



How visitors behave on your website

Sessions 67.9K ↓ -0.3%	Pages/Session 4.8 ↑ 6.4%	Avg. Session Duration 03:08 ↑ 5.8%	Number of Sessions per User 1.3 ↓ -0.2%	Avg. Time on Page 49 ↓ -2.2%
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- User Type ▾
- Device Category ▾
- Default Channel Grouping ▾
- Campaign ▾
- Country ▾

Your visitors

Users 51.3K ↓ -0.1%	New Users 47.3K ↓ -2.3%
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Your goals

Goal Value No data No data	Goal Conversion Rate 13.6% ↑ 11.1%	Goal Completions 9.2K ↑ 10.8%
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Your site performance

Avg. Page Load Time (sec) 3.8 ↓ -29.8%	Avg. Redirection Time (sec) 0.0 ↓ -32.4%	Avg. Page Download Time (sec) 0.2 ↓ -28.1%	Avg. Server Connection Time (sec) 0.0 ↑ 11.6%
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Your content

Page Views 328.3K ↑ 6.0%	Unique Page Views 202.7K ↑ 4.3%
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Visitor drop-off

Exits 67.9K ↓ -0.4%	% Exit 20.7% ↓ -6.0%	Bounce Rate 46.6% ↓ -6.2%
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Audience Overview

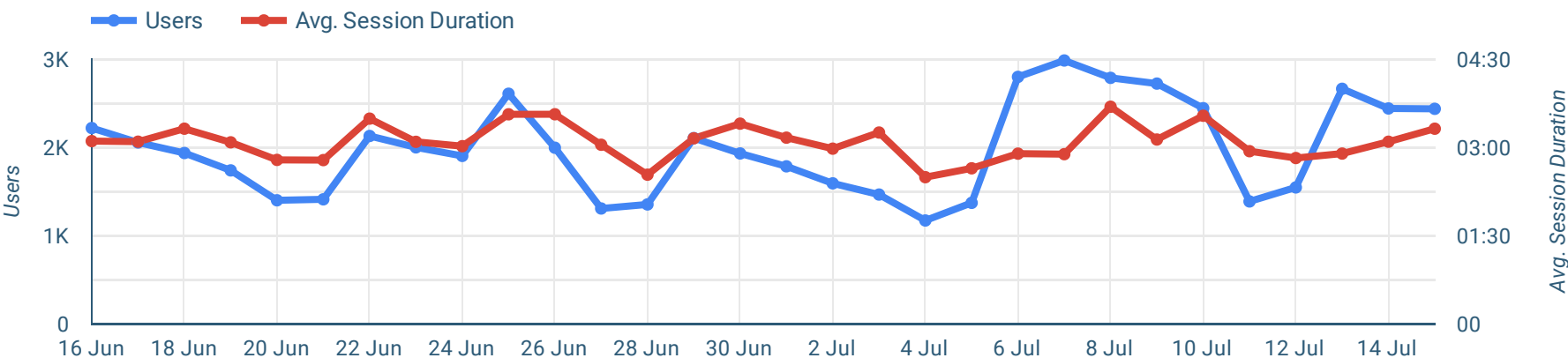
16 Jun 2020 - 15 Jul 2020

How are your visitors trending over time?

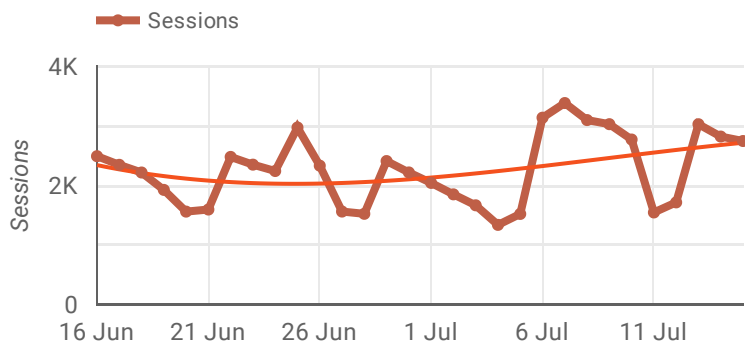
Sessions	Users	New Users	Pages/Session	Avg. Session Duration	Bounce Rate
67.9K	51.3K	47.3K	4.8	03:08	46.6%
↓ -0.3%	↓ -0.1%	↓ -2.3%	↑ 6.4%	↑ 5.8%	↓ -6.2%

