

Google Analytics  
Default All Slides Report

---

**Acorn Hills**

---

01.04.2024 - 01.05.2024

# 02 Quick Healthcheck

Let's see your vitals before we get started



## Exceptional Performance

### Acorn Hills

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

---

# Acorn Hills

---

01.04.2024 - 01.05.2024



# 04 Key Indicators

How you performed on your key indicators



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%

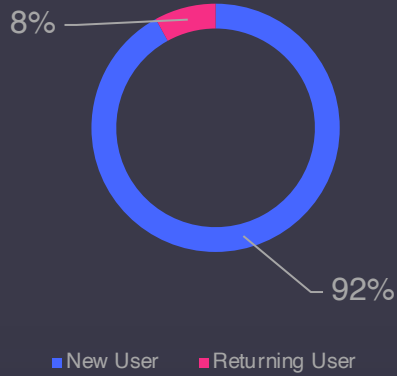


# 05 Audience

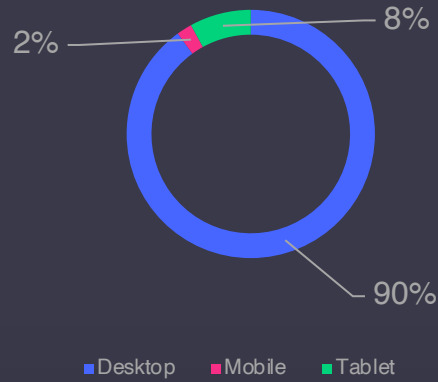
Take a look at your audience and their behavior



