



Revenue
Section

Revenue
\$241.43K



Revenue Per User
\$4.01



Returning Users*
\$28.39K



New Users
\$213.04K



Users
Section

Users
60.1K



New Users
53.1K



Returning Users
7.1K

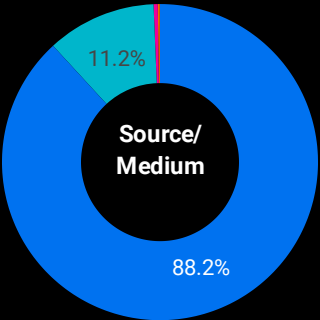


Session
Section

Sessions
81.5K

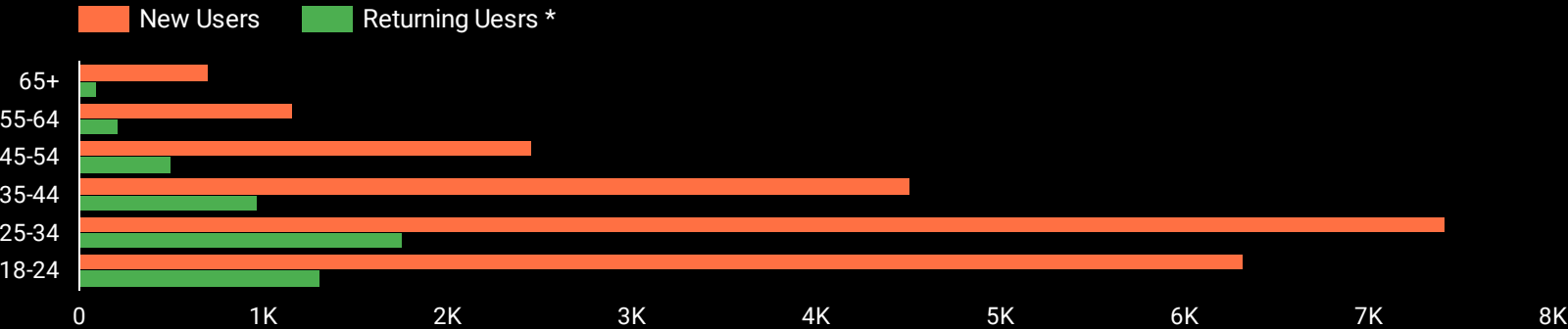


Sessions/User
1.4



- (direct) / (none)
- google / cpc
- bing / cpc
- Partners / affiliate
- dfa / cpm
- (not set) / (not set)

Day type	Session/User	Pageviews	Conversion rate	Avg. Order Value
Weekend	2.27	67,524	1.52%	\$209.99
Weekday	5.74	342,151	2.59%	\$631.43



