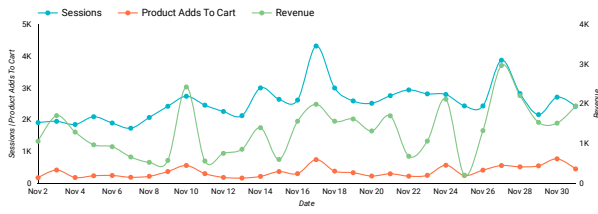


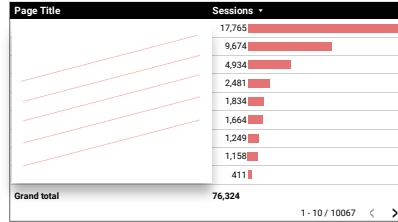
58,839 people visited the store in the selected time period. Store received 484 orders, of which 120 orders came through Google Ads, 103 orders came through direct visits

Store generated \$39.48K in revenue that is 969.2% more than the same period last year.

Shopping Behavior



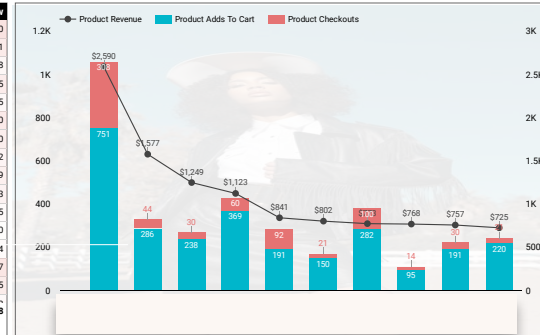
Most Visited Pages



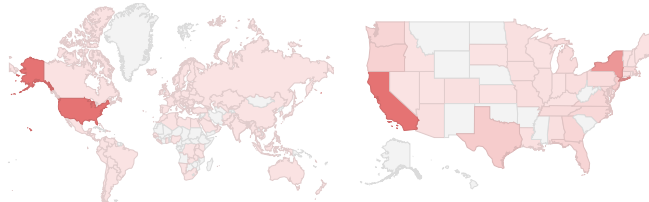
Top Products by Revenue

Product	Revenue	Revenue %	Views	Checkouts	Revenue Per View
\$350	\$350	0.92%	5	1	\$70
\$348	\$348	0.91%	7	1	\$49.71
\$270	\$270	0.71%	17	2	\$15.88
\$270	\$270	0.71%	6	1	\$45
\$268	\$268	0.7%	23	1	\$11.65
\$250	\$250	0.66%	5	0	\$50
\$240	\$240	0.63%	6	1	\$40
\$240	\$240	0.63%	11	1	\$21.82
\$240	\$240	0.63%	7	1	\$34.29
\$225	\$225	0.59%	8	2	\$28.13
\$225	\$225	0.59%	36	2	\$6.25
\$225	\$225	0.59%	0	1	0
\$198	\$198	0.52%	49	4	\$4.04
\$185	\$185	0.49%	3	1	\$61.67
\$185	\$185	0.49%	4	1	\$46.25
Grand total	\$38,142.71	100%	79,482	1,959	\$0.48

Top 10 Product Brands



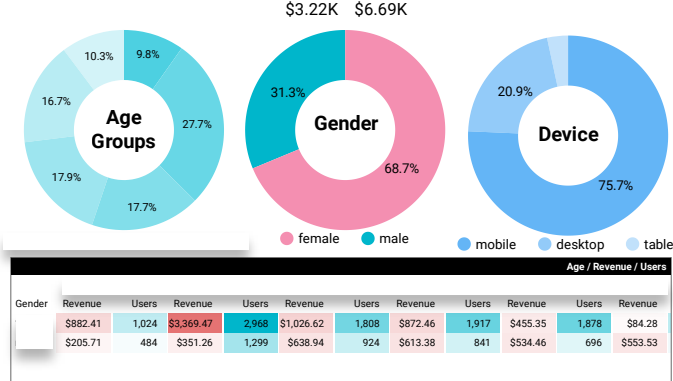
Where are my users located?



