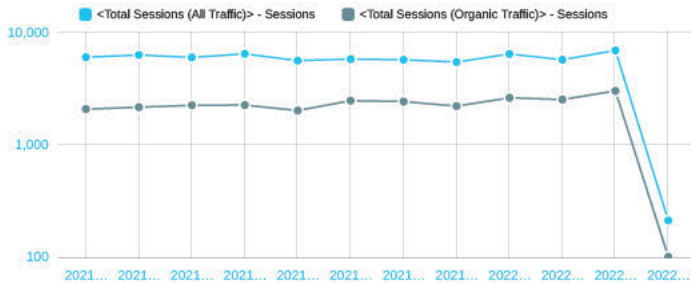


Mar 01, 2022 - Apr 01, 2022

Total Sessions (All Traffic)

7,221

3,158



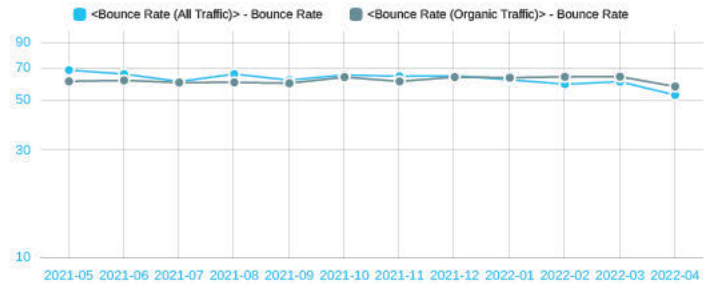
prev. period
10.58%

prev. year
-9.15%

Bounce Rate: All Traffic vs Organic Traffic

60.52%

63.77%



prev. period
3.45%

prev. year
-19.11%

Pages per Visit: All Traffic vs Organic Traffic

1.8

1.94



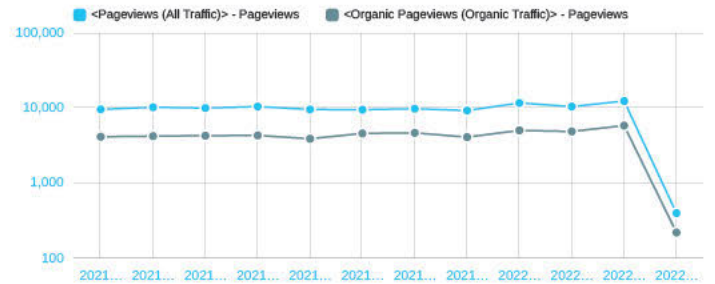
prev. period
-2.77%

prev. year
16.51%

Pageviews: All Traffic vs Organic Traffic

12,988

6,141



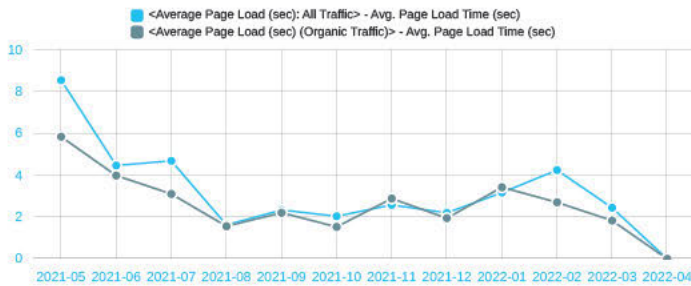
prev. period
7.52%

prev. year
5.85%

Average Page Load (sec): All Traffic vs Organic Traffic

2s

2s

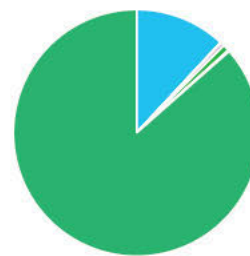


