



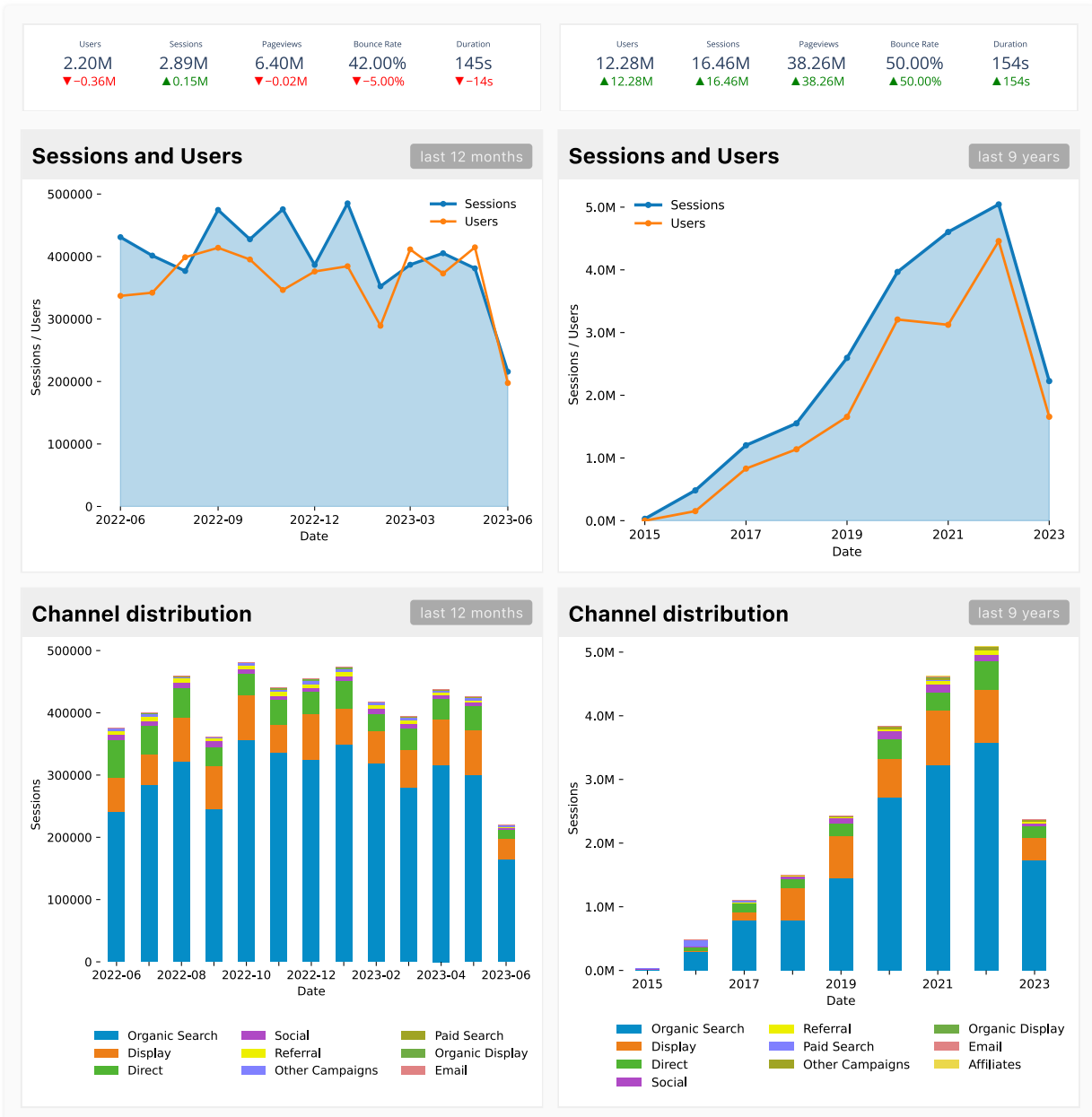
Google Analytics Export

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

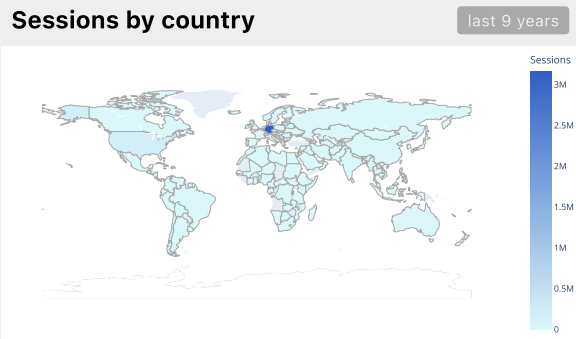
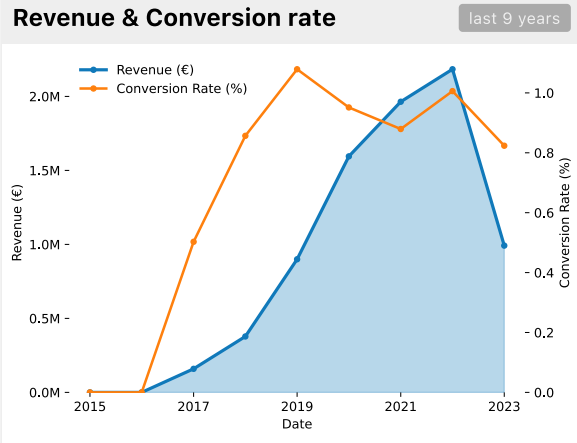
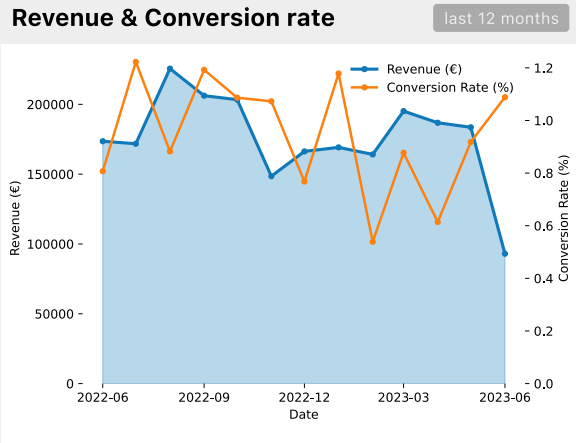
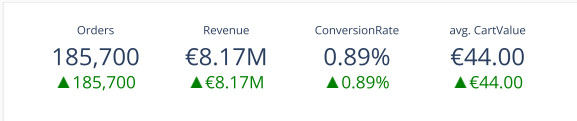
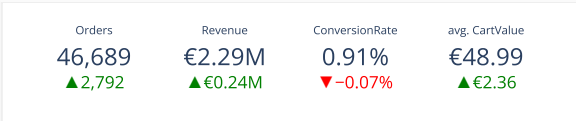
powered by
GA3 Exporter

created on 2023-07-07

Overview

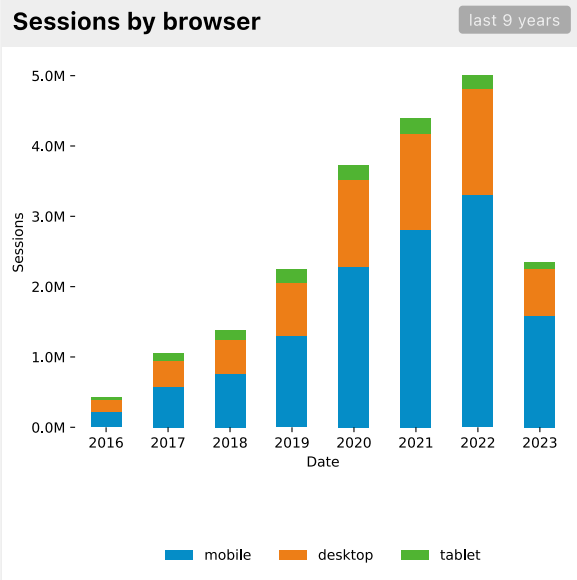
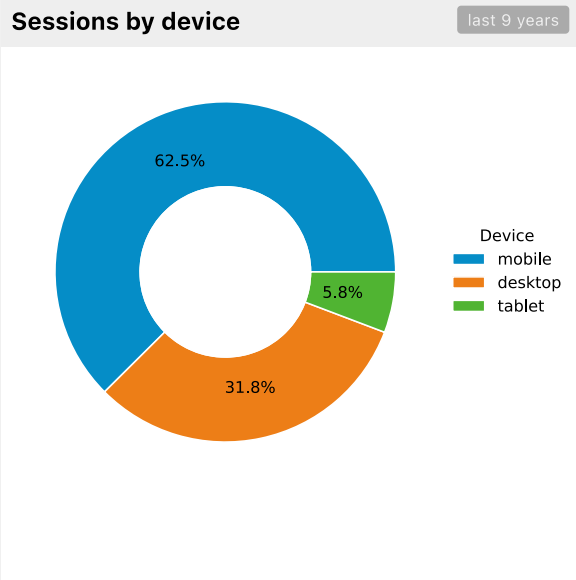


Revenue Overview



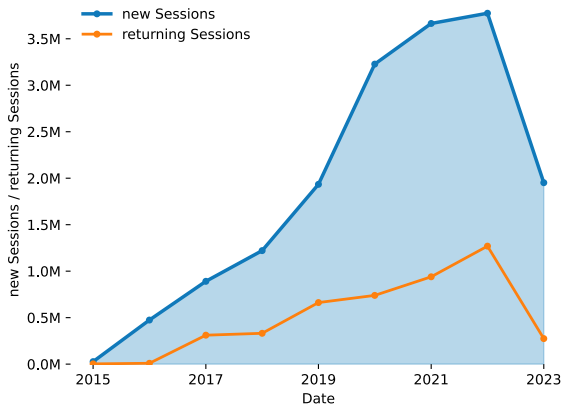
Sessions by country last 9 years

| Country | Sessions |
|---------------|----------|
| Germany | 3165624 |
| Austria | 210103 |
| United States | 175132 |
| Switzerland | 60358 |
| Afghanistan | 24793 |
| Ireland | 11820 |
| France | 10695 |
| Italy | 9628 |
| Netherlands | 9326 |
| Other | 86403 |



