

Analytics
Daily Report

Generated on Wednesday, August 22, 2018, 2:56 PM
August 21, 2018 12:00 AM to August 21, 2018 11:59 PM

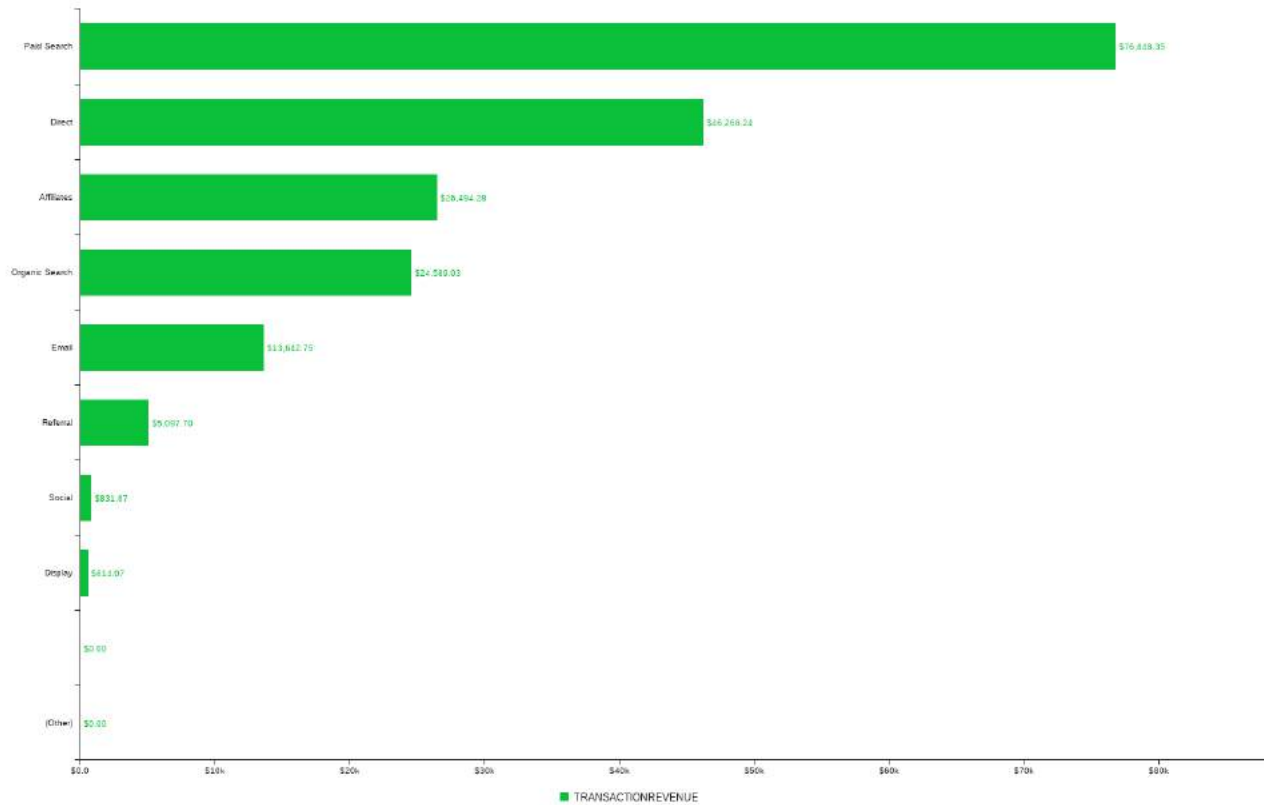
Daily Summary

August 21, 2018

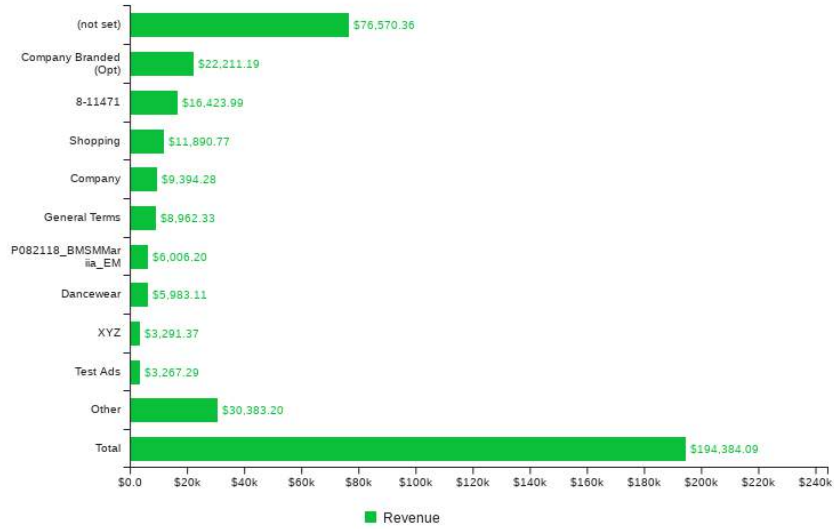
Unique Users	% New User Sessions	Bounce Rate	Transactions	Transactions per Unique User	Revenue
39,096	47%	34%	2,405	0.062	\$194k
↑ 10% vs Previous Day	↓ 1% vs Previous Day	↑ 3% vs Previous Day	↑ 1% vs Previous Day	↓ 9% vs Previous Day	↑ 2% vs Previous Day

