

Google Market Analysis of Google Merchandise Store

Jan 1, 2023 - May 5, 2023

Sessions
290.2K

⬇️ -11.2%

Transactions
4,848

⬇️ -34.8%

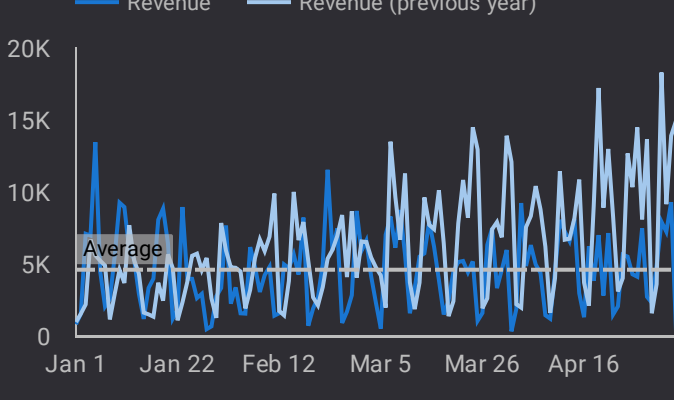
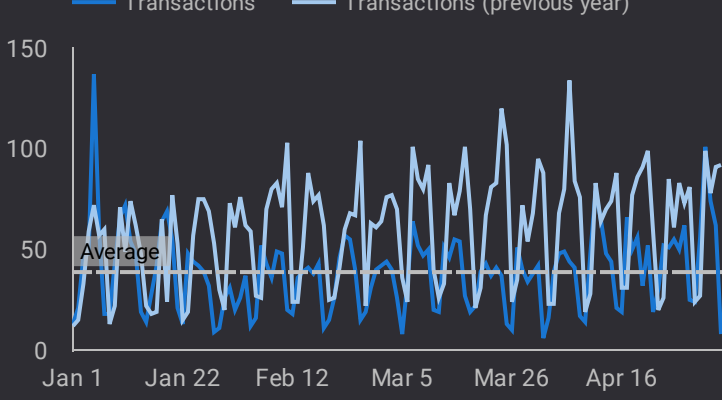
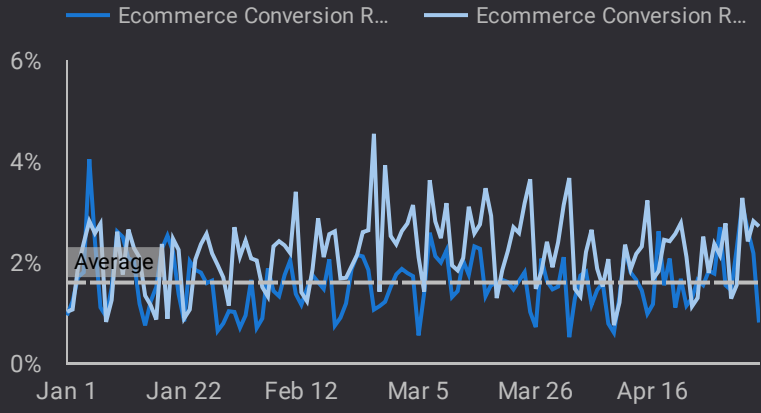
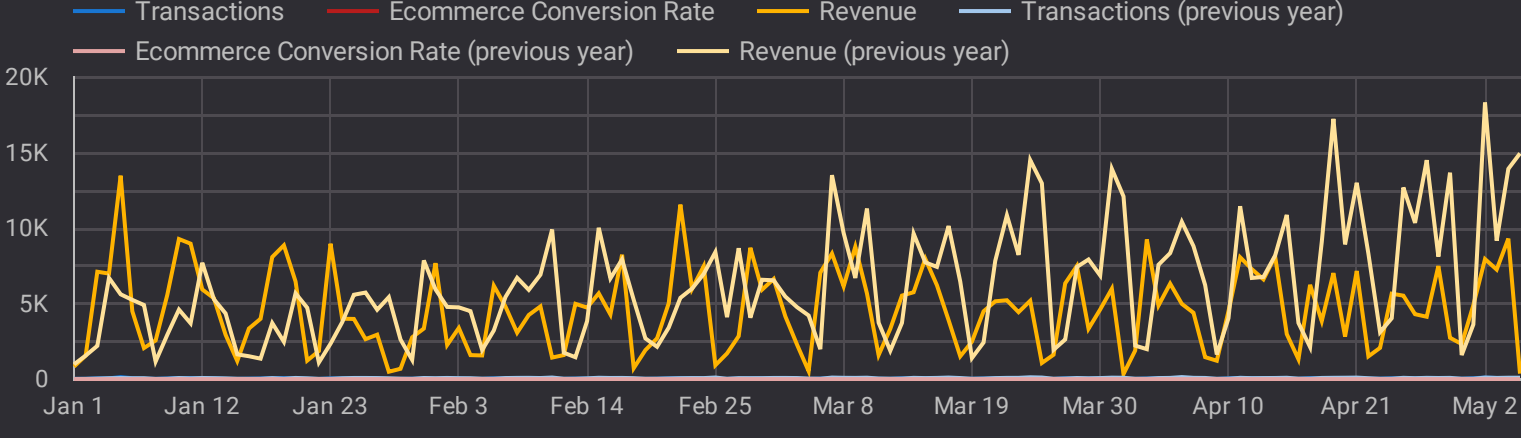
Ecommerce Conversion Rate
1.67%