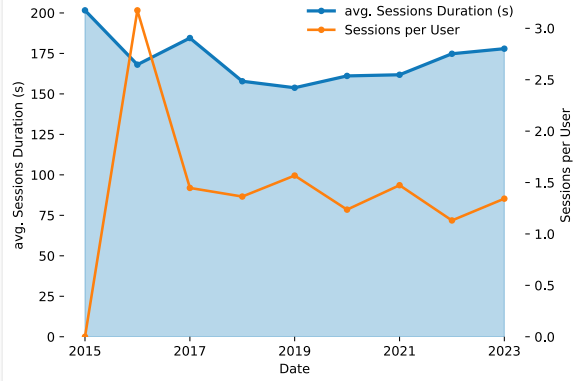
New & returning Sessions

last 9 years



Session Duration and Session per User

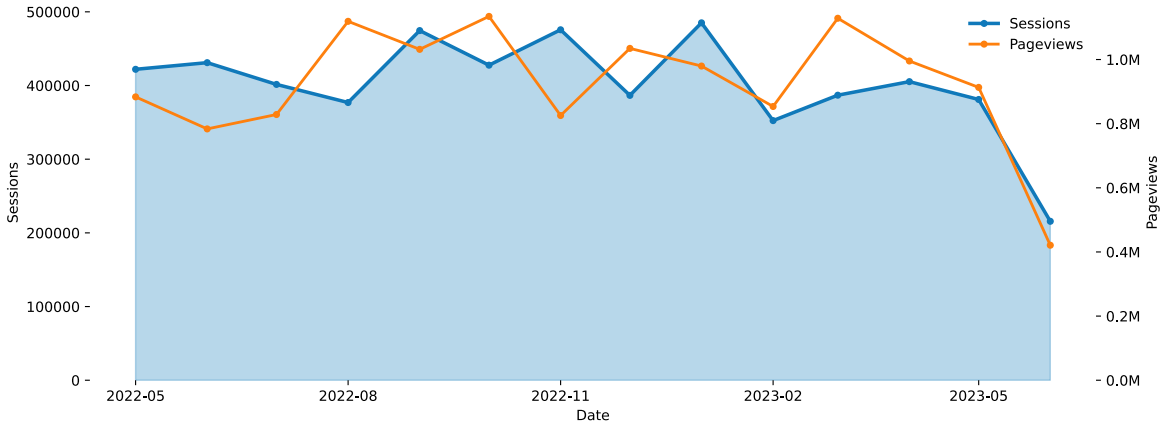
last 9 years



Audience

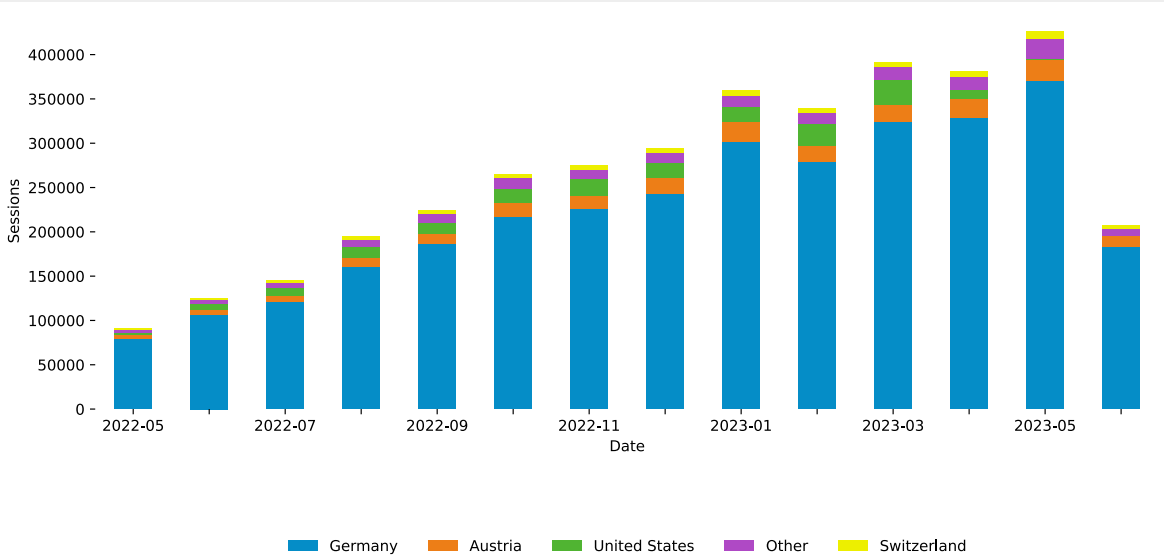
Sessions & Pageviews

last 14 months



Sessions by Country

last 14 months



Behaviour by Country

last 14 months

| Date | Sessions | Page views | avg. Session duration |
|----------------|----------|------------|-----------------------|
| Germany | 3126511 | 7008253 | 167.28s |
| Austria | 205971 | 425698 | 153.28s |
| United States | 173667 | 365972 | 172.10s |
| Switzerland | 61340 | 111413 | 150.70s |
| Other | 39192 | 79229 | 132.72s |
| Afghanistan | 24074 | 51598 | 169.28s |
| France | 11070 | 26008 | 166.60s |
| Netherlands | 10626 | 23992 | 159.32s |
| Ireland | 10619 | 12253 | 3.05s |
| Italy | 9349 | 21059 | 194.97s |
| Indonesia | 8443 | 19637 | 206.17s |
| Spain | 6598 | 12864 | 138.69s |
| Hungary | 6120 | 12614 | 173.73s |
| Luxembourg | 4890 | 10232 | 151.03s |
| United Kingdom | 4714 | 9745 | 151.03s |
| Türkiye | 4219 | 8902 | 142.61s |
| Brazil | 3480 | 9096 | 226.98s |
| Belgium | 3311 | 6649 | 143.74s |
| Poland | 2590 | 5089 | 178.90s |
| Croatia | 2501 | 5471 | 118.76s |

Behaviour by Language

last 14 months

| Date | Sessions | Page views | avg. Session duration |
|-------|----------|------------|-----------------------|
| de-de | 2331865 | 5038242 | 171.31s |
| de | 1088343 | 2567086 | 161.35s |
| en-us | 65205 | 134400 | 118.17s |
| Other | 57892 | 125648 | 120.00s |
| en-gb | 47829 | 105797 | 145.31s |
| de-at | 44571 | 86651 | 169.36s |
| de-ch | 14073 | 23623 | 156.11s |
| ru | 9352 | 19191 | 134.24s |
| tr-tr | 7237 | 13706 | 128.16s |
| ru-ru | 6934 | 15006 | 142.78s |
| pl-pl | 6241 | 12708 | 131.46s |
| en-de | 5907 | 14111 | 141.37s |
| ro-ro | 5348 | 9188 | 91.61s |
| en | 5016 | 12027 | 237.73s |
| hu-hu | 4771 | 10134 | 236.75s |
| ar | 4666 | 8436 | 66.94s |
| it-it | 3753 | 8539 | 177.87s |
| fr-fr | 3534 | 8081 | 130.43s |
| zh-cn | 3383 | 6983 | 111.18s |
| ro | 3367 | 6217 | 82.26s |

Behaviour by Region

last 14 months

| Date | Sessions | Page views | avg. Session duration |
|------------------------|----------|------------|-----------------------|
| North Rhine-Westphalia | 1002267 | 2128951 | 158.49s |
| Bavaria | 396178 | 915647 | 172.97s |
| Baden-Wuerttemberg | 357358 | 816595 | 175.76s |
| Hessen | 261537 | 602186 | 160.19s |
| Lower Saxony | 228270 | 506006 | 168.92s |
| Other | 226535 | 460560 | 153.05s |
| (not set) | 224948 | 479333 | 170.12s |
| Berlin | 163563 | 400846 | 180.84s |
| Saxony | 144955 | 321907 | 173.25s |
| Rhineland-Palatinate | 113981 | 259276 | 173.00s |
| Vienna | 109589 | 218555 | 138.87s |
| Hamburg | 105684 | 250753 | 166.96s |
| Schleswig-Holstein | 86649 | 199207 | 175.32s |
| Brandenburg | 66008 | 153994 | 174.74s |
| Thuringia | 55468 | 129316 | 176.51s |
| Saxony-Anhalt | 50914 | 117966 | 186.27s |
| Mecklenburg-Vorpommern | 44761 | 98104 | 151.87s |
| Styria | 29221 | 61144 | 155.28s |
| Zurich | 27794 | 50781 | 153.97s |
| Saarland | 23609 | 54648 | 156.78s |

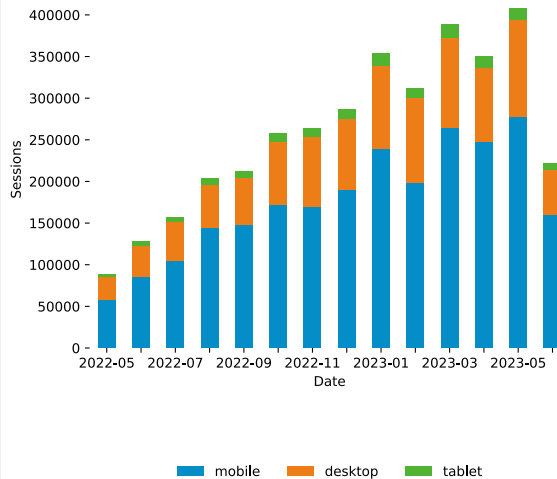
Behaviour by City

last 14 months

| Date | Sessions | Page views | avg. Session duration |
|------------|----------|------------|-----------------------|
| Other | 1760541 | 3949322 | 168.29s |
| Cologne | 477808 | 975266 | 158.45s |
| (not set) | 474941 | 1051986 | 172.02s |
| Berlin | 163563 | 400846 | 180.84s |
| Frankfurt | 123779 | 273822 | 148.45s |
| Vienna | 109589 | 218555 | 138.87s |
| Munich | 106189 | 245435 | 164.73s |
| Hamburg | 105684 | 250753 | 166.96s |
| Stuttgart | 77060 | 172465 | 163.24s |
| Leipzig | 44348 | 92351 | 175.71s |
| Essen | 34102 | 68197 | 154.60s |
| Dresden | 34078 | 78592 | 174.08s |
| Dortmund | 33715 | 71727 | 145.84s |
| Hanover | 32780 | 73952 | 163.84s |
| Nuremberg | 26890 | 62462 | 186.73s |
| Dusseldorf | 26328 | 61080 | 163.51s |
| Munster | 23712 | 48389 | 135.14s |
| Graz | 22383 | 46485 | 151.74s |
| Zurich | 21048 | 38304 | 157.38s |
| Karlsruhe | 20748 | 45785 | 147.73s |

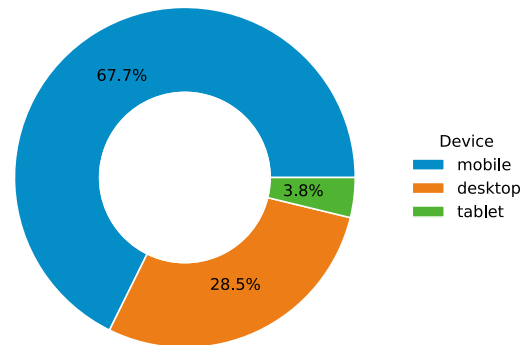
Device Type over Time

last 14 months



Device Type

last 14 months



Operating System

last 14 months

| OS | Sessions | Page views | avg. Session duration |
|---------------|----------|------------|-----------------------|
| Android | 1616746 | 3492558 | 158.35s |
| iOS | 978659 | 2107593 | 160.85s |
| Windows | 719581 | 1967897 | 211.71s |
| Macintosh | 276606 | 615979 | 195.69s |
| Linux | 34559 | 83138 | 209.75s |
| Chrome OS | 4899 | 14689 | 256.86s |
| (not set) | 468 | 598 | 8.51s |
| Playstation 4 | 337 | 959 | 572.15s |
| Tizen | 153 | 409 | 261.22s |
| BlackBerry | 89 | 134 | 75.69s |
| Windows Phone | 41 | 79 | 35.51s |
| FreeBSD | 27 | 67 | 95.57s |
| Firefox OS | 26 | 47 | 90.89s |
| Xbox | 25 | 46 | 191.23s |
| OS/2 | 22 | 40 | 61.25s |
| Nintendo WiiU | 13 | 28 | 88.05s |

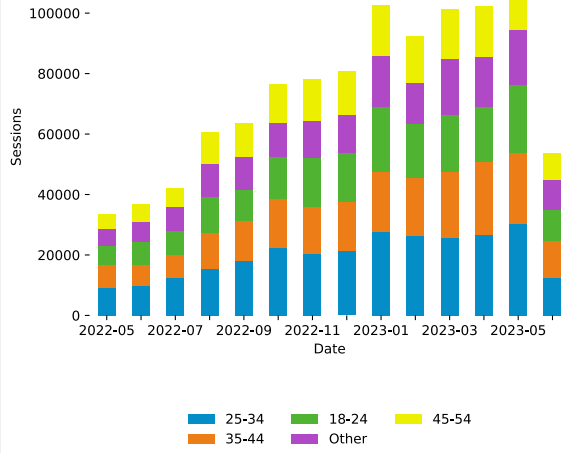
Browser

last 14 months

| Browser | Sessions | Page views | avg. Session duration |
|--------------------------|----------|------------|-----------------------|
| Chrome | 1686819 | 3922471 | 171.33s |
| Safari | 1143131 | 2472730 | 167.52s |
| Firefox | 274004 | 721979 | 217.46s |
| Samsung Internet | 230704 | 365278 | 130.49s |
| Edge | 185030 | 525264 | 205.08s |
| Opera | 70882 | 179932 | 196.79s |
| Android Webview | 31629 | 70945 | 141.78s |
| Amazon Silk | 4271 | 13044 | 309.38s |
| Safari (in-app) | 2952 | 6784 | 128.89s |
| Internet Explorer | 902 | 1921 | 171.63s |
| YaBrowser | 526 | 1653 | 226.20s |
| Mozilla Compatible Agent | 391 | 498 | 39.41s |
| UC Browser | 270 | 662 | 91.52s |
| Android Browser | 169 | 253 | 103.62s |
| (not set) | 147 | 209 | 3.54s |
| startbase | 140 | 139 | 0.00s |
| SeaMonkey | 104 | 221 | 298.17s |
| Other | 73 | 104 | 256.51s |
| Opera Mini | 54 | 66 | 10.27s |
| Nintendo Browser | 51 | 107 | 78.43s |