Daily Revenue x Channel

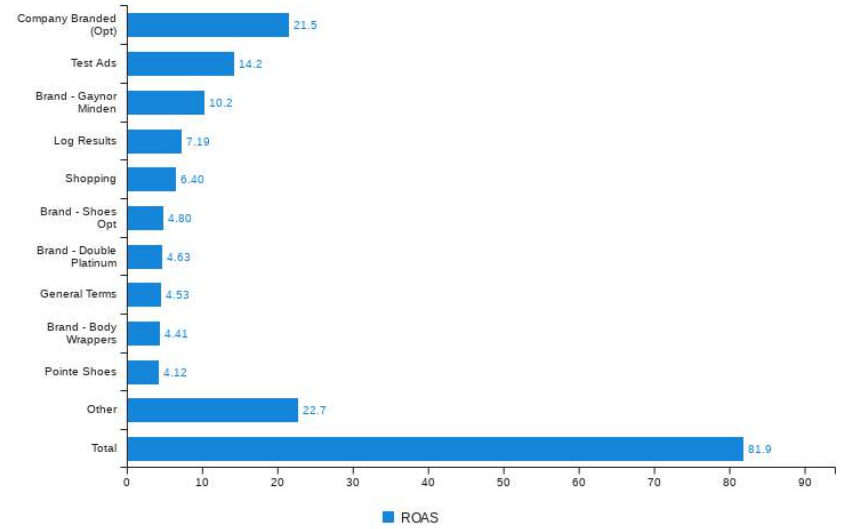
August 21, 2018



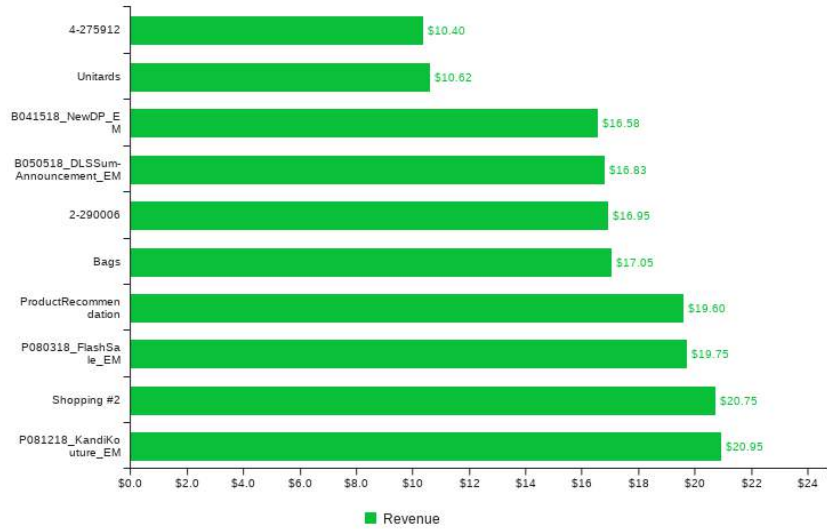
Top 10 Campaigns x Revenue



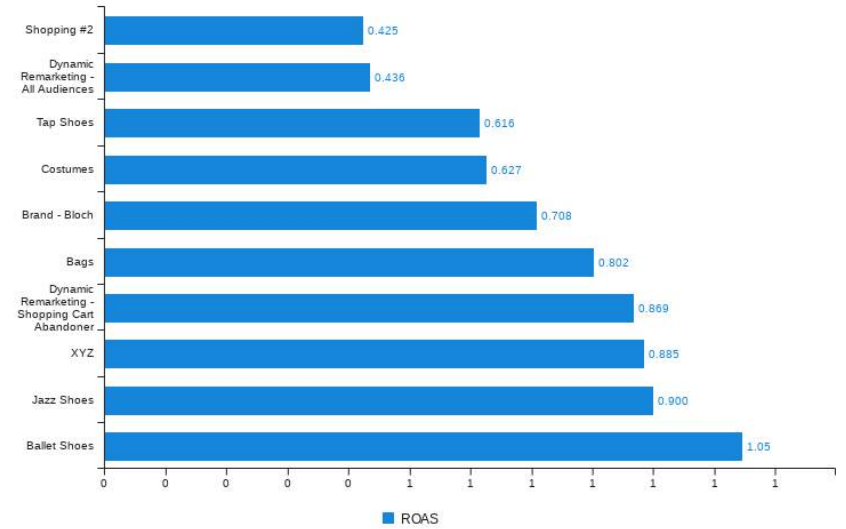
Top 10 Campaigns x ROAS



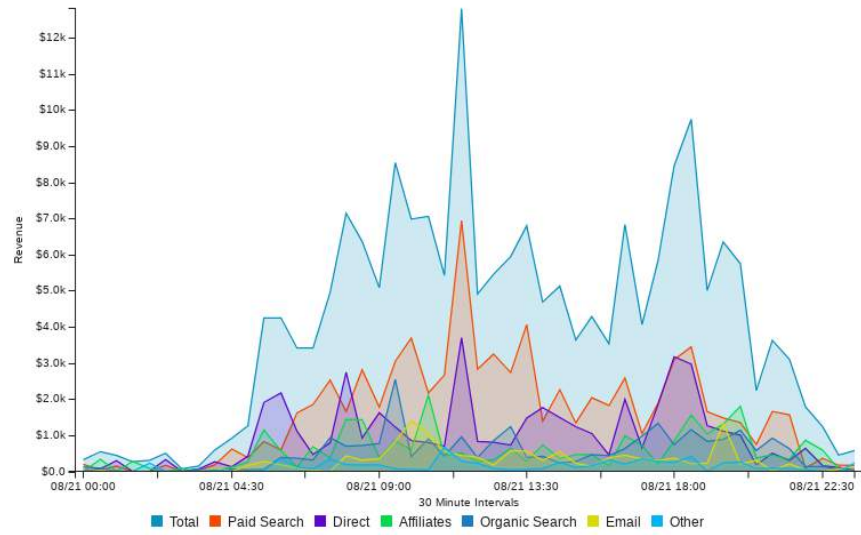
Bottom 10 Campaigns x Revenue - where Revenue not Zero



