

Channels

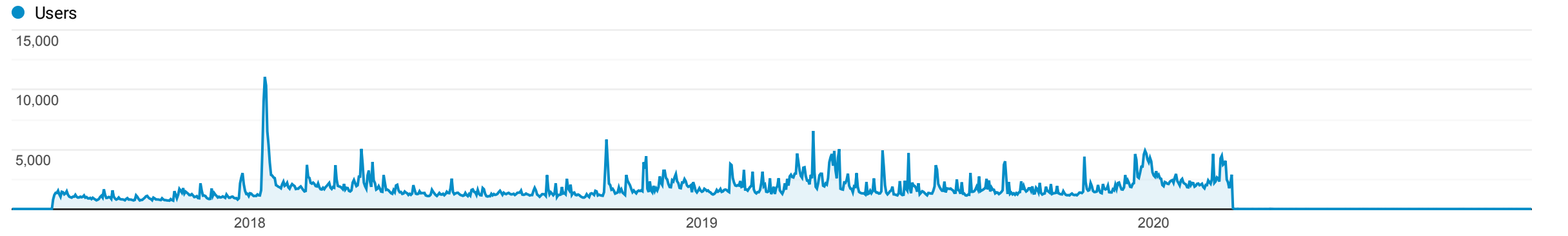
All Users

100.00% Users

Jun 23, 2017 - Nov 1, 2020

Explorer

Summary



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

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