

Google Analytics Report

Brand Name

01.01.2020 – 30.01.2020



02 Report Index

What is awaiting you in the upcoming slides



Overview

- 3. Quick Healthcheck
- 4. Overview
- 6. Posts and Interactions

Followers

- 8. Followers Growth
- 9. Followers by Demography
- 10. Followers by Geography – Country
- 11. Followers by Geography – City

Impressions

- 13. Impressions and Reach

Profile

- 15. Profile Activity
- 16. Email & Directions

Engagement

- 18. Engagement
- 19. Likes and Comments
- 20. Videos and Saves
- 21. Top Engagers

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03 Quick Healthcheck

Let's see your vitals before we get started



Exceptional Performance

Brand Name

Quick Healthcheck	
↑	Users Increasing
↑	Sessions Increasing
↓	Bounce Rate Decreasing
↓	Pageviews Decreasing
↓	Goal Conversion Rate Increasing
—	Revenue remains the same
↓	Sales Conversion Rate Increasing

Increasing: +5%
Decreasing: -5%
Remains the same: -5% - +5%

Overall Performance:
Exceptional: 80-100 points
Highly Effective: 60 – 79 points
Somewhat Effective: 40 – 59 points
Not Effective: 20 – 39 points
Negatively Affected: 0-19 points





Overview

Brand Name

01.01.2020 – 30.01.2020



05 Key Indicators

How you performed on your key indicators

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USERS

1,1M
+25%

SESSIONS

526K
-25%

BOUNCE RATE (%)

32%
+25%

NUMBER OF
SESSIONS PER USER

2.1
+25%

PAGEVIEWS

3,3M
+25%

PAGES PER SESSION

4.5
+35%

AVERAGE SESSION
DURATION (SEC)

260
+35%

OVERALL GOAL
CONVERSION RATE (%)

24%
-35%

REVENUE OR CPA

26K EUR
+35%

AD SPENT

26K EUR
+35%



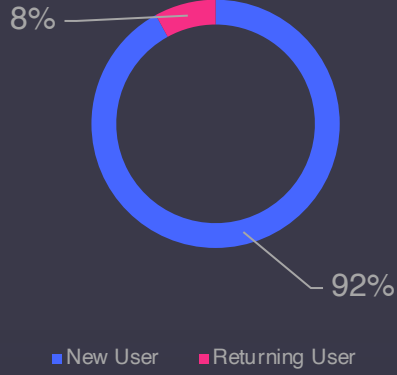
06 Audience

Take a look at your audience and their behavior

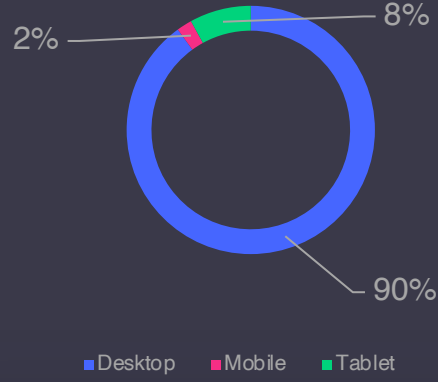
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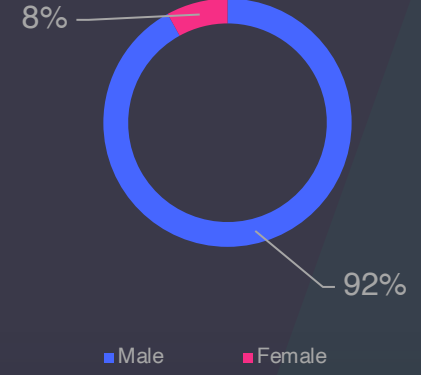
NEW VS RETURNING USER



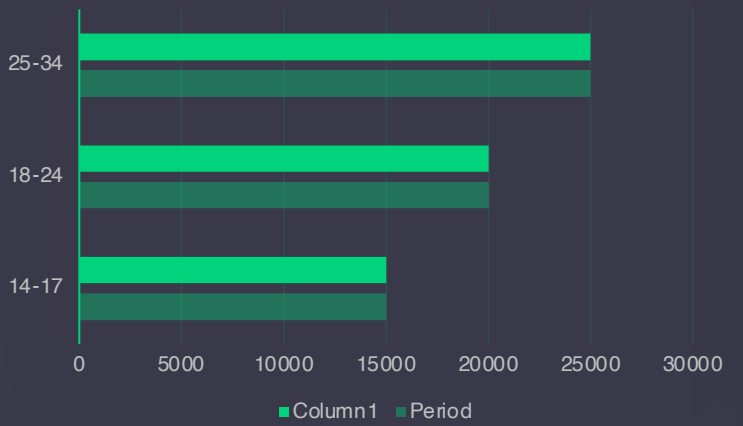
DEVICE BREAKDOWN



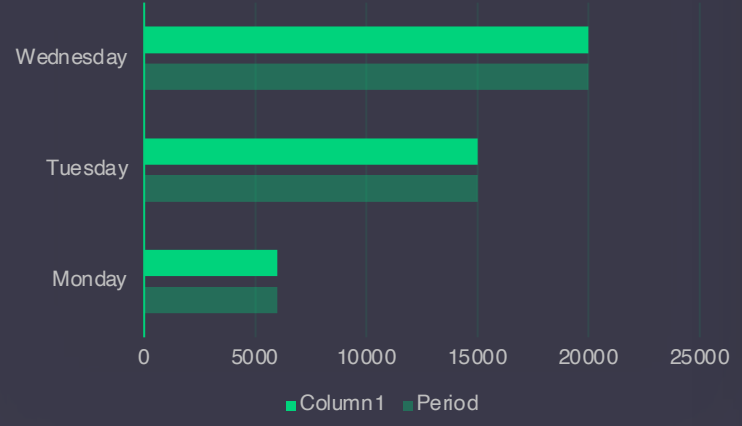
GENDER



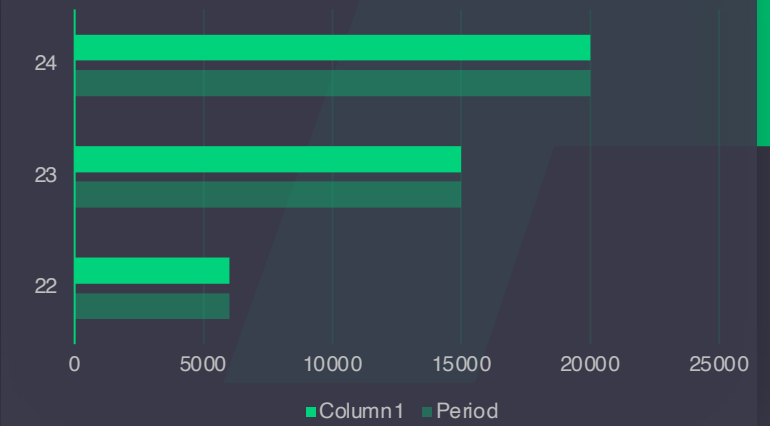
TOP 3 AGE BRACKETS BY USER



TOP 3 DAYS OF WEEK BY USER



TOP 3 TIME OF DAY BY USER



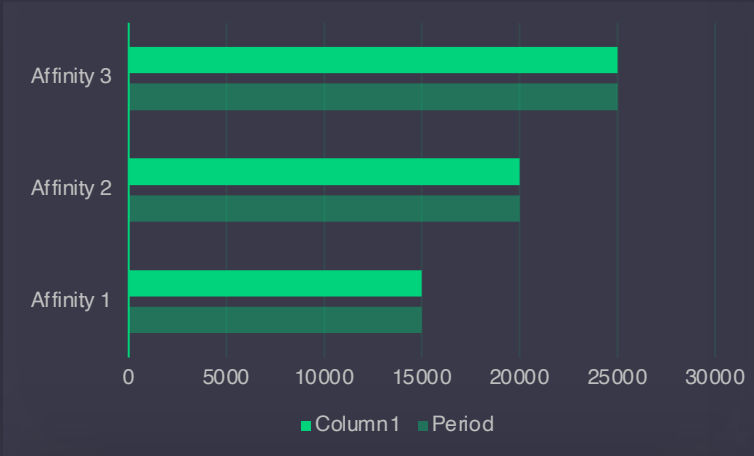
07 Interests

Know their interests

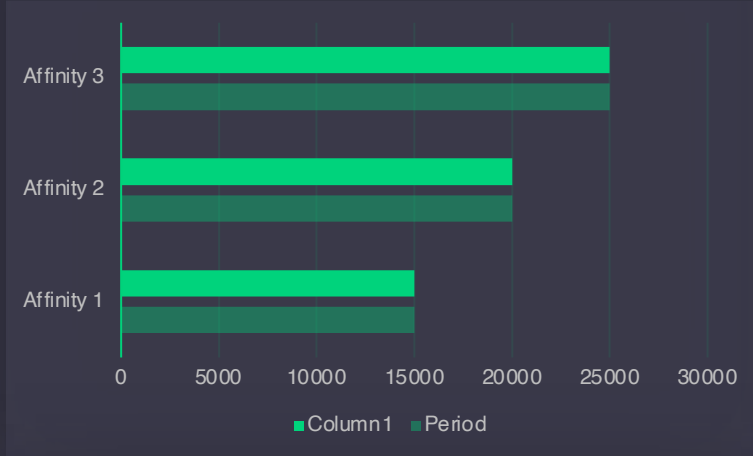
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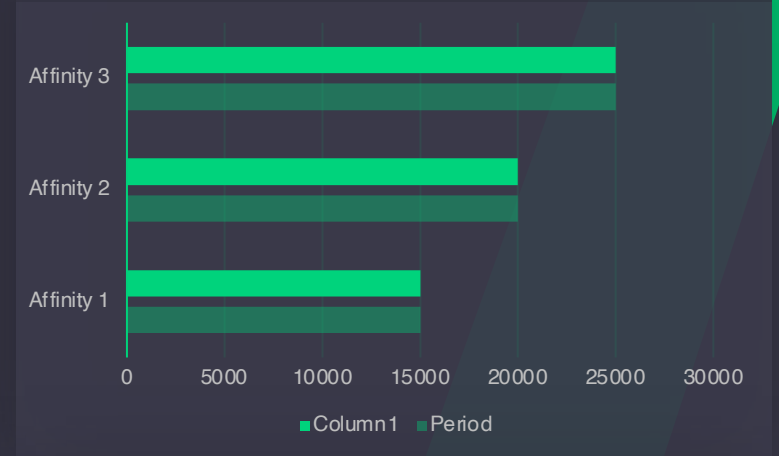
TOP 3 AFFINITIES BY USER



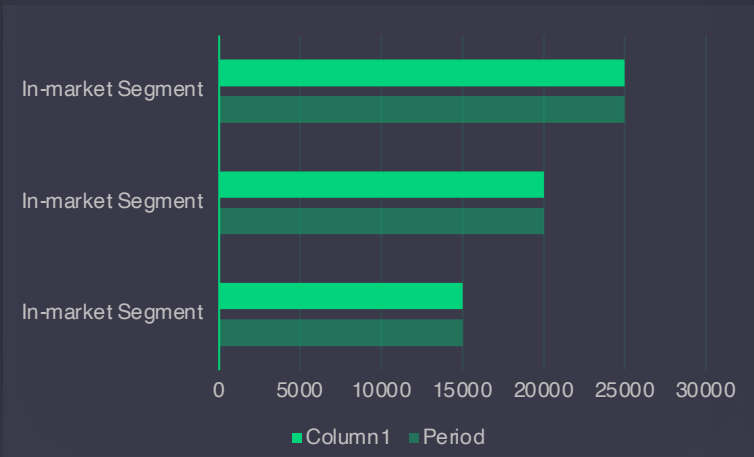
TOP 3 AFFINITIES BY BOUNCE RATE



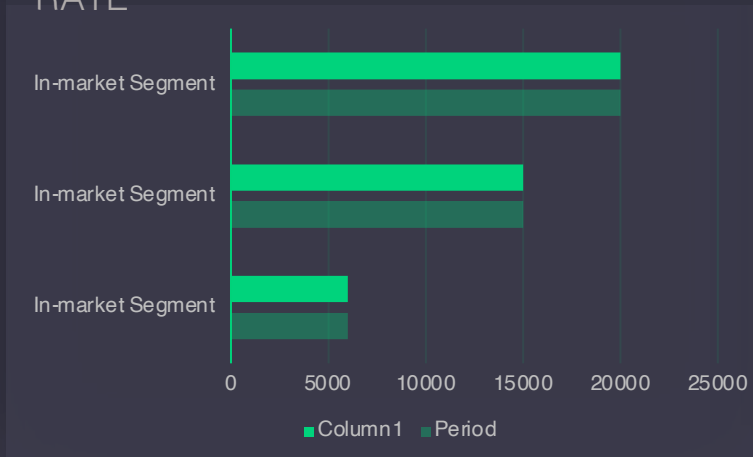
TOP 3 AFFINITIES BY TIME ON SITE



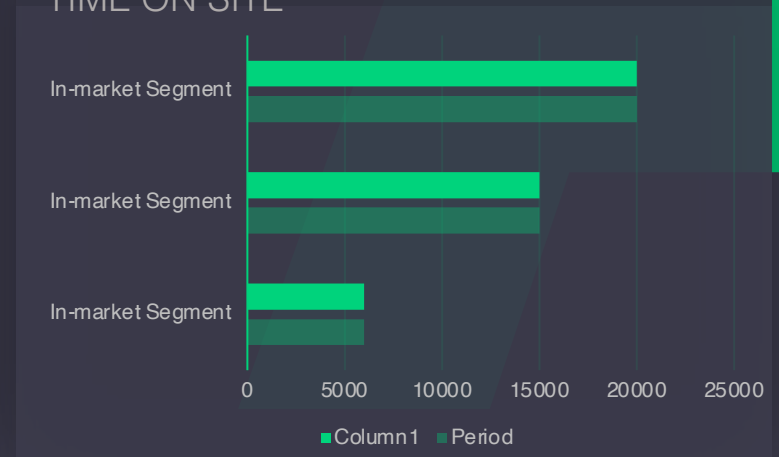
TOP 3 IN-MARKET SEGMENTS BY USER



TOP 3 IN-MARKET SEGMENTS BY BOUNCE RATE



TOP 3 IN-MARKET SEGMENTS BY TIME ON SITE



08 Acquisition

Your best performing traffic channels

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TOP CHANNEL: USERS

Organic Search

71,932 users

TOP CHANNEL: SESSIONS

Direct

71,932 Sessions

TOP CHANNEL: BOUNCE RATE

Referral

45% Bounce Rate

TOP CHANNEL: PAGES PER SESSION

Social

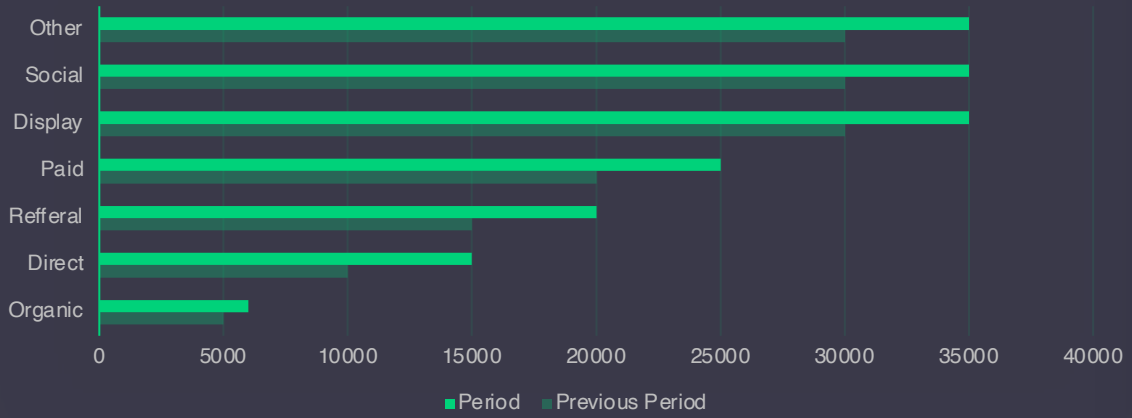
2.2 Pages Per Session

TOP CHANNEL: AVG. SESSION DURATION

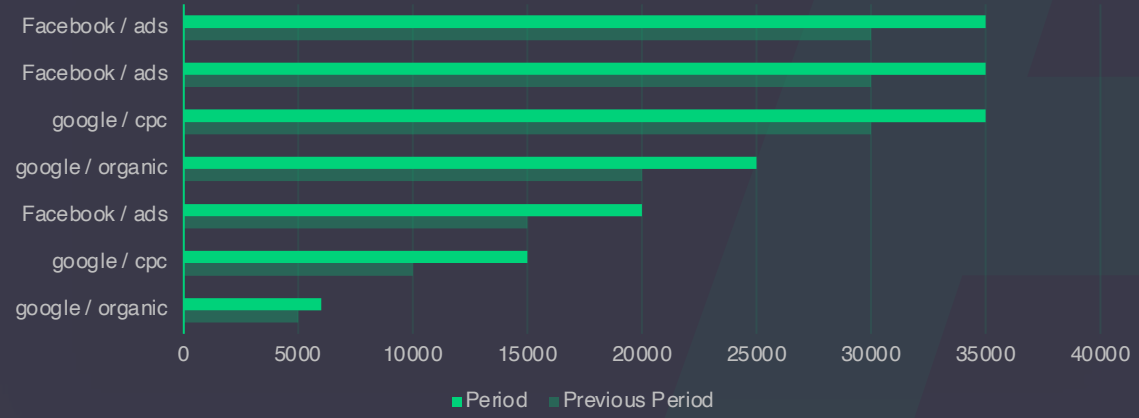
Display

160 Sec

CHANNELS BY USER



SOURCE / MEDIUM BY USER





Users & Behaviour

Brand Name

01.01.2020 – 30.01.2020



10 Users

How many users visited your website and on which day the most

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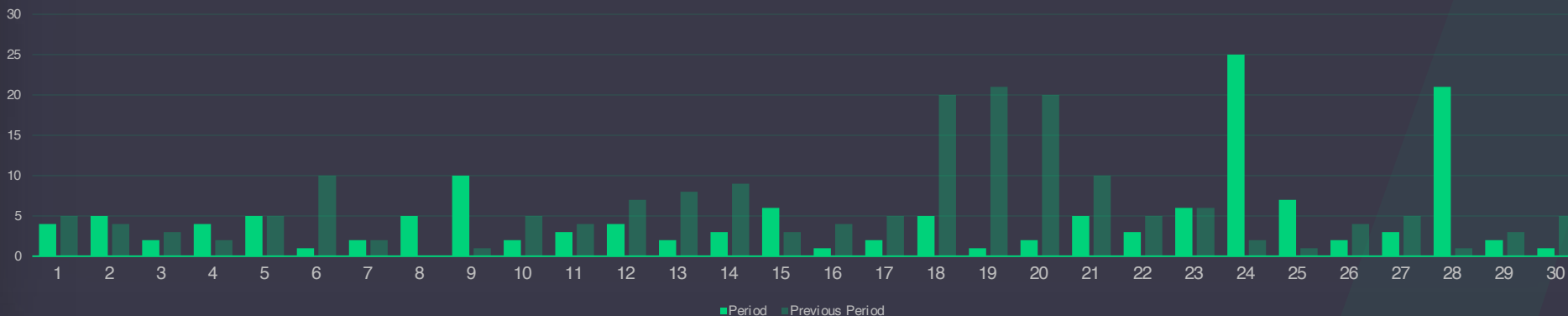


USERS

123,455

+35%

USERS DAILY CHART



NEW USERS

1,1M

+35%

NEW USERS DAILY CHART



11 Sessions

How many times users have interacted with your website on total and on average

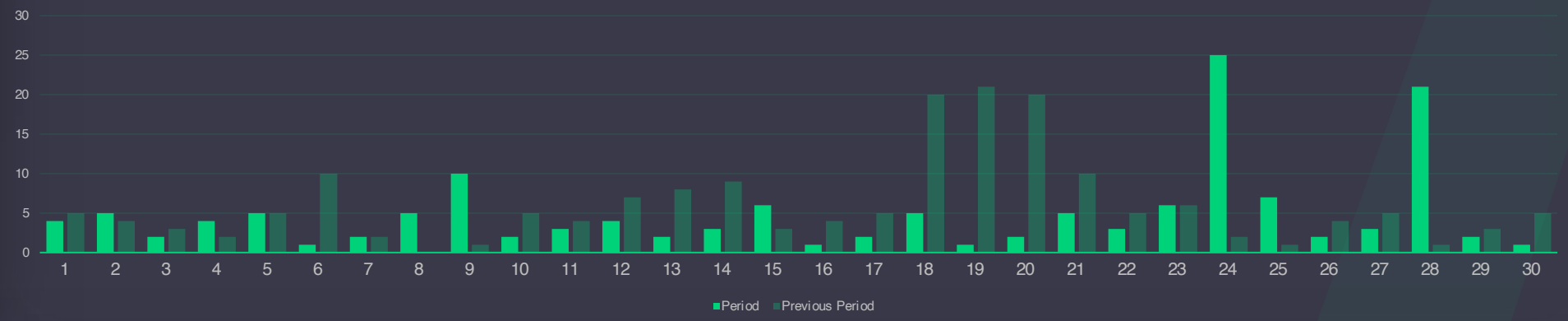
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SESSIONS

123,455
+35%

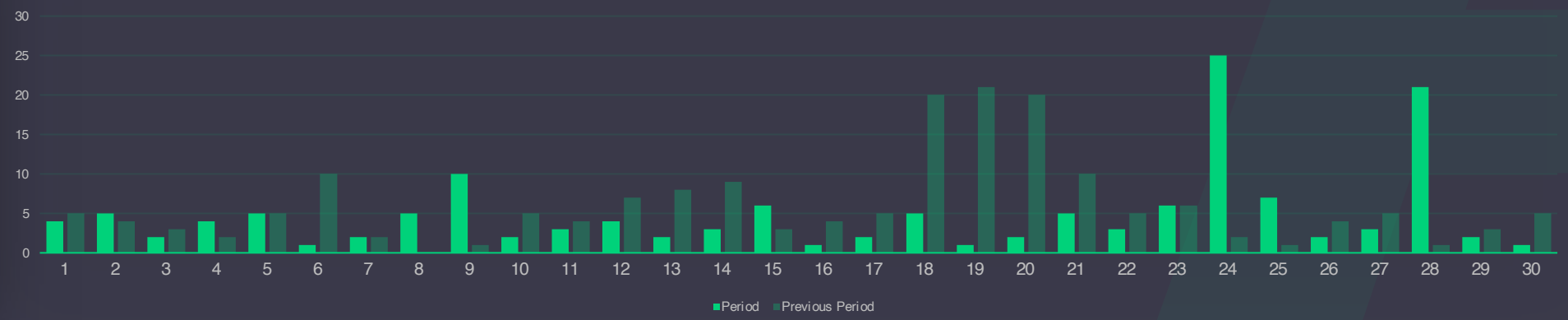
SESSIONS DAILY CHART



AVG. SESSION PER USER

1.1
+35%

AVG. SESSION PER USER DAILY CHART



12 Bounce Rate & Time on Site

How many users leave immediately and how many stay and for how long

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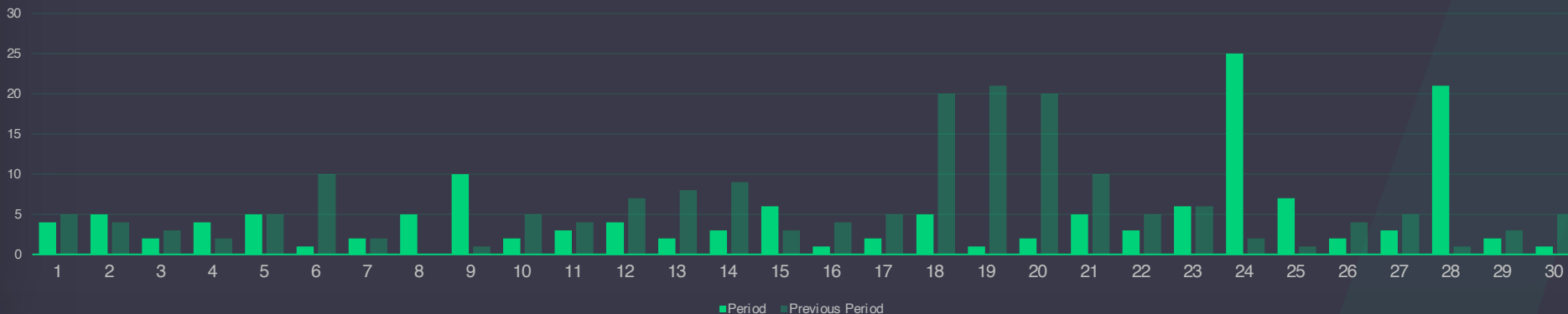