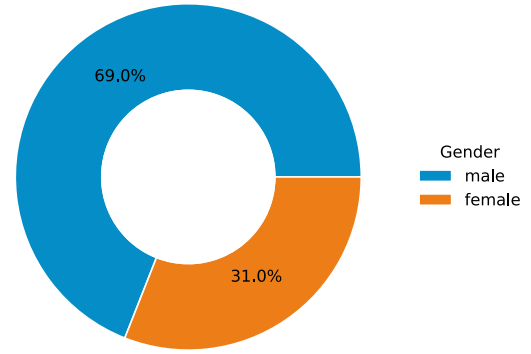
Age by Sessions

last 14 months



Gender

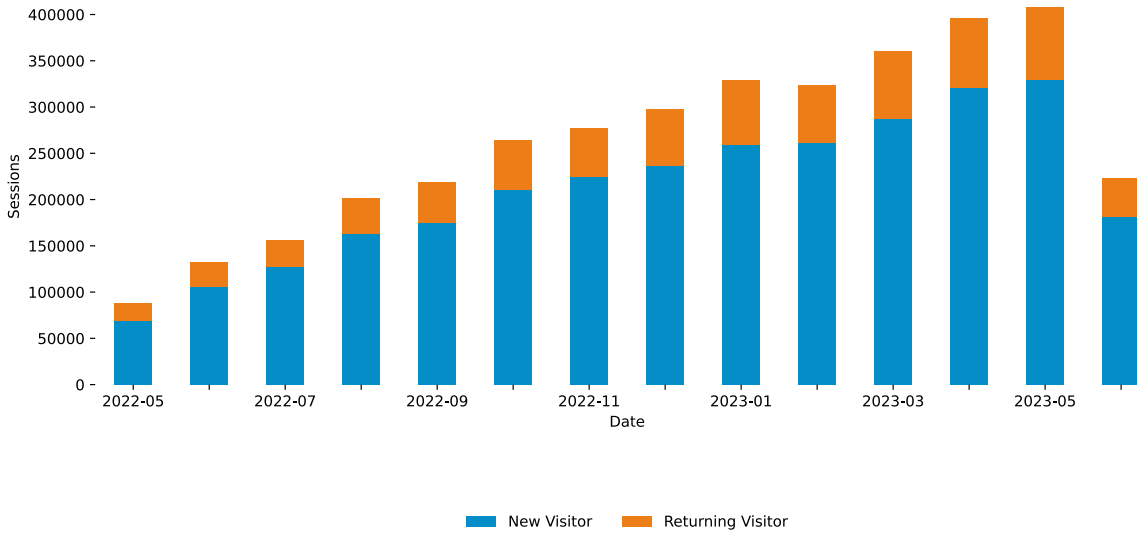
last 14 months



On-Site Behaviour

Session duration

last 14 months



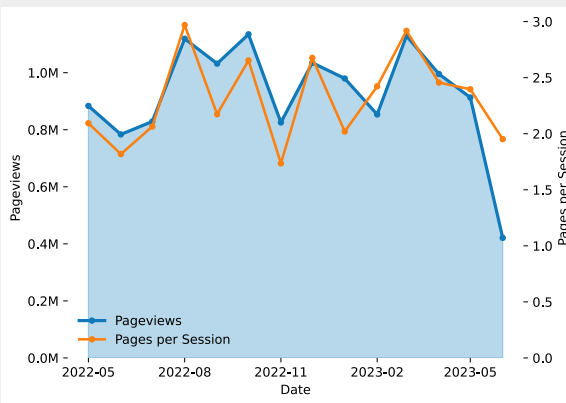
Session duration distribution

last 14 months

| New vs Returning | Sessions | Page views | avg. Session duration | bounceRate | pagesPerSession |
|-------------------|----------|------------|-----------------------|------------|-----------------|
| New Visitor | 2952110 | 6489294 | 154.98s | 42.2% | 2.20 |
| Returning Visitor | 724044 | 1776908 | 219.99s | 49.1% | 2.45 |

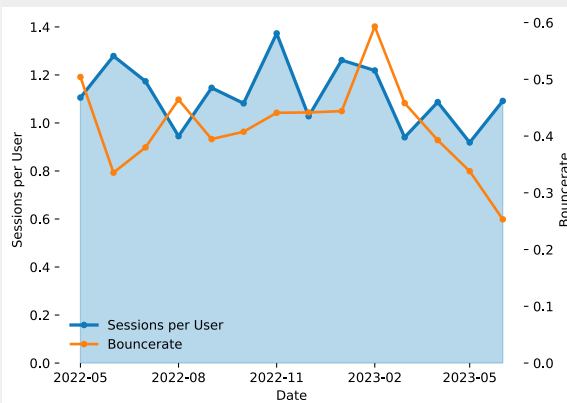
Pageviews

last 14 months



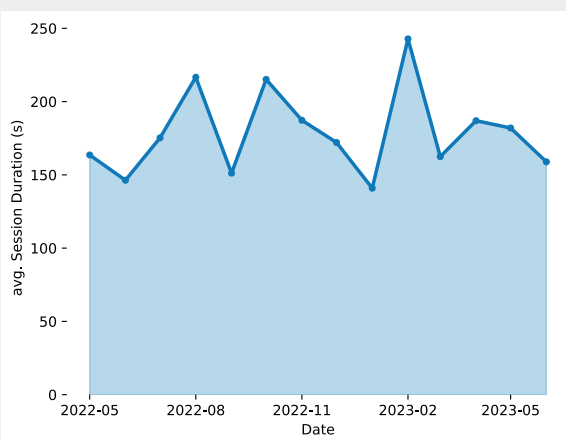
Sessions per User and Bounce rate

last 14 months



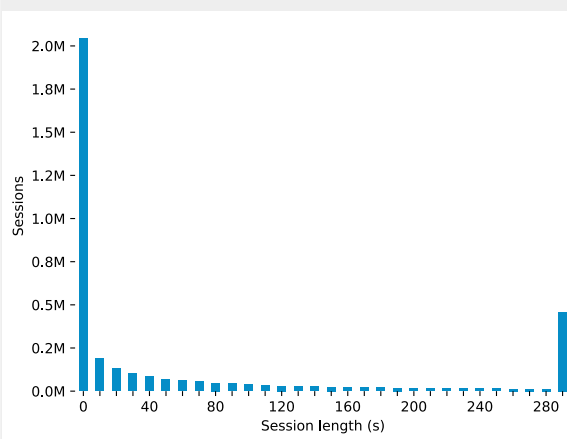
Session duration

last 14 months



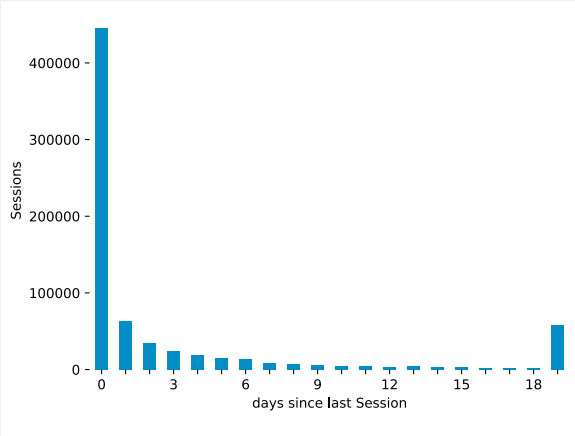
Session duration distribution

last 14 months



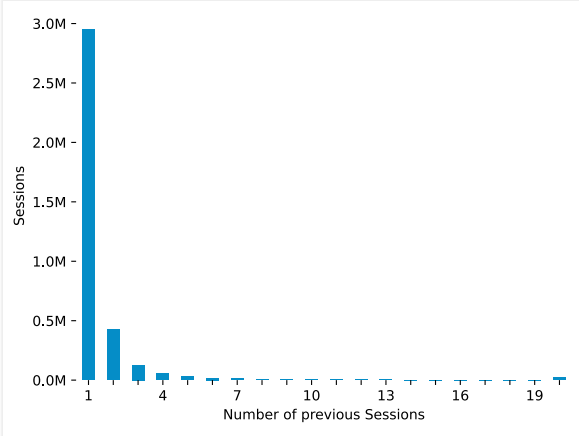
Time between Sessions

last 14 months



Number of Sessions per User

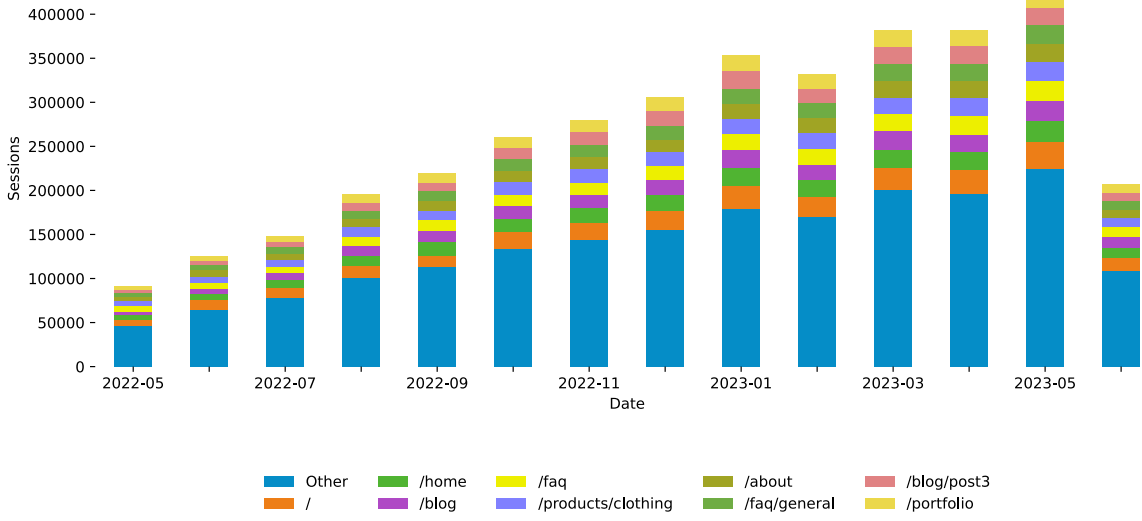
last 14 months



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 |
|---------------------|------------|-----------|--------|-------------------|-------------|
| Other | 762825 | 356997 | 365247 | 80.93s | 20.3% |
| /contact/location | 598345 | 158314 | 202722 | 66.75s | 11.8% |
| / | 522224 | 258232 | 192585 | 52.53s | 17.6% |
| /products/clothing | 463264 | 190032 | 201680 | 69.09s | 15.3% |
| /portfolio/project3 | 422147 | 154393 | 173949 | 78.38s | 16.6% |
| /blog | 419936 | 195791 | 189759 | 71.11s | 20.5% |
| /about | 401543 | 185916 | 187063 | 81.88s | 20.9% |
| /home | 397189 | 214976 | 186051 | 73.01s | 21.2% |
| /about/history | 384805 | 155156 | 180371 | 76.84s | 18.2% |
| /portfolio/project2 | 377915 | 151548 | 157167 | 71.07s | 16.6% |
| /products/shoes | 371716 | 137610 | 160732 | 66.93s | 16.8% |
| /faq/general | 369673 | 183863 | 176494 | 78.08s | 20.1% |
| /faq | 366509 | 193804 | 187536 | 78.83s | 22.8% |
| /products | 362190 | 173231 | 178636 | 82.39s | 20.7% |
| /portfolio | 357231 | 176295 | 169059 | 79.91s | 19.7% |
| /blog/post3 | 350379 | 181840 | 172190 | 75.59s | 21.2% |
| /blog/post2 | 349978 | 176750 | 154937 | 75.31s | 18.8% |
| /portfolio/project1 | 331350 | 154427 | 150228 | 74.92s | 18.6% |
| /about/team | 319990 | 139634 | 145634 | 75.57s | 19.0% |
| /contact | 317523 | 153141 | 155129 | 80.99s | 23.3% |

