

Order Metrics

Orders Completed

452

↑ 10.0

Conversion Rate

2.19%

↓ -1.1%

Cost Per Order

\$5.43

↑ 8.3%

Site Visitors

17K

↑ 2.0%

Blended ROAS

2,408.38%

↓ -6.1%

Total Orders Value

\$59,105.86

↑ 4.0%

Orders by Traffic Channel

Traffic channel	Sessions	Transactions	Revenue
Direct	18.7K	418	\$53,613.56
Paid Search	1.7K	34	\$5,492.3
Display	200	0	\$0
Affiliates	38	0	\$0
(Other)	3	0	\$0
Grand total	20.7K	452	\$59,105.86

1 - 5 / 5 < >

General Metrics

Avg. Order Value

\$130.77

↑ \$2.23

Ad Spend

\$2,454.17

↑ 10.8%

Repeat Visitors

3,544 21%

↑ 7.4% ↑ 5%

New Visitors

13,21 64%

↑ 1% ↓ -3%

Avg. Visitor Value

\$3.53

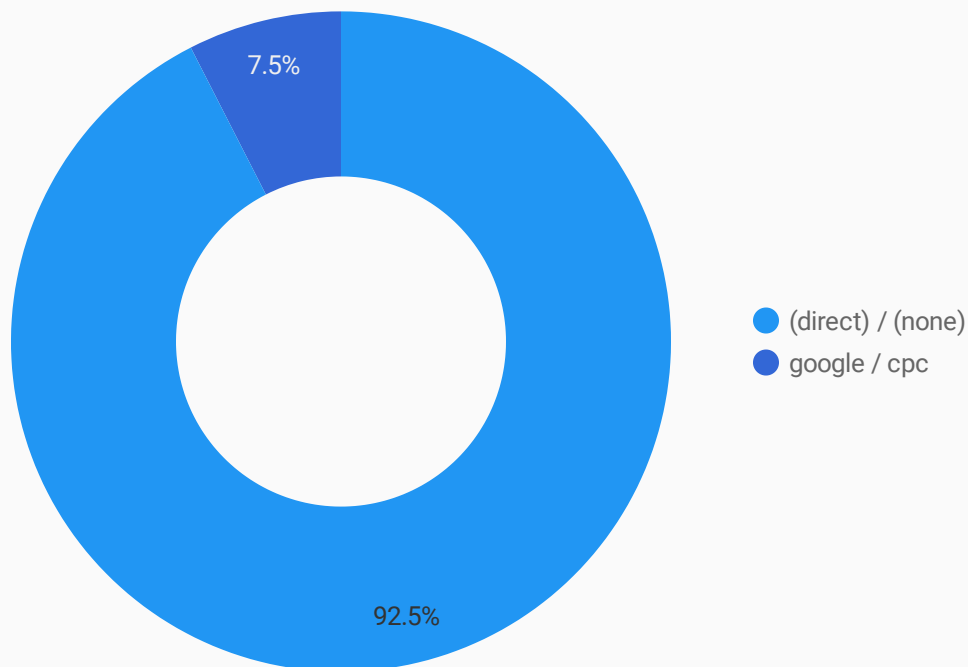
↑ 2.0%

Avg. Session Duration

03:29

↑ 3.6%

Completed Orders



Order Value & Conversion Rate

Medium	Revenue	Conversion rate
(none)	\$53,613.56	22.27%
cpc	\$5,492.3	17.7%
(not set)	\$0	0%
cpm	\$0	0%
affiliate	\$0	0%

Website Pages

Landing Page	Entrances	Pageviews	Bounce Rate	Page Value	Avg. Session Duration	Conversion rate	Orders
/topsellers/home	1	4	0%	\$0	00:06:24	0%	0
/storeitem.html	1	34	0%	\$0	00:22:13	400%	4
/store.html/quickview	11	135	0%	\$0	00:05:24	54.55%	6
/store.html	505	3,553	41.78%	\$21.22	00:04:05	32.67%	165
/store-policies/terms-of-use/home	1	2	0%	\$0	00:07:59	0%	0
/store-policies/sustainability/home	7	13	57.14%	\$0	00:00:30	0%	0
/store-policies/shipping-information/home	33	83	48.48%	\$0	00:01:27	12.12%	4
/store-policies/return-policy/home	23	29	91.3%	\$0	00:00:05	0%	0
/store-policies/frequently-asked-questions/home	273	414	78.75%	\$0	00:01:12	2.2%	6

1 - 10 / 290 < >

Traffic Sources

Source / Medium	Sessions	% Δ	Conversion rate	% Δ	Orders	% Δ
google / cpc	1,831	-15.4% ↓	18.24%	44.6% ↑	334	22.3% ↑
dfa / cpm	4	0.0%	0%	-	0	-
bing / cpc	79	-6.0% ↓	5.06%	-67.3% ↓	4	-69.2% ↓
Partners / affiliate	38	22.6% ↑	0%	-	0	-
(not set) / (not set)	3	200.0% ↑	0%	-	0	-
(direct) / (none)	18,729	5.7% ↑	22.27%	-4.6% ↓	4,171	0.9% ↑

1 - 6 / 6 < >

Traffic Major KPIs Dynamics

Nov 16, 2022 - Nov 22, 2022

Impressions
79,738
↓ -78.3%

Cost per Order
\$0.49
↑ 8.6%

Cost
\$2,454.17
↑ 10.8%

Clicks
2,572
↓ -7.7%

CTR
3.23%
↑ 324.2%

ROAS
2,408.38%
↓ -6.1%

CPC
\$0.95
↑ 20.1%

RPC
\$22.98
↑ 12.8%

Avg. Time on Page
00:00:53
↑ 3.8%

Conversion rate
21.80%
↓ -1.4%

Impressions
79,738
↓ -78.3%

Orders
4.5K
↑ 2.0%

Campaign

Default Channel Grouping

Campaign

Last Week leads

Orders
4.5K
↓ -2.3%

Last Week Cost

Cost
\$2.28K
↑ 0.6%

Last Week Conversion Rate

Conversion rate
21.6%
↓ -1.0%

Last Month

Orders
17.9K
↓ -18.7%

Last Month Cost

Cost
\$9.76K
↑ 3.3%

Last Month

Conversion rate
22.2%
↓ -17.7%

Last Quarter

Orders
60.1K
↑ 3.5%

Last quarter Cost

Cost
\$31.27K
↓ -30.7%

Last Quarter

Conversion rate
25.1%
↑ 17.0%

Last 30 Days

Orders
20.8K
↓ -9.7%

Last 30 Days

Cost
\$9.51K
↓ -10.8%

Last 30 Days

Conversion rate
23.5%
↓ -11.0%

Last 7 Days

Orders
4.5K
↑ 2.0%

Last 7 Days

Cost
\$2.45K
↑ 10.8%

Last 7 Days

Conversion rate
21.8%
↓ -1.4%

Users **16,761** ↑ 2.0%

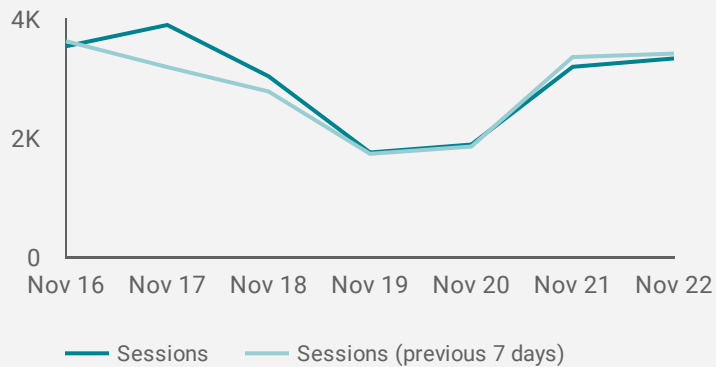
Sessions **20,684** ↑ 3.4%

Pageviews **101,410** ↑ 3.3%

Bounce Rate **42.4%** ↓ -3.2%

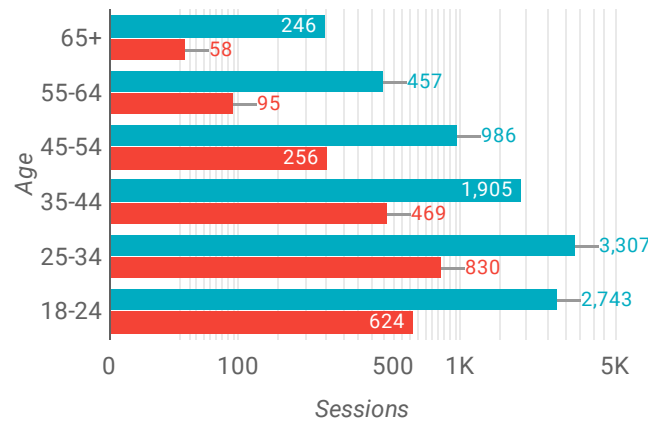
How are site sessions trending?

Last 30 days vs. previous period



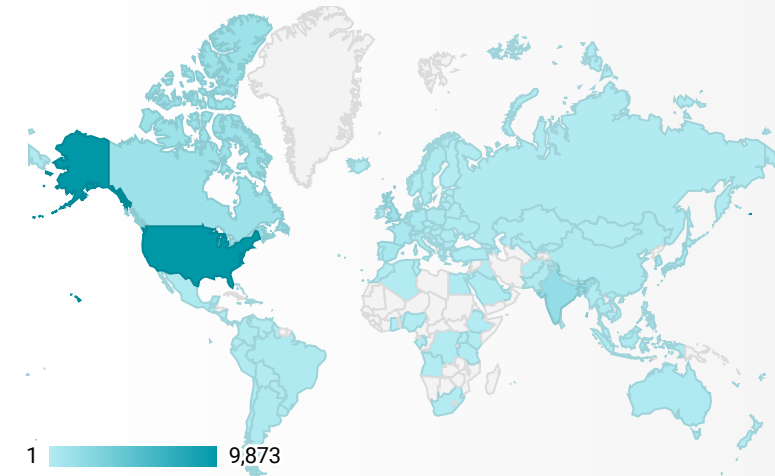
Page Views & Order Engagement by Age & Gender

Showing the number of users and orders



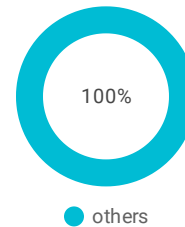
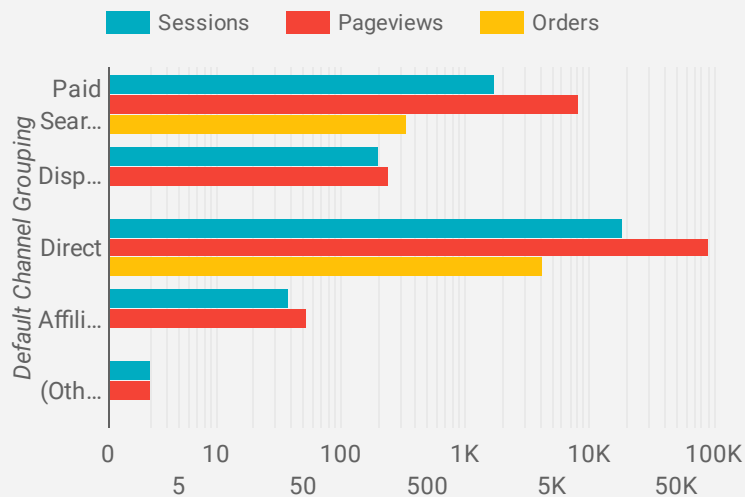
What are the top countries by sessions?

Sessions over the last 30 days



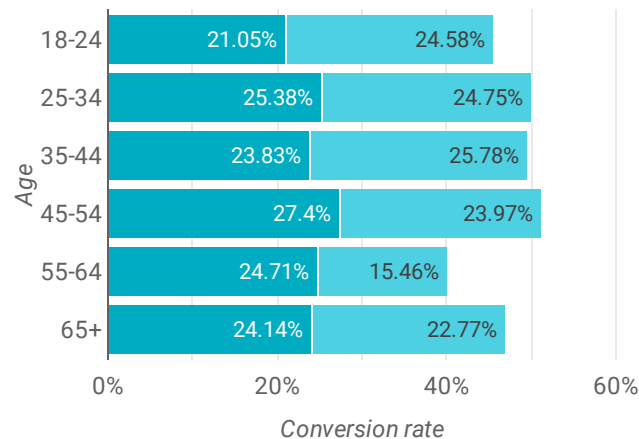
Which channels are driving engagement?

Goal: Completed Orders



Conversion Rate by Age & Gender

Showing the number of users



City	Sessions	Pageviews	Orders
1. Zwolle	10		0
2. Zwijndrecht	1		0
3. Zwickau	1		0
4. Zurich	54		10
5. Zug	1		0
6. Zottegem	1		0
7. Zolotonosha	1		0
8. Zoetermeer	1		0
9. Zilina	1		0
10. Zielona Gora	3		1
11. Zhongshan	2		0
12. Zhongli District	4		0
13. Zephyrhills	1		0

Sessions
20,684

↑ 3.4%

Bounce Rate
42.40%

↓ -3.2%

Number of Sessions per User
1.23

↑ 1.4%

Bounces
8,770

↑ 0.2%

Avg. Session Duration
00:03:29

↑ 3.6%

Hits
114,106

↑ 3.3%

Avg. order value
No data

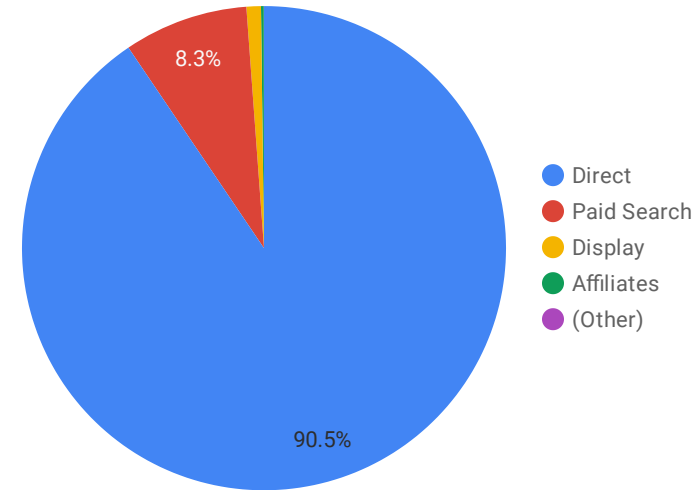
No data

Hits
114,106

↑ 3.3%

Total session duration
1205:08:40

Visitors by traffic channel



Default Ch...