BOUNCE RATE

45%

+35%

BOUNCE RATE DAILY CHART

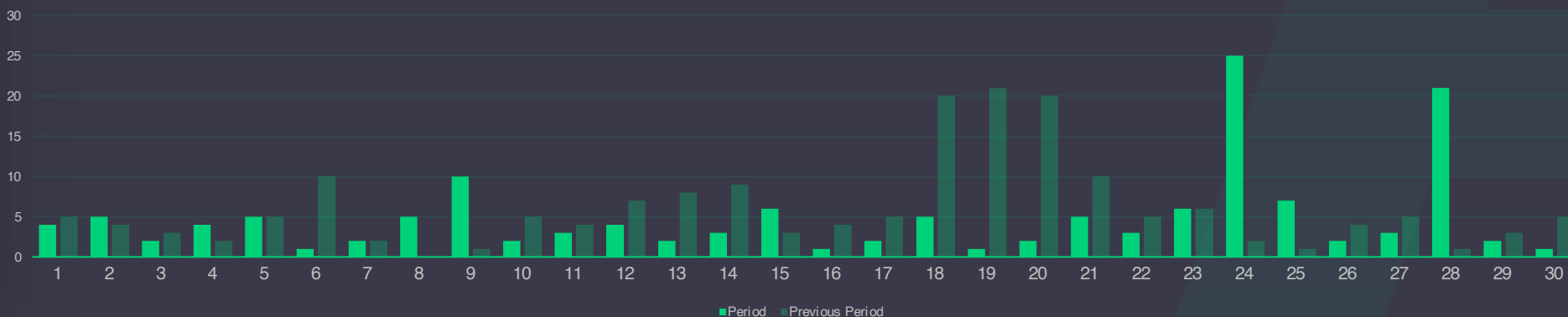


AVG. TIME ON SITE (Sec)

260

+35%

AVG. TIME ON SITE DAILY CHART (Sec)



13 Pageviews

The users that stay, how many pages they view on total and on average

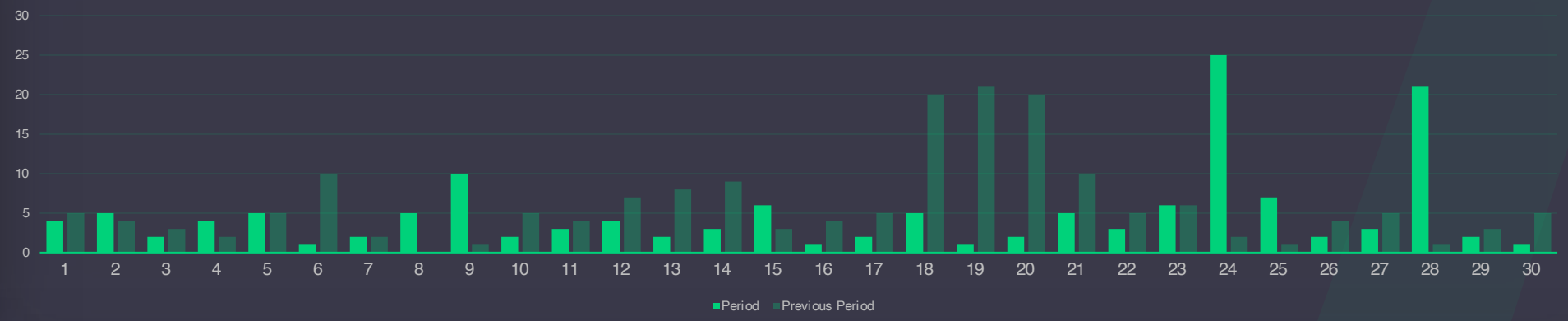
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PAGEVIEWS

1,1M
+35%

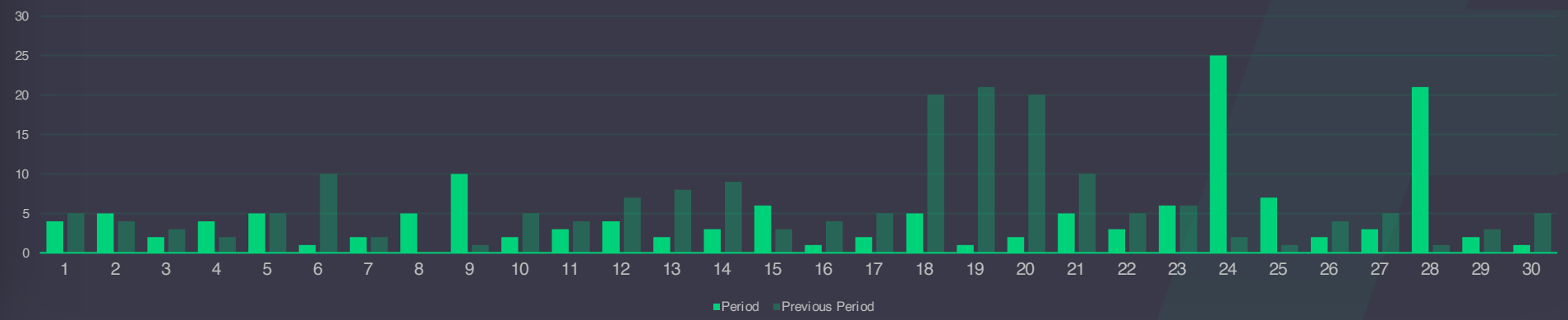
BOUNCE RATE DAILY CHART



PAGES PER SESSION

2.2
+35%

AVG. TIME ON SITE DAILY CHART (Sec)



14 Content Categories

Which group of content was viewed the most

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Sorted by: Pageviews
Order: Descending

Content Groups	Pageviews	Unique Views	Avg. Time on Page	Entrances	Bounce Rate	Exits	Top Device	Top Traffic Source
Content Goup	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Phone	Organic
Content Goup	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Tablet	Paid
Content Goup	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Desktop	Other
Content Goup	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Phone	Organic
Content Goup	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Phone	Paid
Content Goup	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Phone	Other
Content Goup	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Phone	Organic
Content Goup	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Phone	Paid
Content Goup	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Phone	Other
Content Goup	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Phone	Other



15 Top Visited Pages

Which pages are visited the most and which traffic channel and device they were viewed from

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Sorted by: Pageviews
Order: Descending

Page Title or URL	Pageviews	Unique Views	Avg. Time on Page	Entrances	Bounce Rate	Exits	Top Device	Top Traffic Source
Page Title or URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Phone	Organic
Page Title or URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Tablet	Paid
Page Title or URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Desktop	Other
Page Title or URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Phone	Organic
Page Title or URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Phone	Paid
Page Title or URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Phone	Other
Page Title or URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Phone	Organic
Page Title or URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Phone	Paid
Page Title or URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Phone	Other
Page Title or URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	Phone	Other





E-commerce

Brand Name

01.01.2020 – 31.01.2020



17 E-Commerce Overview

How your e-commerce business performed this period

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TRANSACTIONS

120,500

+35%

REVENUE

1,100,100.65

+35%

AVG. ORDER VALUE

350

-30%

QUANTITY

4,000

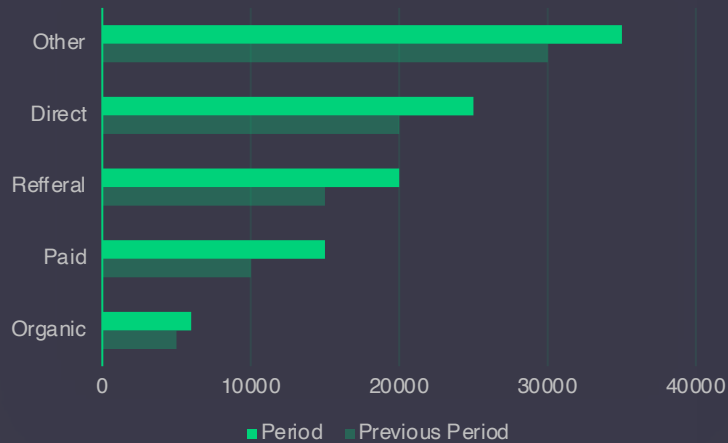
+35%

SALES CONVERSION RATE

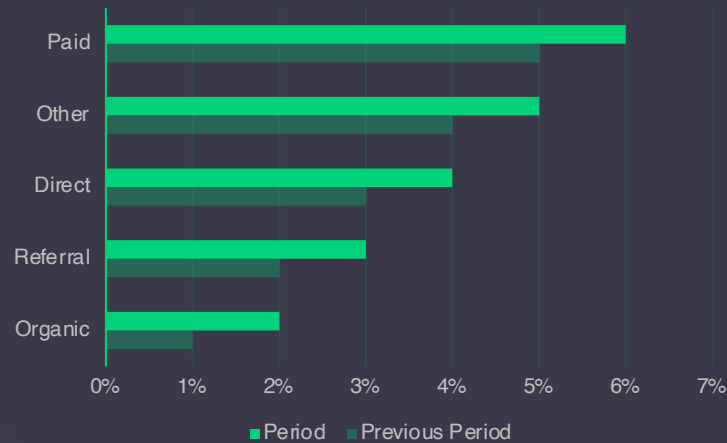
6.2%

+35%

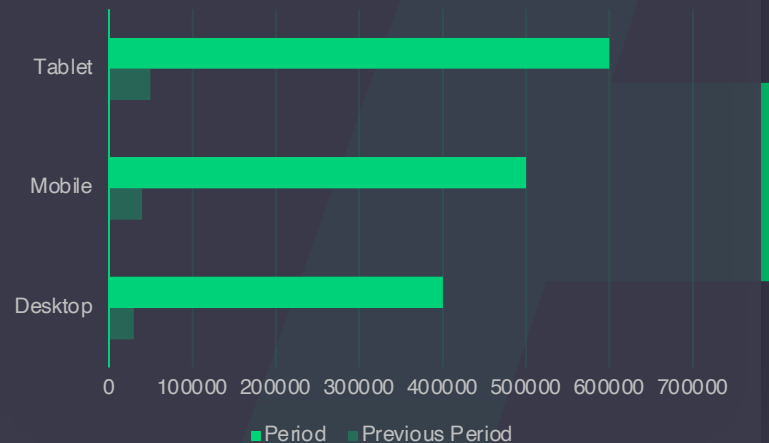
TOP TRAFFIC CHANNELS BY REVENUE



TOP TRAFFIC CHANNELS BY CONVERSION RATE



TOP DEVICES BY REVENUE



18 Transactions & Revenue

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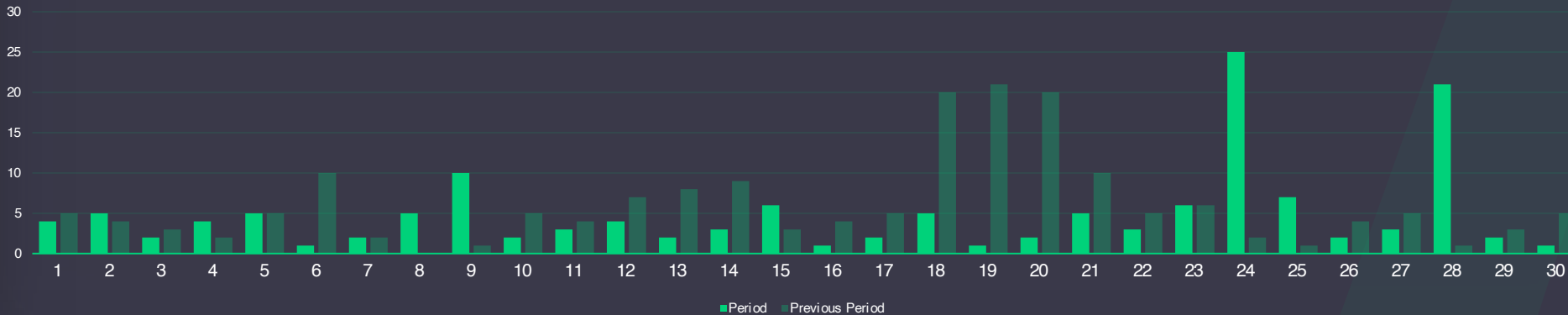
Daily performance of your transactions and revenue



TRANSACTIONS

1,1M
+35%

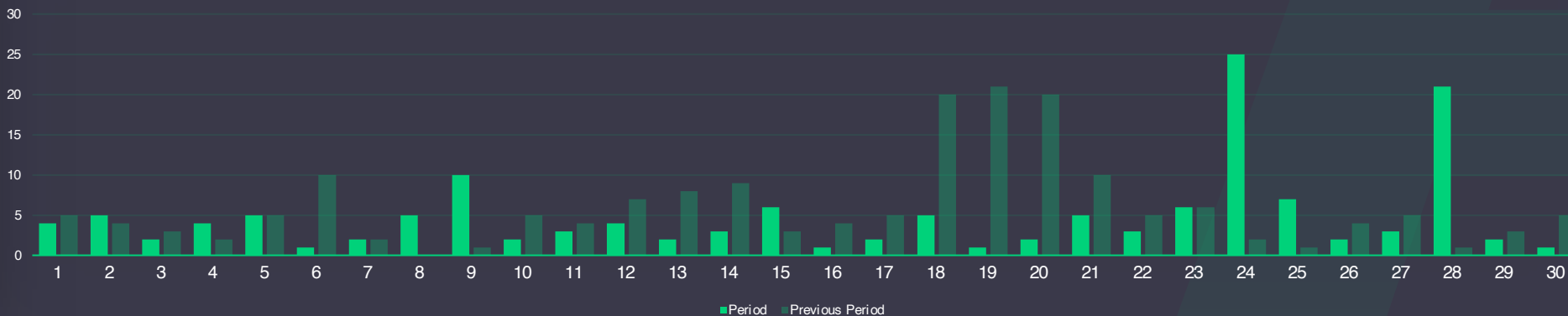
TRANSACTIONS DAILY CHART



REVENUE (EUR)

1,1M
+35%

REVENUE DAILY CHART



19 Quantity & Order Value

Daily performance of your average order value and number of items sold

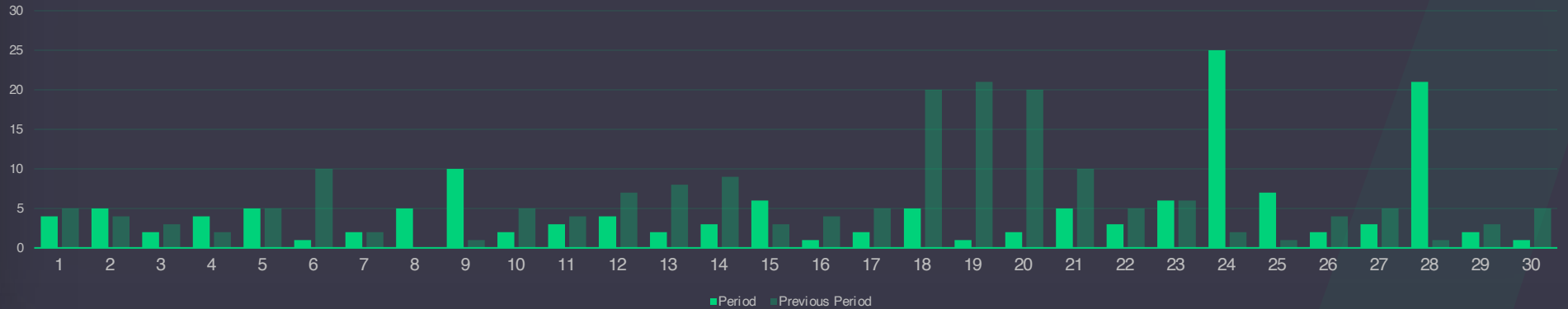
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QUANTITY

1,1M
+35%

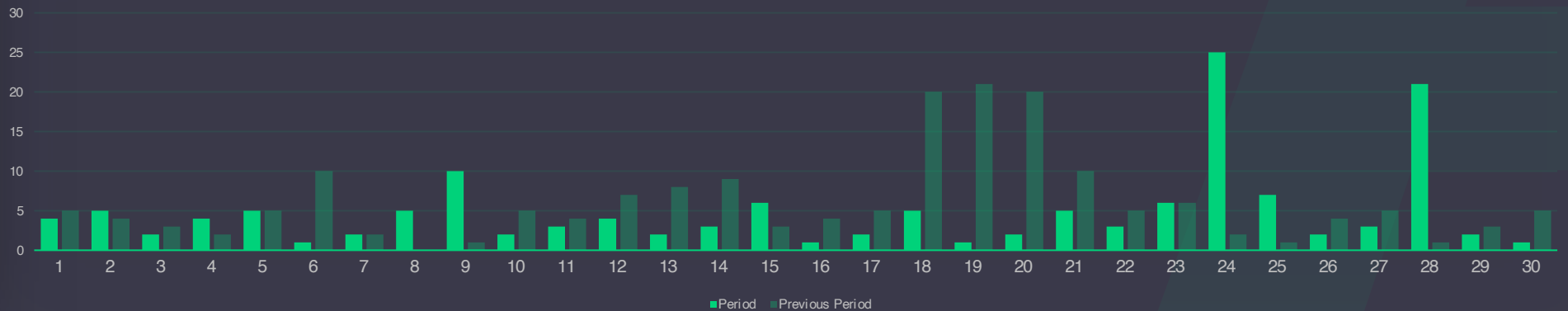
QUANTITY DAILY CHART



AVG. ORDER VALUE

1,1M
+35%

AVG ORDER VALUE DAILY CHART



20 Sales Conversions

Daily performance of your visits that converted to sales

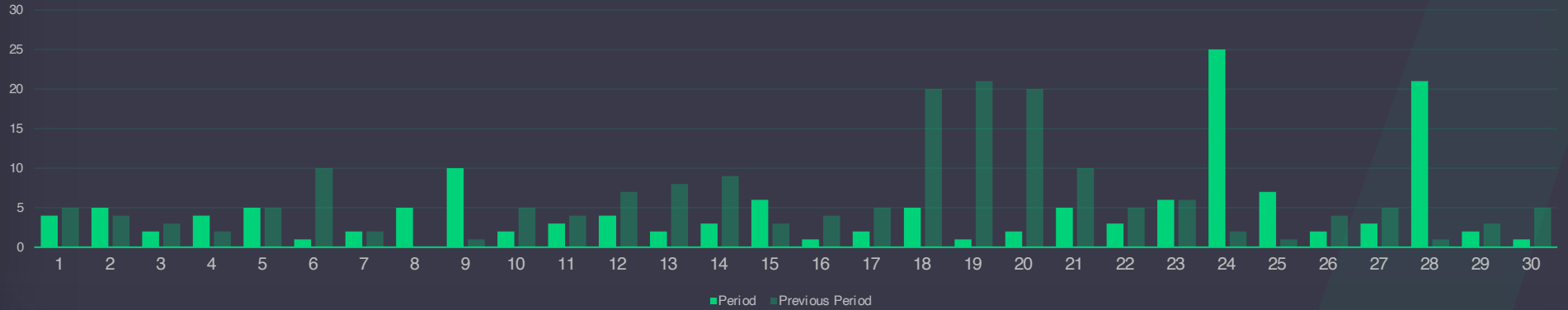
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SALES CONVERSION RATE

1,1M
+35%

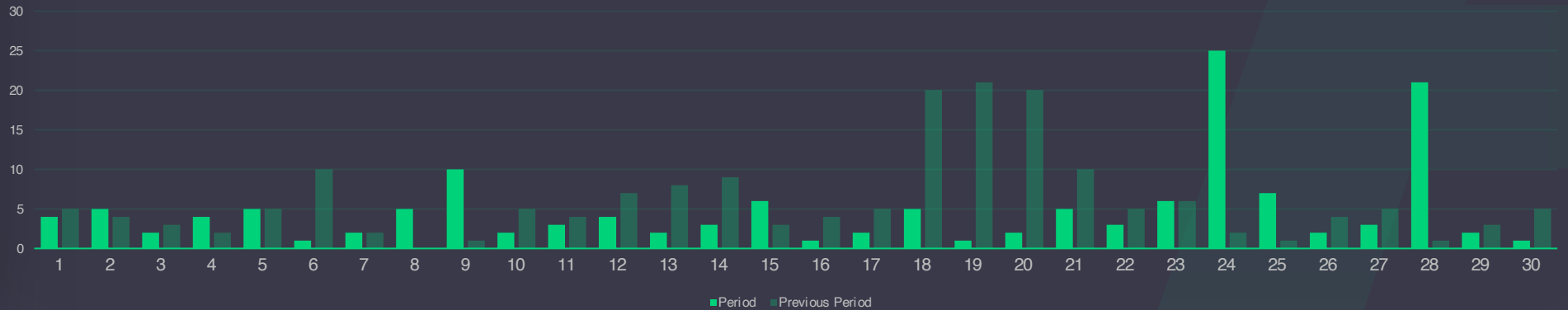
SALES CONVERSION RATE DAILY CHART



SALES CONVERSIONS

1,1M
+35%

SALES CONVERSIONS DAILY CHART



21 Product List Performance

A look at your well performing product lists and how customers interacted with them

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Sorted by: Pageviews
Order: Descending

Product List Name	Product Revenue	Average Price	Quantity	Average Quantity	Unique Purchases	Product Refunds	Cart-to-Detail Rate	Buy-to-Detail Rate
Product List Name	16,321 EUR -7%	20,000 EUR -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 EUR -7%	43.25% -7%	43.25% -7%
Product List Name	16,321 EUR -7%	20,000 EUR -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 EUR -7%	43.25% -7%	43.25% -7%
Product List Name	16,321 EUR -7%	20,000 EUR -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 EUR -7%	43.25% -7%	43.25% -7%
Product List Name	16,321 EUR -7%	20,000 EUR -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 EUR -7%	43.25% -7%	43.25% -7%
Product List Name	16,321 EUR -7%	20,000 EUR -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 EUR -7%	43.25% -7%	43.25% -7%
Product List Name	16,321 EUR -7%	20,000 EUR -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 EUR -7%	43.25% -7%	43.25% -7%
Product List Name	16,321 EUR -7%	20,000 EUR -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 EUR -7%	43.25% -7%	43.25% -7%
Product List Name	16,321 EUR -7%	20,000 EUR -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 EUR -7%	43.25% -7%	43.25% -7%
Product List Name	16,321 EUR -7%	20,000 EUR -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 EUR -7%	43.25% -7%	43.25% -7%



22 Product Performance

A look at your well performing products and how customers interacted with them

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Sorted by: Pageviews
Order: Descending

Product Name	Product Revenue	Average Price	Quantity	Average Quantity	Unique Purchases	Product Refund Am.	Cart-to-Detail Rate	Buy-to-Detail Rate
Product	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%
Product	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%
Product	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%
Product	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%
Product	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%
Product	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%
Product	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%
Product	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%
Product	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%
Product	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%



23 Sales Performance

A look at your top transactions

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Sorted by: Pageviews
Order: Descending

Transaction ID	Revenue	Tax	Shipping	Refund Amount	Quantity	Top Device	Top Traffic Channel
Transaction ID	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	Phone	Organic
Transaction ID	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	Tablet	Paid
Transaction ID	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	Desktop	Other
Transaction ID	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	Phone	Organic
Transaction ID	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	Phone	Paid
Transaction ID	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	Phone	Other
Transaction ID	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	Phone	Organic
Transaction ID	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	Phone	Paid
Transaction ID	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	Phone	Other
Transaction ID	16,321 -7%	20,000 -7%	20,000 -7%	20,000 -7%	20,000 -7%	Phone	Other



24 Shopping Behavior Analysis

How many users advance through and how many drop off critic shopping steps until a valid transaction

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ALL SESSIONS

25,000

+34%

SESSIONS WITH PRODUCT VIEW

6,500

+45%

SESSIONS WITH ADD TO CART

157

+45%

SESSIONS WITH CHECK-OUT

123

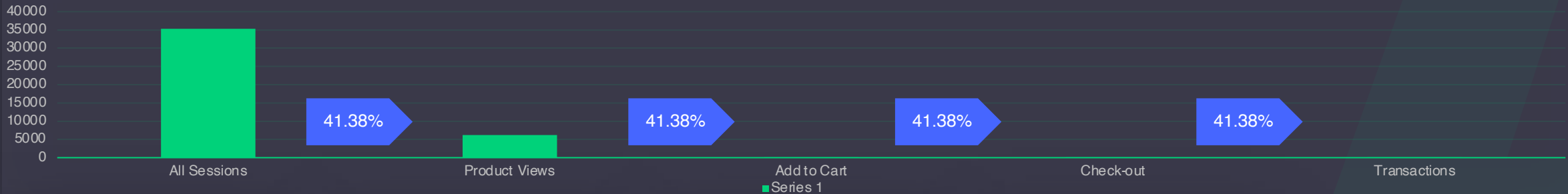
+45%

SESSIONS WITH TRANSACTIONS

14

+55%

SHOPPING BEHAVIOR FLOW



NO SHOPPING ACTIVITY

24,000

-20%

NO CART ADDITION

3,000

+25%

CART ABANDONMENT

150

-20%

CHECK-OUT ABANDONMENT

140

-20%



25 Shopping Abandonments by Source/Medium

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From which source/medium your most shopping abandonments come from