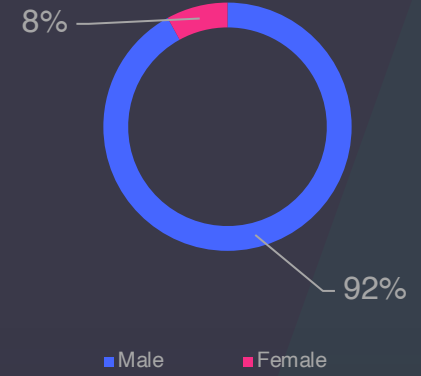
### NEW VS RETURNING USER



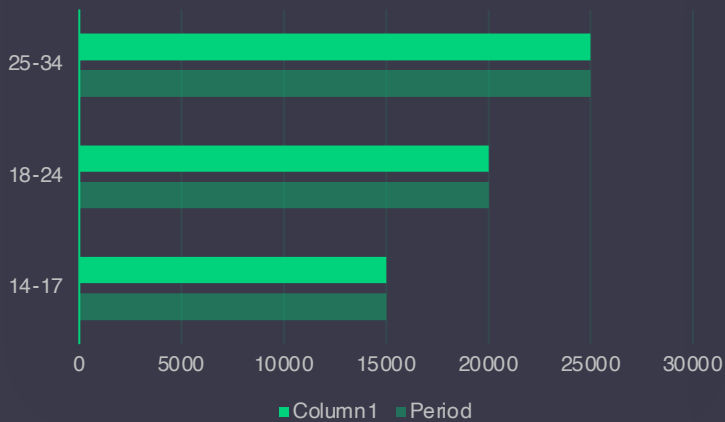
### DEVICE BREAKDOWN



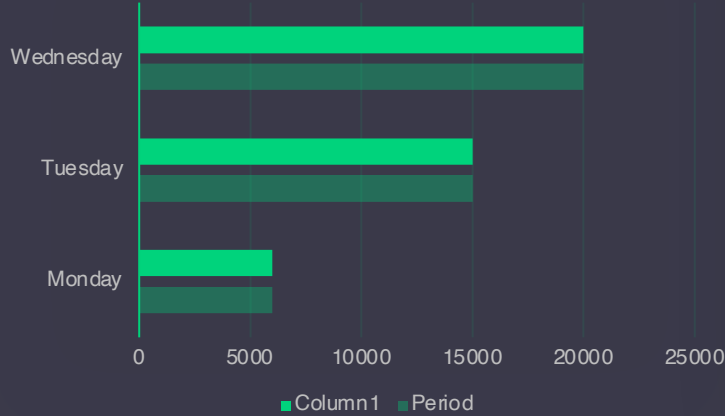
### GENDER



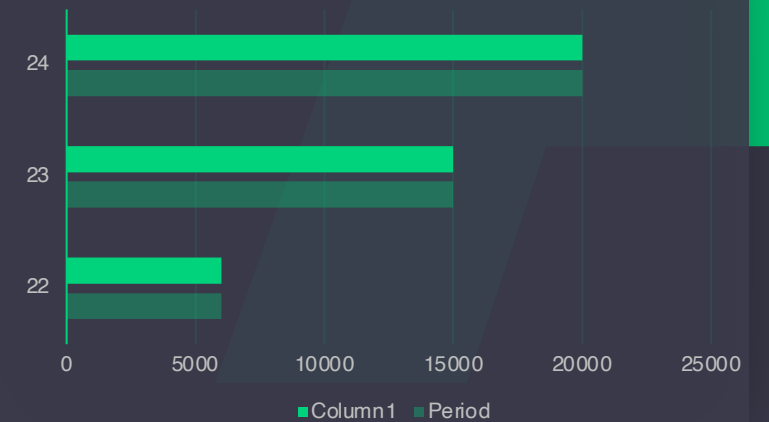
### TOP 3 AGE BRACKETS BY USER



### TOP 3 DAYS OF WEEK BY USER



### TOP 3 TIME OF DAY BY USER

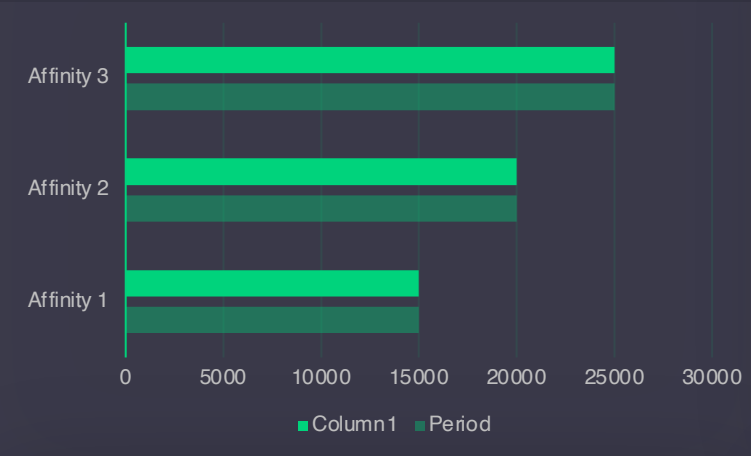


# 06 Interests

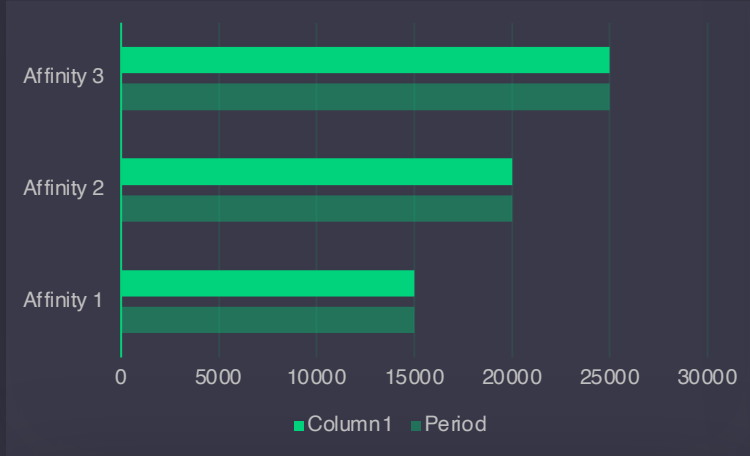
Know their interests



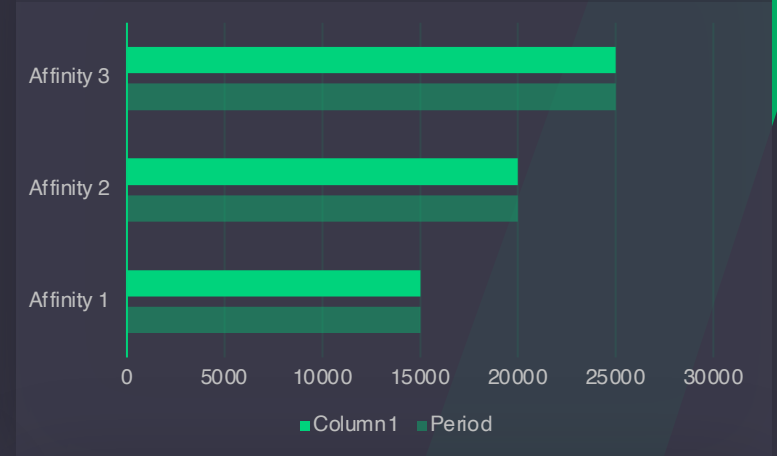
### TOP 3 AFFINITIES BY USER



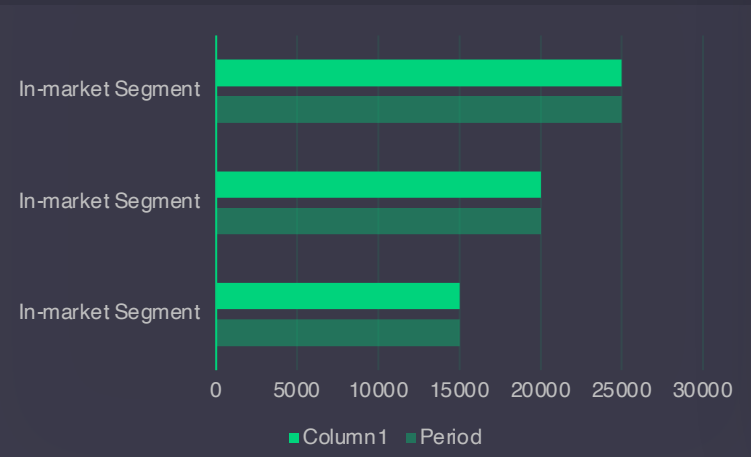
### TOP 3 AFFINITIES BY BOUNCE RATE



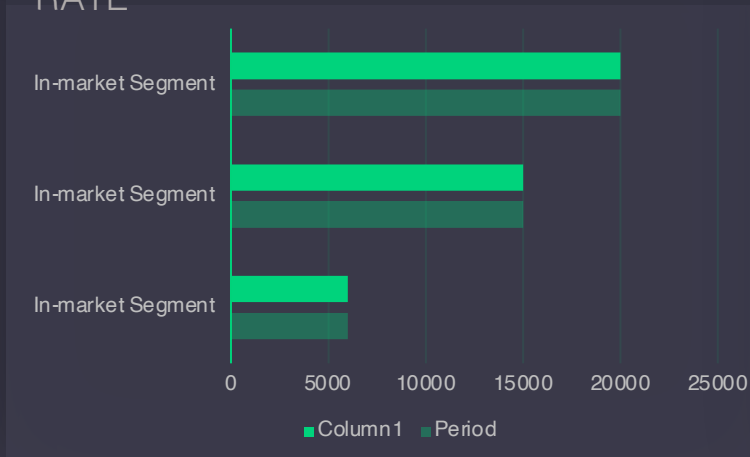
### TOP 3 AFFINITIES BY TIME ON SITE



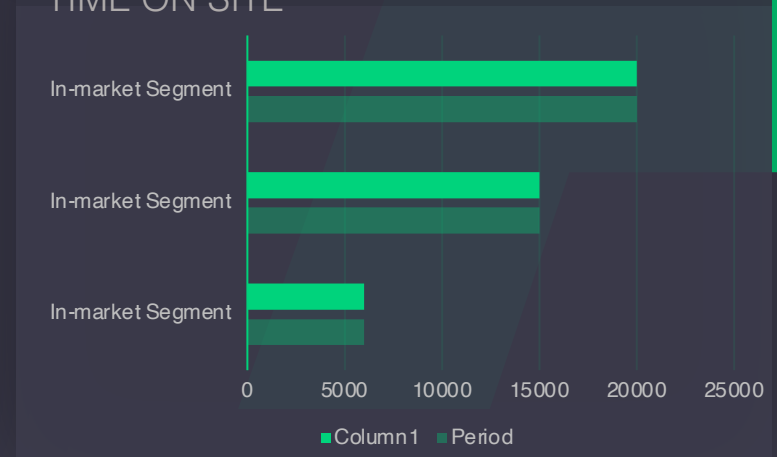
### TOP 3 IN-MARKET SEGMENTS BY USER



### TOP 3 IN-MARKET SEGMENTS BY BOUNCE RATE



### TOP 3 IN-MARKET SEGMENTS BY TIME ON SITE



# 07 Acquisition

Your best performing traffic channels



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

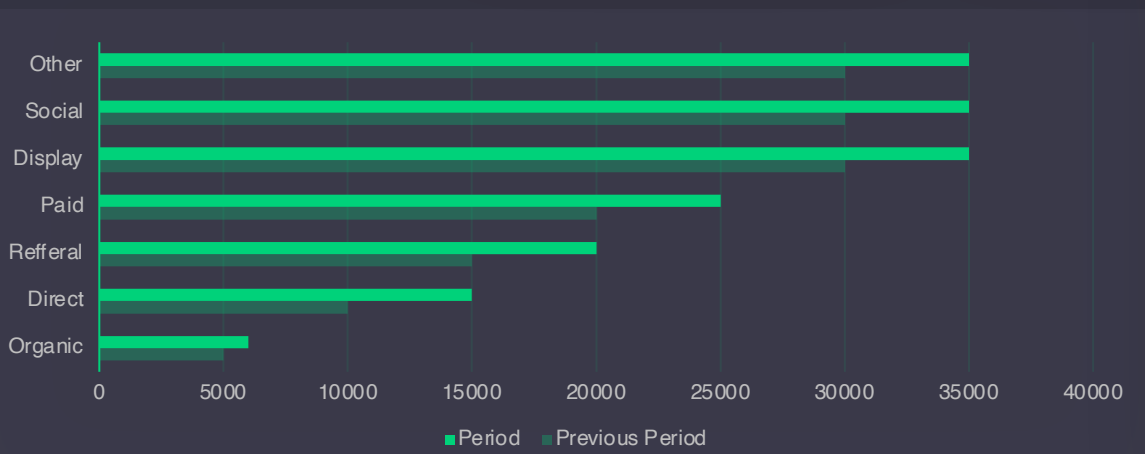
2.2 Pages Per Session

TOP CHANNEL: AVG. SESSION DURATION

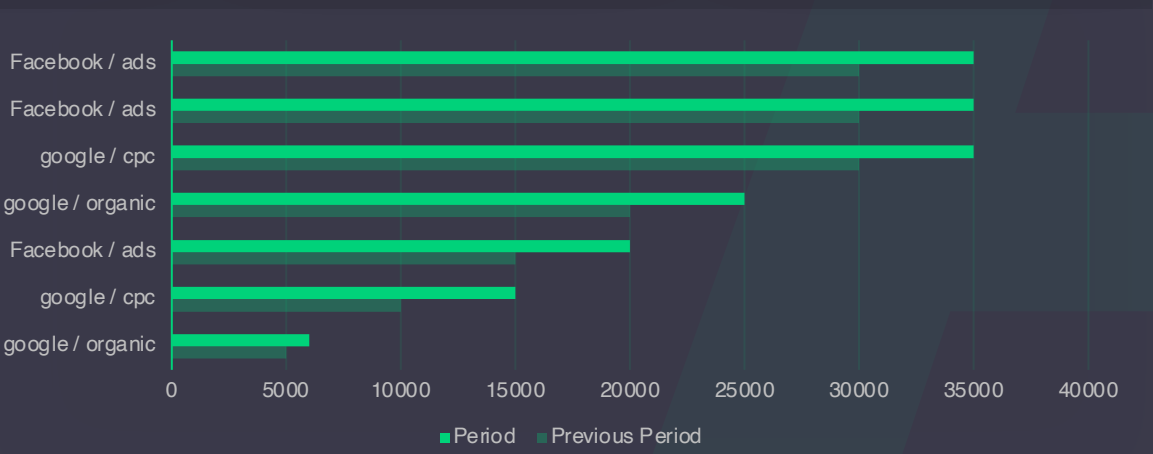