Path Level 1

last 14 months

| Path Level 1 | Page views | Entrances | Exits | avg. Time on Page | Bounce rate |
|---------------|------------|-----------|---------|-------------------|-------------|
| /resources | 2786835 | 1495012 | 1391071 | 92.03s | 18.1% |
| /services | 1432912 | 714913 | 765359 | 66.08s | 34.1% |
| /events | 835824 | 195619 | 269219 | 49.38s | 7.1% |
| / | 762646 | 403615 | 315403 | 76.41s | 17.4% |
| /gallery | 566971 | 249055 | 223948 | 64.66s | 16.3% |
| /support | 433799 | 206394 | 213619 | 80.39s | 20.1% |
| /partners | 342433 | 164365 | 155511 | 75.00s | 16.8% |
| /testimonials | 208281 | 104613 | 99646 | 73.10s | 18.6% |
| /downloads | 142600 | 7221 | 24444 | 65.67s | 2.7% |
| /news | 137451 | 8343 | 43833 | 99.58s | 3.6% |
| /products | 124078 | 15552 | 20200 | 22.67s | 3.6% |
| /faq | 88054 | 2267 | 22723 | 30.79s | 1.0% |
| /blog | 75030 | 8921 | 32714 | 90.57s | 8.5% |
| /about | 70322 | 36334 | 33222 | 41.99s | 28.5% |
| /case-studies | 55840 | 24417 | 24026 | 43.51s | 23.5% |
| /portfolio | 50459 | 24786 | 17915 | 48.47s | 20.4% |
| /careers | 45328 | 4932 | 7987 | 34.99s | 5.7% |
| Other | 38491 | 14748 | 13627 | 37.16s | 24.4% |
| /login | 29081 | 501 | 1580 | 19.64s | 0.58% |
| /pricing | 20296 | 10342 | 11122 | 49.61s | 36.2% |

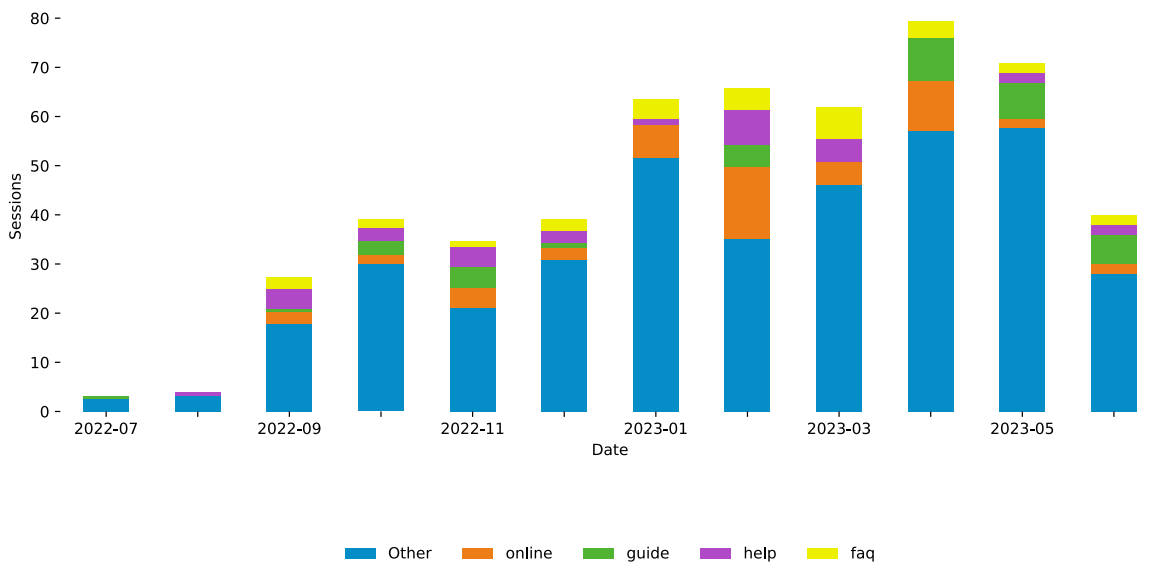
Content Grouping

last 14 months

| Contentgroup 1 | Page views | Entrances | Exits | avg. Time on Page | Bounce rate |
|----------------|------------|-----------|---------|-------------------|-------------|
| resources | 7942407 | 3666637 | 3566148 | 74.87s | 19.5% |
| about | 304324 | 25313 | 121021 | 53.54s | 0.08% |

Search over Time

last 14 months



Search Keywords

last 14 months

| Keyword | Searches | Result Views | Search Sessions | avg Pageviews after Search |
|----------|----------|--------------|-----------------|----------------------------|
| download | 3530 | 4191 | 26 | 2.787219 |
| support | 3302 | 3847 | 29 | 2.467287 |
| best | 3214 | 3737 | 26 | 2.537250 |
| tips | 3211 | 3774 | 20 | 2.588510 |
| discount | 3180 | 3665 | 23 | 2.368951 |
| online | 3080 | 3638 | 50 | 2.680387 |
| upgrade | 3060 | 3572 | 25 | 2.576464 |
| install | 3057 | 3575 | 25 | 2.399720 |
| reviews | 3044 | 3558 | 23 | 2.467112 |
| faq | 3028 | 3578 | 30 | 2.595267 |
| product | 3023 | 3537 | 29 | 2.507090 |
| tutorial | 2990 | 3496 | 23 | 2.434521 |
| trial | 2915 | 3386 | 29 | 2.450501 |
| demo | 2888 | 3382 | 22 | 2.327133 |
| help | 2878 | 3363 | 31 | 2.569532 |
| buy | 2836 | 3382 | 22 | 2.384200 |
| compare | 2726 | 3226 | 18 | 2.344057 |
| guide | 2705 | 3138 | 36 | 2.516029 |
| video | 2647 | 3059 | 19 | 2.443833 |
| service | 2639 | 3089 | 21 | 2.371658 |

Search Page

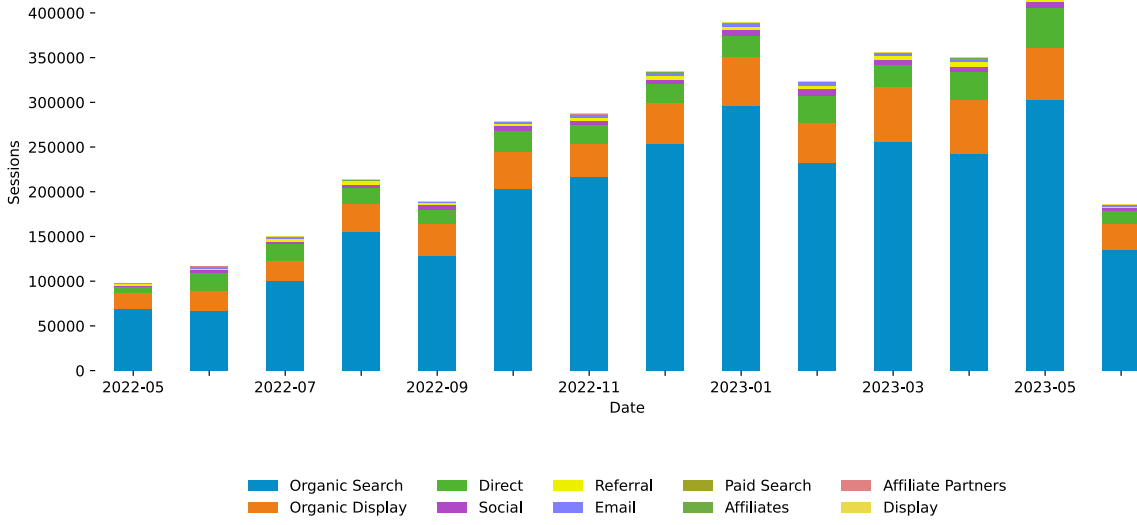
last 14 months

| Search Page | Searches | Result Views | avg Pageviews after Search |
|---------------|----------|--------------|----------------------------|
| /blog | 12311 | 13148 | 2.94 |
| /careers | 4759 | 5319 | 2.58 |
| /downloads | 3490 | 4051 | 2.56 |
| /about | 3211 | 3689 | 1.90 |
| /services | 3146 | 3621 | 2.37 |
| /events | 3073 | 3573 | 2.23 |
| /portfolio | 2593 | 3101 | 2.09 |
| /news | 2495 | 2985 | 2.43 |
| /resources | 2475 | 2989 | 2.40 |
| /contact | 2468 | 2935 | 2.20 |
| /partners | 2344 | 2824 | 2.29 |
| /case-studies | 2285 | 2749 | 2.16 |
| /home | 2147 | 2645 | 2.33 |
| /products | 2028 | 2543 | 2.29 |
| /support | 1999 | 2521 | 2.61 |
| /testimonials | 1948 | 2418 | 2.72 |
| /faq | 1901 | 2362 | 2.53 |
| /gallery | 1812 | 2270 | 2.66 |
| /login | 1752 | 2273 | 2.79 |
| /pricing | 1720 | 2176 | 2.32 |

