

ACQUISITION

	Default Channel Grouping	Sessions	Bounce Rate <span>▲</span>
1.	Direct	51,540	46.5%
2.	(Other)	2	50%
3.	Paid Search	9,239	59.62%
4.	Display	2,130	77.93%
5.	Affiliates	150	84%

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New Visitor

Returning Visitor

Channel	New Visitor	Returning Visitor
Direct	36,547	14,993
Paid Search	6,813	2,426
Display	1,653	328
Affiliates	2	0
(Other)	2	0

Users

49.3K

± 1.8%

Sessions

63.1K

± 1.3%

ACTIVATION

Bounce Rate

49.57%

± 3.4%

Pages / Session

3.8

± -8.3%

Avg. Session Duration

00:02:49

± -5.84%

COMPLETION

Clicks

25,444

± -5.6%

Engaged User

4,763

± -12.1%

Registrations

1,940

± 0.9%

CONVERSION RATE

Goal Conversion Rate

15.51%

± -12.3%

Engaged Users

7.55%

± -13.3%

Registrations

3.08%

± -0.4%

RETENTION

VISITORS

Users

49,343

Bounces

31,259

Returning Visitor

New Visitor

Visitor Type	Count of Sessions
Returning Visitor	165
New Visitor	340

REVENUE

Revenue

\$105,310.70

± -22.7%

Transactions

877

± -25.4%

Revenue Per User

\$2.13

± -24.1%

Ecommerce Conversion Rate

1.39%

± -26.4%

Product Revenue per Purchase

\$38.87

± -0.8%

	Product	Quantity
1.	Google Pen White	658
2.	Google Ombre Lime Pen	301
3.	Google Cloud Sticker	238
4.	Google Cloud Biodegradable Pen	232
5.	For Everyone Notebook	179
6.	For Everyone Sticker	174
7.	Google Inspired Red Notebook	171

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REFERRAL

Bounce Rate

49.57%

± 3.4%

Sessions

63.1K

± 1.3%

	Full Referrer	Sessions
1.	(direct)	51,918
2.	google	10,552
3.	bing	436
4.	Partners	150
5.	dfa	3
6.	(not set)	2

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Referrer	Percentage
(direct)	82.2%
google	16.7%
bing	0.7%
Partners	0.2%
dfa	0.0%
(not set)	0.0%

FUNNEL VISUALIZATION

100% (4,763)  
Engaged Users (Goal 2 Completions)

45% (2,138)  
Entered Checkout (Goal 4 Completions)

41% (1,940)  
Registrations (Goal 3 Completions)

20% (939)  
Purchase Completed (Goal 1 Completions)