## Display

160 Sec

### CHANNELS BY USER



### SOURCE / MEDIUM BY USER





Users & Behaviour

---

# Acorn Hills

---

01.04.2024 - 01.05.2024





# 09 Users

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

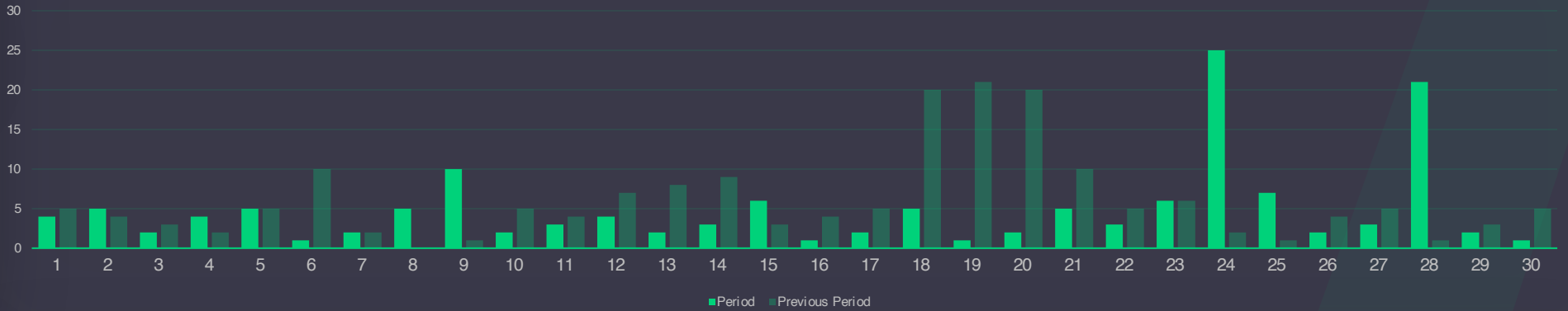


## USERS

123,455

+35%

## USERS DAILY CHART

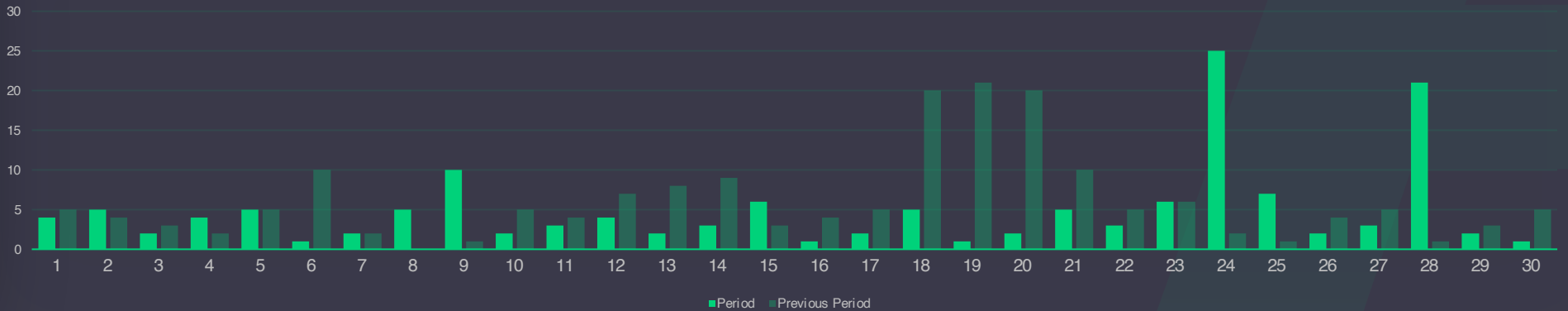


## NEW USERS

1,1M

+35%

## NEW USERS DAILY CHART



# 10 Sessions

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

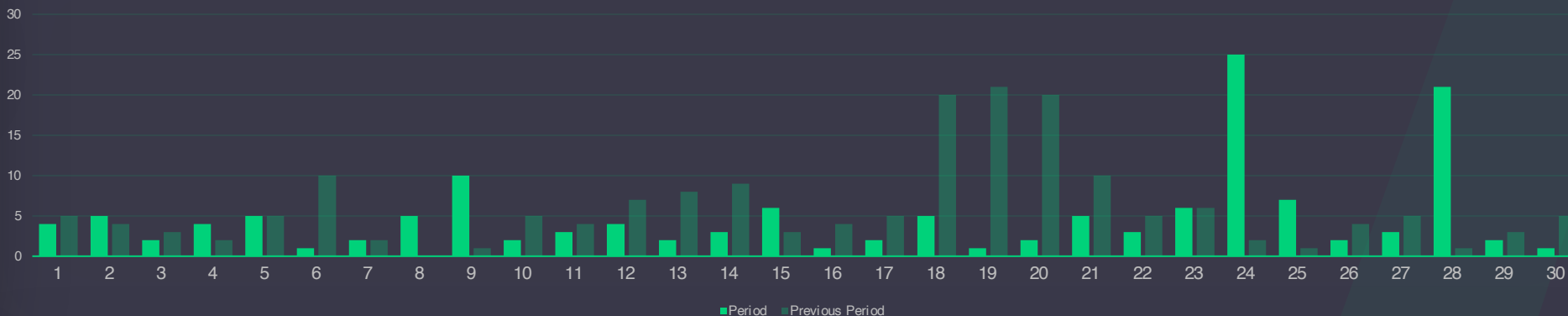


## SESSIONS

# 123,455

## +35%

## SESSIONS DAILY CHART

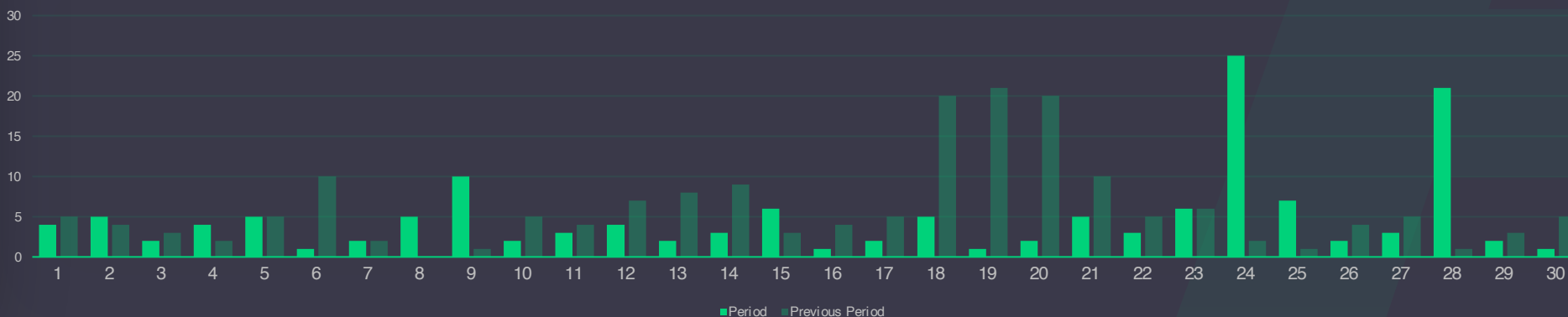


## AVG. SESSION PER USER

# 1.1

## +35%

## AVG. SESSION PER USER DAILY CHART



# 11 Bounce Rate & Time on Site

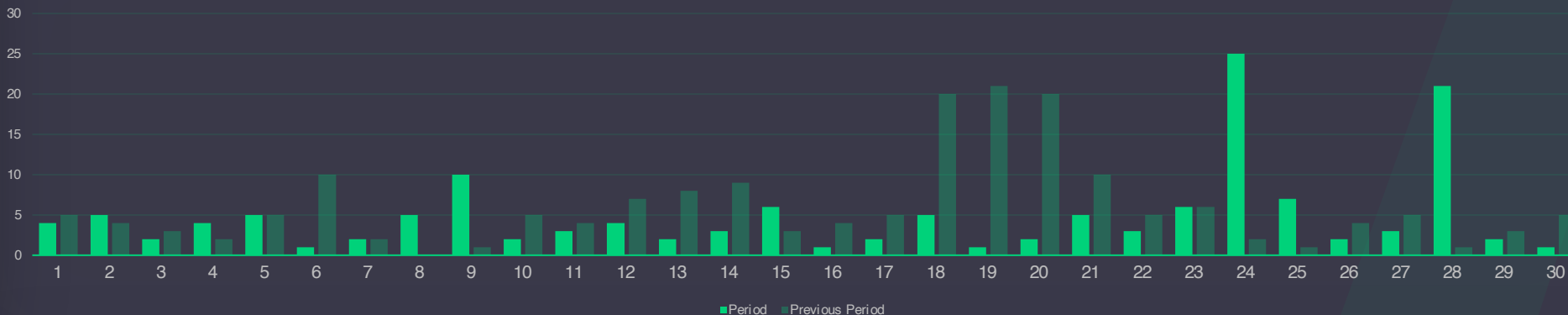


How many users leave immediately and how many stay and for how long

## BOUNCE RATE

**45%**  
**+35%**

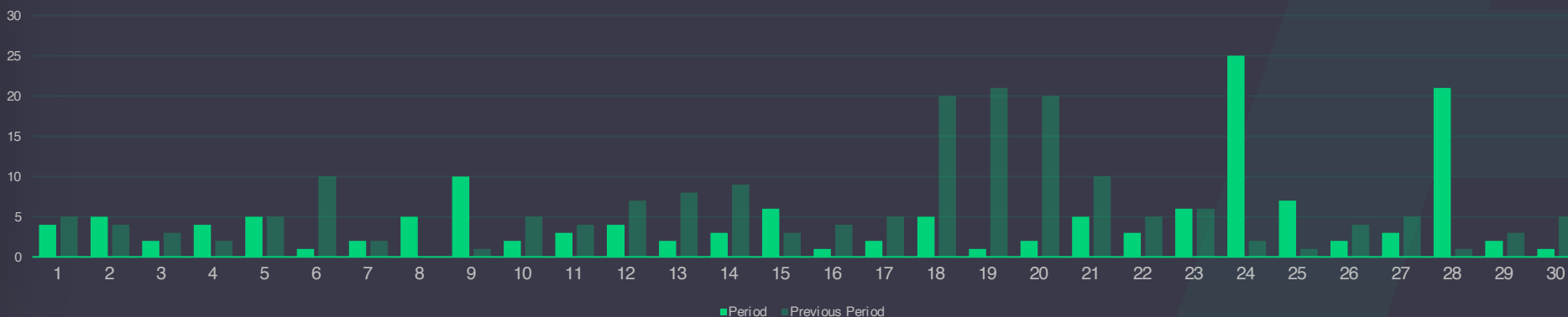
## BOUNCE RATE DAILY CHART



## AVG. TIME ON SITE (Sec)

**260**  
**+35%**

## AVG. TIME ON SITE DAILY CHART (Sec)



# 12 Pageviews

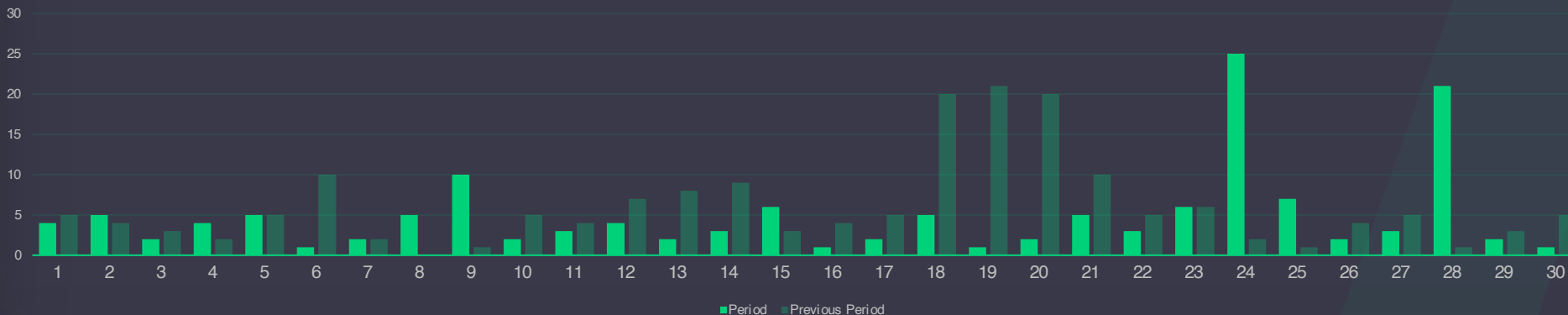