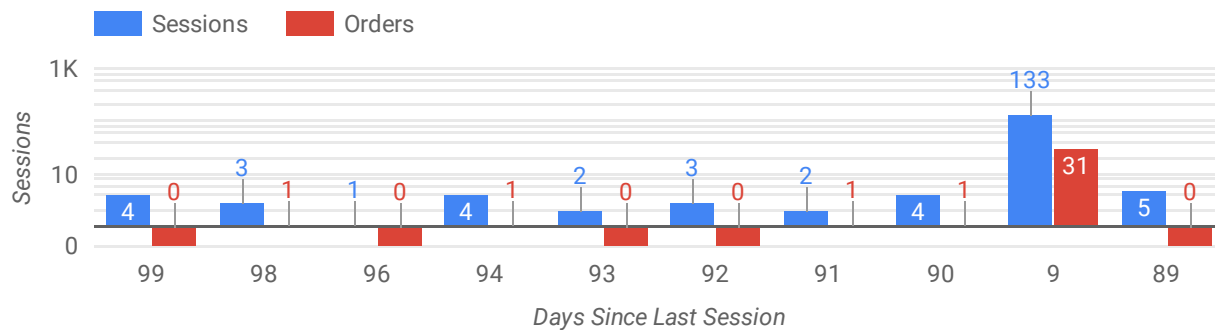
Campaign

Days Sinc...

Count of ...

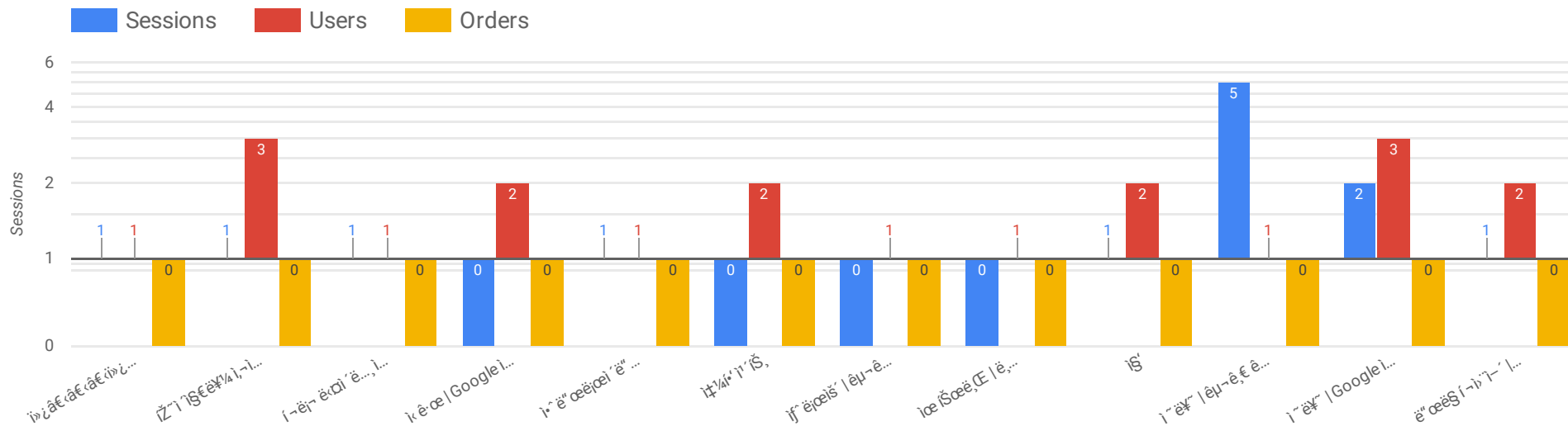
Landing Page	Sessions	Bounce Rate	Hits	Bounces	Avg. Session Duration	Session Duration	Orders	Conversion Rate
/topsellers/home	1	0%	4	0	00:06:24	00:06:24	0	0%
/storeitem.html	1	0%	37	0	00:22:13	00:22:13	4	400%
/store.html/quickview	11	0%	172	0	00:05:24	00:59:24	6	54.55%
/store.html	505	41.78%	4,067	211	00:04:05	34:25:29	165	32.67%
/store-policies/terms-of-use/home	1	0%	2	0	00:07:59	00:07:59	0	0%
/store-policies/sustainability/home	7	57.14%	13	4	00:00:30	00:03:35	0	0%
/store-policies/shipping-information/home	33	48.48%	84	16	00:01:27	00:48:02	4	12.12%
/store-policies/return-policy/home	23	91.3%	29	21	00:00:05	00:02:14	0	0%
/store-policies/frequently-asked-questions/home	273	78.75%	437	215	00:01:12	05:32:06	6	2.2%

1 - 10 / 290



Top Content by Pages

Nov 16, 2022 - Nov 22, 2022



Default Ch... ▾

Count of ... ▾

Days Sinc... ▾

Campaign ▾

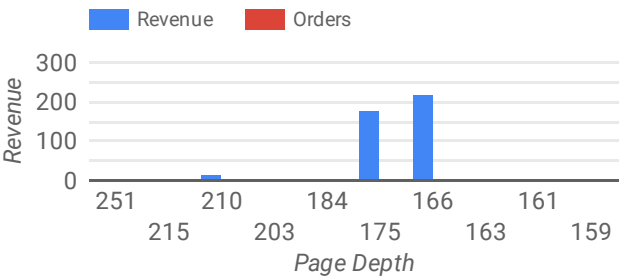
Page Title	Avg. Time on Page	Sessions ▾	Avg. Session Duration	Bounce Rate	Number of Sessions per User	% Exit	Orders	Conv. rate	Per session revenue
Home	00:01:24	8,000	00:03:29	41.26%	0.88	32.95%	122	1.53%	\$0
Google Online Store	00:01:53	2,421	00:02:00	62.91%	0.94	60.85%	10	0.41%	\$0
Men's / Unisex Apparel Google Merchandise Store	00:00:41	1,131	00:04:20	30.95%	0.37	15.16%	210	18.57%	\$0
Apparel Google Merchandise Store	00:00:58	1,025	00:03:15	51.8%	0.5	25.03%	78	7.61%	\$0
The Google Merchandise Store - Log In	00:00:29	740	00:06:07	14.19%	0.31	9.01%	805	108.78%	\$0
New Google Merchandise Store	00:01:08	698	00:04:07	39.26%	0.32	22.98%	104	14.9%	\$0
YouTube Shop by Brand Google Merchandise Store	00:00:45	644	00:01:52	46.89%	0.55	28.27%	34	5.28%	\$0
Shopping Cart	00:00:41	604	00:05:42	26.99%	0.24	8.87%	343	56.79%	\$0
Google Shop by Brand Google Merchandise Store	00:01:08	566	00:03:59	29.86%	0.52	18.46%	30	5.3%	\$0
Drinkware Lifestyle Google Merchandise Store	00:00:52	375	00:04:24	37.33%	0.25	17.54%	93	24.8%	\$0
Womens Apparel Google Merchandise Store	00:00:44	363	00:05:06	23.97%	0.28	13.16%	102	28.1%	\$0
Bags Lifestyle Google Merchandise Store	00:00:57	354	00:02:49	37.85%	0.25	20.3%	55	15.54%	\$0
Men's T-Shirts Apparel Google Merchandise Store	00:00:59	284	00:03:07	36.62%	0.93	30.94%	0	0%	\$0
Store search results	00:00:43	283	00:02:56	34.98%	0.23	16.84%	98	34.63%	\$0
Frequently Asked Questions	00:02:44	270	00:01:05	79.26%	0.59	56.38%	5	1.85%	\$0

On-Site Visitors Paths

Nov 16, 2022 - Nov 22, 2022

Page Value \$13.39 ↑ 1.9%	% Exit 20.40% ↑ 0.1%	Exits 20.7K ↑ 3.4%	Bounce Rate 42.40% ↓ -3.2%	Unique Pageviews 68.1K ↑ 3.1%	Avg. Time on Page 00:00:53 ↑ 3.8%	Pages / Session 4.9 ↓ -0.1%
Pages / Session 4.9 ↓ -0.1%	Bounces 8,770 ↑ 0.2%	Pageviews 101.4K ↑ 3.3%	% Exit 20.40% ↑ 0.1%	Entrances 20.7K ↑ 3.4%	Entrances / Pageviews 20.40% ↑ 0.1%	Time on Page 1205:04:25 ↑ 7.2%

- Default Chann...
- Campaign
- User Type
- Page



Page Title	Pageviews	Orders	% Exit	Revenue
Home	14.8K	122	32.95%	\$0
Shopping Cart	10.7K	343	8.87%	\$0
Men's / Unisex Apparel Google Merchandise Store	8.9K	210	15.16%	\$0
New Google Merchandise Store	4.8K	104	22.98%	\$0
The Google Merchandise Store - Log In	4.2K	805	9.01%	\$0
Apparel Google Merchandise Store	4.1K	78	25.03%	\$0
Store search results	3.7K	98	16.84%	\$0
Drinkware Lifestyle Google Merchandise Store	3.4K	93	17.54%	\$0
Womens Apparel Google Merchandise Store	3.4K	102	13.16%	\$0
Google Online Store	3.3K	10	60.85%	\$0

Previous Page Path	Sessions	Orders	Revenue
/yourinfo.html	0	68	\$0
/wishlist.html	0	4	\$0
/store.html/quickview	0	49	\$0
/store.html	0	192	\$0
/store-policies/terms-of-use/home	0	1	\$0
/store-policies/sustainability/home	0	1	\$0
/store-policies/shipping-information/home	0	4	\$0

Landing Page	Sessions	Orders	% Exit	Revenue	Conv. rate
/topsellers/home	1	0	25%	\$0	0%
/storeitem.html	1	4	2.94%	\$0	400%
/store.html/quickview	11	6	8.15%	\$0	54.55%
/store.html	505	165	14.21%	\$3.24K	32.67%
/store-policies/terms-of-use/home	1	0	50%	\$0	0%
/store-policies/sustainability/home	7	0	53.85%	\$0	0%
/store-policies/shipping-information/home	33	4	39.76%	\$0	12.12%

Conversions

User Type ▼

Nov 16, 2022 - Nov 22, 2022 ▼

Avg. order value
No data
No data

Conversion rate
21.80%
↓ -1.4%

Orders
4,509
↑ 2.0%

Cost per order
\$0.54
↑ 8.6%

Page Value
\$13.39
↑ 1.9%

Newsletter subscriptions
725
↓ -4.2%

Subscription rate
3.51%
↓ -7.4%

Abandoned Funnels
2,592
↑ 6.9%

Default Channel... ▼

Campaign ▼

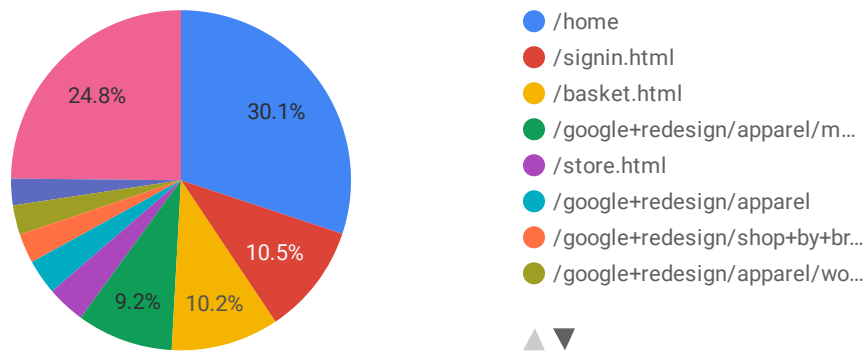
Session Durat... ▼

Days Since La... ▼

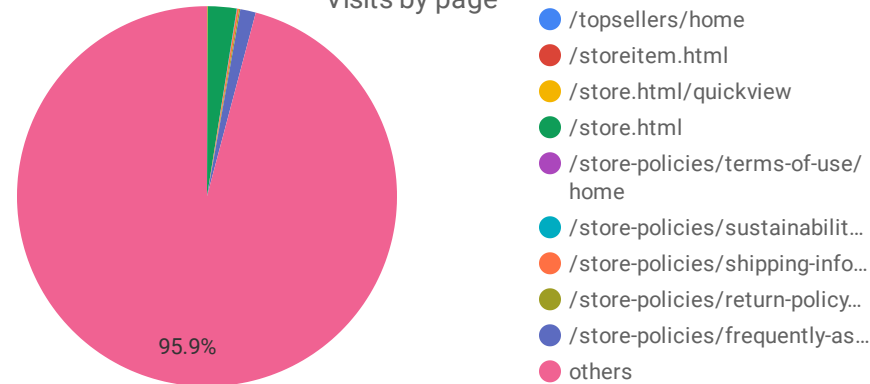
Device Category ▼

City ▼

Conversions by page



Visits by page



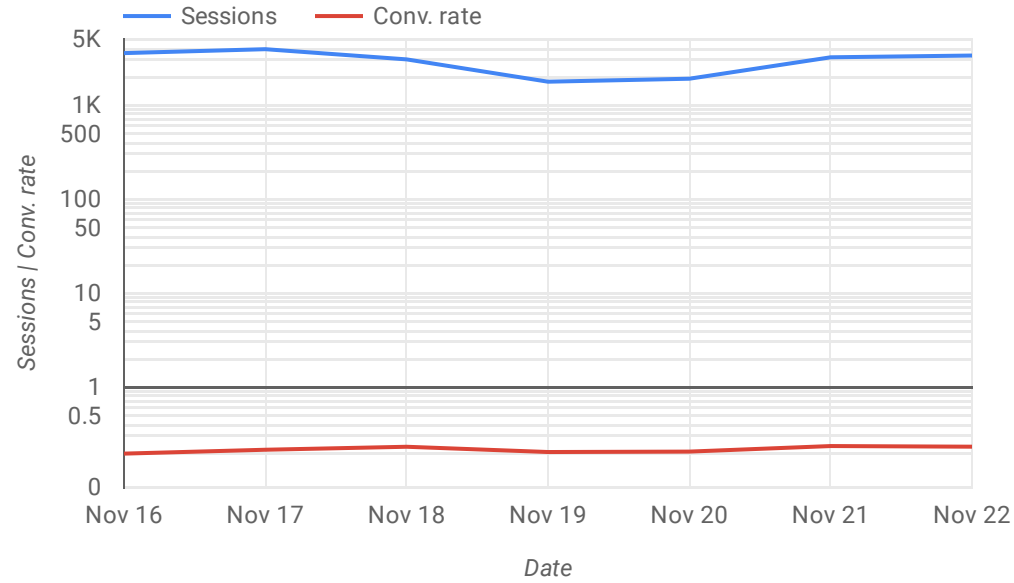
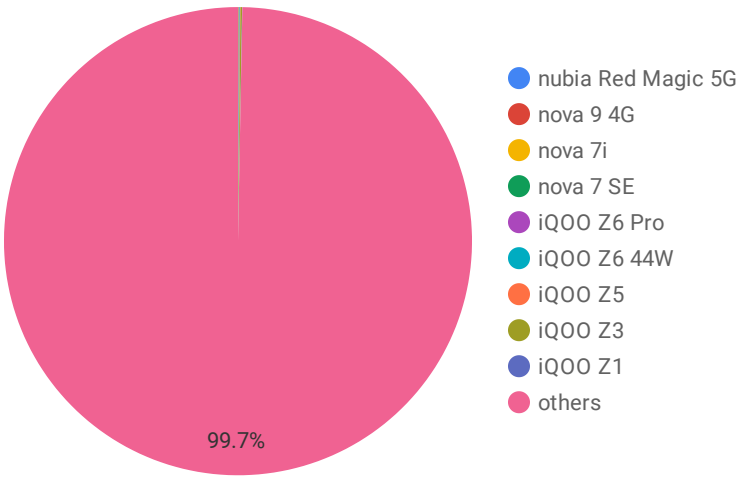
Campaign ▼	Sessions	Completed orders	Total revenue	Cost per order	Conv. rate	Order starts	Order avg. val...
MSFT - Product Categories	14	1	\$0	\$0	7.14%	1	\$0
MSFT - Brand	65	3	\$0	\$0	4.62%	6	\$0
Data Share Promo	38	0	\$0	\$0	0%	1	\$0
(not set)	18,826	4,176	\$53,994.36	\$0	22.18%	6,605	\$0
Test	306	31	\$257	\$14.87	10.13%	49	\$0