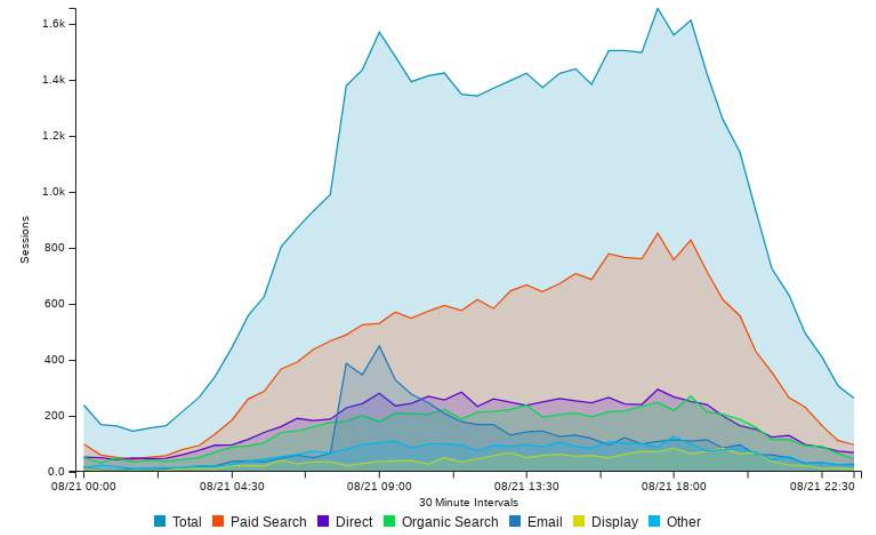
Bottom 10 Campaigns x ROAS - where ROAS not Zero