The users that stay, how many pages they view on total and on average



## PAGEVIEWS

1,1M  
+35%

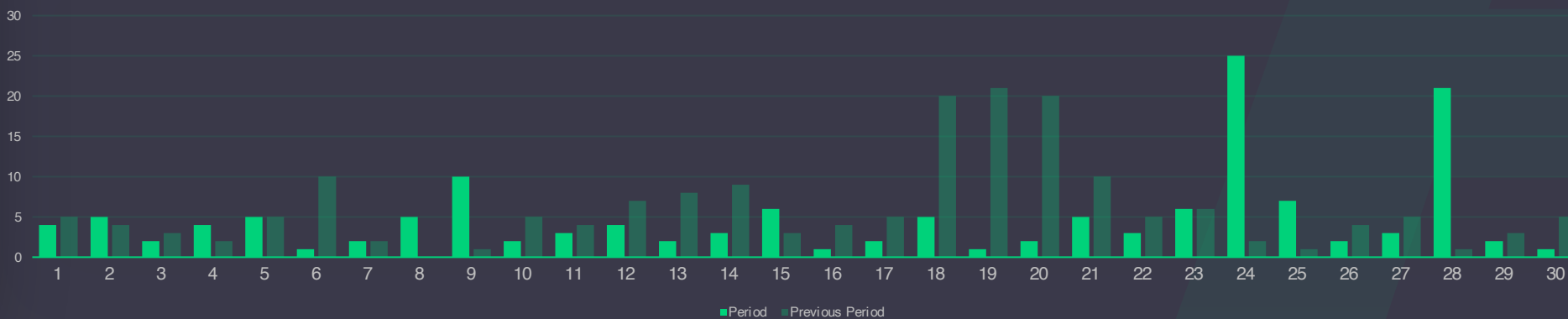
## BOUNCE RATE DAILY CHART



## PAGES PER SESSION

2.2  
+35%

## AVG. TIME ON SITE DAILY CHART (Sec)



# 13 Content Categories

Which group of content was viewed the most



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



# 14 Top Visited Pages

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



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

---

# Acorn Hills

---

01.04.2024 - 01.05.2024



# 16 E-Commerce Overview

How your e-commerce business performed this period



TRANSACTIONS

120,500

+35%

REVENUE

1,100,100.65

+35%

AVG. ORDER VALUE

350

-30%

QUANTITY

4,000

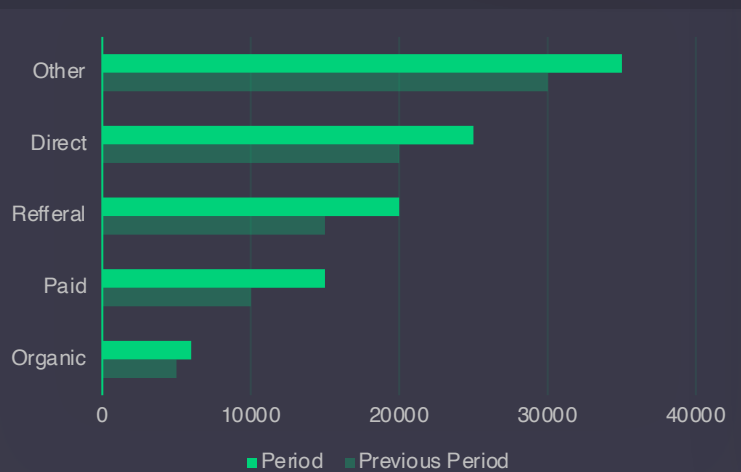
+35%

SALES CONVERSION RATE

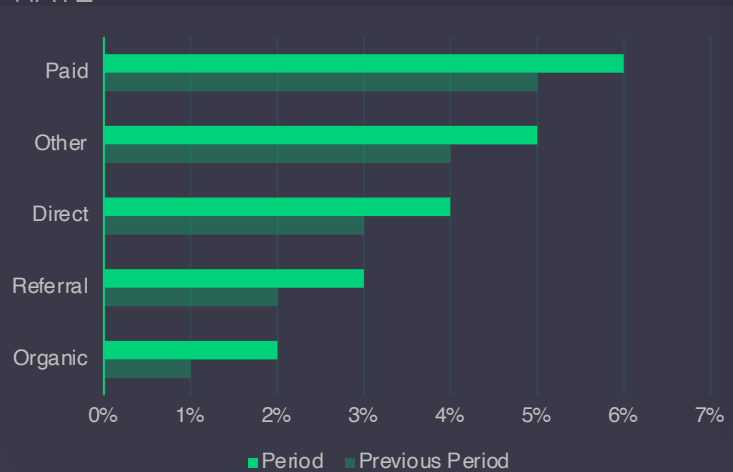
6.2%

+35%

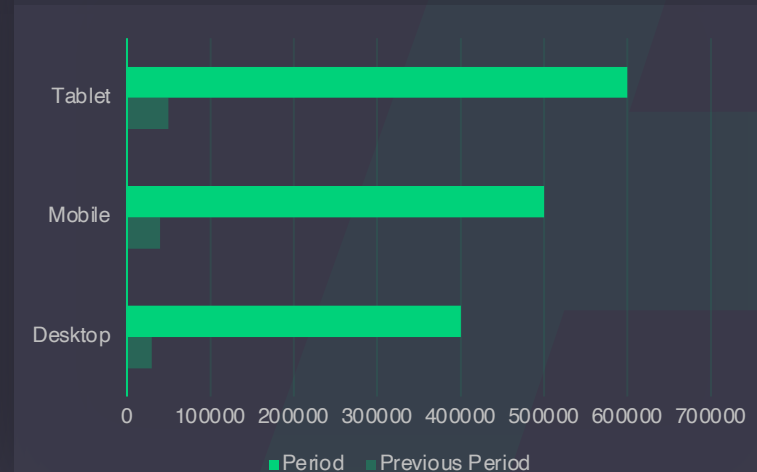
TOP TRAFFIC CHANNELS BY REVENUE



TOP TRAFFIC CHANNELS BY CONVERSION RATE



TOP DEVICES BY REVENUE





# 17 Transactions & Revenue

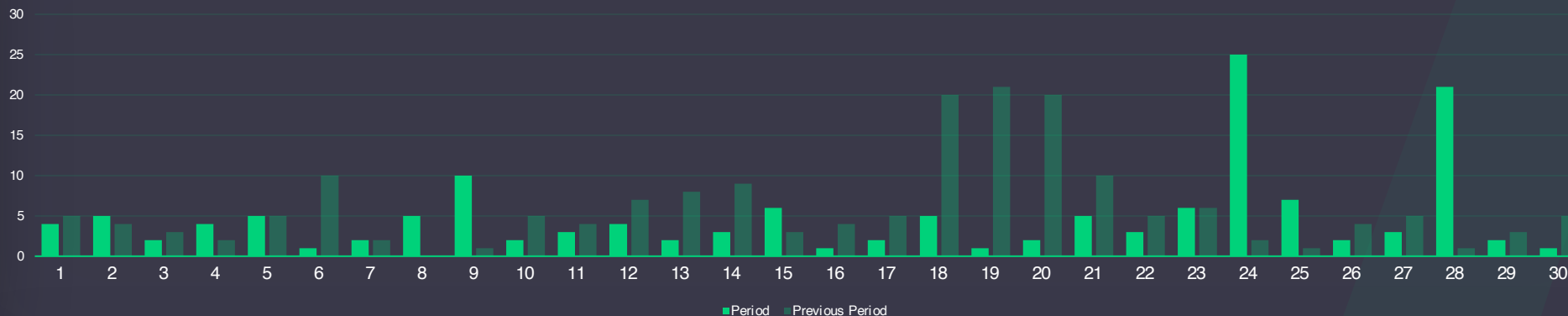
Daily performance of your transactions and revenue