prev. period
-38.02%

prev. year
-58.09%

Visits Sources

7,221



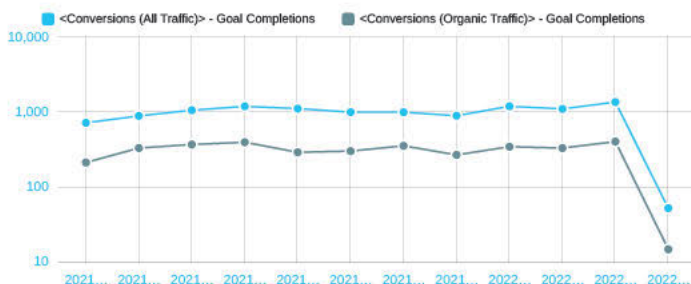
prev. period
11.75%

prev. year
-9.15%

Conversions: All Traffic vs Organic Traffic

1,439

426



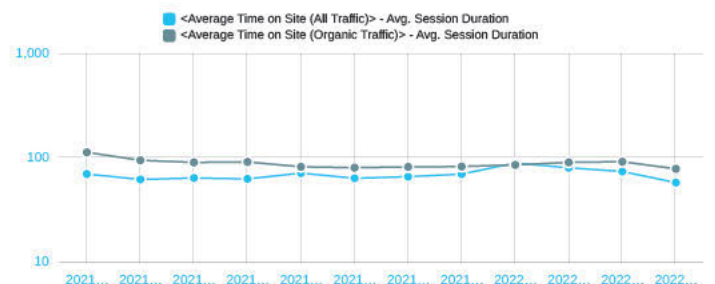
prev. period
9.93%

prev. year
746.47%

Average Time on Site: All Traffic vs Organic Traffic

1m 14s

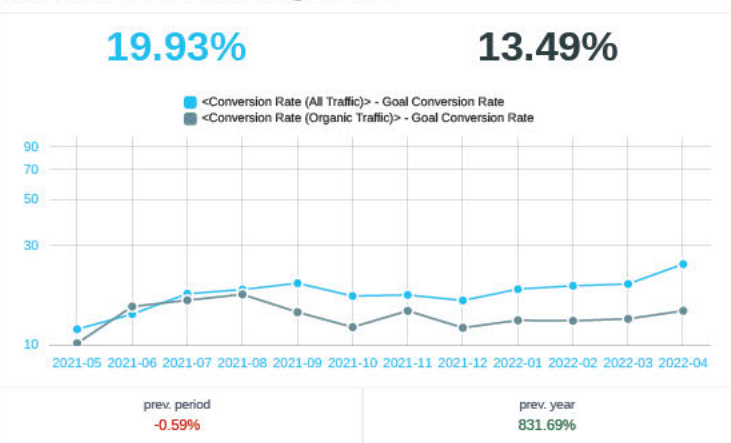
1m 32s



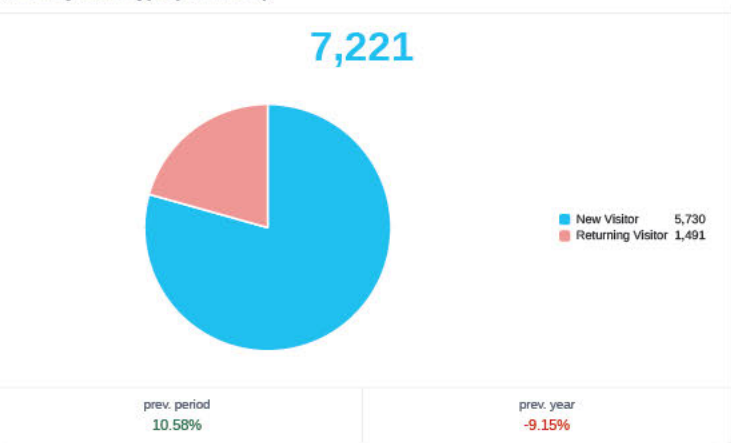
prev. period
-12.22%

prev. year
28.06%

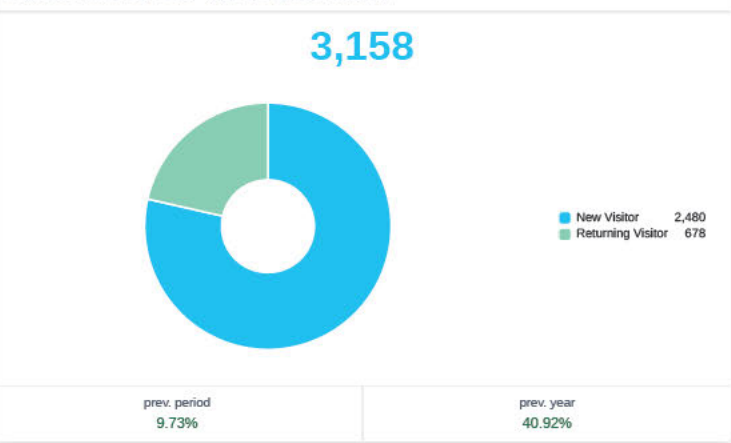
Conversion Rate: All Traffic vs Organic Traffic



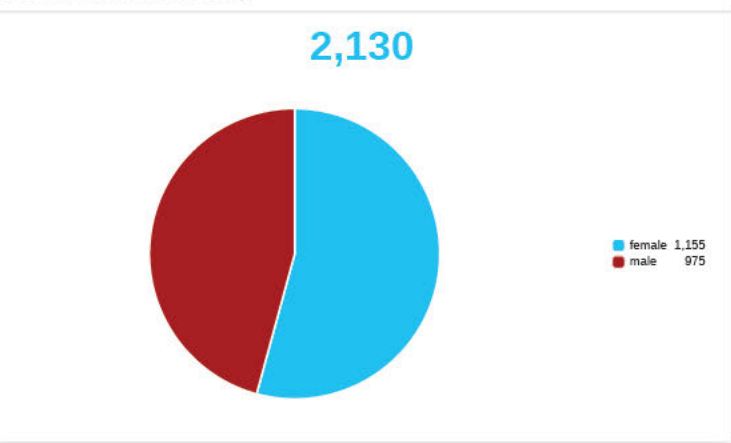
Visits by User Type (All Traffic)