⬇️ -26.6%

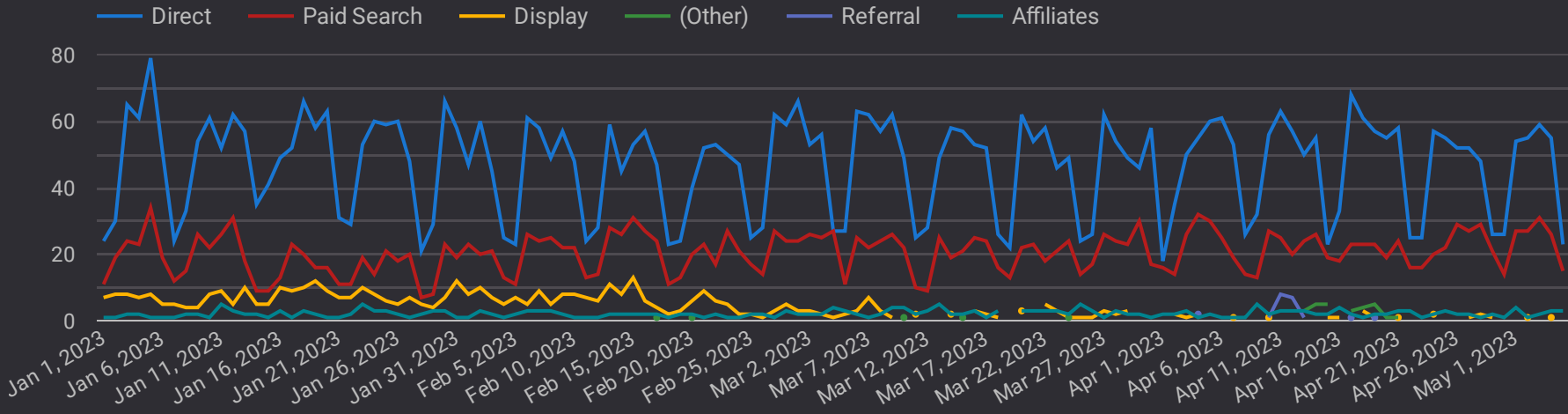
Revenue
\$576,788.39

⬇️ -26.5%

Comparison of Transaction, ECommerce Conversion & Revenue



Different Channels & Count of Sessions

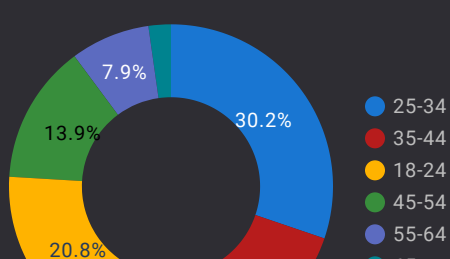
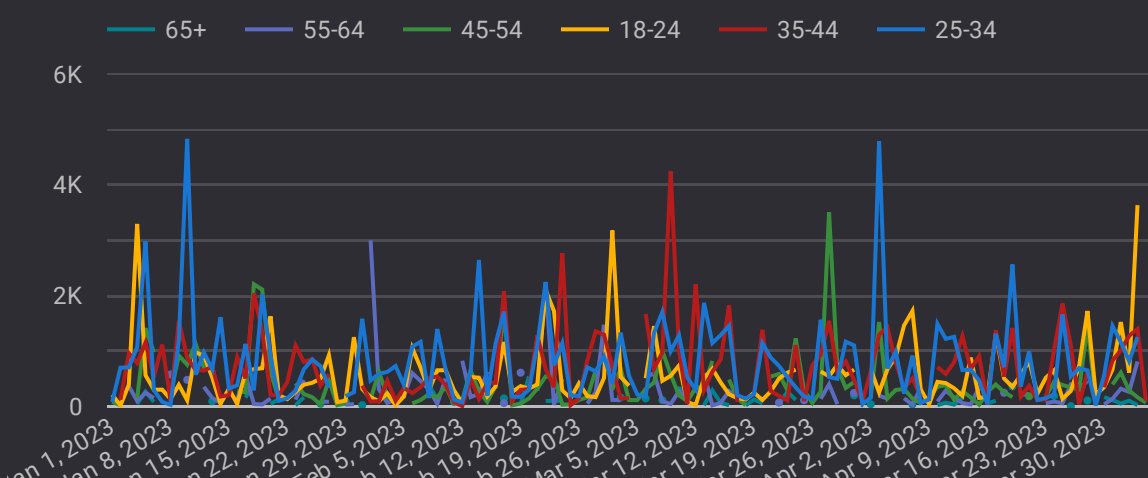


Different Channels Conversion rate & Revenue

	Default Channel Grouping	Count of Sessions	% Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue ▾	% Δ
1.	Direct	521	68.6% ⬆️	4,191	-38.1% ⬇️	1.79%	-26.5% ⬇️	\$509,091.86	-27.4% ⬇️
2.	Paid Search	254	-48.2% ⬇️	653	-0.3% ⬇️	1.31%	-42.8% ⬇️	\$67,240.68	-13.2% ⬇️
3.	(Other)	20	150.0% ⬆️	1	-	2.94%	-	\$312.25	-
4.	Display	115	238.2% ⬆️	3	50.0% ⬆️	0.06%	423.9% ⬆️	\$143.6	-10.8% ⬇️
5.	Affiliates	10	-70.6% ⬇️	0	-100.0% ⬇️	0%	-100.0% ⬇️	\$0	-100.0% ⬇️
6.	Referral	14	250.0% ⬆️	0	-	0%	-	\$0	-