## TRANSACTIONS

1,1M  
+35%

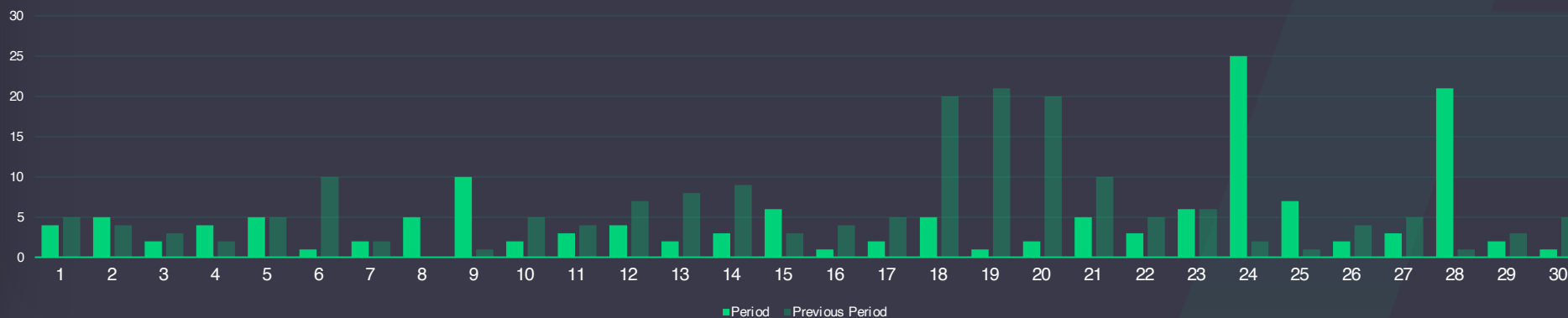
## TRANSACTIONS DAILY CHART



## REVENUE (EUR)

1,1M  
+35%

## REVENUE DAILY CHART



# 18 Quantity & Order Value

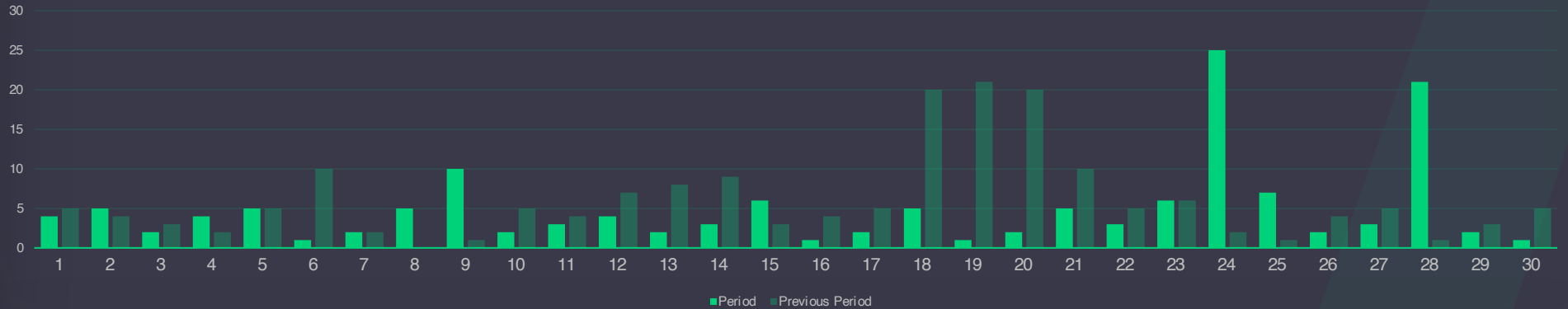
Daily performance of your average order value and number of items sold



## QUANTITY

1,1M  
+35%

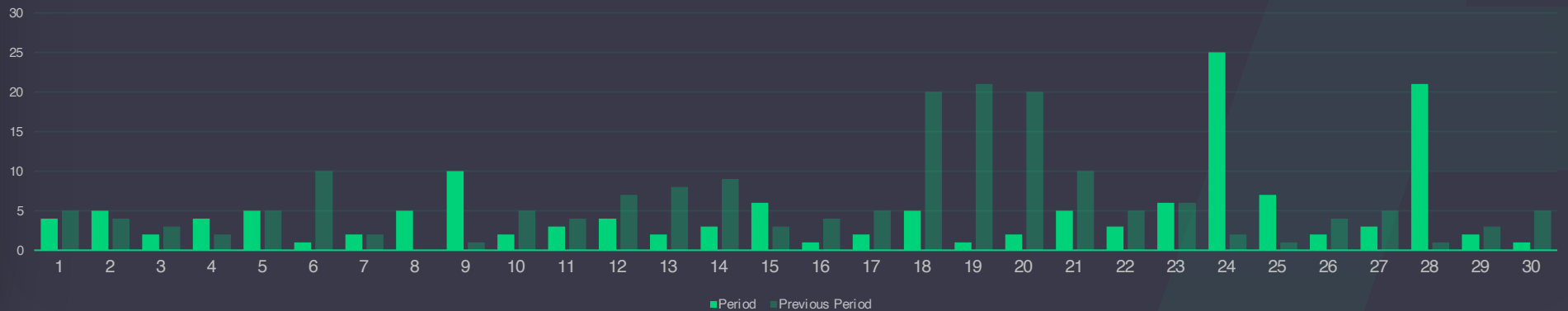
## QUANTITY DAILY CHART



## AVG. ORDER VALUE

1,1M  
+35%

## AVG ORDER VALUE DAILY CHART



# 19 Sales Conversions

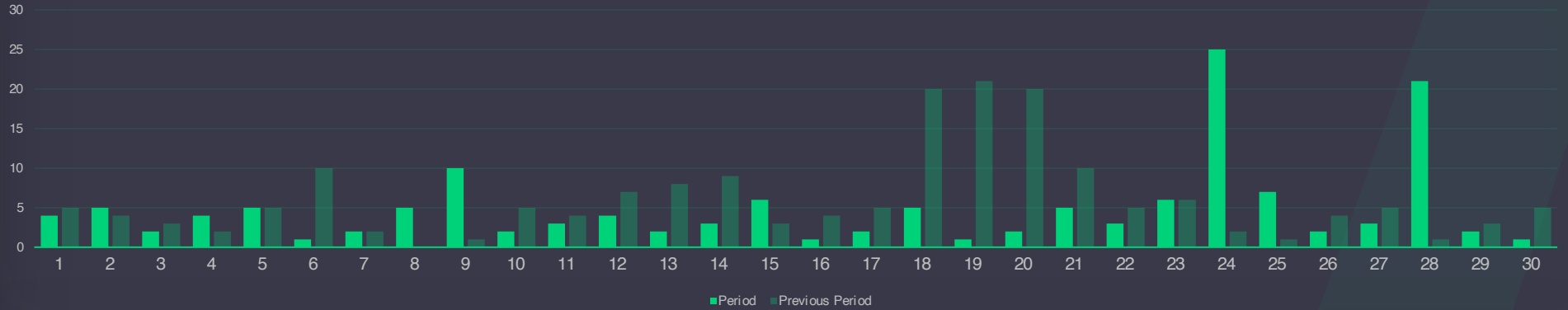
Daily performance of your visits that converted to sales