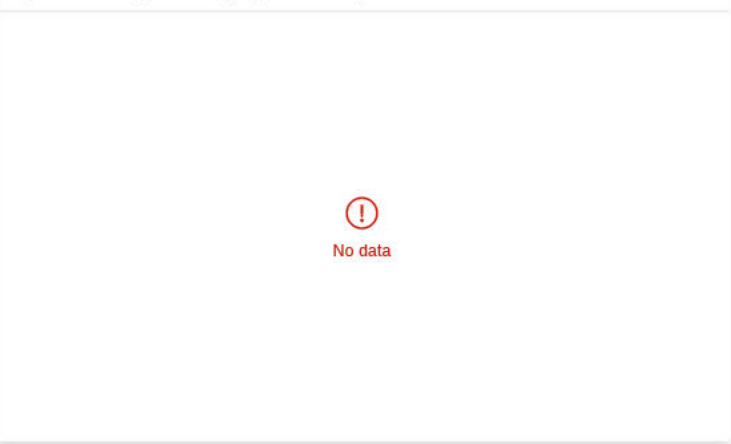
Organic Visits by User Type (Organic Traffic)



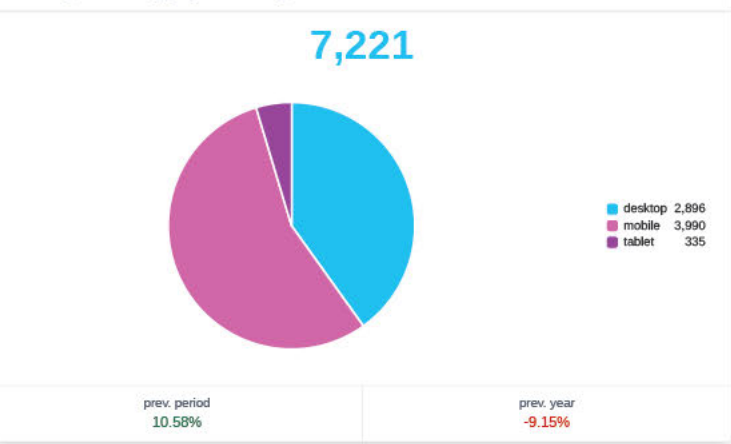
Visits by Gender (All Traffic)



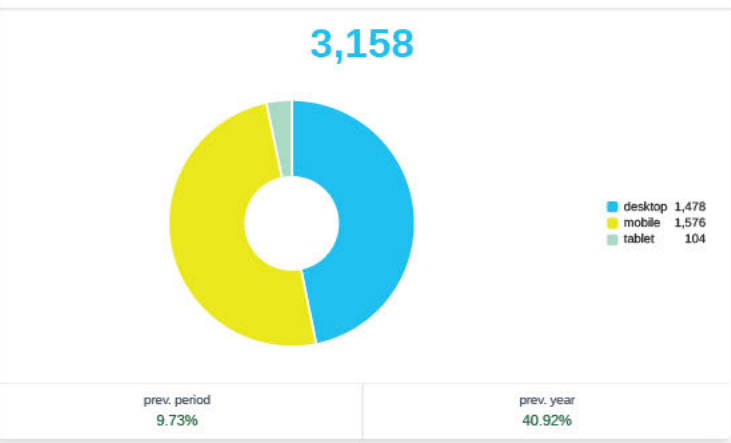
Organic visits by Gender (Organic Traffic)



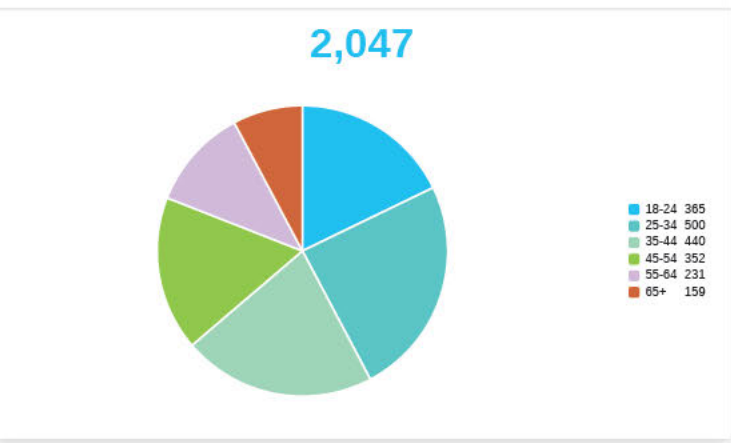
Visits by Device Type (All Traffic)