Acquisition

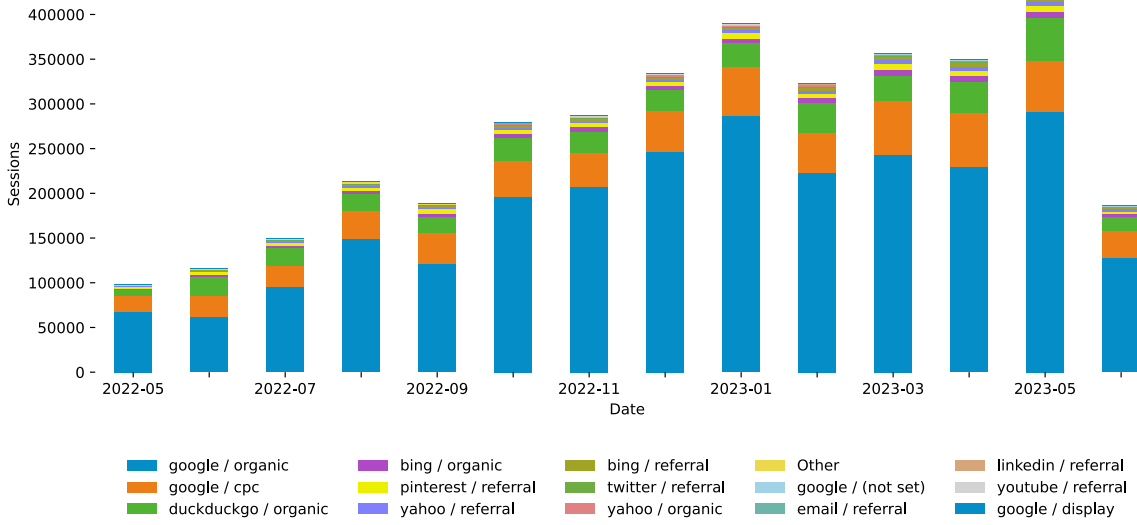
Channels over Time

last 14 months



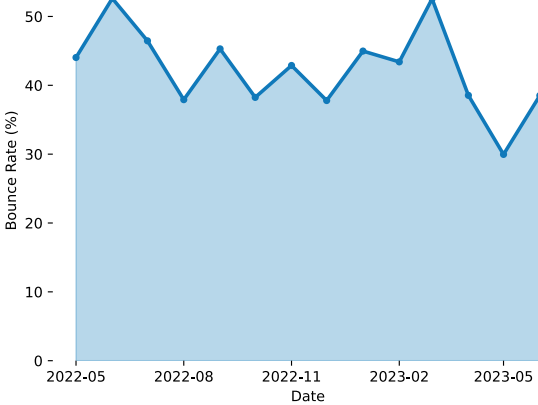
Source / Medium over Time

last 14 months



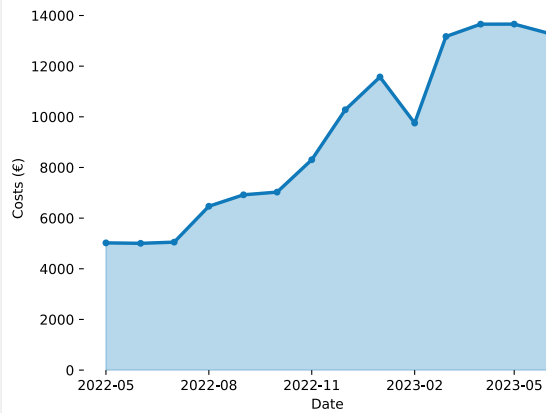
Bounce Rate

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 | 2548511 | 1983909 | 166.89s | 35.2% | 72408 | 9203 | € 481,847.66 |
| google / cpc | 563404 | 372998 | 126.57s | 66.9% | 744 | 13724 | € 577,589.69 |
| duckduckgo / organic | 341527 | 288546 | 186.26s | 45.1% | 5879 | 4664 | € 261,604.77 |
| bing / organic | 63184 | 52387 | 213.43s | 33.4% | 3393 | 357 | € 19,761.69 |
| pinterest / referral | 60563 | 42086 | 169.70s | 61.2% | 149 | 1860 | € 88,354.08 |
| yahoo / referral | 36402 | 30774 | 135.46s | 46.0% | 90 | 525 | € 37,680.05 |
| bing / referral | 32803 | 27230 | 192.87s | 33.9% | 1593 | 226 | € 10,015.60 |
| twitter / referral | 14893 | 12296 | 179.63s | 36.3% | 837 | 78 | € 4,143.97 |
| yahoo / organic | 8937 | 7283 | 222.17s | 28.0% | 470 | 47 | € 1,335.19 |
| google / (not set) | 4248 | 3196 | 210.18s | 53.0% | 27 | 145 | € 7,628.15 |
| email / referral | 4057 | 880 | 272.02s | 31.4% | 29 | 654 | € 38,971.95 |
| linkedin / referral | 3416 | 2947 | 259.58s | 44.5% | 29 | 13 | € 860.49 |
| youtube / referral | 3301 | 2920 | 142.81s | 26.9% | 6 | 59 | € 3,981.77 |
| google / display | 2473 | 1648 | 154.85s | 25.1% | 16 | 40 | € 4,301.23 |
| quora / referral | 2440 | 2056 | 105.39s | 53.1% | 14 | 67 | € 2,857.38 |
| direct / none | 1197 | 1031 | 212.26s | 31.4% | 40 | 6 | € 174.79 |
| flipboard / referral | 1153 | 885 | 368.85s | 37.6% | 69 | 4 | € 135.76 |
| facebook / referral | 547 | 411 | 123.68s | 35.0% | 30 | 18 | € 503.73 |
| google / referral | 329 | 254 | 155.22s | 36.0% | 11 | 0 | € 0.00 |
| instagram / referral | 278 | 229 | 167.64s | 62.9% | 0 | 0 | € 0.00 |

Campaign KPI

last 14 months

| Campaign | Sessions | new Users | avg. Session Duration | Bouncerate | Goals | Transactions | Revenue |
|----------------------------|----------|-----------|-----------------------|------------|-------|--------------|--------------|
| holiday campaign | 3044581 | 2396872 | 170.73s | 36.5% | 84960 | 15594 | € 839,457.80 |
| brand awareness campaign | 123118 | 77433 | 163.82s | 59.4% | 426 | 3597 | € 163,457.79 |
| autumn campaign | 102755 | 67502 | 122.34s | 70.7% | 70 | 2504 | € 91,935.52 |
| email campaign | 97398 | 66888 | 135.13s | 67.9% | 121 | 2583 | € 128,563.88 |
| spring campaign | 85235 | 54364 | 124.18s | 71.4% | 53 | 2703 | € 82,347.01 |
| retargeting campaign | 69027 | 47362 | 105.93s | 73.9% | 41 | 1500 | € 96,009.82 |
| black friday campaign | 45466 | 35890 | 125.54s | 29.8% | 19 | 322 | € 32,165.11 |
| affiliate campaign | 36900 | 24511 | 79.21s | 74.0% | 4 | 641 | € 18,427.14 |
| back to school campaign | 32957 | 21450 | 116.83s | 70.8% | 15 | 875 | € 23,401.57 |
| content marketing campaign | 24362 | 19786 | 144.18s | 64.7% | 41 | 523 | € 20,855.32 |
| influencer campaign | 13434 | 9439 | 135.29s | 53.4% | 0 | 225 | € 13,671.02 |
| sales promotion campaign | 7230 | 4972 | 139.11s | 67.1% | 0 | 143 | € 13,114.89 |
| customer loyalty campaign | 6113 | 4193 | 242.84s | 55.2% | 82 | 251 | € 8,678.31 |
| product launch campaign | 3538 | 2354 | 148.60s | 62.8% | 0 | 195 | € 8,642.80 |
| social media campaign | 524 | 354 | 128.16s | 58.8% | 0 | 29 | € 967.33 |
| cyber monday campaign | 386 | 303 | 167.67s | 54.4% | 0 | 5 | € 52.64 |
| valentine campaign | 363 | 112 | 426.18s | 44.8% | 0 | 0 | € 0.00 |
| winter campaign | 128 | 68 | 71.89s | 52.6% | 0 | 0 | € 0.00 |
| new year campaign | 117 | 88 | 183.47s | 35.2% | 0 | 0 | € 0.00 |
| summer campaign | 31 | 24 | 156.57s | 0.00% | 0 | 0 | € 0.00 |

Keyword

last 14 months

| Keyword / utm_term | Sessions | Page views |
|--------------------|----------|------------|
| technology | 2678039 | 5576850 |
| lifestyle | 499300 | 1354898 |
| shopping | 58916 | 115264 |
| sports | 44565 | 106694 |
| fashion | 41221 | 97511 |
| travel | 40671 | 169311 |
| home | 30872 | 75484 |
| music | 28621 | 55680 |
| beauty | 27688 | 60211 |
| Other | 243769 | 559100 |

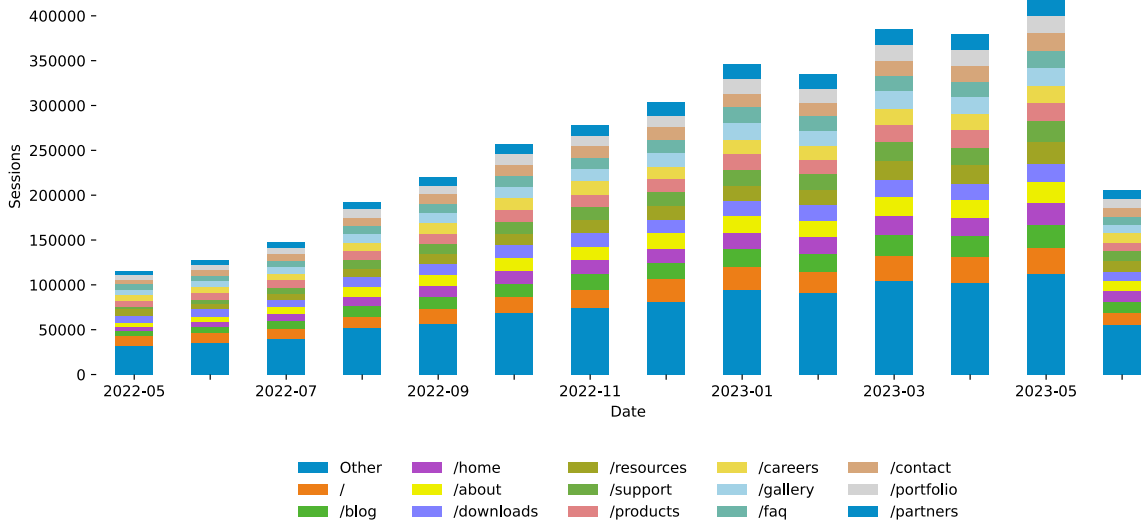
Ad Content

last 14 months

| Ad Content / utm_content | Sessions | Page views |
|--------------------------|----------|------------|
| native | 3588435 | 7834717 |
| overlay | 18355 | 48443 |
| affiliate | 11488 | 44892 |
| contextual | 9860 | 42258 |
| rich media | 8498 | 22574 |
| banner | 6467 | 21162 |
| popup | 6137 | 16563 |
| social | 5488 | 34072 |
| text | 5272 | 16085 |
| Other | 33662 | 90237 |

Landingpages over Time

last 14 months



Landingpage KPI

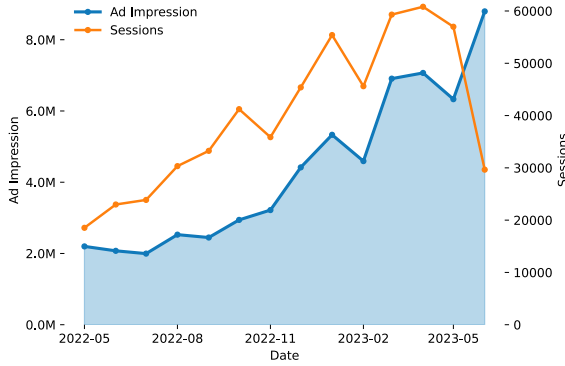
last 14 months

| Source/Medium | Sessions | new Users | avg. Session Duration | Bouncerate | Goals | Transactions | Revenue |
|---------------|----------|-----------|-----------------------|------------|-------|--------------|--------------|
| / | 270481 | 192153 | 241.76s | 37.8% | 3970 | 5792 | € 297,185.96 |
| Other | 246671 | 197474 | 172.00s | 44.6% | 3515 | 2245 | € 101,968.37 |
| /blog | 223407 | 183682 | 164.49s | 41.0% | 10262 | 1324 | € 59,614.88 |
| /home | 201033 | 166958 | 160.43s | 41.8% | 2674 | 1000 | € 52,275.27 |
| /about | 200178 | 165038 | 166.64s | 40.5% | 6177 | 1456 | € 54,083.61 |
| /downloads | 197101 | 164417 | 170.42s | 34.4% | 3575 | 1224 | € 70,049.03 |
| /resources | 192870 | 159392 | 155.87s | 46.6% | 4825 | 1259 | € 73,135.94 |
| /support | 188230 | 154728 | 168.92s | 41.0% | 4344 | 1462 | € 73,524.24 |
| /products | 184781 | 149034 | 166.10s | 45.3% | 4494 | 1505 | € 65,558.55 |
| /careers | 183691 | 153896 | 166.01s | 41.2% | 4787 | 1094 | € 52,646.30 |
| /gallery | 183169 | 148686 | 157.06s | 40.6% | 7140 | 1590 | € 64,856.86 |
| /faq | 176127 | 143811 | 162.48s | 42.0% | 3716 | 1162 | € 62,238.78 |
| /contact | 171791 | 139566 | 163.43s | 41.4% | 2181 | 1313 | € 59,695.46 |
| /portfolio | 169351 | 138367 | 149.53s | 39.8% | 5052 | 1410 | € 60,359.78 |
| /partners | 166901 | 134765 | 150.43s | 44.8% | 4584 | 1265 | € 69,819.73 |
| /login | 165263 | 135569 | 148.65s | 44.3% | 8625 | 1298 | € 54,111.32 |
| /pricing | 156944 | 127450 | 159.97s | 43.8% | 1775 | 1252 | € 56,522.79 |
| /news | 154625 | 128309 | 160.00s | 46.4% | 2442 | 1063 | € 45,120.79 |
| /testimonials | 142025 | 115476 | 151.49s | 46.6% | 5207 | 1162 | € 52,807.03 |
| /case-studies | 137822 | 103932 | 156.96s | 39.0% | 3945 | 1897 | € 100,389.41 |

Adwords

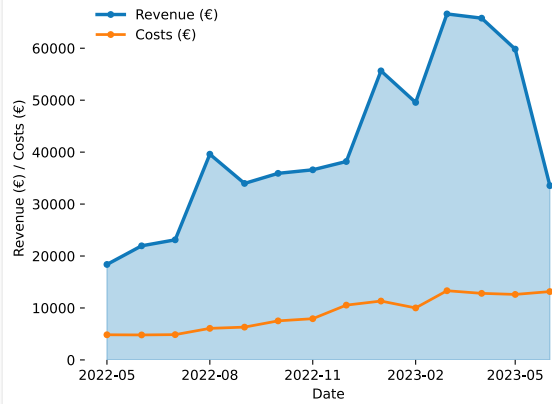
Ad Performance

last 14 months



Acquisition Costs

last 14 months



Account KPI

last 14 months

| Adwords Account ID | Sessions | avg. Session Duration | Bouncerate | Goals | Transactions | Revenue | Cost per Order | ROAS |
|--------------------|----------|-----------------------|------------|-------|--------------|--------------|----------------|------|
| 555555555 | 550173 | 127.54s | 67.0% | 712 | 13631 | € 578,348.84 | € 9.25 | 4.59 |
| 6666655553 | 9055 | 86.90s | 67.9% | 14 | 8 | € 365.97 | € 0.00 | inf |