Sorted by: Pageviews
Order: Descending

Source/Medium	No Shopping A	No Shoppin A. (%)	No Cart Addition	No Cart Addition (%)	Cart Abandonn	Cart Abandon(%)	Check-out Ab	Check out Ab (%)
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%



26

Shopping Abandonments by Campaign

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Which campaigns led to most shopping abandonments

Sorted by: Pageviews
Order: Descending

Campaign	No Shopping A	No Shoppin A. (%)	No Cart Addition	No Cart Addition (%)	Cart Abandonn	Cart Abandon(%)	Check-out Ab	Check out Ab (%)
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%



27 Shopping Abandonments by Device Category

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From which device users tend to abandon shopping the most

Sorted by: Pageviews
Order: Descending

Product Name	No Shopping A	No Shoppin A. (%)	No Cart Addition	No Cart Addition (%)	Cart Abandonn	Cart Abandon(%)	Check-out Ab	Check out Ab (%)
Mobile	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Tablet	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Desktop	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%



28 Shopping Abandonments by Browser

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Browsers where users abandon shopping the most

Sorted by: Pageviews
Order: Descending

Browser Name	No Shopping A	No Shoppin A. (%)	No Cart Addition	No Cart Addition (%)	Cart Abandonn	Cart Abandon(%)	Check-out Ab	Check out Ab (%)
Browser Name	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Browser Name	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Browser Name	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Browser Name	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Browser Name	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Browser Name	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Browser Name	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Browser Name	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Browser Name	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Browser Name	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%



29 Check-out Behavior

How many users fill out and how many drop off before filling out the required forms for a valid transaction

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ALL SESSIONS

25,000

+34%

SESSIONS WITH PRODUCT VIEW

6,500

+45%

SESSIONS WITH ADD TO CART

157

+45%

SESSIONS WITH CHECK-OUT

123

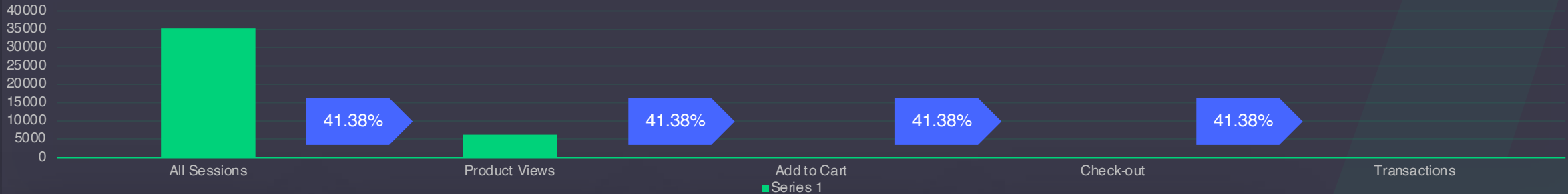
+45%

SESSIONS WITH TRANSACTIONS

14

+55%

SHOPPING BEHAVIOR FLOW



NO SHOPPING ACTIVITY

24,000

-20%

NO CART ADDITION

3,000

+25%

CART ABANDONMENT

150

-20%

CHECK-OUT ABANDONMENT

140

-20%



30

Check-out Dropoffs by Source/Medium

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From which source/medium your most check-out abandonments come from

Sorted by: Pageviews
Order: Descending

Product Name	Basket	Basket (%)	Shipping Information	Shipping Inform (%)	Payment Options	Payment Options (%)
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%



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Check-out Dropoffs by Campaign

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Which campaigns led to most check-out abandonments

Sorted by: Pageviews
Order: Descending

Product Name	Basket	Basket (%)	Shipping Information	Shipping Inform (%)	Payment Options	Payment Options (%)
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Campaign	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%



32

Check-out Dropoffs by Mobile Device

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From which device users tend to abandon check-out the most

Sorted by: Pageviews
Order: Descending

Product Name	Basket	Basket (%)	Shipping Information	Shipping Inform (%)	Payment Options	Payment Options (%)
Desktop	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Mobile	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Tablet	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%



33

Check-out Dropoffs by Browser

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Browsers where users abandon check-out the most

Sorted by: Pageviews
Order: Descending

Product Name	Basket	Basket (%)	Shipping Information	Shipping Inform (%)	Payment Options	Payment Options (%)
Browser	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Browser	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Browser	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Browser	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Browser	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Browser	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Browser	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Browser	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Browser	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%



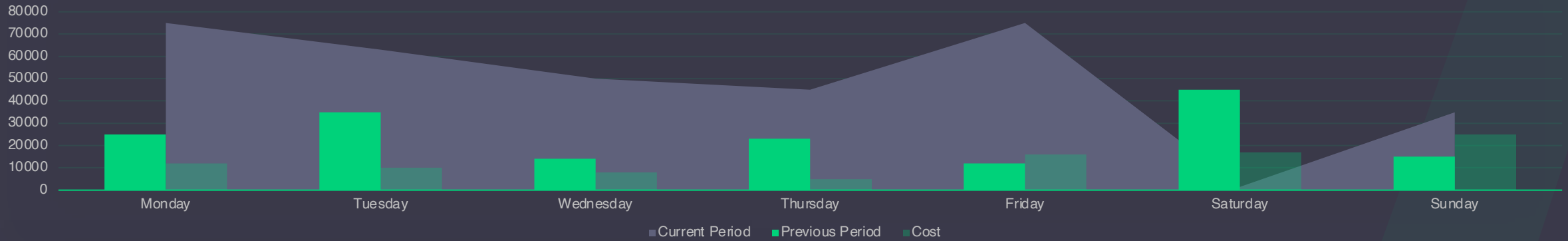
34 Day of Week

How your e-commerce business performed on a specific day of week including your costs such as ad expense, shipping or refunds as well as your return

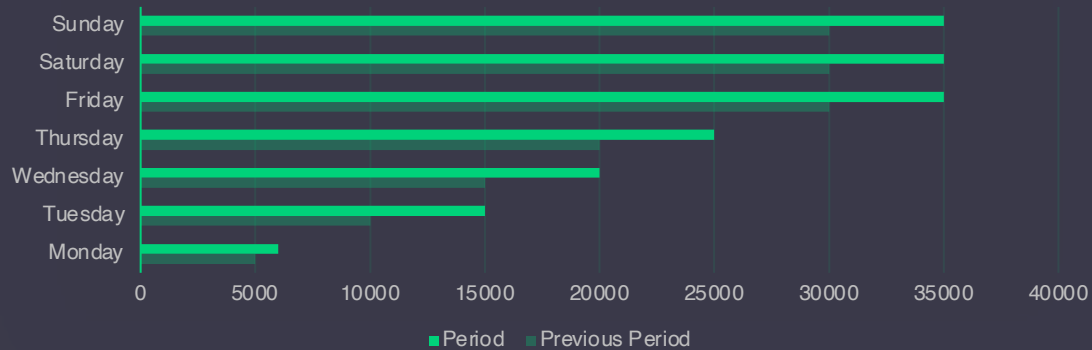
[Return to all slides](#)



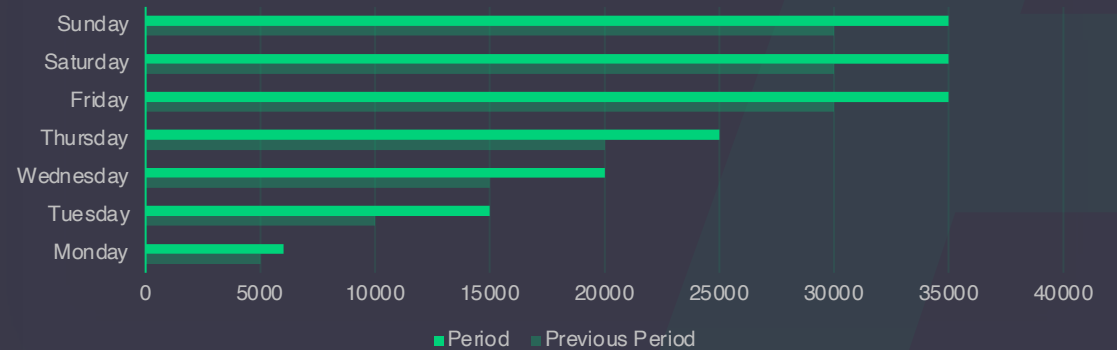
DAILY SALES REPORT



DAILY ROI PERFORMANCE



DAILY COST PERFORMANCE



35 Time to Purchase

Do your customers purchase your product on the same day that view it or it takes more than a day to complete the transaction

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Days to Transaction	Transactions	Transaction Value	Top Device
1	16,321 -7%	43.25% -7%	Mobile
2	16,321 -7%	43.25% -7%	Mobile
3	16,321 -7%	43.25% -7%	Mobile
4	16,321 -7%	43.25% -7%	Mobile
5	16,321 -7%	43.25% -7%	Mobile
6	16,321 -7%	43.25% -7%	Mobile
7	16,321 -7%	43.25% -7%	Mobile
8	16,321 -7%	43.25% -7%	Mobile
9	16,321 -7%	43.25% -7%	Mobile
10	16,321 -7%	43.25% -7%	Mobile

PERCENTAGE TO TOTAL



35 Time to Purchase

Do your customers purchase your product on the same day that view it or it takes more than a day to complete the transaction

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Days to Transaction	Transactions	Transation Value	Top Device	PERCENTAGE TO TOTAL
1	16,321 -7%	43.25% -7%	Mobile	
2	16,321 -7%	43.25% -7%	Mobile	
3	16,321 -7%	43.25% -7%	Mobile	
4	16,321 -7%	43.25% -7%	Mobile	
5	16,321 -7%	43.25% -7%	Mobile	
6	16,321 -7%	43.25% -7%	Mobile	
7	16,321 -7%	43.25% -7%	Mobile	
8	16,321 -7%	43.25% -7%	Mobile	
9	16,321 -7%	43.25% -7%	Mobile	
10	16,321 -7%	43.25% -7%	Mobile	



36 Internal Promotion

How does your internal adverts such as in site banners contribute to your e-commerce business

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www.brandname.com.tr | Overview | March 01 2019 – March 31 2019



Sorted by: Pageviews
Order: Descending

Promotion Name	Internal Prom. Views	Internal Promotion Clcks	Internal Promotion CTR	Transactions	Revenue	Transc per Intern PromClck
Promotion Name	16,321 -7%	16,321 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Promotion Name	16,321 -7%	16,321 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Promotion Name	16,321 -7%	16,321 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Promotion Name	16,321 -7%	16,321 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Promotion Name	16,321 -7%	16,321 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Promotion Name	16,321 -7%	16,321 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Promotion Name	16,321 -7%	16,321 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Promotion Name	16,321 -7%	16,321 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Promotion Name	16,321 -7%	16,321 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%





Traffic Quality

Brand Name

01.01.2020 – 31.01.2020



38 Overview of Channels

How your channels performed this period

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TOP CHANNEL: USERS

Organic Search

71,932 users

TOP CHANNEL: SESSIONS

Direct

71,932 Sessions

TOP CHANNEL: BOUNCE RATE

Referral

45% Bounce Rate

TOP CHANNEL: PAGES PER SESSION

Social

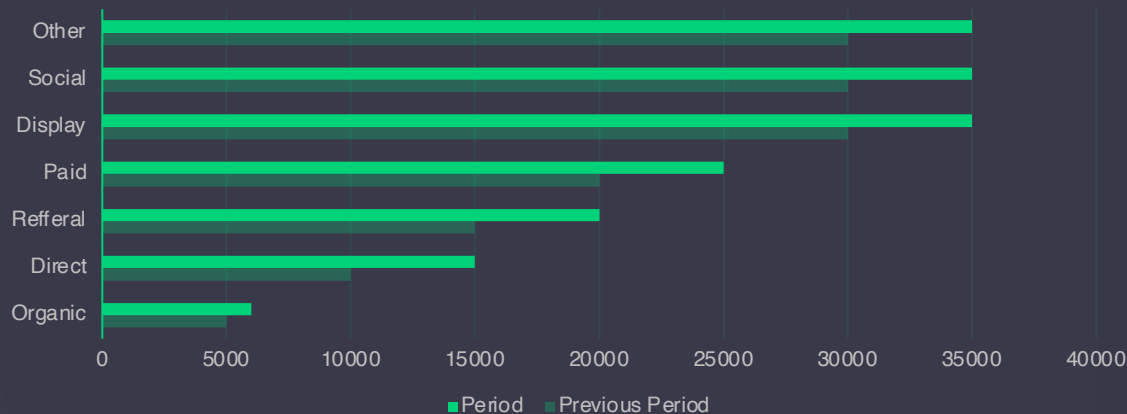
2.2 Pages Per Session

TOP CHANNEL: AVG. SESSION DURATION

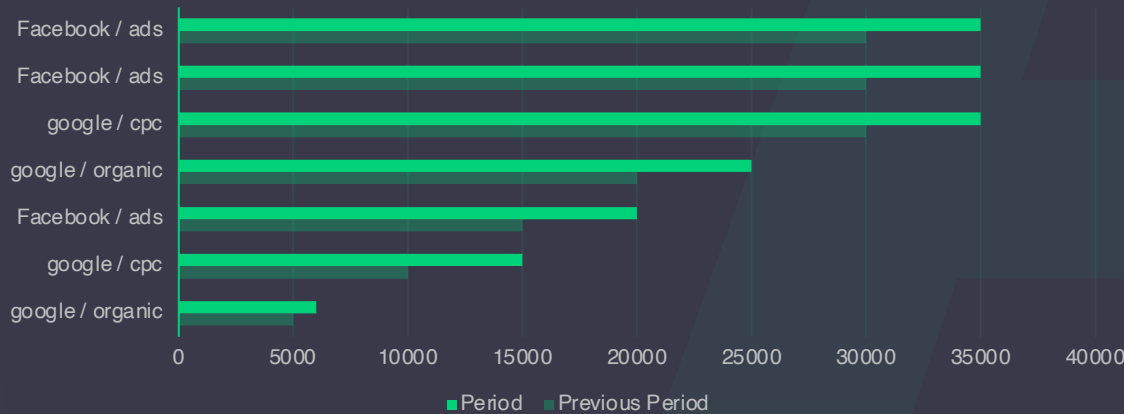
Display

160 Sec

CHANNELS BY USER



SOURCE / MEDIUM BY USER

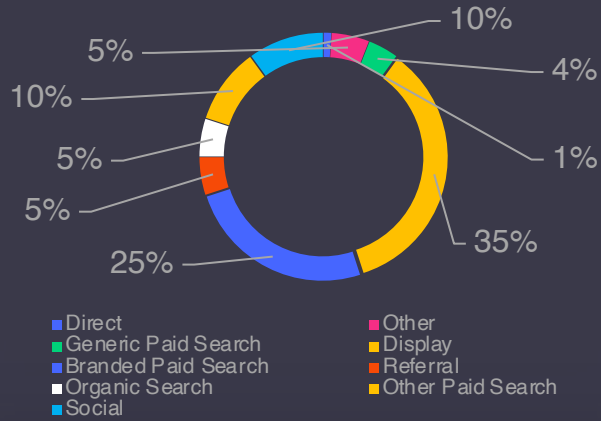


39 Top Channels

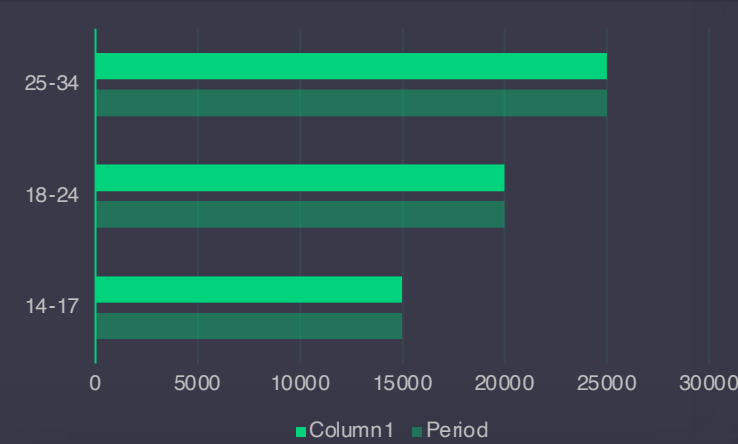
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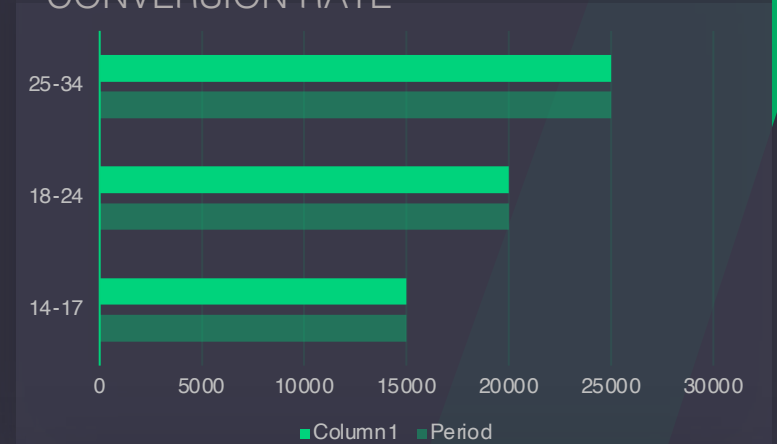
CHANNEL BREAKDOWN



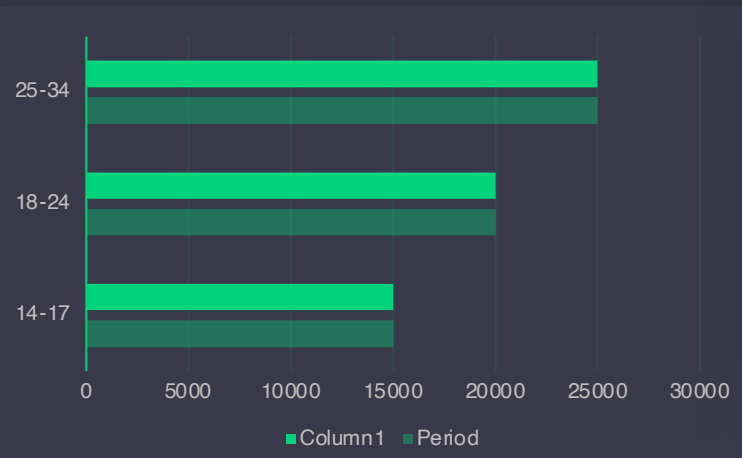
TOP CHANNELS BY GOAL CONVERSION



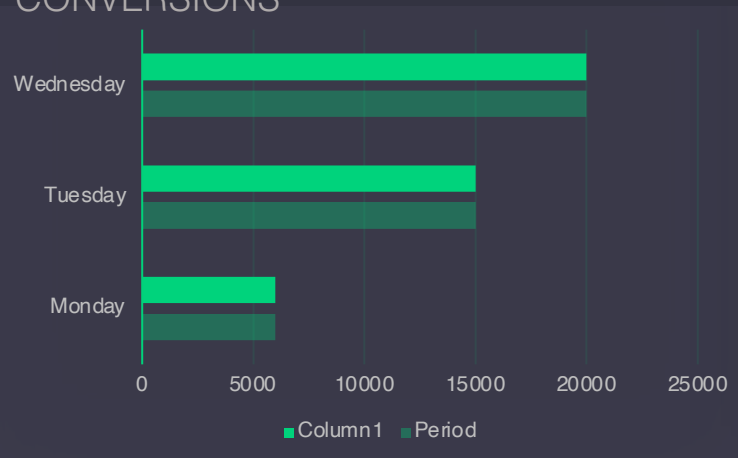
TOP CHANNELS BY SALES CONVERSION RATE



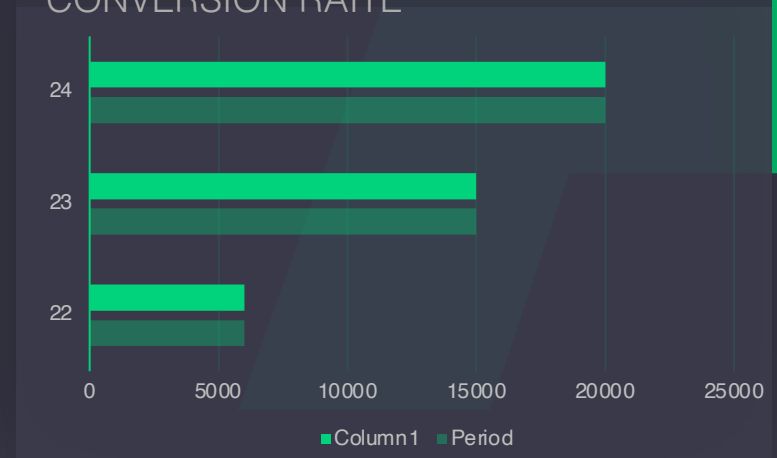
TOP CHANNELS BY MOBILE USERS



TOP CHANNELS BY MOBILE GOAL CONVERSIONS



TOP CHANNELS BY MOBILE SALES CONVERSION RATE



40 Top Channels

Your best performing traffic channels

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www.brandname.com.tr | Overview | March 01 2019 – March 31 2019



Sorted by: Pageviews
Order: Descending

Traffic Channels	Sessions	Users	New Users	Bounce Rate (%)	Avg. Session Duration	Pages Per Session	Goal Conv. Rate (%)	Revenue
● Organic Search	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
Generic Paid Search	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
(Other)	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
Branded Paid Search	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
Direct	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
Referral	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
Social	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
Paid Search	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
Other Advertising	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
Display	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%

● Top Performing [Lorem Ipsum]

41 Top Source / Medium

Top traffic Sources and their Mediums' performance

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Sorted by: Pageviews
Order: Descending

Source/Medium	Users	Sessions	Bounce Rate	Mobile Bounce Rate	Average Time on Page	Goal Conversion R	Top Device
Source/Medium	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Source/Medium	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Tablet
Source/Medium	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Desktop
Source/Medium	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Source/Medium	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Source/Medium	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Source/Medium	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Source/Medium	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Source/Medium	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Source/Medium	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone



42 Top Landing Pages

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A Landing Page serves as an entry point to a website. Check-out where your users landed to most and how they continued through the website

Sorted by: Pageviews
Order: Descending

Page Title or URL	Users	Sessions	Bounce Rate	Mobile Bounce Rate	Average Time on Page	Goal Conversion R	Top Device
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Tablet
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Desktop
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone



43 Organic Traffic Quality

A deeper look at your organic traffic performance

[Return to all slides](#)



TRAFFIC PERCENTAGE TO TOTAL

67%
+35%

TOTAL USERS

35,000
+3,526,36%

BOUNCE RATE

%25
+35.24%

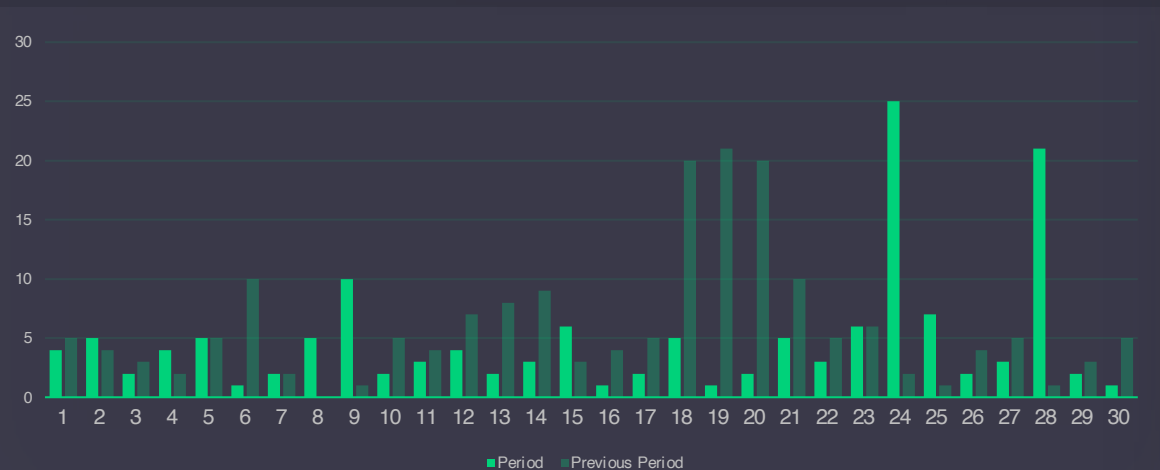
PAGES PER SESSION

2,6
+24.20%

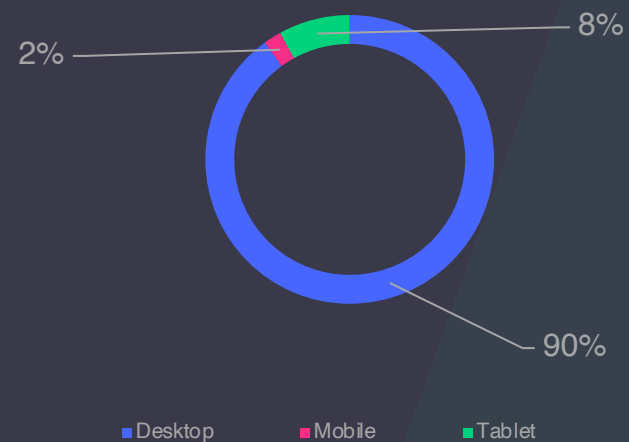
SALES CONVERSION RATE

4,5%
+25.20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



44 Organic Landing Pages

Top landing pages visited by users that are coming from organic search

[Return to all slides](#)