Organic Visits by Device Type (Organic Traffic)



Visits by Age (All Traffic)



Landing Page Performance (Organic Traffic)

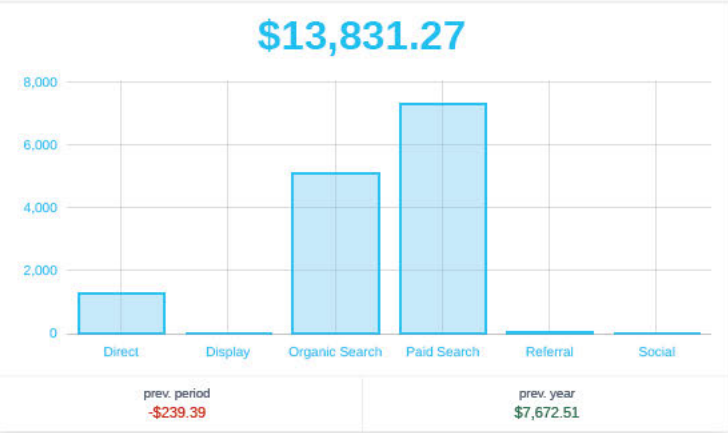
Data	Sessions	% Exit
/	871	37.77%
	261	77.68%
	Sessions	% Exit

	128	54.01%
	3,158	76.13%
	115	49.36%
	79	58.96%
	75	55.97%
	73	89.02%
	68	40.72%
	67	30.73%
	65	71.43%
	63	77.78%

Organic Visits by Age (Organic Traffic)

No data

Revenue per Channel



Average Page Load by Browser (sec) (Organic Traffic)

Data	Avg. Page Load Time (sec)
Chrome	3s
Edge	1s
Firefox	2s
Safari	1s
Total	2s

Top Referers

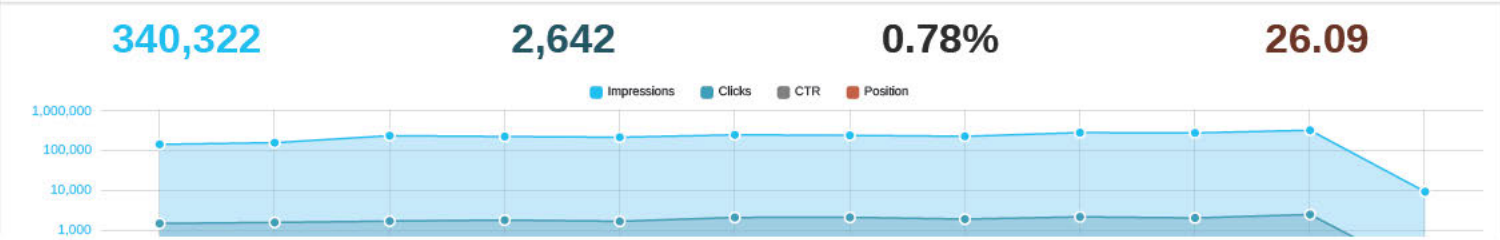
Data	Sessions	Sessions diff
	50	4900%
	22	-38.89%
	19	N/A
	12	N/A
	12	-70%
	10	900%
	9	12.5%
	9	0%
	7	40%
	5	66.67%
	3	200%

