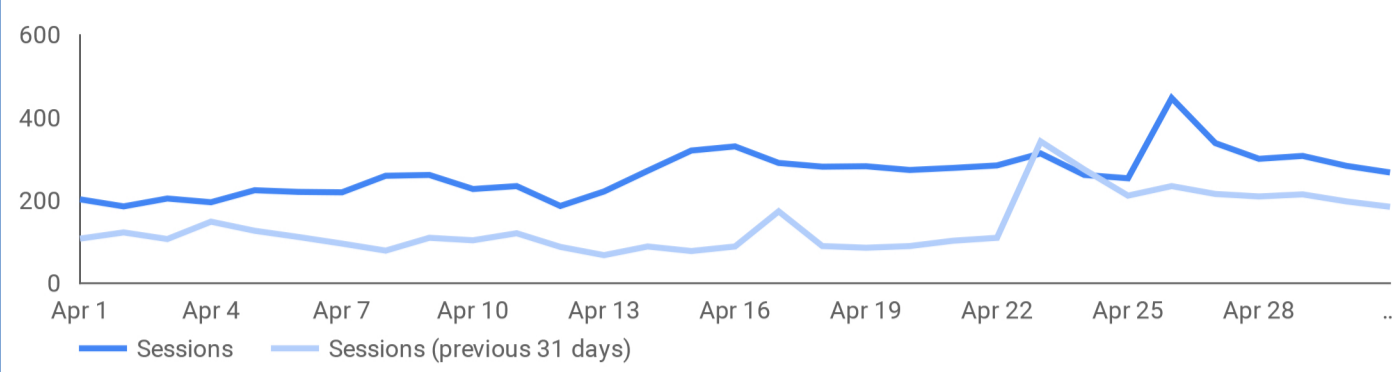


Overview - How is your website performing?

Traffic summary

| | |
|--|--|
| Sessions 8.2K ↑ 87.8% | Bounce Rate 15.8% ↓ -15.3% |
| Avg. Session Duration 05:29 ↓ -2.8% | Pages / Session 10.2 ↑ 0.4% |
| New Users 3.8K ↑ 88.4% | |

Website sessions trend



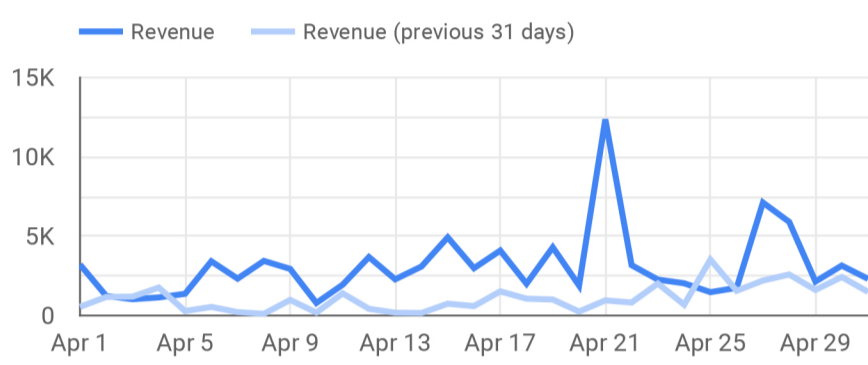
Conversion - How do you convert your users?

Ecommerce

Ecommerce Goals | Revenue

E-com Conversion Rate
6.82%
↑ 26.8%

Revenue
\$95.94K
↑ 178.8%



Ecommerce | Top selling products

| Product | Unique Purchases | Product Revenue |
|---------|------------------|-----------------|
| ... | 1 | \$348 |
| ... | 2 | \$80.85 |
| ... | 2 | \$30 |
| ... | 6 | \$104.95 |
| ... | 2 | \$104.8 |
| ... | 1 | \$29.95 |
| ... | 8 | \$282.95 |

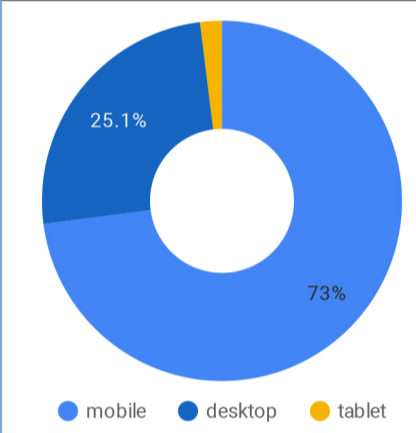
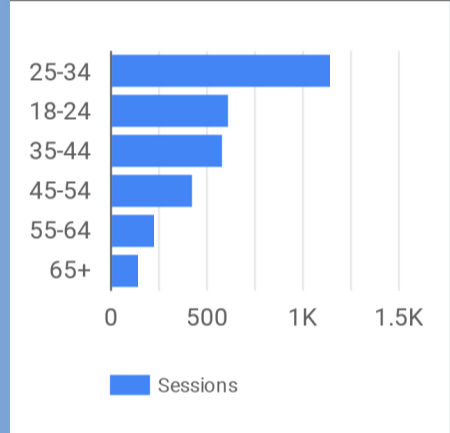
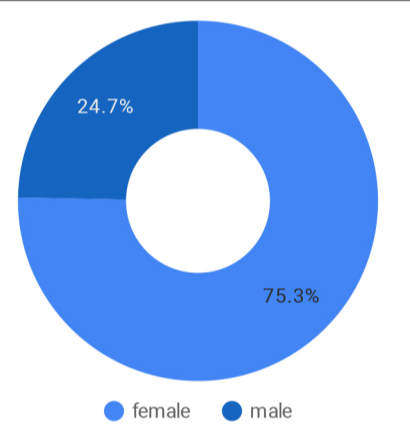
Audience - Who are your website users?