SALES CONVERSION RATE

1,1M  
+35%

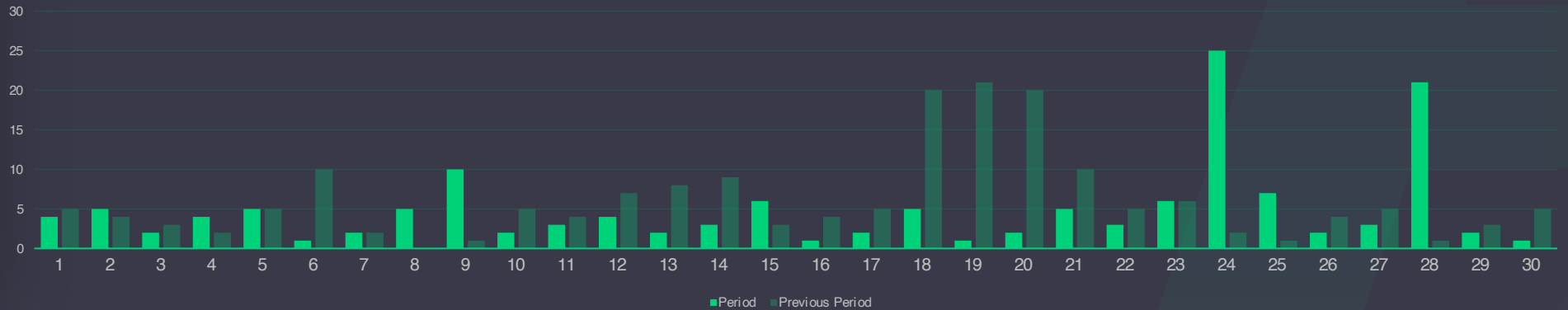
SALES CONVERSION RATE DAILY CHART



SALES CONVERSIONS

1,1M  
+35%

SALES CONVERSIONS DAILY CHART



# 20 Product List Performance

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

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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%



# 21 Product Performance

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

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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%



# 22 Sales Performance

A look at your top transactions



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



# 23 Shopping Behavior Analysis

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



ALL SESSIONS

25,000

+34%

SESSIONS WITH PRODUCT VIEW

6,500

+45%

SESSIONS WITH ADD TO CART

157

+45%

SESSIONS WITH CHECK-OUT

123

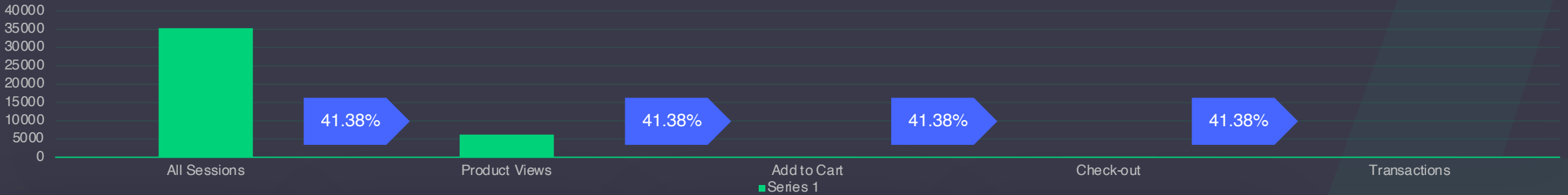
+45%

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%



# 24 Shopping Abandonments by Source/Medium



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%





# 25

## Shopping Abandonments by Campaign



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%



# 26 Shopping Abandonments by Device Category



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 <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>	20,000 <small>-7%</small>	43.25% <small>-7%</small>
Tablet	16,321 <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>	20,000 <small>-7%</small>	43.25% <small>-7%</small>
Desktop	16,321 <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>	20,000 <small>-7%</small>	43.25% <small>-7%</small>



# 27 Shopping Abandonments by Browser



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%



# 28 Check-out Behavior

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



ALL SESSIONS

25,000

+34%

SESSIONS WITH PRODUCT VIEW

6,500

+45%

SESSIONS WITH ADD TO CART

157

+45%

SESSIONS WITH CHECK-OUT

123

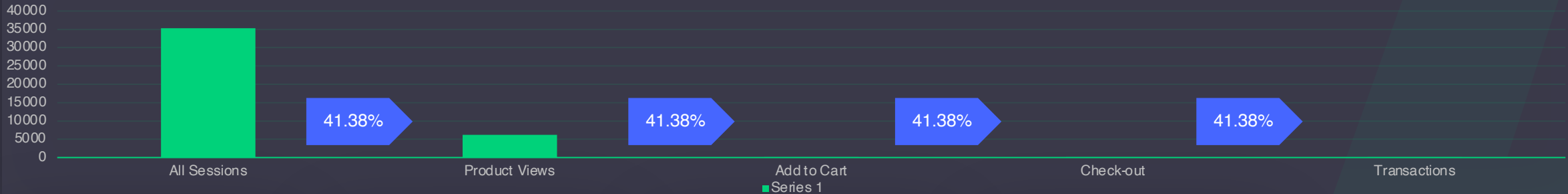
+45%

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%



# 29

## Check-out Dropoffs by Source/Medium

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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%
Source/Medium	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%



# 30 Check-out Dropoffs by Campaign



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%



# 31 Check-out Dropoffs by Mobile Device



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%



# 32 Check-out Dropoffs by Browser



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%



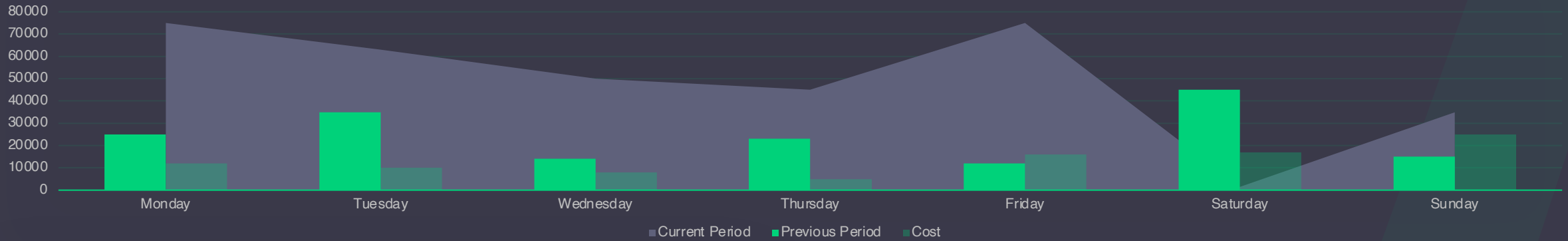


# 33 Day of Week

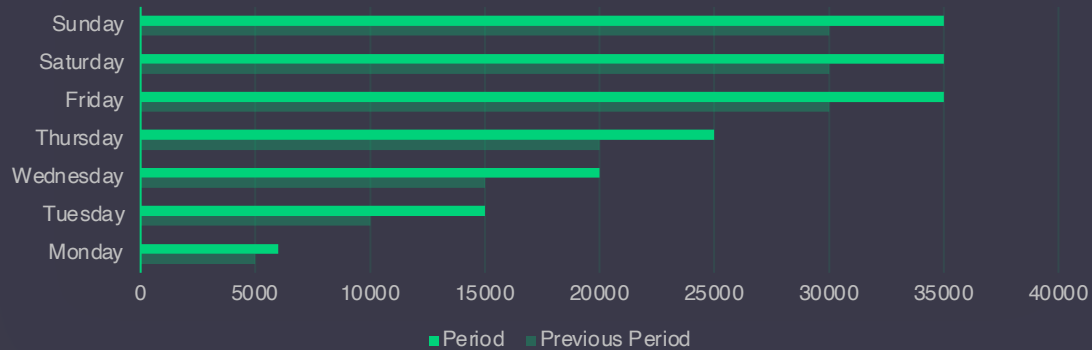
How your e-commerce business performed on a specific day of week including your costs such as ad expense, shipping or refunds as well as your return