Users vs. Avg. Session Duration

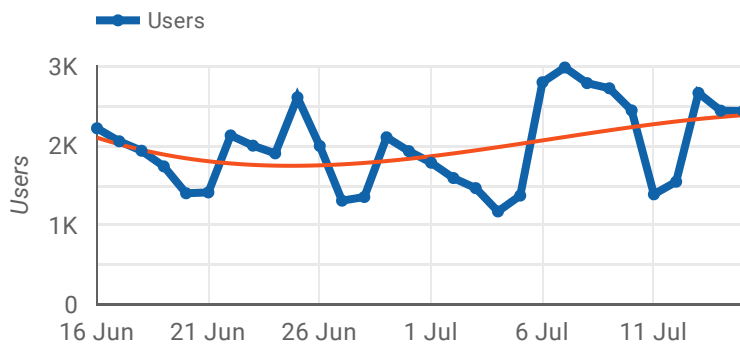
- User Type
- Device Category
- Default Channel Grouping
- Campaign
- Country
- Event Category



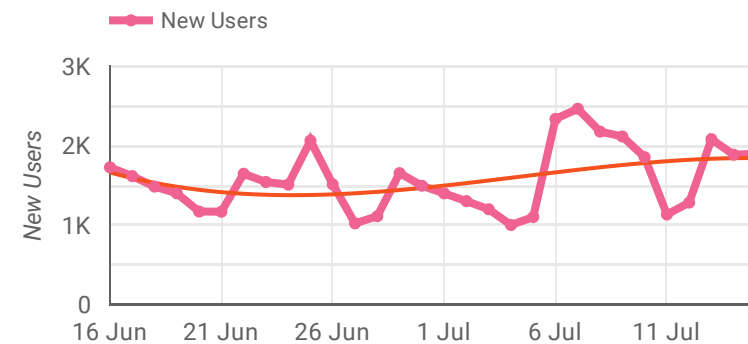
Sessions



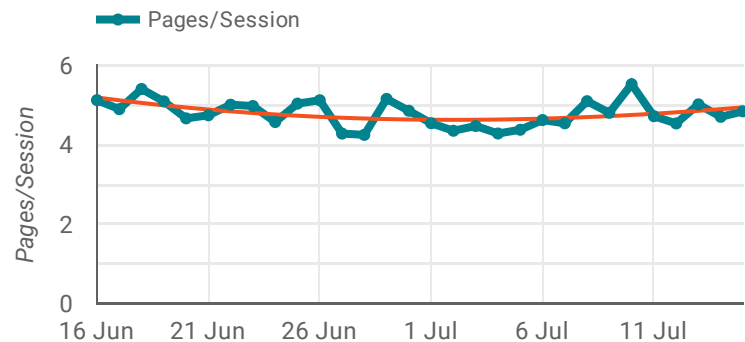
Users



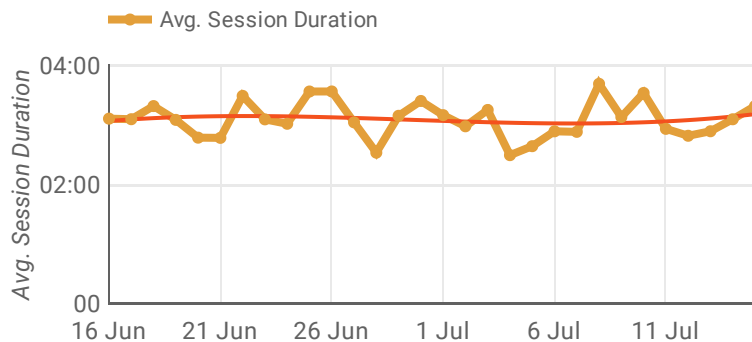
New Users



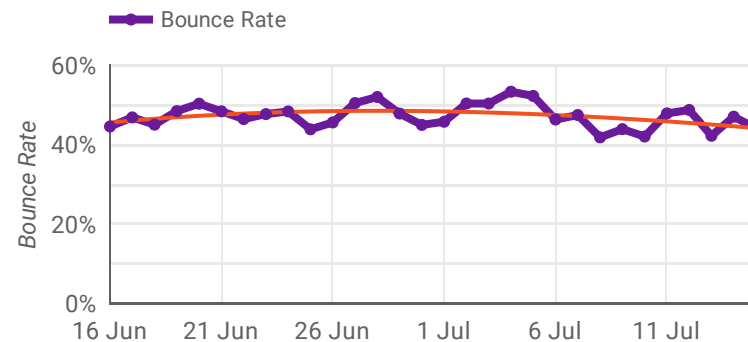
Pages per Session



Avg. Sesson Duraton



Bounce Rate





Goals

16 Jun 2020 - 15 Jul 2020

How are your goals performing?

Goal Conversion Rate

13.6%

↑ 11.1%

Goal Starts

18.2K

↑ 20.3%

Goal Completions

9.2K

↑ 10.8%

Cost per Goal Conversion

\$0.1

No data

Device Category

Default Channel Grouping

Campaign

Goals by Source/Medium

Source/Medium	Sessions	Goal Conversion Rate	Goal Completions	Cost per Goal Conversion	Goal Value
1. google / organic	30,143	9.86%	2,971	\$0	\$0
2. (direct) / (none)	16,236	16.46%	2,672	\$0	\$0
3. mall.googleplex.com / referral	4,678	38.24%	1,789	\$0	\$0
4. analytics.google.com / referral	3,523	4.26%	150	\$0	\$0
5. dfa / cpm	3,478	6.15%	214	\$0	\$0

