



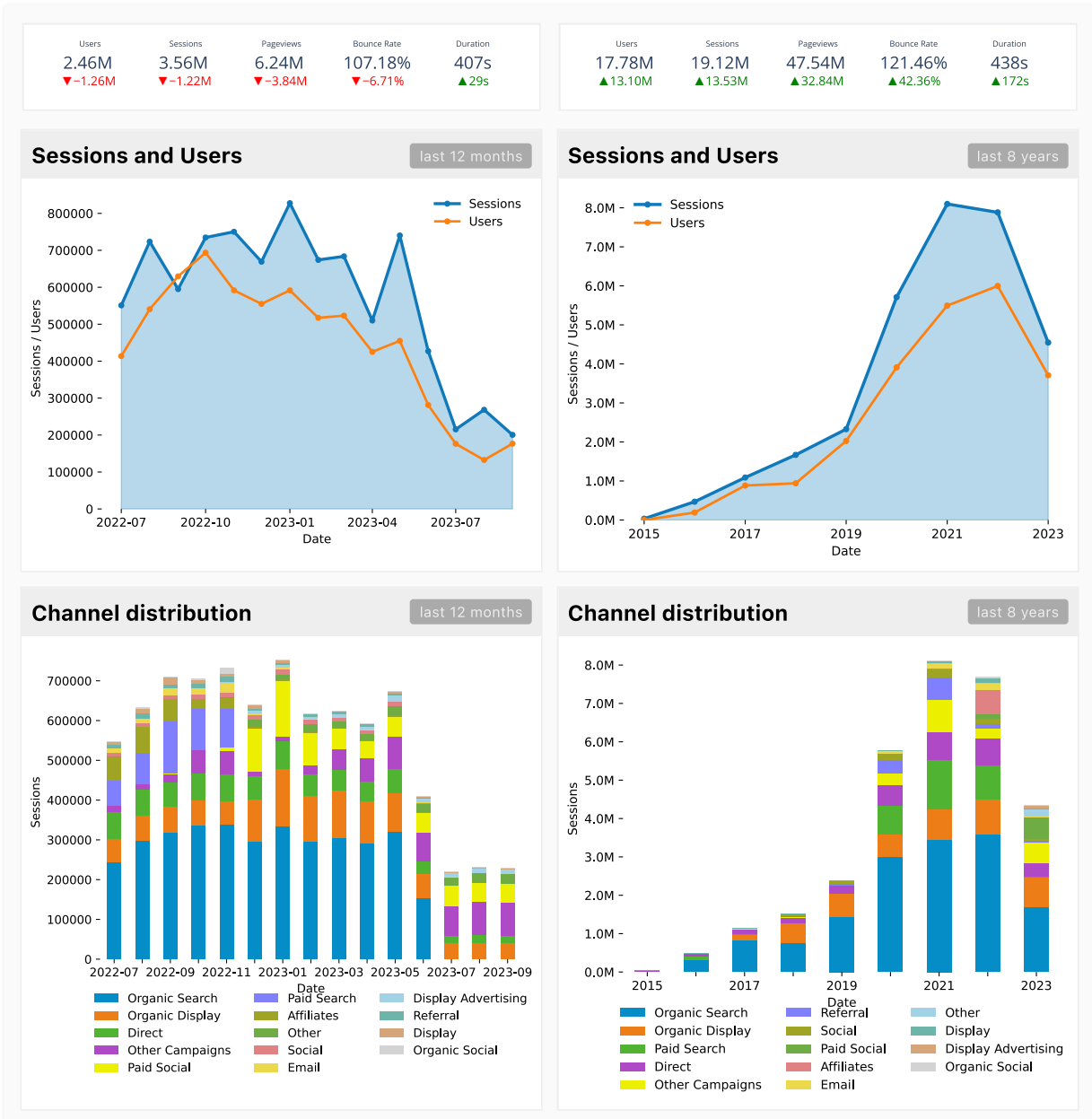
Google Analytics Export

example.com / www.example.com / Main View

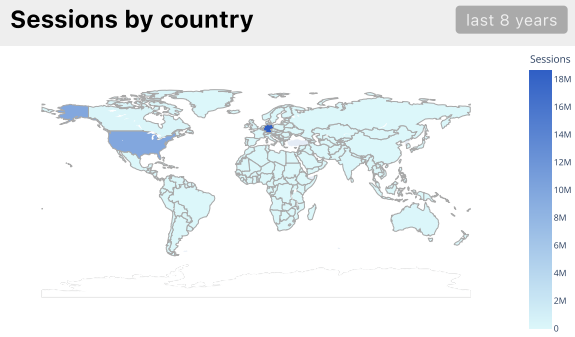
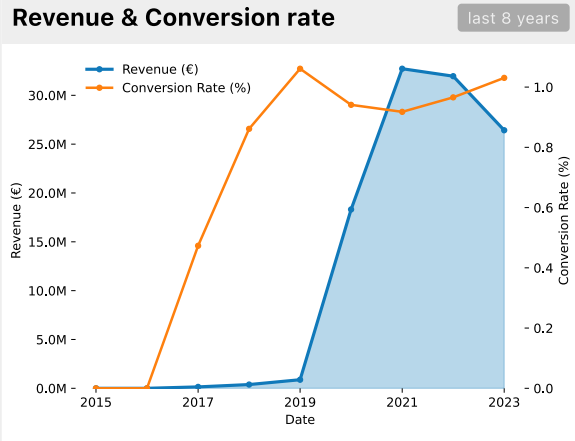
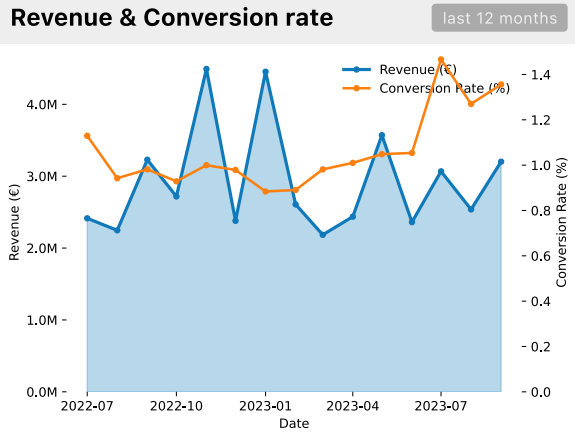
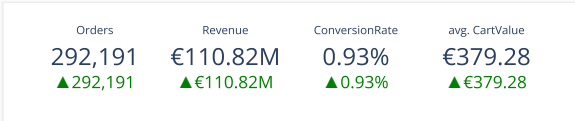
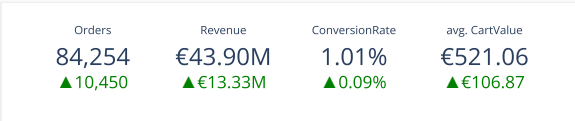
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GA3-Exporter

Overview



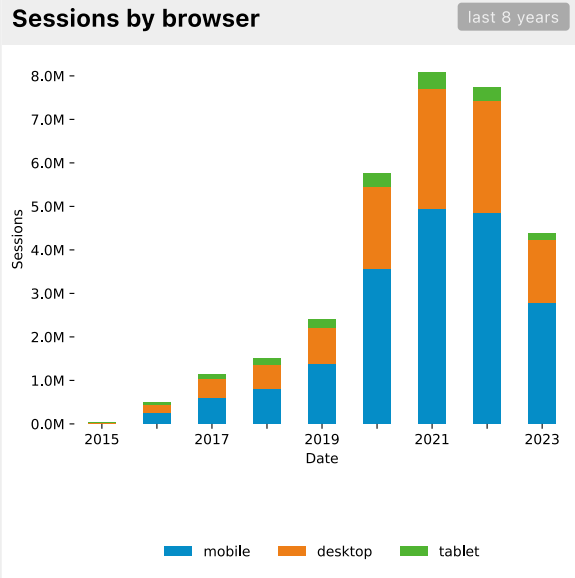
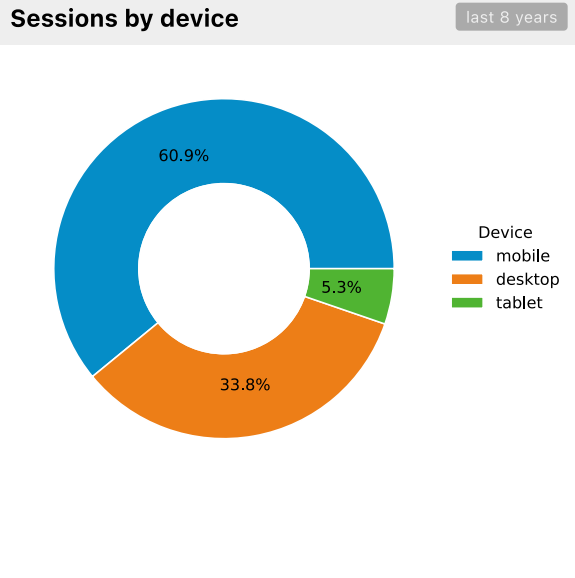
Revenue Overview



Sessions by country

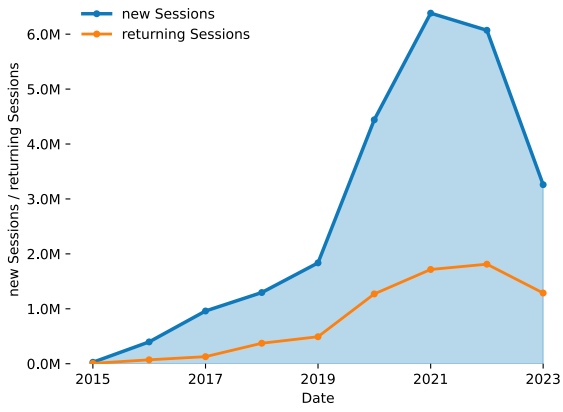
last 8 years

Country	Sessions
Germany	18635944
United States	9724512
Austria	1180622
Switzerland	356132
Canada	205266
United Kingdom	187926
India	137831
Philippines	97850
Australia	95749
Other	1020659