Locations with most Revenue in USA

Country	Product Revenue	Sessions
United States	96.97%	92.69%
United Kingdom	0.78%	0.83%
Singapore	0.7%	0.05%
Canada	0.69%	0.97%
Australia	0.63%	0.55%
(not set)	0.22%	0.26%
Mayotte	0%	+0%
Brazil	0%	0.16%

User Demographics



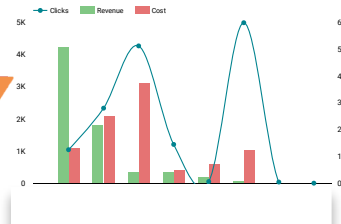
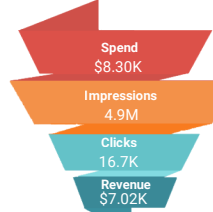
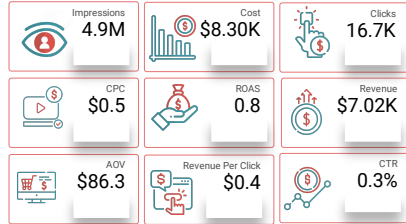
City	Revenue	Revenue %	Sessions
New York		11.38%	6.36%
Los Angeles		8.93%	4.36%
		2.98%	0.8%
		2.79%	1.19%
		2.39%	2.21%
		2.18%	1.39%
		2.16%	4.15%
		1.78%	1.37%
		1.63%	1.2%
		1.6%	0.69%
		1.4%	0.17%
		1.3%	0.1%
		1.25%	0.51%
		1.22%	0.01%
		1.19%	0.6%
		1.17%	1.22%
		1.1%	0.12%
		1.07%	0.1%
		1.07%	0.16%
		1.06%	1.19%

Marketing Promotional Offers Performance

Order Coupon Code	Revenue
	\$29,402.98
	\$4,043.84
	\$1,960.33
	\$1,105.08
	\$915.95
	\$693.47
	\$303.76
	\$246.83
	\$203.41
	\$188.69
	\$133.43

Performance by Source

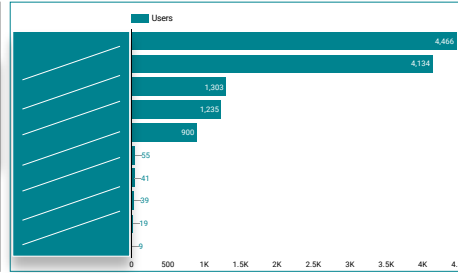
Medium	Source	Sessions	Revenue	Users	New Users	Returning Users
(none)	(direct)	9,905	\$8,064.79	7,249	6,947	302
cpc	google	15,682	\$5,998.47	12,211	11,374	837
organic	google	8,130	\$5,493.28	6,123	5,615	508
		2,311		1,126	839	287
		123		43	2	41
		20,051		17,595	16,048	1,547
		3,482		3,189	2,747	442
		1,068		831	539	292
		15		7	0	7
		3,650		3,189	2,764	425
		650		593	579	14



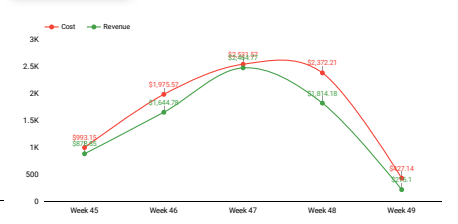
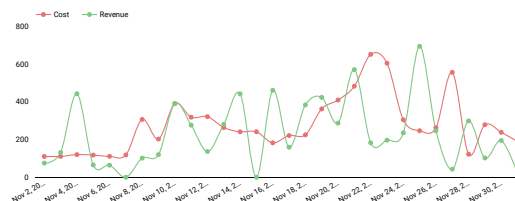
Campaign Performance Overall

Campaign name	Cost	Cost%	Clicks	Clicks %	Revenue	Revenue %
	\$1,095.03	13.19%	1,249	7.48%	\$4,246.94	60.51%
	\$2,064.67	24.88%	2,799	16.75%	\$1,811.44	25.81%
Grand total	\$8,299.63	100%	16,706	100%	\$7,018.69	100%

Which Campaign Brought the most users?