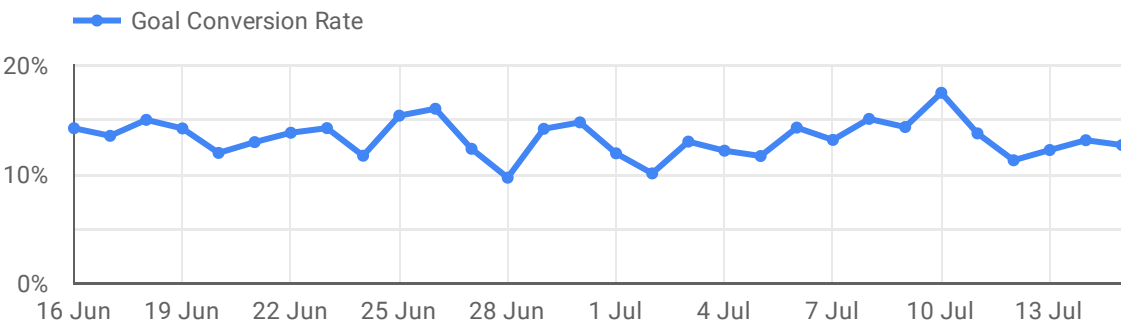
1 - 5 / 78 < >

Goals by Campaigns

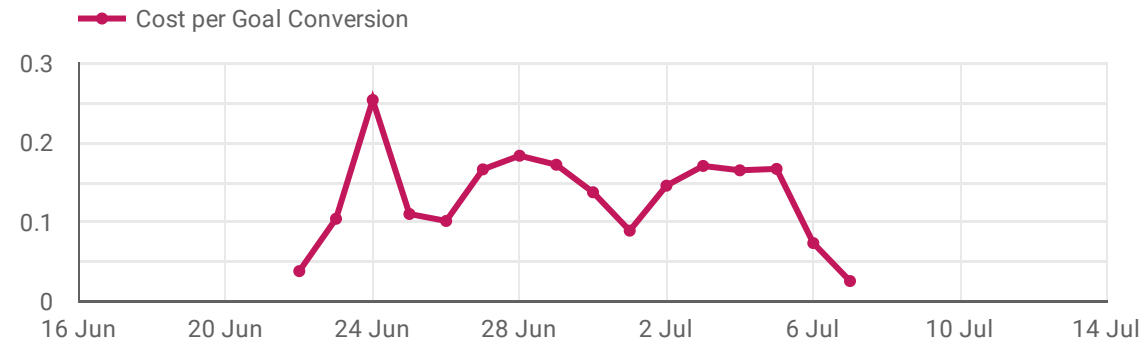
Campaign	Sessions	Goal Conversion Rate	Goal Completions	Cost per Goal Conversion	Goal Value
1. (not set)	65,216	13.77%	8,979	\$0	\$0
2. Data Share Promo	1,489	2.69%	40	\$0	\$0
3. AW - Google Brand	1,022	17.81%	182	\$1.42	\$0
4. AW - Apparel	97	17.53%	17	\$6.26	\$0
5. AW - YouTube	36	13.89%	5	\$10.85	\$0

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Goal Conversion Rate



Cost per Goal Conversion