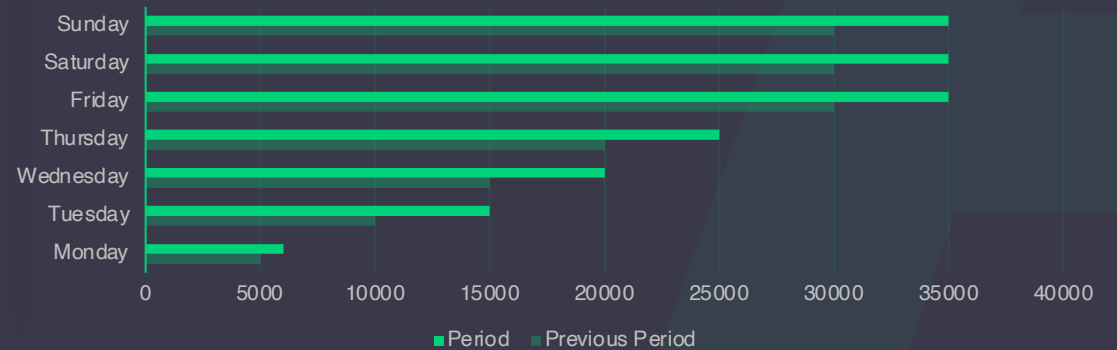
## DAILY SALES REPORT



## DAILY ROI PERFORMANCE



## DAILY COST PERFORMANCE



# 34 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



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	



# 35 Internal Promotion

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



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

---

# Acorn Hills

---

01.04.2024 - 01.05.2024



# 37 Overview of Channels

How your channels performed this period



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

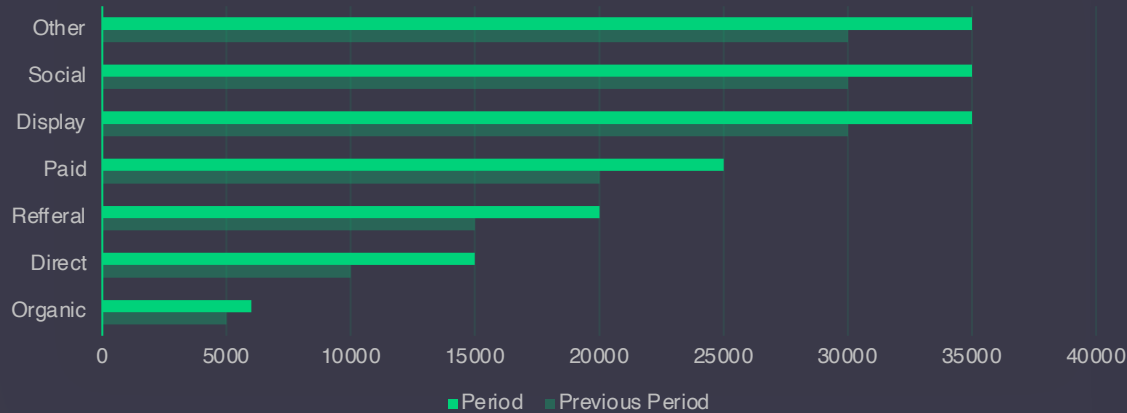
2.2 Pages Per Session

TOP CHANNEL: AVG. SESSION DURATION

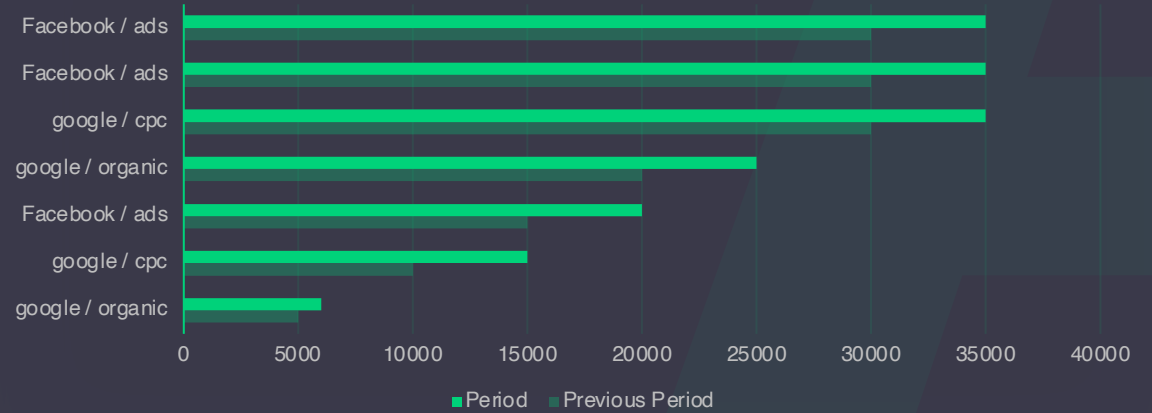
## Display

160 Sec

### CHANNELS BY USER



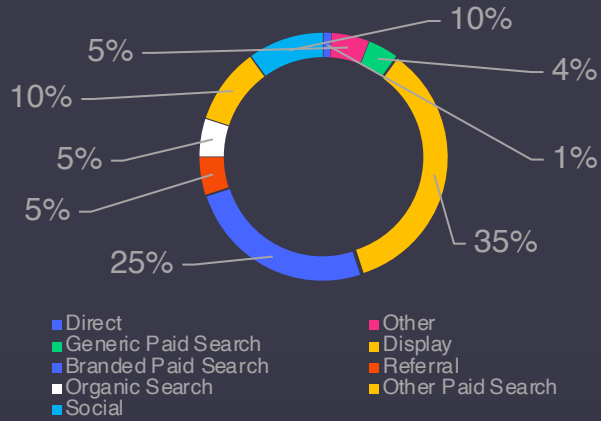
### SOURCE / MEDIUM BY USER



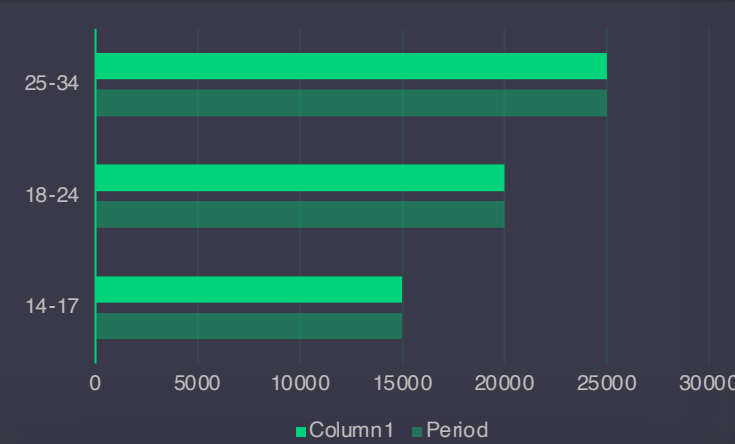
# 38 Top Channels



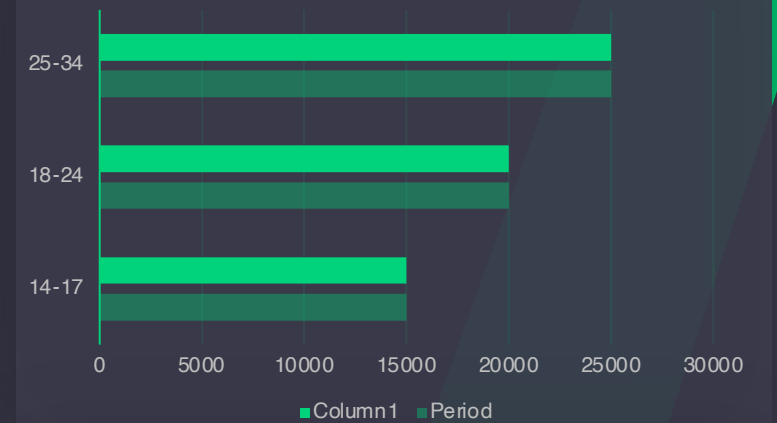
### CHANNEL BREAKDOWN



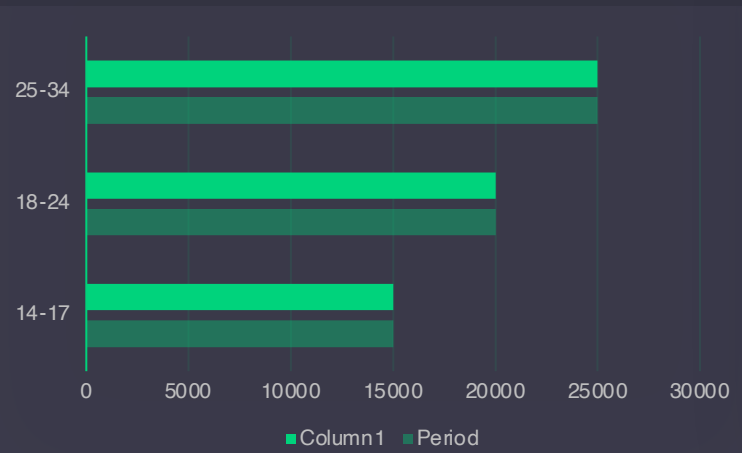
### TOP CHANNELS BY GOAL CONVERSION



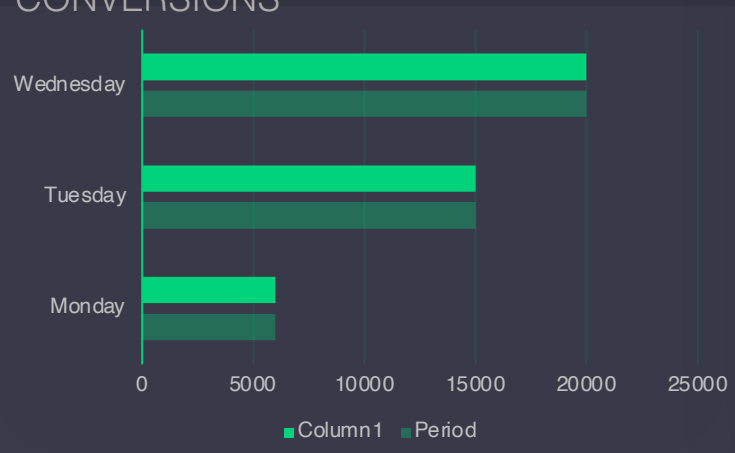
### TOP CHANNELS BY SALES CONVERSION RATE



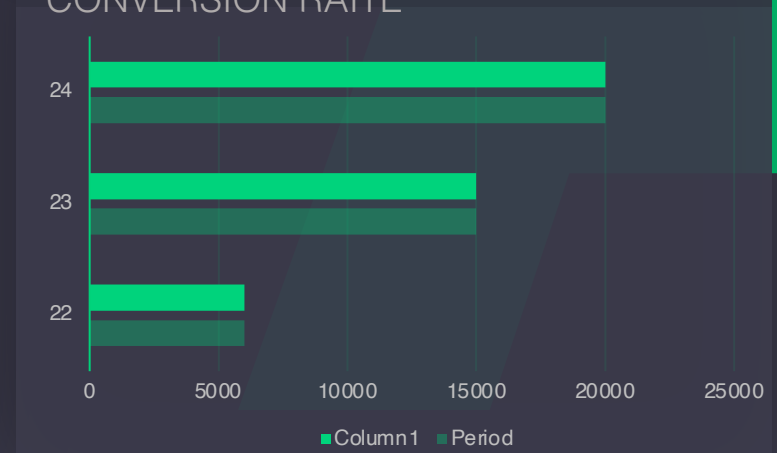
### TOP CHANNELS BY MOBILE USERS



### TOP CHANNELS BY MOBILE GOAL CONVERSIONS



### TOP CHANNELS BY MOBILE SALES CONVERSION RATE



# 39 Top Channels

Your best performing traffic channels

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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]

