

Site summary of Google Merchandise Store

Data via Google Analytics

Users
151,076
↓ -1.2%

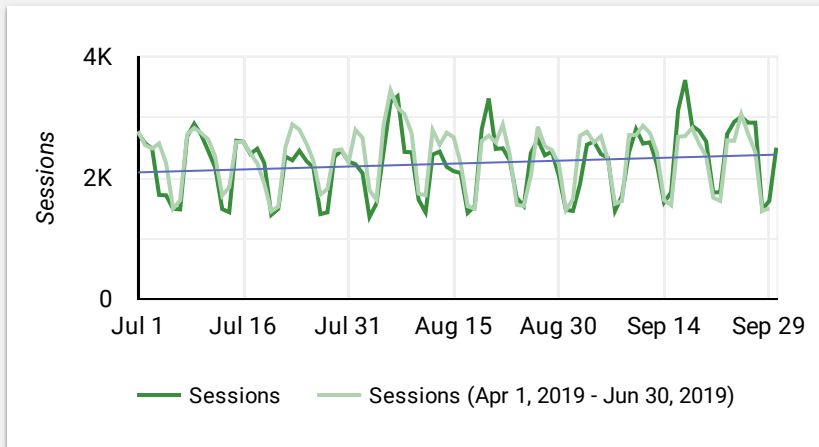
Sessions
206,019
↓ -3.5%

Pageviews
916,576
↓ -5.2%

Bounce Rate
44.1%
↑ 4.8%

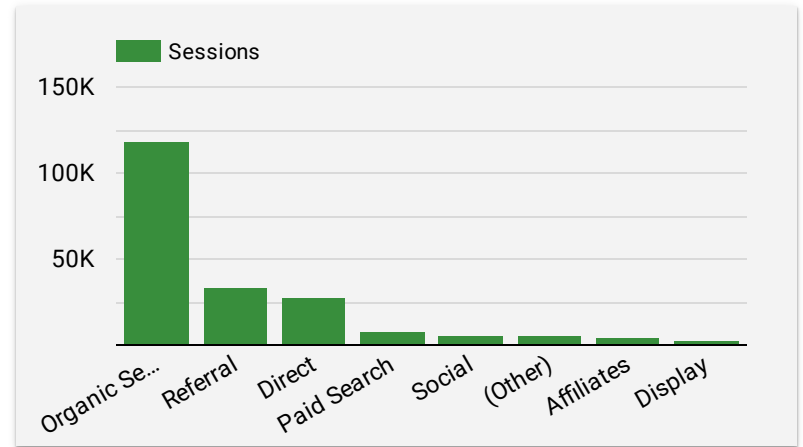
How do sessions compare to last quarter?

This quarter vs. previous quarter



What channels drive traffic?

Sessions this month by acquisition channel



What are the pages that are exited the most?

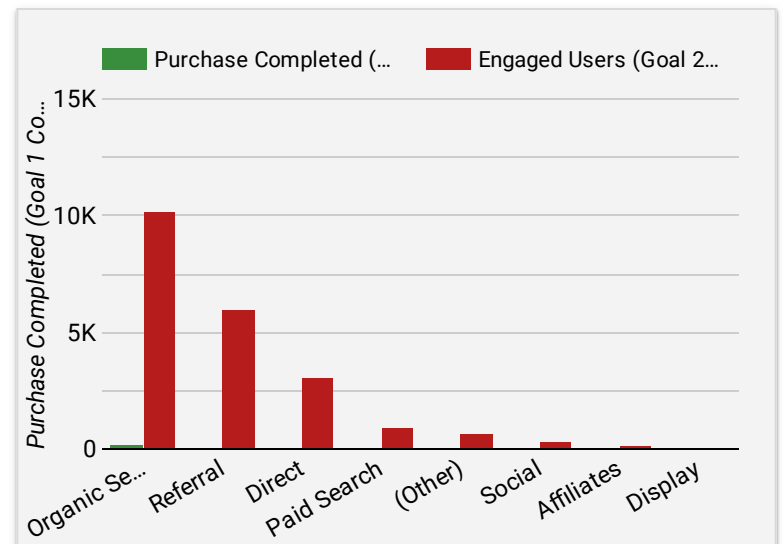
Most-visited pages & % exit

Exit Page	% Exit	Pageviews
1. /home	45.84%	
2. /basket.html	8.97%	
3. /store.html	26.74%	
4. /google+redesign/apparel/m...	33.43%	
5. /google+redesign/shop+by+b...	48.59%	
6. /payment.html	5.42%	
7. /yourinfo.html	6.23%	
8. /asearch.html	24.07%	
9. /signin.html	19.08%	
10. /google+redesign/apparel	28.07%	

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Which channels drive goal completion?