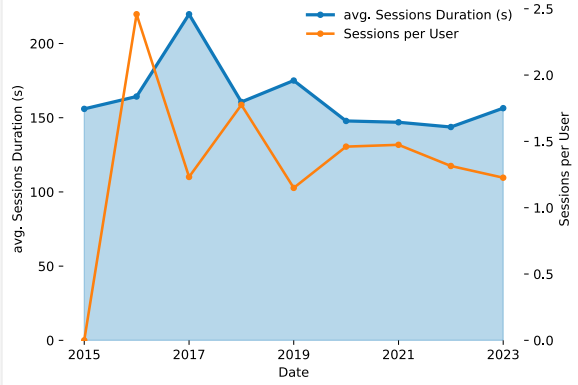
New & returning Sessions

last 8 years



Session Duration and Session per User

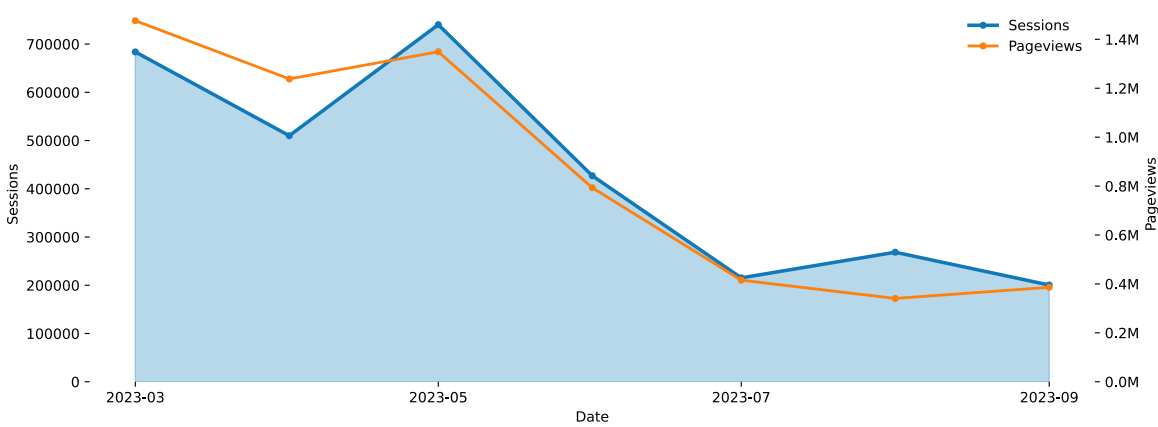
last 8 years



Audience

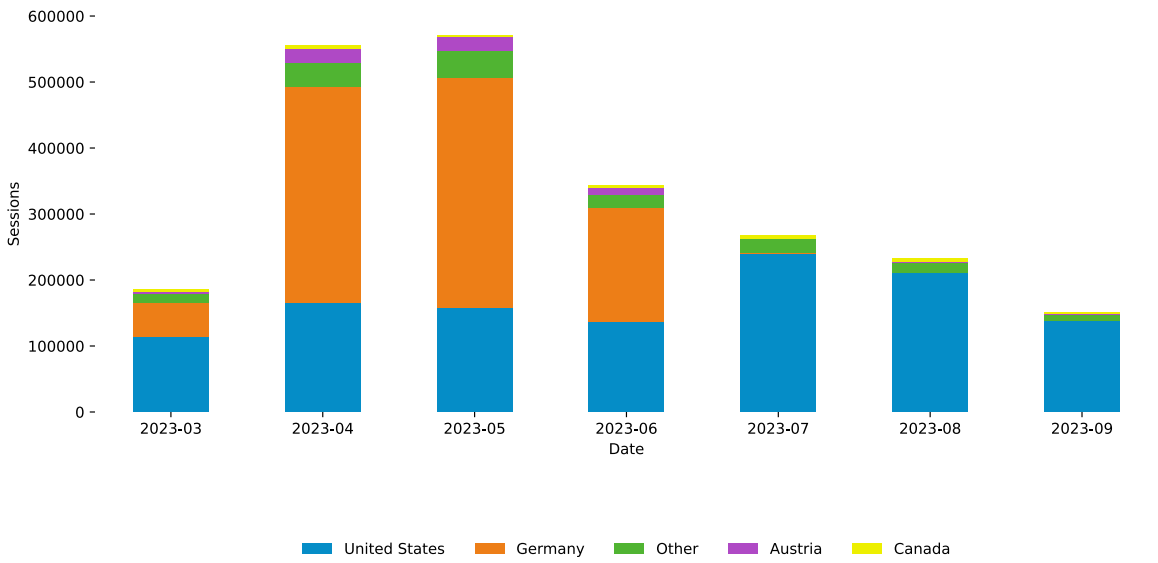
Sessions & Pageviews

last 14 months



Sessions by Country

last 14 months



Behaviour by Country

last 14 months

Date	Sessions	Page views	avg. Session duration
United States	1166062	1753055	163.29s
Germany	899027	1960985	149.57s
Austria	58110	120257	135.84s
Other	47483	80316	137.50s
Canada	26807	38743	130.74s
United Kingdom	20852	24497	104.14s
Switzerland	17926	34483	131.74s
Australia	12974	12925	93.25s
India	11296	14142	136.25s
Ireland	10833	11545	12.50s
China	6011	9223	92.38s
Indonesia	4372	8719	140.31s
France	4215	8560	144.67s
Philippines	4123	7546	531.92s
Netherlands	3961	8104	129.68s
Italy	3688	6268	146.31s
Afghanistan	3528	7332	122.06s
Spain	2516	5066	133.90s
Pakistan	2179	3609	114.88s
Hungary	2071	4942	326.10s

Behaviour by Language

last 14 months

Date	Sessions	Page views	avg. Session duration
en-us	1033577	1531699	163.29s
de-de	642545	1373326	154.69s
de	302958	678816	138.38s
en-US	148414	251268	165.78s
en-gb	49226	69978	107.71s
Other	44717	81698	133.91s
en-ca	16107	20567	118.86s
en-au	11228	12848	118.10s
de-at	10895	23031	153.67s
en	8492	17618	193.20s
ru-ru	7893	6599	66.78s
zh-cn	7549	14535	117.07s
es-us	4334	4904	87.71s
ru	3623	7071	111.82s
de-ch	3526	6654	159.30s
en-GB	3497	4343	71.87s
en-in	2546	3208	102.03s
tr-tr	2525	4667	152.09s
fr-fr	2264	3977	203.89s
en-CA	2120	3512	133.85s

Behaviour by Region

last 14 months

Date	Sessions	Page views	avg. Session duration
Other	844348	1417406	156.70s
North Rhine-Westphalia	215568	465535	145.70s
California	139846	213497	161.37s
Bavaria	116227	269418	156.05s
Baden-Wuerttemberg	107142	234896	154.53s
Hessen	103389	213767	138.51s
Texas	85688	128044	168.42s
New York	76757	115473	156.02s
Washington	75838	121266	195.58s
Lower Saxony	75681	161726	144.13s
Florida	72509	104472	157.04s
(not set)	66310	108662	105.67s
Illinois	49230	72600	167.29s
Saxony	46270	103313	159.86s
Berlin	45065	106651	170.29s
Ohio	41250	47967	132.70s
Virginia	40919	60097	144.52s
Georgia	38148	53608	153.41s
Rhineland-Palatinate	34064	72661	155.61s
Pennsylvania	33787	49261	155.44s

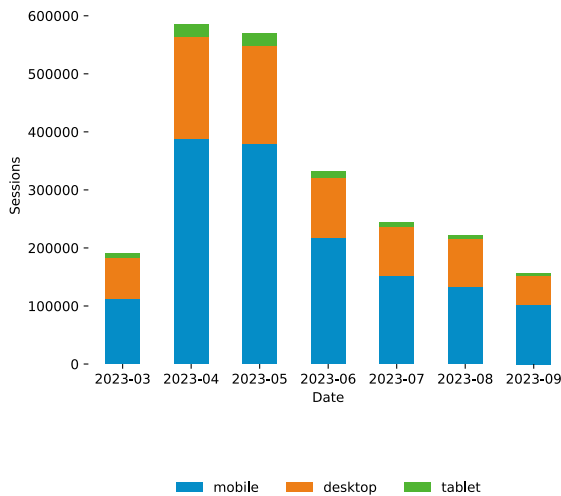
Behaviour by City

last 14 months

Date	Sessions	Page views	avg. Session duration
Other	1550731	2738078	156.31s
(not set)	302334	529157	159.94s
Frankfurt	60777	119093	131.80s
Cologne	46353	100757	148.94s
Berlin	45294	107083	172.53s
New York	43919	64260	141.50s
Hamburg	32252	68126	143.90s
Chicago	30765	45305	166.49s
Vienna	27803	55791	131.43s
Munich	27403	64761	145.74s
Los Angeles	26887	43548	182.59s
Stuttgart	20665	44866	146.15s
Leipzig	14511	29657	163.24s
Seattle	13996	20176	174.50s
Columbus	12242	5178	35.48s
Phoenix	11733	20222	236.20s
Dublin	10751	11364	11.74s
Houston	10239	12607	124.45s
Essen	9917	21564	126.17s
Hanover	9464	18726	129.84s

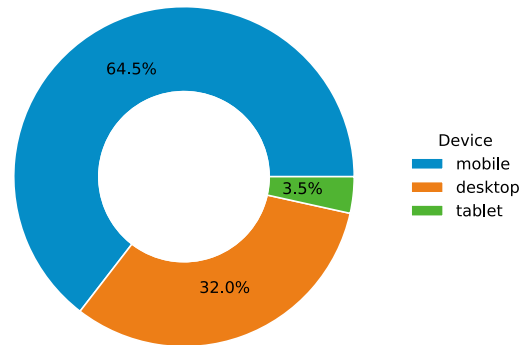
Device Type over Time

last 14 months



Device Type

last 14 months



Operating System

last 14 months

OS	Sessions	Page views	avg. Session duration
iOS	819703	1299420	156.39s
Android	742783	1366029	127.68s
Windows	438117	942278	177.84s
Macintosh	259686	524071	198.21s
Linux	29902	25722	73.45s
Chrome OS	10323	19659	169.72s
(not set)	247	255	23.66s
Playstation 4	83	243	510.86s
Tizen	43	105	696.04s
Xbox	17	15	8.34s
OS/2	17	7.13	13.28s
OpenBSD	13	13	0.00s
BlackBerry	12	21	139.70s
Windows Phone	9.65	18	56.52s
Firefox OS	6.71	11	46.98s
Nintendo 3DS	3.22	5.98	12.28s
FreeBSD	3.14	27	663.52s
Playstation Vita	2.08	2.03	0.00s

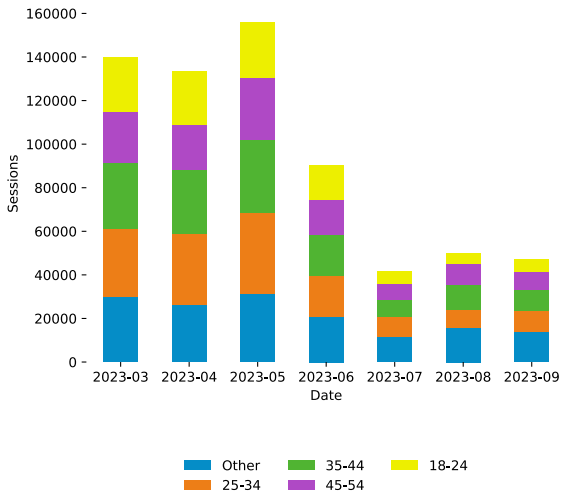
Browser

last 14 months

Browser	Sessions	Page views	avg. Session duration
Chrome	1043887	1930775	143.58s
Safari	908622	1510760	164.39s
Edge	100762	246038	185.40s
Firefox	98863	229424	201.00s
Samsung Internet	82986	144212	132.09s
Opera	22075	56777	197.87s
Android Webview	20298	23189	50.01s
Safari (in-app)	17684	27493	89.69s
Amazon Silk	3693	6564	151.19s
Mozilla Compatible Agent	755	748	64.52s
YaBrowser	257	557	88.63s
Internet Explorer	236	270	106.50s
DuckDuckGo Browser	214	204	1.57s
UC Browser	141	206	40.01s
(not set)	138	170	40.83s
Android Browser	131	134	72.75s
Coc Coc	112	185	55.77s
Other	60	119	228.22s
Opera Mini	29	17	4.17s
SeaMonkey	27	59	603.03s

