,404	-2.0% ↓	\$135,145	-2.8% ↓

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