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Sorted by: Pageviews
Order: Descending

Page Title or URL	Users	Sessions	Bounce Rate	Mobile Bounce Rate	Average Time on Page	Goal Conversion R	Top Device
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Tablet
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Desktop
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone



45 Direct Traffic Quality

A deeper look at your Direct Traffic performance

[Return to all slides](#)



TRAFFIC PERCENTAGE TO TOTAL

67%

+35%

TOTAL USERS

35,000

+3,526%

BOUNCE RATE

%25

+35.24%

PAGES PER SESSION

2,6

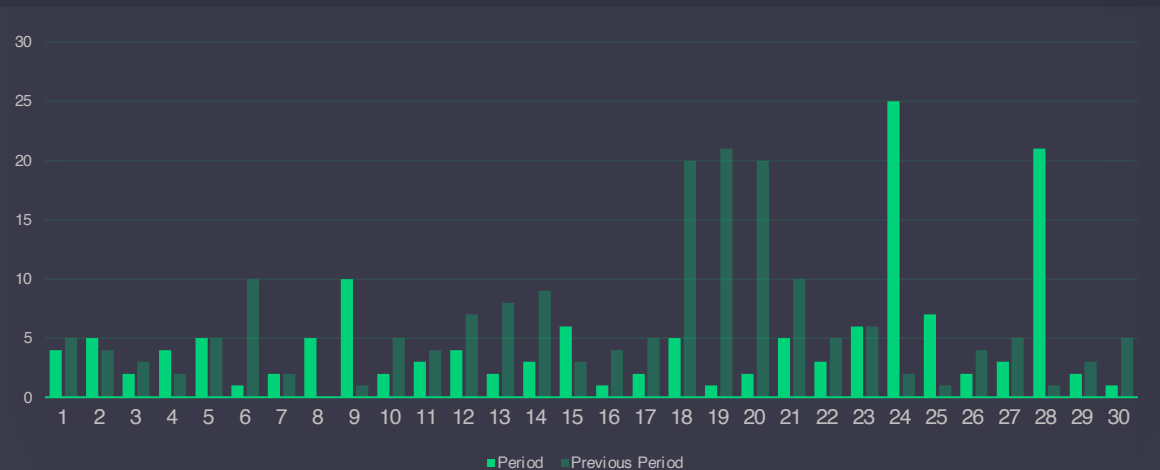
+24,20%

SALES CONVERSION RATE

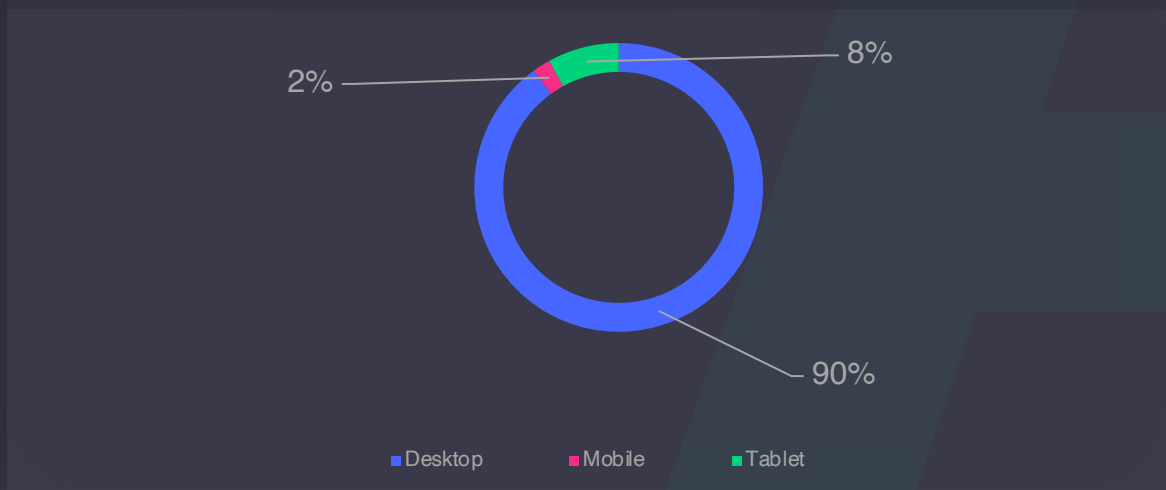
4,5%

+25,20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



46 Direct Landing Pages

Top landing pages visited by users that are coming from directly

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www.brandname.com.tr | Overview | March 01 2019 – March 31 2019



Sorted by: Pageviews
Order: Descending

Page Title or URL	Users	Sessions	Bounce Rate	Mobile Bounce Rate	Average Time on Page	Goal Conversion R	Top Device
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Tablet
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Desktop
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone



47 Paid Traffic Quality

A deeper look at your Paid Traffic performance

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TRAFFIC PERCENTAGE TO TOTAL

67%

+35%

TOTAL USERS

35,000

+3,526%

BOUNCE RATE

%25

+35.24%

PAGES PER SESSION

2,6

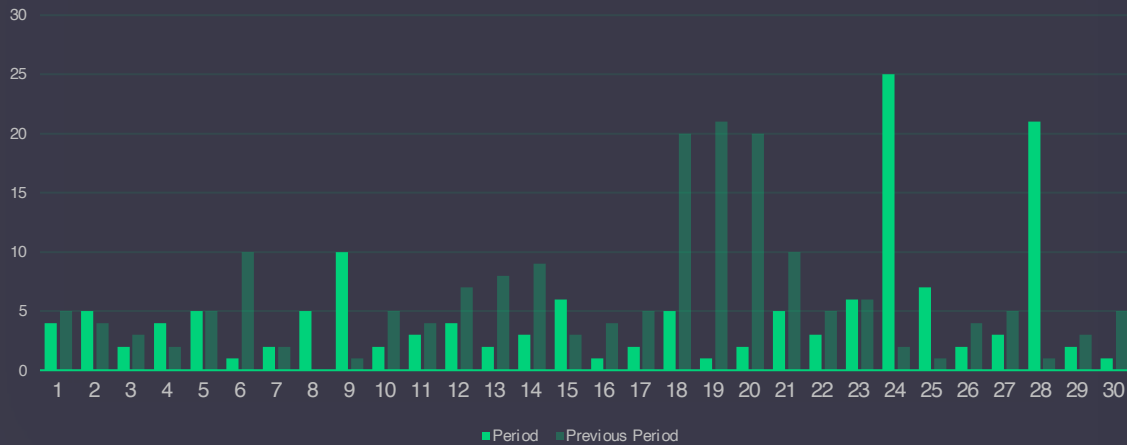
+24,20%

SALES CONVERSION RATE

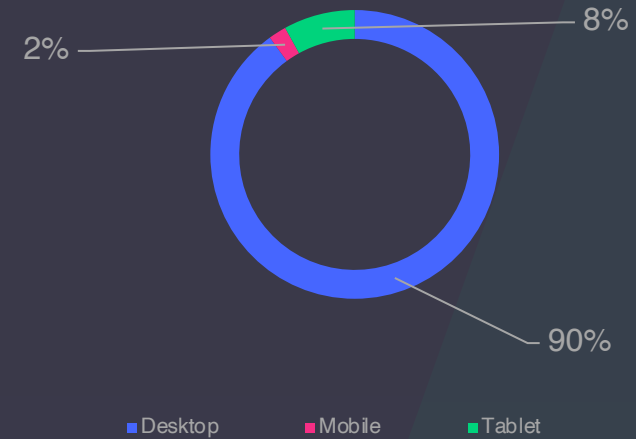
4,5%

+25,20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



48 Paid Landing Pages

Top landing pages visited by users that are coming from Paid search

[Return to all slides](#)

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Sorted by: Pageviews
Order: Descending

Page Title or URL	Users	Sessions	Bounce Rate	Mobile Bounce Rate	Average Time on Page	Goal Conversion R	Top Device
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Tablet
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Desktop
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone



49 Paid Queries

Paid query results that leads to site visits by users that are coming from Paid search

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Sorted by: Pageviews
Order: Descending

Keyword	Users	Sessions	Bounce Rate	Mobile Bounce Rate	Average Time on Page	Goal Conversion R	Top Device
Keyword	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Keyword	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Tablet
Keyword	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Desktop
Keyword	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Keyword	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Keyword	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Keyword	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Keyword	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Keyword	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Keyword	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone



50 Social Media Traffic Quality

A deeper look at your Social Media Traffic performance

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TRAFFIC PERCENTAGE TO TOTAL

67%

+35%

TOTAL USERS

35,000

+3,526%

BOUNCE RATE

%25

+35.24%

PAGES PER SESSION

2,6

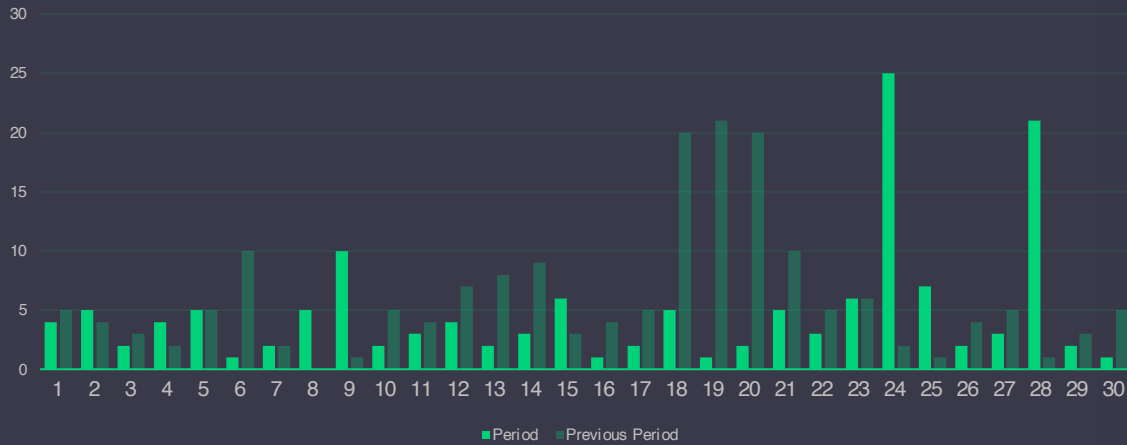
+24,20%

SALES CONVERSION RATE

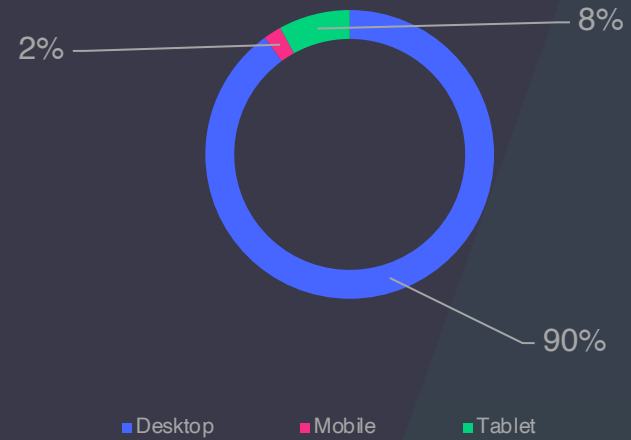
4,5%

+25,20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



51 Social Media Landing Pages

Top landing pages visited by users that are coming from a Social Media Platform

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Sorted by: Pageviews
Order: Descending

Page Title or URL	Users	Sessions	Bounce Rate	Mobile Bounce Rate	Average Time on Page	Goal Conversion R	Top Device
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Tablet
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Desktop
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone



52 E-mail Traffic Quality

A deeper look at your E-mail Traffic performance

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TRAFFIC PERCENTAGE TO TOTAL

67%
+35%

TOTAL USERS

35,000
+3,526%

BOUNCE RATE

%25
+35.24%

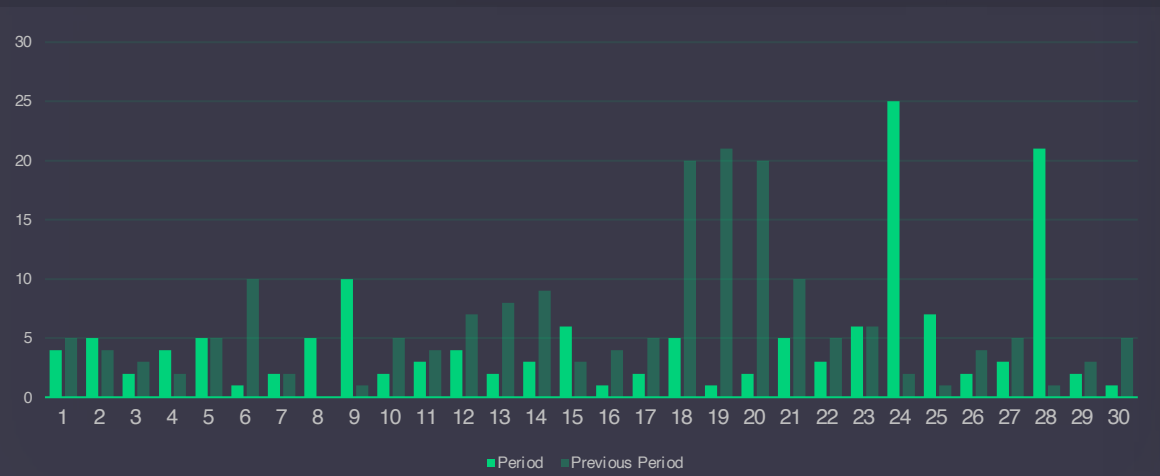
PAGES PER SESSION

2,6
+24,20%

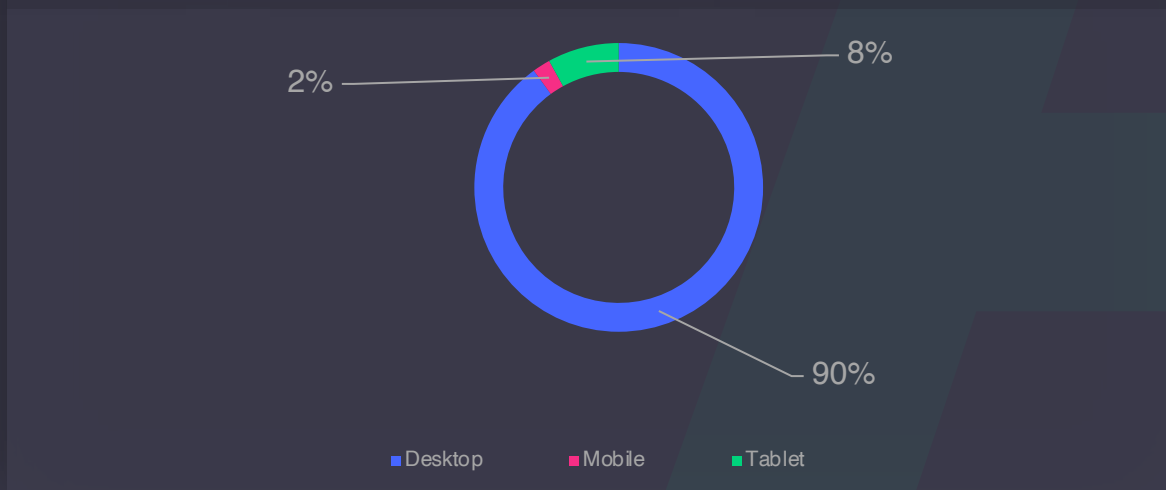
SALES CONVERSION RATE

4,5%
+25,20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



53 E-mail Traffic Landing Pages

Top landing pages visited by users that are coming from an E-mail

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www.brandname.com.tr | Overview | March 01 2019 – March 31 2019



Sorted by: Pageviews
Order: Descending

Page Title or URL	Users	Sessions	Bounce Rate	Mobile Bounce Rate	Average Time on Page	Goal Conversion R	Top Device
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Tablet
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Desktop
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone



54 Referral Traffic Quality

A deeper look at your Referral Traffic performance

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TRAFFIC PERCENTAGE TO TOTAL

67%

+35%

TOTAL USERS

35,000

+3,526%

BOUNCE RATE

%25

+35.24%

PAGES PER SESSION

2,6

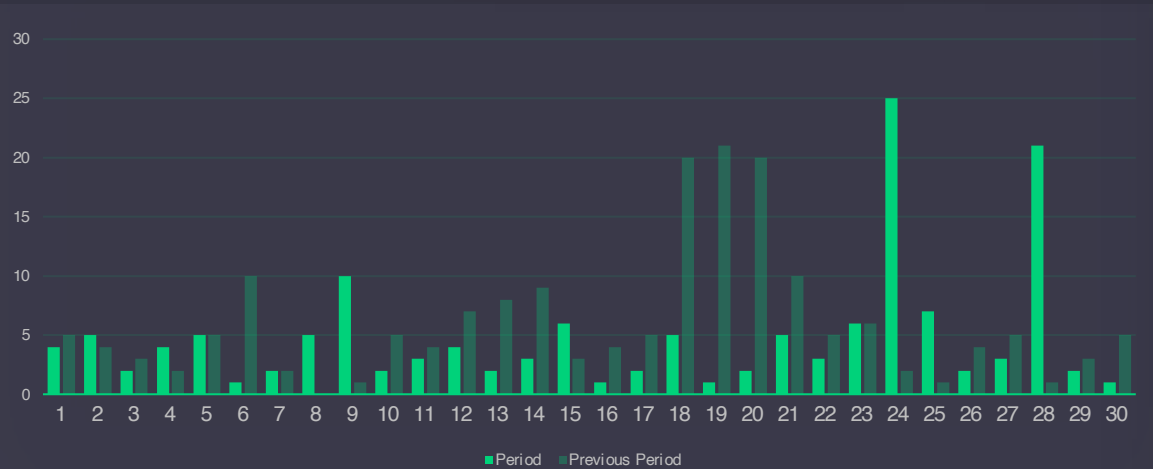
+24,20%

SALES CONVERSION RATE

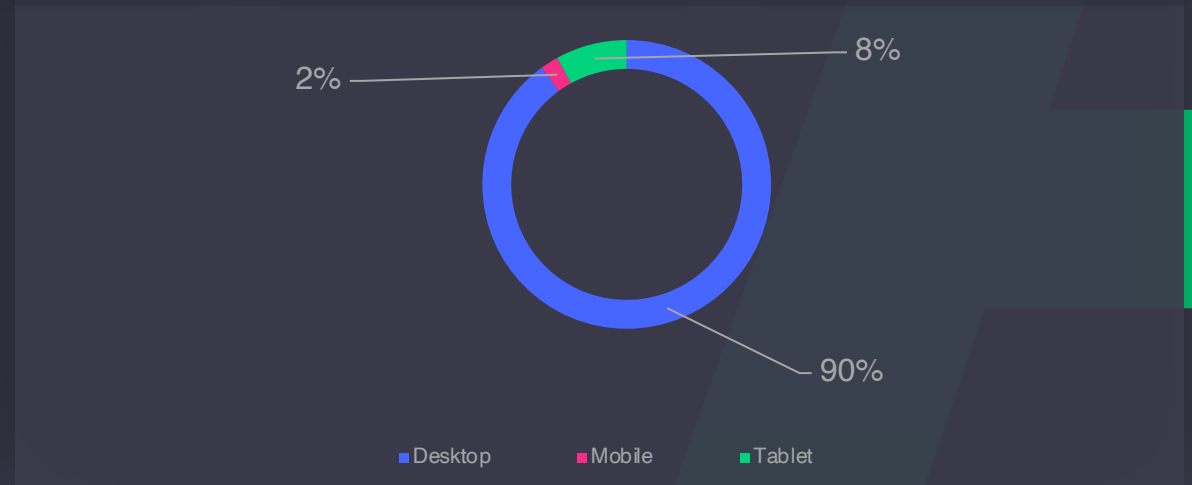
4,5%

+25,20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



55 Referral Traffic Landing Pages

Top landing pages visited by users that are coming from an E-mail

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www.brandname.com.tr | Overview | March 01 2019 – March 31 2019



Sorted by: Pageviews
Order: Descending

Page Title or URL	Users	Sessions	Bounce Rate	Mobile Bounce Rate	Average Time on Page	Goal Conversion R	Top Device
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Tablet
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Desktop
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone



56 Display Traffic Quality

A deeper look at your Display Media Traffic performance

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TRAFFIC PERCENTAGE TO TOTAL

67%

+35%

TOTAL USERS

35,000

+3,526%

BOUNCE RATE

%25

+35.24%

PAGES PER SESSION

2,6

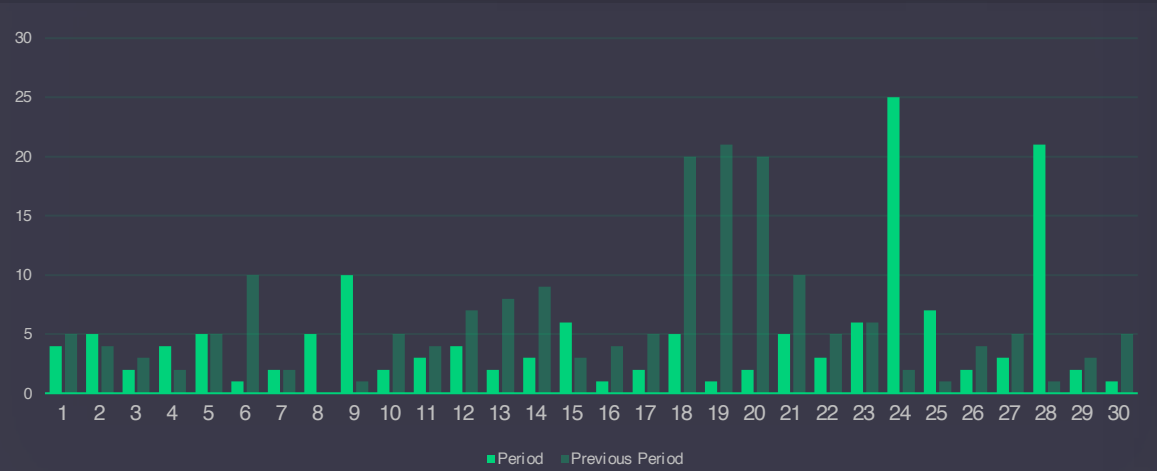
+24,20%

SALES CONVERSION RATE

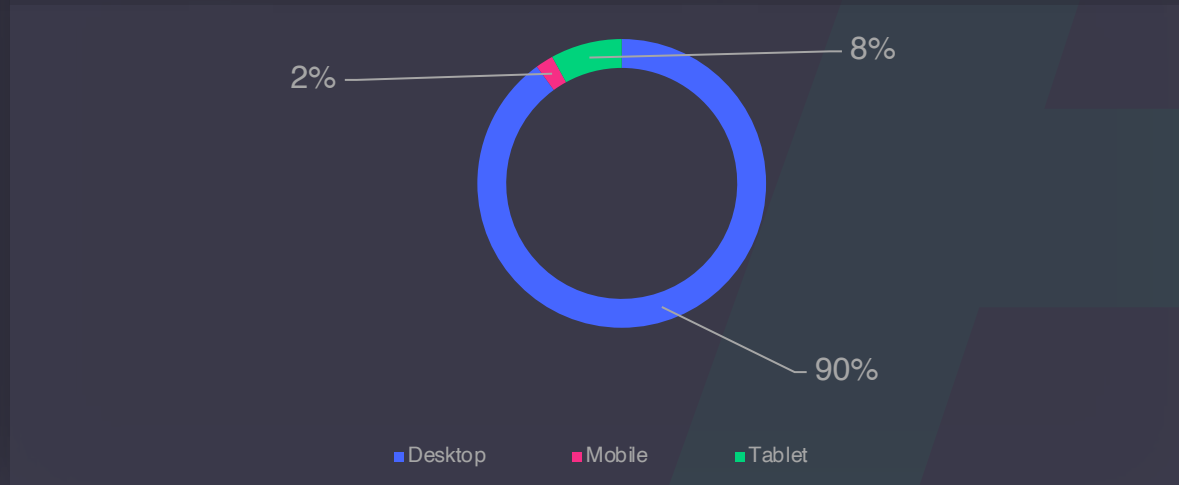
4,5%

+25,20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



57 Display Traffic Landing Pages

Top landing pages visited by users that are coming from a Display ad

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www.brandname.com.tr | Overview | March 01 2019 – March 31 2019