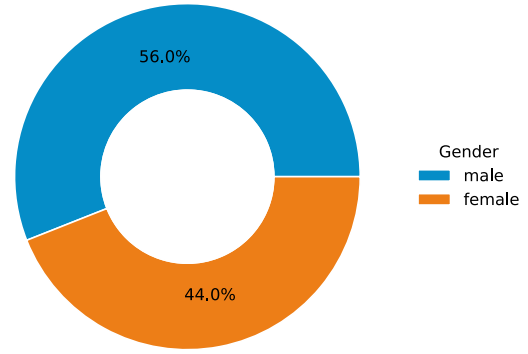
Age by Sessions

last 14 months



Gender

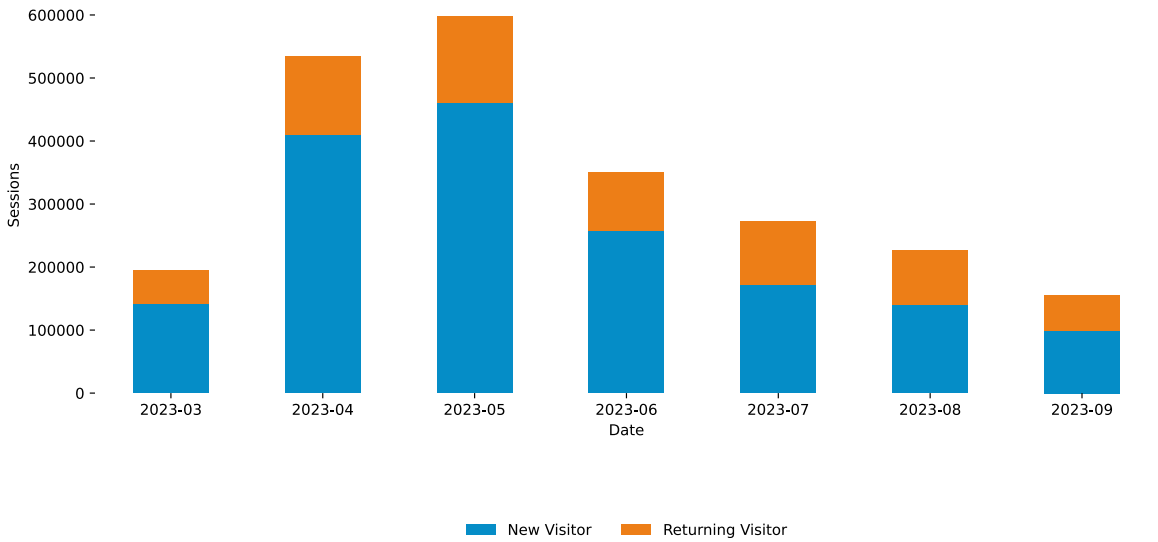
last 14 months



On-Site Behaviour

Session duration

last 14 months



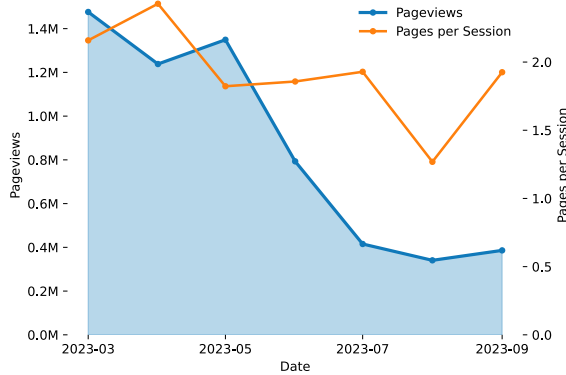
Session duration distribution

last 14 months

New vs Returning	Sessions	Page views	avg. Session duration	bounceRate	pagesPerSession
New Visitor	1680567	2840025	125.19s	31.1%	1.69
Returning Visitor	651097	1289064	224.45s	28.8%	1.98

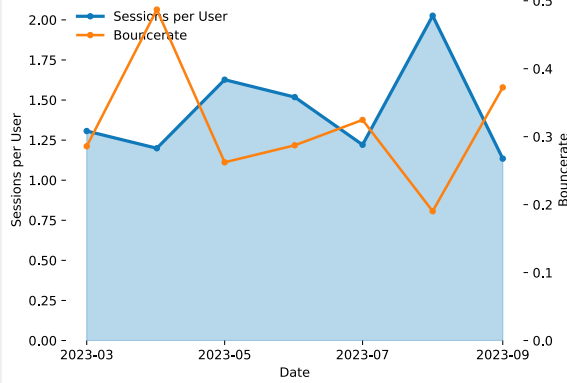
Pageviews

last 14 months



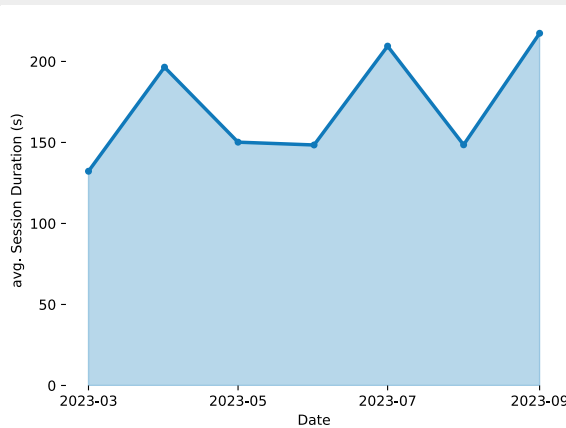
Sessions per User and Bounce rate

last 14 months



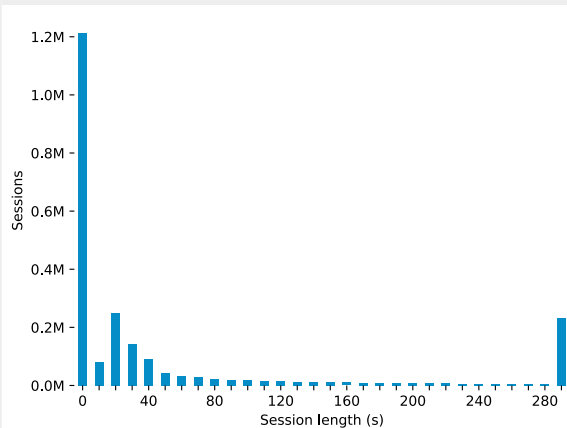
Session duration

last 14 months



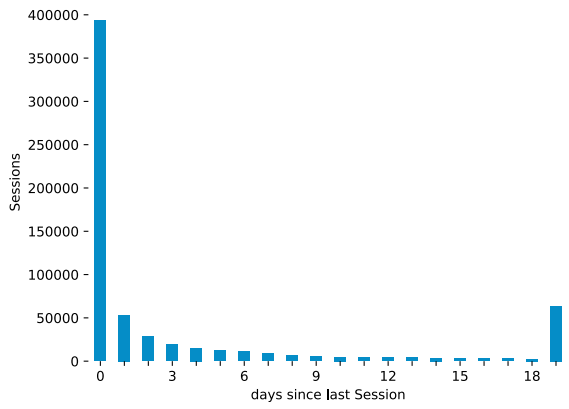
Session duration distribution

last 14 months



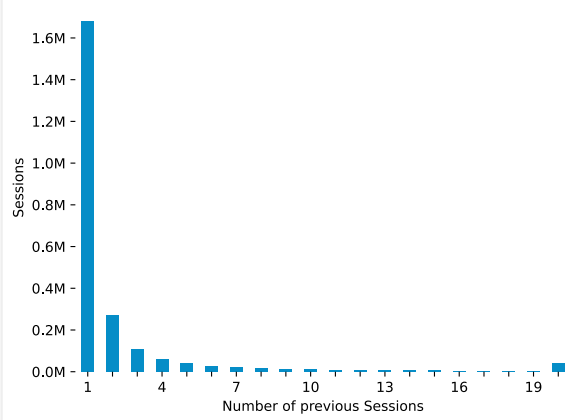
Time between Sessions

last 14 months



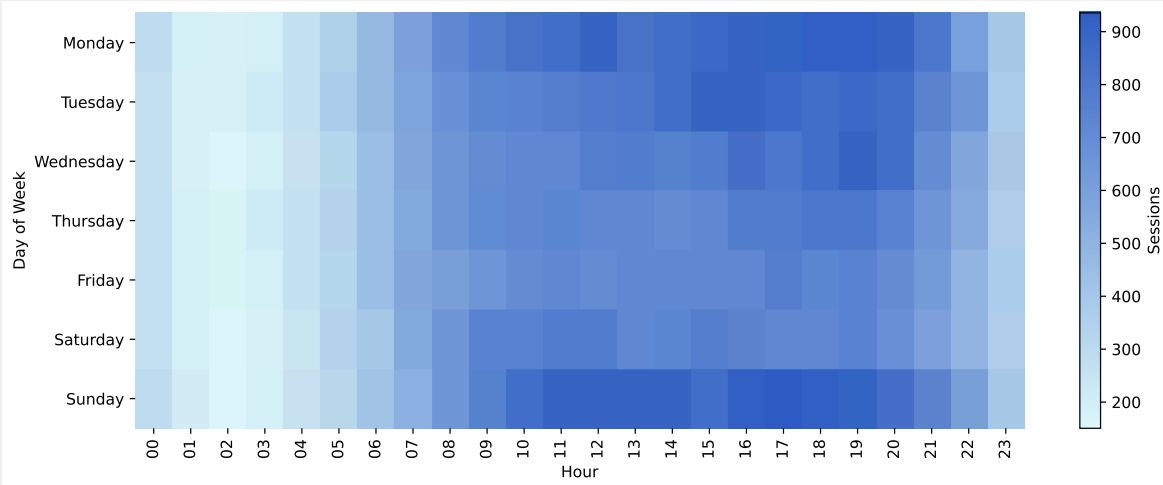
Number of Sessions per User

last 14 months



Sessions by Hour and Week Day

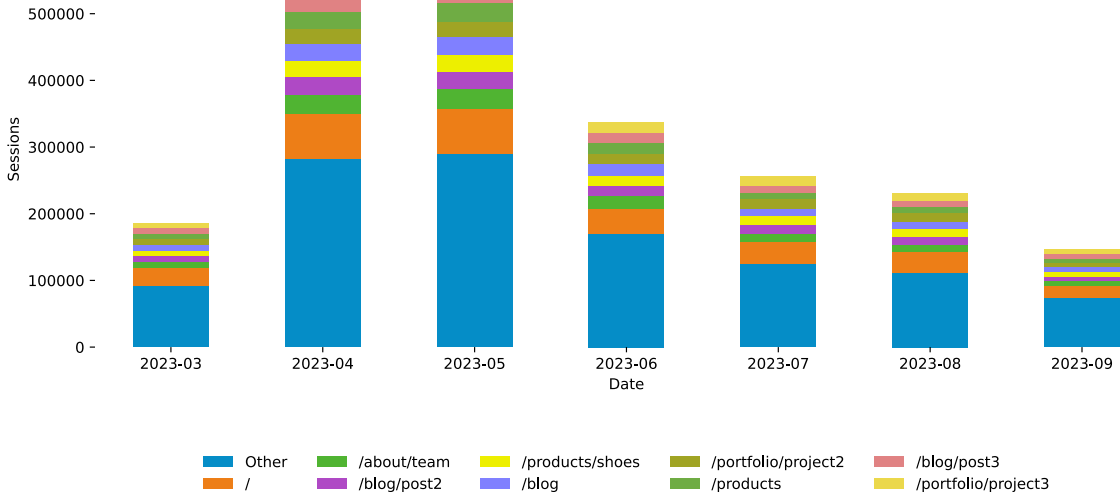
last 14 months



Content

Top Pages over Time

last 14 months



Page Performance

last 14 months

Page Path	Page views	Entrances	Exits	avg. Time on Page	Bounce rate
/	479626	272082	191299	67.11s	15.0%
Other	417133	218816	217931	80.09s	18.3%
/about/team	238234	105846	133578	107.33s	15.7%
/portfolio/project2	214482	94159	104209	90.17s	16.2%
/blog/post3	195443	93623	97944	87.92s	16.4%
/products/shoes	194744	96048	102924	84.64s	15.1%
/blog	187937	96550	90766	76.63s	16.4%
/home	185141	81427	88445	77.95s	14.2%
/products/clothing	183281	88526	90381	90.07s	15.6%
/products	182334	92743	98105	80.79s	17.6%
/contact/email	173399	89097	90243	76.68s	18.7%
/faq/general	171711	81448	91443	89.59s	16.2%
/products/accessories	167743	83048	83209	77.01s	18.7%
/blog/post2	165742	95256	90868	87.78s	19.3%
/about	165738	87833	80263	72.01s	19.4%
/portfolio/project3	164501	89126	91561	79.07s	18.5%
/faq	163964	84117	86295	77.03s	18.7%
/about/history	163202	76337	86461	89.32s	15.1%
/contact/location	157821	78786	81011	83.16s	19.1%
/contact	148145	69291	73372	88.78s	15.9%

