

Channels

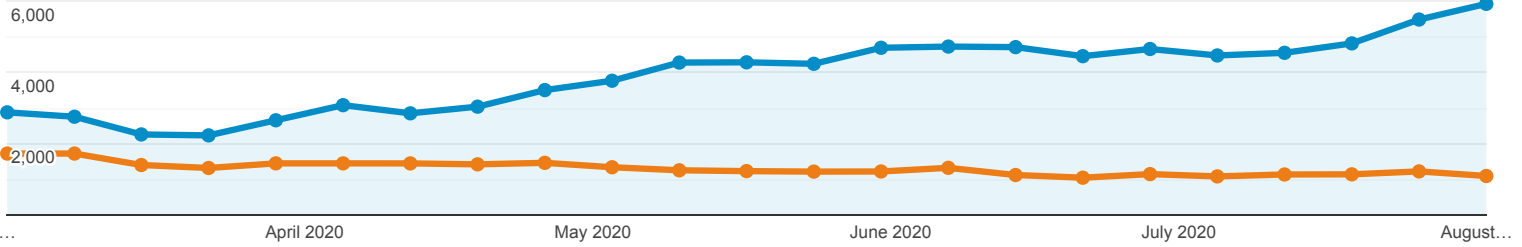
All Users
+0.00% Users

Mar 1, 2020 - Aug 8, 2020
Compare to: Mar 3, 2019 - Aug 10, 2019

Explorer

Summary

Mar 1, 2020 - Aug 8, 2020: ● Users
Mar 3, 2019 - Aug 10, 2019: ● Users



Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	214.70% ▲ 80,192 vs 25,482	234.19% ▲ 79,163 vs 23,688	187.43% ▲ 112,113 vs 39,006	80.70% ▼ 5.82% vs 30.16%	46.10% ▲ 6.73 vs 4.61	31.65% ▼ 00:02:33 vs 00:03:44	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. Organic Search									
Mar 1, 2020 - Aug 8, 2020	48,196 (57.38%)	45,896 (57.98%)	63,065 (56.25%)	6.18%	6.90	00:02:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
Mar 3, 2019 - Aug 10, 20...	16,707 (64.54%)	15,122 (63.84%)	25,465 (65.28%)	25.87%	5.04	00:04:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	188.48%	203.50%	147.65%	-76.10%	36.84%	-33.66%	0.00%	0.00%	0.00%
2. Paid Search									
Mar 1, 2020 - Aug 8, 2020	14,548 (17.32%)	13,287 (16.78%)	19,846 (17.70%)	2.68%	7.77	00:02:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
Mar 3, 2019 - Aug 10, 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%
3. Direct									
Mar 1, 2020 - Aug 8, 2020	10,410 (12.39%)	10,316 (13.03%)	15,053 (13.43%)	8.11%	6.95	00:02:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
Mar 3, 2019 - Aug 10, 20...	7,641 (29.52%)	7,135 (30.12%)	11,717 (30.04%)	36.52%	3.90	00:03:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	36.24%	44.58%	28.47%	-77.79%	78.46%	-14.43%	0.00%	0.00%	0.00%
4. Display									
Mar 1, 2020 - Aug 8, 2020	5,940 (7.07%)	4,951 (6.25%)	8,454 (7.54%)	7.23%	3.89	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
Mar 3, 2019 - Aug 10, 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%
5. Social									
Mar 1, 2020 - Aug 8, 2020	3,722 (4.43%)	3,632 (4.59%)	4,251 (3.79%)	4.40%	3.99	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
Mar 3, 2019 - Aug 10, 20...	993 (3.84%)	937 (3.96%)	1,129 (2.89%)	57.40%	2.49	00:01:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	274.22%	287.68%	276.52%	-92.24%	60.22%	-44.27%	0.00%	0.00%	0.00%

% Change	274.82%	287.62%	276.53%	-92.34%	60.38%	-44.07%	0.00%	0.00%	0.00%
6. Referral									
Mar 1, 2020 - Aug 8, 2020	1,172 (1.40%)	1,076 (1.36%)	1,437 (1.28%)	5.29%	7.67	00:03:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
Mar 3, 2019 - Aug 10, 20...	544 (2.10%)	493 (2.08%)	694 (1.78%)	35.73%	4.18	00:02:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	115.44%	118.26%	107.06%	-85.20%	83.25%	4.14%	0.00%	0.00%	0.00%
7. (Other)									
Mar 1, 2020 - Aug 8, 2020	6 (0.01%)	4 (0.01%)	6 (0.01%)	16.67%	4.17	00:06:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
Mar 3, 2019 - Aug 10, 20...	1 (0.00%)	1 (0.00%)	1 (0.00%)	0.00%	8.00	00:02:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	500.00%	300.00%	500.00%	∞%	-47.92%	158.39%	0.00%	0.00%	0.00%
8. Email									
Mar 1, 2020 - Aug 8, 2020	1 (0.00%)	1 (0.00%)	1 (0.00%)	0.00%	5.00	00:04:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
Mar 3, 2019 - Aug 10, 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%	0.00%

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