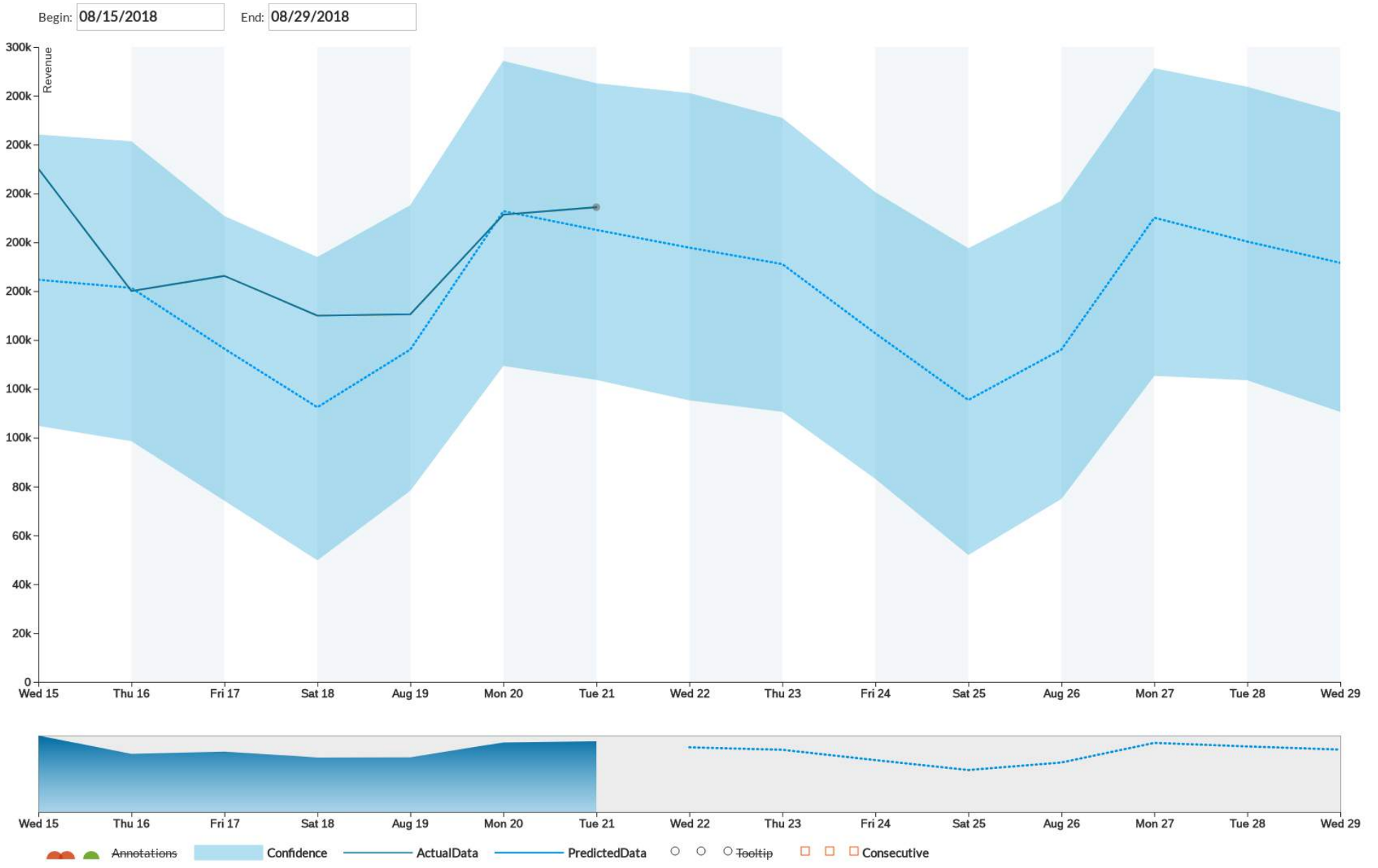


Revenue All Channels - 30 Minute Interval



Sessions All Channels - 30 Minute Intervals

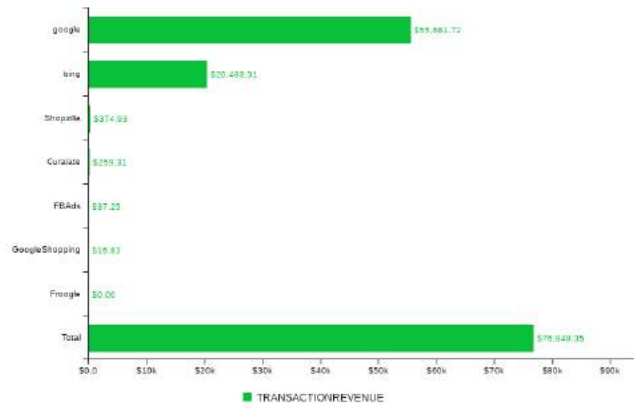




Paid Search Channel Daily Summary

<p>Unique Users</p> <p>17,571</p> <p>↑ 2% vs Previous Day</p>	<p>% New User Sessions</p> <p>46%</p> <p>↓ 1% vs Previous Day</p>	<p>Bounce Rate</p> <p>30%</p> <p>↓ 1% vs Previous Day</p>	<p>Transactions</p> <p>926</p> <p>↓ 5% vs Previous Day</p>	<p>Transactions per Unique User</p> <p>0.053</p> <p>↓ 7% vs Previous Day</p>	<p>Revenue</p> <p>\$76.8k</p> <p>↑ 2% vs Previous Day</p>
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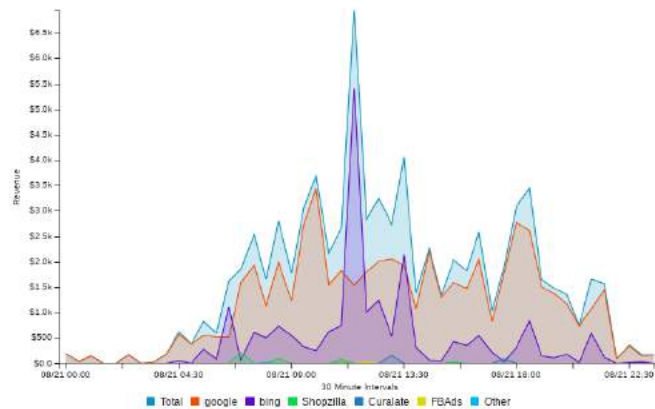
Daily Revenue x Paid Search



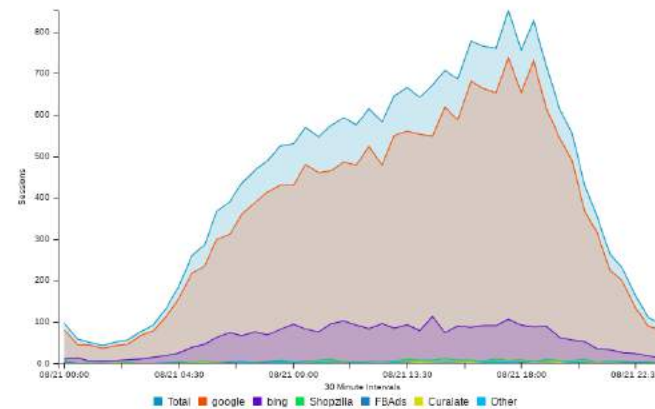
Daily Revenue x Paid Search Campaign



Paid Search Revenue - 30 Minute Interval



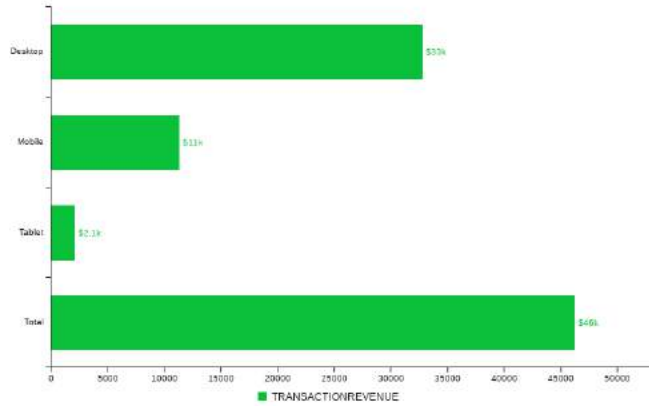
Paid Search Sessions - 30 Minute Interval