Path Level 1

last 14 months

Path Level 1	Page views	Entrances	Exits	avg. Time on Page	Bounce rate
/contact	1215525	724623	789620	111.56s	19.8%
/faq	813184	437713	418042	80.37s	11.8%
/	387714	237596	160776	66.59s	15.4%
/pricing	374453	184444	196307	59.68s	34.6%
/products	267773	72399	85961	54.37s	9.2%
/login	186857	61830	63796	94.87s	8.2%
/home	177212	79114	77574	68.54s	16.5%
/testimonials	150680	76822	74489	75.65s	17.6%
/blog	113605	49791	42559	53.91s	14.5%
/support	86726	11110	17503	81.23s	3.6%
/about	75911	35174	42156	98.12s	19.8%
/news	75241	43370	39825	48.39s	18.9%
/services	57985	16746	22562	46.24s	13.8%
/resources	54481	10947	11609	53.68s	9.3%
/case-studies	17333	6993	5825	39.53s	16.0%
/careers	14988	5406	5561	42.33s	14.8%
/downloads	14412	3964	4542	51.07s	7.6%
/partners	13543	4006	3721	67.05s	8.4%
Other	12873	8088	5081	34.35s	19.8%
/events	9824	4024	2802	59.17s	10.2%

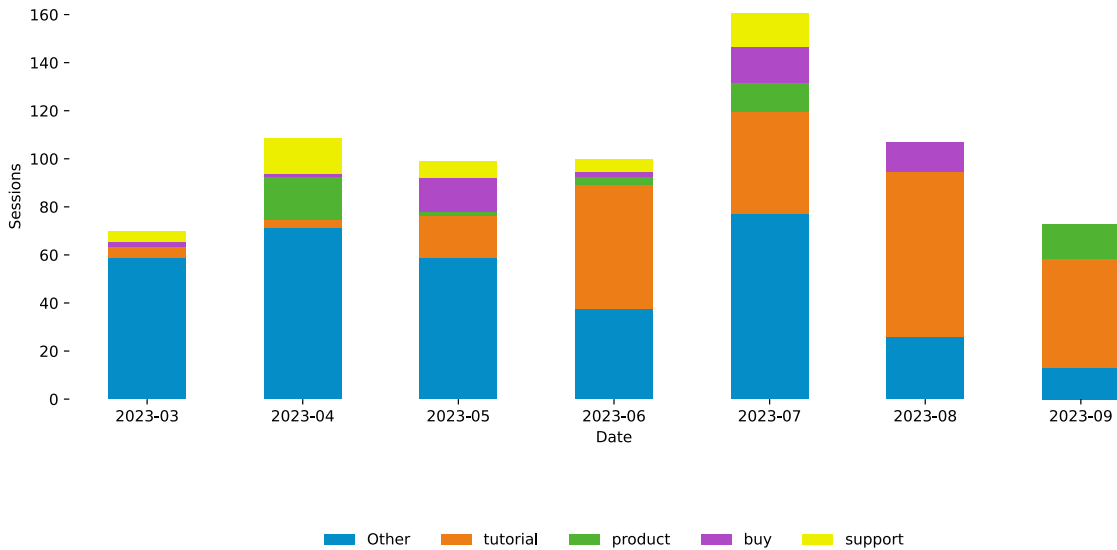
Content Grouping

last 14 months

Contentgroup 1	Page views	Entrances	Exits	avg. Time on Page	Bounce rate
downloads	4045680	2067643	2040072	82.81s	17.2%
home	74639	6516	30236	50.51s	0.15%
products	1.80	0.00	1.42	0.00s	0.00%

Search over Time

last 14 months



Search Keywords

last 14 months

Keyword	Searches	Result Views	Search Sessions	avg Pageviews after Search
tutorial	2162	2402	234	2.228485
discount	1906	2146	41	2.186362
support	1879	2115	47	2.169642
online	1876	2057	7.05	2.268362
buy	1876	2220	45	2.653536
download	1845	2023	11	2.126293
service	1843	2097	25	2.639379
reviews	1810	1966	18	2.587833
trial	1807	2209	16	2.205985
demo	1793	1971	18	1.937422
install	1720	1856	27	2.040859
best	1715	1937	18	2.314083
product	1711	1831	51	2.180542
help	1693	1896	32	1.998871
faq	1659	1846	36	2.415431
guide	1642	1782	25	2.104044
upgrade	1641	1798	18	2.145969
compare	1580	1768	36	2.400363
tips	1567	1721	8.17	2.243042
video	1527	1658	6.74	2.078237

Search Page

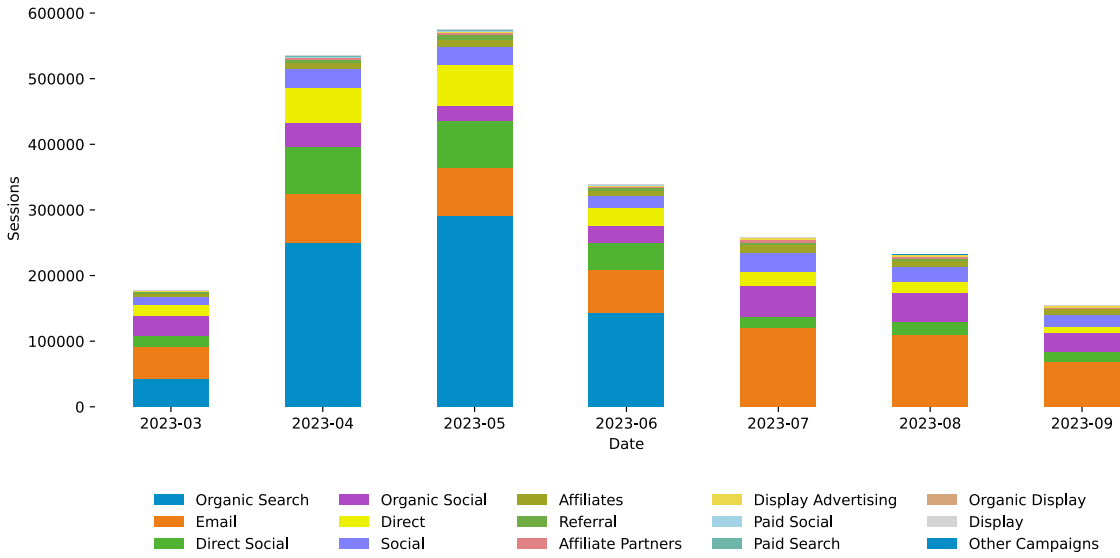
last 14 months

Search Page	Searches	Result Views	avg Pageviews after Search
/pricing	7007	7410	2.71
/resources	2548	2780	1.68
/careers	2184	2468	2.69
/blog	1989	2234	2.45
/faq	1681	1839	1.92
/products	1630	1810	1.77
/support	1546	1667	1.94
/contact	1526	1754	2.24
/case-studies	1441	1654	1.99
/gallery	1433	1659	2.70
/login	1414	1607	2.17
/testimonials	1414	1584	1.77
/services	1392	1583	1.97
/about	1377	1517	2.16
/partners	1250	1373	2.04
/downloads	1223	1368	2.28
/portfolio	1169	1422	2.33
/news	1158	1321	2.05
/events	994	1205	2.52
/home	876	1042	2.09

