

Your e-commerce report (Google Analytics)



Report date: 18/08/2019 — 24/08/2019
Compared to: 31/05/2019 — 30/06/2019

Duration (days): 7

Transactions

Amount of orders completed through your website



83,335

Transactions

-90.71%
 << 896,877

Company ABC



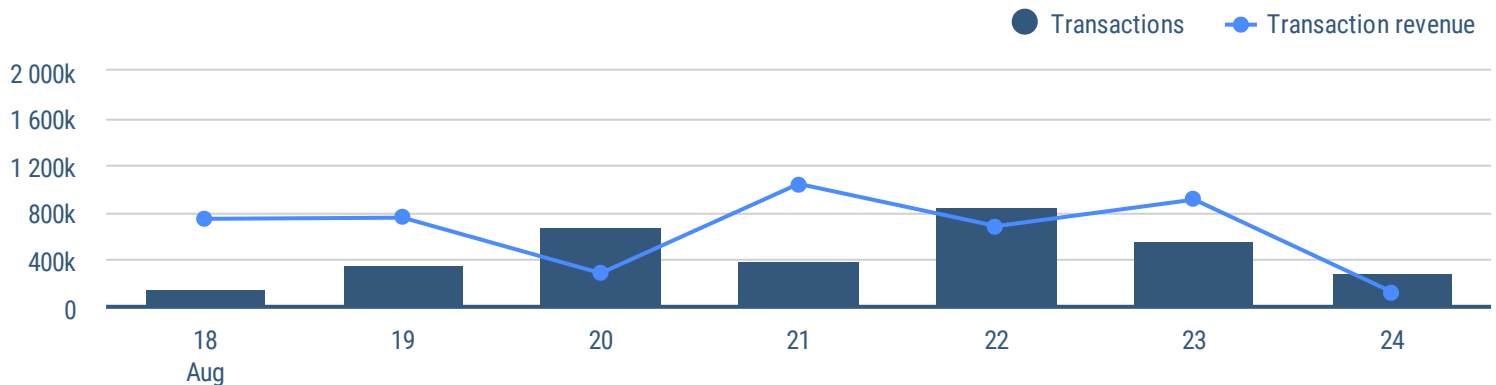
\$123,937.00

Transaction revenue

-82.37%
 << \$703,186.00

Company ABC

Transactions vs. Revenue



Company ABC

Quantity

Amount of units sold through transactions



217,691

Item quantity

-65.97%
 << 639,796

Company ABC

Conversion rate

Visitors who clicked on a link from another site, such as an article that linked to your website













49.11%


Conversion rate

-45.24%
 << 89.69%

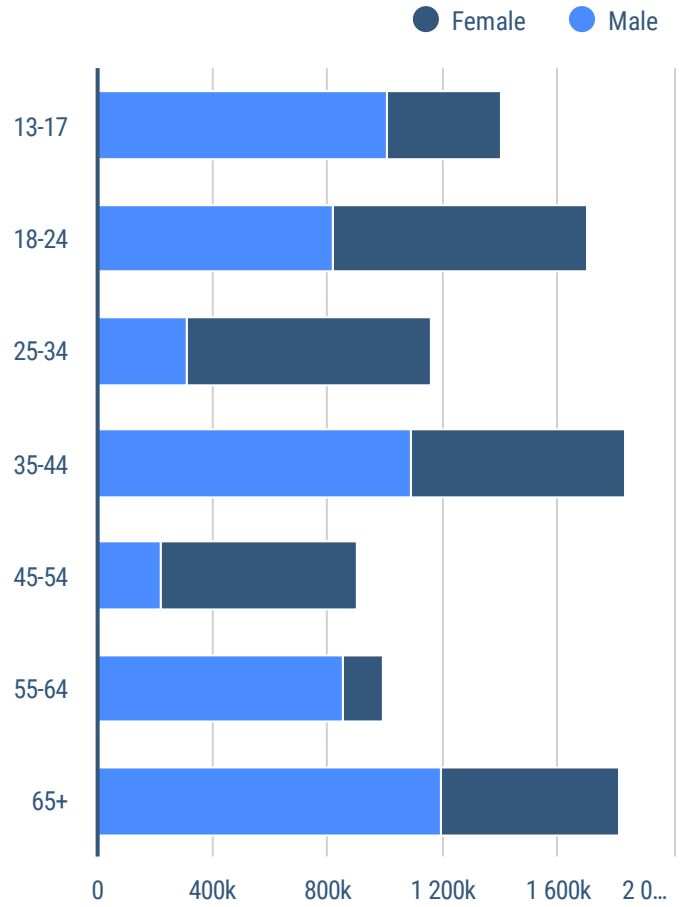
Company ABC

Revenue by country

Country	Transaction revenue
 United States	\$1,168,265.00 ↓
 United Kingdom	\$217,047.00 ↓
 Austria	\$72,573.00 -88.7%
 Italy	\$16,548.00 ↓
 Canada	\$9,897.00 -82.77%
 Lithuania	\$4,405.00 -38.69%
 Germany	\$3,782.00 97.49%
 Sweden	\$3,594.00 339%
 France	\$2,283.00 5089%
 Denmark	\$1,776.00 17660%