1 - 10 / 24 ◀ ▶

Traffic source ▼	Sessions	Orders	Total revenue	Conversion Rate	Avg. Order Value
google	1,779	331	\$5,411.5	18.61%	\$163.98
dfa	4	0	\$0	0%	\$0
bing	79	4	\$0	5.06%	\$0
Partners	38	0	\$0	0%	\$0
(not set)	3	0	\$0	0%	\$0
(direct)	18,781	4,174	\$53,694.36	22.22%	\$128.15

1 - 6 / 6 ◀ ▶

Visits by mobile device



- Default Chann...
- Count of Ses...
- Days Since L...
- Session Dura...
- Campaign

Mobile Device Info	Mobile Device Branding	Mobile Device Model	Screen Resolution	Sessions	Conv. rate	Avg. Session Duration	Orders	Bounce Rate
itel W5504 P33	itel	W5504	360x720	1	100%	00:16:11	1	0%
itel A661LA49	itel	A661L	360x806	1	0%	00:01:17	0	0%
iQOO I2202 Neo 6 5G	iQOO	I2202	521x1157	1	0%	00:00:00	0	100%
Zonko K118	Zonko	K118	962x601	1	0%	00:00:00	0	100%
ZTE NX659J nubia Red Magic 5G	ZTE	NX659J	360x780	1	0%	00:00:00	0	100%
ZTE NX619J Nubia Red Magic Mars	ZTE	NX619J	360x720	1	0%	00:00:00	0	100%
ZTE A103ZT Libero 5G II	ZTE	A103ZT	360x800	1	0%	00:00:41	0	0%
ZOJI Z33	ZOJI	Z33	412x915	1	0%	00:00:00	0	100%
Xiaomi Redmi Y3	Xiaomi	Redmi Y3	360x760	1	0%	00:00:00	0	100%
Xiaomi Redmi Note 9S	Xiaomi	Redmi Note 9S	393x873	3	0%	00:01:24	0	0%

Total Events
11,883
↑ 3.9%

Per Session Value
\$2.86
↑ 0.6%

Unique Events
6.7K
↑ 4.5%

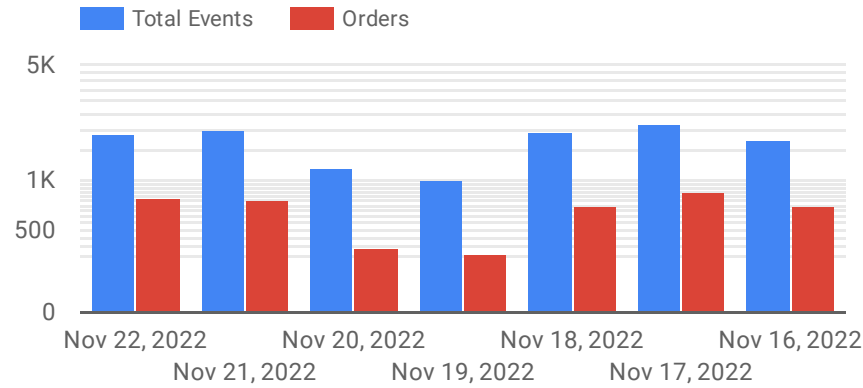
Sessions with Event
4,900
↑ 3.3%

Events / Session with Event
2.43
↑ 0.6%

Sessions with Event
4,900
↑ 3.3%

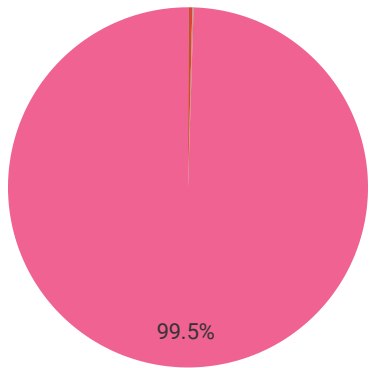
Avg. event value
0
N/A

Total Events



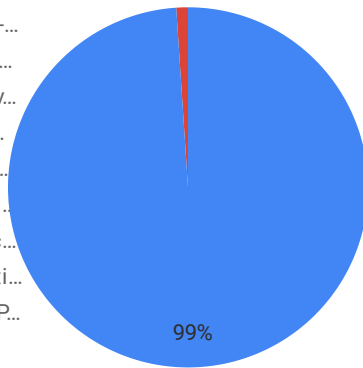
- Default Channel...
- Campaign
- Days Since La...
- Count of Sessi...
- Event Action

event label



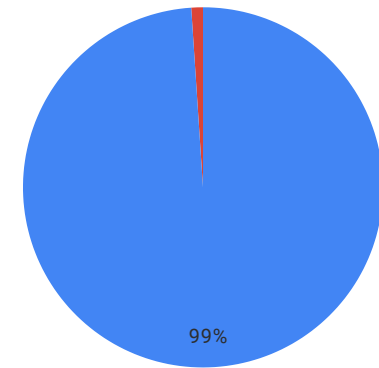
- Young Stan Goes Ice-...
- YouTube Toddler Tee...
- YouTube Tie-Dye Wov...
- YouTube Shadow Tu...
- YouTube Metal Loop...
- YouTube Kids Sprinkl...
- YouTube Kids Charac...
- YouTube Keyboard Sti...
- YouTube Iconic Play P...
- others

event action



- Quickview Click
- Onsite Click

event category



- Enhanced Ecommerce
- Contact Us

Event Label	Sessions
Young Stan Goes Ice-Skating	4
YouTube Toddler Tee Black	25
YouTube Tie-Dye Woven S...	3
YouTube Shadow Tumbler	1
YouTube Metal Loop Bottle	1
YouTube Kids Sprinkle Toa...	1
YouTube Kids Character Sti...	5
YouTube Keyboard Sticker	1
YouTube Iconic Play Pin	1

Event Category	Sessions
Enhanced Ecommerce	4,861
Contact Us	64

Event Action	Sessions
Quickview Click	4,861
Onsite Click	64

Event Action	Event Label	Event Category	Sessions
Quickview Click	Android Lar...	Enhanced Ecommerce	5
Quickview Click	Super G Ta...	Enhanced Ecommerce	80
Quickview Click	Google Blu...	Enhanced Ecommerce	13
Quickview Click	Chrome Di...	Enhanced Ecommerce	5
Quickview Click	Google Me...	Enhanced Ecommerce	1
Quickview Click	Google Sof...	Enhanced Ecommerce	1
Quickview Click	Google Ca...	Enhanced Ecommerce	6
Quickview Click	GFiber Stic...	Enhanced Ecommerce	52
Quickview Click	Google Chi...	Enhanced Ecommerce	7

Conversion rate by site search term distribution

Results Pageviews / Search
No data
No data

Search Refinements
No data
No data

% Sessions with Search
0.00%
N/A

Sessions
20,684
↑ 3.4%

Sessions with Search
No data
No data

% Search Exits
No data
No data

Total Unique Searches
No data
No data

Results Pageviews
No data
No data

No data

Results Pageviews / Search
No data
No data

Search Exits
No data
No data

Search Depth
No data
No data

Goal Completions
4,509
↑ 2.0%

Avg. Search Depth
No data
No data

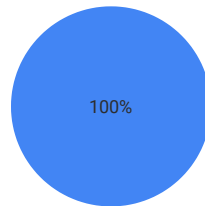
% Search Exits
No data
No data

% Search Refinements
No data
No data

Time after Search
No data
No data

Sessions by destination search page

No data



● Visits Without Site Search

No data

Default C...

User Type

Count of...

Days Sin...

Session ...

Campaign

Search Term	Destination Page	Search Destination Page	Start Page	Site Search Status	Refined Keyword	Sessions	Bounce Rate	Total Value	Avg. Search Depth	Goal Completions
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No data

Device Category	Sessions	Avg. Session Duration	Per Session Value	Total Value	Orders	% Exit	Conv. rate
tablet	368	00:01:27	\$0.06	\$22.5	25	42.64%	6.79%
mobile	4,990	00:02:04	\$0.38	\$1,874.7	579	27.97%	11.6%
desktop	15,326	00:04:00	\$3.73	\$57,208.66	3,905	18.53%	25.48%

User Type

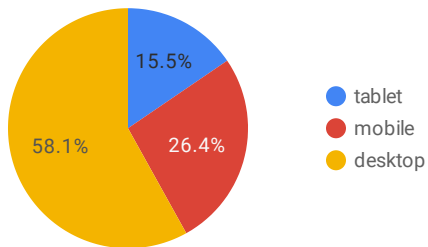
Mobile Dev...

Default Chan...

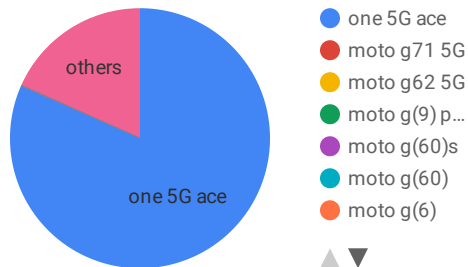
Campaign

Device Cat...

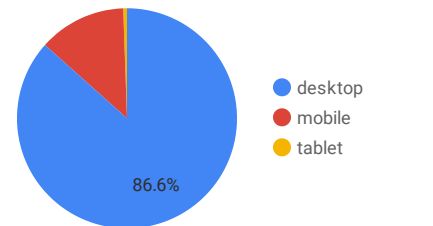
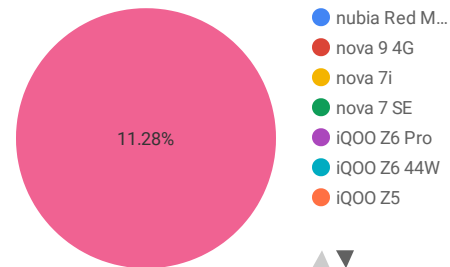
Device Category Conversion Rate



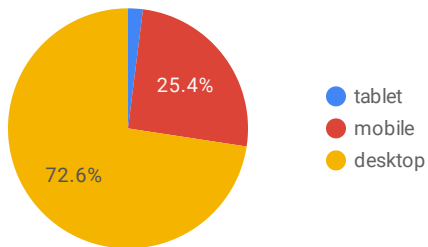
Device Category Conversion Rate



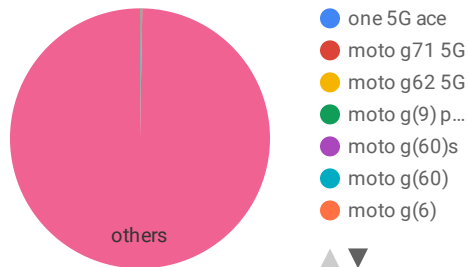
Conv. Rate by Mobile Device Name



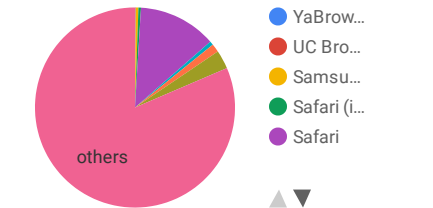
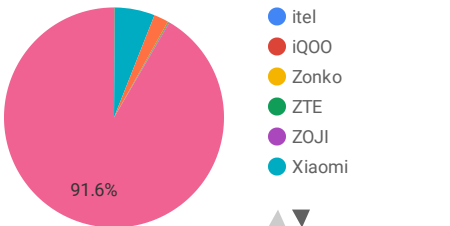
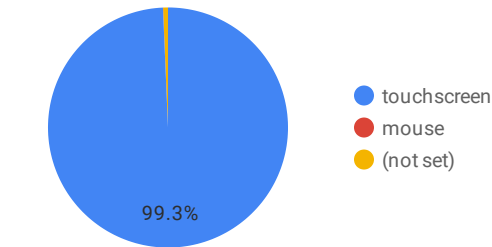
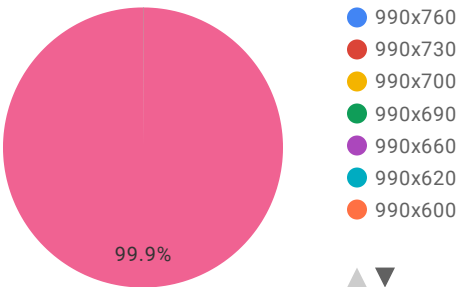
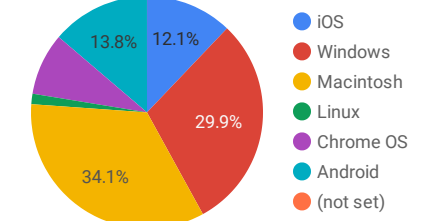
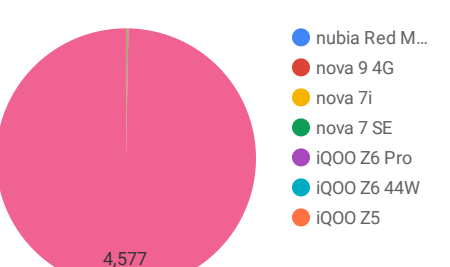
Sessions by Device Category Users