Acquisition

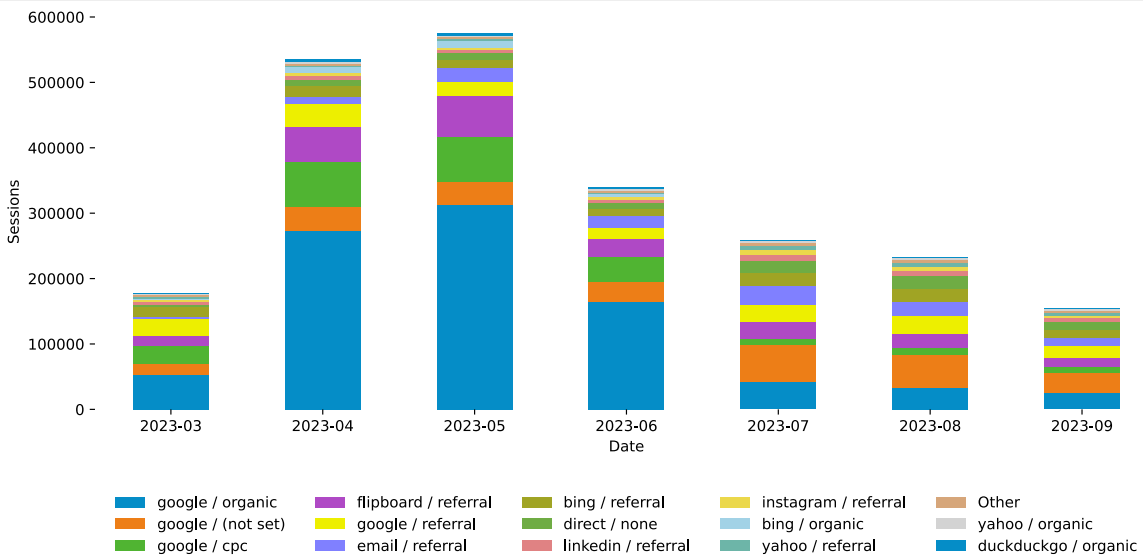
Channels over Time

last 14 months



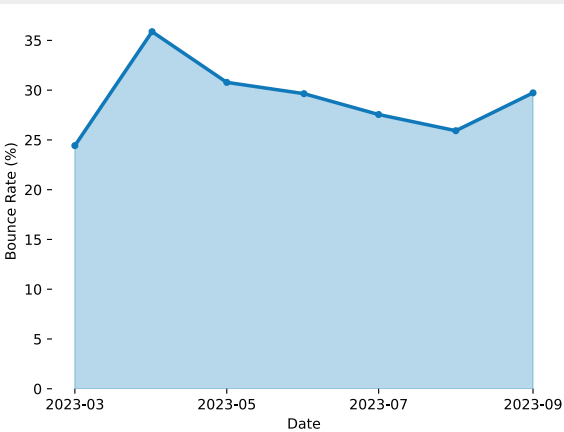
Source / Medium over Time

last 14 months



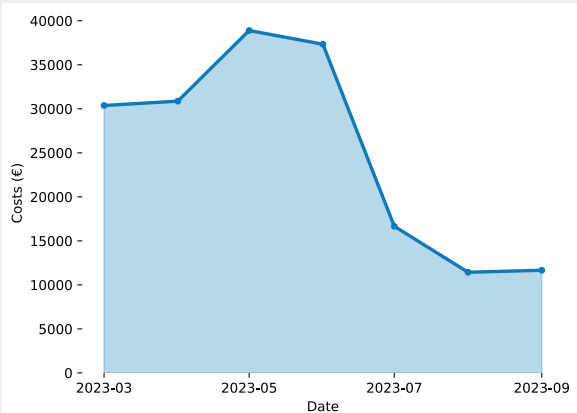
Bounce Rate

last 14 months



Acquisition Costs

last 14 months



Source/Medium KPI

last 14 months

Source/Medium	Sessions	new Users	avg. Session Duration	Bouncerate	Goals	Transactions	Revenue
google / organic	903415	773731	145.19s	28.6%	95900	4102	â,¬ 1,366,831.54
google / (not set)	256087	166502	110.32s	28.7%	135012	2223	â,¬ 1,643,130.58
google / cpc	233229	155053	117.01s	53.5%	68735	4680	â,¬ 744,743.50
flipboard / referral	224441	309460	192.42s	30.6%	71369	13638	â,¬ 11,703,703.01
google / referral	164718	72861	182.98s	21.7%	97751	2699	â,¬ 2,294,211.65
email / referral	120700	87805	184.90s	29.6%	73000	1757	â,¬ 1,353,368.55
bing / referral	105414	82053	171.56s	28.6%	83068	1275	â,¬ 1,135,364.77
direct / none	82962	49392	239.07s	18.1%	53048	1622	â,¬ 1,869,668.70
linkedin / referral	41633	28174	199.22s	24.1%	29277	449	â,¬ 406,037.30
instagram / referral	32887	24181	132.90s	23.7%	16564	193	â,¬ 217,823.07
bing / organic	26396	19417	160.35s	28.9%	3362	175	â,¬ 100,720.85
yahoo / referral	26279	15320	88.83s	39.2%	13952	119	â,¬ 161,192.71
yahoo / organic	14163	10366	140.76s	25.7%	7136	136	â,¬ 59,994.67
duckduckgo / organic	13658	9751	251.98s	22.7%	5415	152	â,¬ 118,973.86
google / display	10675	7372	202.18s	23.9%	9072	176	â,¬ 189,946.39
facebook / referral	5100	3230	159.71s	21.6%	1947	232	â,¬ 21,497.32
pinterest / referral	3112	2154	204.99s	12.1%	1287	86	â,¬ 113,016.37
youtube / referral	2907	1745	195.99s	30.3%	1620	7	â,¬ 572.12
twitter / referral	1925	1575	104.13s	24.0%	2928	2	â,¬ 57.10
quora / referral	1669	1129	73.79s	34.6%	539	394	â,¬ 274,817.20

Campaign KPI

last 14 months

Campaign	Sessions	new Users	avg. Session Duration	Bouncerate	Goals	Transactions	Revenue
sales promotion campaign	1162704	1113247	157.20s	28.2%	173194	18407	â,¬ 13,300,168.59
customer loyalty campaign	217411	166333	157.55s	26.6%	154265	2428	â,¬ 2,326,783.19
brand awareness campaign	125887	74175	126.34s	30.6%	56610	1520	â,¬ 1,115,053.86
spring campaign	93489	56772	156.79s	25.5%	78158	858	â,¬ 701,386.56
content marketing campaign	85120	47482	141.93s	30.9%	50234	922	â,¬ 658,051.52
cyber monday campaign	68854	46700	128.81s	59.3%	12486	1508	â,¬ 270,213.74
back to school campaign	64438	36174	238.40s	17.9%	34384	1483	â,¬ 1,695,275.49
black friday campaign	52988	33418	148.93s	26.4%	29987	1141	â,¬ 781,737.47
email campaign	50599	32509	186.03s	30.8%	34136	716	â,¬ 564,133.22
holiday campaign	49511	34847	109.77s	33.3%	28430	439	â,¬ 339,232.55
influencer campaign	48296	27615	170.51s	33.5%	23279	721	â,¬ 342,753.07
affiliate campaign	44505	25141	154.79s	51.4%	5457	1167	â,¬ 117,962.86
social media campaign	41865	27769	119.45s	32.9%	16365	328	â,¬ 233,117.55
autumn campaign	41786	27801	125.70s	44.3%	17610	475	â,¬ 184,770.45
winter campaign	32972	18005	132.40s	54.1%	6928	1053	â,¬ 245,609.50
new year campaign	24850	14626	107.32s	32.7%	12977	202	â,¬ 207,862.80
valentine campaign	23838	11481	177.12s	31.4%	10601	271	â,¬ 259,386.13
retargeting campaign	19898	14751	113.98s	33.2%	11615	170	â,¬ 161,707.73
product launch campaign	12641	7220	182.81s	24.1%	8954	232	â,¬ 178,186.35
summer campaign	9717	5206	163.13s	28.1%	5314	77	â,¬ 92,278.66

Keyword

last 14 months

Keyword / utm_term	Sessions	Page views
finance	1071919	1704879
pets	874724	1813262
health	53928	112319
technology	44158	87384
home	29130	59217
sports	21033	27296
beauty	19916	31874
food	19547	63688
music	15808	29117
Other	121207	234773

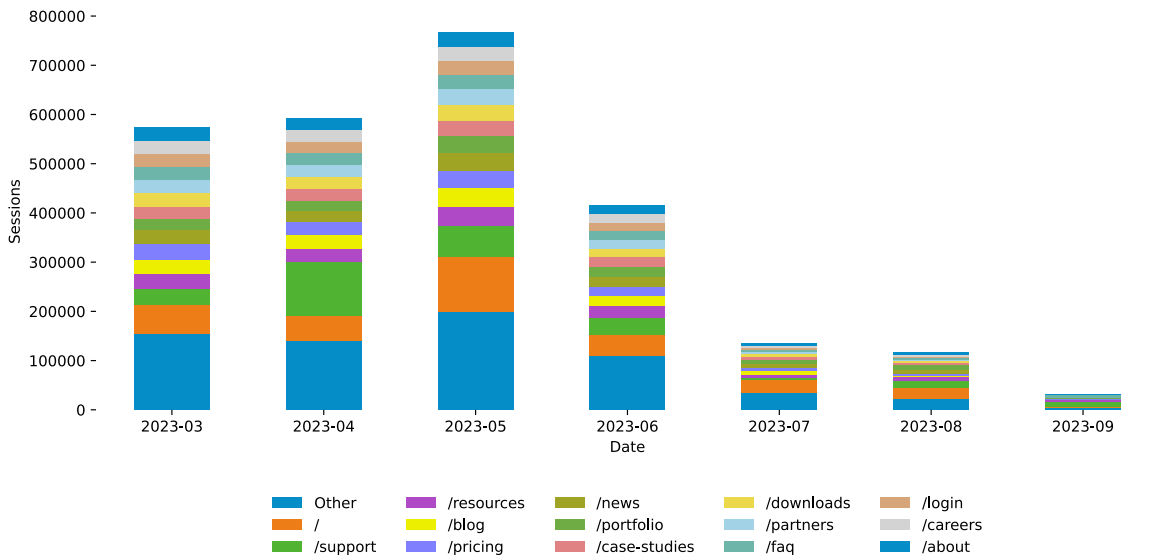
Ad Content

last 14 months

Ad Content / utm_content	Sessions	Page views
sponsored	2158847	3946399
social	13519	35408
email	11998	13588
overlay	11385	14251
video	10940	17711
image	9943	31677
affiliate	9398	20945
search	6595	7533
popup	6497	9242
Other	32245	67054

Landingpages over Time

last 14 months



Landingpage KPI

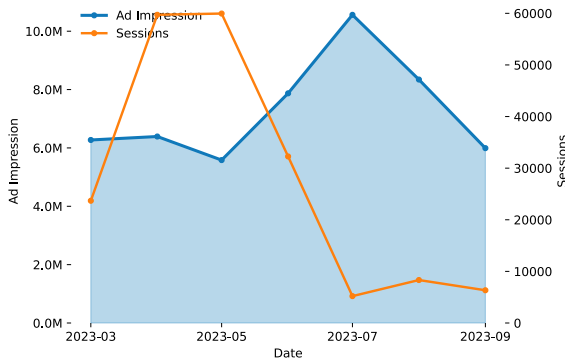
last 14 months

Source/Medium	Sessions	new Users	avg. Session Duration	Bouncerate	Goals	Transactions	Revenue
/	317280	204572	238.15s	28.6%	122767	4876	â,→ 2,725,127.49
/support	268646	224966	94.22s	14.9%	122054	2912	â,→ 2,488,655.81
Other	171094	127403	163.95s	37.3%	45547	1684	â,→ 766,591.19
/resources	136280	108006	156.03s	35.0%	39794	930	â,→ 496,041.34
/blog	125927	96982	158.75s	35.7%	41530	1081	â,→ 597,752.65
/pricing	125156	94863	152.89s	35.3%	33351	967	â,→ 476,867.08
/news	122740	92109	143.57s	40.3%	45966	1253	â,→ 522,932.31
/portfolio	118061	81047	168.77s	31.4%	43538	1216	â,→ 817,467.77
/case-studies	110933	83743	137.34s	33.0%	36666	744	â,→ 377,887.58
/downloads	110314	79539	168.47s	35.8%	32917	1145	â,→ 435,927.91
/partners	108860	83112	159.28s	36.9%	27078	1212	â,→ 544,636.15
/faq	106868	81121	159.39s	36.7%	37158	916	â,→ 552,198.19
/login	106551	81606	148.88s	35.3%	21171	853	â,→ 323,601.90
/careers	105244	79149	155.74s	34.2%	29550	987	â,→ 418,820.10
/about	105206	79380	164.19s	35.6%	32641	1147	â,→ 487,342.60
/testimonials	101499	77763	161.15s	34.0%	29433	1290	â,→ 727,995.18
/events	100033	71720	165.90s	36.9%	37279	1074	â,→ 472,141.98
/products	98087	74499	156.02s	34.7%	23745	875	â,→ 329,411.34
/gallery	97547	73376	154.19s	36.1%	27697	1027	â,→ 395,369.18
/contact	95889	68805	177.90s	34.2%	28839	970	â,→ 423,919.80

Adwords

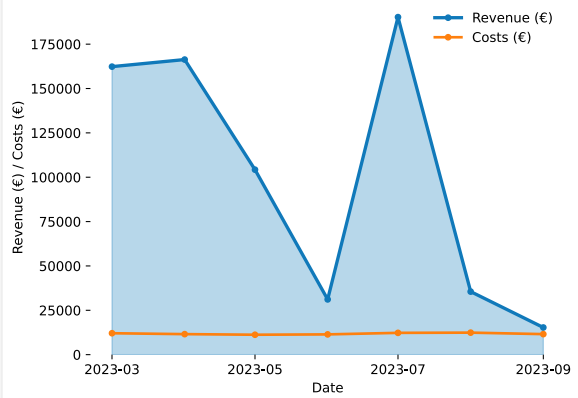
Ad Performance

last 14 months



Acquisition Costs / Revenue

last 14 months



Account KPI

last 14 months

Adwords Account ID	Sessions	avg. Session Duration	Bouncerate	Goals	Transactions	Revenue	Cost per Order	ROAS
6666655553	122553	109.26s	70.3%	39	3072	â,¬ 126,928.21	â,¬ 24.87	1.66
1323232321	72954	131.17s	35.5%	59633	1219	â,¬ 578,192.25	â,¬ 5.04	94

