



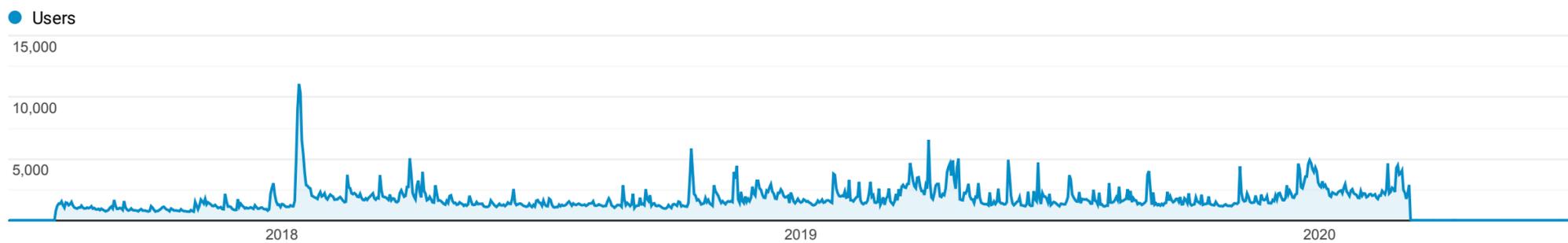
### Channels

Jun 23, 2017 - Jun 29, 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> % of Total: 100.00% (1,360,358)	<b>1,381,296</b> % of Total: 100.26% (1,377,763)	<b>1,910,166</b> % of Total: 100.00% (1,910,166)	<b>24.05%</b> Avg for View: 24.05% (0.00%)	<b>5.87</b> Avg for View: 5.87 (0.00%)	<b>00:03:50</b> Avg for View: 00:03:50 (0.00%)	<b>0.20%</b> Avg for View: 0.20% (0.00%)	<b>3,823</b> % of Total: 100.00% (3,823)	<b>\$1,463,296.69</b> % of Total: 100.00% (\$1,463,296.69)
1. Organic Search	<b>606,323</b> (43.31%)	<b>599,466</b> (43.40%)	<b>890,257</b> (46.61%)	<b>19.36%</b>	<b>7.41</b>	<b>00:05:00</b>	<b>0.19%</b>	<b>1,705</b> (44.60%)	<b>\$487,490.97</b> (33.31%)
2. Social	<b>411,253</b> (29.37%)	<b>400,064</b> (28.96%)	<b>471,469</b> (24.68%)	<b>28.79%</b>	<b>3.54</b>	<b>00:01:51</b>	<b>0.07%</b>	<b>338</b> (8.84%)	<b>\$69,938.96</b> (4.78%)
3. Direct	<b>293,547</b> (20.97%)	<b>298,898</b> (21.64%)	<b>427,350</b> (22.37%)	<b>29.21%</b>	<b>5.03</b>	<b>00:03:27</b>	<b>0.36%</b>	<b>1,537</b> (40.20%)	<b>\$802,052.72</b> (54.81%)
4. Referral	<b>86,859</b> (6.20%)	<b>80,943</b> (5.86%)	<b>117,844</b> (6.17%)	<b>21.83%</b>	<b>6.63</b>	<b>00:04:21</b>	<b>0.20%</b>	<b>241</b> (6.30%)	<b>\$103,300.09</b> (7.06%)
5. Paid Search	<b>1,889</b> (0.13%)	<b>1,715</b> (0.12%)	<b>3,003</b> (0.16%)	<b>20.08%</b>	<b>7.45</b>	<b>00:04:41</b>	<b>0.03%</b>	<b>1</b> (0.03%)	<b>\$419.62</b> (0.03%)
6. (Other)	<b>195</b> (0.01%)	<b>190</b> (0.01%)	<b>217</b> (0.01%)	<b>27.65%</b>	<b>3.33</b>	<b>00:01:53</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
7. Email	<b>20</b> (0.00%)	<b>20</b> (0.00%)	<b>26</b> (0.00%)	<b>34.62%</b>	<b>7.35</b>	<b>00:05:28</b>	<b>3.85%</b>	<b>1</b> (0.03%)	<b>\$94.33</b> (0.01%)

Rows 1 - 7 of 7