Campaign KPI

last 14 months

| Campaign | Sessions | avg. Session Duration | Bouncerate | Goals | Transactions | Revenue | Cost per Order | ROAS |
|----------------------------|----------|-----------------------|------------|-------|--------------|--------------|----------------|------|
| brand awareness campaign | 192653 | 119.75s | 71.0% | 137 | 4825 | € 183,598.09 | € 10.06 | 3.78 |
| product launch campaign | 74541 | 125.92s | 70.4% | 29 | 2576 | € 77,862.43 | € 6.41 | 4.72 |
| influencer campaign | 68678 | 106.12s | 72.8% | 64 | 1506 | € 95,506.98 | € 12.73 | 4.98 |
| new year campaign | 61690 | 116.58s | 72.7% | 57 | 1234 | € 68,897.24 | € 11.93 | 4.68 |
| autumn campaign | 40252 | 115.38s | 39.0% | 6 | 324 | € 24,357.91 | € 26.48 | 2.84 |
| affiliate campaign | 37290 | 127.98s | 68.7% | 6 | 1138 | € 32,997.91 | € 7.92 | 3.66 |
| customer loyalty campaign | 33965 | 80.57s | 79.7% | 5 | 635 | € 19,907.82 | € 7.46 | 4.20 |
| sales promotion campaign | 28179 | 348.86s | 22.8% | 409 | 1228 | € 68,324.33 | € 2.03 | 27 |
| content marketing campaign | 10546 | 90.10s | 76.4% | 0 | 99 | € 4,354.54 | € 17.15 | 2.56 |
| email campaign | 9260 | 89.73s | 67.9% | 14 | 12 | € 412.75 | € 5.56 | 6.22 |
| holiday campaign | 943 | 111.74s | 73.5% | 0 | 26 | € 695.94 | € 13.86 | 1.92 |
| valentine campaign | 470 | 133.15s | 64.3% | 0 | 28 | € 805.42 | € 5.22 | 5.44 |
| cyber monday campaign | 270 | 29.13s | 85.0% | 0 | 0 | € 0.00 | € inf | 0.00 |
| black friday campaign | 211 | 74.17s | 72.4% | 0 | 4 | € 132.13 | € 5.93 | 6.02 |
| winter campaign | 177 | 243.12s | 33.5% | 0 | 4 | € 861.31 | € 6.25 | 32 |
| retargeting campaign | 54 | 111.14s | 16.0% | 0 | 0 | € 0.00 | € inf | 0.00 |
| summer campaign | 50 | 274.05s | 58.4% | 0 | 0 | € 0.00 | € inf | 0.00 |

Keyword KPI

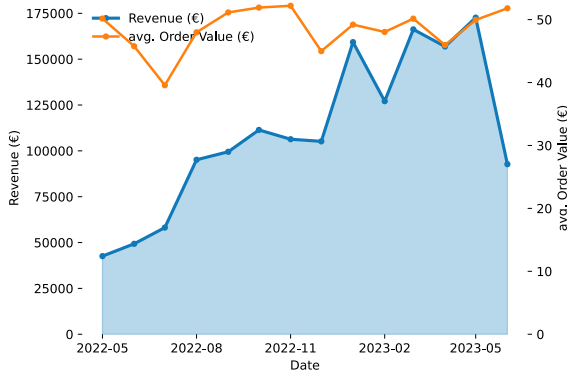
last 14 months

| Keyword | Sessions | avg. Session Duration | Bouncerate | Goals | Transactions | Revenue | Cost per Order | ROAS |
|---------------|----------|-----------------------|------------|-------|--------------|-------------|----------------|------|
| lifestyle | 75117 | 103.05s | 72.9% | 71 | 1281 | € 47,708.62 | € 8.98 | 4.15 |
| technology | 42677 | 237.87s | 46.5% | 349 | 1766 | € 80,315.50 | € 4.02 | 11 |
| music | 37284 | 114.44s | 65.1% | 29 | 799 | € 37,219.50 | € 10.48 | 4.45 |
| gaming | 35238 | 129.10s | 69.4% | 24 | 941 | € 37,661.47 | € 8.46 | 4.73 |
| cars | 35173 | 121.68s | 68.4% | 38 | 965 | € 37,256.02 | € 8.91 | 4.33 |
| family | 33556 | 135.57s | 66.9% | 36 | 892 | € 35,950.38 | € 9.58 | 4.21 |
| fashion | 33106 | 118.64s | 71.0% | 23 | 784 | € 47,536.12 | € 9.93 | 6.11 |
| shopping | 32947 | 123.02s | 67.8% | 41 | 933 | € 31,855.67 | € 8.40 | 4.07 |
| news | 32149 | 118.61s | 69.3% | 0 | 915 | € 32,761.36 | € 9.16 | 3.91 |
| travel | 24268 | 136.77s | 65.4% | 5 | 568 | € 22,692.67 | € 10.71 | 3.73 |
| entertainment | 23423 | 102.64s | 68.4% | 7 | 565 | € 17,689.88 | € 9.40 | 3.33 |
| pets | 23313 | 111.99s | 70.7% | 23 | 499 | € 25,488.43 | € 10.35 | 4.94 |
| health | 22886 | 139.11s | 68.7% | 6 | 430 | € 23,013.10 | € 12.42 | 4.31 |
| sports | 17369 | 110.80s | 69.7% | 34 | 390 | € 13,055.08 | € 9.79 | 3.42 |
| beauty | 17286 | 120.34s | 67.3% | 23 | 362 | € 25,335.06 | € 12.30 | 5.69 |
| home | 17128 | 91.62s | 62.9% | 10 | 288 | € 12,600.85 | € 15.82 | 2.76 |
| business | 16209 | 117.77s | 67.9% | 4 | 403 | € 15,405.28 | € 10.34 | 3.70 |
| finance | 16122 | 115.75s | 66.1% | 0 | 355 | € 15,138.88 | € 12.87 | 3.31 |
| education | 12162 | 105.62s | 70.1% | 0 | 273 | € 13,461.84 | € 12.64 | 3.90 |
| food | 11815 | 124.61s | 68.2% | 2 | 231 | € 6,569.11 | € 13.62 | 2.09 |