Direct Channel Daily Summary

<p>Unique Users</p> <p>7,366</p> <p>↑ 10% vs Previous Day</p>	<p>% New User Sessions</p> <p>66%</p> <p>↑ 2% vs Previous Day</p>	<p>Bounce Rate</p> <p>43%</p> <p>↑ 4% vs Previous Day</p>	<p>Transactions</p> <p>565</p> <p>↓ 4% vs Previous Day</p>	<p>Transactions per Unique User</p> <p>0.077</p> <p>↓ 13% vs Previous Day</p>	<p>Revenue</p> <p>\$46.3k</p> <p>↓ 10% vs Previous Day</p>
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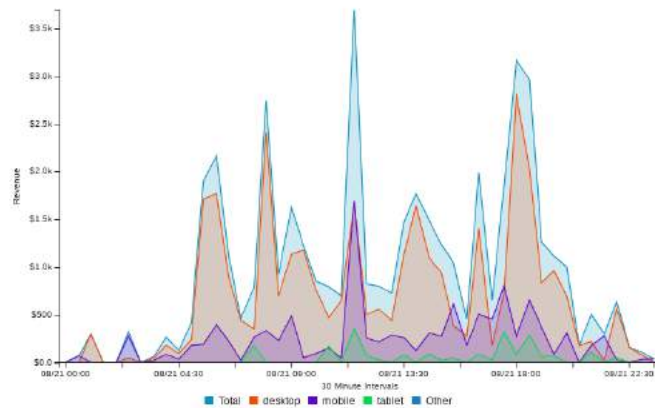
Daily Revenue x Direct



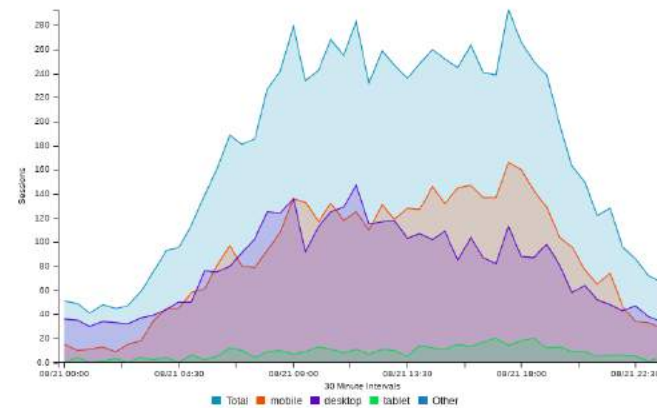
Daily Revenue x Direct Campaign

Total	Desktop	Mobile	Tablet
Revenue: \$46,266.24	Revenue: \$32,835.72	Revenue: \$11,335.64	Revenue: \$2,094.86
Transactions: 565	Transactions: 342	Transactions: 189	Transactions: 34
Sessions: 8,456	Sessions: 3,816	Sessions: 4,248	Sessions: 392
Pageviews: 60,717	Pageviews: 31,307	Pageviews: 25,295	Pageviews: 4,115

Direct Revenue - 30 Minute Interval



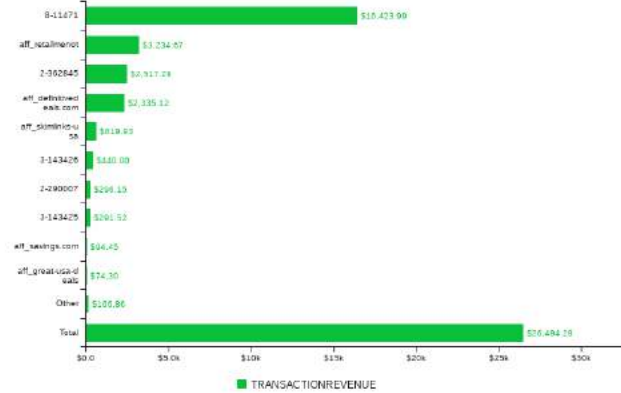
Direct Sessions - 30 Minute Interval



Affiliates Channel Daily Summary

<p>Unique Users</p> <p>841</p> <p>↑ 8% vs Previous Day</p>	<p>% New User Sessions</p> <p>19%</p> <p>↑ 9% vs Previous Day</p>	<p>Bounce Rate</p> <p>20%</p> <p>↑ 1% vs Previous Day</p>	<p>Transactions</p> <p>237</p> <p>↑ 4% vs Previous Day</p>	<p>Transactions per Unique User</p> <p>0.28</p> <p>↓ 3% vs Previous Day</p>	<p>Revenue</p> <p>\$26.5k</p> <p>↑ 24% vs Previous Day</p>
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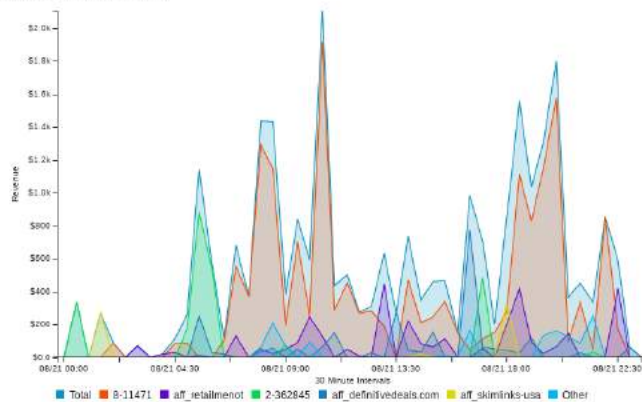
Daily Revenue x Affiliates