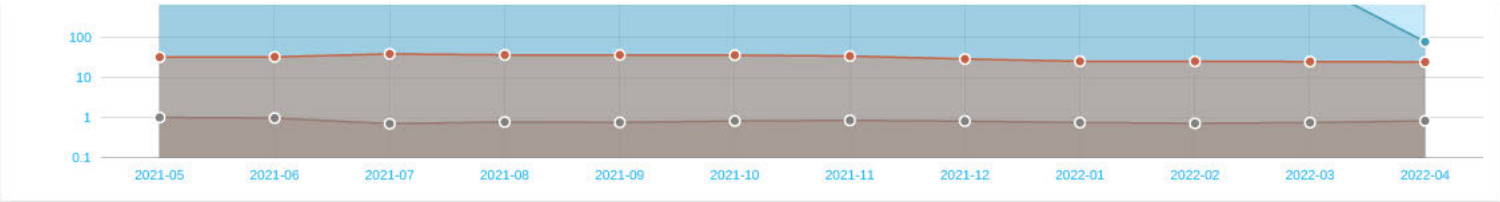
Source/Medium Report

Data	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Ra...	Revenue
google / cpc	2,991	56.9%	1.64	55s	1.91%	\$7,324.67
google / organic	2,991	63.02%	1.97	1m 33s	1.2%	\$5,125.68
(direct) / (none)	860	59.3%	1.79	1m 16s	0.81%	\$1,306.42
bing / organic	61	68.85%	1.69	2m 33s	0%	\$0.00
m.facebook.com / referral	50	92%	1.16	7s	0%	\$0.00
yahoo / organic	44	77.27%	1.52	28s	0%	\$0.00
baidu / organic	36	100%	1	0s	0%	\$0.00
duckduckgo / organic	23	65.22%	1.7	1m 33s	0%	\$0.00
	22	45.45%	1.18	1m 34s	0%	\$0.00
lm.facebook.com / referral	19	94.74%	1.05	2s	0%	\$0.00
l.facebook.com / referral	12	66.67%	1.83	1m 49s	0%	\$0.00

Keyword Tracking

Google Search Console Data





Google Searches by Keywords

Data	Clicks	Impressions	CTR	Position
	255	692	36.85%	1.1
	87	332	26.2%	4.32
	37	781	4.74%	2.97
	26	908	2.86%	20.9
	24	3,015	0.8%	6.93
	22	120	18.33%	6.26
	21	407	5.16%	2.59
	20	2,896	0.69%	7.85
	20	2,432	0.82%	4.17
	16	875	1.83%	5.48
	15	856	1.75%	3

Google My Business data



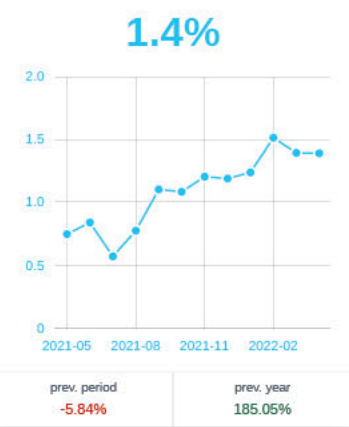
Google Business Listing -



Google Business Listing -



E-Commerce Conversion Rate



Revenue (All Traffic)



Referral Links Overview

Backlinks

E-Commerce Data

Average Order Value



Marketing Channels Performance

Data	Transactions	Ecommerce Conversion...	Revenue
Paid Search	57	1.94%	\$7,324.67
Organic Search	36	1.14%	\$5,125.68
Direct	7	0.81%	\$1,306.42
Referral	1	0.97%	\$74.50
Display	0	0%	\$0.00

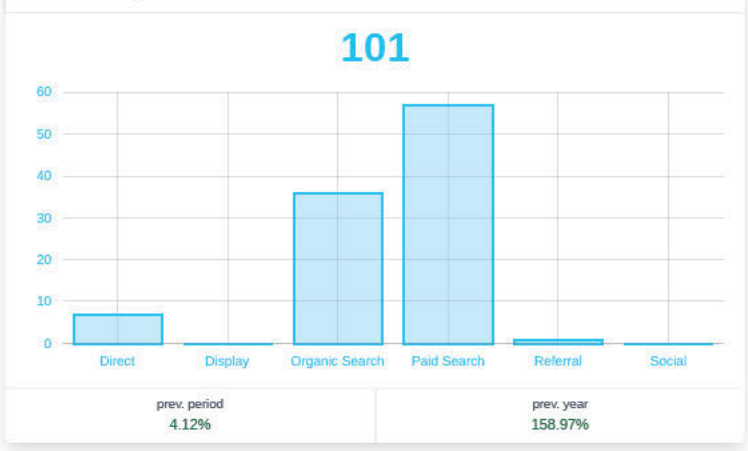
Top Selling Sources (All Traffic)

Data	Revenue	Quantity	Avg. Price	Ecommerce Conversion...
google	\$12,4...	380	\$133.87	1.55%
(direct)	\$1,30...	34	\$186.63	0.81%
local...	\$74.50	2	\$74.50	8.33%
Total	\$13,8...	416	\$131.67	3.57%