Campaign KPI

last 14 months

Campaign	Sessions	avg. Session Duration	Bouncerate	Goals	Transactions	Revenue	Cost per Order	ROAS
holiday campaign	46670	95.22s	36.3%	54040	435	â,¬ 306,492.30	â,¬ 0.00	inf
spring campaign	36010	98.37s	70.8%	3	742	â,¬ 42,076.29	â,¬ 28.35	2.00
brand awareness campaign	28771	121.57s	68.9%	46	904	â,¬ 30,669.33	â,¬ 17.16	1.98
retargeting campaign	24559	106.72s	69.7%	14	600	â,¬ 23,482.85	â,¬ 28.56	1.37
email campaign	22729	117.19s	69.4%	23	590	â,¬ 21,714.02	â,¬ 26.92	1.37
product launch campaign	15174	250.01s	25.1%	3080	674	â,¬ 209,660.72	â,¬ 5.95	52
winter campaign	12125	134.22s	64.7%	1782	171	â,¬ 4,757.03	â,¬ 19.67	1.41
back to school campaign	3157	79.42s	38.8%	0	20	â,¬ 1,506.39	â,¬ 106.03	0.71
influencer campaign	2141	52.01s	71.2%	123	16	â,¬ 762.70	â,¬ 70.49	0.68
valentine campaign	1539	92.89s	70.2%	14	33	â,¬ 1,607.78	â,¬ 26.68	1.85
autumn campaign	1182	95.00s	72.9%	0	15	â,¬ 1,993.32	â,¬ 84.37	1.61
cyber monday campaign	507	134.79s	68.3%	0	8	â,¬ 187.43	â,¬ 28.00	0.79
social media campaign	469	96.33s	27.5%	283	37	â,¬ 53,521.56	â,¬ 0.00	inf
summer campaign	247	47.45s	27.2%	62	0	â,¬ 0.00	â,¬ 0.00	0.00
new year campaign	150	161.48s	26.6%	129	47	â,¬ 6,688.74	â,¬ 0.00	inf
customer loyalty campaign	26	0.00s	50.6%	0	0	â,¬ 0.00	â,¬ 0.00	0.00
affiliate campaign	25	83.29s	47.8%	24	0	â,¬ 0.00	â,¬ 0.00	0.00
black friday campaign	23	77.94s	0.00%	49	0	â,¬ 0.00	â,¬ 0.00	0.00

Keyword KPI

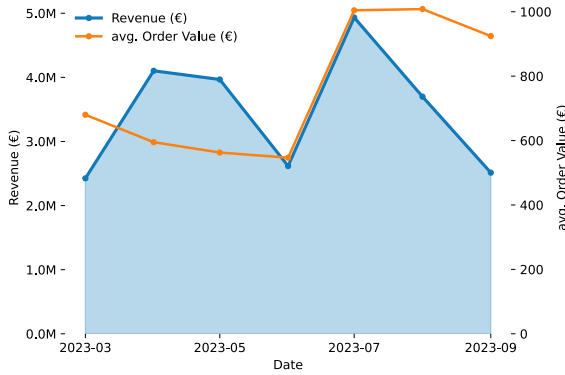
last 14 months

Keyword	Sessions	avg. Session Duration	Bouncerate	Goals	Transactions	Revenue	Cost per Order	ROAS
travel	43280	125.86s	35.4%	45570	559	â,¬ 367,015.34	â,¬ 4.62	142
finance	30683	143.90s	56.7%	257	803	â,¬ 34,485.56	â,¬ 14.95	2.87
lifestyle	12232	65.07s	69.5%	3114	137	â,¬ 8,388.05	â,¬ 28.90	2.12
gaming	9498	126.93s	57.1%	2015	246	â,¬ 36,206.82	â,¬ 17.98	8.19
pets	8967	112.35s	65.8%	258	229	â,¬ 54,316.60	â,¬ 21.25	11
technology	8642	109.02s	66.9%	284	186	â,¬ 8,515.19	â,¬ 29.37	1.56
education	7903	102.10s	66.4%	1786	200	â,¬ 6,406.19	â,¬ 19.30	1.66
business	7877	152.44s	63.0%	991	346	â,¬ 83,827.39	â,¬ 12.73	19
fashion	7811	125.42s	66.5%	75	203	â,¬ 8,301.32	â,¬ 22.87	1.79
news	7641	111.77s	64.1%	154	159	â,¬ 7,722.22	â,¬ 31.61	1.54
family	7108	125.81s	65.5%	258	182	â,¬ 8,656.49	â,¬ 27.27	1.74
entertainment	6632	75.42s	58.9%	3393	71	â,¬ 2,910.29	â,¬ 39.31	1.05
cars	5851	126.14s	67.0%	149	195	â,¬ 5,964.76	â,¬ 17.79	1.72
beauty	5650	91.67s	66.6%	200	113	â,¬ 13,762.48	â,¬ 31.32	3.89
shopping	5116	99.90s	68.2%	173	162	â,¬ 15,384.01	â,¬ 19.47	4.88
music	4782	67.23s	68.0%	190	74	â,¬ 4,674.22	â,¬ 41.88	1.50
health	4587	123.60s	67.0%	178	122	â,¬ 7,115.96	â,¬ 26.55	2.19
food	4503	117.77s	65.9%	301	145	â,¬ 5,388.45	â,¬ 15.67	2.37
home	3542	101.43s	66.9%	78	88	â,¬ 3,275.38	â,¬ 29.44	1.26
sports	3202	114.21s	64.2%	248	69	â,¬ 22,803.76	â,¬ 30.92	11