Sorted by: Pageviews
Order: Descending

Page Title or URL	Users	Sessions	Bounce Rate	Mobile Bounce Rate	Average Time on Page	Goal Conversion R	Top Device
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Tablet
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Desktop
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone



58 Other Advertising Traffic Quality

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A deeper look at your Other Advertising Traffic performance

TRAFFIC PERCENTAGE TO TOTAL

67%

+35%

TOTAL USERS

35,000

+3,526%

BOUNCE RATE

%25

+35.24%

PAGES PER SESSION

2,6

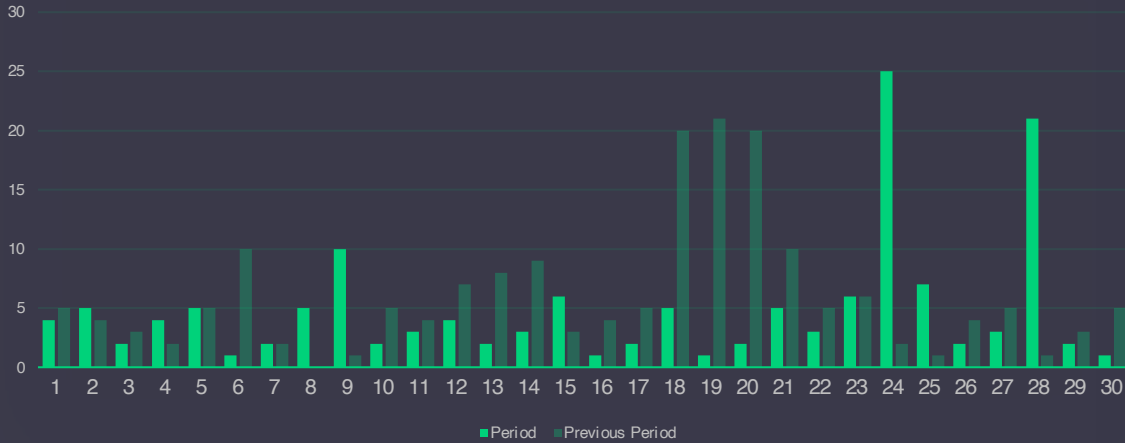
+24,20%

SALES CONVERSION RATE

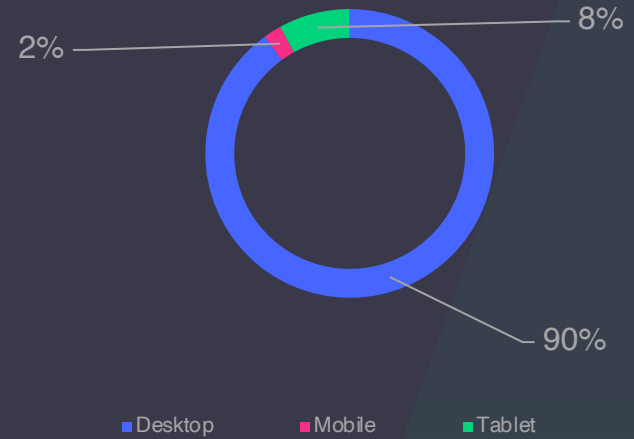
4,5%

+25,20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



59 Other Advertising Landing Pages

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Top landing pages visited by users that are coming from other Advertising Channels such as Programatic and other Ad networks

Sorted by: Pageviews
Order: Descending

Page Title or URL	Users	Sessions	Bounce Rate	Mobile Bounce Rate	Average Time on Page	Goal Conversion R	Top Device
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Tablet
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Desktop
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone



60 Other Traffic Quality

A deeper look at your Other Traffic performance

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TRAFFIC PERCENTAGE TO TOTAL

67%

+35%

TOTAL USERS

35,000

+3,526%

BOUNCE RATE

%25

+35.24%

PAGES PER SESSION

2,6

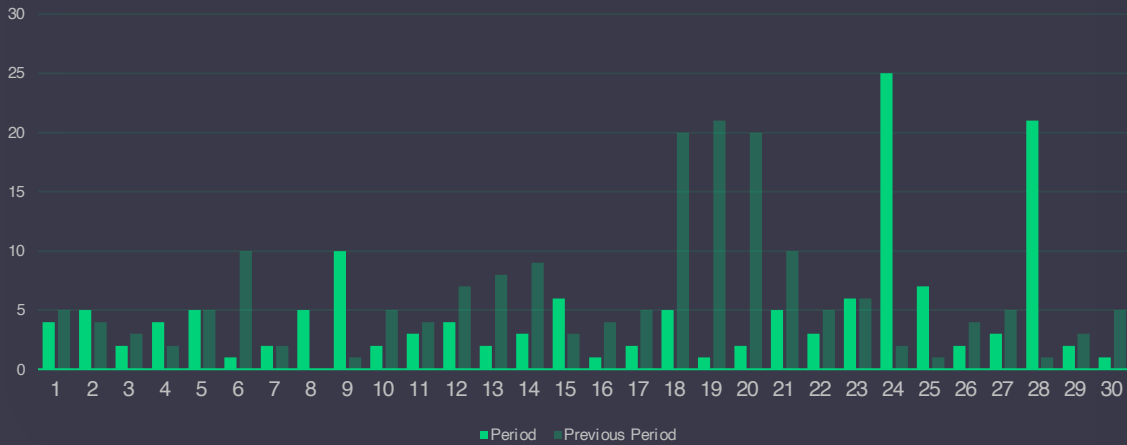
+24,20%

SALES CONVERSION RATE

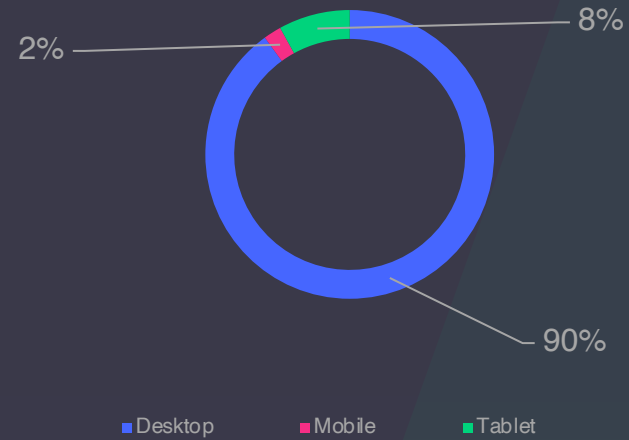
4,5%

+25,20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



61 Other Traffic Landing Pages

Top landing pages visited by users that are coming from channels that Google can not recognize

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Sorted by: Pageviews
Order: Descending

Page Title or URL	Users	Sessions	Bounce Rate	Mobile Bounce Rate	Average Time on Page	Goal Conversion R	Top Device
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Tablet
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Desktop
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Page Title or URL	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone





Google Ads

Brand Name

01.01.2020 – 31.01.2020



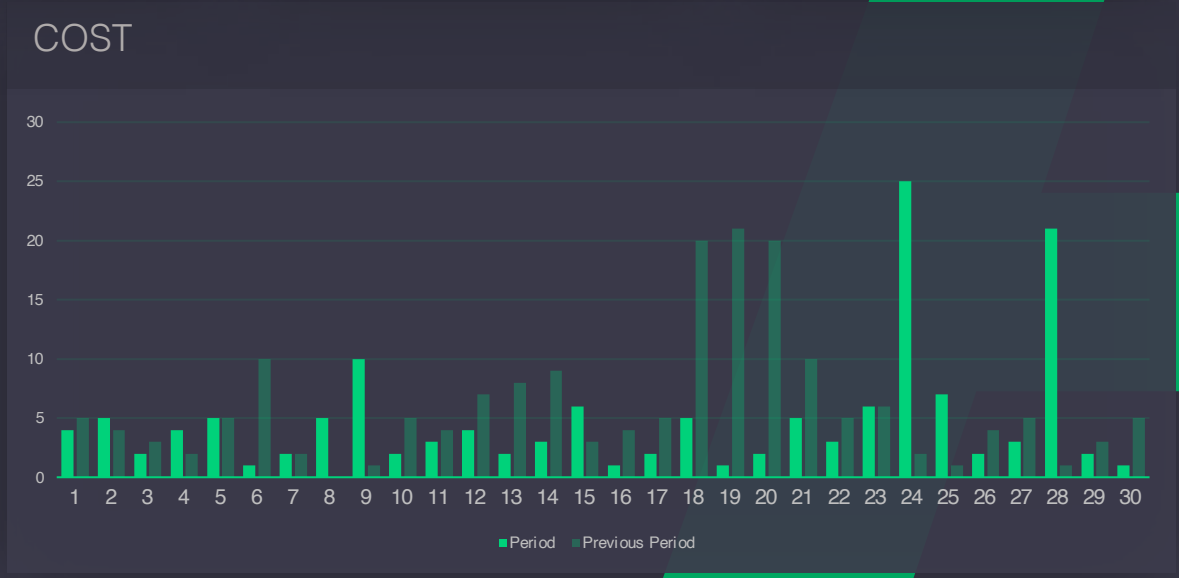
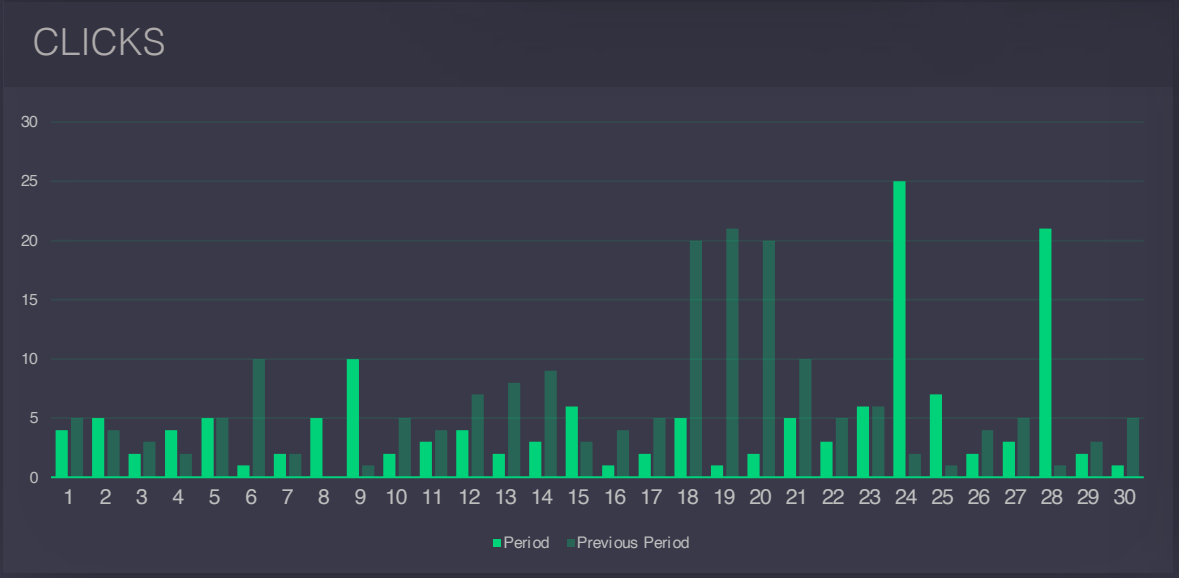
63 Google Ads Overview

How your Google Ads performed this period

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IMPRESSIONS	CLICKS	COST	CPC	SESSIONS
45,000 +35%	35,000 +3,526%	2,500 +35.24%	4,6 +24,20%	2,200,000 +25,20%



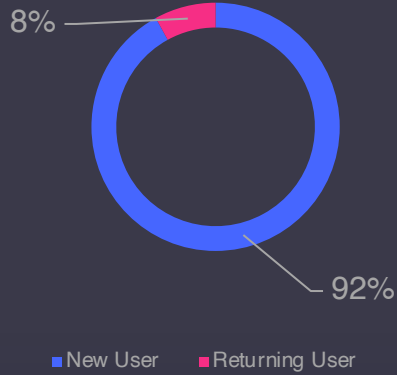
64 Ads Audience

Take a look at your ads audience and their behavior

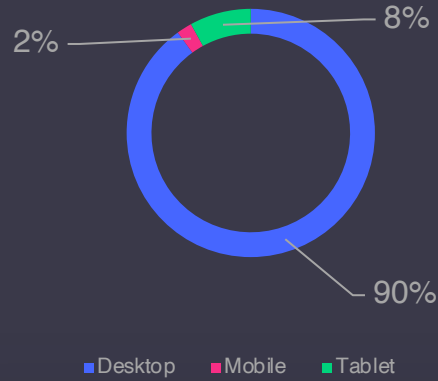
[Return to all slides](#)



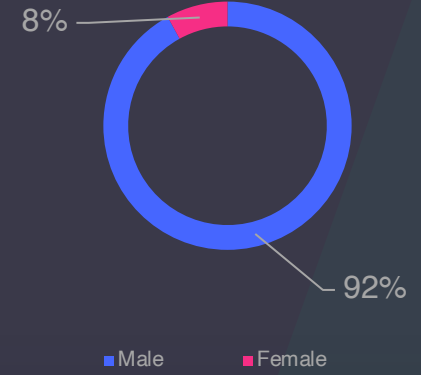
NEW VS RETURNING USER BY CLICKS



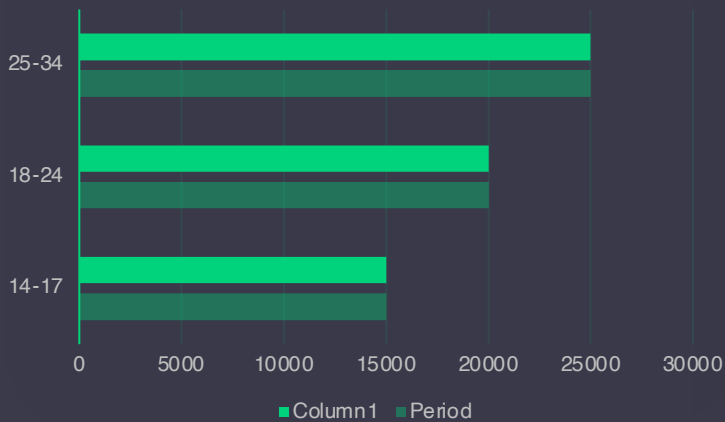
DEVICE BREAKDOWN BY CLICKS



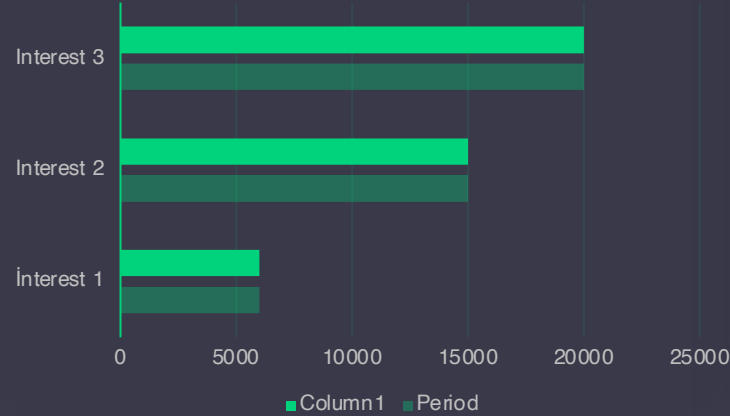
GENDER BY CLICKS



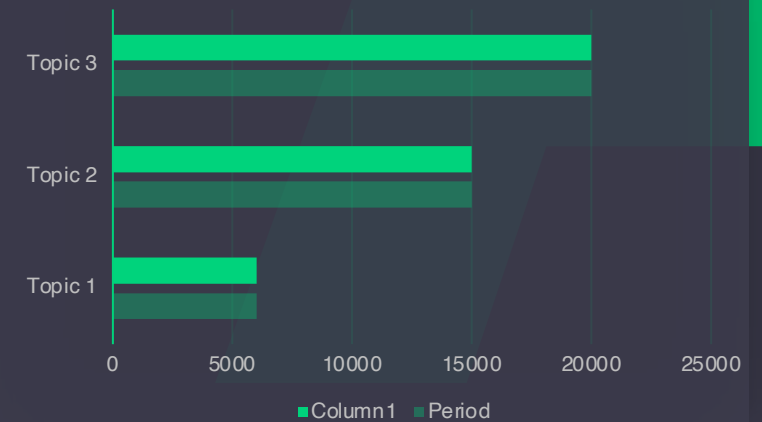
TOP 3 AGE BRACKETS BY CLICKS



TOP 3 INTERESTS & REMARKETING BY CLICKS



TOP 3 TOPICS BY CLICKS



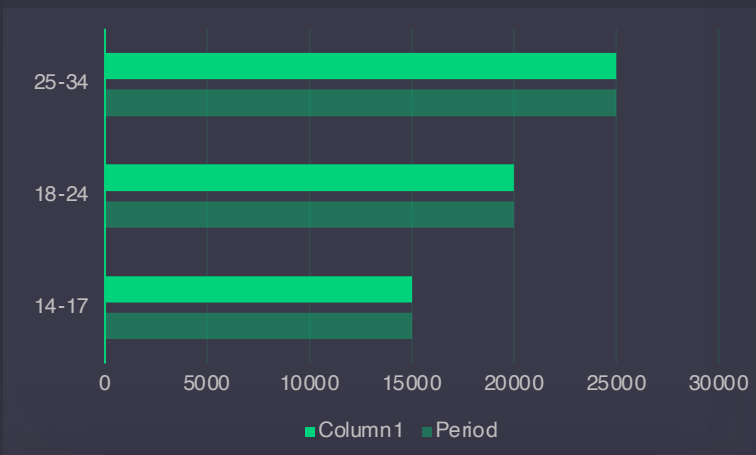
65 Top Ads Campaigns

Your top campaigns according to different key indicators

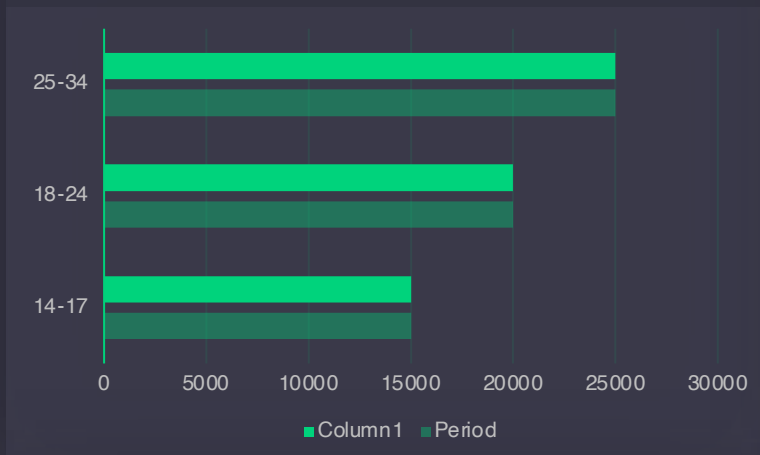
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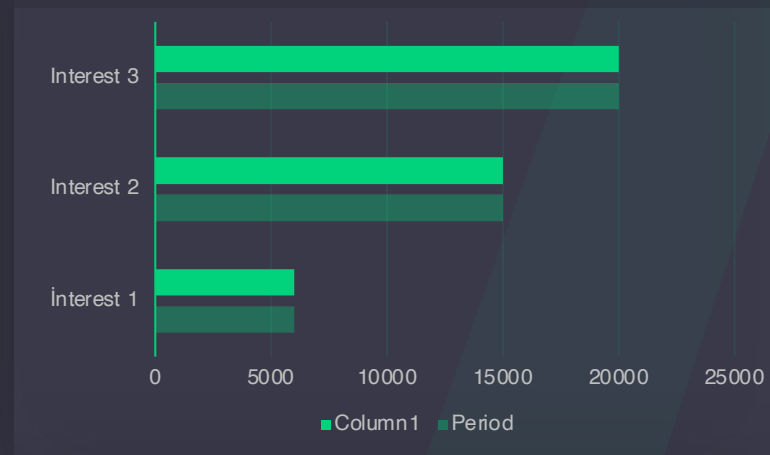
CAMPAIGN DISTRIBUTION BY CPC



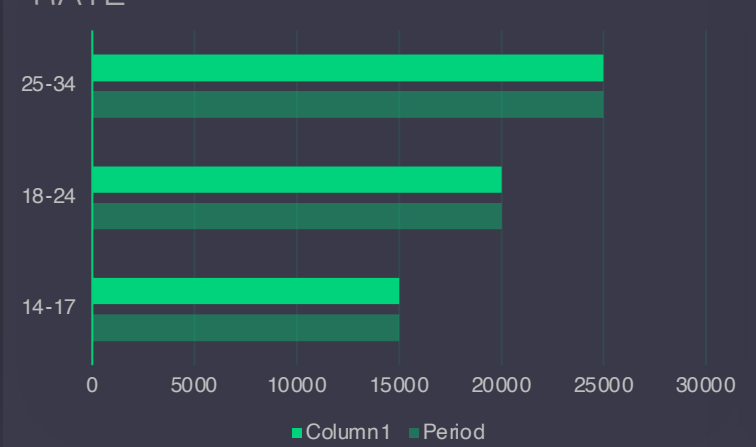
TOP 5 CAMPAIGNS BY COST



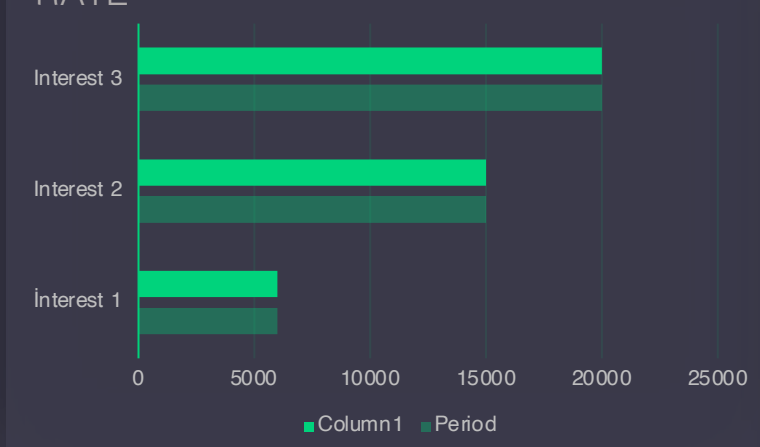
TOP 5 CAMPAIGNS BY CLICK



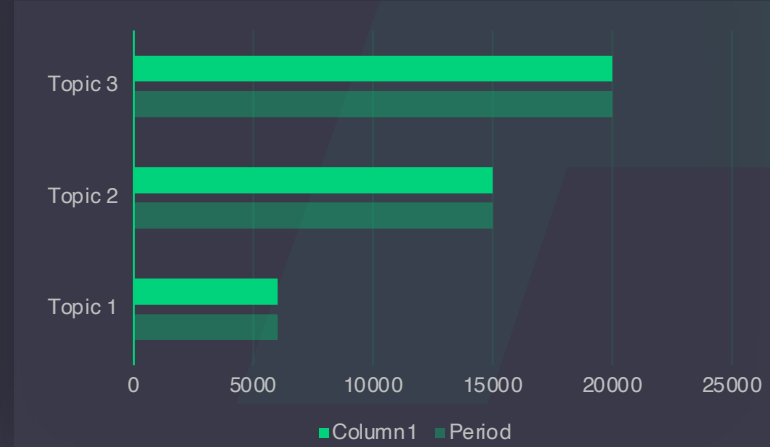
TOP 5 CAMPAIGNS BY BOUNCE RATE



TOP 5 CAMPAIGNS BY CONVERSION RATE



TOP 5 CAMPAIGNS BY REVENUE



66 Ads Campaigns

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Sorted by: Pageviews
Order: Descending

Campaigns	Clicks	Cost	CPC	Bounce Rate	Pages/Session	All Goal Conv Rat	Revenue	Sales Conv Rate
Campaigns	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Campaigns	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Campaigns	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Campaigns	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Campaigns	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Campaigns	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Campaigns	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Campaigns	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Campaigns	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%



68 Paid Keywords

Paid keyword results that leads to site visits by users that are coming from Paid search

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Sorted by: Pageviews
Order: Descending

Keywords	Ad Content	Clicks	Cost	CPC	Bounce Rate	Pages/Session	All Goal Conv Rat	Revenue	Sales Conv Rate
Keywords	Ad Content	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Keywords	Ad Content	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Keywords	Ad Content	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Keywords	Ad Content	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Keywords	Ad Content	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Keywords	Ad Content	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Keywords	Ad Content	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Keywords	Ad Content	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Keywords	Ad Content	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%



69 Paid Search Queries

Paid query results that leads to site visits by users that are coming from Paid search

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Sorted by: Pageviews
Order: Descending

Search Queries	Clicks	Cost	CPC	Bounce Rate	Pages/Session	All Goal Conv Rat	Revenue	Sales Conv Rate
Search Queries	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Search Queries	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Search Queries	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Search Queries	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Search Queries	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Search Queries	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Search Queries	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Search Queries	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Search Queries	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%



70 Final URLs

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A Final URL address is the full address of the page in your website that people reach when they click your ad. Let's see how your Final URLs performed.

