

GOOGLE STORE MONTHLY PERFORMANCE

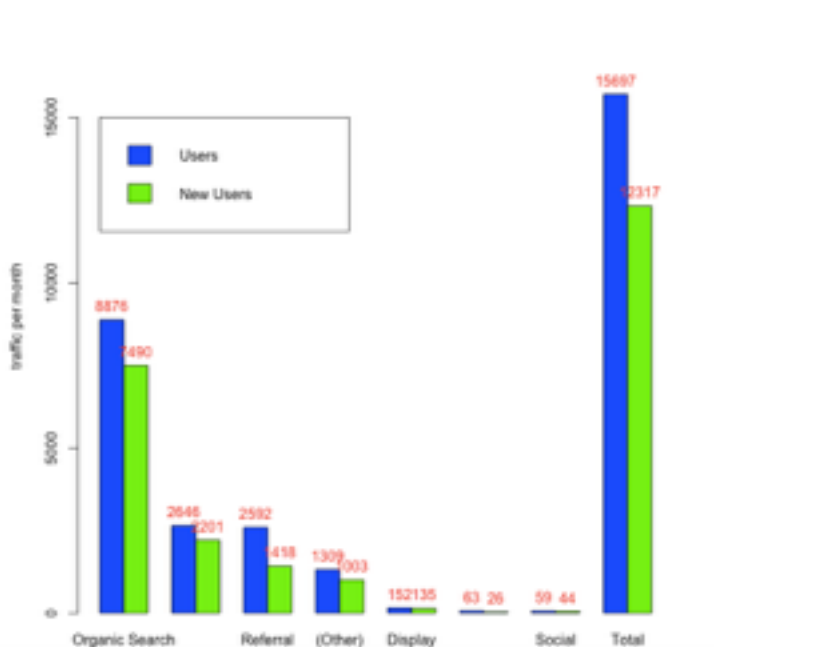
Month	Quarter	Year	Segment
November	All	2018	Online

Website Traffic

MONTHLY WEBSITE TRAFFIC BY CHANNELS

Traffic Channel	Users	New Users	Percentage of New Users
Organic Search	8876	7490	84%
Direct	2646	2201	83%
Referral	2592	1418	55%
(Other)	1309	1003	77%
Display	152	135	89%
Paid Search	63	26	41%
Social	59	44	75%
Total	15697	12317	78%

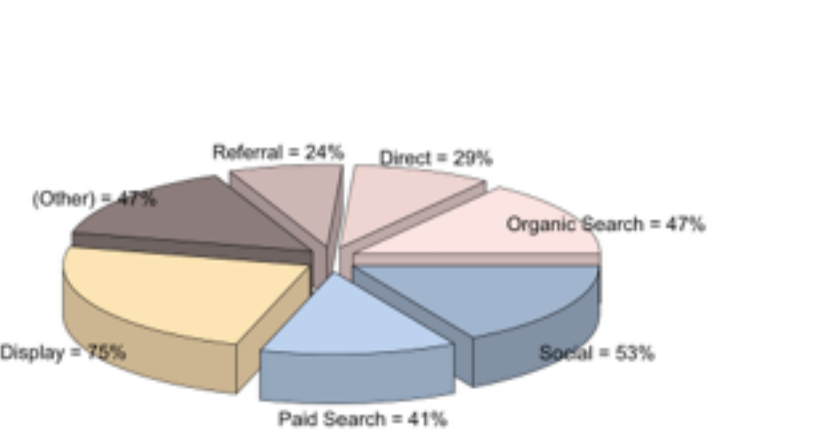
Users vs New Users by channel



Insights: + Organic Search, Direct Search and Display are the most effective channels of generating new users for the website.
+ Consider increasing investment in Social channels (low user base but high new user percentage).
- We should also consider abandoning Paid Search (low user base, low new user percentage) and cutting spending on Referrals(low new user percentage).