E-Commerce

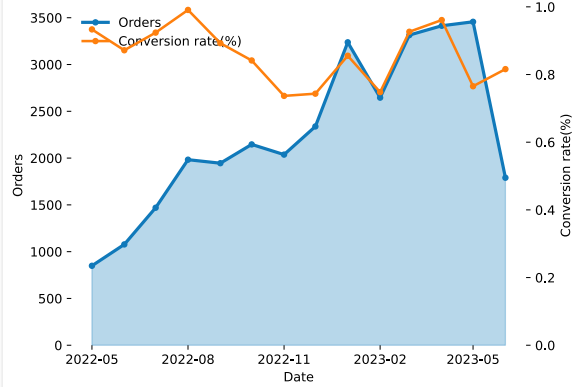
Ad Performance

last 14 months



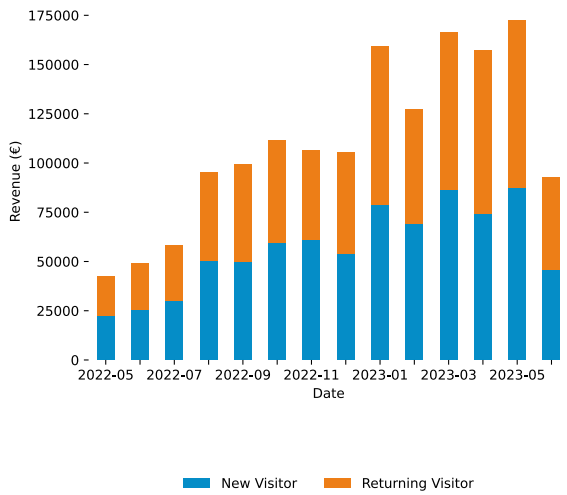
Acquisition Costs

last 14 months



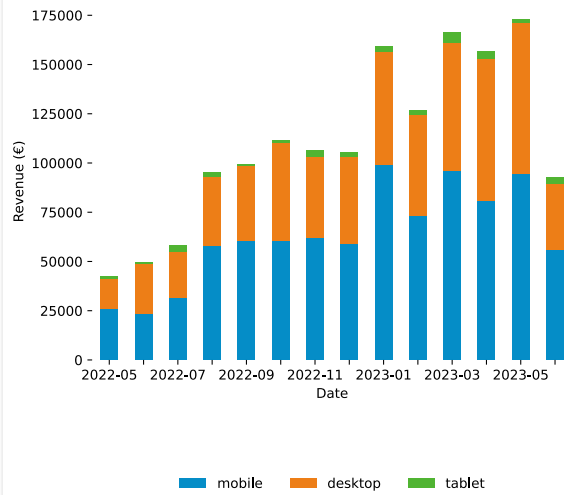
Revenue by new and returning Users

last 14 months



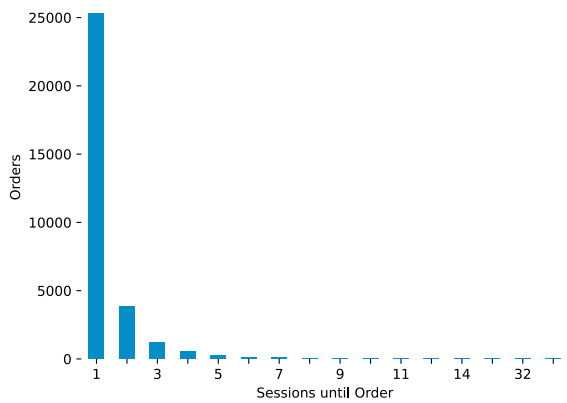
Revenue by Device Category

last 14 months



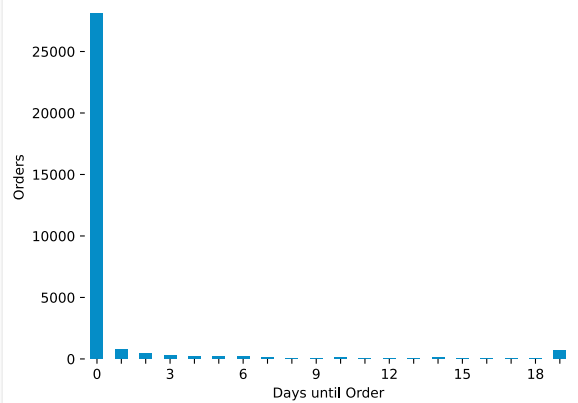
Sessions until Order

last 14 months



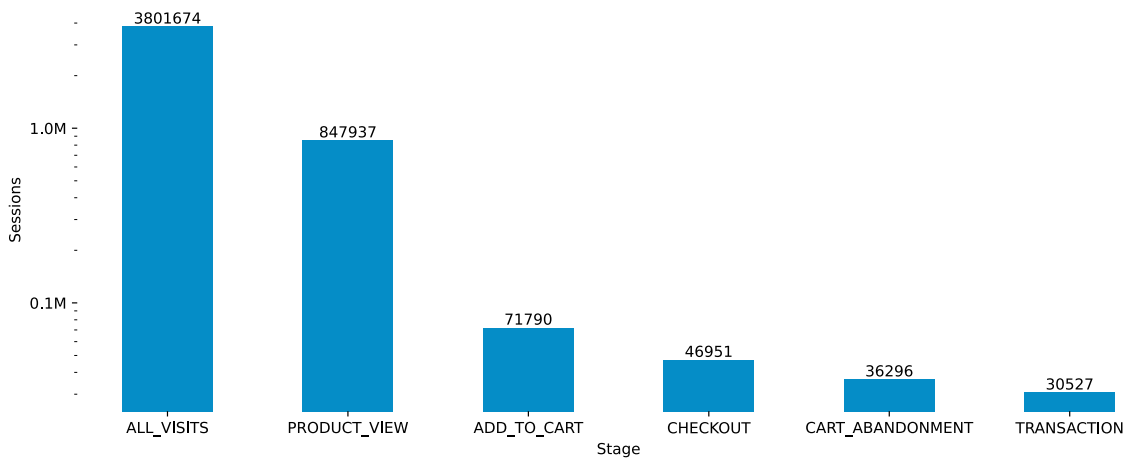
Time until Order

last 14 months



Checkout Funnel

last 14 months



Product KPI

last 14 months

| Name | SKU | Category | Views | Add To Cart | Checkout | Purchases | Revenue | Refunds |
|-----------------------|--------|---------------------------------|---------|-------------|----------|-----------|----------------|---------|
| Gourmet Widget | SKU015 | Clothing > Men's Apparel | 5967 | 1553 | 1533 | 850 | € 6,663.04 | 0 |
| Modern Item | SKU004 | Clothing > Men's Apparel | 10926 | 988 | 976 | 561 | € 8,111.92 | 0 |
| Elegant Product | SKU010 | Health & Beauty > Makeup | 6168 | 0 | 929 | 511 | € 7,538.72 | 0 |
| Superior Tool | SKU019 | Home & Kitchen > Decor | 11536 | 0 | 953 | 508 | € 13,829.36 | 0 |
| Luxury Apparatus | SKU008 | Books > Non-Fiction | 13467 | 0 | 818 | 461 | € 10,460.73 | 0 |
| Smart Fixture | SKU015 | Electronics > Laptops | 11966 | 0 | 907 | 453 | € 8,953.73 | 0 |
| Luxury Apparatus | SKU014 | Home & Kitchen > Furniture | 6403 | 0 | 719 | 425 | € 7,147.29 | 0 |
| Elite Artifact | SKU003 | Health & Beauty > Makeup | 8465 | 0 | 741 | 423 | € 16,180.18 | 0 |
| Modern Item | SKU007 | Clothing > Women's Apparel | 11966 | 0 | 743 | 408 | € 8,944.34 | 0 |
| Deluxe Appliance | SKU014 | Clothing > Men's Apparel | 2290 | 310 | 721 | 384 | € 3,307.66 | 0 |
| Elegant Product | SKU012 | Electronics > Laptops | 5637 | 0 | 649 | 351 | € 5,991.91 | 0 |
| Essential Contraption | SKU009 | Health & Beauty > Makeup | 8442 | 0 | 585 | 320 | € 7,352.57 | 0 |
| Efficient Artifact | SKU017 | Clothing > Men's Apparel | 8279 | 757 | 626 | 298 | € 16,688.05 | 0 |
| Classic Accessory | SKU018 | Health & Beauty > Personal Care | 9583 | 0 | 659 | 297 | € 22,956.26 | 0 |
| Sustainable Component | SKU009 | Health & Beauty > Personal Care | 6629 | 0 | 516 | 295 | € 5,959.33 | 0 |
| Gourmet Widget | SKU015 | Sports > Outdoor | 4937 | 0 | 554 | 283 | € 4,732.83 | 0 |
| Sustainable Component | SKU003 | Clothing > Men's Apparel | 5084 | 804 | 518 | 272 | € 2,208.33 | 0 |
| Superior Tool | SKU016 | Sports > Fitness | 8694 | 0 | 581 | 270 | € 19,294.08 | 0 |
| Ultimate Machine | SKU018 | Health & Beauty > Makeup | 3789 | 0 | 465 | 267 | € 4,607.75 | 0 |
| Other | Other | Other | 1086494 | 107430 | 63586 | 31531 | € 1,068,051.26 | 0 |

Categories

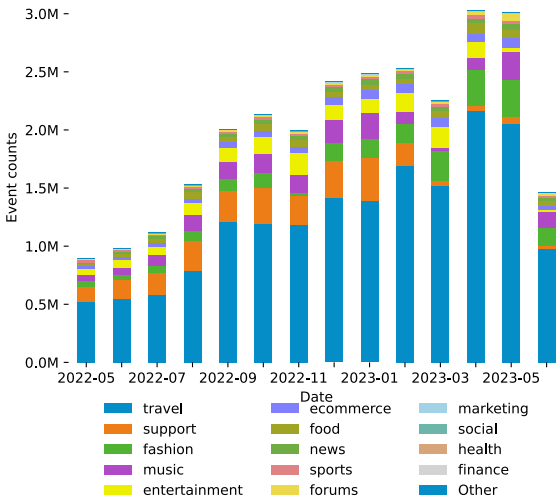
last 14 months

| Category | Views | Add To Cart | Checkout | Purchases | Revenue | Refunds |
|---------------------------------|--------|-------------|----------|-----------|--------------|---------|
| Clothing > Men's Apparel | 116850 | 111840 | 9656 | 4974 | € 112,603.12 | 0 |
| Health & Beauty > Makeup | 125495 | 1 | 8892 | 4803 | € 121,593.93 | 0 |
| Home & Kitchen > Furniture | 90635 | 0 | 6981 | 3520 | € 99,122.49 | 0 |
| Home & Kitchen > Appliances | 101020 | 0 | 6085 | 2913 | € 90,902.81 | 0 |
| Home & Kitchen > Decor | 76692 | 0 | 4996 | 2521 | € 82,113.10 | 0 |
| Electronics > Headphones | 75262 | 0 | 4200 | 2263 | € 70,703.96 | 0 |
| Health & Beauty > Personal Care | 65764 | 0 | 4229 | 2061 | € 76,650.41 | 0 |
| Electronics > Laptops | 65412 | 0 | 3969 | 2053 | € 59,345.56 | 0 |
| Clothing > Women's Apparel | 68380 | 1 | 3868 | 2024 | € 64,314.56 | 0 |
| Books > Non-Fiction | 68425 | 0 | 3963 | 1947 | € 66,287.69 | 0 |
| Health & Beauty > Skincare | 47874 | 0 | 2808 | 1423 | € 47,490.05 | 0 |
| Sports > Fitness | 47499 | 0 | 2948 | 1364 | € 58,787.63 | 0 |
| Clothing > Kids' Apparel | 53761 | 0 | 2554 | 1216 | € 54,940.94 | 0 |
| Sports > Outdoor | 31981 | 0 | 2262 | 1144 | € 38,920.42 | 0 |
| Toys & Games > Action Figures | 40821 | 0 | 2128 | 1096 | € 34,595.67 | 0 |
| Toys & Games > Board Games | 45209 | 0 | 2116 | 1041 | € 45,225.22 | 0 |
| Sports > Indoor | 43779 | 0 | 2285 | 989 | € 44,062.43 | 0 |
| Electronics > Smartphones | 24111 | 0 | 1565 | 719 | € 33,299.40 | 0 |
| Books > Fiction | 24833 | 0 | 1217 | 568 | € 28,718.04 | 0 |
| Books > Self-Help | 22920 | 0 | 1052 | 530 | € 19,301.91 | 0 |

Events

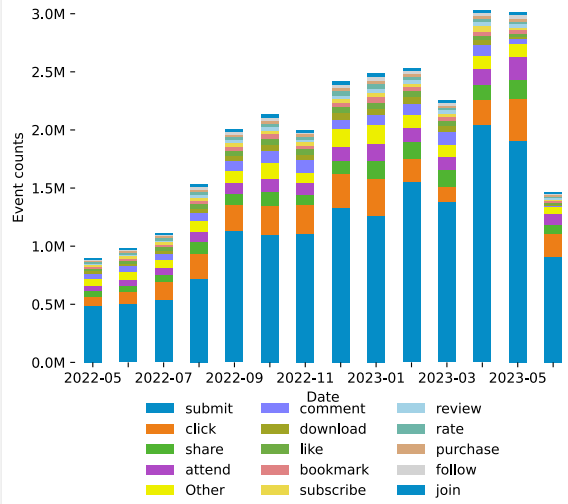
Event Category over Time

last 14 months



Event Action over Time

last 14 months



Event Category & Action

last 14 months

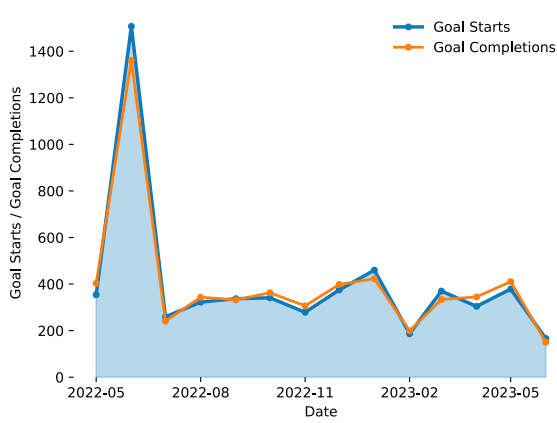
| Event Category | Event Action | Total Events | Event Value | avg. Event Value |
|----------------|--------------|--------------|-------------|------------------|
| travel | submit | 15764569 | 0.00 | 0.00 |
| Other | Other | 4675067 | 4530043 | 0.97 |
| music | click | 1850283 | 935 | 0.00 |
| travel | share | 1240845 | 0.00 | 0.00 |
| entertainment | comment | 681278 | 18650 | 0.03 |
| food | click | 666727 | 0.00 | 0.00 |
| support | attend | 571013 | 471599 | 0.83 |
| news | attend | 479412 | 481510 | 1.00 |
| entertainment | download | 363880 | 80405 | 0.22 |
| support | like | 201100 | 0.00 | 0.00 |
| fashion | comment | 177536 | 175963 | 0.99 |
| entertainment | like | 173887 | 13502 | 0.08 |
| ecommerce | attend | 137469 | 0.00 | 0.00 |
| support | play | 136012 | 0.00 | 0.00 |
| fashion | click | 132659 | 137408 | 1.04 |
| travel | click | 126444 | 22 | 0.00 |
| support | rate | 125244 | 0.00 | 0.00 |
| travel | bookmark | 121614 | 1.00 | 0.00 |
| fashion | review | 118548 | 116429 | 0.98 |
| entertainment | subscribe | 117576 | 13392 | 0.11 |