Campaign Performance Trend



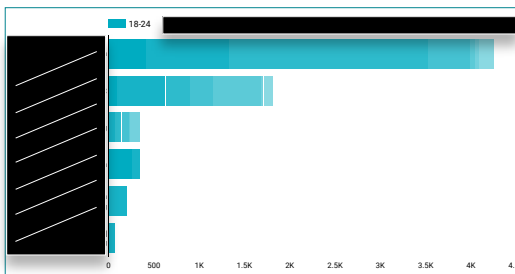
Display Targeting

Keyword text	Campaign name	Impressions	Cost	Clicks	Revenue	AOV	Revenue Per Visit
		204	\$1,885.56	\$101.43	\$22.45		
		442	\$720.66	\$125.99	\$3.38		
		2,384	\$678.26	\$96.89	\$1.24		
		478	\$607.9	\$83.5	\$2.01		
		71	\$222.54	\$111.27	\$6.01		
		20	\$90.1	\$90.1	\$11.26		
		98	\$41.92	\$53.74	\$0.81		
		5	\$0	0	\$0		

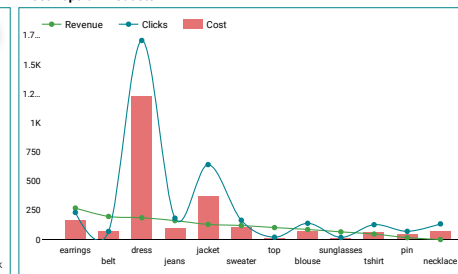
How many users are searching?

Search Query	Cost	Sessions	Clicks	Revenue	CPC
		69	62	\$723.23	\$0.34
		305	0	\$437.82	\$0
		671	372	\$373.97	\$0.07
		139	96	\$297.54	\$0.16
		27	8	\$257.4	\$0.39
		193	126	\$247.93	\$0.04
		17	14	\$219.21	\$0.43
		40	25	\$164.16	\$0.97
		1	0	\$136.87	\$0
		1	0	\$98	\$0
		9	4	\$96	\$0.9

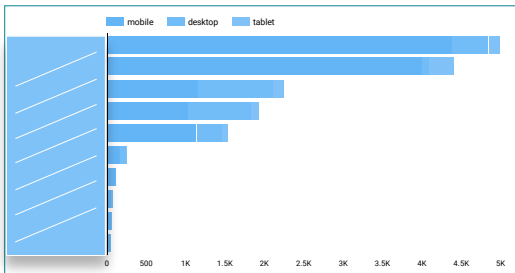
Campaign Performance by Age Groups



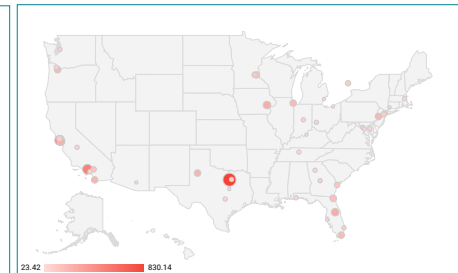
Most Popular Products



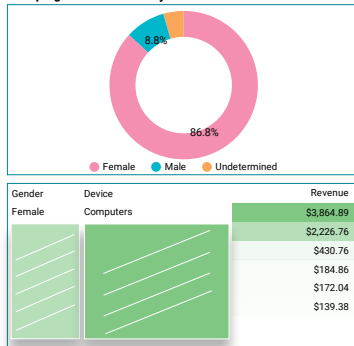
Campaign Performance by Device



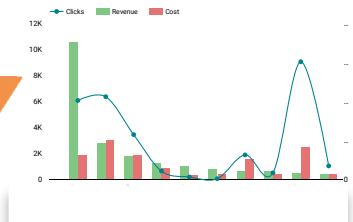
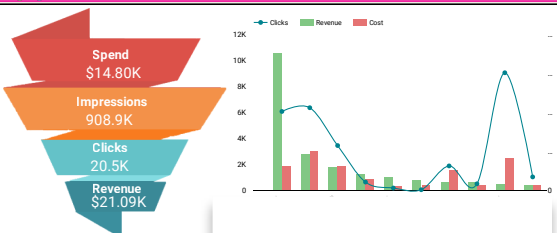
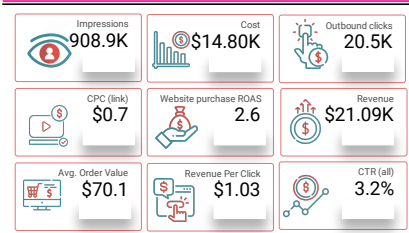
Campaign Performance by City