Sessions by Gender

Sessions by Age

Sessions by Device

Sessions by Location



| Country | City | Sessions |
|---------------|------------------|----------|
| United States | Chicago | 141 |
| United States | (not set) | 132 |
| United States | New York | 119 |
| United States | Los Angeles | 98 |
| United States | Houston | 93 |
| United States | Aurora | 83 |
| United States | Colorado Springs | 77 |

Acquisition - How do you acquire users?

How users found us | Traffic volumes and engagement from top traffic sources

Most common entry points | Landing pages and bounce rates

| Source / Medium | Sessions | Bounce Rate | Avg. Session Duration | Pages / Session |
|----------------------------|----------|-------------|-----------------------|-----------------|
| (direct) / (none) | 4.3K | 14.04% | 00:05:02 | 9.57 |
| google / organic | 2.2K | 25.88% | 00:05:48 | 9.78 |
| google / cpc | 1K | 2.13% | 00:06:19 | 13.52 |
| m.facebook.com / referral | 179 | 15.08% | 00:02:49 | 6.46 |
| ... | 137 | 35.77% | 00:05:01 | 7.19 |
| l.instagram.com / referral | 66 | 6.06% | 00:03:44 | 9.05 |
| l.facebook.com / referral | 46 | 2.17% | 00:05:16 | 10.61 |

| Page Title | Entrances | Bounce Rate |
|------------|-----------|-------------|
| ... | 1.7K | 1.45% |
| ... | 597 | 58.63% |
| ... | 310 | 92.9% |
| ... | 274 | 4.4% |
| ... | 193 | 3.63% |
| ... | 177 | 65.54% |
| ... | 148 | 3.38% |

Behaviour - How do your users behave?

Most popular website content | Top page views and time on page

Most popular website sections | Page views by section

Most common search terms | Top sessions and time on page

| Page Title | Pageviews | Avg. Time on Page |
|---------------|-----------|-------------------|
| ... | 6K | 00:00:27 |
| Shopping Cart | 4.2K | 00:00:33 |
| Checkout | 3K | 00:01:13 |
| ... | 1.6K | 00:00:29 |
| ... | 1.2K | 00:00:33 |
| Success Page | 1.1K | 00:00:34 |
| ... | 1.1K | 00:00:22 |

| Page path level 1 | Pageviews |
|-------------------|-----------|
| 1. ... | 81.3K |
| 2. ... | 2.8K |
| 3. ... | 83 |

| Query | Clicks | Site CTR | Impressions | Average Posit... |
|--------------------|--------------|--------------|----------------|------------------|
| ... | 494 | 39.87% | 1,239 | 1.05 |
| ... | 171 | 18.11% | 944 | 4.07 |
| ... | 55 | 9.84% | 559 | 3.33 |
| ... | 52 | 1.3% | 3,992 | 12.8 |
| ... | 48 | 7.34% | 654 | 4.78 |
| ... | 45 | 14.15% | 318 | 1.05 |
| Grand total | 4,797 | 3.62% | 132,550 | 18.4 |

Google Ads Performance - How well are your Google Ads performing this month vs last month.

| | | |
|------------------------------------|---|--|
| Clicks 3,042 ↑ 171.6% | Conversions 256.4 ↑ 349.8% | Impressions 106,494 ↓ -3.7% |
| CTR 2.86% ↑ 182.2% | Conv. rate 8.43% ↑ 65.6% | Avg. CPC \$0.26 ↑ 18.4% |

| Ad group | Clicks | All conv. | Cost / conv. | CTR | Cost |
|-------------------------|--------------|--------------|---------------|--------------|----------------|
| 1. Search - Dynamic ... | 1,928 | 189.28 | \$2.86 | 3.79% | \$540.87 |
| 2. ... | 511 | 22.23 | \$7.48 | 1.9% | \$166.17 |
| 3. ... | 430 | 43.48 | \$0.77 | 3.39% | \$33.35 |
| 4. ... | 129 | 1.22 | \$21.76 | 0.98% | \$26.48 |
| 5. ... | 39 | 0 | \$0 | 1.52% | \$15.1 |
| Grand total | 3,042 | 256.4 | \$3.05 | 2.86% | \$782.3 |