

Channels

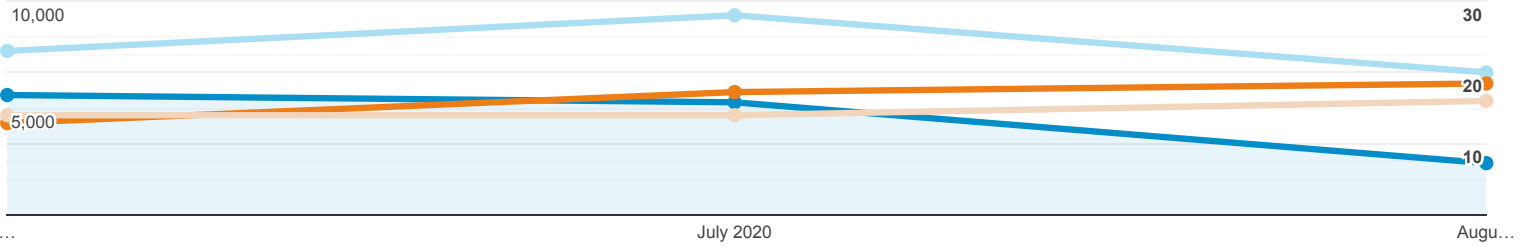
All Users  
+0.00% Users

Jun 1, 2020 - Aug 26, 2020  
Compare to: Mar 6, 2020 - May 31, 2020

Explorer

Summary

Jun 1, 2020 - Aug 26, 2020: ● Users ● Goal Completions  
Mar 6, 2020 - May 31, 2020: ● Users ● Goal Completions



