

Channels

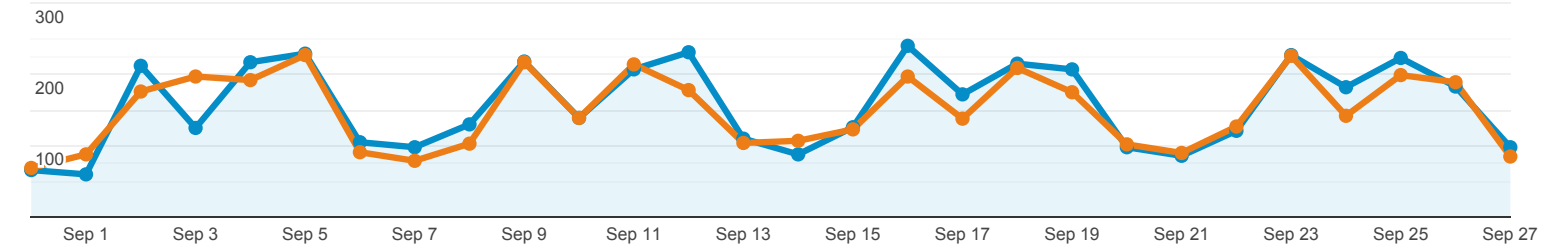
 All Users
+0.00% Users

Aug 31, 2019 - Sep 27, 2019
Compare to: Aug 3, 2019 - Aug 30, 2019

Explorer

Summary

Aug 31, 2019 - Sep 27, 2019: ● Users
Aug 3, 2019 - Aug 30, 2019: ● Users



Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	5.24% ▲ 3,194 vs 3,035	6.76% ▲ 2,780 vs 2,604	4.83% ▲ 5,105 vs 4,870	0.94% ▼ 32.87% vs 33.18%	2.39% ▲ 4.83 vs 4.72	1.02% ▲ 00:03:19 vs 00:03:17	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. Organic Search									
Aug 31, 2019 - Sep 27, 2019	1,509 (45.62%)	1,243 (44.71%)	2,380 (46.62%)	28.74%	5.13	00:03:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
Aug 3, 2019 - Aug 30, 2019	1,286 (40.70%)	1,021 (39.21%)	2,017 (41.42%)	27.32%	5.25	00:03:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	17.34%	21.74%	18.00%	5.20%	-2.20%	-5.00%	0.00%	0.00%	0.00%
2. Direct									
Aug 31, 2019 - Sep 27, 2019	879 (26.57%)	801 (28.81%)	1,378 (26.99%)	44.63%	4.50	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
Aug 3, 2019 - Aug 30, 2019	808 (25.57%)	737 (28.30%)	1,294 (26.57%)	44.98%	4.27	00:02:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	8.79%	8.68%	6.49%	-0.77%	5.32%	8.08%	0.00%	0.00%	0.00%
3. Paid Search									
Aug 31, 2019 - Sep 27, 2019	443 (13.39%)	423 (15.22%)	498 (9.76%)	33.94%	3.41	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
Aug 3, 2019 - Aug 30, 2019	544 (17.22%)	507 (19.47%)	673 (13.82%)	38.48%	3.67	00:02:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-18.57%	-16.57%	-26.00%	-11.82%	-7.04%	-12.23%	0.00%	0.00%	0.00%
4. Email									
Aug 31, 2019 - Sep 27, 2019	247 (7.47%)	105 (3.78%)	594 (11.64%)	23.91%	6.25	00:04:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
Aug 3, 2019 - Aug 30, 2019	265 (8.39%)	115 (4.42%)	581 (11.93%)	24.27%	5.69	00:03:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-6.79%	-8.70%	2.24%	-1.49%	9.80%	7.89%	0.00%	0.00%	0.00%
5. Social									
Aug 31, 2019 - Sep 27, 2019	182 (5.50%)	174 (6.26%)	190 (3.72%)	26.84%	3.07	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
Aug 3, 2019 - Aug 30, 2019	201 (6.36%)	185 (7.10%)	219 (4.50%)	27.40%	3.15	00:01:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-9.45%	-5.95%	-13.24%	-2.03%	-2.47%	-12.75%	0.00%	0.00%	0.00%

6. Referral									
Aug 31, 2019 - Sep 27, 2...	48 (1.45%)	34 (1.22%)	65 (1.27%)	26.15%	3.91	00:03:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
Aug 3, 2019 - Aug 30, 20...	56 (1.77%)	39 (1.50%)	86 (1.77%)	26.74%	4.66	00:03:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-14.29%	-12.82%	-24.42%	-2.21%	-16.19%	-8.55%	0.00%	0.00%	0.00%

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