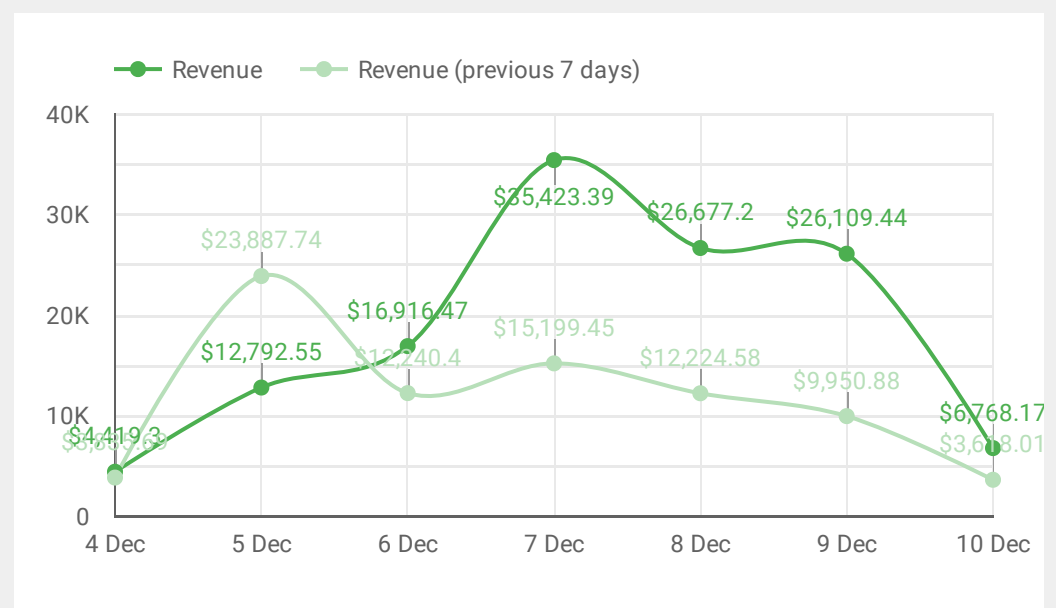
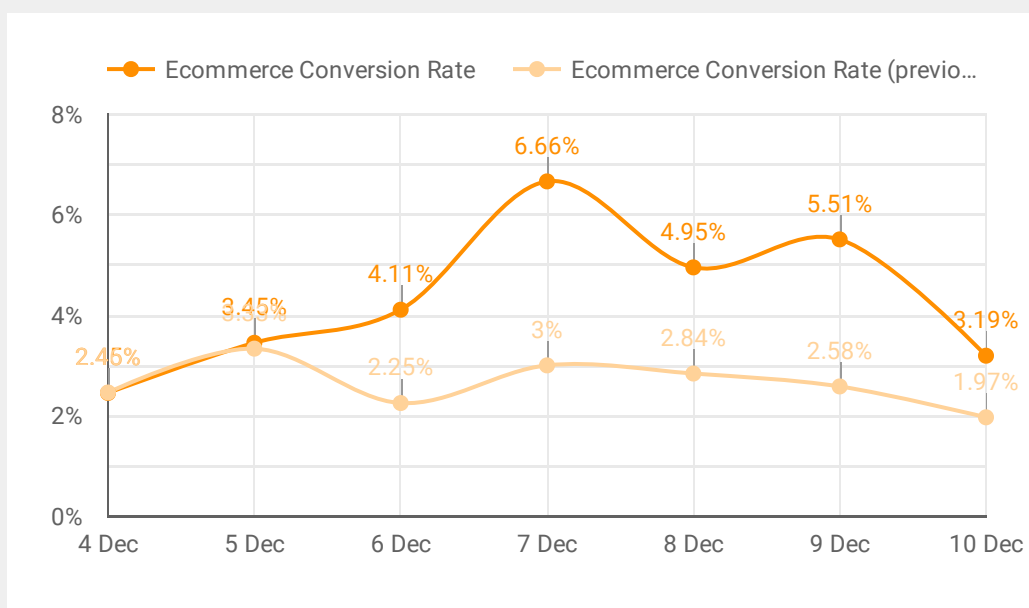