Site Performance

16 Jun 2020 - 15 Jul 2020

Avg. Page Load Time (sec)

3.8

↓ -29.8%

Exits

67.9K

↓ -0.4%

% Exit

20.7%

↓ -6.0%

Avg. Server Response Time (sec)

0.9

↓ -4.9%

Bounce Rate

46.6%

↓ -6.2%

Avg. Redirection Time (sec)

0.0

↓ -32.4%

Avg. Page Download Time (sec)

0.2

↓ -28.1%

Avg. Server Connection Time (sec)

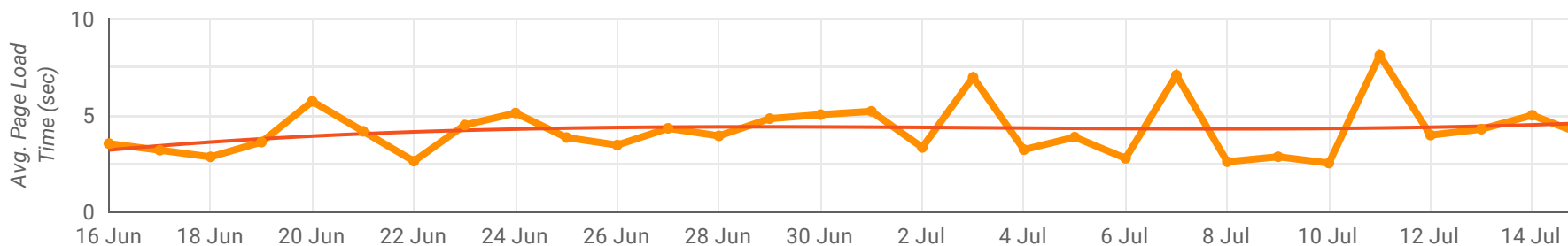
0.0

↑ 11.6%

- User Type
- Device Category
- Default Channel Grouping
- Campaign
- Country
- Page

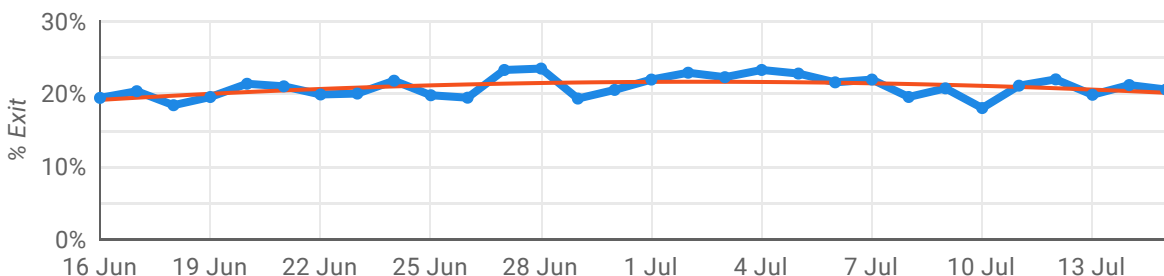
Avg. Page Load Time (sec)