Sorted by: Pageviews
Order: Descending

Final URL	Clicks	Cost	CPC	Bounce Rate	Pages/Session	All Goal Conv Rat	Revenue	Sales Conv Rate
Final URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Final URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Final URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Final URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Final URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Final URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Final URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Final URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%
Final URL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	43.25% -7%	20,000 -7%	43.25% -7%



71 Display Targeting

Your top performing Google Ads Display Targeting Campaigns

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Sorted by: Pageviews
Order: Descending

Display Keywords	Campaign	Clicks	Cost	CPC	Bounce Rate	All Goal Conv Rat	Revenue	Sales Conv Rate
Final URL	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Final URL	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Final URL	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Final URL	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Final URL	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Final URL	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Final URL	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Final URL	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Final URL	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%



72 Managed Placements

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Your ads were shown in different domains on the GDN. Let's check out which one worked the best

Sorted by: Pageviews
Order: Descending

Domain	Campaign	Clicks	Cost	CPC	Bounce Rate	All Goal Conv Rat	Revenue	Sales Conv Rate
Domain	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Domain	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Domain	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Domain	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Domain	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Domain	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Domain	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Domain	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Domain	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%



73 Topics

Check out the topics that performed the best for your Display campaigns

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Sorted by: Pageviews
Order: Descending

Topics	Campaign	Clicks	Cost	CPC	Bounce Rate	All Goal Conv Rat	Revenue	Sales Conv Rate
People & Society/Family & Relationships/....	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
People & Society/Family & Relationships/....	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
People & Society/Family & Relationships/....	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
People & Society/Family & Relationships/....	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
People & Society/Family & Relationships/....	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
People & Society/Family & Relationships/....	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
People & Society/Family & Relationships/....	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
People & Society/Family & Relationships/....	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
People & Society/Family & Relationships/....	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%



74 Interests and Remarketing

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Check out the interest category or the remarketing list that performed the best for your Display campaigns

Sorted by: Pageviews
Order: Descending

Interest and Remarketing	Campaign	Clicks	Cost	CPC	Bounce Rate	All Goal Conv Rat	Revenue	Sales Conv Rate
People & Society/Family & Relationships/....	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
People & Society/Family & Relationships/....	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
People & Society/Family & Relationships/....	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
People & Society/Family & Relationships/....	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
People & Society/Family & Relationships/....	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
People & Society/Family & Relationships/....	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
People & Society/Family & Relationships/....	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
People & Society/Family & Relationships/....	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
People & Society/Family & Relationships/....	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%



75 Age

Check out the age brackets that performed the best for your Display campaigns

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Sorted by: Pageviews
Order: Descending

Age	Campaign	Clicks	Cost	CPC	Bounce Rate	All Goal Conv Rat	Revenue	Sales Conv Rate
Age	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Age	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Age	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Age	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Age	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Age	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Age	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Age	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Age	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%



76 Gender

Check out the gender that performed the best for your Display campaigns

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Sorted by: Pageviews
Order: Descending

Gender	Campaign	Clicks	Cost	CPC	Bounce Rate	All Goal Conv Rat	Revenue	Sales Conv Rate
Gender	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Gender	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Gender	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Gender	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Gender	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Gender	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Gender	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Gender	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Gender	Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nis...	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%



77 Video Campaigns

Your top performing Google Ads Video Campaigns

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Sorted by: Pageviews
Order: Descending

Campaign	Campaign ID	Paidviews	Cost	CPC	Bounce Rate	All Goal Conv Rat	Revenue	Sales Conv Rate
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%



78 Shopping Campaigns

Your top performing Shopping Campaigns

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Sorted by: Pageviews
Order: Descending

Campaign	Campaign ID	Video	Clicks	Cost	CPC	All Goal Conv Rat	Revenue	Sales Conv Rate
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	#UniBaby Yenidoğanda	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	#UniBaby Yenidoğanda	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	#UniBaby Yenidoğanda	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	#UniBaby Yenidoğanda	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	#UniBaby Yenidoğanda	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	#UniBaby Yenidoğanda	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	#UniBaby Yenidoğanda	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	#UniBaby Yenidoğanda	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	#UniBaby Yenidoğanda	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Unibaby_Yenidoğan Pamuk Mendil_GDN_28Mayıs14Haziran_Nisan_20000TL	1100101010	#UniBaby Yenidoğanda	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%





Technology

Brand Name

01.01.2020 – 31.01.2020



80 Technology Overview

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Users entered your website from devices such as a mobile phone or a tablet. See how those devices performed

DESKTOP USERS

45,000

+35%

PHONE USERS

35,000

+3,526%

TABLET USERS

2,500

+35.24%

MOBILE BOUNCE RATE

4,6%

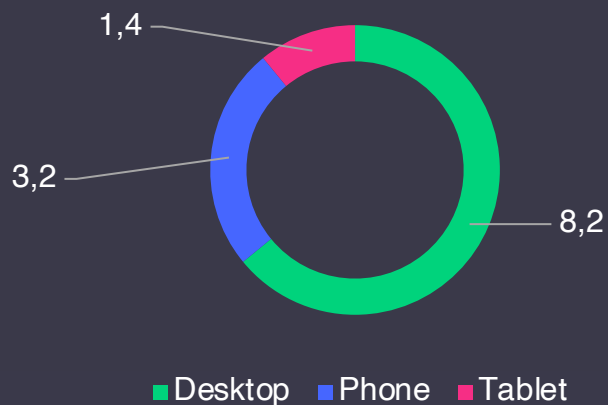
+24,20%

MOBILE PAGES PER SESSION

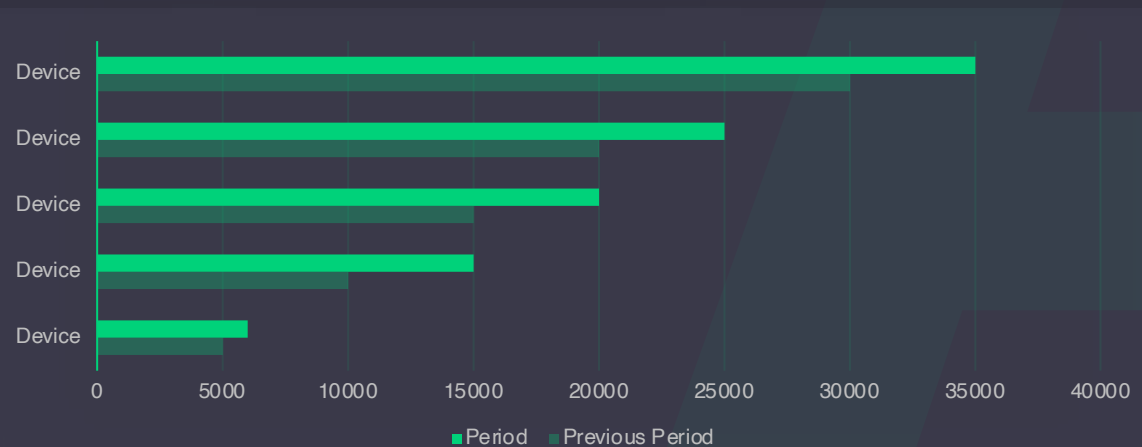
2.2

+25,20%

DEVICE CATEGORY BREAKDOWN BY USER



TOP 5 MOBILE DEVICES BY USER



81 Device Category Performance

Top Performing device categories

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Sorted by: Pageviews
Order: Descending

Device	Users	Sessions	Bounce Rate	Mobile Bounce Rate	Average Session Dur.	All Goal Conversion	Revenue	Sales Conversion R
Phone	16,321 <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>
Mobile	16,321 <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>
Tablet	16,321 <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>



82 Device Conversions

Daily performance of your mobile and desktop device conversion rate

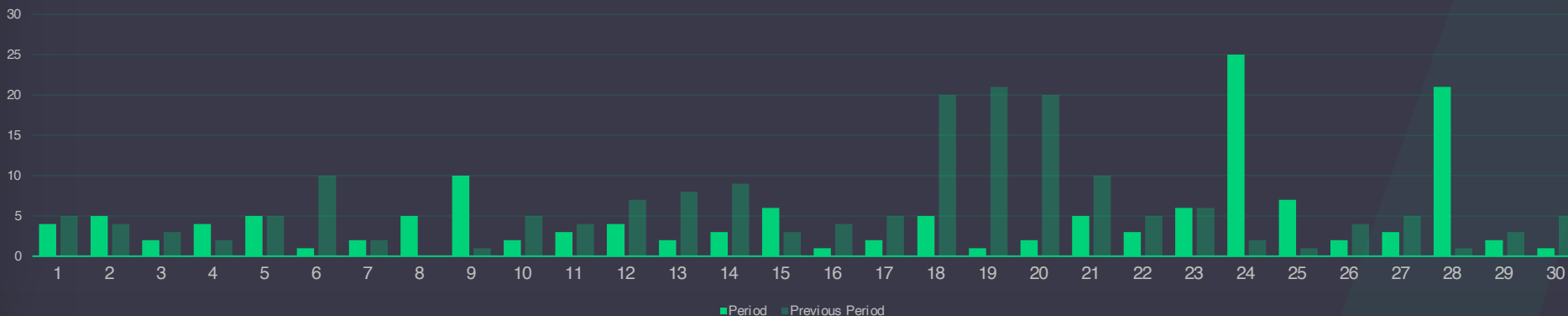
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DESKTOP SALES
CONVERSION RATE

1,1M
+35%

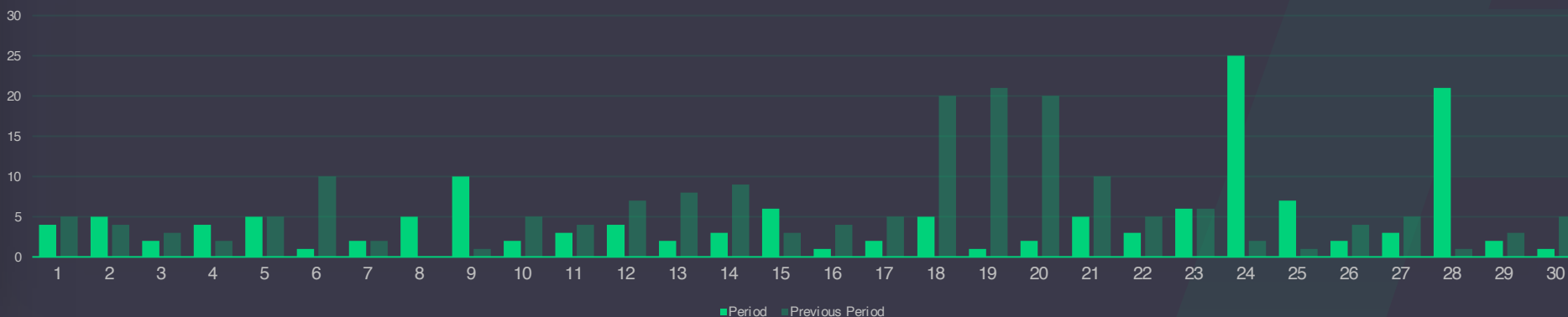
DESKTOP SALES CONVERSION RATE DAILY CHART



MOBILE SALES
CONVERSION RATE

2.2
+35%

MOBILE SALES CONVERSION RATE DAILY CHART



83 Mobile Conversions Top 10 URL

Your top performing landing pages accessed from a mobile device

[Return to all slides](#)



Sorted by: Pageviews
Order: Descending

Page Title	Pageviews	Users	Bounce Rate	Time on Page	All Goals Conv Rate	Revenue	Sales Conv Rate	Compared to Desktop Views
Page Title	16,321 <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	249.33 <small>-2%</small>	2,6 <small>-2%</small>	20,000 <small>-7%</small>	2,6 <small>-2%</small>	+60,000
Page Title	16,321 <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	249.33 <small>-2%</small>	2,6 <small>-2%</small>	20,000 <small>-7%</small>	2,6 <small>-2%</small>	+60,000
Page Title	16,321 <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	249.33 <small>-2%</small>	2,6 <small>-2%</small>	20,000 <small>-7%</small>	2,6 <small>-2%</small>	+60,000
Page Title	16,321 <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	249.33 <small>-2%</small>	2,6 <small>-2%</small>	20,000 <small>-7%</small>	2,6 <small>-2%</small>	+60,000
Page Title	16,321 <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	249.33 <small>-2%</small>	2,6 <small>-2%</small>	20,000 <small>-7%</small>	2,6 <small>-2%</small>	+60,000
Page Title	16,321 <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	249.33 <small>-2%</small>	2,6 <small>-2%</small>	20,000 <small>-7%</small>	2,6 <small>-2%</small>	+60,000
Page Title	16,321 <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	249.33 <small>-2%</small>	2,6 <small>-2%</small>	20,000 <small>-7%</small>	2,6 <small>-2%</small>	+60,000
Page Title	16,321 <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	249.33 <small>-2%</small>	2,6 <small>-2%</small>	20,000 <small>-7%</small>	2,6 <small>-2%</small>	+60,000
Page Title	16,321 <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	249.33 <small>-2%</small>	2,6 <small>-2%</small>	20,000 <small>-7%</small>	2,6 <small>-2%</small>	+60,000



84

Desktop Conversions Top 10 URL

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Your top performing landing pages accessed from a laptop or a desktop

Sorted by: Pageviews
Order: Descending

	Pageviews	Users	Bounce Rate	Time on Page	All Goals Conv Rate	Revenue	Sales Conv Rate	Compared to Mobile Views
Page Title	16,321 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	20,000 -7%	2,6 -2%	-60,000
Page Title	16,321 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	20,000 -7%	2,6 -2%	-60,000
Page Title	16,321 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	20,000 -7%	2,6 -2%	-60,000
Page Title	16,321 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	20,000 -7%	2,6 -2%	-60,000
Page Title	16,321 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	20,000 -7%	2,6 -2%	-60,000
Page Title	16,321 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	20,000 -7%	2,6 -2%	-60,000
Page Title	16,321 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	20,000 -7%	2,6 -2%	-60,000
Page Title	16,321 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	20,000 -7%	2,6 -2%	-60,000
Page Title	16,321 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	20,000 -7%	2,6 -2%	-60,000



85 Browser Report

Your top performing browsers and the ones that need a little bit more testing

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Sorted by: Pageviews
Order: Descending

Browser	Pageviews	Unique Views	Users	Bounce Rate	Time on Page	All Goals Conv Rate	Revenue	Sales Conv Rate
Browser	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	20,000 -7%	2,6 -2%
Browser	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	20,000 -7%	2,6 -2%
Browser	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	20,000 -7%	2,6 -2%
Browser	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	20,000 -7%	2,6 -2%
Browser	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	20,000 -7%	2,6 -2%
Browser	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	20,000 -7%	2,6 -2%
Browser	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	20,000 -7%	2,6 -2%
Browser	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	20,000 -7%	2,6 -2%
Browser	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	20,000 -7%	2,6 -2%





Site Content

Brand Name

01.01.2020 – 31.01.2020



87 Overview

How users interact after they land on your website

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PAGEVIEWS

45,000
+35%

UNIQUE PAGEVIEWS

35,000
+3,526%

AVG. TIME ON PAGE

230
+35.24%

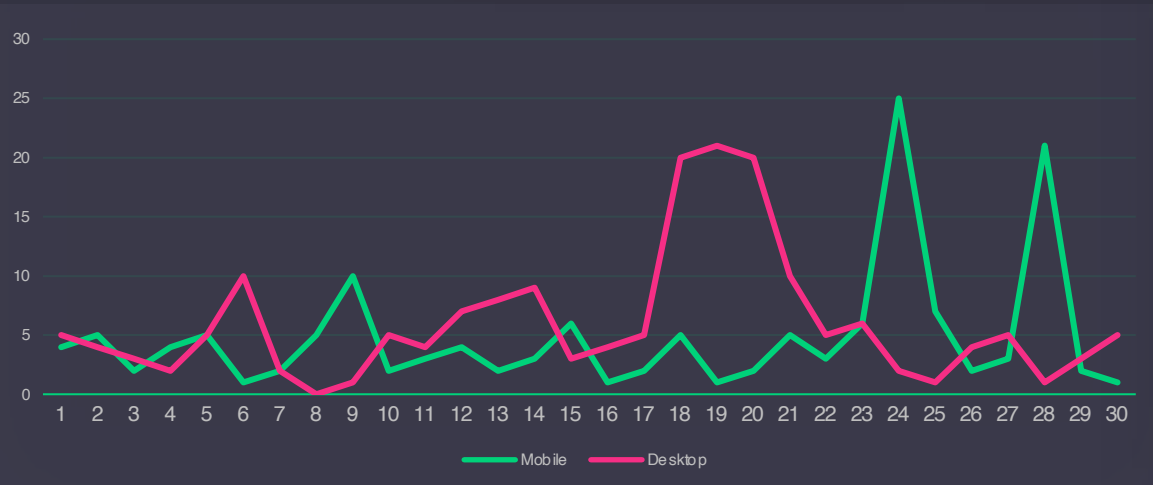
BOUNCE RATE %

34%
+24,20%

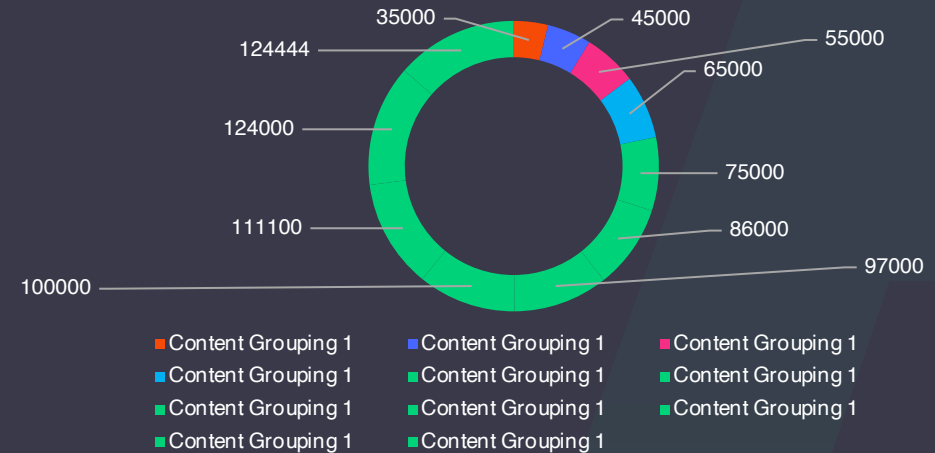
% EXITED

2.2%
+25,20%

MOBILE OVER DESKTOP PAGEVIEWS



CONTENT GROUPING



88 Most Visited Pages

Your most visited pages

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Sorted by: Pageviews
Order: Descending

Page Title or URL	Pageviews	Unique Views	Avg. Time on Page	Entrances	Bounce Rate	Exits	All Goal Conv Rate	Top Channel
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	Organic
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	Organic
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	Organic
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	Organic
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	Organic
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	Organic
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	Organic
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	Organic
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	Organic
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	Organic



89 Most Visited Pages from Desktop

Your most visited pages from a desktop or a laptop

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Sorted by: Pageviews
Order: Descending

Page Title or URL	Pageviews	Unique Views	Avg. Time on Page	Entrances	Bounce Rate	Exits	All Goal Conv Rate	Top Channel
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic



90 Most Visited Pages from Mobile

Your most visited pages from a mobile device

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Sorted by: Pageviews
Order: Descending

Page Title or URL	Pageviews	Unique Views	Avg. Time on Page	Entrances	Bounce Rate	Exits	All Goal Conv Rate	Top Channel
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic



91 Most Exited Pages

Users tend to stop browsing and leave after these pages

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Sorted by: Pageviews
Order: Descending

Page Title or URL	Pageviews	Unique Views	Avg. Time on Page	Entrances	Bounce Rate	Exits	All Goal Conv Rate	Top Channel
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic
Page Title or URL	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	43.25% -7%	Organic





Site Search

Brand Name

01.01.2020 – 31.01.2020



93 Overview

Do people find what they are looking for through site search

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SESSIONS WITH SEARCH

45,000

+35%

TOTAL UNIQUE SEARCHES

35,000

+3,526%

RESULTS PAGEVIEWS / SEARCH

2,500

+35.24%

% SEARCH EXITS

3,500

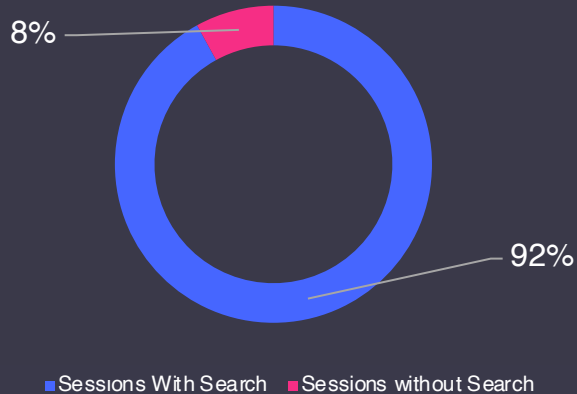
+24,20%

% SEARCH REFINEMENTS

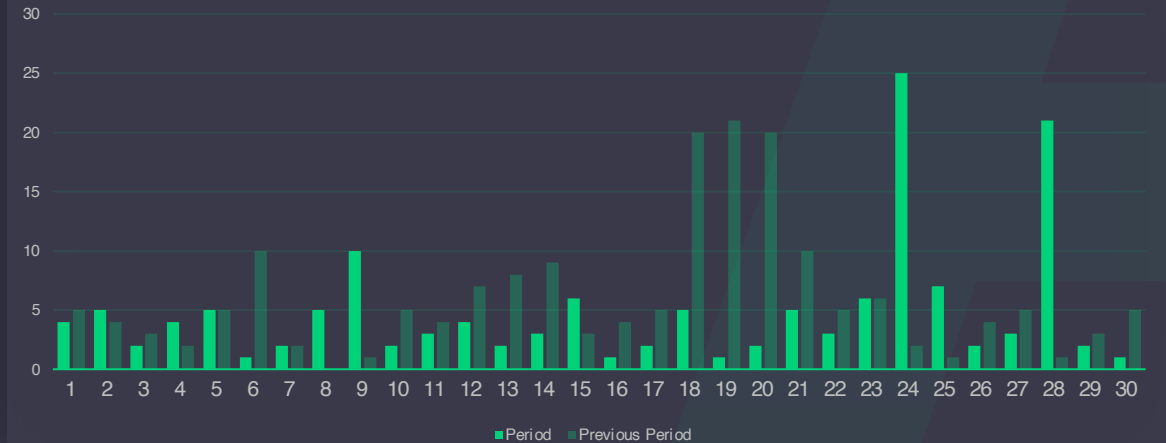
2.2

+25,20%

SESSIONS WITH SEARCH



DAILY UNIQUE SEARCHES



94 Search Depth

Daily performance of your site search

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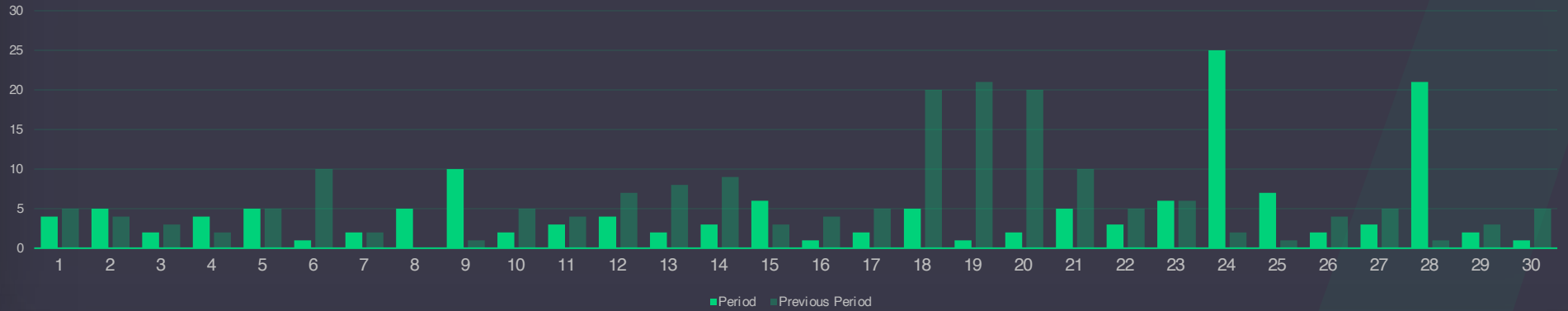
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TIME AFTER SEARCH