Goals: Purchases and Engaged Users



PERFORMANCE INSIGHTS

The data on this page suggest we should do these things:

- Sessions are down -3.5% compared to the previous period. consider paid search marketing to increase number of sessions and increase interest in potential new customers.
- Exit page rates are affected by redesign pages. Consider excluding +redesign pages from data to check for broken links that could be affecting goal completion rates and exit rates.
- Goal completions are also down this quarter by -5.6%. Consider creating content campaigns for the holiday season (Q4) on social media, to increase Purchase Completed Goal Completions.

Goal Completion & Rate Analysis

Compared to previous period

Goal Conversion Rate
14.56%
↓ -2.2%

Goal Completions
29,990
↓ -5.6%

Audience summary of Google Merchandise Store

Data via Google Analytics

Users

151,076

↓ -1.2%

New Users

145,716

↑ 0.2%

Number of Sessions per User

1.36

↓ -2.3%

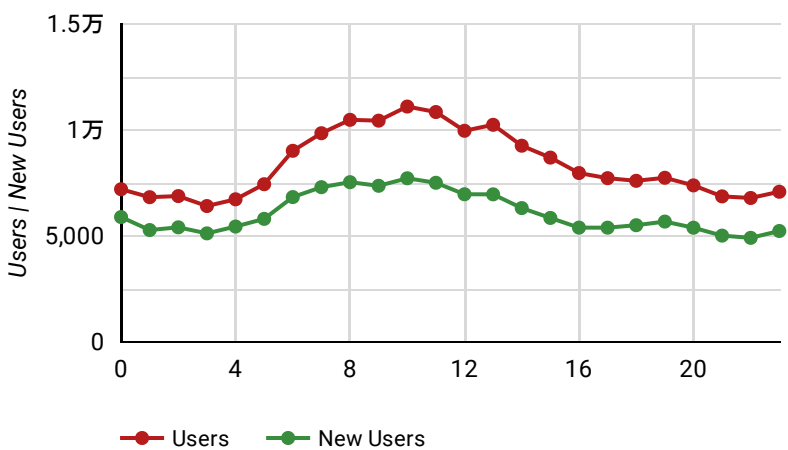
Avg. QTY

1.74

↑ 12.4%

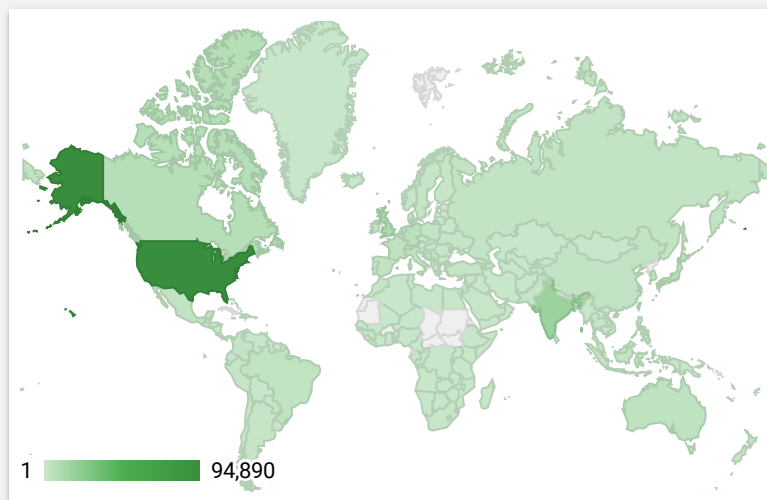
When do users visit us?

Avg. users vs. new users



What are the top countries by sessions?

Sessions this quarter by country.



AUDIENCE INSIGHTS

Three things the data tell us about our audience that help us create better products, content and targeting:

1. Target audiences during the 8:00 am and 12:30 pm hours to increase users and number of sessions per user. This seems to be a high engagement time frame for both user types.
2. United States, specifically Mountain View and New York City have high session and page view numbers. Work on targeting the lower 4 cities that have session numbers lower than 1,000.
3. The majority of users are *New Visitors* and comprise of almost two-thirds Male. Segment new, female users during targeting to increase female engagement with the website.

What are the top cities by sessions/views in the United States?

Sessions this month by city

	City	Sessions	Pageviews
1.	(not set)	4,143	<div style="width: 100%;"></div>
2.	Mountain View	3,636	<div style="width: 88%;"></div>
3.	New York	2,098	<div style="width: 51%;"></div>
4.	San Francisco	1,869	<div style="width: 45%;"></div>
5.	Sunnyvale	1,214	<div style="width: 30%;"></div>
6.	London	1,014	<div style="width: 25%;"></div>
7.	San Jose	987	<div style="width: 24%;"></div>
8.	Los Angeles	771	<div style="width: 19%;"></div>
9.	Chicago	651	<div style="width: 16%;"></div>
10.	Seattle	602	<div style="width: 15%;"></div>

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Who are our users?

User demographics by sessions