E-Commerce

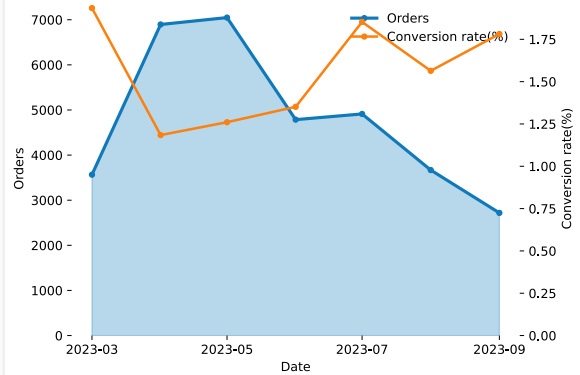
Revenue and avg. Order Value

last 14 months



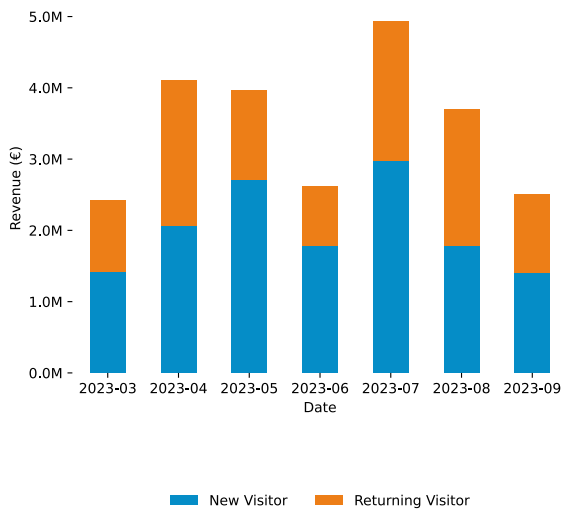
Orders and Conversion Rate

last 14 months



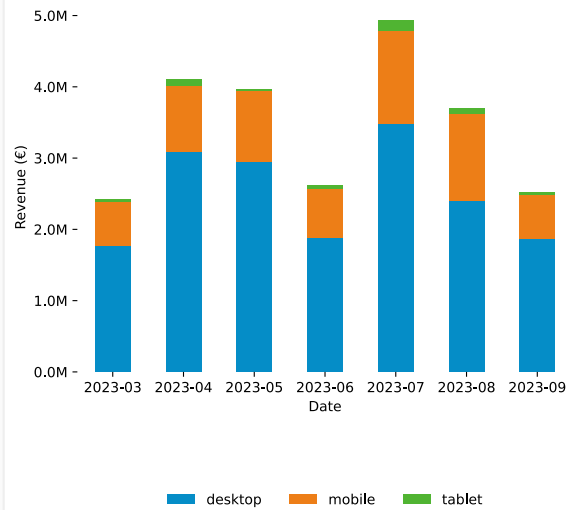
Revenue by new and returning Users

last 14 months



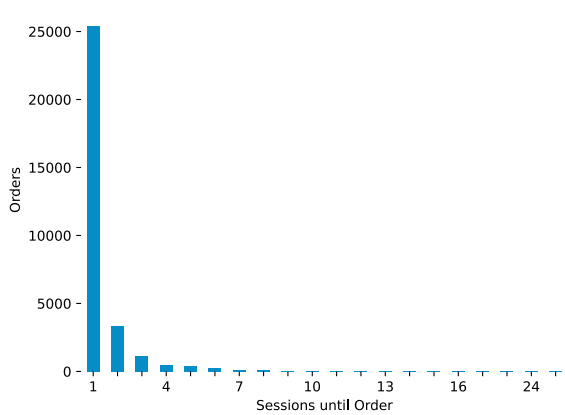
Revenue by Device Category

last 14 months



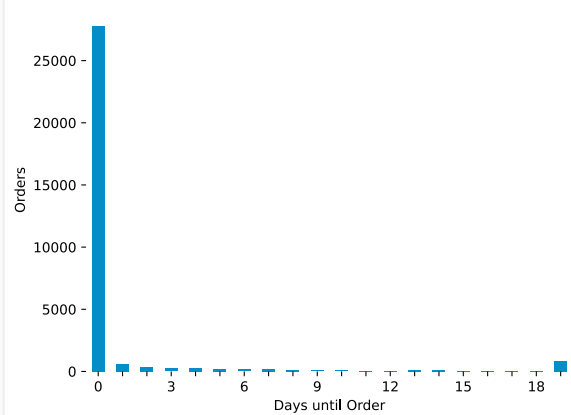
Sessions until Order

last 14 months



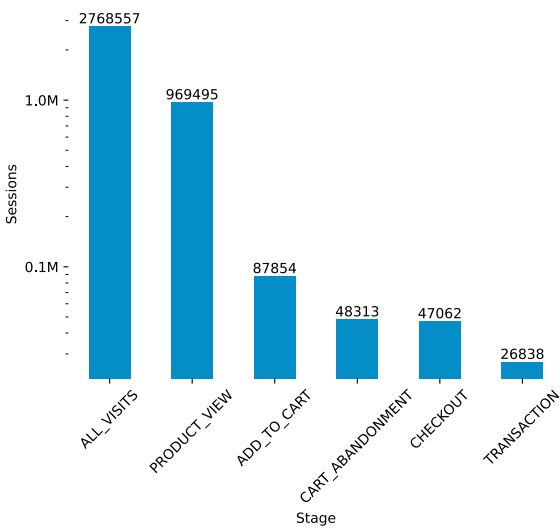
Time until Order

last 14 months



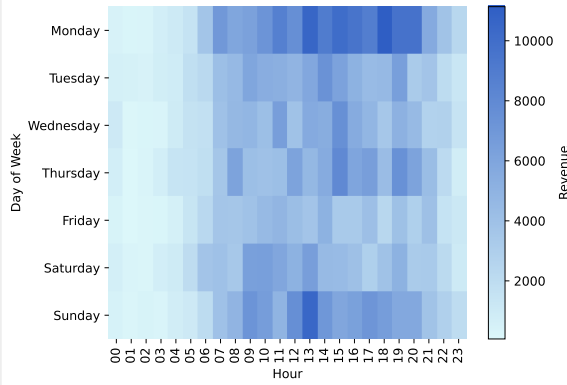
Checkout Funnel

last 14 months



Revenue Distribution by Hour and Week Day

last 14 months



Product KPI

last 14 months

Name	SKU	Category	Views	Add To Cart	Checkout	Purchases	Revenue	Refunds
Efficient Artifact	SKU003	Books > Non-Fiction	0	50	0	604564	â,¬ 23,500.67	0
Luxury Apparatus	SKU005	Books > Non-Fiction	153	13764	12723	3402	â,¬ 80,677.60	0
Classic Accessory	SKU001	Books > Non-Fiction	5	8609	7024	1866	â,¬ 0.00	0
Classic Accessory	SKU014	Books > Non-Fiction	9	8246	6869	1696	â,¬ 3,411.58	0
Pro Instrument	SKU005	Books > Non-Fiction	0	62	0	1558	â,¬ 7,044.05	0
Pro Instrument	SKU009	Books > Non-Fiction	0	4	0	1532	â,¬ 172.01	0
Luxury Apparatus	SKU016	Books > Non-Fiction	255	2472	1892	780	â,¬ 58,543.31	0
Sleek Gear	SKU007	Books > Non-Fiction	13	3826	2607	758	â,¬ 684.45	0
Luxury Apparatus	SKU013	Books > Non-Fiction	147	3883	2813	747	â,¬ 189,821.53	0
Elegant Product	SKU010	Books > Non-Fiction	128	456	14	719	â,¬ 55,090.76	0
Pro Instrument	SKU002	Books > Non-Fiction	4009	284	84	709	â,¬ 38,001.76	0
Sleek Gear	SKU015	Books > Non-Fiction	2	28	69	695	â,¬ 95,141.75	0
Sustainable Component	SKU014	Books > Non-Fiction	0	13	0	621	â,¬ 1,107,003.52	0
Luxury Apparatus	SKU012	Books > Non-Fiction	28	2878	2285	550	â,¬ 83,411.47	0
Gourmet Widget	SKU015	Books > Non-Fiction	0	59	0	502	â,¬ 54,630.30	0
Luxury Apparatus	SKU018	Books > Non-Fiction	17	27	4	490	â,¬ 119,451.56	0
Pro Instrument	SKU007	Books > Non-Fiction	2	15	0	479	â,¬ 192.92	0
Elegant Product	SKU020	Books > Non-Fiction	45	28	4	478	â,¬ 41,294.56	0
Pro Instrument	SKU017	Sports > Indoor	2494	0	823	423	â,¬ 3,395.65	0
Other	Other	Other	2650005	224325	123318	34776	â,¬ 13,914,532.00	0

Categories

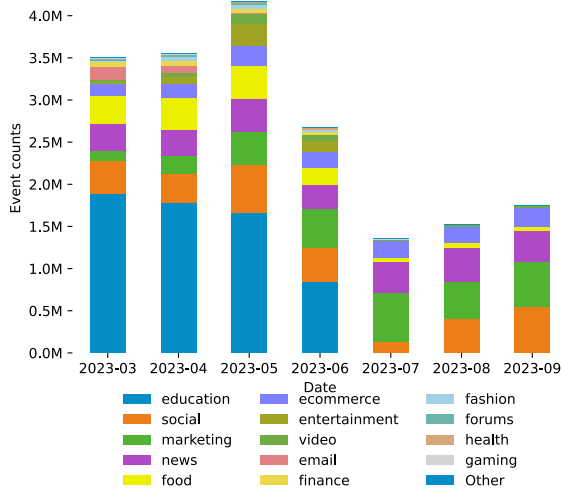
last 14 months

Category	Views	Add To Cart	Checkout	Purchases	Revenue	Refunds
Books > Non-Fiction	220411	97503	43156	641736	â,¬ 15,393,715.38	0
Home & Kitchen > Furniture	49117	0	4251	2065	â,¬ 59,878.23	0
Clothing > Women's Apparel	39507	0	2990	1667	â,¬ 42,727.33	0
Sports > Indoor	73081	4146	5331	1651	â,¬ 32,949.62	0
Books > Self-Help	56701	4356	4338	1364	â,¬ 36,400.68	0
Electronics > Headphones	102162	4335	4568	1033	â,¬ 33,240.27	0
Health & Beauty > Personal Care	191849	14004	6034	858	â,¬ 23,897.17	0
Clothing > Kids' Apparel	27162	4142	5554	785	â,¬ 29,011.28	0
Sports > Fitness	25488	0	1636	752	â,¬ 34,511.30	0
Toys & Games > Action Figures	673557	30898	17088	710	â,¬ 31,566.42	0
Electronics > Smartphones	55365	1483	2014	683	â,¬ 19,552.67	0
Clothing > Men's Apparel	22416	4112	3420	608	â,¬ 16,557.74	0
Home & Kitchen > Decor	89538	8429	6737	558	â,¬ 19,954.18	0
Home & Kitchen > Appliances	18734	0	1086	552	â,¬ 19,928.42	0
Electronics > Laptops	192659	41306	29387	512	â,¬ 20,684.38	0
Health & Beauty > Makeup	15113	0	1031	489	â,¬ 12,810.37	0
Books > Fiction	34440	921	1408	486	â,¬ 13,400.27	0
Toys & Games > Board Games	82751	3196	2011	436	â,¬ 20,399.59	0
Sports > Outdoor	647694	44689	14881	255	â,¬ 7,912.80	0
Health & Beauty > Skincare	39567	5512	3605	145	â,¬ 6,903.36	0

Events

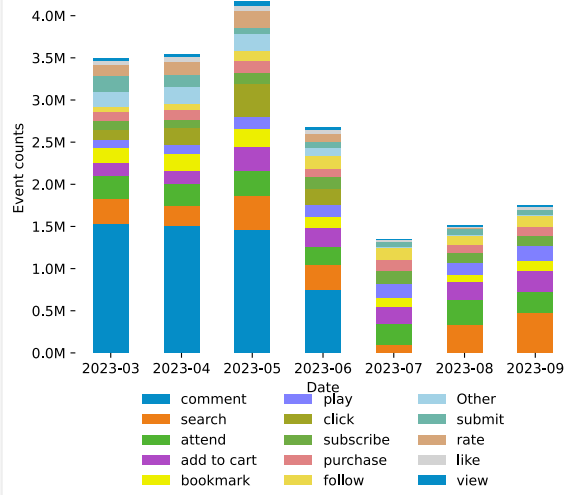
Event Category over Time

last 14 months



Event Action over Time

last 14 months



Event Category & Action

last 14 months

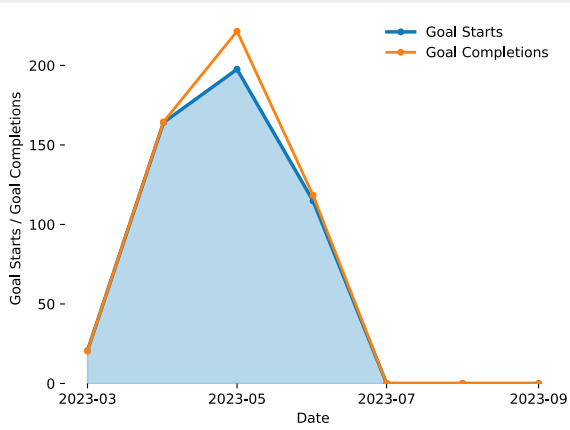
Event Category	Event Action	Total Events	Event Value	avg. Event Value
education	comment	5201792	0.00	0.00
Other	Other	2543039	9757382	3.84
social	search	2028047	61	0.00
news	attend	1691961	12959	0.01
ecommerce	add to cart	1174807	2.97	0.00
marketing	play	738300	4539	0.01
news	purchase	709203	490	0.00
marketing	subscribe	691434	1203	0.00
marketing	follow	644390	2837	0.00
marketing	bookmark	502500	5238	0.01
entertainment	click	488753	779	0.00
education	bookmark	452646	141	0.00
food	submit	375478	54688	0.15
social	rate	320470	332395	1.04
education	click	260361	3955	0.02
social	add to cart	228253	17	0.00
ecommerce	like	124557	3.82	0.00
social	view	124456	0.00	0.00
email	submit	122433	72	0.00
food	watch	90521	86960	0.96