Sessions by Device Category Users



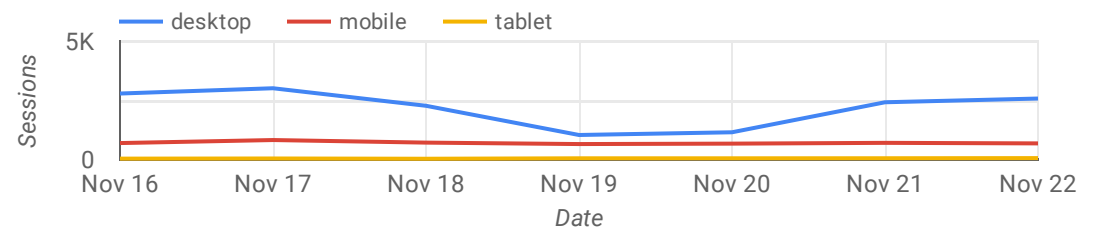
Visits by Mobile Device Name

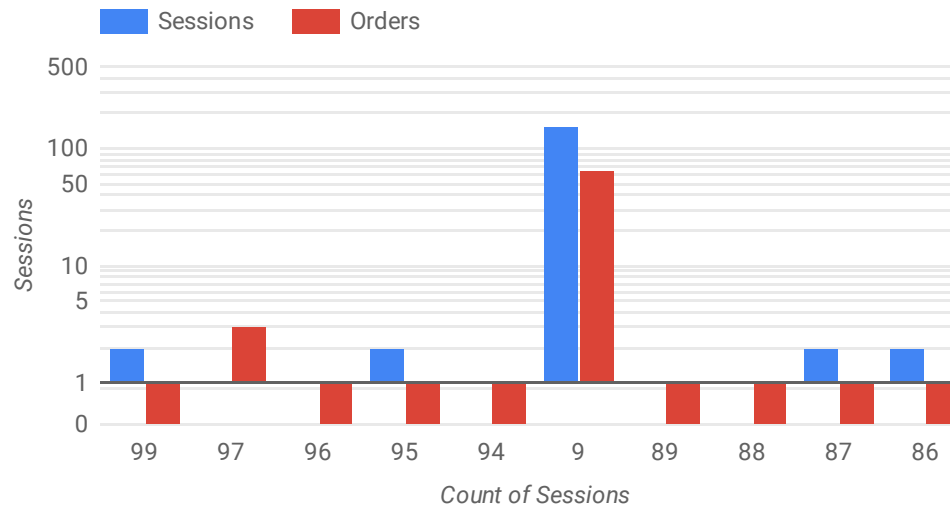
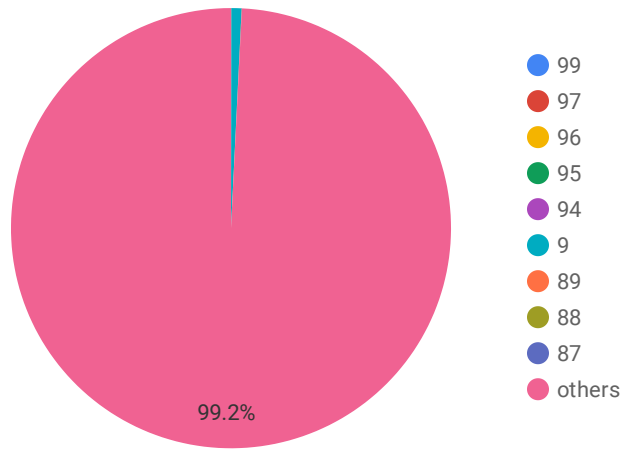


Sessions
20,684
↑ 3.4%

Conversion rate
21.80%
↓ -1.4%

Orders
4,509
↑ 2.0%

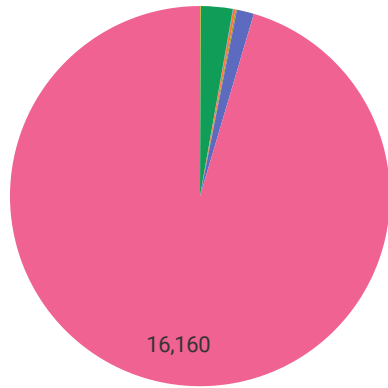




- Default Chan... ▾
- User Type ▾
- Count of S... ▾
- Days Since ... ▾
- Session Du... ▾

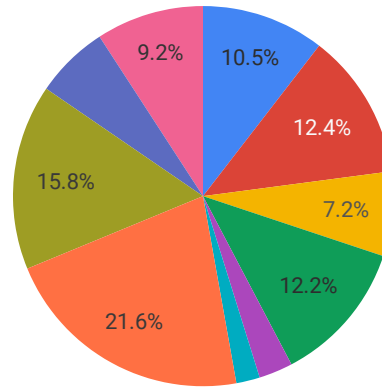
Count of Sessions ▾	Sessions	Avg. Session Duration	Orders	Revenue	% Exit	Conversion rate
99	2	00:00:40	0	\$0	33.33%	0%
97	1	00:10:09	3	\$0	9.09%	300%
96	1	00:00:06	0	\$0	33.33%	0%
95	2	00:00:06	0	\$0	40%	0%
94	1	00:02:11	0	\$0	10%	0%
9	153	00:07:01	64	\$1,282.2	13.24%	41.83%
89	1	00:00:19	0	\$0	25%	0%
88	1	00:01:12	0	\$0	33.33%	0%
87	2	00:01:17	0	\$0	40%	0%
86	2	00:09:44	0	\$0	20%	0%

Visitors by landing page



- /topsellers/home
- /storeitem.html
- /store.html/quickview
- /store.html
- /store-policies/terms-of-use/home
- /store-policies/sustainab...
- /store-policies/shipping-i...
- /store-policies/return-pol...
- /store-policies/frequently...
- others

Orders value by landing page



- /store.html
- /signin.html
- /registersuccess.html
- /myaccount.html? mode=vieworder
- /home
- /google+redesign/shop+by+b...
- /google+redesign/shop+by+b...
- /google+redesign/shop+by+b...
- /google+redesign/shop+by+b...
- others

Default Chan... ▼

Session Du... ▼

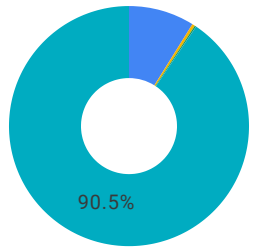
Campaign ▼

Device Cat... ▼

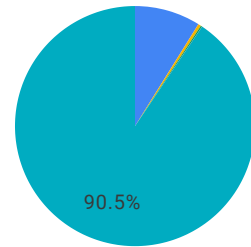
Landing Page ▼	Page Value	Sessions	Orders	Conversion rate	% Exit	Bounce Rate	Avg. Session Duration	Pages / Session
/topsellers/home	\$0	1	0	0%	25%	0%	00:06:24	4
/storeitem.html	\$0	1	4	400%	2.94%	0%	00:22:13	34
/store.html/quickview	\$0	11	6	54.55%	8.15%	0%	00:05:24	12.27
/store.html	\$21.22	505	165	32.67%	14.21%	41.78%	00:04:05	7.04
/store-policies/terms-of-use/home	\$0	1	0	0%	50%	0%	00:07:59	2
/store-policies/sustainability/home	\$0	7	0	0%	53.85%	57.14%	00:00:30	1.86
/store-policies/shipping-information/home	\$0	33	4	12.12%	39.76%	48.48%	00:01:27	2.52
/store-policies/return-policy/home	\$0	23	0	0%	79.31%	91.3%	00:00:05	1.26
/store-policies/frequently-asked-questions/home	\$0	273	6	2.2%	65.94%	78.75%	00:01:12	1.52
/signin.html	\$25.22	729	475	65.16%	9.79%	14.27%	00:06:04	10.21

Traffic Sources Performance

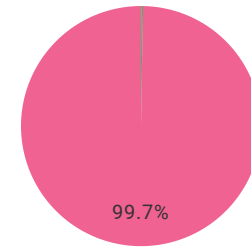
Nov 16, 2022 - Nov 22, 2022



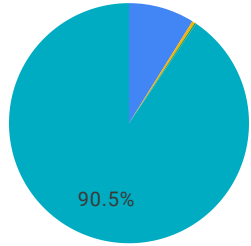
- google / cpc
- dfa / cpm
- bing / cpc
- Partners / affiliate
- (not set) / (not set)
- (direct) / (none)



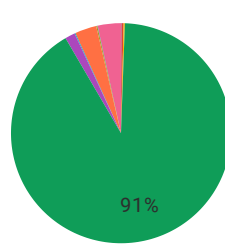
- google
- dfa
- bing
- Partners
- (not set)
- (direct)



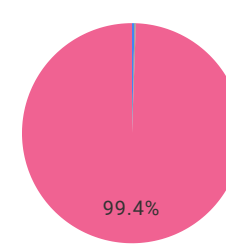
- zip up hoodies
- youtubers merchandisi...
- youtuber merch
- youtube merchandise
- wholesale tee shirts
- white t shirt



- google
- dfa
- bing
- Partners
- (not set)
- (direct)



- MSFT - Product Cate...
- MSFT - Brand
- Data Share Promo
- (not set)
- Test
- PHR | Txt ~ AW - You...



- Travel/Vacation P...
- Travel/Trips by D...
- Travel/Trips by D...
- Travel/Trips by D...
- Travel/Trips by D...
- Travel/Trips by D...

Default Ch... ▾

Count of ... ▾

Days Sinc... ▾

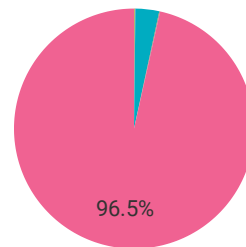
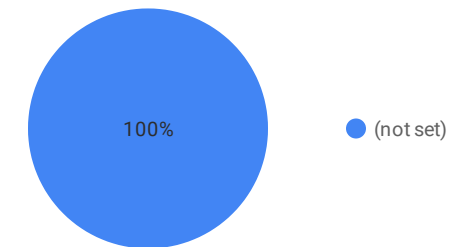
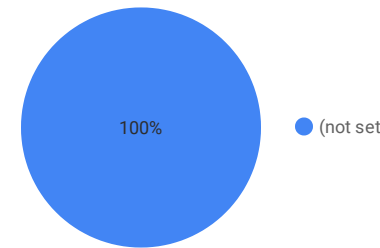
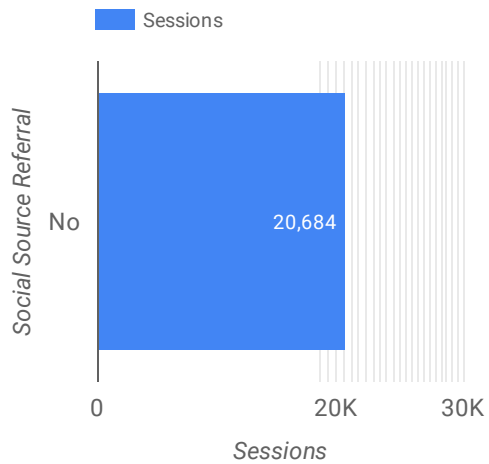
Session D... ▾

Device Ca... ▾

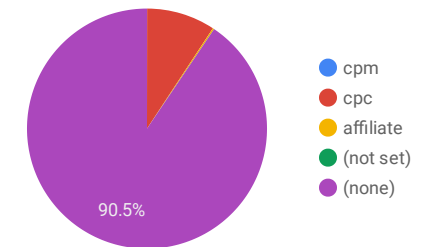
Source / Medium ▾	Sessions	Conversion rate	New Users	Revenue per User	Number of Sessions per User	Avg. Session Duration	Revenue	% Exit
google / cpc	1,831	18.24%	1,178	\$3.69	1.23	00:02:45	\$5,492.3	21.87%
dfa / cpm	4	0%	3	\$0	1	00:01:10	\$0	66.67%
bing / cpc	79	5.06%	66	\$0	1.1	00:01:09	\$0	37.09%
Partners / affiliate	38	0%	24	\$0	1.15	00:00:58	\$0	71.7%
(not set) / (not set)	3	0%	1	\$0	1	00:00:00	\$0	100%
(direct) / (none)	18,729	22.27%	11,952	\$3.53	1.23	00:03:35	\$53,613.56	20.19%

1 - 6 / 6 < >

Sessions spread statistics

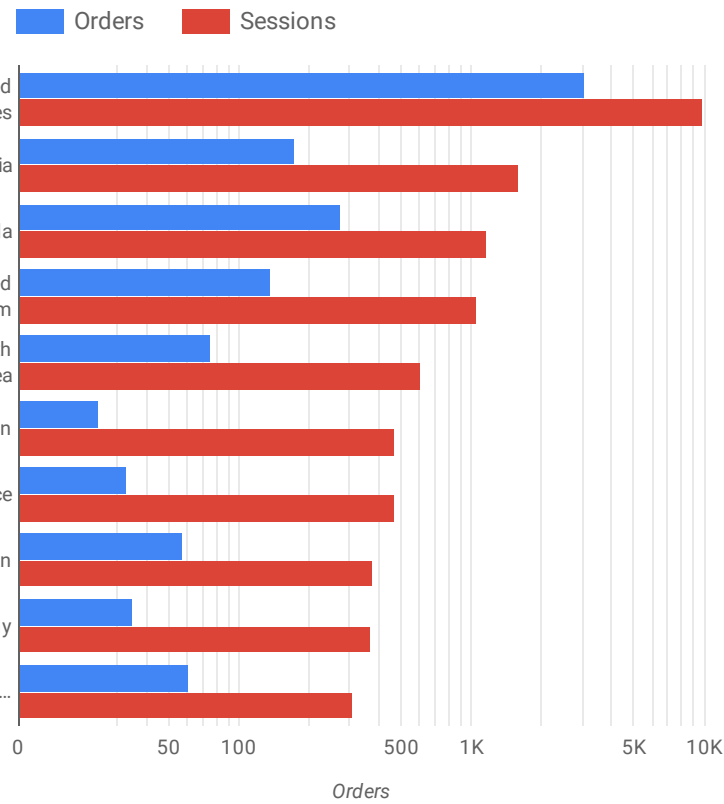


- YouTube Merchandise Collection
- T-shirt
- Other brand
- Official YouTube Merchandise
- Official Google Tumblers