1,1M
+35%

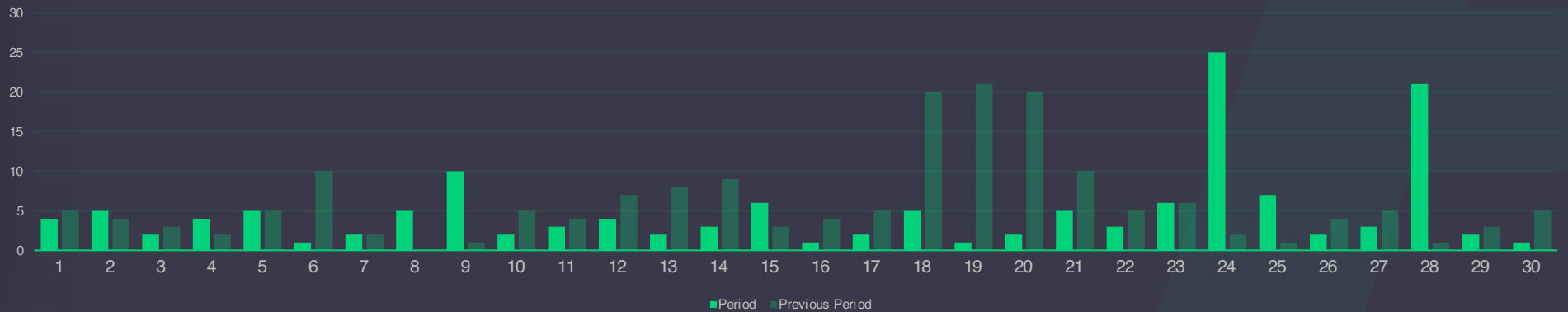
TIME AFTER SEARCH DAILY CHART



AVG. SEARCH DEPTH

2.2
+35%

AVG. SEARCH DEPTH DAILY CHART



95 Site Search Terms

Top searched keywords/terms on your website and how they performed

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Sorted by: Pageviews
Order: Descending

Search Term	Total Unique Searches	Result Pageviews /S	% Search Exits	% Search Refinement	Time after Search	Av.g Search D	Top Device	Top Channel
Search Term	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	Phone	Organic
Search Term	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	Tablet	Organic
Search Term	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	Desktop	Organic
Search Term	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	Phone	Organic
Search Term	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	Phone	Organic
Search Term	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	Phone	Organic
Search Term	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	Phone	Organic
Search Term	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	Phone	Organic
Search Term	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	Phone	Organic
Search Term	16,321 -7%	20,000 -7%	249.33 -2%	43.25% -7%	43.25% -7%	43.25% -7%	Phone	Organic



96 Search Pages

Pages where visitors hit the search button and pages users go from search results

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Search Start Page	Total Unique S	Time after search	Exits
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%

Search Destination Page	Total Unique S	Time after Search	Exits
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%
Page Title or URL	16,321 -7%	249.33 -2%	43.25% -7%





Search Console

Brand Name

01.01.2020 – 31.01.2020



98 Overview

A look at your Search Engine traffic and performance

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IMPRESSIONS

45,000
+35%

CLICKS

35,000
+3,526%

CTR

2,500
+35.24%

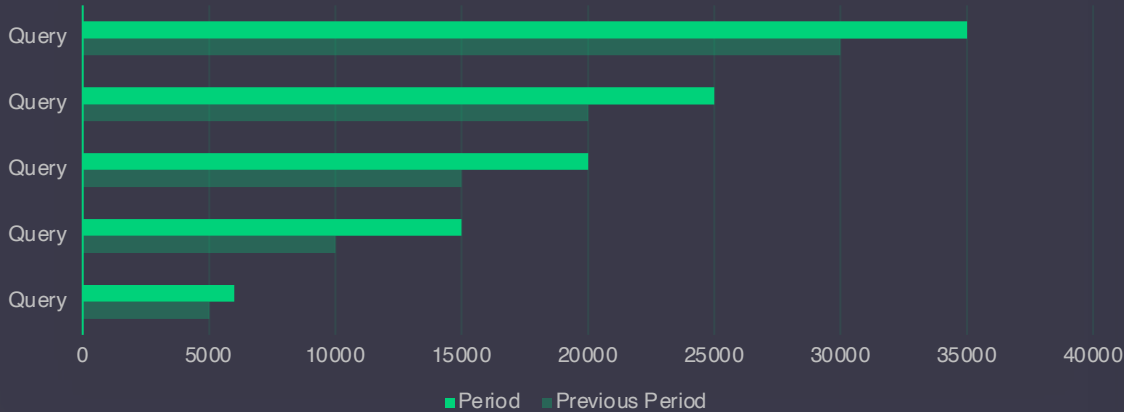
AVERAGE POSITION

3,500
+24,20%

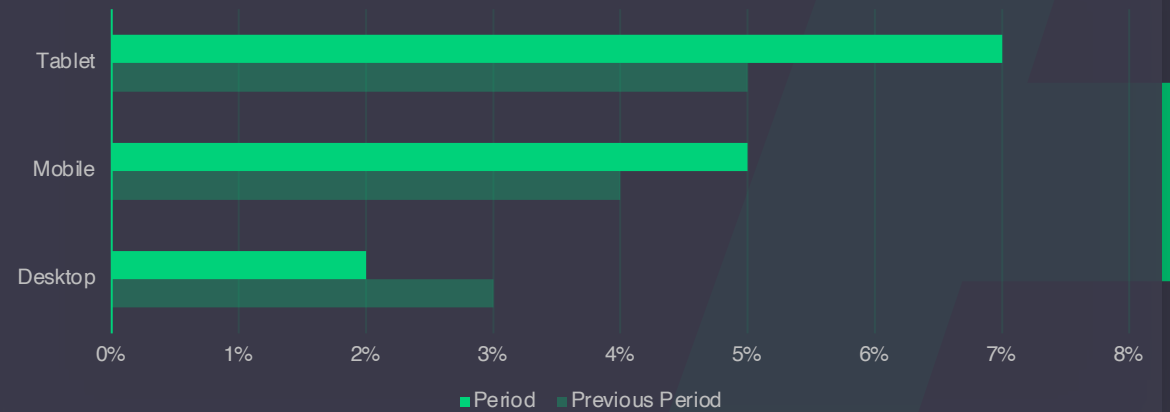
SESSIONS

2.2
+25,20%

TOP QUERIES



DEVICE CATEGORY



99 Impressions & Clicks

Take a look at your daily Search Engine Impressions and Clicks

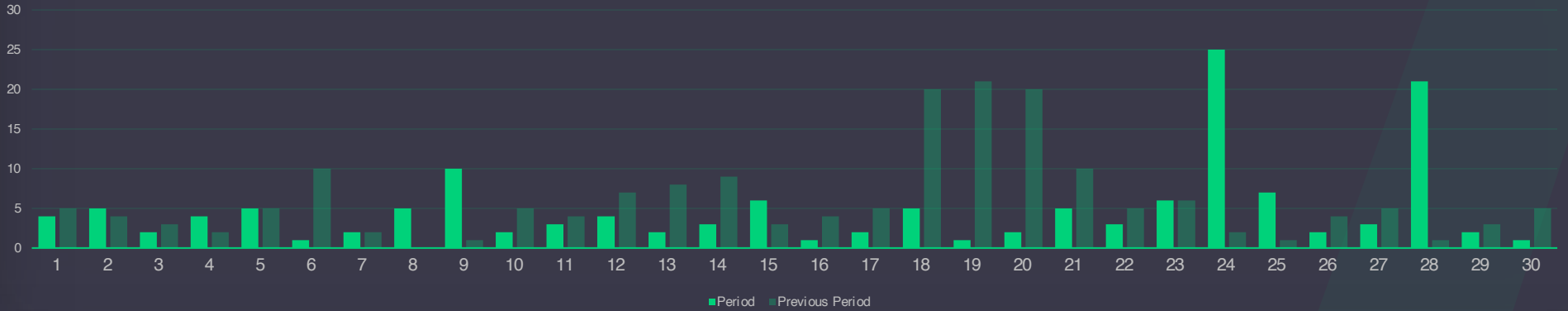
[Return to all slides](#)



IMPRESSIONS

1,1M
+35%

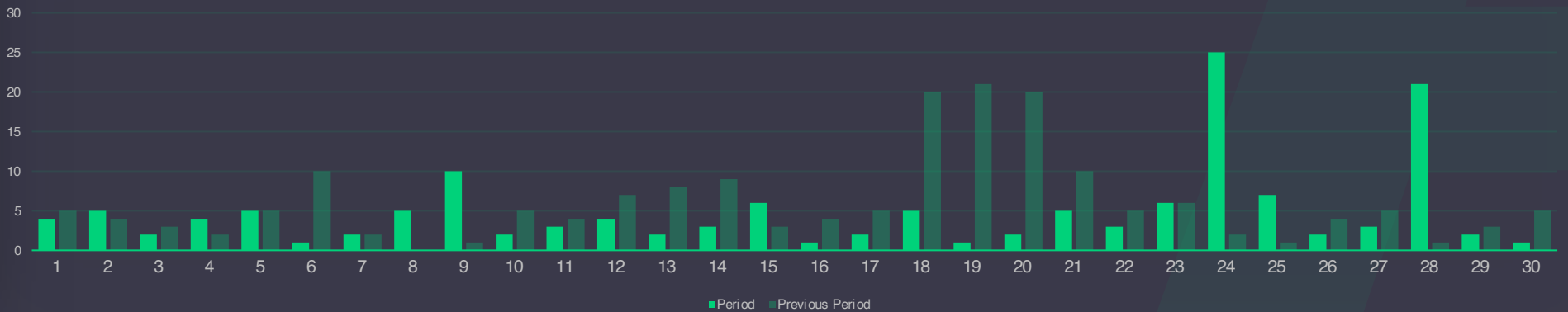
IMPRESSIONS DAILY CHART



CLICKS

1,5M
+35%

CLICKS DAILY CHART



00 Landing Pages

Top Performing Search Engine Landing Pages

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Sorted by: Pageviews
Order: Descending

Landing Pages	Impressions	Clicks	CTR	Average Position	Bounce Rate	All Goal Conv	Revenue	Sales Conv Rate	Top Device
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Tablet
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Desktop
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Page Title or URL	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone



01 Search Queries

Top Performing Search Engine Queries

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Sorted by: Pageviews
Order: Descending

Search Query	Impressions	Clicks	CTR	Average Position	Bounce Rate	All Goal Conv	Revenue	Sales Conv Rate	Top Device
Search Query	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Search Query	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Tablet
Search Query	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Desktop
Search Query	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Search Query	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Search Query	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Search Query	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Search Query	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Search Query	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone



02 Search Device Category

Top devices that people search from

[Return to all slides](#)



Sorted by: Pageviews
Order: Descending

Device Category	Impressions	Clicks	CTR	Average Position	Bounce Rate	All Goal Conv	Revenue	Sales Conv Rate
Phone	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Tablet	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%
Desktop	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%



03 Countries

Top countries that people search from

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Sorted by: Pageviews
Order: Descending

Country	Impressions	Clicks	CTR	Average Position	Bounce Rate	All Goal Conv	Revenue	Sales Conv Rate	Top Device
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Tablet
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Desktop
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone





Demographics

Brand Name

01.01.2020 – 31.01.2020



05 Overview

An overview of Demographics and Geography including, country, city, age and gender of your visitors

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TOP COUNTRY

Turkey

TOP CITY

Istanbul

TOP AUDIENCE

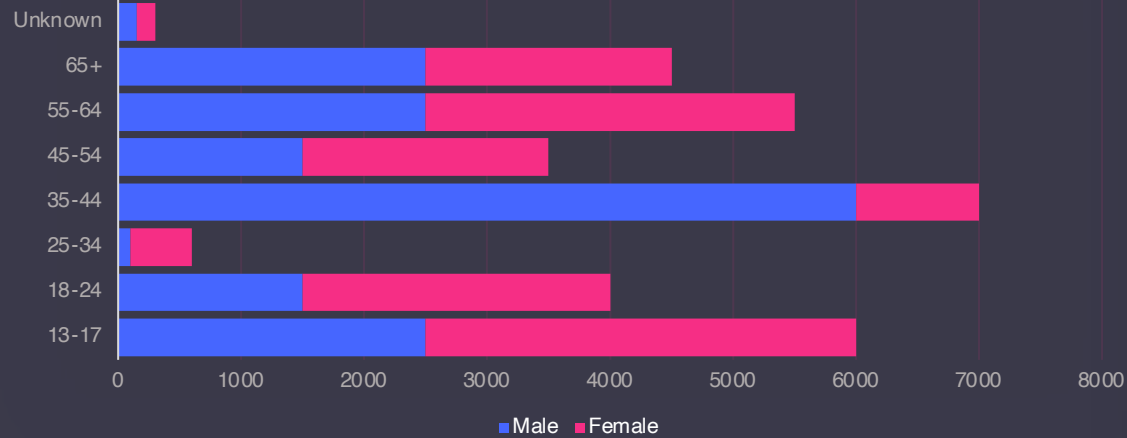
25-34
Male

TOP AGE GROUP

25-34

TOP GENDER

USERS BY AGE BREAKDOWN



USERS BY GENDER



06 Age Performance

Performance breakdown of visitors by age brackets

[Return to all slides](#)



Sorted by: Pageviews
Order: Descending

Age Group	Sessions	Users	New Users	Bounce Rate (%)	Avg. Session Duration	Pages Per Session	Goal Conv. Rate (%)	Revenue
13-17	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
18-24	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
25-34	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
35-44	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
45-54	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%



07 Gender Performance

Performance breakdown of visitors by gender

[Return to all slides](#)



Sorted by: Pageviews
Order: Descending

Age Group	Sessions	Users	New Users	Bounce Rate (%)	Avg. Session Duration	Pages Per Session	Goal Conv. Rate (%)	Revenue
Male	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
Female	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%



08 Audience Performance

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Performance breakdown of audience brackets where age gender metrics are taken into consideration together

Sorted by: Pageviews
Order: Descending

Audience Group	Sessions	Users	New Users	Bounce Rate (%)	Avg. Session Duration	Pages Per Session	Goal Conv. Rate (%)	Revenue
13-17 Female	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
18-24 Male	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
25-34 Male	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
35-44 Female	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
45-54 Male	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
13-17 Male	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
18-24 Female	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
25-34 Female	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
35-44 Female	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%
45-54 Male	16,321 -7%	20,000 -7%	20,000 -7%	43.25% -7%	249.33 -2%	2,6 -2%	43.25% -7%	2,500,000 -2%



09 Day and Time Performance

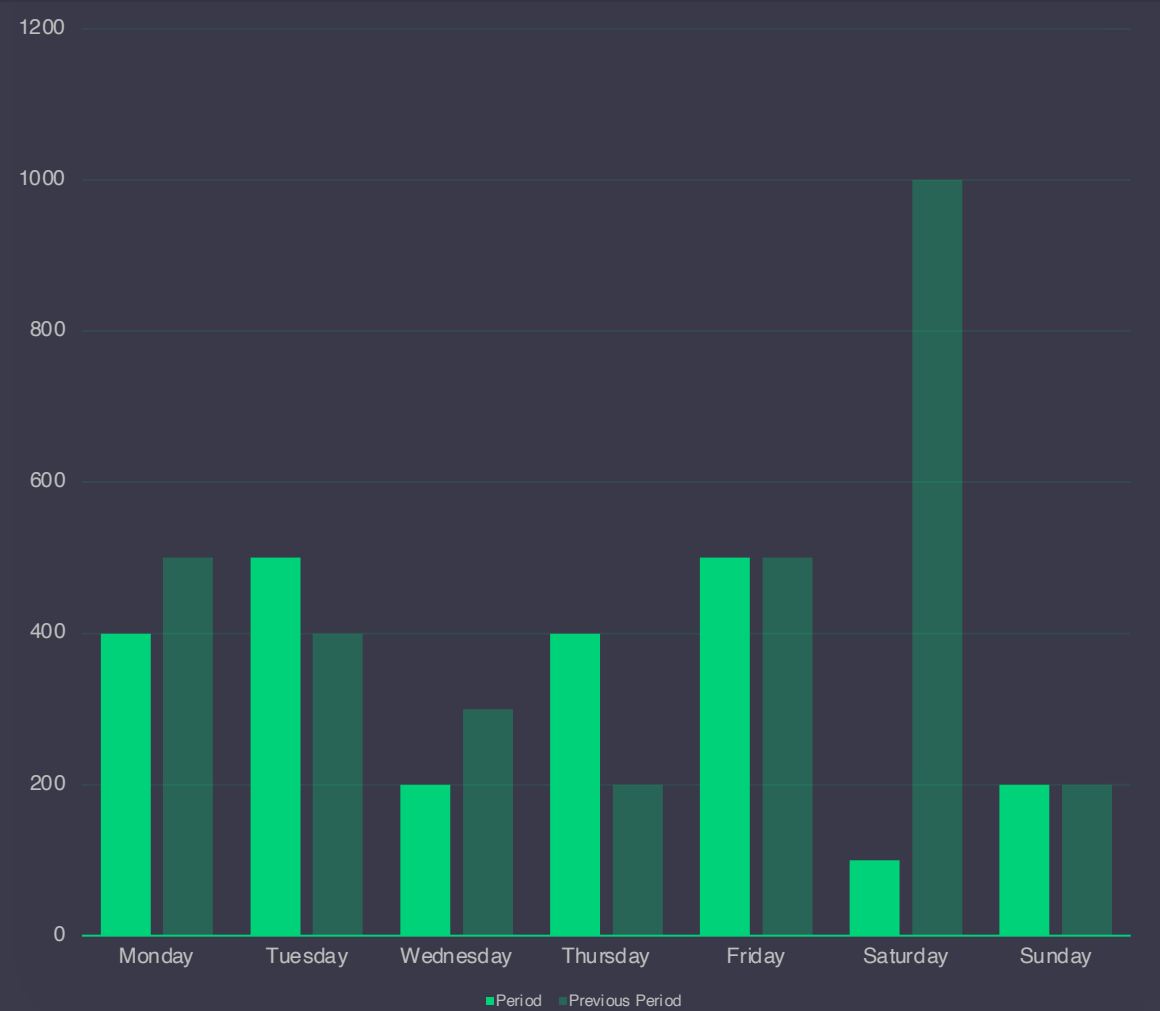
On what day and which hours visitors are more likely to visit your website

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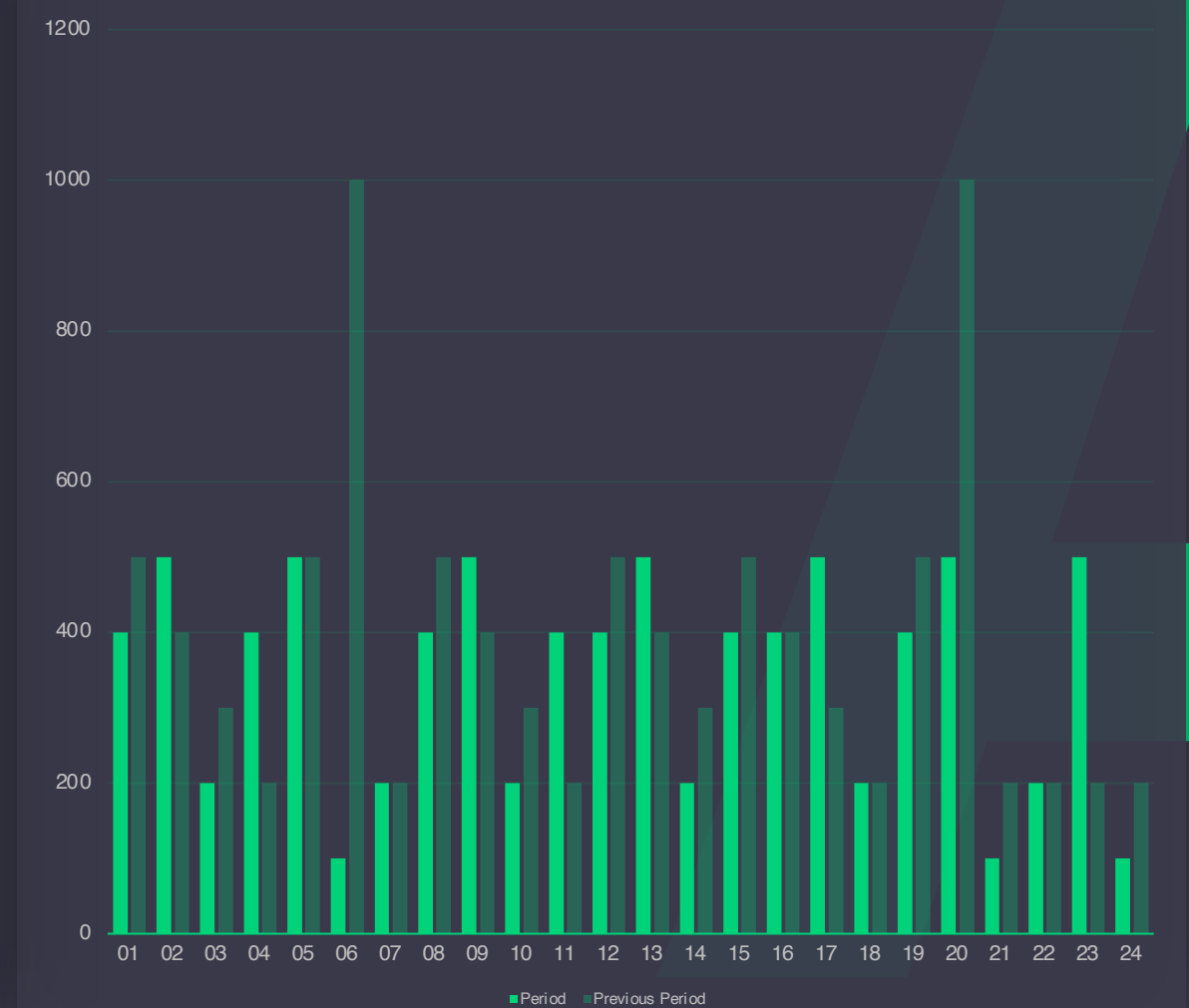
TIME OF DAY BY USER



DAY OF WEEK BY USER



TIME OF DAY BY USER





Geography

Brand Name

01.01.2020 – 31.01.2020



112 Top Countries and Cities

Top performing countries and cities

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Country	Users	Avg. Session Du	Bounce Rate
Country	16,321 -7%	249.33 -2%	43.25% -7%
Country	16,321 -7%	249.33 -2%	43.25% -7%
Country	16,321 -7%	249.33 -2%	43.25% -7%
Country	16,321 -7%	249.33 -2%	43.25% -7%
Country	16,321 -7%	249.33 -2%	43.25% -7%
Country	16,321 -7%	249.33 -2%	43.25% -7%
Country	16,321 -7%	249.33 -2%	43.25% -7%
Country	16,321 -7%	249.33 -2%	43.25% -7%
Country	16,321 -7%	249.33 -2%	43.25% -7%
Country	16,321 -7%	249.33 -2%	43.25% -7%

