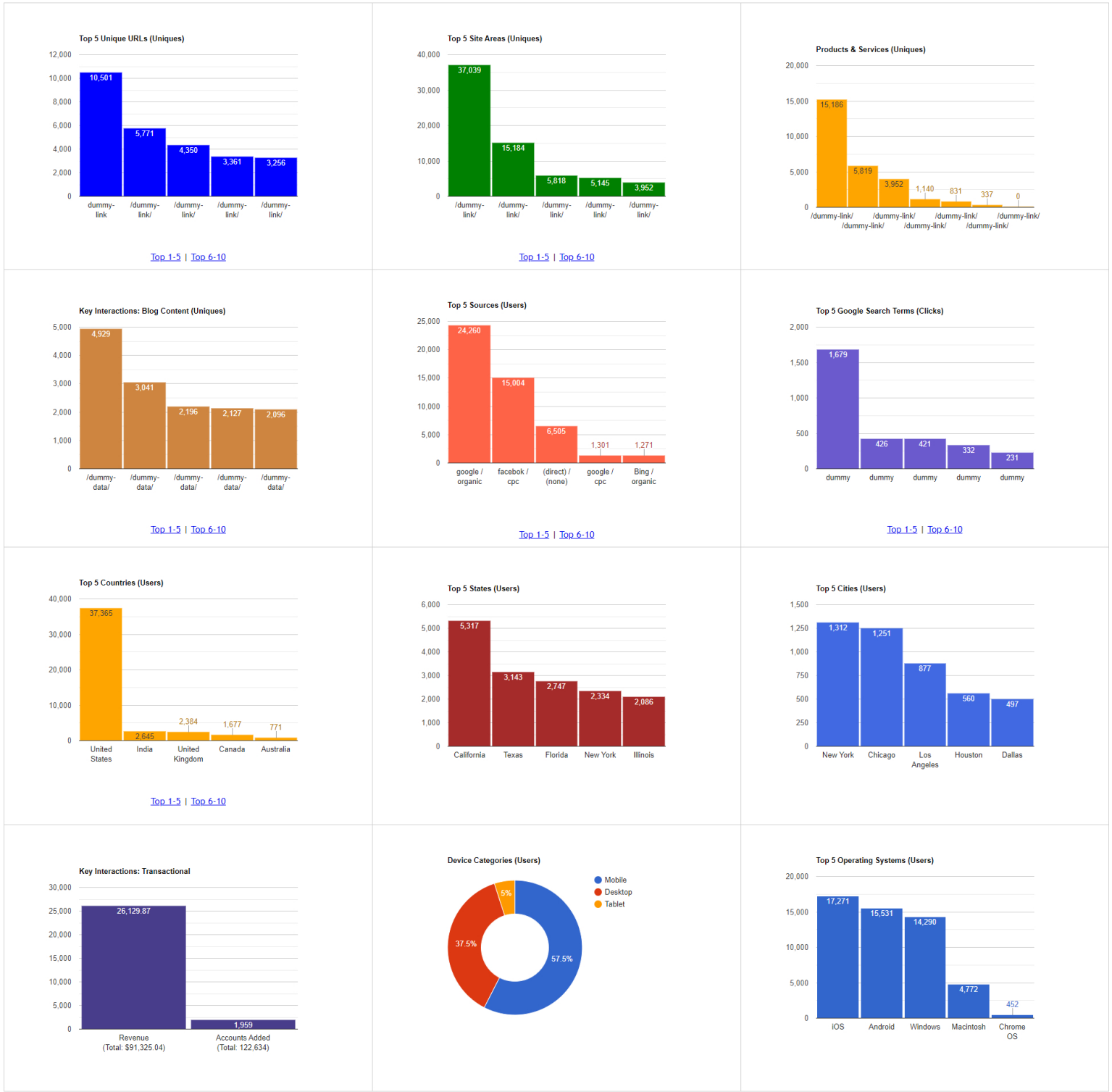
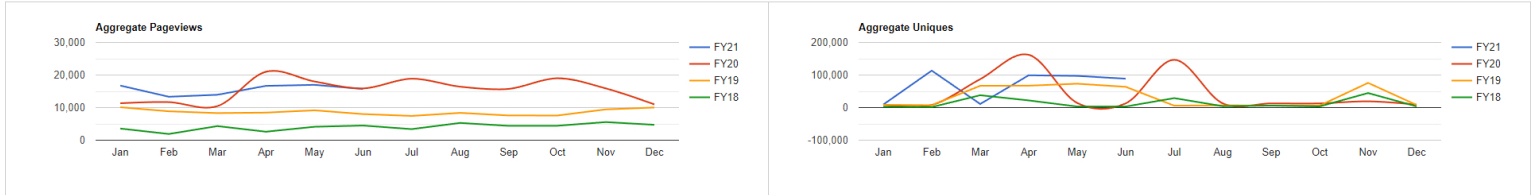


	Pageviews	Uniques
Monthly	This month: 15,722 Last month: 16,989 (-7.46%) This month (last year): 15,880 (-0.99%)	This month: 88,732 Last month: 97,372 (-8.87%) This month (last year): 12,966 (584.34%)
Totals	FY21-to-date: 93,421 FY21 Projected: 186,842 FY20 Actual: 185,326	FY21-to-date: 419,137 FY21 Projected: 838,274 FY20 Actual: 508,127



Although aggregate unique page views decreased, total aggregate pageviews is increasing, suggesting that retargeting is bringing back a lot of views.

However, sales were still down compared to last year (-28%); FY20 has an abnormal pattern, although FY21 more closely follows FY19 and FY18.

Traffic patterns also correlate with sales patterns, including most spreads. Worth noting: FY21 pageviews are beginning to line up with FY20's.

General Key of Descriptions and Clarifications	
(values in parenthesis)	Benchmark value.
FY % Δ and Month % Δ	Percentage change compared to the same period in the last fiscal year or previous month.
Google Search Terms	Measured in clicks, terms people used on Google that led to the website.
Interactions: Content	Key content areas engaged with at the page level (not search/browse pages).
Interactions: Transactional	Key action-oriented activities occurring through the website.
MIP	Main page of a section, excluding subpages (as reported in Analytics).
Net Revenue Flow (\$)	The revenue that flows through the website.
Pageviews vs. Uniques	How many times a page was accessed vs. approximate number of people who accessed it.
Site Areas	Content areas that users interact with the most.
Source	The origin of traffic, as defined by UTM parameters; when undefined, referrer is the source.
SPs	Subpages of a section, excluding the main page (as reported in Analytics).
Unique URLs	The top URLs ranked by their distinctness. Even if URLs are similar they are counted separately.
Uptime	The percentage of time that a website is available to the users over a given period.
<i>Note 1: This document measures the general health of website engagement on www.eyeeque.com and store.eyeeque.com. Although it is robust, it does not cover all digital activities and is designed to provide points for further discussion or discovery; e.g., additional reporting for any in-depth questions.</i>	