Traffic Channel	Bounce Rate	Pages / Session
Organic Search	47.23%	4.04
Direct	28.70%	5.40
Referral	23.58%	6.37
(Other)	47.07%	3.75
Display	75.45%	2.26
Paid Search	40.91%	5.64
Social	53.42%	3.63
Total	40.07%	4.66

Bounce Rate of Each Traffic Source Channel



Insights: + Although Referral is not as ideal in generating new users, it has the lowest bounce rate. This may imply new visitors coming from Referral channels have the highest interest in potentially completing a transaction.
+ Direct traffic might be the most ideal channel in both generating leads and converting website visitors.
- Display channels may have successfully attracted relatively many new visitors but these visitors are irrelevant to our business (as implied from the high bounce rate). We should consider placing our display ads to sites with more relevant audiences.

CONVERSION BY CHANNELS

Traffic Channel	Transactions	Revenues (\$)
Organic Search	28	1702.33
Direct	12	760.68
Referral	0	0.00
(Other)	2	26.98
Display	0	0.00
Paid Search	0	0.00
Social	0	0.00
Total	42	2489.99

Revenues by channels



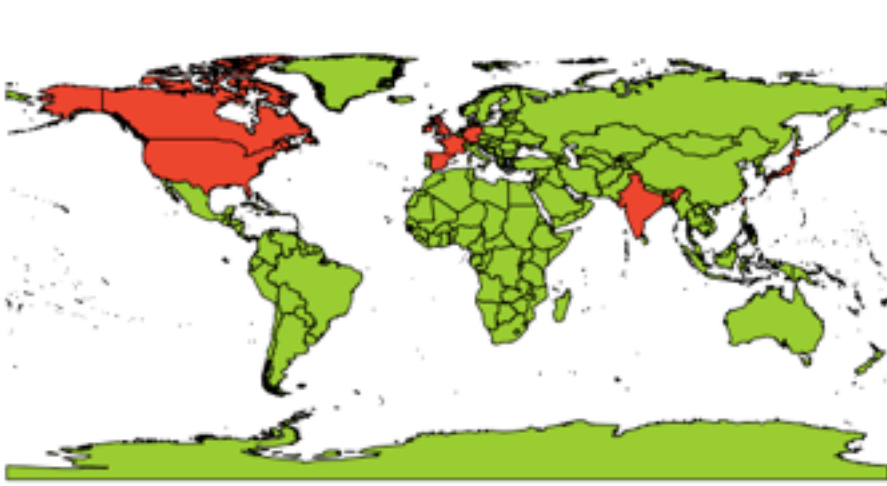
Insights: + Most of our conversions still come from Organic Search and Direct Search (visitors with strong intention to purchase in the first place).
- Visitors coming from Display, Paid Search, Social and Referral channels may be in the Awareness or Consideration phase, consider sending them promotions to stimulate their decision making .

Audience Demographics

USER GEO LOCATION

Country	Users	New Users	Bounce
United States	7736	5857	26.90%
India	853	792	53.17%
United	772	668	53.36%
Canada	532	413	31.18%
Germany	345	307	60.20%
Taiwan	308	259	46.45%
France	285	254	55.40%
Japan	275	236	49.70%
Spain	261	189	57.26%
Ireland	235	214	64.56%

User Location

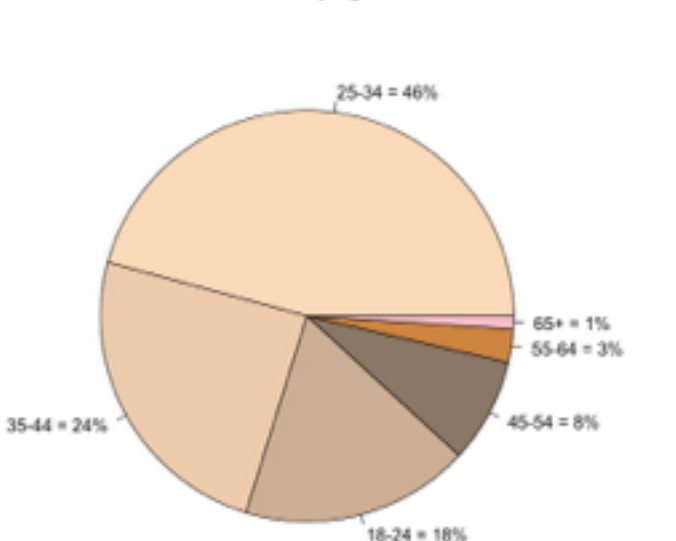


Insights: Visitor Bounce Rate: Europe > Asia > North America

AUDIENCE AGE

Age	Users	New Users	Bounce Rate	Revenue (\$)
18-24	1363	1172	44.78%	0.00
25-34	3480	2771	37.07%	40.45
35-44	1857	1448	34.90%	21.99
45-54	624	520	35.87%	43.98
55-64	199	163	37.82%	0.00
65+	77	69	46.67%	0.00