Social	0	0%	\$0.00
Total	101	0.81%	\$13,831.27

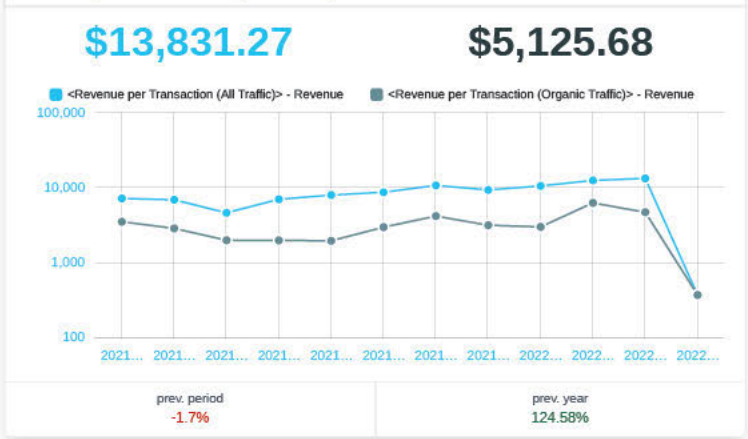
Transactions per Channel



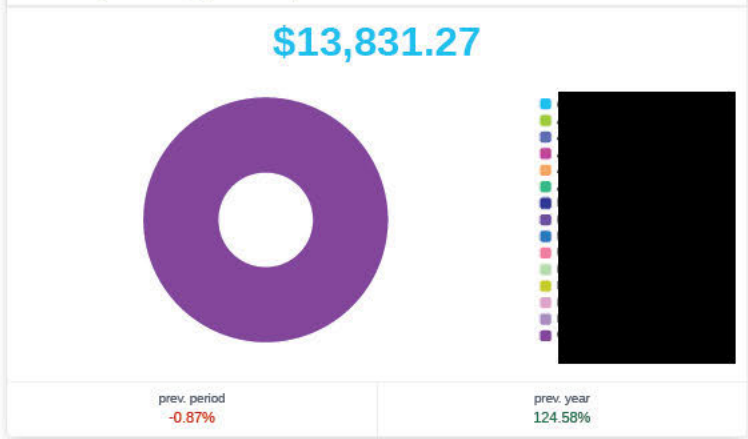
Transactions: All Traffic vs Organic Traffic



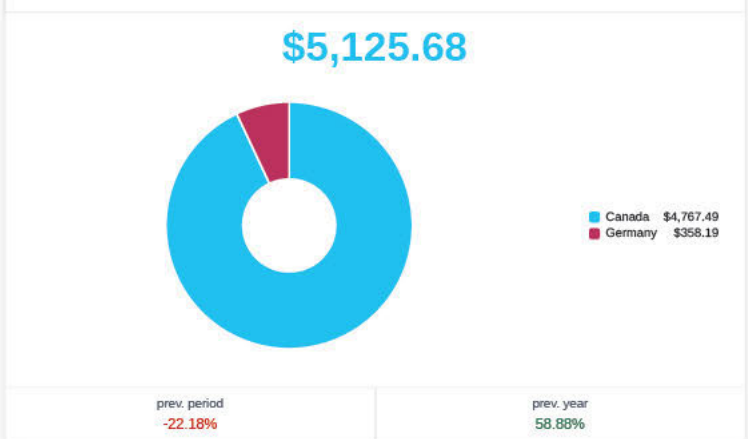
Revenue per Transaction (All Traffic)



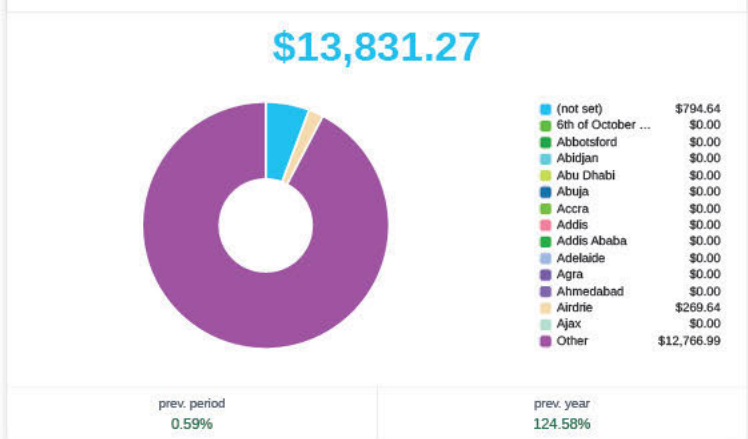
Revenue per Country (All Traffic)



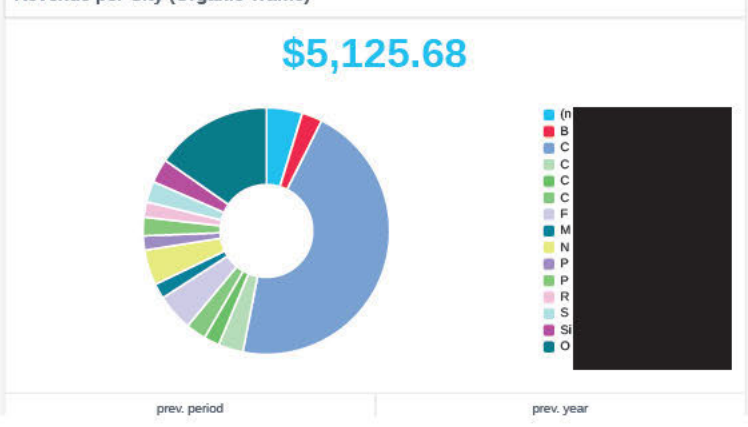
Revenue per Country (Organic Traffic)