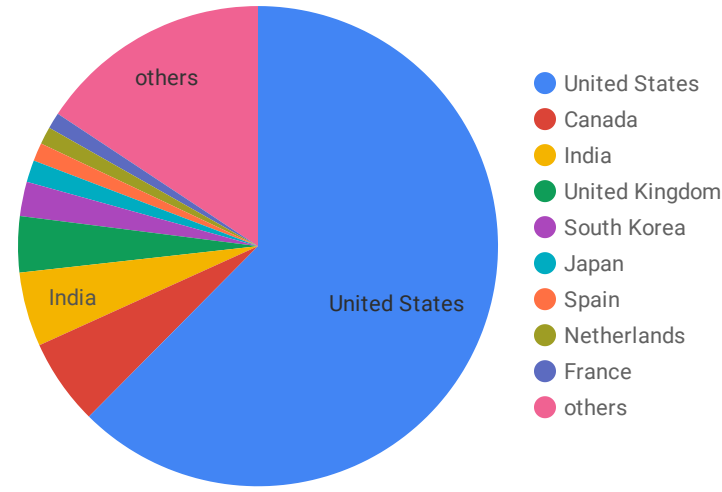


- cpm
- cpc
- affiliate
- (not set)
- (none)

Conversions by country



Pageviews by country



- Default Chan... ▾
- User Type ▾
- Count of S... ▾
- Days Since ... ▾
- Session Du... ▾

City ▾	Country	Sessions	Conversion rate	New Users	Orders	Users	Total Value	% Exit	Bounce Rate
Zwolle	Netherlands	10	0%	6	0	7	\$0	38.46%	50%
Zwijndrecht	Netherlands	1	0%	1	0	1	\$0	100%	100%
Zwickau	Germany	1	0%	1	0	1	\$0	100%	100%
Zurich	Switzerland	54	18.52%	37	10	48	\$28.8	24.32%	38.89%
Zug	Switzerland	1	0%	1	0	1	\$0	25%	0%
Zottegem	Belgium	1	0%	1	0	1	\$0	25%	0%
Zolotonosha	Ukraine	1	0%	1	0	1	\$0	50%	0%
Zoetermeer	Netherlands	1	0%	1	0	1	\$0	100%	100%
Zilina	Slovakia	1	0%	1	0	1	\$0	100%	100%
Zielona Gora	Poland	3	33.33%	2	1	2	\$0	20%	66.67%

Domain Lookup Time (ms)

10.0K

↓ -17.0%

Avg. Server Connection Time (sec)

0.02

↑ 72.7%

Avg. Page Load Time (sec)

3.75

↑ 1.3%

Avg. Domain Lookup Time (sec)

0.01

↓ -7.1%

Avg. Document Interactive Time (sec)

2.02

↓ -5.8%

Page Load Sample

813.0

↓ -10.7%

Speed Metrics Sample

813

↓ -10.7%

Page Download Time (ms)

83.1K

↑ 17.1%

DOM Latency Metrics Sample

813.0

↓ -10.7%

Avg. Page Download Time (sec)

0.1

↑ 31.1%

Redirection Time (ms)

150,220

↓ -22.8%

Avg. Redirection Time (sec)

0.18

↓ -13.6%

Server Response Time (ms)

791,084

↓ -8.6%

Document Content Loaded Time (ms)

1.6M

↓ -15.9%

Document Interactive Time (ms)

1.6M

↓ -15.9%

Avg. Server Response Time (sec)

0.97

↑ 2.3%

Page Load Time (ms)

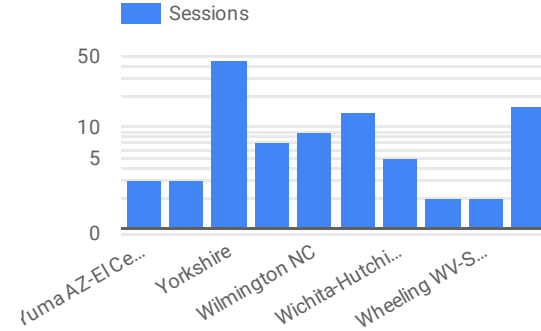
3.0M

↓ -9.5%

Server Connection Time (ms)

19.9K

↑ 54.3%



- Default Ch...
- User Type
- Count of ...
- Days Sinc...
- Device Cat...

Today

Avg. Page Load Time (sec)
3.94
↑ 2.7%

Last Week

Avg. Page Load Time (sec)
3.75
↑ 1.3%

Last Quarter

Avg. Page Load Time (sec)
3.89
↓ -4.3%

Last Month

Avg. Page Load Time (sec)
3.85
↑ 1.8%

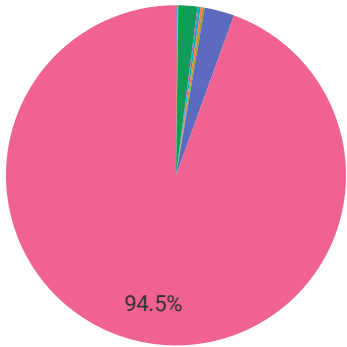
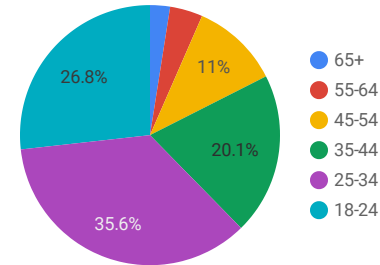
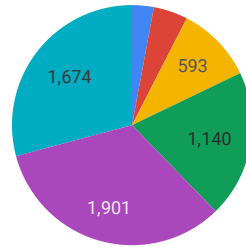
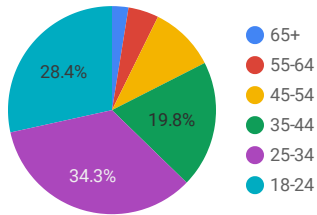
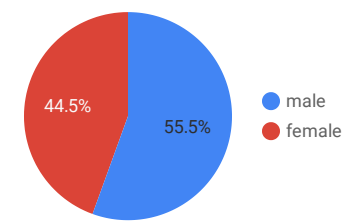
Avg. Document Content Loaded Time (sec)
2.0
↓ -5.8%

Landing Page	Sessions	Avg. Page Load Time (sec)	Speed Metrics Sample	Avg. Server Connection Time (sec)	Domain Lookup Time (ms)	Page Load Sample	Avg. Domain Lookup Time (sec)	Page Download Time (ms)	Redirection Time (ms)	DOM Latency Metrics Sample
/topsellers/home	1	null	0	null	0	0	null	0	0	0
/storeitem.html	1	null	0	null	0	0	null	0	0	0
/store.html/quickview	11	null	0	null	0	0	null	0	0	0
/store.html	505	5.29	54	0.02	49	54	0	9,122	6,990	54
/store-policies/terms-of-use/home	1	null	0	null	0	0	null	0	0	0
/store-policies/sustainability/home	7	null	0	null	0	0	null	0	0	0
/store-policies/shipping-information/home	33	null	0	null	0	0	null	0	0	0

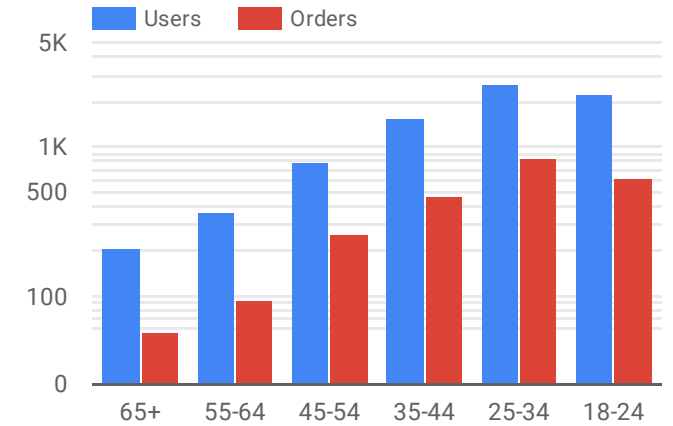
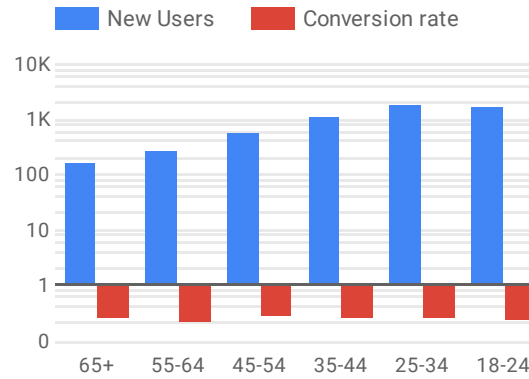
All Users-sessions

New Users Conversion Rate

All Users-conversion rate



- Vehicles & Transportation/Au...
- Vehicles & Transportation/Au...
- Vehicles & Transportation/Au...
- Vehicles & Transportation/Au...
- Travel/Travel Buffs/Snowbou...
- Travel/Travel Buffs/Luxury Tr...
- Travel/Travel Buffs/Family V...
- Travel/Travel Buffs/Beachbo...

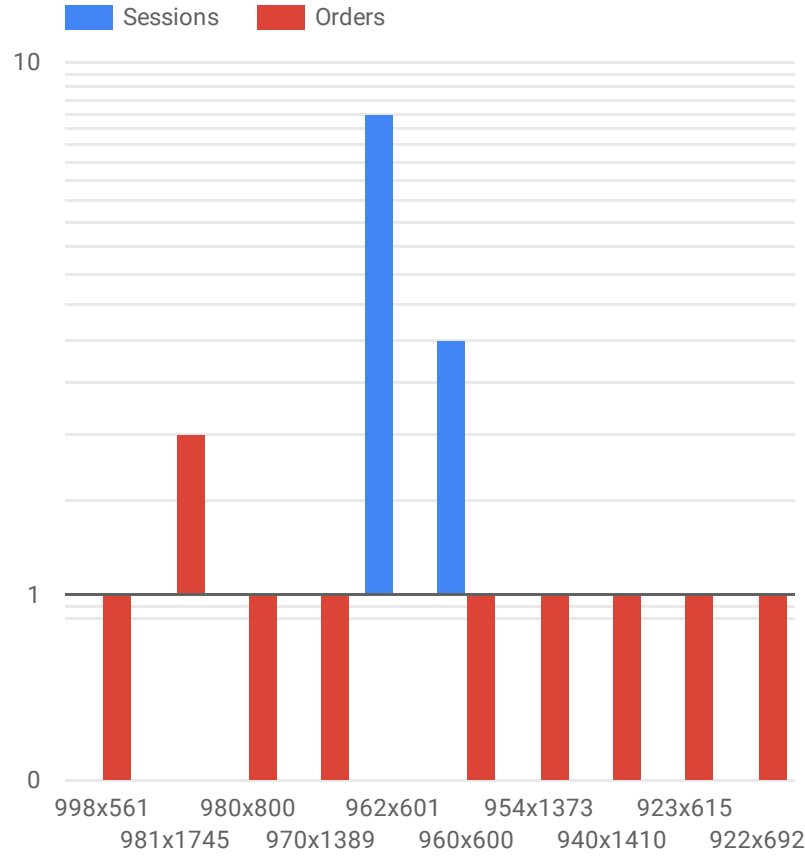
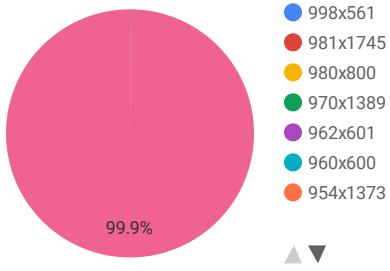
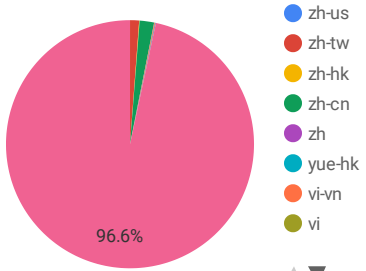
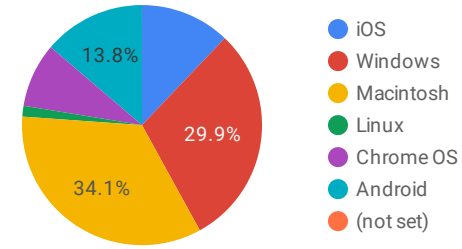


- Default Chan... ▾
- User Type ▾
- Count of S... ▾
- Campaign ▾

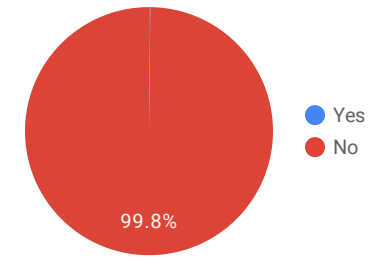
Interests category ▾	Sessions	% New Sessions	Revenue	Per Session Value	Number of Sessions per User	Conversion rate	Orders
[Life Events] Taking a Trip/Researching Destinations	377	57.29%	\$1,752.12	\$4.65	1.24	27.32%	103
[Life Events] Taking a Trip/Recently Returned from Tr...	262	50.76%	\$1,476.16	\$5.63	1.31	31.3%	82
[Life Events] Taking a Trip/Preparing for Upcoming T...	153	69.28%	\$291.2	\$1.9	1.16	17.65%	27
[Life Events] Taking a Trip/Currently Traveling	50	68%	\$76.8	\$1.54	1.25	40%	20
[Life Events] Taking a Trip	43	74.42%	\$0	\$0	1.16	18.6%	8
[Life Events] Retirement	81	58.02%	\$870.56	\$10.75	1.21	16.05%	13
[Life Events] Purchasing a Home	64	82.81%	\$36.8	\$0.58	1.08	12.5%	8
[Life Events] New Pet/Recently Added Dog to House...	89	69.66%	\$214.4	\$2.41	1.14	24.72%	22

<input checked="" type="checkbox"/> In-Market Segment	Goal Completions
<input checked="" type="checkbox"/> Travel/Vacation Packages	61
<input checked="" type="checkbox"/> Travel/Trips by Destination/Trips to t...	1
<input checked="" type="checkbox"/> Travel/Trips by Destination/Trips to t...	3
<input checked="" type="checkbox"/> Travel/Trips by Destination/Trips to t...	8
<input checked="" type="checkbox"/> Travel/Trips by Destination/Trips to ...	12
<input checked="" type="checkbox"/> Travel/Trips by Destination/Trips to ...	7
<input checked="" type="checkbox"/> Travel/Trips by Destination/Trips to ...	4
<input checked="" type="checkbox"/> Travel/Trips by Destination/Trips to ...	0

Sessions by:

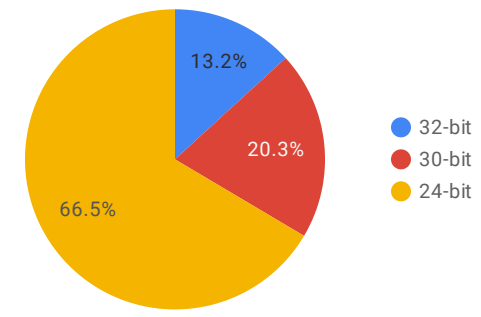


Browser Java Support?