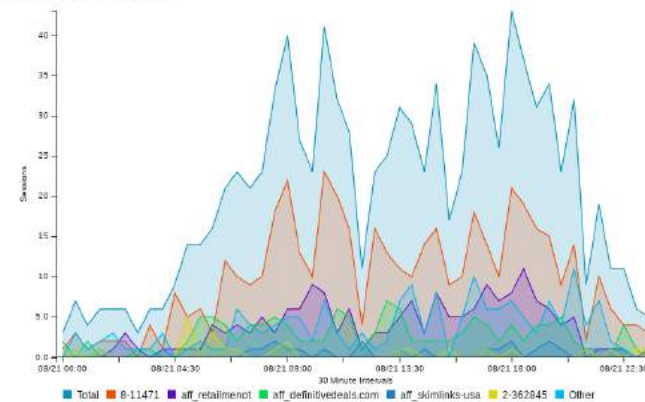
Daily Revenue x Affiliates Campaign



Affiliates Revenue - 30 Minute Interval



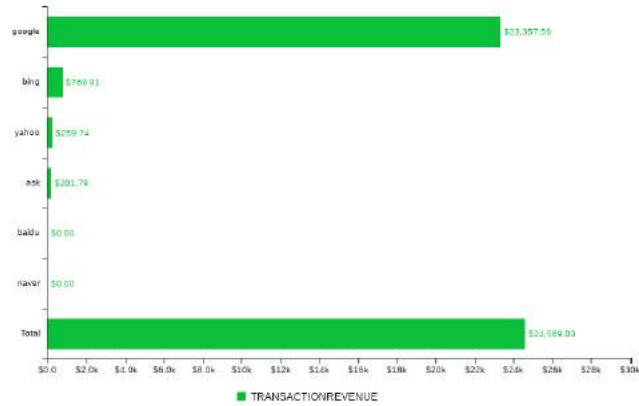
Affiliates Sessions - 30 Minute Interval



Organic Search Channel Daily Summary

<p>Unique Users</p> <p>6,264</p> <p>↑ 3% vs Previous Day</p>	<p>% New User Sessions</p> <p>49%</p> <p>↑ 3% vs Previous Day</p>	<p>Bounce Rate</p> <p>29%</p> <p>↑ 1% vs Previous Day</p>	<p>Transactions</p> <p>364</p> <p>↑ 16% vs Previous Day</p>	<p>Transactions per Unique User</p> <p>0.058</p> <p>↑ 13% vs Previous Day</p>	<p>Revenue</p> <p>\$24.6k</p> <p>↑ 2% vs Previous Day</p>
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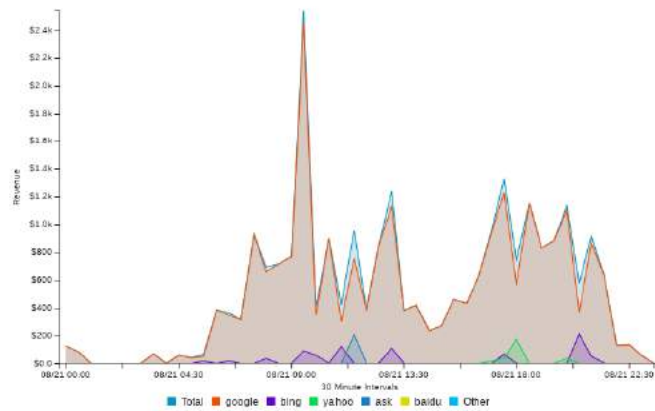
Daily Revenue x Organic Search



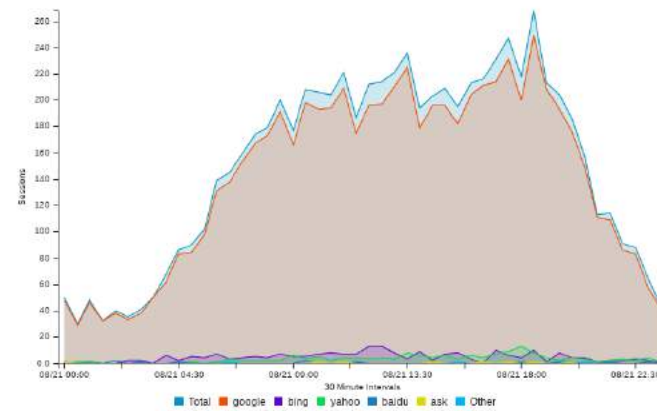
Daily Revenue x Organic Search Campaign



Organic Search Revenue - 30 Minute Interval



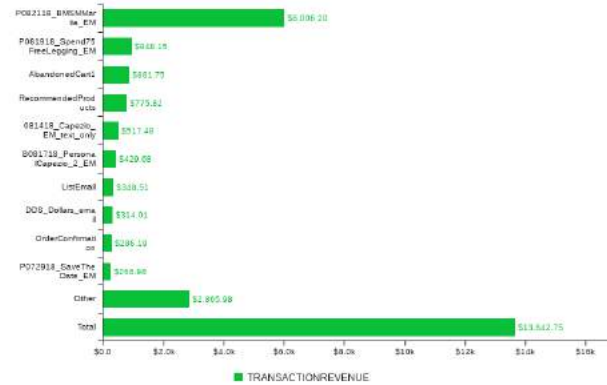
Organic Search Sessions - 30 Minute Interval