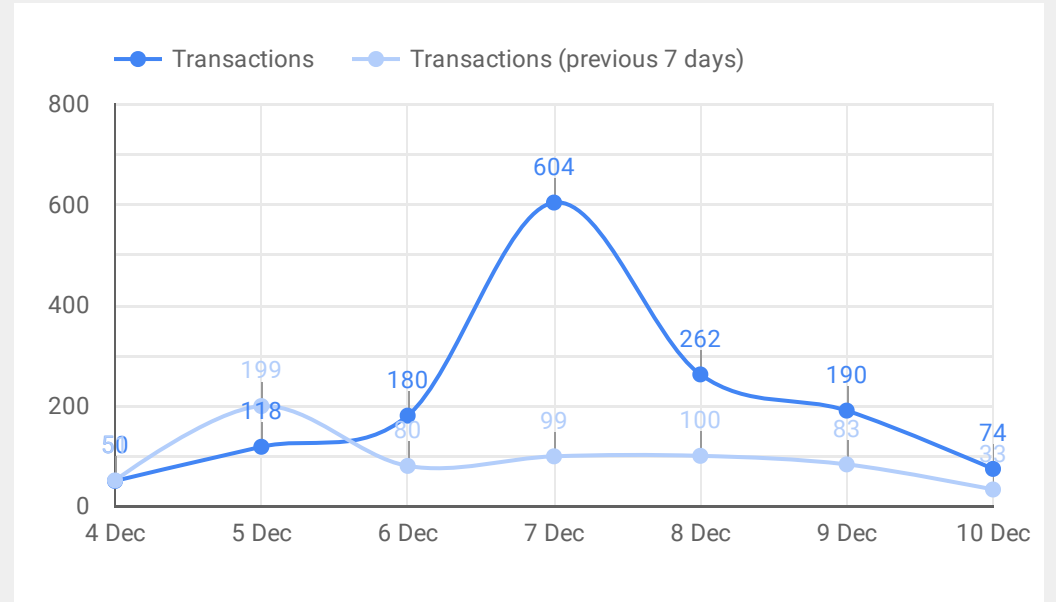
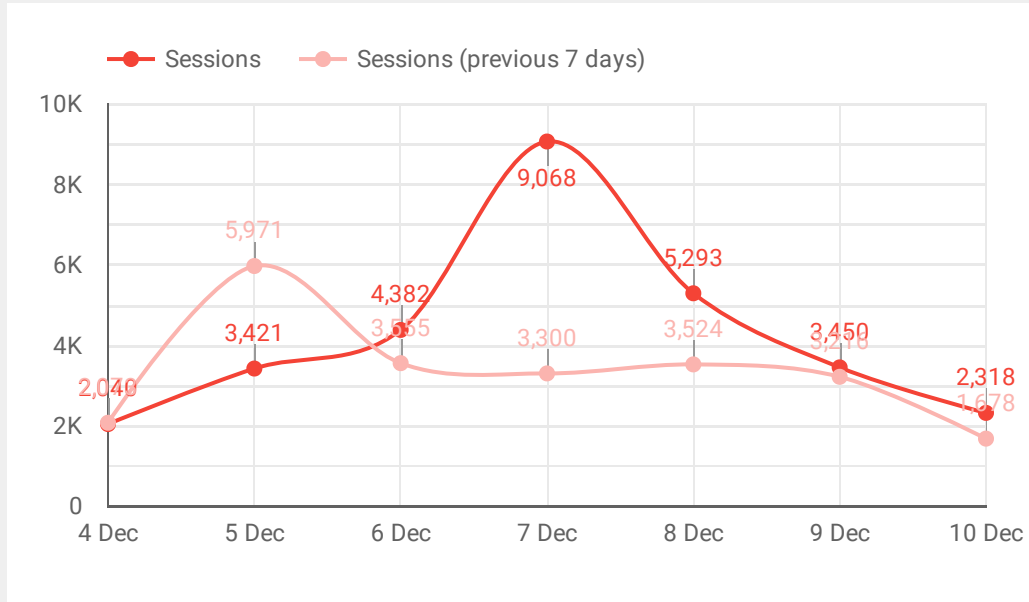