City	Users	Avg. Session D	Bounce Rate
City	16,321 -7%	249.33 -2%	43.25% -7%
City	16,321 -7%	249.33 -2%	43.25% -7%
City	16,321 -7%	249.33 -2%	43.25% -7%
City	16,321 -7%	249.33 -2%	43.25% -7%
City	16,321 -7%	249.33 -2%	43.25% -7%
City	16,321 -7%	249.33 -2%	43.25% -7%
City	16,321 -7%	249.33 -2%	43.25% -7%
City	16,321 -7%	249.33 -2%	43.25% -7%
City	16,321 -7%	249.33 -2%	43.25% -7%
City	16,321 -7%	249.33 -2%	43.25% -7%





Goal Performance

Brand Name

01.01.2020 – 31.01.2020



14 Goal Performance Overview

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Goals are set to measure how often users complete your target objectives. Let's check out how your Goals performed this period

GOAL COMPLETIONS

11,240

+45%

GOAL VALUE

150,000

+45%

GOAL CONVERSION RATE

5.54%

+45%

TOTAL GOAL ABANDONS

574,414

+45%

TOTAL GOAL ABANDONMENT RATE

75.4%

+45%

Goal Source / Medium	Completions	% Completi
Google / organic	16,321 -7%	249.33 -2%
...	16,321 -7%	249.33 -2%
	16,321 -7%	249.33 -2%
	16,321 -7%	249.33 -2%
	16,321 -7%	249.33 -2%

Goal Completion Location	Completions	% Completi
/	16,321 -7%	249.33 -2%
/	16,321 -7%	249.33 -2%
/	16,321 -7%	249.33 -2%
/	16,321 -7%	249.33 -2%
/	16,321 -7%	249.33 -2%



115 Goal Performance

A breakdown of your goals by name

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Sorted by: Pageviews
Order: Descending

Goal	Goal Definition	Goal Completions	Goal Conv Rate	Goal Value	Top Channel	Top Device
01	Goal	43.25% -7%	43.25% -7%	20,000 TRY -7%	Organic	Phone
02	Goal	43.25% -7%	43.25% -7%	20,000 TRY -7%	Organic	Tablet
03	Goal	43.25% -7%	43.25% -7%	20,000 TRY -7%	Organic	Desktop
04	Goal	43.25% -7%	43.25% -7%	20,000 TRY -7%	Organic	Phone
05	Goal	43.25% -7%	43.25% -7%	20,000 TRY -7%	Organic	Phone
06	Goal	43.25% -7%	43.25% -7%	20,000 TRY -7%	Organic	Phone
07	Goal	43.25% -7%	43.25% -7%	20,000 TRY -7%	Organic	Phone
08	Goal	43.25% -7%	43.25% -7%	20,000 TRY -7%	Organic	Phone
09	Goal	43.25% -7%	43.25% -7%	20,000 TRY -7%	Organic	Phone
10	Goal	43.25% -7%	43.25% -7%	20,000 TRY -7%	Organic	Phone



116 Goal X Completions by Day

Goal 1 "Sepete At" performance by day

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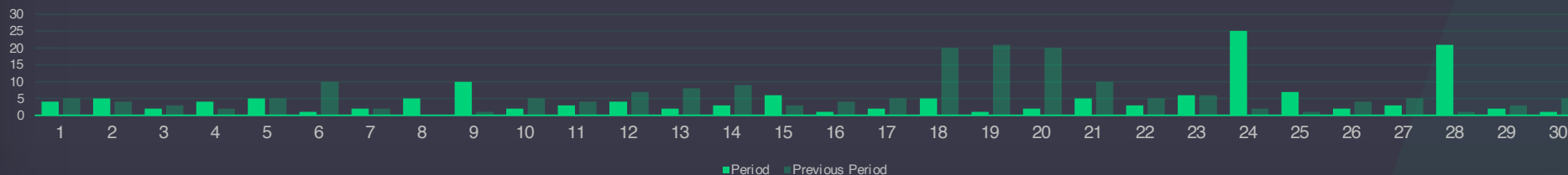


GOAL CONVERSIONS

125,000

+56%

GOAL X CONVERSION BY DAY

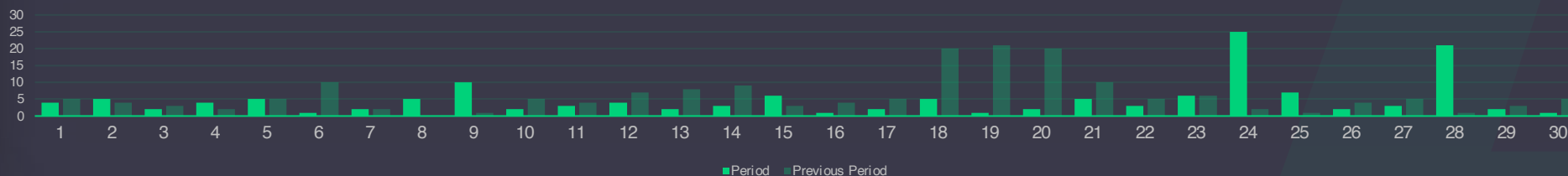


GOAL Y CONVERSION RATE

5,55%

+56%

GOAL X CONVERSION RATE BY DAY

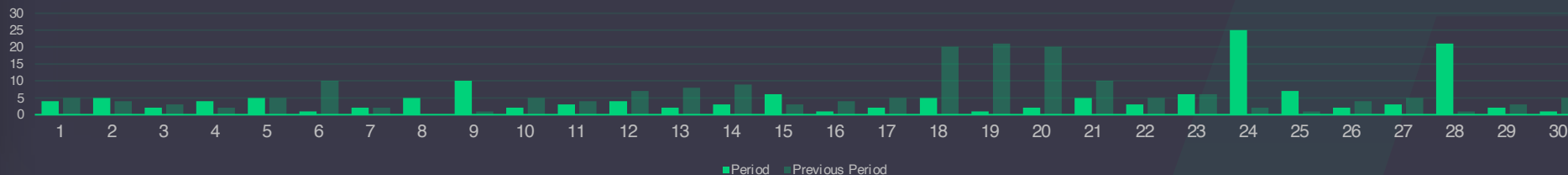


GOAL X ABANDONMENT RATE

75,66%

+56%

GOAL X ABANDONMENT RATE BY DAY



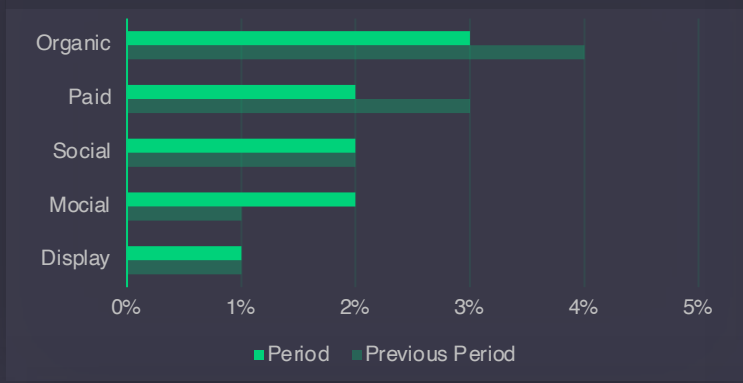
117 Goal X Advanced Metrics

Goal 1 "Sepete At" conversion performance by advanced metrics

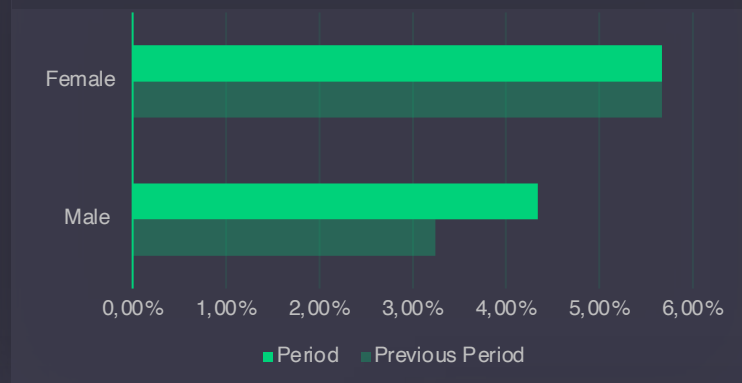
[Return to all slides](#)



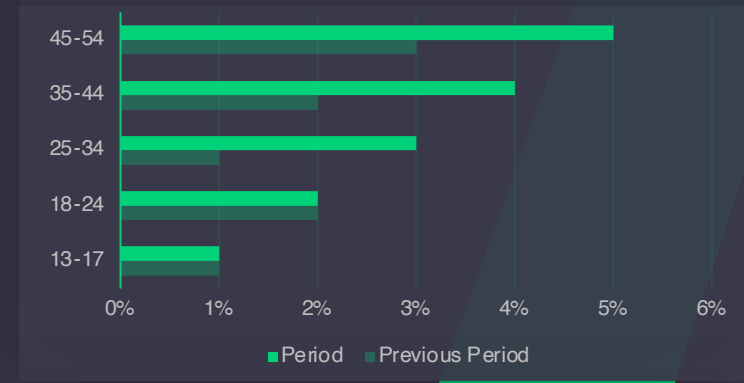
GOAL CONVERSION RATE CHANNEL



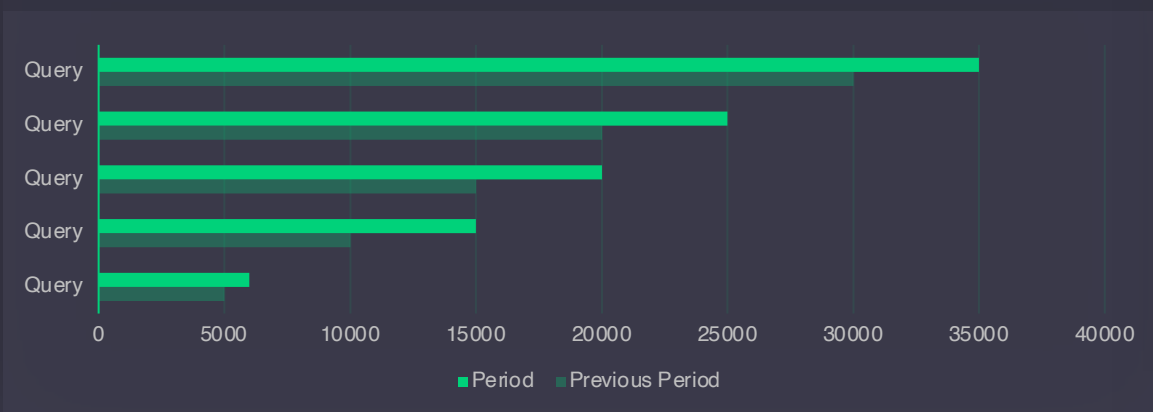
GOAL CONVERSION RATE GENDER



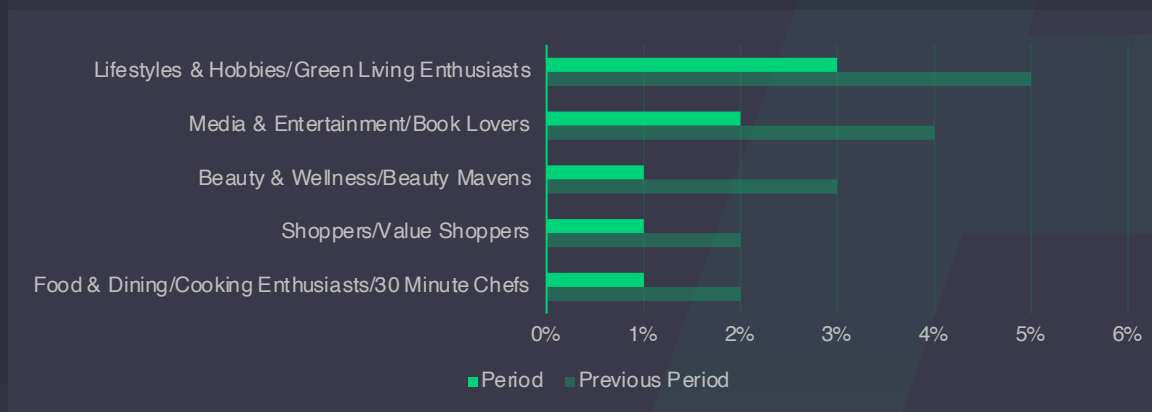
GOAL CONVERSION RATE AGE



GOAL CONVERSION RATE DEVICES



GOAL CONVERSION AFFINITY





Events

Brand Name

01.01.2020 – 31.01.2020



119 Event Performance Overview

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Events are set to understand user interactions with content. Let's see how your events performed this period

TOTAL EVENTS

11,240

+45%

UNIQUE EVENTS

150,000

+45%

SESSIONS WITH EVENTS

5.54%

+45%

EVENT VALUE

574,414

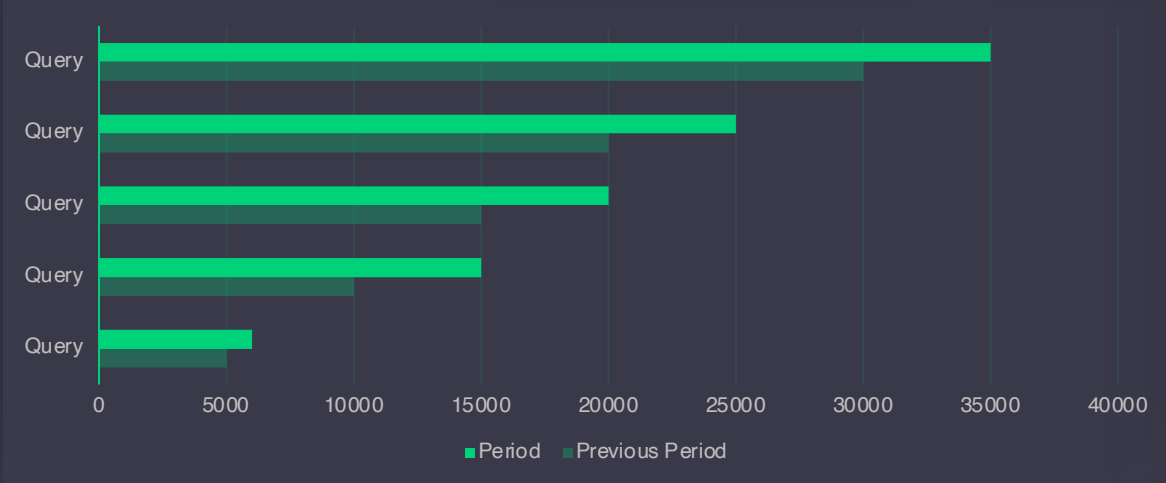
+45%

AVG. EVENT VALUE

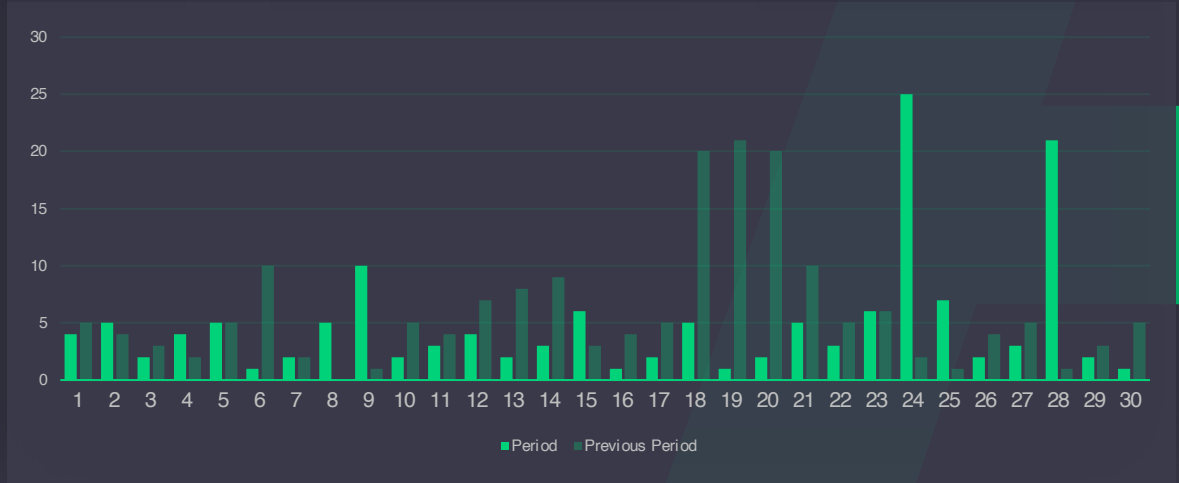
75.4%

+45%

EVENT CATEGORIES



EVENTS DAILY



20 Events List

Your Top events by event category

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Sorted by: Pageviews
Order: Descending

Event Category	Event Action	Total Events	Unique Events	Event Value	Top Channel	Top Device
Event Category	Event Action	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Phone
Event Category	Event Action	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Tablet
Event Category	Event Action	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Desktop
Event Category	Event Action	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Phone
Event Category	Event Action	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Phone
Event Category	Event Action	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Phone
Event Category	Event Action	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Phone
Event Category	Event Action	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Phone
Event Category	Event Action	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Phone
Event Category	Event Action	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Phone



21 Event Pages

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This are the pages where users mostly interacted with content hence with an event.
Let's check out your top performing pages in erms of events

Sorted by: Pageviews
Order: Descending

Pages	Total Events	Unique Events	Event Value	Top Channel	Top Device
Page Title	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Phone
Page Title	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Tablet
Page Title	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Desktop
Page Title	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Phone
Page Title	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Phone
Page Title	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Phone
Page Title	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Phone
Page Title	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Phone
Page Title	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Phone
Page Title	43.25% -7%	43.25% -7%	20,000 -7%	Organic	Phone





Campaigns

Brand Name

01.01.2020 – 31.01.2020



23 Campaigns Top 10

Your top performing campaigns

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Sorted by: Pageviews
Order: Descending

Page Title or URL	Users	Sessions	Bounce Rate	Mobile Bounce Rate	Average Time on Page	Goal Conversion R	Sales Conv. Rate	Top Device	Top Channel
Link	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	43.25% -7%	Phone	Organic
Link	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	43.25% -7%	Tablet	Organic
Link	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	43.25% -7%	Desktop	Organic
Link	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	43.25% -7%	Phone	Organic
Link	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	43.25% -7%	Phone	Organic
Link	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	43.25% -7%	Phone	Organic
Link	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	43.25% -7%	Phone	Organic
Link	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	43.25% -7%	Phone	Organic
Link	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	43.25% -7%	Phone	Organic





Paid Speed

Brand Name

01.01.2020 – 31.01.2020



25 Page Speed Overview

Your site's speed can affect your visitors experience. Let's see how your site's speed was this period

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AVG. PAGE LOAD TIME (SEC)

11,240

+45%

AVG. PAGE DOWNLOAD TIME (SEC)

150,000

+45%

AVG. DOMAIN LOOKUP TIME (SEC)

5.54%

+45%

AVG. SERVER CONNECTION TIME (SEC)

574,414

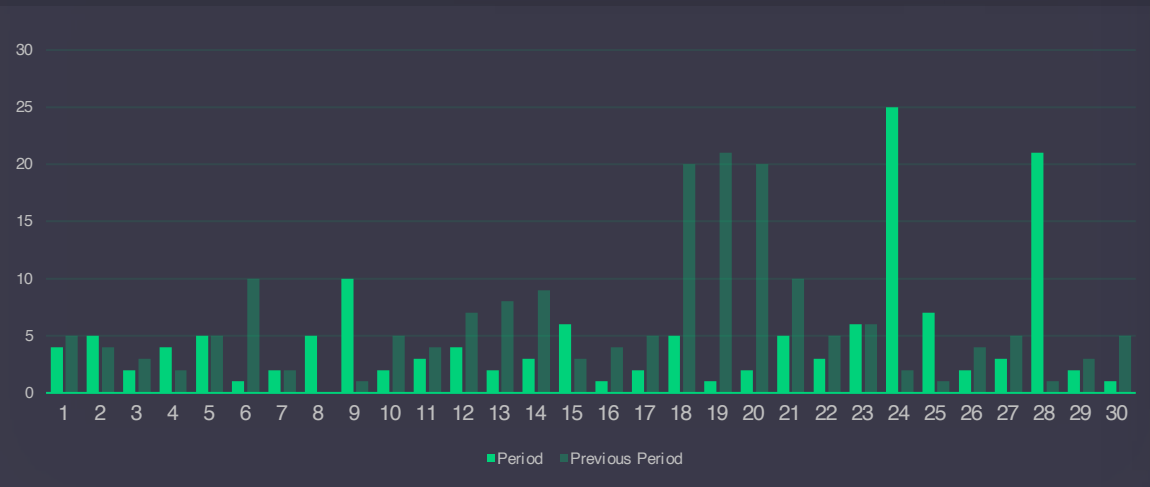
+45%

AVG. SERVER RESPONSE TIME (SEC)

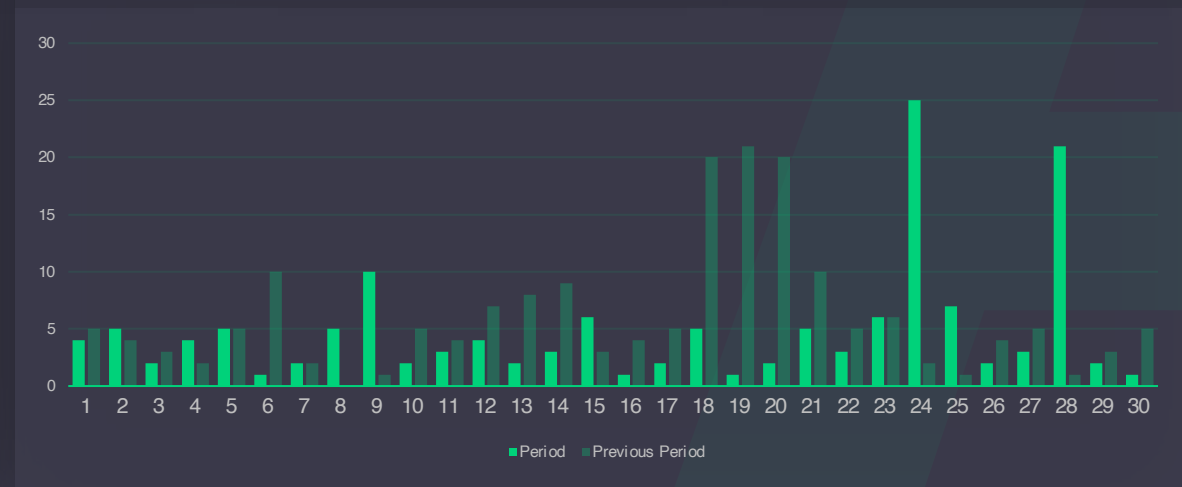
75.4%

+45%

AVG. PAGE LOAD TIME(SEC)



AVG. PAGE DOWNLOAD TIME (SEC)






26 Page Timings

Top pages by pageviews and how they compare to your site average

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Page Title / URL	Pageview	Bounce Rate	% Exit	Avg. Page Load Time Sec	Compared to Avg Page Load Time
Page Title / URL	20,000 -7%	20,000 -7%	43.25% -7%	43.13 -7%	 65
Page Title / URL	20,000 -7%	20,000 -7%	43.25% -7%	43.13 -7%	 55
Page Title / URL	20,000 -7%	20,000 -7%	43.25% -7%	43.13 -7%	 45
Page Title / URL	20,000 -7%	20,000 -7%	43.25% -7%	43.13 -7%	 55
Page Title / URL	20,000 -7%	20,000 -7%	43.25% -7%	43.13 -7%	 45
Page Title / URL	20,000 -7%	20,000 -7%	43.25% -7%	43.13 -7%	-10 
Page Title / URL	20,000 -7%	20,000 -7%	43.25% -7%	43.13 -7%	 75
Page Title / URL	20,000 -7%	20,000 -7%	43.25% -7%	43.13 -7%	-60 
Page Title / URL	20,000 -7%	20,000 -7%	43.25% -7%	43.13 -7%	 30
Page Title / URL	20,000 -7%	20,000 -7%	43.25% -7%	43.13 -7%	-50 





Insights

Brand Name

01.01.2020 – 31.01.2020



30 Insights

Here are some insights that we have found and recommendations on how to solve them and grow your audience

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Sorted by: Pageviews
Order: Descending

Issue No	Platform	Issue	Recommendation	Priority	Section	Category	Status	Dated Issued
1	Website	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	Check ou the screenshot: https:xyz.url/tyn.xlm	Low	Campaigns	Engage with your customer	On going	01.02.2019
2	Website	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	Low	Traffic Quality	Behavior	On going	01.02.2019
3	Website	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	High	Campaigns	Campaigns	On going	01.02.2019
4	Website	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	Mid	Traffic Quality	Engagement	On going	01.02.2019
5	Website	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	Low	Traffic Quality	Reach	On going	01.02.2019



Google Analytics Report

Brand Name

01.01.2020 – 30.01.2020