- Default Chan... ▾
- User Type ▾
- Count of S... ▾
- Days Since ... ▾
- Session Du... ▾

Screen color depth



Screen Resolution ▾	Screen Colors	Language	Java Support	Session Durati...	Sessions	Orders	Conversion rate	Revenue	Bounce Rate
998x561	24-bit	pt-br	No	0	1	0	0%	\$0	100%
981x1745	24-bit	en-us	No	308	1	2	200%	\$0	0%
980x800	24-bit	en-us	No	0	1	0	0%	\$0	100%
970x1389	32-bit	pl-pl	No	0	1	0	0%	\$0	100%
962x601	24-bit	en-gb	No	569	1	1	100%	\$0	0%
962x601	24-bit	es-419	No	0	1	0	0%	\$0	100%
962x601	24-bit	en-us	No	64	1	0	0%	\$0	0%
962x601	24-bit	en-us	No	0	4	0	0%	\$0	100%
962x601	24-bit	en-gb	No	0	1	0	0%	\$0	100%

Organic Search Keywords - Number of visits

Keyword	Sessions	Orders	Per Session Value
---------	----------	--------	-------------------

No data

Default Chann... ▾

User Type ▾

Count of Ses... ▾

Days Since L... ▾

Session Dura... ▾

Device Category ▾

City ▾

No data

Keyword	Organic Searches	Sessions	Revenue	Orders	Conversion rate	Bounce...
---------	------------------	----------	---------	--------	-----------------	-----------

No data

Users (site visitors) report

Nov 16, 2022 - Nov 22, 2022

% New Sessions

63.90%

↓ -2.7%

New Users

13,217

↑ 0.7%

Users

16,761

Number of Sessions per User

1.23

↑ 1.4%

Per session revenue

No data

No data

Default Chann... ▾

Source / Medi... ▾

Device Category ▾

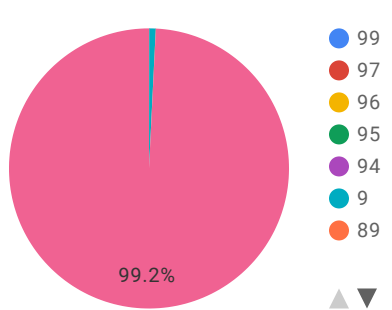
City ▾

Device Category ▾

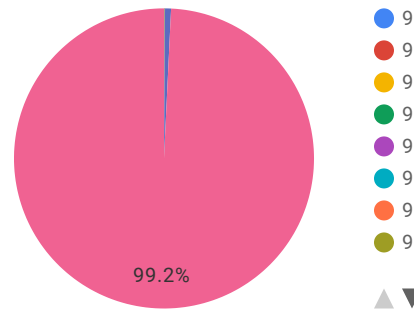
User Type ▾	Sessions	Orders	Conversion rate	Revenue	Bounce Rate
Returning Visitor	7,460	2,433	32.61%	\$0	36.33%
New Visitor	13,224	2,076	15.7%	\$0	45.83%

1 - 2 / 2 < >

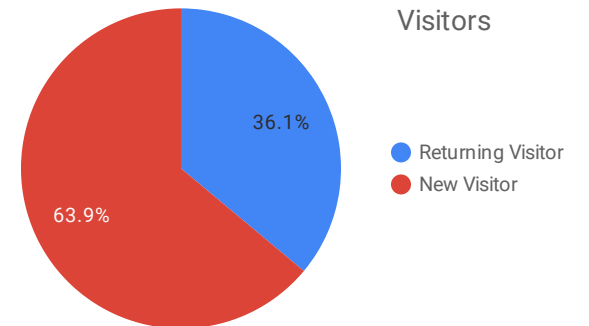
Count of sessions distribution by visits



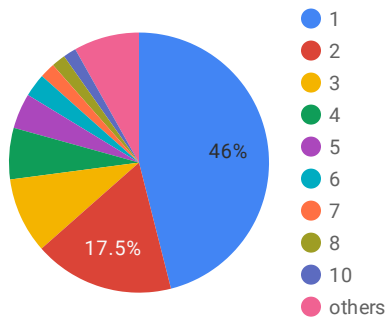
Visits by days since last session



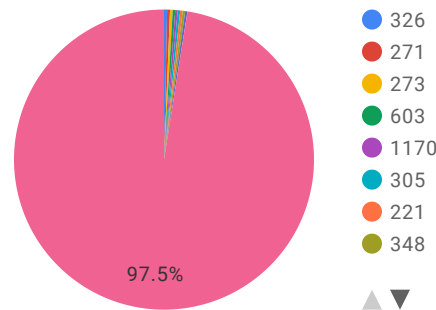
Visitors



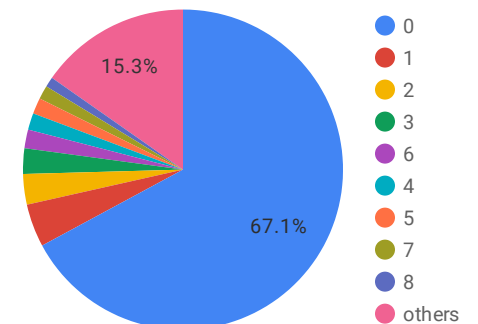
Conversions by number of sessions



Conversions by session duration



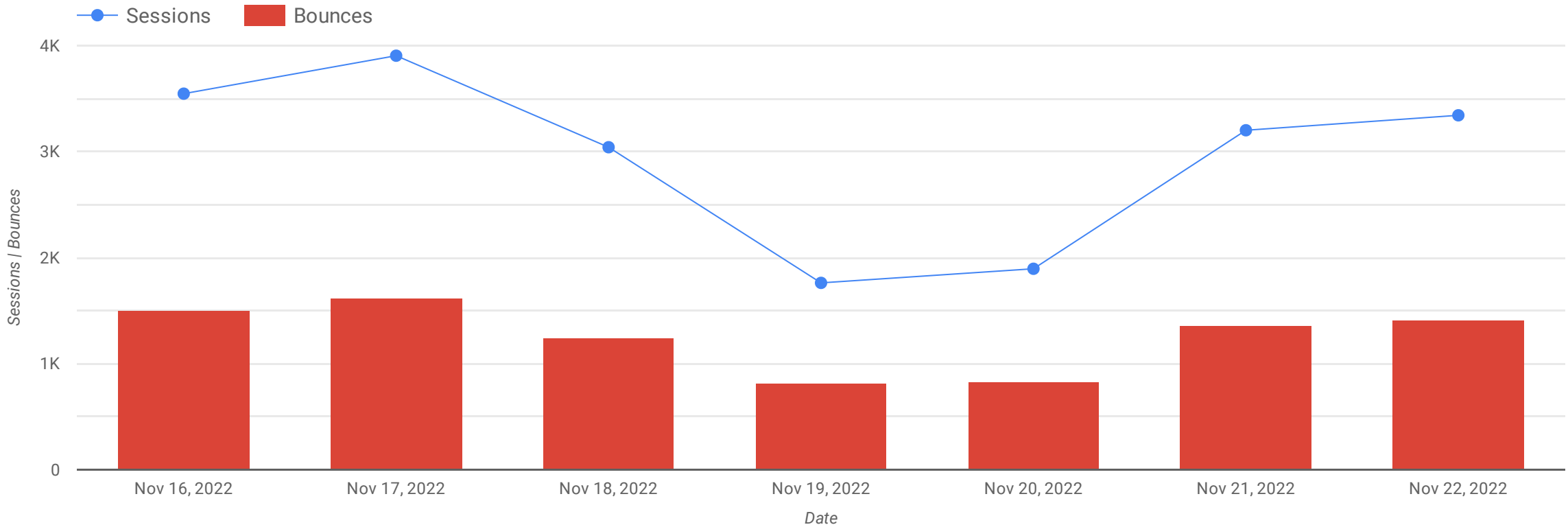
Conversions by days since last session



Users & Sessions Report

Nov 16, 2022 - Nov 22, 2022

Users 16.8K ↑ 2.0%	New Users 13.2K ↑ 0.7%	% New Sessions 63.90% ↓ -2.7%	Bounces 8.8K ↑ 0.2%	Bounce Rate 42.40% ↓ -3.2%	Avg. Session Duration 03:29 ↑ 3.6%	Session Duration 1205:08:40 ↑ 7.2%	Orders 4.5K ↑ 2.0%
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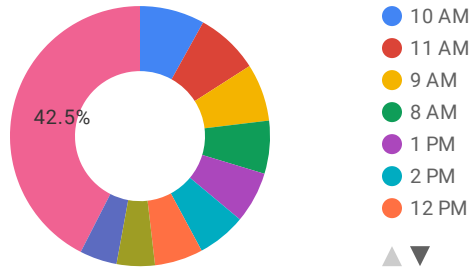


Source	Sessions	Avg. Session Duration	Number of Sessions per User	Per session revenue	Pages / Session	% Sessions with Search
google	1,831	00:02:45	1.23	\$0	4.57	0%
dfa	4	00:01:10	1	\$0	1.5	0%
bing	79	00:01:09	1.1	\$0	2.7	0%
Partners	38	00:00:58	1.15	\$0	1.39	0%
(not set)	3	00:00:00	1	\$0	1	0%
(direct)	18,729	00:03:35	1.23	\$0	4.95	0%

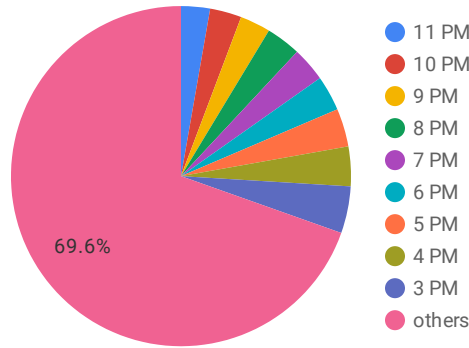
Performance by Time & Day

Nov 16, 2022 - Nov 22, 2022

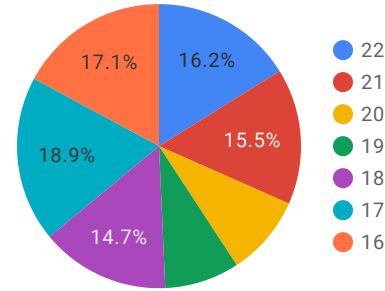
Orders by hour



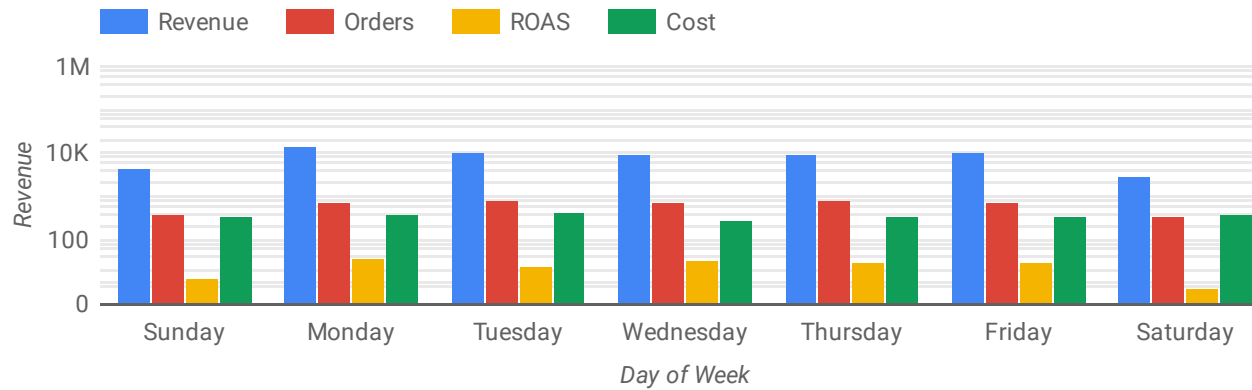
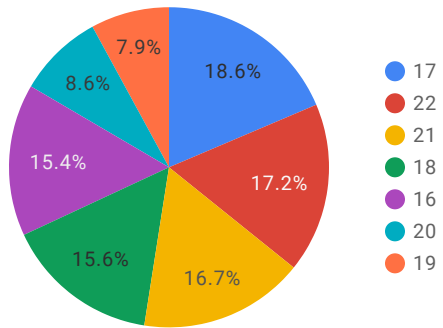
Visits by hour