1 - 6 / 6 < >

Different Age Groups & Revenue

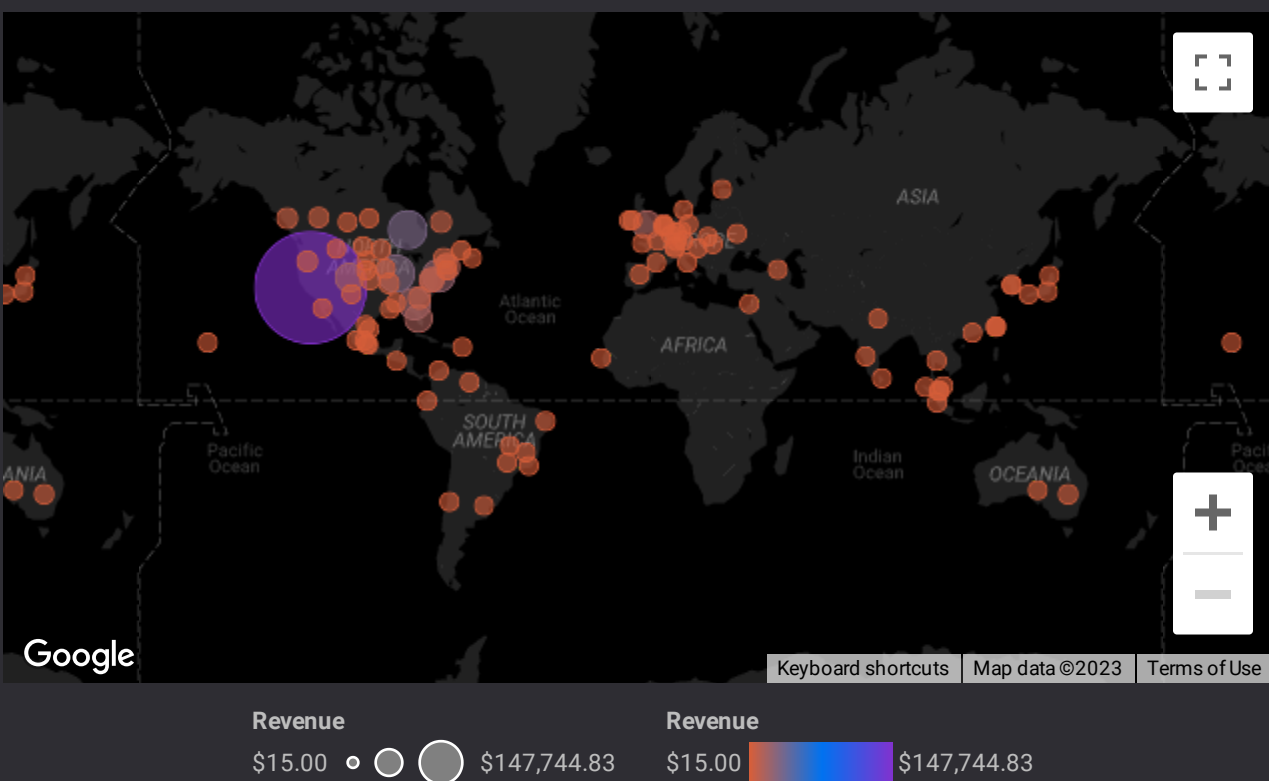


Different Landing Page & Conversions

	Landing Page	Count of Sessions	% Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue ▾	% Δ
1.	/basket.html	85	44.1% ⬆️	739	-33.1% ⬇️	10.65%	-29.8% ⬇️	\$117,964.3	-11.7% ⬇️
2.	/home	185	-7.5% ⬇️	638	-46.2% ⬇️	0.48%	-37.2% ⬇️	\$71,354.2	-37.5% ⬇️
3.	/signin.html	158	-8.1% ⬇️	548	-41.6% ⬇️	6.43%	-28.2% ⬇️	\$65,249.3	-35.6% ⬇️
4.	/google+redesign/apparel/mens	202	39.3% ⬆️	486	-36.3% ⬇️	4.44%	-21.4% ⬇️	\$51,107.65	-27.9% ⬇️
5.	/store.html	72	-25.0% ⬇️	317	-12.2% ⬇️	4.17%	-2.9% ⬇️	\$41,718.97	-12.4% ⬇️
