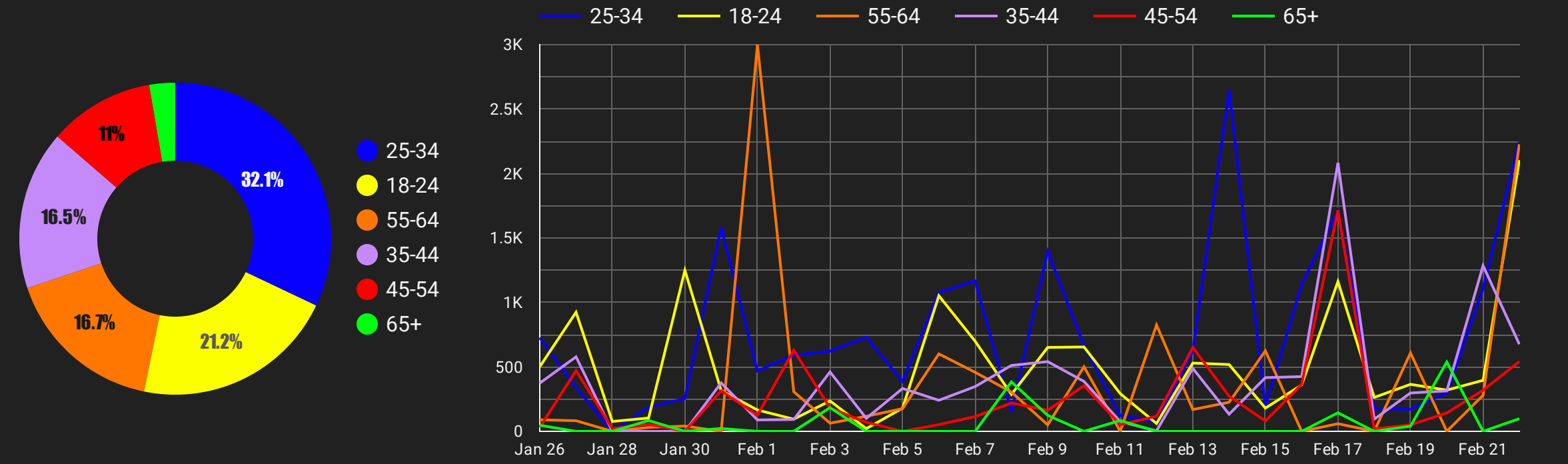


HomeApparel | Google Merchand...Google Online StoreMen's / Unisex | Apparel | G...YouTube | Shop by Brand |...The Google Merchandise Store - Lo...New | Google Merchandise StoreDrinkware | Lifestyle | Google Merc...Shopping Cart

TransactionsTransactions (previous 28 day...Ecommerce Conversion...Ecommerce Conversion...RevenueRevenue (previous 28 days)

	Default Channel Grouping	Sessions ▾	Δ	Transactions	Δ	Revenue	% Δ	Ecommerce Conversion Rate	Δ
1.	Direct	51,540	-1,036 ↓	763	-322 ↓	\$91,574.82	-27.9% ↓	1.48%	-0.58% ↓
2.	Paid Search	9,239	3,074 ↑	114	24 ↑	\$13,735.88	49.8% ↑	1.23%	-0.23% ↓
3.	Display	2,130	-1,256 ↓	0	-1 ↓	\$0	-100.0% ↓	0%	-0.03% ↓
4.	Affiliates	150	15 ↑	0	0	\$0	-	0%	0%
5.	(Other)	2	-	0	-	\$0	-	0%	-



	Landing Page	Sessions ▾	Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
1.	/home	29,968	-743 ↓	105	-38.2% ↓	0.35%	-36.7% ↓	\$11,058.7	-39.9% ↓
2.	/google+redesign/apparel	4,327	1,377 ↑	42	13.5% ↑	0.97%	-22.6% ↓	\$6,277.8	54.7% ↑
3.	/google+redesign/apparel/...	2,349	-211 ↓	97	-12.6% ↓	4.13%	-4.8% ↓	\$8,688.55	-29.8% ↓
4.	/google+redesign/shop+b...	2,325	-1 ↓	7	-41.7% ↓	0.3%	-41.6% ↓	\$346.6	-71.7% ↓
5.	/store.html	1,963	-48 ↓	66	-1.5% ↓	3.36%	0.9% ↑	\$7,523.67	-0.9% ↓
6.	/signin.html	1,886	-323 ↓	109	-27.3% ↓	5.78%	-14.9% ↓	\$14,752.8	0.9% ↑
7.	/google+redesign/new	1,608	-276 ↓	22	-46.3% ↓	1.37%	-37.1% ↓	\$2,794.18	-35.0% ↓
	Grand total	63,061	799 ↑	877	-25.4% ↓	1.39%	-26.4% ↓	\$105,31...	-22.7% ↓

