

Channels

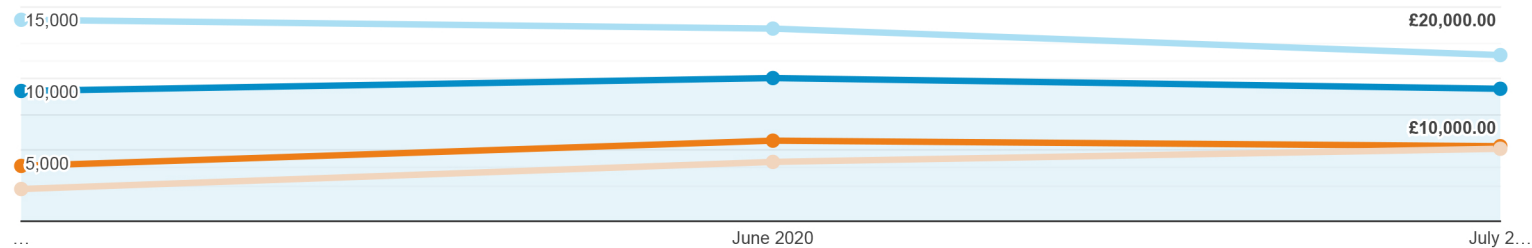
All Users
+0.00% Users

May 1, 2020 - Jul 30, 2020
Compare to: May 1, 2019 - Jul 30, 2019

Explorer

Summary

May 1, 2020 - Jul 30, 2020: ● Users ● Revenue
May 1, 2019 - Jul 30, 2019: ● Users ● Revenue



Default Channel Grouping	Acquisition			Behavior			Conversions <input type="checkbox"/> eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	90.33% ▲ 27,670 vs 14,538	92.20% ▲ 27,266 vs 14,186	111.67% ▲ 37,937 vs 17,923	10.55% ▲ 69.91% vs 63.24%	15.02% ▼ 2.54 vs 2.98	14.16% ▼ 00:01:15 vs 00:01:27	62.80% ▲ 0.67% vs 0.41%	244.59% ▲ 255 vs 74	241.35% ▲ £52,305.45 vs £15,323.20
1. Paid Search									
May 1, 2020 - Jul 30, 20...	15,515 (54.24%)	14,846 (54.45%)	22,433 (59.13%)	70.51%	2.61	00:01:08	0.61%	136 (53.33%)	£25,726.50 (49.19%)
May 1, 2019 - Jul 30, 20...	7,947 (53.32%)	7,611 (53.65%)	9,700 (54.12%)	62.71%	2.92	00:01:08	0.21%	20 (27.03%)	£4,253.00 (27.76%)
% Change	95.23%	95.06%	131.27%	12.44%	-10.88%	-0.18%	194.03%	580.00%	504.90%
2. Organic Search									
May 1, 2020 - Jul 30, 20...	10,085 (35.26%)	9,611 (35.25%)	11,615 (30.62%)	71.42%	2.33	00:01:19	0.36%	42 (16.47%)	£9,314.50 (17.81%)
May 1, 2019 - Jul 30, 20...	5,130 (34.42%)	4,817 (33.96%)	5,931 (33.09%)	63.94%	3.09	00:01:41	0.56%	33 (44.59%)	£7,263.50 (47.40%)
% Change	96.59%	99.52%	95.84%	11.70%	-24.67%	-22.21%	-35.01%	27.27%	28.24%
3. Direct									
May 1, 2020 - Jul 30, 20...	2,123 (7.42%)	2,091 (7.67%)	2,731 (7.20%)	60.93%	2.71	00:01:47	1.54%	42 (16.47%)	£10,167.95 (19.44%)
May 1, 2019 - Jul 30, 20...	1,634 (10.96%)	1,596 (11.25%)	1,937 (10.81%)	66.49%	2.82	00:01:36	0.88%	17 (22.97%)	£3,215.70 (20.99%)
% Change	29.93%	31.02%	40.99%	-8.37%	-3.98%	11.39%	75.23%	147.06%	216.20%
4. Social									
May 1, 2020 - Jul 30, 20...	657 (2.30%)	578 (2.12%)	818 (2.16%)	74.57%	2.40	00:00:50	0.12%	1 (0.39%)	£195.00 (0.37%)
May 1, 2019 - Jul 30, 20...	70 (0.47%)	67 (0.47%)	75 (0.42%)	81.33%	2.25	00:00:39	0.00%	0 (0.00%)	£0.00 (0.00%)
% Change	838.57%	762.69%	990.67%	-8.31%	6.72%	27.09%	∞%	∞%	∞%
5. Referral									
May 1, 2020 - Jul 30, 20...	153 (0.53%)	74 (0.27%)	270 (0.71%)	36.67%	3.96	00:02:35	12.59%	34 (13.33%)	£6,901.50 (13.19%)
May 1, 2019 - Jul 30, 20...	120 (0.81%)	94 (0.66%)	277 (1.55%)	38.99%	4.07	00:06:44	1.44%	4 (5.41%)	£591.00 (3.86%)
% Change	27.50%	-21.28%	-2.59%	-5.91%	-2.77%	-61.64%	779.94%	750.00%	1,067.77%

% Change	27.50%	-21.28%	-2.53%	-5.96%	-2.77%	-61.64%	772.04%	750.00%	1,067.77%
6. (Other)									
May 1, 2020 - Jul 30, 20...	70 (0.24%)	66 (0.24%)	70 (0.18%)	50.00%	3.29	00:05:10	0.00%	0 (0.00%)	£0.00 (0.00%)
May 1, 2019 - Jul 30, 20...	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	£0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
7. Display									
May 1, 2020 - Jul 30, 20...	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	£0.00 (0.00%)
May 1, 2019 - Jul 30, 20...	1 (0.01%)	0 (0.00%)	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	£0.00 (0.00%)
% Change	-100.00%	0.00%	-100.00%	-100.00%	-100.00%	0.00%	0.00%	0.00%	0.00%
8. Email									
May 1, 2020 - Jul 30, 20...	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	£0.00 (0.00%)
May 1, 2019 - Jul 30, 20...	1 (0.01%)	1 (0.01%)	2 (0.01%)	50.00%	2.50	00:00:31	0.00%	0 (0.00%)	£0.00 (0.00%)
% Change	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	0.00%	0.00%	0.00%

Rows 1 - 8 of 8