Revenue per City (All Traffic)

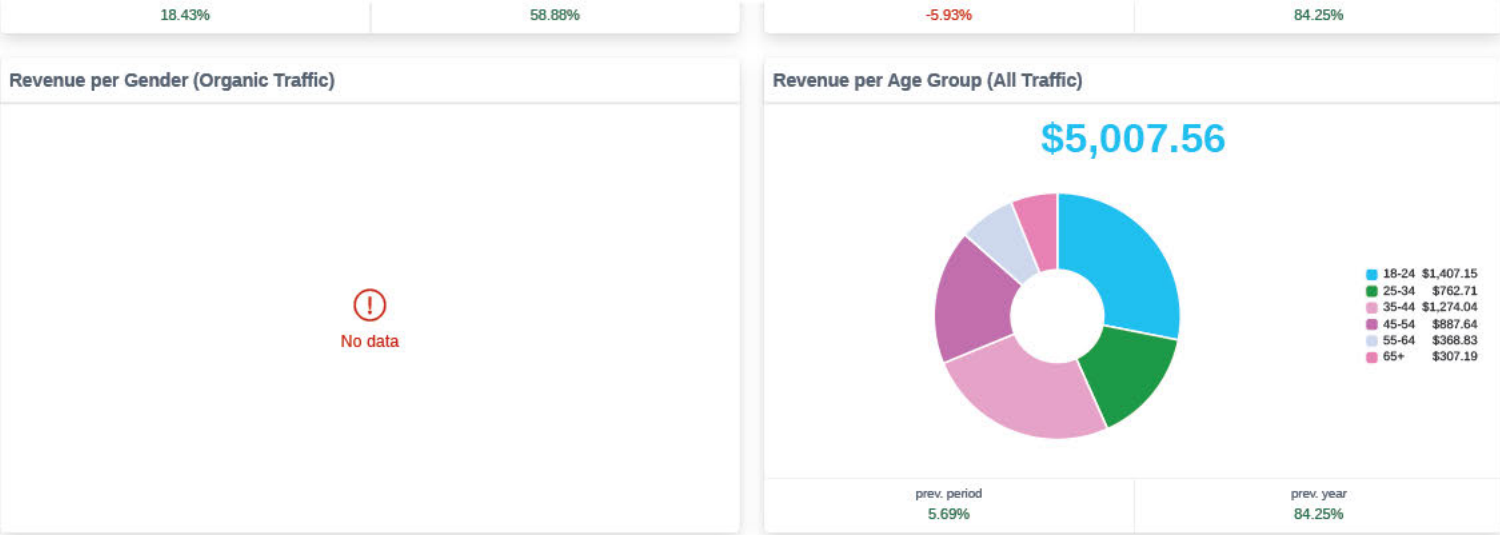


Revenue per City (Organic Traffic)



Revenue per Gender (All Traffic)





	0	0	0	0	19
	0	0	0	0	10
	0	0	0	0	7
	0	0	0	0	6
	0	0	0	0	5
	0	0	0	0	4
	0	0	0	0	3
	0	0	0	0	3
	0	0	0	0	3
	0	0	0	0	3

Top Selling Products (All Traffic)

Data	Product Revenue ▾	Quantity	Avg. Price
	\$3,388.84	133	\$25.48
	\$1,632.48	76	\$21.48
	\$1,053.38	31	\$33.98
	\$879.56	22	\$39.98
	\$821.80	35	\$23.48
	\$519.84	8	\$64.98
	\$509.70	15	\$33.98
	\$499.40	10	\$49.94
	\$349.95	5	\$69.99
	\$347.76	12	\$28.98
	\$299.98	2	\$149.99
	\$299.98	2	\$149.99

Top Selling Products (Organic Traffic)

Data	Product Revenue ▾	Quantity	Avg. Price
	\$993.72	39	\$25.48
	\$558.48	26	\$21.48
	\$407.76	12	\$33.98
	\$389.88	6	\$64.98
	\$375.68	16	\$23.48
	\$373.78	11	\$33.98
	\$299.98	2	\$149.99
	\$219.96	4	\$54.99
	\$199.76	4	\$49.94
	\$159.92	4	\$39.98
	\$115.92	4	\$28.98
	\$115.92	4	\$28.98

Top Selling Source/Medium Report

Data	Revenue ▾	Quantity	Avg. Order Value	Ecommerce Conversion Rate
google / cpc	\$7,324.67	232	\$128.50	1.01%
google / organic	\$5,125.68	148	\$142.38	1.2%
(direct) / (none)	\$1,306.42	34	\$186.63	0.81%
	\$74.50	2	\$74.50	8.33%
	\$0.00	0	\$0.00	0%
	\$0.00	0	\$0.00	0%
	\$0.00	0	\$0.00	0%
	\$0.00	0	\$0.00	0%
	\$0.00	0	\$0.00	0%
	\$0.00	0	\$0.00	0%
	\$0.00	0	\$0.00	0%
	\$0.00	0	\$0.00	0%
	\$0.00	0	\$0.00	0%
	\$0.00	0	\$0.00	0%