Goals

Goal 1: Signup

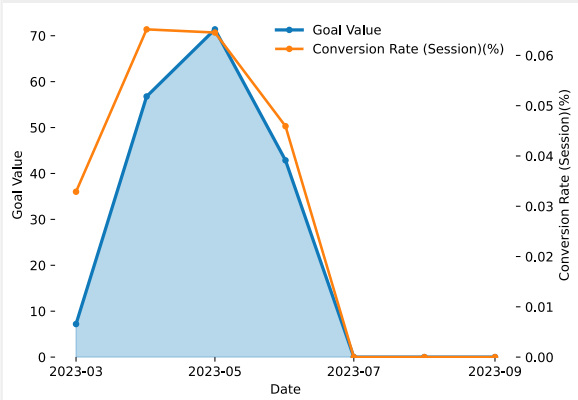
Goal Starts & Completions

last 14 months



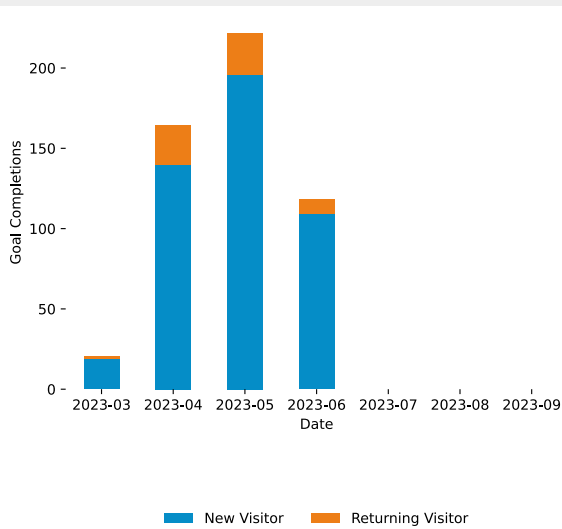
Goal Value & Conversion rate

last 14 months



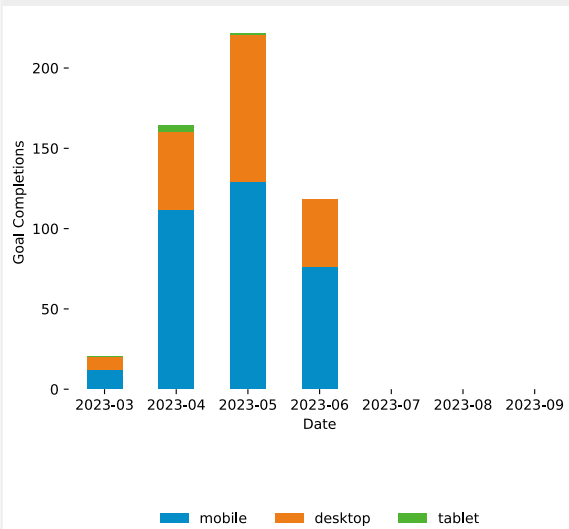
Signup by new and returning Users

last 14 months



Signup by Device Category

last 14 months



Signup KPI by Acquisition

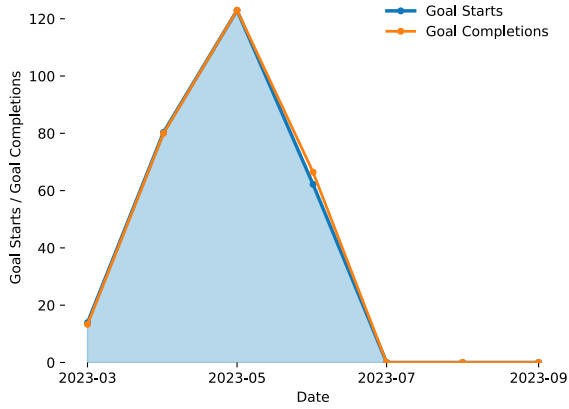
last 14 months

Source / Medium	Starts	Completions	Value	avg. Value	CVR (Session)	CVR (Funnel)
google / organic	401	427	142	0.33	0.10%	106.5%
google / cpc	48	49	17	0.36	0.03%	101.2%
duckduckgo / organic	11	12	4.76	0.38	0.20%	107.9%
bing / organic	11	10	3.71	0.36	0.06%	89.8%
facebook / referral	9	10	3.63	0.38	0.04%	102.9%
email / referral	5	7	2.54	0.39	0.24%	120.5%
yahoo / organic	4	4	1.62	0.45	0.01%	84.6%
google / referral	3	3	1.09	0.37	0.01%	106.4%
quora / referral	2	2	0.83	0.48	0.05%	115.6%
instagram / referral	1	1	0.49	0.37	0.00%	118.8%
google / (not set)	1	1	0.36	0.56	0.01%	106.6%
flipboard / referral	0	0	0.00	0.00	0.00%	0.00%
direct / none	0	0	0.00	0.00	0.00%	0.00%
google / display	0	0	0.00	0.00	0.00%	0.00%
Other	0	0	0.00	0.00	0.00%	0.00%

Goal 2: Newsletter

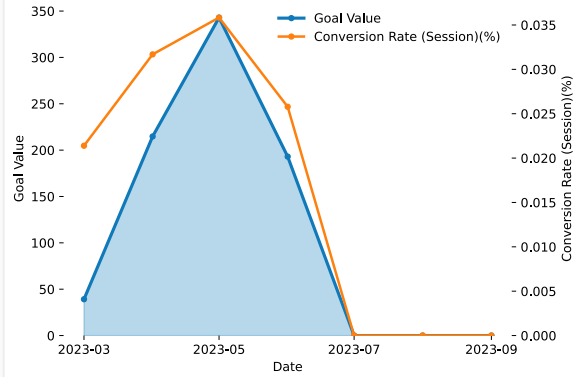
Goal Starts & Completions

last 14 months



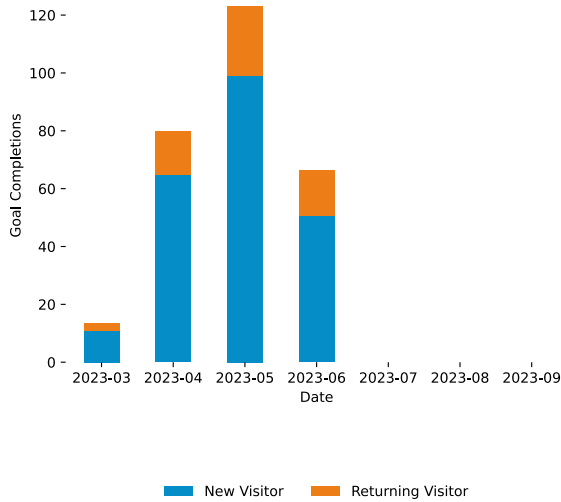
Goal Value & Conversion rate

last 14 months



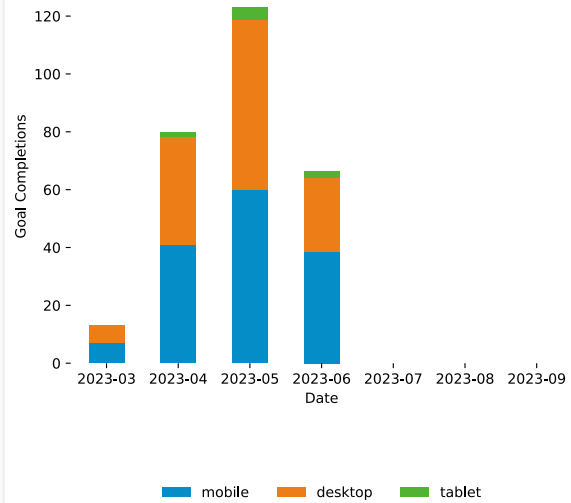
Newsletter by new and returning Users

last 14 months



Newsletter by Device Category

last 14 months



Newsletter KPI by Acquisition

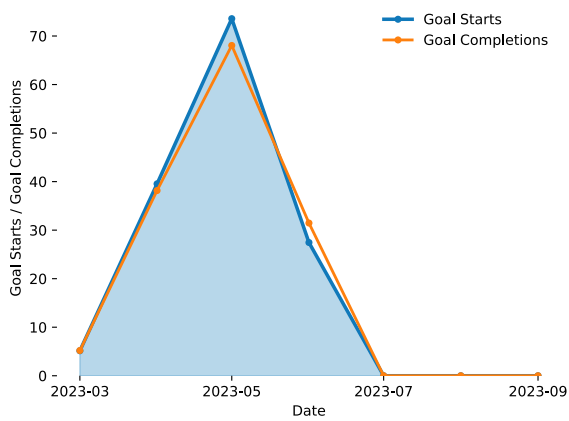
last 14 months

Source / Medium	Starts	Completions	Value	avg. Value	CVR (Session)	CVR (Funnel)
google / organic	222	223	621	2.78	0.05%	100.5%
bing / organic	22	23	65	2.86	0.13%	105.0%
google / cpc	21	21	53	2.49	0.01%	102.4%
facebook / referral	4	5	17	3.62	0.02%	110.2%
yahoo / organic	4	4	13	3.58	0.01%	94.8%
quora / referral	3	3	8.66	2.91	0.08%	114.1%
duckduckgo / organic	2	2	6.85	3.19	0.04%	101.1%
linkedin / referral	1	1	2.73	3.06	0.24%	111.3%
email / referral	1	1	2.05	2.80	0.03%	86.3%
direct / none	0	0	0.00	0.00	0.00%	0.00%
yahoo / referral	0	0	0.00	0.00	0.00%	0.00%
twitter / referral	0	0	0.00	0.00	0.00%	0.00%
pinterest / referral	0	0	0.00	0.00	0.00%	0.00%
google / referral	0	0	0.00	0.00	0.00%	0.00%
Other	0	0	0.00	0.00	0.00%	0.00%

Goal 3: Contact

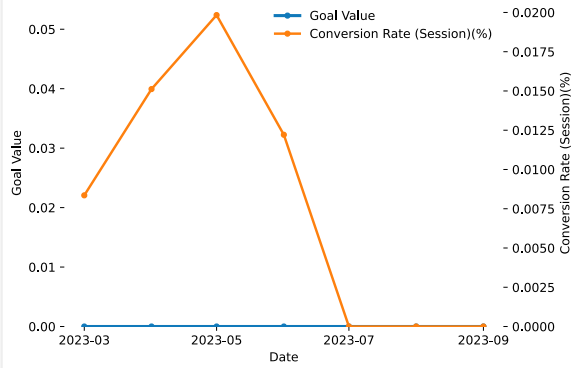
Goal Starts & Completions

last 14 months



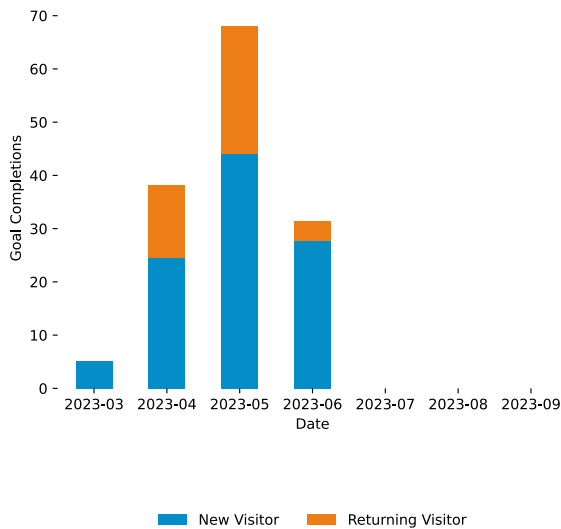
Goal Value & Conversion rate

last 14 months



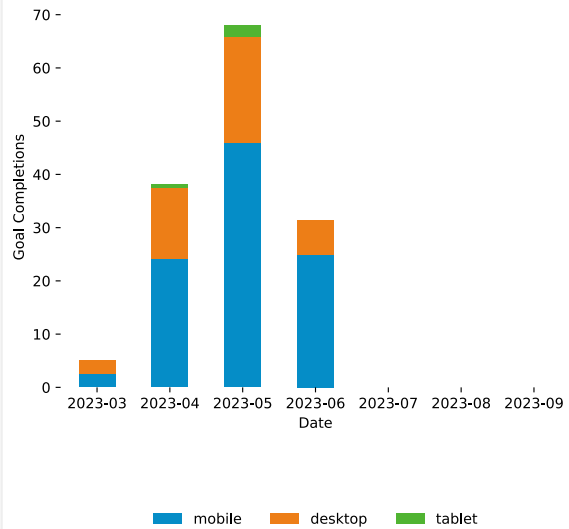
Contact by new and returning Users

last 14 months



Contact by Device Category

last 14 months



Contact KPI by Acquisition

last 14 months

Source / Medium	Starts	Completions	Value	avg. Value	CVR (Session)	CVR (Funnel)
google / organic	107	106	0.00	0.00	0.02%	99.3%
google / cpc	23	20	0.00	0.00	0.01%	87.9%
facebook / referral	6	7	0.00	0.00	0.03%	107.8%
email / referral	3	3	0.00	0.00	0.11%	108.3%
bing / organic	2	2	0.00	0.00	0.01%	87.5%
yahoo / organic	1	2	0.00	0.00	0.01%	103.1%
quora / referral	1	1	0.00	0.00	0.03%	106.0%
linkedin / referral	1	1	0.00	0.00	0.27%	111.8%
google / (not set)	1	1	0.00	0.00	0.01%	111.7%
duckduckgo / organic	0	0	0.00	0.00	0.00%	0.00%
flipboard / referral	0	0	0.00	0.00	0.00%	0.00%
direct / none	0	0	0.00	0.00	0.00%	0.00%
google / display	0	0	0.00	0.00	0.00%	0.00%
bing / referral	0	0	0.00	0.00	0.00%	0.00%
Other	0	0	0.00	0.00	0.00%	0.00%