Goals

Goal 1: Signup

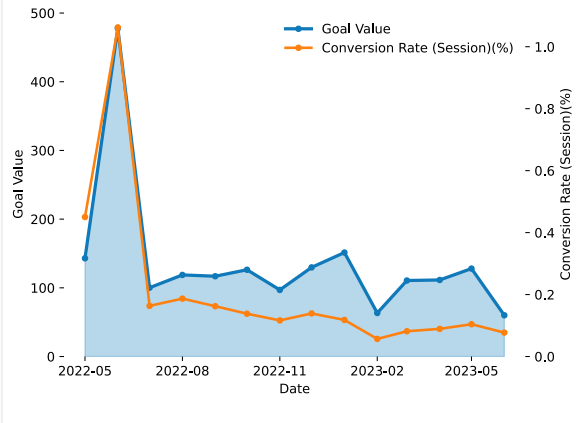
Goal Starts & Completions

last 14 months



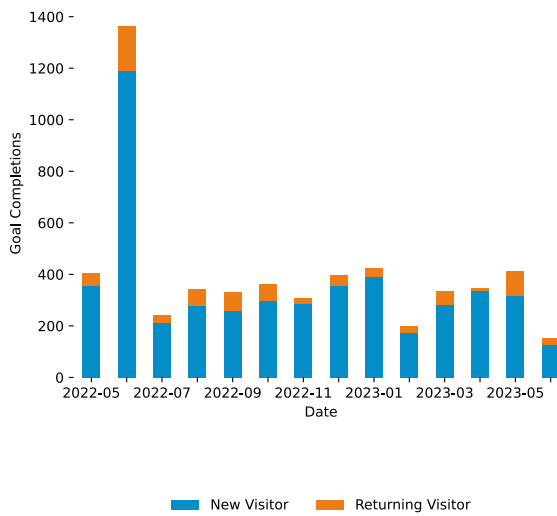
Goal Value & Conversion rate

last 14 months



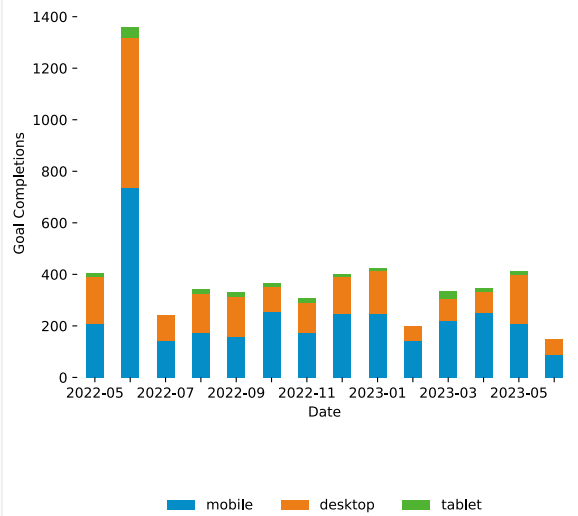
Signup by new and returning Users

last 14 months



Signup by Device Category

last 14 months



Signup KPI by Acquisition

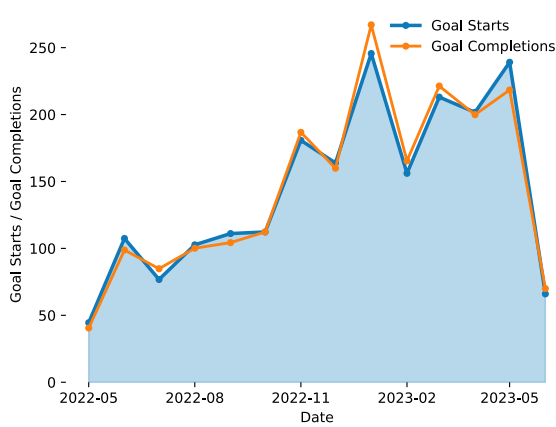
last 14 months

| Source / Medium | Starts | Completions | Value | avg. Value | CVR (Session) | CVR (Funnel) |
|----------------------|--------|-------------|-------|------------|---------------|--------------|
| google / organic | 4690 | 4676 | 1601 | 0.34 | 0.19% | 99.7% |
| pinterest / referral | 397 | 373 | 136 | 0.37 | 0.11% | 93.8% |
| bing / organic | 196 | 196 | 72 | 0.36 | 0.32% | 100.1% |
| google / cpc | 167 | 172 | 60 | 0.35 | 0.03% | 102.9% |
| bing / referral | 75 | 80 | 25 | 0.31 | 0.41% | 106.3% |
| duckduckgo / organic | 73 | 71 | 27 | 0.38 | 0.12% | 96.3% |
| google / referral | 27 | 28 | 9.33 | 0.33 | 0.05% | 106.5% |
| quora / referral | 6 | 6 | 3.24 | 0.50 | 0.12% | 100.0% |
| yahoo / organic | 4 | 4 | 1.23 | 0.33 | 0.06% | 85.7% |
| google / display | 4 | 3 | 1.23 | 0.40 | 0.16% | 83.3% |
| google / (not set) | 0 | 0 | 0.00 | 0.00 | 0.00% | 0.00% |
| flipboard / referral | 0 | 0 | 0.00 | 0.00 | 0.00% | 0.00% |
| facebook / referral | 0 | 0 | 0.00 | 0.00 | 0.00% | 0.00% |
| email / referral | 0 | 0 | 0.00 | 0.00 | 0.00% | 0.00% |
| Other | 0 | 0 | 0.00 | 0.00 | 0.00% | 0.00% |

Goal 2: Newsletter

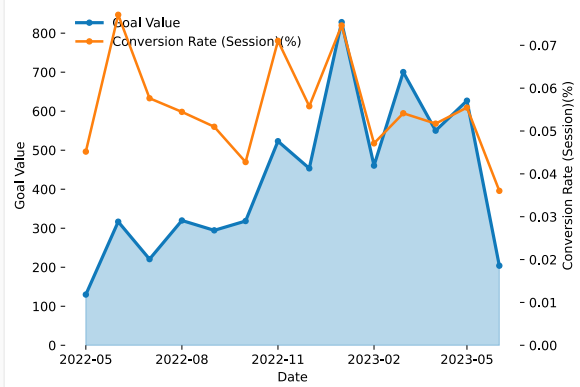
Goal Starts & Completions

last 14 months



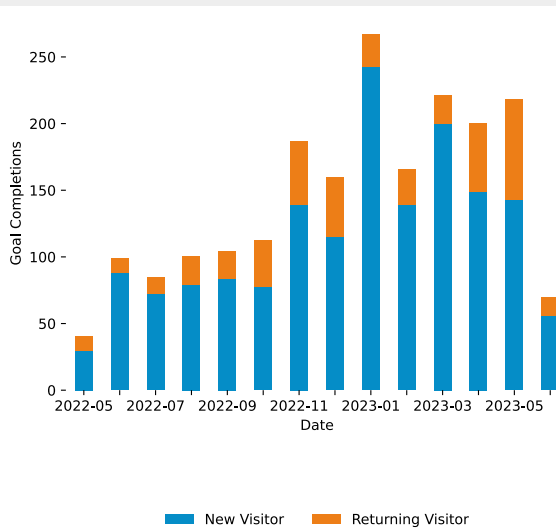
Goal Value & Conversion rate

last 14 months



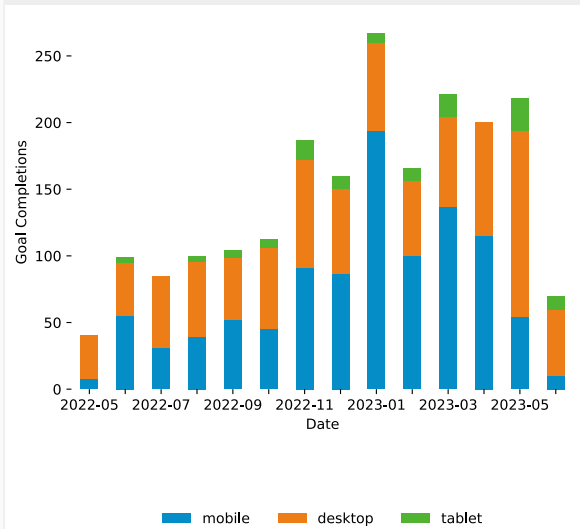
Newsletter by new and returning Users

last 14 months



Newsletter by Device Category

last 14 months



Newsletter KPI by Acquisition

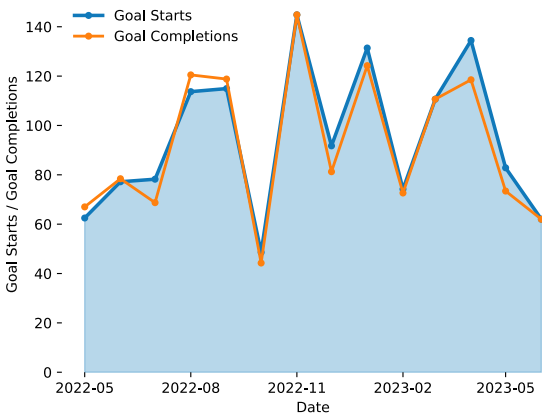
last 14 months

| Source / Medium | Starts | Completions | Value | avg. Value | CVR (Session) | CVR (Funnel) |
|----------------------|--------|-------------|-------|------------|---------------|--------------|
| google / organic | 1599 | 1626 | 4756 | 2.92 | 0.07% | 101.7% |
| pinterest / referral | 139 | 127 | 398 | 3.14 | 0.04% | 91.1% |
| bing / organic | 112 | 106 | 297 | 2.79 | 0.17% | 94.7% |
| google / cpc | 74 | 73 | 212 | 2.90 | 0.01% | 98.6% |
| facebook / referral | 36 | 38 | 113 | 2.96 | 0.76% | 107.7% |
| bing / referral | 19 | 20 | 58 | 2.83 | 0.10% | 109.9% |
| google / referral | 18 | 16 | 49 | 3.02 | 0.03% | 90.7% |
| duckduckgo / organic | 14 | 13 | 39 | 2.96 | 0.02% | 93.2% |
| yahoo / organic | 11 | 9 | 27 | 3.00 | 0.14% | 83.3% |
| google / (not set) | 0 | 0 | 0.00 | 0.00 | 0.00% | 0.00% |
| google / display | 0 | 0 | 0.00 | 0.00 | 0.00% | 0.00% |
| flipboard / referral | 0 | 0 | 0.00 | 0.00 | 0.00% | 0.00% |
| email / referral | 0 | 0 | 0.00 | 0.00 | 0.00% | 0.00% |
| instagram / 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

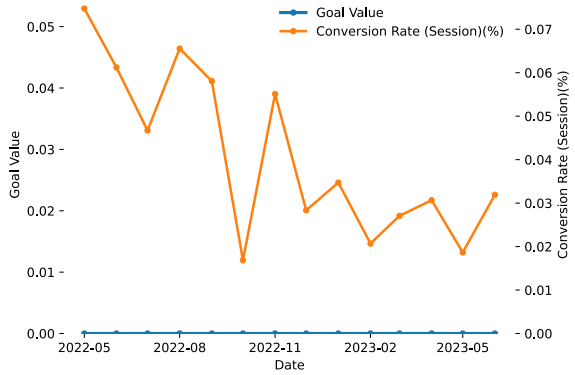
Goal Starts & Completions

last 14 months



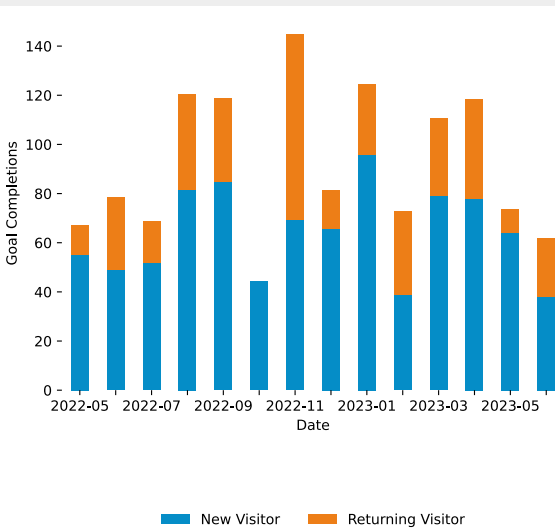
Goal Value & Conversion rate

last 14 months



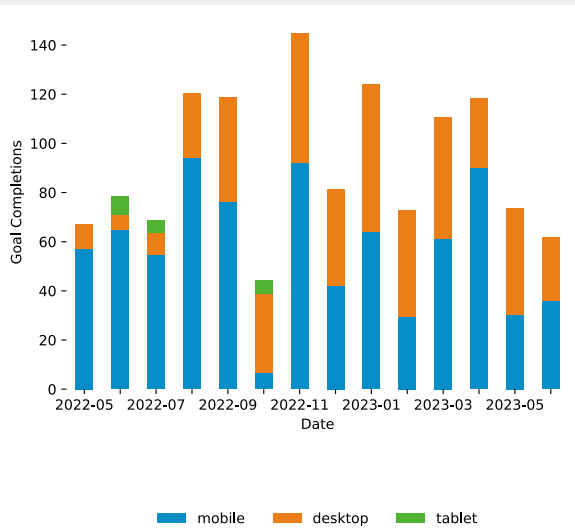
Contact by new and returning Users

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 | 955 | 921 | 0.00 | 0.00 | 0.04% | 96.5% |
| pinterest / referral | 145 | 147 | 0.00 | 0.00 | 0.04% | 101.1% |
| google / cpc | 85 | 78 | 0.00 | 0.00 | 0.01% | 90.8% |
| bing / organic | 53 | 54 | 0.00 | 0.00 | 0.09% | 100.7% |
| facebook / referral | 22 | 20 | 0.00 | 0.00 | 0.40% | 92.4% |
| bing / referral | 19 | 19 | 0.00 | 0.00 | 0.10% | 97.8% |
| yahoo / organic | 15 | 14 | 0.00 | 0.00 | 0.22% | 98.4% |
| google / referral | 9 | 8 | 0.00 | 0.00 | 0.01% | 91.5% |
| twitter / referral | 7 | 8 | 0.00 | 0.00 | 0.52% | 120.0% |
| google / display | 10 | 7 | 0.00 | 0.00 | 0.38% | 71.4% |
| google / (not set) | 4 | 6 | 0.00 | 0.00 | 0.19% | 140.0% |
| duckduckgo / organic | 3 | 4 | 0.00 | 0.00 | 0.01% | 120.0% |
| email / referral | 0 | 0 | 0.00 | 0.00 | 0.00% | 0.00% |
| flipboard / referral | 0 | 0 | 0.00 | 0.00 | 0.00% | 0.00% |
| Other | 0 | 0 | 0.00 | 0.00 | 0.00% | 0.00% |