Conversion Performance / Sessions with Conversions

Data	Sessions	Pageviews	Goal Completions	Avg. Session Duration	Transactions ▾	Revenue
google / cpc	785	1,287	785	49s	2	\$223.15
google / organic	416	1,432	416	3m 39s	0	\$0.00
(direct) / (none)	201	456	201	2m 5s	0	\$0.00
	9	10	9	3s	0	\$0.00
	5	7	5	7s	0	\$0.00
	4	15	4	1m 31s	0	\$0.00
Data	Sessions	Pageviews	Goal Completions	Avg. Session Duration	Transactions ▾	Revenue
	2	5	2	2m 20s	0	\$0.00

Total	1,439	3,316	1,439	5m 21s	2	\$223.15
	3	7	3	37s	0	\$0.00
	2	8	2	51s	0	\$0.00
	2	6	2	5m 41s	0	\$0.00
	1	2	1	4s	0	\$0.00

11111

Top Selling Sources (Organic Traffic)

Data	Revenue ▾	Quantity	Avg. Order Value	Ecommerce Conversion Rate
google	\$5,125.68	148	\$142.38	1.2%
aol	\$0.00	0	\$0.00	0%
baidu	\$0.00	0	\$0.00	0%
bing	\$0.00	0	\$0.00	0%
duckduckgo	\$0.00	0	\$0.00	0%
	\$0.00	0	\$0.00	0%
	\$0.00	0	\$0.00	0%
Total	\$5,125.68	148	\$20.34	0.17%

Product Performance

Data	Product Revenue ▾	Unique Purchases	Quantity	Avg. Price	Avg. QTY	Cart-to-Detail Rate	Buy-to-Detail Rate
	\$3,388.84	36	133	\$25.48	3.69	0%	0%
	\$1,632.48	19	76	\$21.48	4	0%	0%
	\$1,053.38	7	31	\$33.98	4.43	0%	0%
	\$879.56	6	22	\$39.98	3.67	0%	0%
	\$821.80	10	35	\$23.48	3.5	0%	0%
	\$519.84	4	8	\$64.98	2	0%	0%
	\$509.70	5	15	\$33.98	3	0%	0%
	\$499.40	3	10	\$49.94	3.33	0%	0%
	\$349.95	2	5	\$69.99	2.5	0%	0%
	\$347.76	3	12	\$28.98	4	0%	0%
	\$299.98	1	2	\$149.99	2	0%	0%
	\$223.73	4	20	\$22.37	3.55	0%	0%

Top Performing Coupons

Data	Revenue ▾	Transactions	Ecommerce Conversion Rate	Avg. Order Value
(not set)	\$13,831.27	101	0%	\$136.94
Total	\$13,831.27	101	0%	\$136.94

Sales Performance Report (Transaction ID)

Data	Revenue ▾	Tax	Shipping	Refund Amount	Quantity
	\$400.93	\$19.10	\$19.99	\$0.00	8
	\$397.52	\$45.73	\$19.99	\$0.00	12
	\$335.95	\$36.00	\$19.99	\$0.00	4
	\$322.37	\$2.40	\$19.99	\$0.00	2
	\$321.05	\$15.29	\$0.00	\$0.00	12
	\$285.43	\$13.59	\$0.00	\$0.00	8
	\$252.84	\$32.93	\$19.99	\$0.00	5
	\$251.95	\$12.00	\$19.99	\$0.00	4
	\$242.72	\$27.92	\$0.00	\$0.00	10
	\$228.35	\$24.47	\$0.00	\$0.00	6
	\$223.73	\$23.97	\$0.00	\$0.00	4
	\$223.73	\$23.97	\$0.00	\$0.00	4
	Revenue ▾	Tax	Shipping	Refund Amount	Quantity

Top Performing Campaigns

Data	Revenue 📈	Transactions	Ecommerce Conversion Rate	Avg. Order Value
🔍 Filter by Category	\$6,506.60	44	1.04%	\$147.88
	\$5,564.32	44	4.12%	\$126.46
	\$1,203.61	9	4.39%	\$133.73
	\$250.86	2	1.4%	\$125.43
	\$189.40	1	1.39%	\$189.40
	\$116.48	1	0.73%	\$116.48
	\$0.00	0	0%	\$0.00
	\$0.00	0	0%	\$0.00
	\$0.00	0	0%	\$0.00
	\$0.00	0	0%	\$0.00
\$0.00	0	0%	\$0.00	