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Revenue by user type



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Products by revenue

Product name	Item revenue	Item quantity
String A	\$1,107,108.00 ↑	1,008,488 ↑
String B	\$282,938.00 ↓	279,214 ↑
String C	\$80,985.00 ↓	142,507 ↓
String D	\$49,287.00 ↓	8,919 425%
String E	\$15,110.00 ↓	2,366 320%
String F	\$8,496.00 -80.19%	743 119%
String G	\$7,944.00 -79.83%	666 123%
String H	\$5,427.00 -85.84%	133 -47.64%
String I	\$4,008.00 -89.44%	114 -51.69%
String J	\$3,119.00 -88.55%	53 15.22%
String K	\$786.00 -71.73%	44 25.71%
String L	\$257.00 -23.05%	9 -55%

 Company ABC

High-converting pages

Page	Page views	Transactions
Home	1,219,223 111%	139,977 ↓
Shop	220,984 835%	2,555 -99.66%
Catalog	98,113 803%	465 -99.94%
More	21,833 870%	379 -99.89%
Forum	21,390 905%	379 -99.83%
Support	17,999 2040%	328 -99.16%
Contact	8,462 11034%	259 -99.28%
FAQ	5,215 9213%	33 -99.89%
Contributions	2,375 11775%	21 -99.9%
Disclaimers	1,383 8544%	11 -99.93%
Contents	661 7244%	9 -99.73%
Downloads	586 6411%	6 -99.16%

 Company ABC

Campaign budget

Total amount spent on Google Ads campaigns



\$751,797.00
Ad cost -38.23%
<< \$1,217,092.00

Company ABC

ROI & ROAS



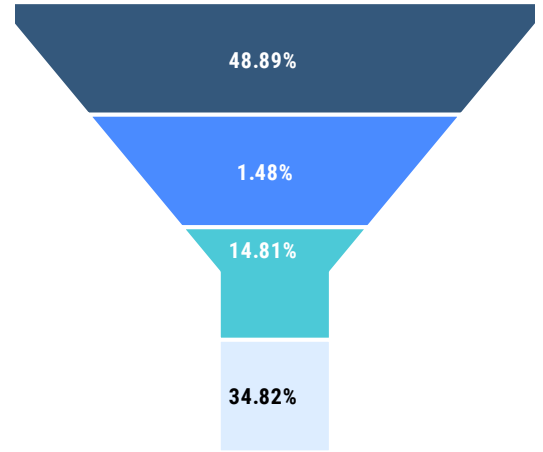
ROI 97.64% 12.48%



ROAS 41.77% -46.98%

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Campaign funnel



● Impressions	808,733
● Ad clicks	24,464
● Product viewed	244,905
● Product adds to cart	575,955

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Campaign performance

Campaign	Sessions	Bounce rate	Avg. Session Duration	Transactions				
A campaign	806,518	1849%	15.76%	-10.81%	3d 01h	-73.14%	797,820	121%
B campaign	605,625	1694%	0.72%	112%	2d 07h	-40.56%	393,477	49.35%
C campaign	578,340	3167%	0.42%	40%	1d 04h	496%	342,485	73.03%
D campaign	2,243	-66.42%	0.96%	71.43%	04:09	89.67%	171,311	64.47%
E campaign	301	-22.82%	0.01%	-95.45%	01:12	946%	100,939	956%
F campaign	61	-50%	0.70%	-15.66%	00:39:28	1500%	38,674	340%
G campaign	46	70.37%	0.50%	-48.45%	00:21:49	2011%	24,813	1714%
H campaign	22	22.22%	0.16%	-68%	00:16:59	3819%	16,299	5849%
I campaign	6	20%	0.67%	-10.67%	00:09:28	2482%	3,244	2153%
J campaign	6	20%	0.81%	224%	00:03:05	1956%	1,195	939%
K campaign	6	20%	0.31%	-60.76%	00:02:11	2520%	980	851%
L campaign	5		0.46%	-49.45%	00:01:02	1140%	210	347%

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