Email Channel Daily Summary

<p>Unique Users</p> <p>3,883</p> <p>↑ 97% vs Previous Day</p>	<p>% New User Sessions</p> <p>25%</p> <p>↑ 40% vs Previous Day</p>	<p>Bounce Rate</p> <p>36%</p> <p>↑ 2% vs Previous Day</p>	<p>Transactions</p> <p>200</p> <p>↑ 27% vs Previous Day</p>	<p>Transactions per Unique User</p> <p>0.052</p> <p>↓ 36% vs Previous Day</p>	<p>Revenue</p> <p>\$13.6k</p> <p>↑ 37% vs Previous Day</p>
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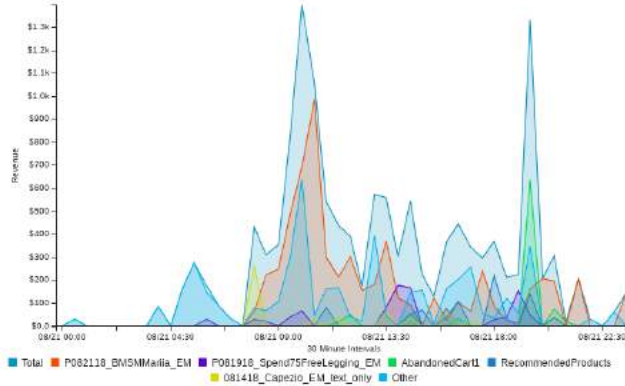
Daily Revenue x Email



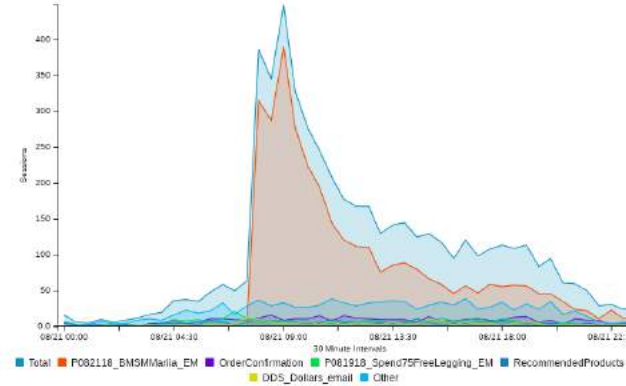
Daily Revenue x Email Campaign



Email Revenue - 30 Minute Interval



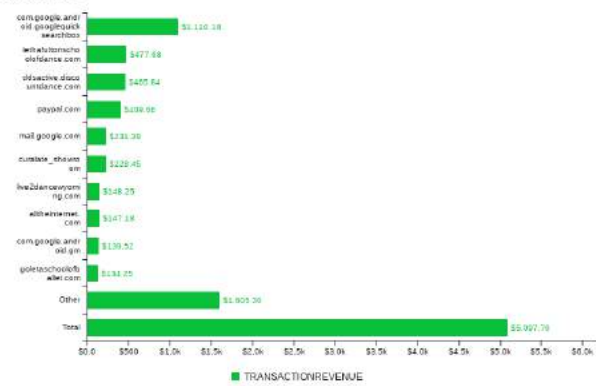
Email Sessions - 30 Minute Interval



Referral Channel Daily Summary

Unique Users 1,266 ↓ 3% vs Previous Day	% New User Sessions 54% ↓ 3% vs Previous Day	Bounce Rate 30% ↓ 2% vs Previous Day	Transactions 86 ↑ 8% vs Previous Day	Transactions per Unique User 0.068 ↑ 10% vs Previous Day	Revenue \$5.10k ↓ 1% vs Previous Day
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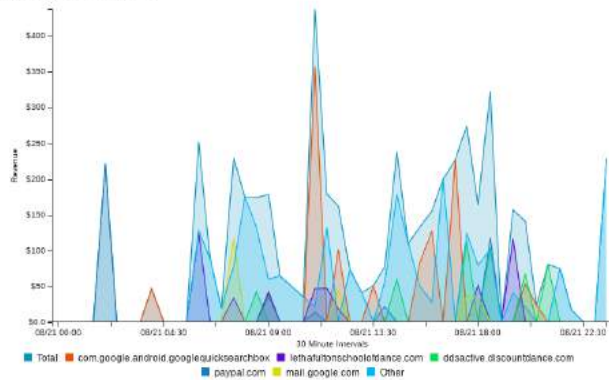
Daily Revenue x Referral



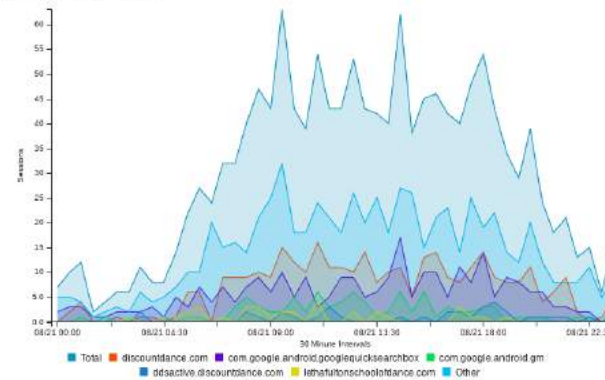
Daily Revenue x Referral Campaign



Referral Revenue - 30 Minute Interval



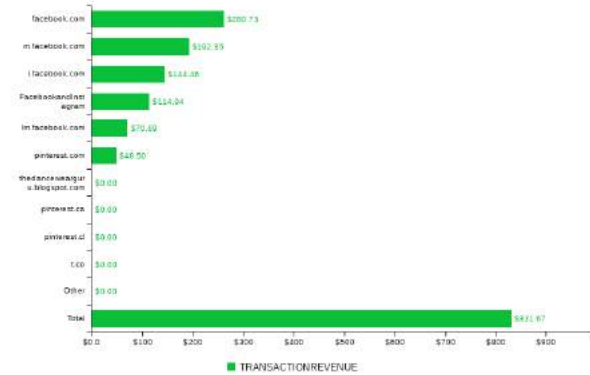
Referral Sessions - 30 Minute Interval



Social Channel Daily Summary

Unique Users	% New User Sessions	Bounce Rate	Transactions	Transactions per Unique User	Revenue
570	68%	35%	15	0.026	\$832
↑ 26% vs Previous Day	↓ 1% vs Previous Day	↑ 10% vs Previous Day	↓ 35% vs Previous Day	↓ 48% vs Previous Day	↓ 11% vs Previous Day

