



# The Look eCommerce Web Events Overview

Apr 1, 2024 - Apr 30, 2024

Sessions  
19.1K

↑ 12.0%

Purchases  
11.0K

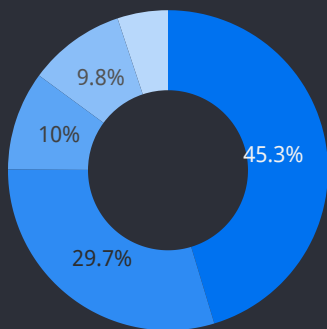
↑ 22.1%

Conversion Rate  
57.68%

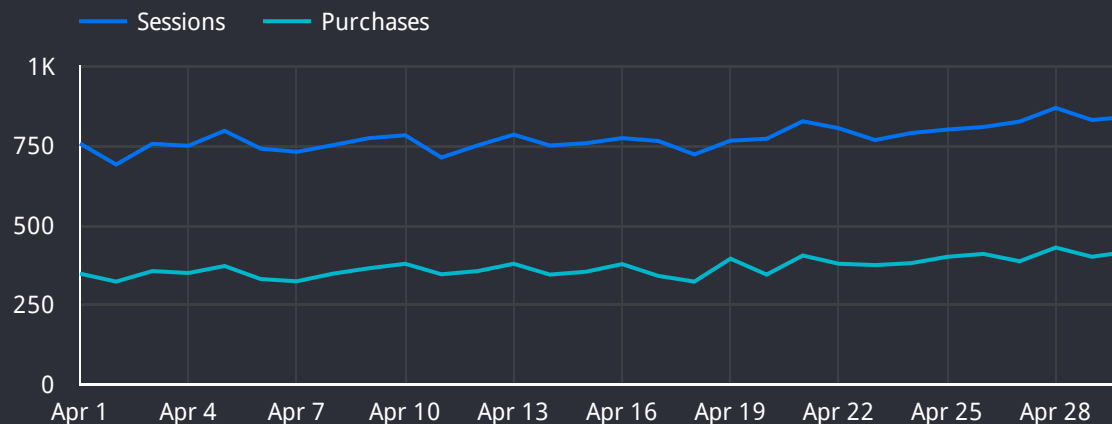
↑ 9.1%

Cart Abandoned Rate  
25.6%

↓ -16.1%



Email Adwords Facebook YouTube Organic



## Traffic Source

Conversion Rate ▾

Email	58.35
Facebook	57.75
Adwords	57.22
YouTube	56.82
Organic	55.93