Revenue Section

Total Revenue

\$241.43K

Returning User

\$28.39K

New Users

\$213.04K

Cost and Covation Section

Cost per Conversion

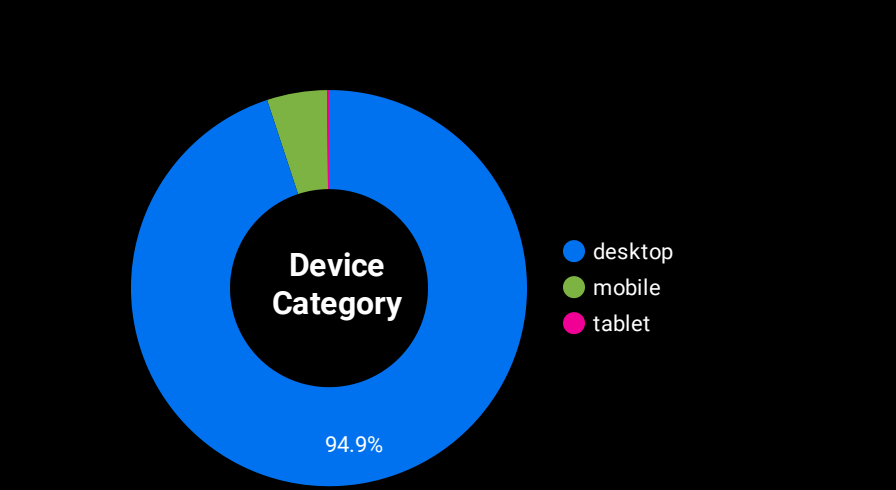
\$0.4

Conv Rate Per User

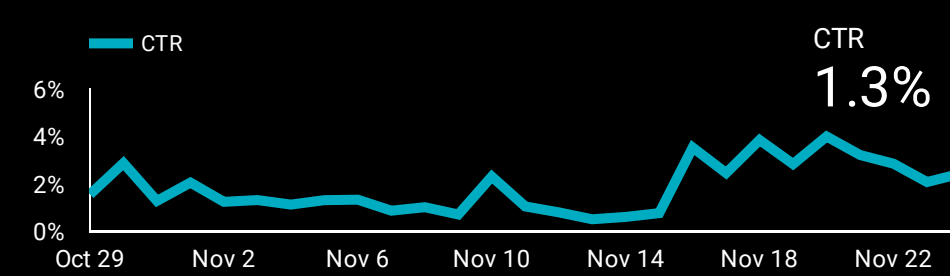
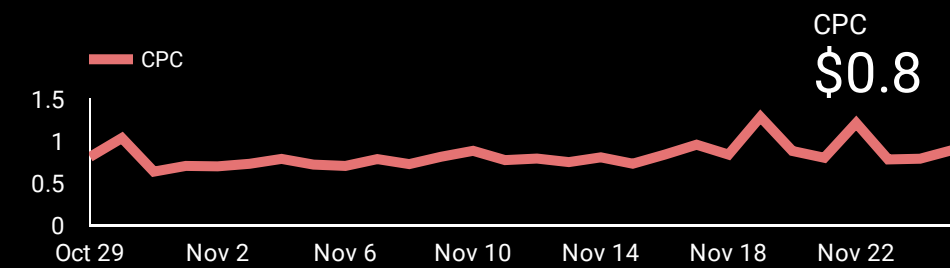
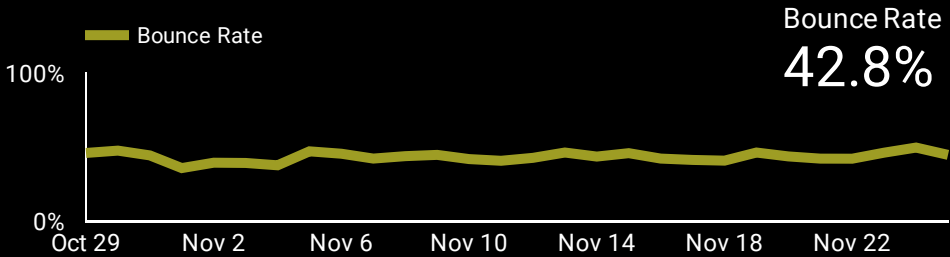
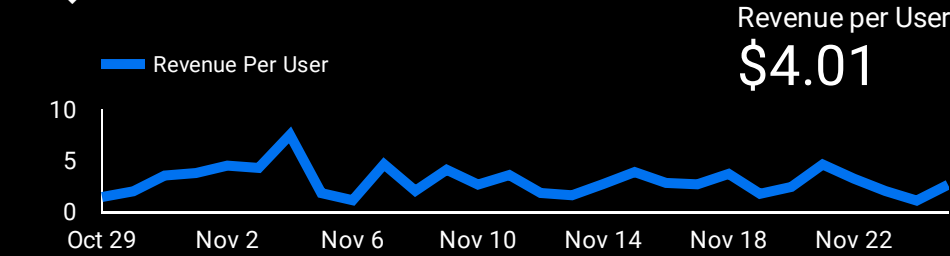
3.3%

CPM

\$10.79



Campaign	RPC	Cost per Transaction
MIX Txt ~ AW-Brand (US/Cali)	\$11.85	\$3.57
MIX Txt ~ AW - Android Brand	\$4.35	\$36.99
MIX Txt ~ AW - Apparel	\$3.18	\$60.92
MIX Txt ~ AW - Bags	\$2.2	\$256.57
EXA Txt ~ AW - YouTube	\$0.98	\$97.63
PHR Txt ~ AW - YouTube	\$0.24	\$104.56
BMM Txt ~ AW - Hoodies	\$0.13	\$1,459.43
Test	\$0.1	\$156.17
MIX Txt ~ AW - Drinkware	\$0.1	\$447.91



Keyword	Keyword Match Type	Other Category	Page Title
<div><div>Revenue \$241.43K</div><div>Users 60.1K</div><div>Pageviews 409.7K</div><div>Page Value \$13.59</div><div>Bounce Rate 42.8%</div></div>			
Page Title	Users		Revenue
Home		/basket.html	\$60,326.25
Men's / Unisex Apparel Google Mercha...		/home	\$42,167.35
Google Online Store		/signin.html	\$27,268.59
Shopping Cart		/google+redesign/apparel/mens	\$25,843.8
The Google Merchandise Store - Log In		/store.html	\$14,028.64
Apparel Google Merchandise Store		/google+redesign/apparel/womens	\$7,574.92
New Google Merchandise Store		/google+redesign/new	\$7,505.26
Bags Lifestyle Google Merchandise Store		/google+redesign/apparel	\$6,670.74
Drinkware Lifestyle Google Merchandis...		/google+redesign/shop+by+brand/g...	\$6,410.29
Womens Apparel Google Merchandise ...		/google+redesign/lifestyle/drinkware	\$4,316.4
Store search results		/google+redesign/apparel/kids	\$4,004.16
YouTube Shop by Brand Google Merch...		/asearch.html	\$2,956.5
Google Shop by Brand Google Merchan...		/google+redesign/shop+by+brand/y...	\$2,316.7
Checkout Your Information		/google+redesign/lifestyle/bags	\$2,296.12
Hats Apparel Google Merchandise Store		/google+redesign/apparel/hats	\$2,016.4
Payment Method		/google+redesign/apparel/mens/qui...	\$1,635.6
Kids Apparel Google Merchandise Store		/google+redesign/shop+by+brand/g...	\$1,350.8
1 - 100 / 873			1 - 100 / 133