Users by age

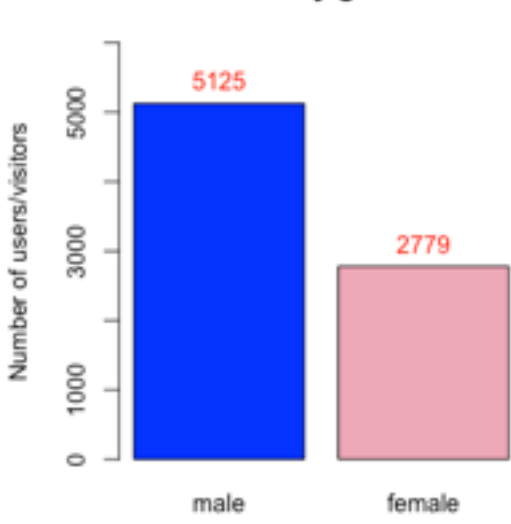


Insights: + Check our target market — should be between the age of 25-54
- Why revenues from the age group 35-44 are only half of the other two target age groups??

AUDIENCE GENDER

Gender	Users	New Users	Bounce Rate	Revenue
male	5125	4139	36.96%	84.43
female	2779	2270	40.15%	21.99
Total	7904	6409	38.11%	106.42

Users by gender



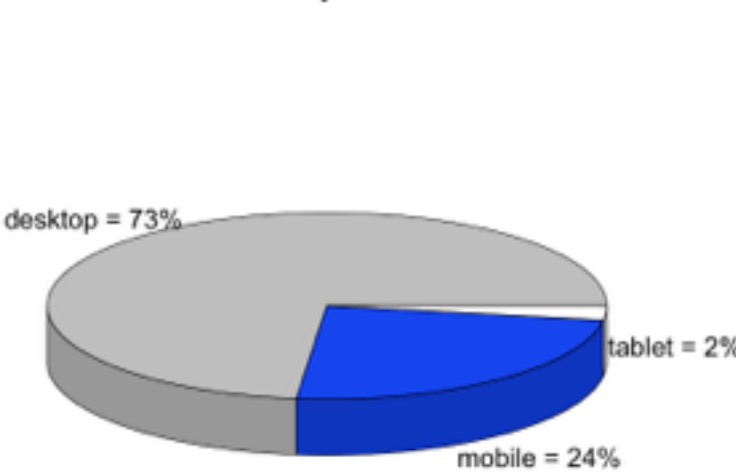
Insights: Our customers are mostly male, consider marketing opportunities in the female target market.

User Behavior - Devices

USER BY DEVICES

Device Category	Users	New Users	Bounce Rate	Ecommerce Conversion Rate
desktop	10975	8675	37.67%	0.12%
mobile	3633	3304	47.33%	0.37%
tablet	373	338	45.73%	2.08%

Traffic by devices



Insights: + Only 2% visitors use tablets to access our website but they are the most likely to convert.
- Mobile has the highest bounce rate, consider user interface optimization for mobile devices.

MOBILE DIVCE BREAKDOWN

Mobile Device Info	Users	Bounce Rate	Revenue
Apple iPhone	1594	48.07%	760.91
Apple iPad	249	45.70%	487.12
Google Pixel 2 XL	129	41.14%	0.00
Google Pixel 2	120	50.91%	0.00
Google Pixel 3 XL	106	39.33%	0.00
Google Pixel 3	59	36.11%	0.00
Samsung SM-G950F Galaxy S8	53	49.18%	0.00
Google Pixel	44	23.40%	0.00
Samsung SM-G955U Galaxy S8+	32	40.54%	0.00

Users vs New Users by mobile devices



Insights: + Every Apple iPad user generates about \$1.95 revenue while every iPhone user only generates \$0.48
- Need to improve user interface for Google Pixel 2