

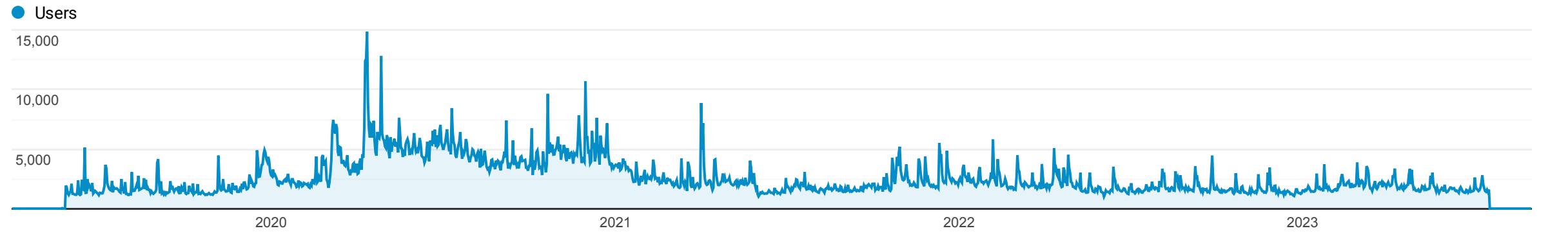
Channels

All Users  
100.00% Users

Apr 1, 2019 - Sep 1, 2023

Explorer

Summary



Default Channel Grouping	Acquisition			Behavior			Conversions	eCommerce <div></div>	
	Users <div></div>	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	3,351,907 % of Total: 100.00% (3,351,907)	3,339,093 % of Total: 100.15% (3,334,151)	4,410,227 % of Total: 100.00% (4,410,227)	13.90% Avg for View: 13.90% (0.00%)	7.42 Avg for View: 7.42 (0.00%)	00:02:52 Avg for View: 00:02:52 (0.00%)	0.15% Avg for View: 0.15% (0.00%)	6,750 % of Total: 100.00% (6,750)	\$2,077,409.96 % of Total: 100.00% (\$2,077,409.96)
1. <a href="#">Social</a>	1,557,107 (45.48%)	1,515,691 (45.39%)	1,649,975 (37.41%)	11.56%	4.15	00:00:55	0.02%	284 (4.21%)	\$136,177.84 (6.56%)
2. <a href="#">Organic Search</a>	970,824 (28.35%)	945,140 (28.31%)	1,441,909 (32.69%)	12.05%	11.63	00:04:56	0.15%	2,207 (32.70%)	\$1,039,648.22 (50.05%)
3. <a href="#">Direct</a>	611,425 (17.86%)	619,015 (18.54%)	889,866 (20.18%)	20.75%	6.85	00:03:05	0.36%	3,228 (47.82%)	\$665,824.72 (32.05%)
4. <a href="#">Paid Search</a>	154,022 (4.50%)	144,050 (4.31%)	240,327 (5.45%)	14.75%	4.88	00:01:49	0.16%	387 (5.73%)	\$81,941.62 (3.94%)
5. <a href="#">Referral</a>	105,153 (3.07%)	96,391 (2.89%)	146,700 (3.33%)	13.02%	10.62	00:04:30	0.08%	124 (1.84%)	\$31,929.06 (1.54%)
6. <a href="#">(Other)</a>	21,233 (0.62%)	17,645 (0.53%)	31,841 (0.72%)	19.38%	7.13	00:03:31	1.32%	421 (6.24%)	\$114,460.98 (5.51%)
7. <a href="#">Display</a>	3,973 (0.12%)	1,015 (0.03%)	9,395 (0.21%)	33.08%	4.31	00:02:16	1.04%	98 (1.45%)	\$7,232.19 (0.35%)
8. <a href="#">Email</a>	162 (0.00%)	146 (0.00%)	214 (0.00%)	14.02%	4.55	00:04:04	0.47%	1 (0.01%)	\$195.33 (0.01%)

Rows 1 - 8 of 8