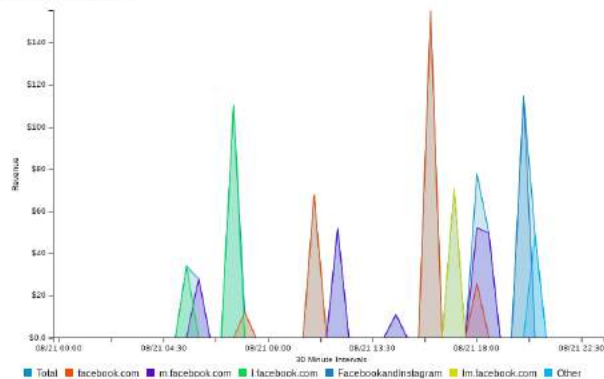
Daily Revenue x Social



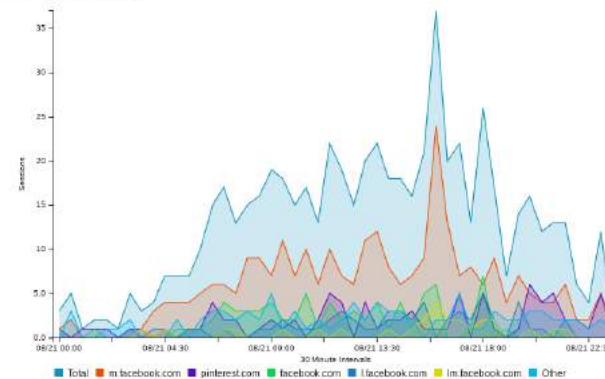
Daily Revenue x Social Campaign



Social Revenue - 30 Minute Interval



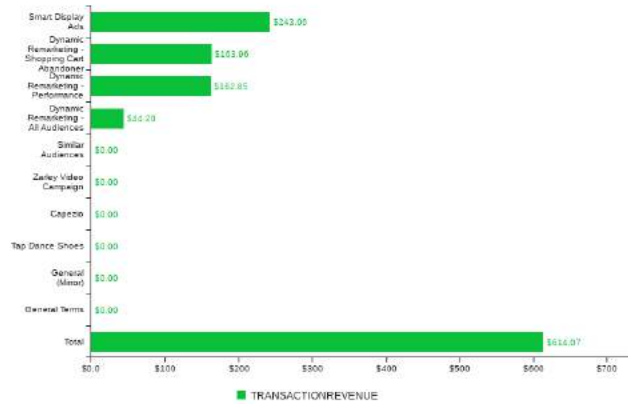
Social Sessions - 30 Minute Interval



Display Channel Daily Summary

Unique Users 1,322 ↑ 34% vs Previous Day	% New User Sessions 21% ↑ 70% vs Previous Day	Bounce Rate 64% ↑ 4% vs Previous Day	Transactions 12 ↓ 50% vs Previous Day	Transactions per Unique User 0.0091 ↓ 63% vs Previous Day	Revenue \$614 ↓ 79% vs Previous Day
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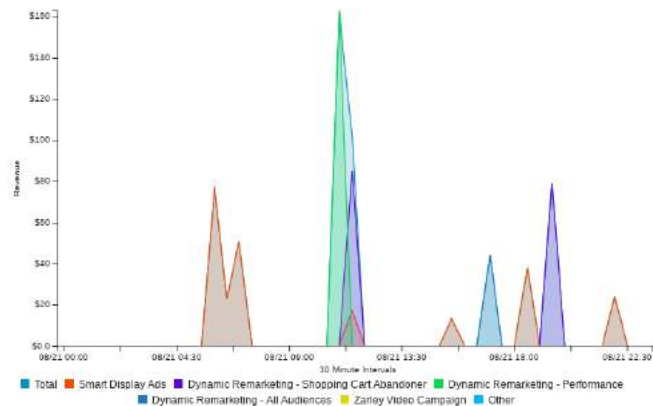
Daily Revenue x Display



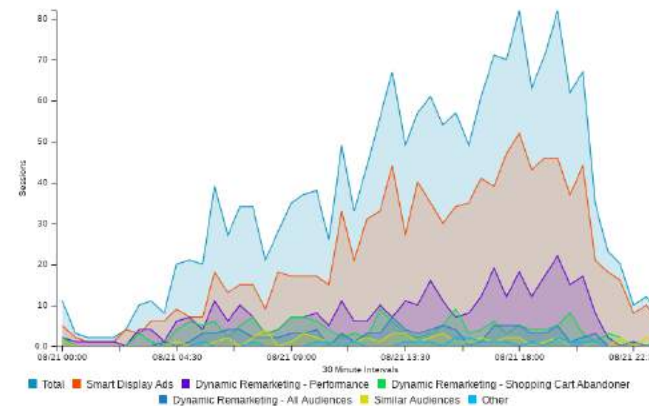
Daily Revenue x Display Campaign



Display Revenue - 30 Minute Interval



Display Sessions - 30 Minute Interval



End of Report