

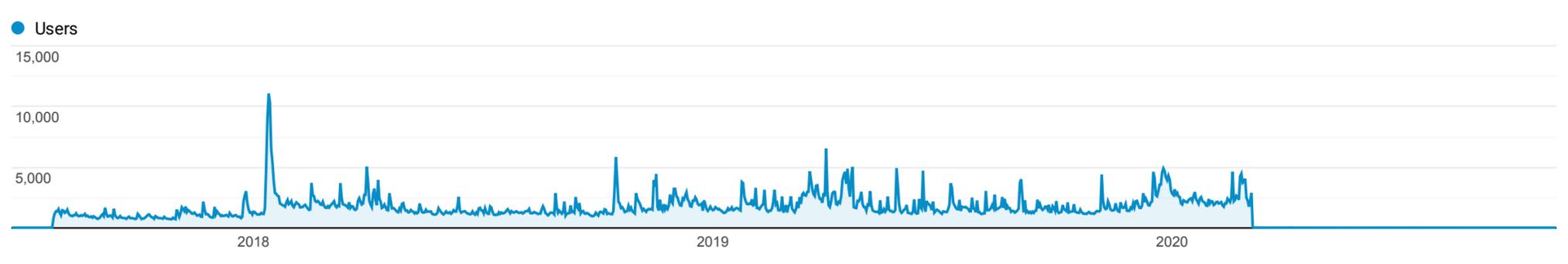
Channels

Jun 23, 2017 - Nov 1, 2020

**All Users**  
100.00% Users

Explorer

Summary



| Default Channel Grouping          | Acquisition                                            |                                                        |                                                        | Behavior                                         |                                              |                                                      | Conversions <span>eCommerce ▾</span>           |                                                |                                                                  |
|-----------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------|----------------------------------------------|------------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------------------------|
|                                   | Users <span>↓</span>                                   | New Users                                              | Sessions                                               | Bounce Rate                                      | Pages / Session                              | Avg. Session Duration                                | Ecommerce Conversion Rate                      | Transactions                                   | Revenue                                                          |
|                                   | <b>1,360,358</b><br>% of Total: 100.00%<br>(1,360,358) | <b>1,381,312</b><br>% of Total: 100.26%<br>(1,377,779) | <b>1,910,212</b><br>% of Total: 100.00%<br>(1,910,212) | <b>24.05%</b><br>Avg for View: 24.05%<br>(0.00%) | <b>5.87</b><br>Avg for View: 5.87<br>(0.00%) | <b>00:03:50</b><br>Avg for View: 00:03:50<br>(0.00%) | <b>0.20%</b><br>Avg for View: 0.20%<br>(0.00%) | <b>3,823</b><br>% of Total: 100.00%<br>(3,823) | <b>\$1,463,296.69</b><br>% of Total: 100.00%<br>(\$1,463,296.69) |
| 1. <a href="#">Organic Search</a> | <b>606,323</b><br>(43.31%)                             | <b>599,466</b><br>(43.40%)                             | <b>890,257</b><br>(46.61%)                             | <b>19.36%</b>                                    | <b>7.41</b>                                  | <b>00:05:00</b>                                      | <b>0.19%</b>                                   | <b>1,705</b><br>(44.60%)                       | <b>\$487,490.97</b><br>(33.31%)                                  |
| 2. <a href="#">Social</a>         | <b>411,253</b><br>(29.37%)                             | <b>400,064</b><br>(28.96%)                             | <b>471,469</b><br>(24.68%)                             | <b>28.79%</b>                                    | <b>3.54</b>                                  | <b>00:01:51</b>                                      | <b>0.07%</b>                                   | <b>338</b><br>(8.84%)                          | <b>\$69,938.96</b><br>(4.78%)                                    |
| 3. <a href="#">Direct</a>         | <b>293,547</b><br>(20.97%)                             | <b>298,914</b><br>(21.64%)                             | <b>427,396</b><br>(22.37%)                             | <b>29.22%</b>                                    | <b>5.03</b>                                  | <b>00:03:27</b>                                      | <b>0.36%</b>                                   | <b>1,537</b><br>(40.20%)                       | <b>\$802,052.72</b><br>(54.81%)                                  |
| 4. <a href="#">Referral</a>       | <b>86,859</b><br>(6.20%)                               | <b>80,943</b><br>(5.86%)                               | <b>117,844</b><br>(6.17%)                              | <b>21.83%</b>                                    | <b>6.63</b>                                  | <b>00:04:21</b>                                      | <b>0.20%</b>                                   | <b>241</b><br>(6.30%)                          | <b>\$103,300.09</b><br>(7.06%)                                   |
| 5. <a href="#">Paid Search</a>    | <b>1,889</b><br>(0.13%)                                | <b>1,715</b><br>(0.12%)                                | <b>3,003</b><br>(0.16%)                                | <b>20.08%</b>                                    | <b>7.45</b>                                  | <b>00:04:41</b>                                      | <b>0.03%</b>                                   | <b>1</b><br>(0.03%)                            | <b>\$419.62</b><br>(0.03%)                                       |
| 6. <a href="#">(Other)</a>        | <b>195</b><br>(0.01%)                                  | <b>190</b><br>(0.01%)                                  | <b>217</b><br>(0.01%)                                  | <b>27.65%</b>                                    | <b>3.33</b>                                  | <b>00:01:53</b>                                      | <b>0.00%</b>                                   | <b>0</b><br>(0.00%)                            | <b>\$0.00</b><br>(0.00%)                                         |
| 7. <a href="#">Email</a>          | <b>20</b><br>(0.00%)                                   | <b>20</b><br>(0.00%)                                   | <b>26</b><br>(0.00%)                                   | <b>34.62%</b>                                    | <b>7.35</b>                                  | <b>00:05:28</b>                                      | <b>3.85%</b>                                   | <b>1</b><br>(0.03%)                            | <b>\$94.33</b><br>(0.01%)                                        |

Rows 1 - 7 of 7