

Acquisition Overview

Nov 6, 2019 - Dec 5, 2019



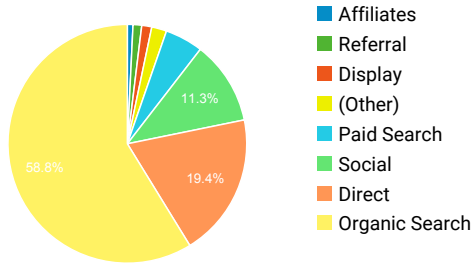
Primary Dimension:

Default Channel Grouping

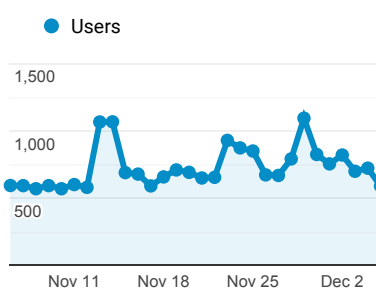
Conversion:

Goal 4: Entered Checkout

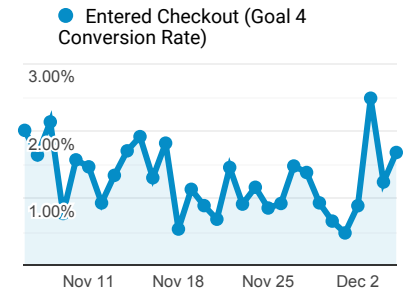
Top Channels



New Users



Conversions



	Acquisition			Behavior			Conversions		
	Users ↑	New Users ↑	Sessions ↑	Bounce Rate ↑	Pages / Session ↑	Avg. Session Duration ↑	Goal 4 Conversion Rate ↑	Goal 4 Completion ↑	Goal 4 Value ↑
Mobile Traffic	20,063	19,277	24,276	50.80%	3.64	00:02:05	1.26%	306	\$0.00
1 Affiliates	150			56.79%			0.00%		
2 Referral	253			40.47%			1.00%		
3 Display	288			78.77%			0.00%		
4 (Other)	515			28.95%			1.00%		
5 Paid Search	1,180			32.23%			0.97%		
6 Social	2,217			74.87%			0.63%		
7 Direct	3,840			39.46%			2.03%		
8 Organic Search	12,096			52.98%			1.20%		

To see all 8 Channels click [here](#).