Sessions
30.0K
↑ 28.5%

Transactions
1,478
↑ 129.1%

Ecommerce Conversion Rate
4.93%
↑ 78.3%

Revenue
\$129.11K
↑ 59.5%



	Default Channel Grouping	Sessions	% Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
1.	Direct	25,114	23.4% ↑	1,414	137.6% ↑	5.63%	92.5% ↑	\$122,598.03	67.8% ↑
2.	Paid Search	1,959	-4.2% ↓	64	28.0% ↑	3.27%	33.6% ↑	\$6,508.49	-17.6% ↓
3.	Affiliates	123	223.7% ↑	0	-	0%	-	\$0	-
4.	Display	2,776	214.0% ↑	0	-	0%	-	\$0	-

	Landing Page	Sessions	% Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ	
1.	/home	41.27%	12,369	21.9% ↑	139	40.4% ↑	1.12%	15.2% ↑	\$13,626.34	-6.0% ↓
2.	/basket.html	8.52%	2,554	157.7% ↑	595	395.8% ↑	23.3%	92.4% ↑	\$35,210.82	59.1% ↑
3.	/signin.html	6.33%	1,896	40.9% ↑	198	175.0% ↑	10.44%	95.2% ↑	\$23,504.72	175.2% ↑
4.	/google+redesign/apparel/mens	5.39%	1,614	8.0% ↑	89	29.0% ↑	5.51%	19.5% ↑	\$9,362.34	45.8% ↑
5.	/google+redesign/apparel	4.71%	1,413	39.5% ↑	31	82.4% ↑	2.19%	30.7% ↑	\$2,779.05	-28.0% ↓
6.	/google+redesign/new	3.42%	1,026	20.8% ↑	30	11.1% ↑	2.92%	-8.1% ↓	\$2,223.24	4.2% ↑
7.	/store.html	2.69%	805	23.5% ↑	63	90.9% ↑	7.83%	54.6% ↑	\$6,676.52	150.6% ↑
8.	/google+redesign/shop+by+br...	2.33%	698	-6.3% ↓	22	100.0% ↑	3.15%	113.5% ↑	\$1,805.2	46.1% ↑
9.	/google+redesign/lifestyle/drin...	2.06%	618	34.6% ↑	38	100.0% ↑	6.15%	48.5% ↑	\$4,122.32	101.4% ↑
10.	/google+redesign/shop+by+br...	1.93%	578	5.7% ↑	22	46.7% ↑	3.81%	38.8% ↑	\$1,458.14	-4.2% ↓
11.	/google+redesign/apparel/wo...	1.73%	518	4.9% ↑	34	-2.9% ↓	6.56%	-7.4% ↓	\$3,253.4	3.6% ↑
12.	/google+redesign/lifestyle/bags	1.66%	498	50.9% ↑	15	275.0% ↑	3.01%	148.5% ↑	\$1,438.3	359.3% ↑
13.	/asearch.html	1.52%	455	40.4% ↑	24	500.0% ↑	5.27%	327.3% ↑	\$2,472.22	937.0% ↑
14.	/google+redesign/apparel/hats	0.93%	278	94.4% ↑	14	0.0%	5.04%	-48.6% ↓	\$1,608.4	30.3% ↑
15.	/google+redesign/apparel/kids	0.89%	267	-0.4% ↓	29	93.3% ↑	10.86%	94.1% ↑	\$2,233.4	72.6% ↑
16.	/google+redesign/accessories/...	0.87%	261	26.1% ↑	9	200.0% ↑	3.45%	137.9% ↑	\$424.4	-1.6% ↓
17.	/google+redesign/accessories/...	0.85%	255	170.1% ↑	0	-	2.14%	-	\$245.6	-