Avg. Page Load Time (sec)



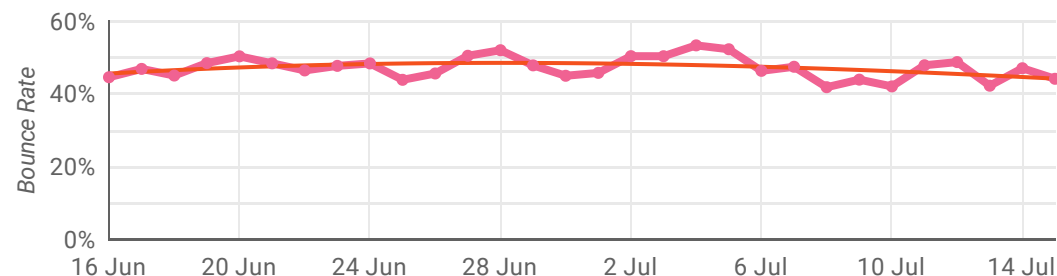
% Exit

% Exit



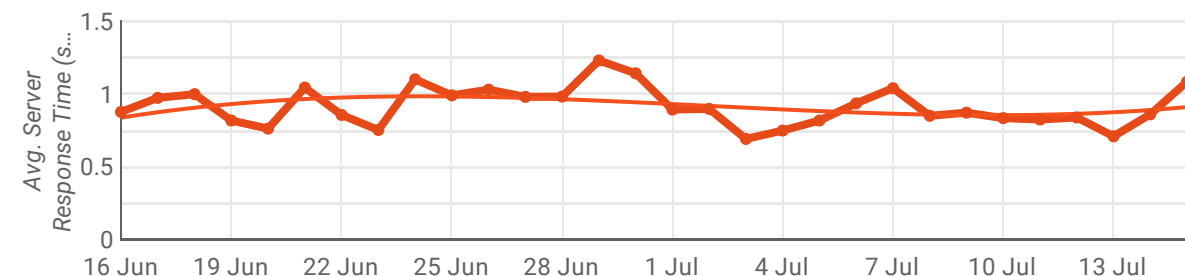
Bounce Rate

Bounce Rate



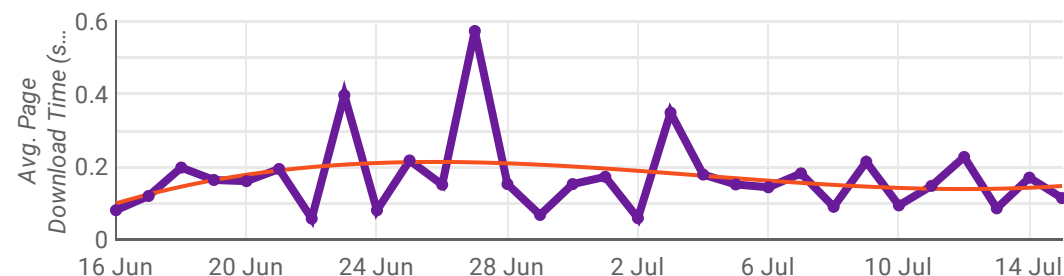
Avg. Server Response Time (sec)

Avg. Server Response Time (sec)



Avg. Page Download Time (sec)

Avg. Page Download Time (sec)





Additional Resources:

Learn how to tell stories from data: <https://adalysis.com/blog/turn-complex-ppc-data-simple-stories/>

Improve Quality Score: <https://adalysis.com/quality-score/>

Scientific Ad Testing: <https://adalysis.com/scientific-ad-testing/>

Getting Started with Data Studio: <https://www.youtube.com/watch?v=xIHozFDhAY&list=PLqt1b-kL9z9wqgKttaSX9HUmYRdo7TEkL>

Adalysis Blog: <https://adalysis.com/blog/>

Best Search Technology
of the Year



 2018

Best Specialized
SEA Tool



 2018

Best PPC Management
Software Suite



 2017

Best PPC Management
Software Suite



 2016