

Channels

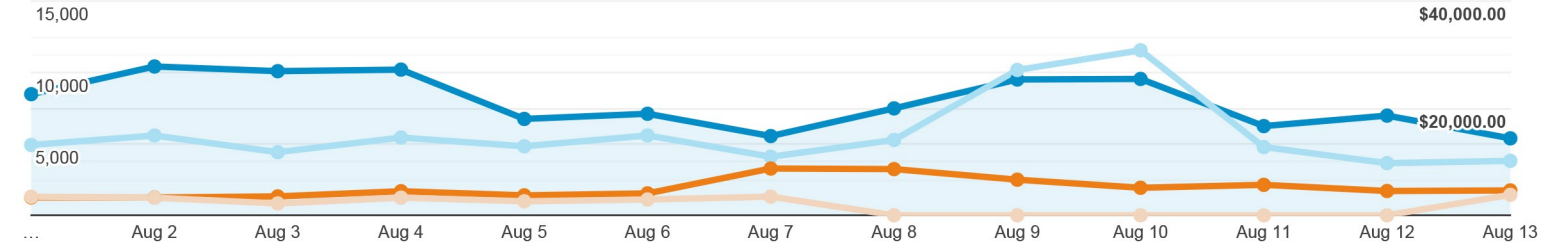
All Users
+0.00% Users

Aug 1, 2020 - Aug 13, 2020
Compare to: Feb 1, 2020 - Feb 13, 2020

Explorer

Summary

Aug 1, 2020 - Aug 13, 2020: ● Users ● Revenue
Feb 1, 2020 - Feb 13, 2020: ● Users ● Revenue



Default Channel Grouping	Acquisition			Behavior			Conversions <input type="text" value="eCommerce"/>		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	307.74% ▲ 86,878 vs 21,307	324.45% ▲ 77,785 vs 18,326	327.22% ▲ 121,142 vs 28,356	98.38% ▲ 60.22% vs 30.36%	36.58% ▼ 3.37 vs 5.32	32.71% ▼ 00:01:52 vs 00:02:46	67.58% ▲ 3.60% vs 2.15%	615.93% ▲ 4,360 vs 609	687.44% ▲ \$197,639.63 vs \$25,099.05
1. Paid Search									
Aug 1, 2020 - Aug 13, 20...	47,323 (52.95%)	41,931 (53.91%)	55,896 (46.14%)	55.08%	3.44	00:01:41	2.29%	1,280 (29.36%)	\$61,584.36 (31.16%)
Feb 1, 2020 - Feb 13, 20...	9,658 (43.48%)	8,332 (45.47%)	10,770 (37.98%)	25.74%	4.77	00:02:05	0.97%	104 (17.08%)	\$4,516.27 (17.99%)
% Change	389.99%	403.25%	419.00%	114.00%	-27.87%	-19.04%	137.14%	1,130.77%	1,263.61%
2. Display									
Aug 1, 2020 - Aug 13, 20...	12,740 (14.25%)	11,856 (15.24%)	17,214 (14.21%)	93.56%	1.20	00:00:28	0.02%	3 (0.07%)	\$121.99 (0.06%)
Feb 1, 2020 - Feb 13, 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	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%
3. Direct									
Aug 1, 2020 - Aug 13, 20...	11,461 (12.82%)	10,553 (13.57%)	19,122 (15.78%)	68.53%	2.87	00:01:44	4.79%	916 (21.01%)	\$32,886.28 (16.64%)
Feb 1, 2020 - Feb 13, 20...	3,144 (14.15%)	2,848 (15.54%)	4,260 (15.02%)	46.43%	3.92	00:02:13	2.21%	94 (15.44%)	\$3,041.07 (12.12%)
% Change	264.54%	270.54%	348.87%	47.60%	-26.83%	-21.75%	117.09%	874.47%	981.40%
4. Organic Search									
Aug 1, 2020 - Aug 13, 20...	8,666 (9.70%)	6,885 (8.85%)	15,913 (13.14%)	44.73%	5.24	00:03:39	7.42%	1,181 (27.09%)	\$55,734.79 (28.20%)
Feb 1, 2020 - Feb 13, 20...	4,198 (18.90%)	3,362 (18.35%)	6,879 (24.26%)	23.36%	7.26	00:04:22	3.56%	245 (40.23%)	\$11,087.91 (44.18%)
% Change	106.43%	104.79%	131.33%	91.48%	-27.75%	-16.34%	108.38%	382.04%	402.66%
5. Referral									
Aug 1, 2020 - Aug 13, 20...	4,386 (4.91%)	3,175 (4.08%)	5,878 (4.85%)	35.44%	4.69	00:02:34	8.66%	509 (11.67%)	\$25,335.83 (12.82%)
Feb 1, 2020 - Feb 13, 20...	1,355 (6.10%)	976 (5.33%)	1,605 (5.66%)	20.37%	6.23	00:03:03	3.12%	50 (8.21%)	\$2,006.68 (8.00%)
% Change	222.60%	225.21%	266.02%	70.02%	-24.70%	-15.00%	177.07%	918.00%	1,160.57%

% Change	223.69%	225.31%	266.23%	73.93%	-24.78%	-15.99%	177.97%	918.00%	1,162.57%
6. Social									
Aug 1, 2020 - Aug 13, 20...	2,886 (3.23%)	2,349 (3.02%)	3,111 (2.57%)	51.88%	3.91	00:02:00	3.02%	94 (2.16%)	\$4,721.20 (2.39%)
Feb 1, 2020 - Feb 13, 20...	2,606 (11.73%)	2,142 (11.69%)	2,822 (9.95%)	40.72%	3.90	00:01:49	0.60%	17 (2.79%)	\$723.42 (2.88%)
% Change	10.74%	9.66%	10.24%	27.42%	0.24%	9.44%	401.58%	452.94%	552.62%
7. Email									
Aug 1, 2020 - Aug 13, 20...	1,655 (1.85%)	867 (1.11%)	3,630 (3.00%)	52.51%	4.58	00:02:53	10.17%	369 (8.46%)	\$16,865.46 (8.53%)
Feb 1, 2020 - Feb 13, 20...	1,092 (4.92%)	639 (3.49%)	1,783 (6.29%)	40.16%	5.69	00:03:08	5.10%	91 (14.94%)	\$3,332.00 (13.28%)
% Change	51.56%	35.68%	103.59%	30.75%	-19.41%	-8.08%	99.17%	305.49%	406.17%
8. (Other)									
Aug 1, 2020 - Aug 13, 20...	260 (0.29%)	169 (0.22%)	378 (0.31%)	62.17%	2.53	00:01:24	2.12%	8 (0.18%)	\$389.72 (0.20%)
Feb 1, 2020 - Feb 13, 20...	161 (0.72%)	27 (0.15%)	237 (0.84%)	24.89%	7.01	00:04:30	3.38%	8 (1.31%)	\$391.70 (1.56%)
% Change	61.49%	525.93%	59.49%	149.73%	-63.94%	-68.98%	-37.30%	0.00%	-0.51%

Rows 1 - 8 of 8