Campaign Performance by Gender & Device



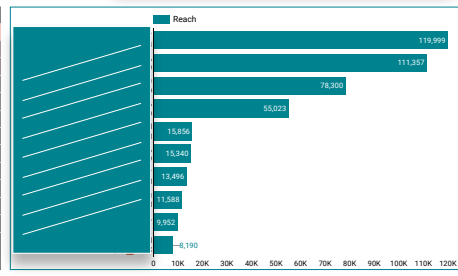
City	Impressions	Cost	Clicks	Conversions	Revenue	ROAS
Adlington	13,302	\$30.39	41	10	\$830.14	27.31
Los Angeles	93,125	\$213.24	379	5	\$492.67	2.31
Hillsborough	952	\$0.61	3	1	\$413.9	682.36
			13			57.93
			49			9.77
			5			54.34
			3			41.3
			17			43.28
			100			5.23
			1,529			0.42
			3			88.5
			62			6.44
			200			1.67
			6			74.24
			67			3.72
			8			29.32
			2			73.69
			12			15.86



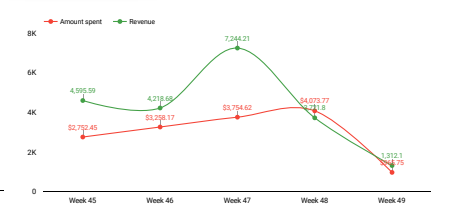
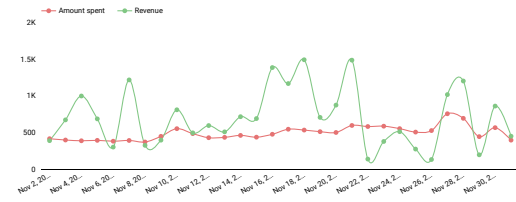
Campaign Performance Overall

Campaign name	Cost %	Cost	Clicks	Clicks %	Revenue	Revenue %
	13.03%	4,052	19,741	49.95%		
	20.56%	4,243	20,674	13.32%		
	12.93%	2,313	11,271	8.79%		
	5.91%	451	2,211	6.11%		
	2.72%	147	0,721	5.08%		
	3.22%	60	0,291	4.05%		
	10.55%	1,274	6,211	3.49%		
	2.93%	361	1,761	3.46%		
	17.22%	6,027	29,361	2.59%		
	2.89%	713	3,471	2.23%		
	1.15%	245	1,191	0.77%		
	2.18%	109	0,531	0.17%		
	100%	20,525	100%	100%		

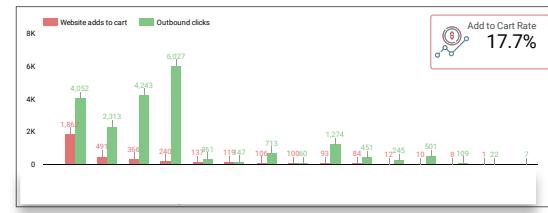
Which Campaign reached to most users?