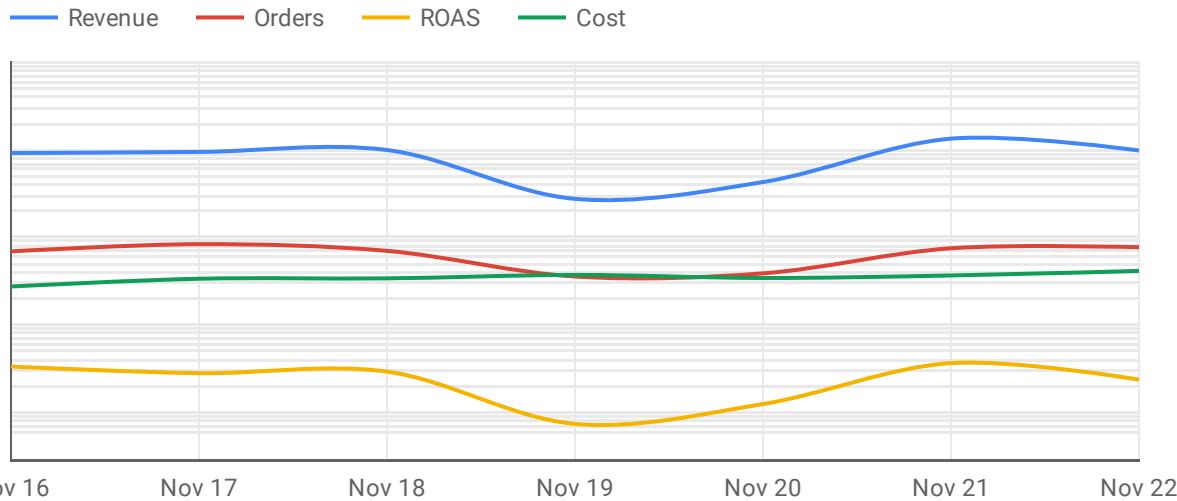
Visits by day of the month



Orders by day of the month



- Default Chann... ▾
- Source / Medi... ▾
- Device Category ▾
- City ▾
- User Type ▾
- Count of Ses... ▾
- Days Since L... ▾
- Session Dura... ▾



Day of Week ▾	Revenue	Orders	ROAS	Cost
Saturday	\$2,764.1	358	740.49%	\$373.28
Friday	\$9,990.3	703	2,929.99%	\$340.97
Thursday	\$9,499.22	839	2,813.67%	\$337.61
Wednesday	\$9,221.54	693	3,351.85%	\$275.12
Tuesday	\$9,856.44	774	2,375.42%	\$414.94
Monday	\$13,473.04	753	3,663.78%	\$367.74
Sunday	\$4,301.22	389	1,248.45%	\$344.52

Default Channel Groupings

Nov 16, 2022 - Nov 22, 2022

Last 7 Days

Goal Conversion Rate
21.80%
 ↓ -1.4%

Last Month

Goal Conversion Rate
22.23%
 ↓ -17.7%

Last Quarter

Goal Conversion Rate
25.10%
 ↑ 17.0%

Last 7 Days

Goal Completions
4,509
 ↑ 2.0%

Last Month

Goal Completions
17,921
 ↓ -18.7%

Last Quarter

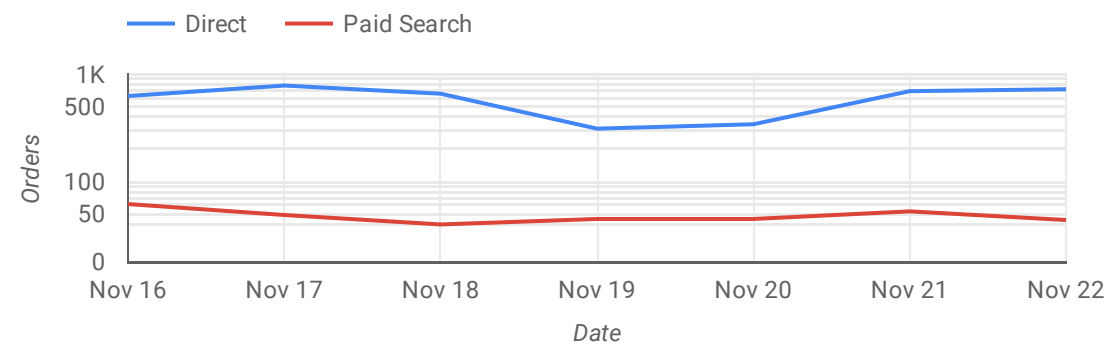
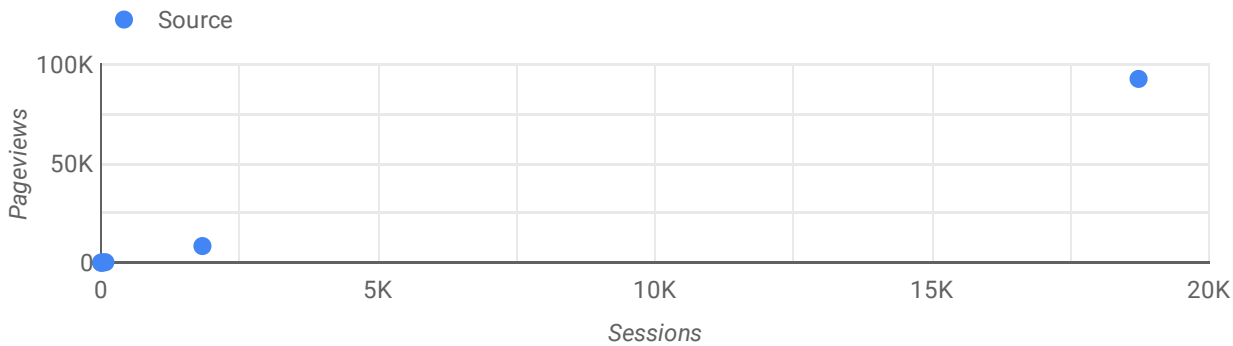
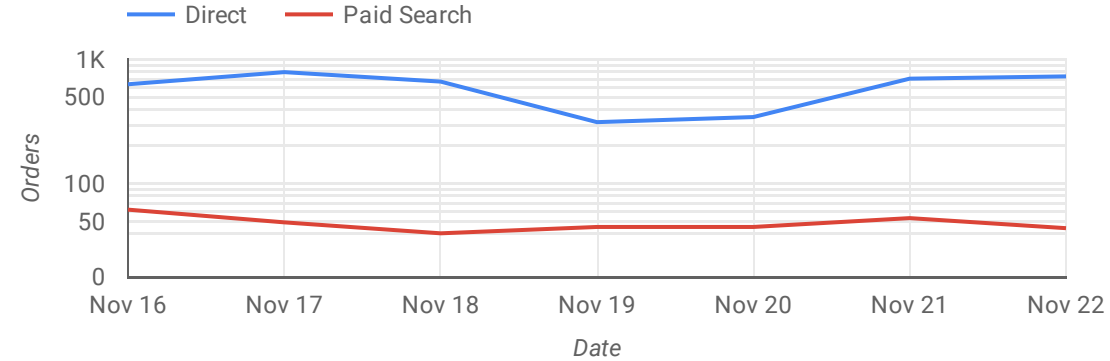
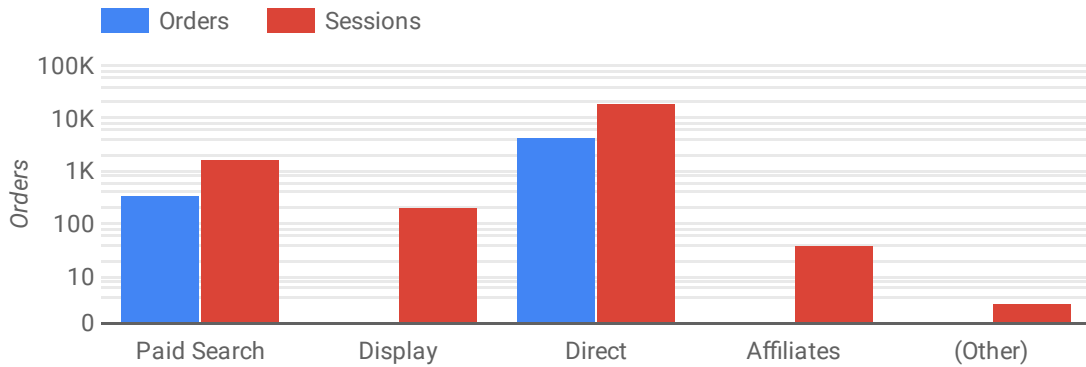
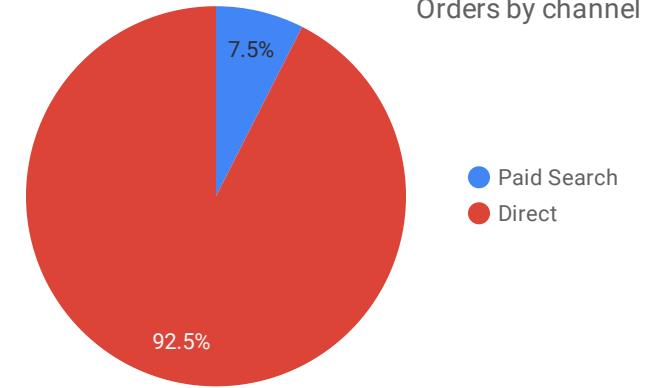
Goal Completions
60,133
 ↑ 3.5%

Default Channel Gro... **Orders**

<input checked="" type="checkbox"/> Direct	4.2K
<input checked="" type="checkbox"/> Paid Search	338

Orders
4,509
 ↑ 2.0%

Goal Conversion Rate
21.80%
 ↓ -1.4%



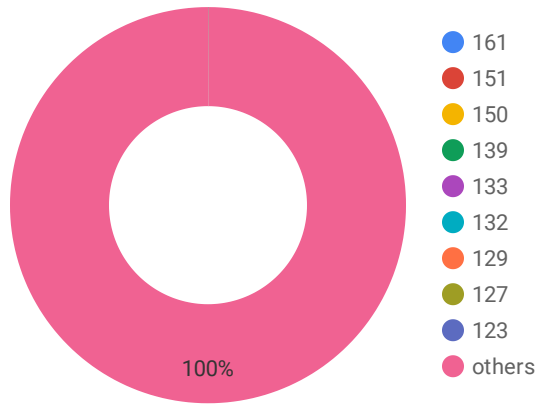
Entrances
20,684

↑ 3.4%

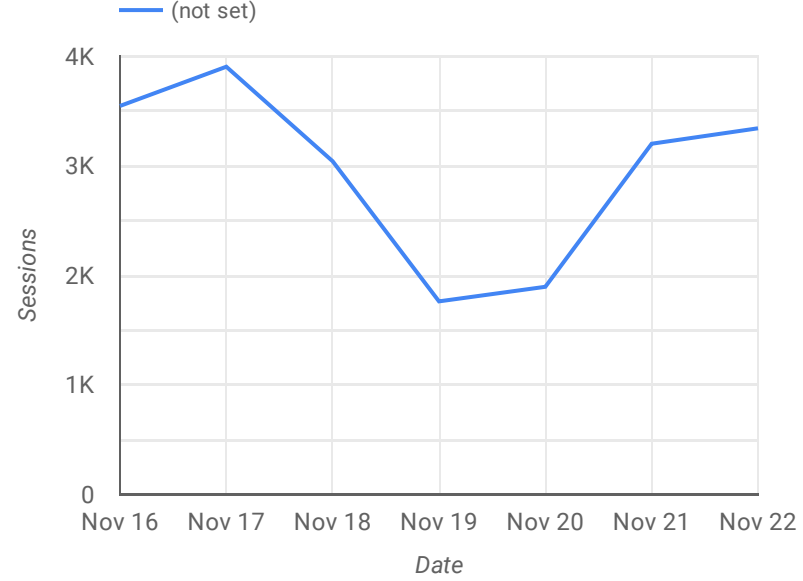
Exits
20,684

↑ 3.4%

Sessions % by page depth



Sessions by landing page group



- Default Ch... ▾
- User Type ▾
- Count of ... ▾
- Days Sinc... ▾

Page Depth	Sessions	Conversion rate	Avg. Session Duration	Entrances	Bounce Rate	Revenue	Orders	% Exit	Per session revenue
161	1	300%	01:24:31	1	0%	\$0	3	0.62%	\$0
151	1	200%	01:48:24	1	0%	\$0	2	0.66%	\$0
150	1	200%	00:53:14	1	0%	\$0	2	0.67%	\$0
139	1	300%	01:22:47	1	0%	\$0	3	0.72%	\$0
133	1	300%	00:58:10	1	0%	\$0	3	0.75%	\$0
132	1	300%	01:12:59	1	0%	\$0	3	0.76%	\$0
129	1	300%	01:04:30	1	0%	\$0	3	0.78%	\$0
127	1	300%	00:34:03	1	0%	\$0	3	0.79%	\$0
123	1	100%	01:50:53	1	0%	\$0	1	0.81%	\$0
120	1	300%	00:46:11	1	0%	\$0	3	0.83%	\$0

Entrance & Exit Screens Flow

Nov 16, 2022 - Nov 22, 2022



Screen Name	Exit Screen	Sessions	Avg. Time on Screen	Screen Views	Screens / Session	Unique Screen Views	Orders	Conversion rate	Per session revenue
www.googlemerchandisestore.com/home	shop.googlemerchandisestore.com/google+redesign/apparel/super+g+tahoe+unisex+black+puffer+vest	1	00:00:00	0	0	0	0	0%	\$0
www.googlemerchandisestore.com/home	shop.googlemerchandisestore.com/google+redesign/apparel/super+g+tahoe+women-s+black+puffer+vest	1	00:00:00	0	0	0	0	0%	\$0
www.googlemerchandisestore.com/home	shop.googlemerchandisestore.com/google+redesign/accessories/google+chrome+dinosaur+collectible	1	00:00:00	0	0	0	0	0%	\$0
www.googlemerchandisestore.com/home	shop.googlemerchandisestore.com/google+redesign/apparel/google+vintage+washed+forest+pullover	1	00:00:00	0	0	0	0	0%	\$0

1 - 10 / 3202 < >

Landing Screen	Sessions
www.googlemerchandisestore.com/home	2,531
shop.googlemerchandisestore.com/topsellers/home	1
shop.googlemerchandisestore.com/storeitem.html	1
shop.googlemerchandisestore.com/store.html/quickview	2
shop.googlemerchandisestore.com/store.html	514
shop.googlemerchandisestore.com/store-policies/terms-of-use/home	1
shop.googlemerchandisestore.com/store-policies/sustainability/home	7
shop.googlemerchandisestore.com/store-policies/shipping-information/home	33
shop.googlemerchandisestore.com/store-policies/return-policy/home	23
shop.googlemerchandisestore.com/store-policies/frequently-asked-questions/home	273

1 - 100 / 288 < >

Exit Screen	Sessions
www.googlemerchandisestore.com/home	2,103
shop.googlemerchandisestore.com/yourinfo.html	139
shop.googlemerchandisestore.com/wishlist.html	13
shop.googlemerchandisestore.com/topsellers/home	1
shop.googlemerchandisestore.com/storeitem.html	2
shop.googlemerchandisestore.com/store.html/quickview	35