6.	/google+redesign/apparel	119	70.0% ⬆️	335	62.6% ⬆️	1.49%	13.4% ⬆️	\$35,693.48	102.4% ⬆️

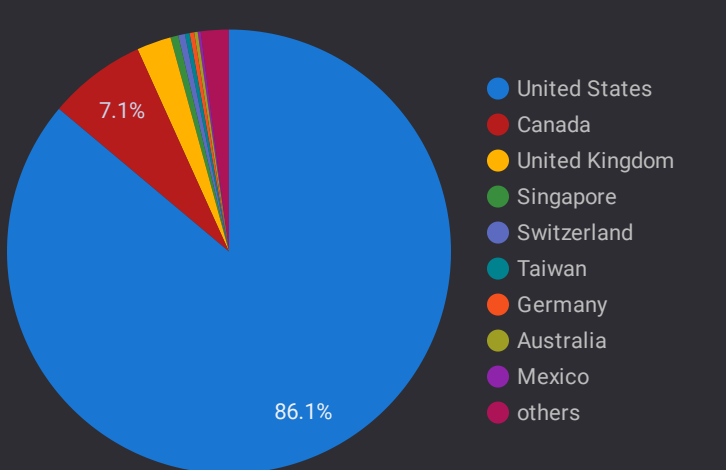
1 - 100 / 556 < >

Different Countries & Revenue



	Country ▾	Year	Quarter...	Revenue	% Δ
1.	United States	2023	Q1	\$349,288.58	-
2.	United States	2023	Q2	\$147,390.73	-
3.	United Kingdom	2023	Q1	\$13,653.56	-
4.	United Kingdom	2023	Q2	\$798.4	-
5.	Ukraine	2023	Q1	\$49.6	-
6.	Trinidad & Tobago	2023	Q1	\$241.6	-
7.	Thailand	2023	Q1	\$327	-
8.	Thailand	2023	Q2	\$506.4	-

1 - 65 / 65 < >



New Users Count, Revenue, Transactions & Avg, Screenshot (Last 14 days)

New Users
25,664

⬇️ -11.2%

Revenue
\$22,470.45

⬆️ 7.5%