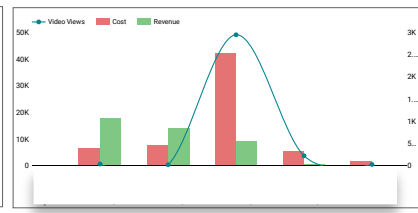
Campaign Performance Trend



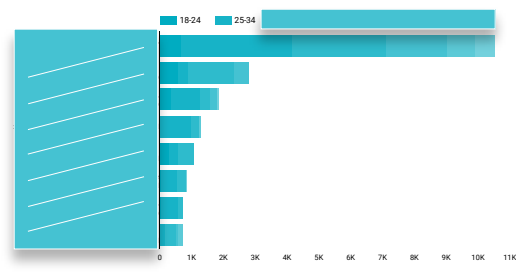
Campaign with most Add to Carts



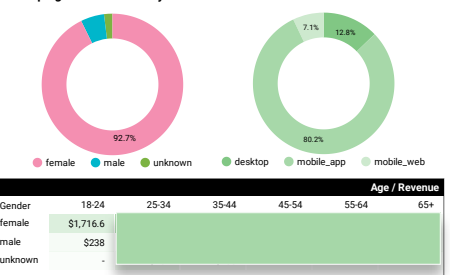
Video Campaigns Performance



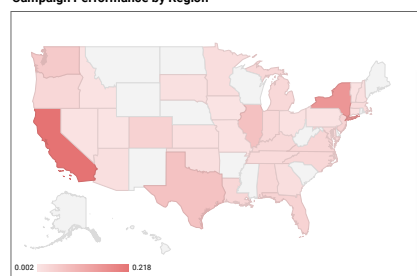
Campaign Performance by Age Groups



Campaign Performance by Gender & Device



Campaign Performance by Region



Region	Impressions	Amount spent	Clicks	Purchases	Revenue	ROAS
California	168,643		3,437	75	\$4,588.29	1.97
New York	96,831		2,047	39	\$3,167.6	3.15
	33,807		707	10	\$1,426.7	2.7
	58,594		1,606	26	\$1,364.78	1.3
	29,079		607			2.23
	13,900		281			3.15
	37,779		926			1.12
	22,036		602			1.77
	21,643		514			1.54
	20,157		360			18.81
	22,426		540			11.08
	14,159		343			21.11
	11,710		290			2.54
	9,349		241			2.88

Ad Performance

Image ass.	Ad name	Impressions	Amount spent	Outbound clic.	Add To Carts	Website purchases	Revenue	Conv. Rate	Revenue Per Visit	CPC	Cost Per Purchase
Image #1		68,445	\$1,724.29	0	214	18	\$232,882.73	0.94	0	0	\$95.79
Image #2		58,303		0	379	6	\$146,747.58	2.94	0	0	\$113.13
Image #3		56,288		0	72	8	\$79,082.68	1.57	0	0	\$80.94
Image #4		26,758		0	29	3	\$49,203.72	0.68	0	0	\$189.1
Image #5		12,510		0	24	1	\$37,248.58	1.47	0	0	\$334.99

Google Ads LAST WEEK (Sunday - Saturdays)

ChannelName -	Spend	Revenue	ROAS
Display/Video Prospecting		\$0	0
Other		\$91.14	1.69
Search		\$1,151.46	2.49
Shopping		\$651.98	0.39
Grand total		\$1,894.59	0.69

Facebook Ads LAST WEEK (Sunday - Saturdays)

ChannelName -	Spend	Revenue	ROAS
	\$2,011.97	\$424.3	0.21
	\$2,199.05	\$3,239.5	1.47
	\$4,211.02	\$3,663.8	0.87

Google Ads Previous Week

ChannelName -	Spend	Revenue	ROAS
	\$273.24		0
	\$83.91		0
	\$457.34		2.57
	\$2,138.44		0.48
	\$2,952.93		0.75

Facebook Ads Previous Week



Google Ads Month To Date

ChannelName -	Spend	Revenue	ROAS	Budget Spend	Budget Revenue	% to Budget Spend	% to Budget Revenue
Display/Video Prospecting					\$3,000	54.44%	8.66%
Search					\$12,480	29.83%	34.03%
Shopping					\$20,800	129.04%	10.4%
Grand total					\$36,280	73.94%	18.39%

Facebook Ads Month To Date

ChannelName -	Spend	Revenue	ROAS	Budget Spend	Budget Revenue	% to Budget Spend	% to Budget Revenue
Social Prospecting Campaigns					6,000	123.15%	92.73%
Social Retargeting Campaigns					7,000	105.94%	221.84%
Grand total					13,000	113.88%	162.25%