1 - 100 / 322 < >

Avg. Time on Screen
No data

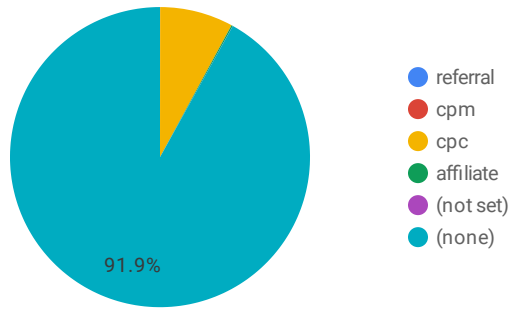
Landing Screen	Orders
shop.googlemerchandisestore.com/home	1,221
shop.googlemerchandisestore.com/signin.html	475
shop.googlemerchandisestore.com/basket.html	462
shop.googlemerchandisestore.com/google+redesign/apparel/mens	428
shop.googlemerchandisestore.com/store.html	171
shop.googlemerchandisestore.com/google+redesign/apparel	150

1 - 100 / 134 < >

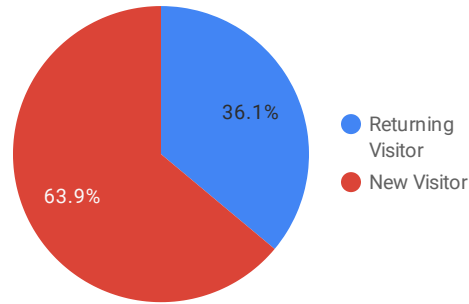
Exit Screen	Orders
shop.googlemerchandisestore.com/ordercompleted.html	1,165
shop.googlemerchandisestore.com/basket.html	451
shop.googlemerchandisestore.com/payment.html	337
shop.googlemerchandisestore.com/yourinfo.html	298
shop.googlemerchandisestore.com/store.html	236
shop.googlemerchandisestore.com/home	205

1 - 100 / 192 < >

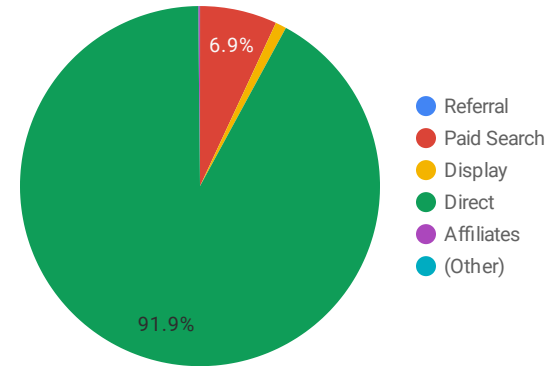
Acquisition medium



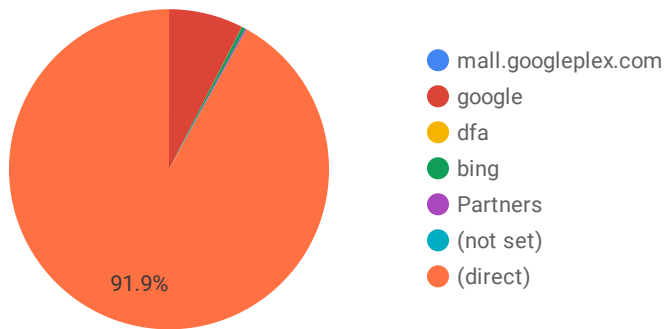
Traffic type



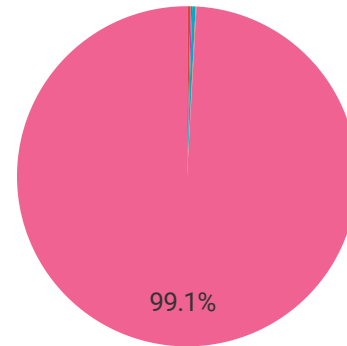
Acquisition channel



Acquisition source



Acquisition campaign



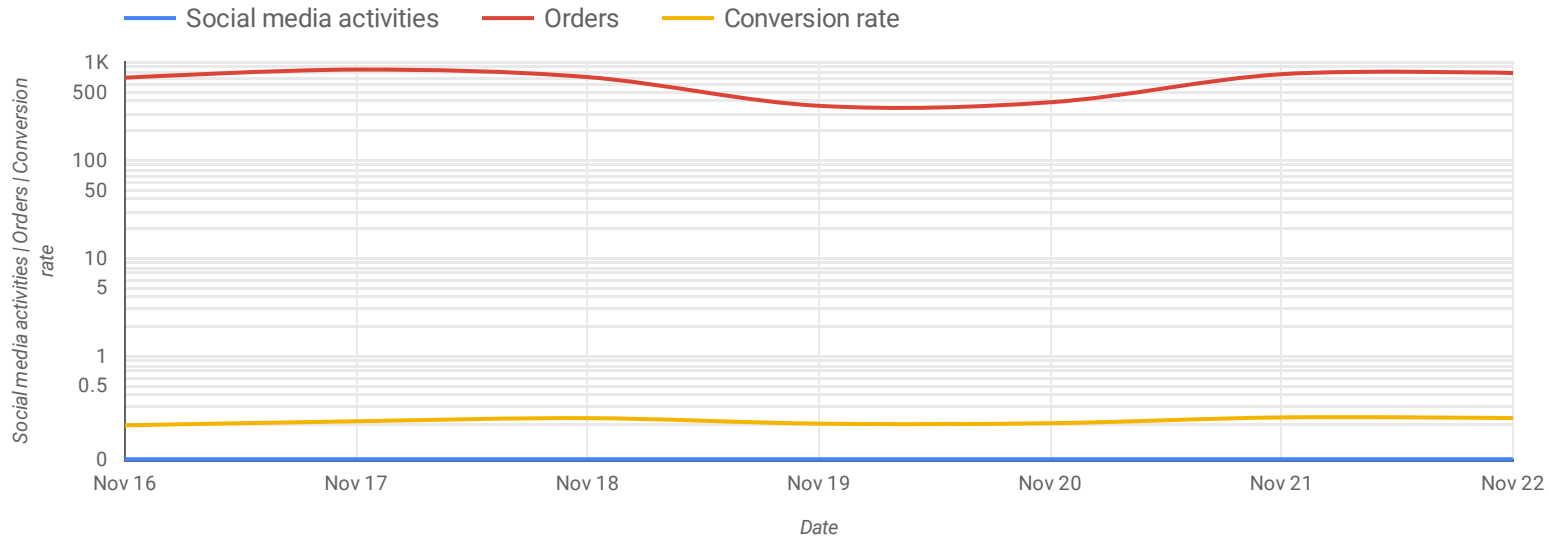
- Default Chann... ▾
- Source / Medi... ▾
- Device Category ▾
- City ▾

- MSFT - Product Categories
- MSFT - Brand
- Demo Store | NA | US | en | Exact | SEM | BK...
- Demo Store | NA | US | en | Exact | SEM | BK...
- Data Share Promo
- 1009693 | Google Analytics Demo | DR | joel...
- 1009693 | Google Analytics Demo | DR | joel...

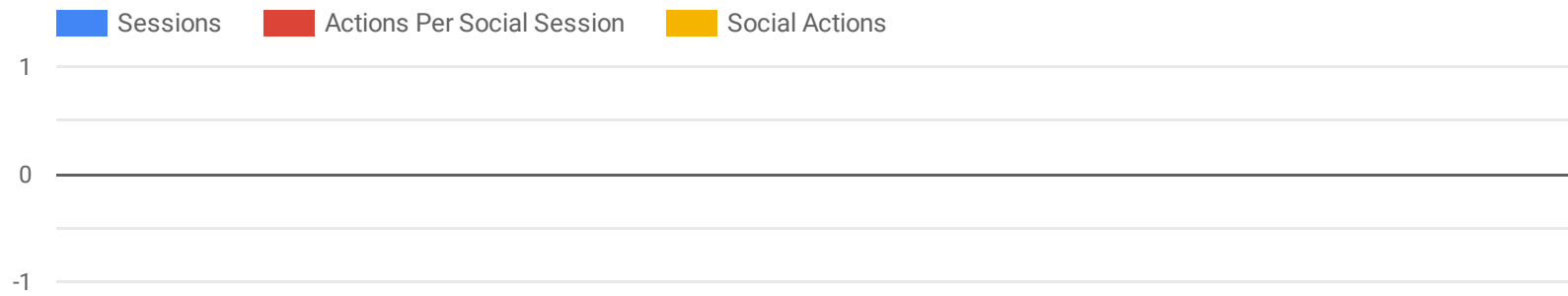
Acquisition Campaign ▾	Sessions	Orders
MSFT - Product Categories	13	1
MSFT - Brand	55	2
Demo Store NA US en Exact SEM BKWS Txt ~ MSFT - Brand	3	1
Demo Store NA US en Exact SEM BKWS Txt - MSFT - Product Categories	1	0
Data Share Promo	29	0
1009693 Google Analytics Demo DR joelf NA US en Hybrid SHOP SMART Product ~ Test	67	22
1009693 Google Analytics Demo DR joelf NA US en Hybrid SEM SKWS - MIX Txt ~ AW - T...	11	0
1009693 Google Analytics Demo DR joelf NA US en Hybrid SEM SKWS - MIX Txt ~ AW - T...	4	0
1009693 Google Analytics Demo DR joelf NA US en Hybrid SEM SKWS - MIX Txt ~ AW - T...	2	0
1009693 Google Analytics Demo DR joelf NA US en Hybrid SEM SKWS - MIX Txt ~ AW - T...	1	0

Social Media Traffic

Nov 16, 2022 - Nov 22, 2022



- Default Channel Gr... ▾
- User Type ▾
- Count of Sessions ▾
- Days Since Last ... ▾
- Session Duration... ▾



Social Network ▾	Social Type	Social Entity	Social Source Referral	Sessions	Actions Per Social Session	Orders	Conversion rate
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No data

Grand total

20,684

null

4,509

21.8%

Traffic Channels Performance Insights



Traffic medium	Pageviews	% New Sessions	Orders	Conversion rate	Cost per order	Revenue	Page Value	Order avg. value	% Exit	Bounce Rate	Avg. Time on Page	Pages / Session
(none)	92.9K	63.87%	4,174	22.22%	\$0	\$53.69K	\$13.22	\$0	20.22%	41.6%	00:00:54	4.95
cpc	8.5K	64.59%	335	18.03%	\$7.33	\$5.41K	\$15.45	\$0	21.94%	49.73%	00:00:46	4.56
affiliate	53	63.16%	0	0%	\$0	\$0	\$0	\$0	71.7%	73.68%	00:02:27	1.39
cpm	6	75%	0	0%	\$0	\$0	\$0	\$0	66.67%	75%	00:02:20	1.5
(not set)	3	33.33%	0	0%	\$0	\$0	\$0	\$0	100%	100%	0	1
Grand total	101.4K	63.9%	4,509	21.8%	\$0.54	\$59.11K	\$13.39	\$0	20.4%	42.4%	00:00:53	4.9

Event Action	Event Label	Event Category	Total Events	Unique Events	Events / Session with Event	Completed orders	Conv. rate	% New Sessions	Event Value	Sessions per user
Quickview Click	YouTube Expressive Socks	Enhanced Eco...	8	4	8	0	0%	50%	0	1
Quickview Click	Google Austin Campus Bottle	Enhanced Eco...	14	6	7	0	0%	66.67%	0	1.2
Quickview Click	Google Red Canvas Pouch	Enhanced Eco...	13	7	6.5	0	0%	71.43%	0	1
Quickview Click	Google Indigo Youth Tee	Enhanced Eco...	13	7	6.5	0	0%	85.71%	0	1
Quickview Click	Super G Washed Cap	Enhanced Eco...	6	3	6	0	0%	66.67%	0	1
Quickview Click	Google Campus Bike Bottle	Enhanced Eco...	11	6	5.5	0	0%	33.33%	0	1
Quickview Click	Stan and Friends Tee Green	Enhanced Eco...	5	2	5	0	0%	0%	0	1
Quickview Click	Mewgler At Work Greeting Card	Enhanced Eco...	5	5	5	0	0%	80%	0	1.25
Quickview Click	Google White Classic Youth Tee	Enhanced Eco...	5	3	5	0	0%	33.33%	0	1
Quickview Click	Google Heather Plum Jersey Tee	Enhanced Eco...	5	4	5	0	0%	0%	0	1
Quickview Click	Google Mini Kick Ball	Enhanced Eco...	51	40	4.64	0	0%	40%	0	1.03
Quickview Click	Google Chicago Campus Bottle	Enhanced Eco...	9	7	4.5	0	0%	57.14%	0	1
Quickview Click	Google Bike Journal Set	Enhanced Eco...	9	6	4.5	0	0%	50%	0	1
Quickview Click	Google Cambridge Campus Zip ...	Enhanced Eco...	76	32	4.22	0	0%	40.63%	0	1.03
Quickview Click	Google TYCTWD Red Youth Tee	Enhanced Eco...	4	2	4	0	0%	0%	0	1
Quickview Click	Mommy Works at Google Book	Enhanced Eco...	4	2	4	0	0%	0%	0	1
Quickview Click	Google Pen White	Enhanced Eco...	4	4	4	0	0%	0%	0	1.33
Quickview Click	YouTube Toddler Tee Black	Enhanced Eco...	41	25	3.73	0	0%	32%	0	1.04
Quickview Click	Google Lapel Pin	Enhanced Eco...	37	15	3.7	0	0%	60%	0	1.15
Quickview Click	Google Cloud Unisex Onyx Zip H...	Enhanced Eco...	11	8	3.67	0	0%	62.5%	0	1
Quickview Click	Google Horizon Navy Fleece Uni...	Enhanced Eco...	11	8	3.67	0	0%	62.5%	0	1
Quickview Click	Google Red Kids Sunglasses	Enhanced Eco...	18	9	3.6	0	0%	44.44%	0	1.13
Quickview Click	Android Garden Tee Orange	Enhanced Eco...	7	5	3.5	0	0%	0%	0	1
Quickview Click	Google Indigo Onesie	Enhanced Eco...	13	10	3.25	0	0%	20%	0	1.11

Revenue by traffic channel by week of the year

Week of the Year ① ▾	Traffic channel ② ▲	Revenue	Δ
48	Direct	\$25,192.2	-
48	Paid Search	\$2,438.5	-
47	Direct	\$28,421.36	\$6,857.46 📈
47	Paid Search	\$3,053.8	\$1,384.4 📈

Shopping Ads Spend, Transactions and ROAS