Default Channel Grouping	Acquisition			Behavior			Conversions <span>All Goals</span>		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>16.13%</b> ↓ 13,165 vs 15,697	<b>17.49%</b> ↓ 12,886 vs 15,618	<b>29.40%</b> ↓ 16,485 vs 23,349	<b>1.90%</b> ↓ 85.70% vs 87.35%	<b>5.04%</b> ↑ 1.30 vs 1.24	<b>7.23%</b> ↓ 00:00:30 vs 00:00:32	<b>128.55%</b> ↑ 0.43% vs 0.19%	<b>61.36%</b> ↑ 71 vs 44	<b>0.00%</b> £0.00 vs £0.00
<b>1. Display</b>									
Jun 1, 2020 - Aug 26, 20...	<b>9,755</b> (74.35%)	<b>9,628</b> (74.72%)	<b>12,597</b> (76.41%)	<b>91.70%</b>	<b>1.11</b>	<b>00:00:20</b>	<b>&lt;0.01%</b>	<b>1</b> (1.41%)	<b>£0.00</b> (0.00%)
Mar 6, 2020 - May 31, 20...	<b>12,468</b> (79.14%)	<b>12,437</b> (79.63%)	<b>19,543</b> (83.70%)	<b>91.20%</b>	<b>1.12</b>	<b>00:00:22</b>	<b>0.03%</b>	<b>6</b> (13.64%)	<b>£0.00</b> (0.00%)
<b>% Change</b>	<b>-21.76%</b>	<b>-22.59%</b>	<b>-35.54%</b>	<b>0.55%</b>	<b>-1.16%</b>	<b>-8.75%</b>	<b>-74.14%</b>	<b>-83.33%</b>	<b>0.00%</b>
<b>2. Paid Search</b>									
Jun 1, 2020 - Aug 26, 20...	<b>1,366</b> (10.41%)	<b>1,349</b> (10.47%)	<b>1,569</b> (9.52%)	<b>76.74%</b>	<b>1.54</b>	<b>00:00:35</b>	<b>2.29%</b>	<b>36</b> (50.70%)	<b>£0.00</b> (0.00%)
Mar 6, 2020 - May 31, 20...	<b>862</b> (5.47%)	<b>839</b> (5.37%)	<b>971</b> (4.16%)	<b>79.92%</b>	<b>1.46</b>	<b>00:00:35</b>	<b>1.96%</b>	<b>19</b> (43.18%)	<b>£0.00</b> (0.00%)
<b>% Change</b>	<b>58.47%</b>	<b>60.79%</b>	<b>61.59%</b>	<b>-3.98%</b>	<b>5.72%</b>	<b>2.23%</b>	<b>17.26%</b>	<b>89.47%</b>	<b>0.00%</b>
<b>3. Direct</b>									
Jun 1, 2020 - Aug 26, 20...	<b>1,144</b> (8.72%)	<b>1,120</b> (8.69%)	<b>1,265</b> (7.67%)	<b>56.68%</b>	<b>2.06</b>	<b>00:00:54</b>	<b>0.71%</b>	<b>9</b> (12.68%)	<b>£0.00</b> (0.00%)
Mar 6, 2020 - May 31, 20...	<b>1,393</b> (8.84%)	<b>1,368</b> (8.76%)	<b>1,580</b> (6.77%)	<b>69.68%</b>	<b>1.79</b>	<b>00:00:42</b>	<b>0.19%</b>	<b>3</b> (6.82%)	<b>£0.00</b> (0.00%)
<b>% Change</b>	<b>-17.88%</b>	<b>-18.13%</b>	<b>-19.94%</b>	<b>-18.66%</b>	<b>14.71%</b>	<b>28.89%</b>	<b>274.70%</b>	<b>200.00%</b>	<b>0.00%</b>
<b>4. Organic Search</b>									
Jun 1, 2020 - Aug 26, 20...	<b>733</b> (5.59%)	<b>695</b> (5.39%)	<b>853</b> (5.17%)	<b>60.14%</b>	<b>2.34</b>	<b>00:01:50</b>	<b>2.46%</b>	<b>21</b> (29.58%)	<b>£0.00</b> (0.00%)
Mar 6, 2020 - May 31, 20...	<b>686</b> (4.35%)	<b>642</b> (4.11%)	<b>845</b> (3.62%)	<b>57.87%</b>	<b>2.11</b>	<b>00:01:48</b>	<b>1.42%</b>	<b>12</b> (27.27%)	<b>£0.00</b> (0.00%)
<b>% Change</b>	<b>6.85%</b>	<b>8.26%</b>	<b>0.95%</b>	<b>3.92%</b>	<b>10.88%</b>	<b>1.56%</b>	<b>73.36%</b>	<b>75.00%</b>	<b>0.00%</b>
<b>5. Referral</b>									
Jun 1, 2020 - Aug 26, 20...	<b>82</b> (0.62%)	<b>67</b> (0.52%)	<b>115</b> (0.70%)	<b>72.17%</b>	<b>2.14</b>	<b>00:01:43</b>	<b>3.48%</b>	<b>4</b> (5.63%)	<b>£0.00</b> (0.00%)
Mar 6, 2020 - May 31, 20...	<b>308</b> (1.95%)	<b>302</b> (1.93%)	<b>364</b> (1.56%)	<b>45.60%</b>	<b>2.26</b>	<b>00:05:39</b>	<b>1.10%</b>	<b>4</b> (9.09%)	<b>£0.00</b> (0.00%)
<b>% Change</b>	<b>-73.08%</b>	<b>-77.01%</b>	<b>-68.41%</b>	<b>59.26%</b>	<b>-5.16%</b>	<b>-69.50%</b>	<b>-216.58%</b>	<b>-9.09%</b>	<b>0.00%</b>

<b>% Change</b>	<b>-73.38%</b>	<b>-77.81%</b>	<b>-68.41%</b>	<b>58.26%</b>	<b>-5.16%</b>	<b>-69.59%</b>	<b>216.52%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>6. Social</b>									
Jun 1, 2020 - Aug 26, 20...	<b>41</b> (0.31%)	27 (0.21%)	86 (0.52%)	67.44%	1.87	00:01:18	0.00%	0 (0.00%)	£0.00 (0.00%)
Mar 6, 2020 - May 31, 20...	<b>38</b> (0.24%)	30 (0.19%)	46 (0.20%)	86.96%	1.41	00:00:38	0.00%	0 (0.00%)	£0.00 (0.00%)
<b>% Change</b>	<b>7.89%</b>	<b>-10.00%</b>	<b>86.96%</b>	<b>-22.44%</b>	<b>32.49%</b>	<b>103.71%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>

Rows 1 - 6 of 6