# 40 Top Source / Medium

## Top traffic Sources and their Mediums' performance



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





# 41 Top Landing Pages



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



# 42 Organic Traffic Quality

A deeper look at your organic traffic performance



TRAFFIC PERCENTAGE TO TOTAL

67%

+35%

TOTAL USERS

35,000

+3,526,36%

BOUNCE RATE

%25

+35.24%

PAGES PER SESSION

2,6

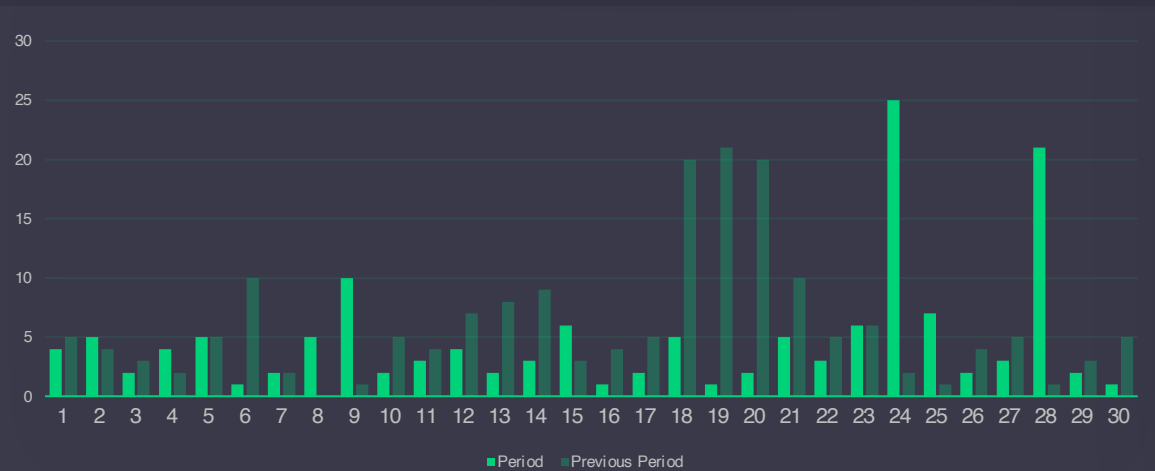
+24.20%

SALES CONVERSION RATE

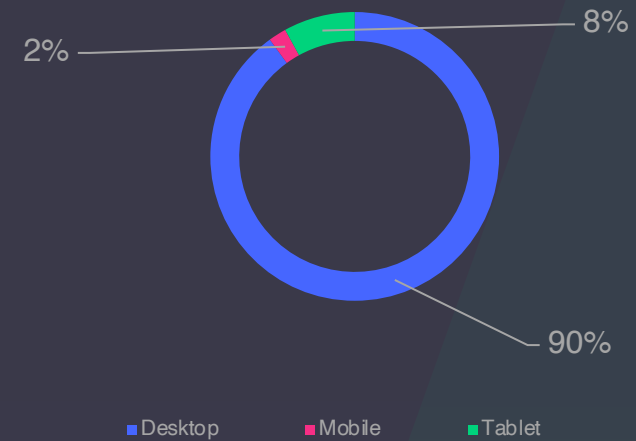
4,5%

+25.20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



# 43 Organic Landing Pages

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

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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



# 44 Direct Traffic Quality

A deeper look at your Direct Traffic performance



TRAFFIC PERCENTAGE TO TOTAL

67%

+35%

TOTAL USERS

35,000

+3,526%

BOUNCE RATE

%25

+35.24%

PAGES PER SESSION

2,6

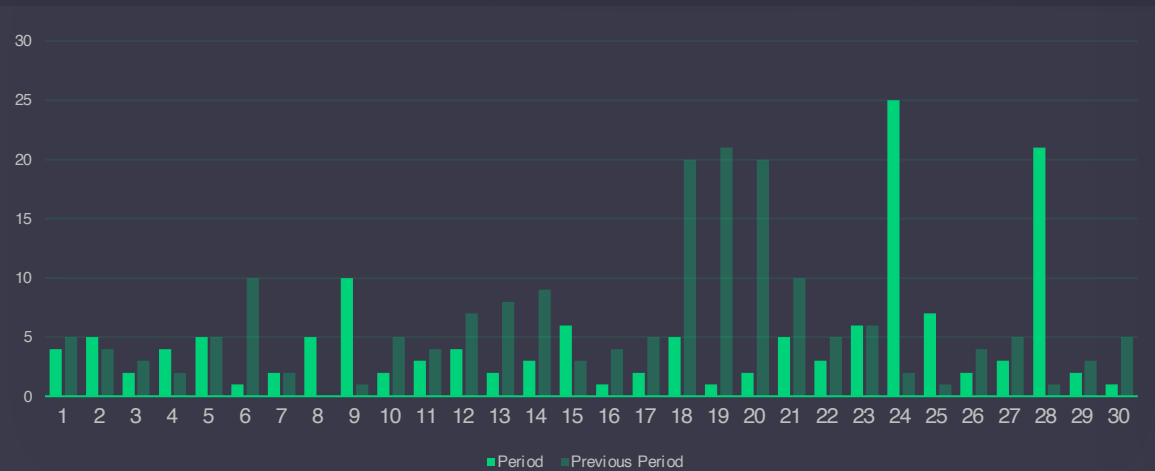
+24,20%

SALES CONVERSION RATE

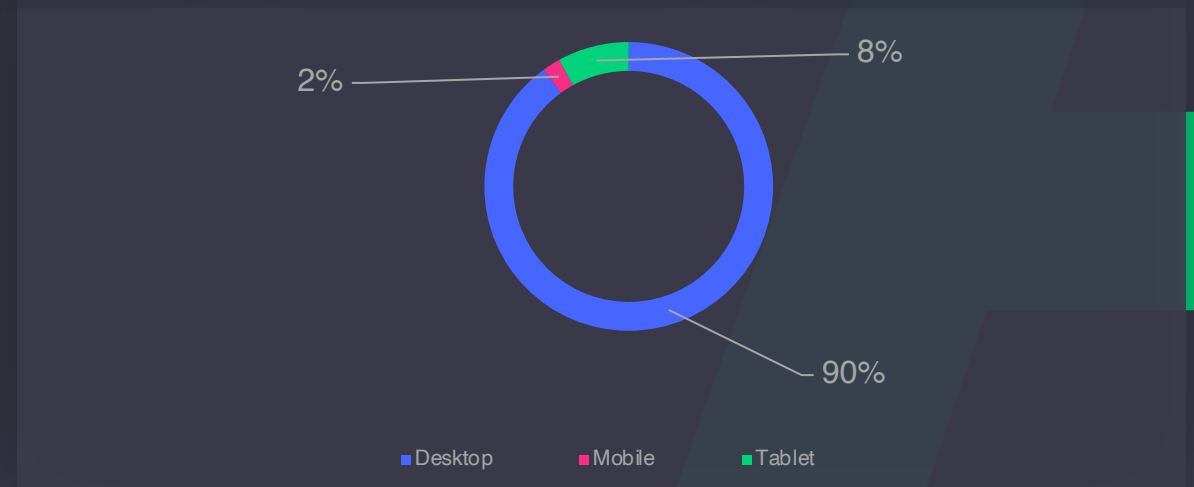
4,5%

+25,20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



# 45 Direct Landing Pages

Top landing pages visited by users that are coming from directly

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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



# 46 Paid Traffic Quality

A deeper look at your Paid Traffic performance



TRAFFIC PERCENTAGE TO TOTAL

67%

+35%

TOTAL USERS

35,000

+3,526%

BOUNCE RATE

%25

+35.24%

PAGES PER SESSION

2,6

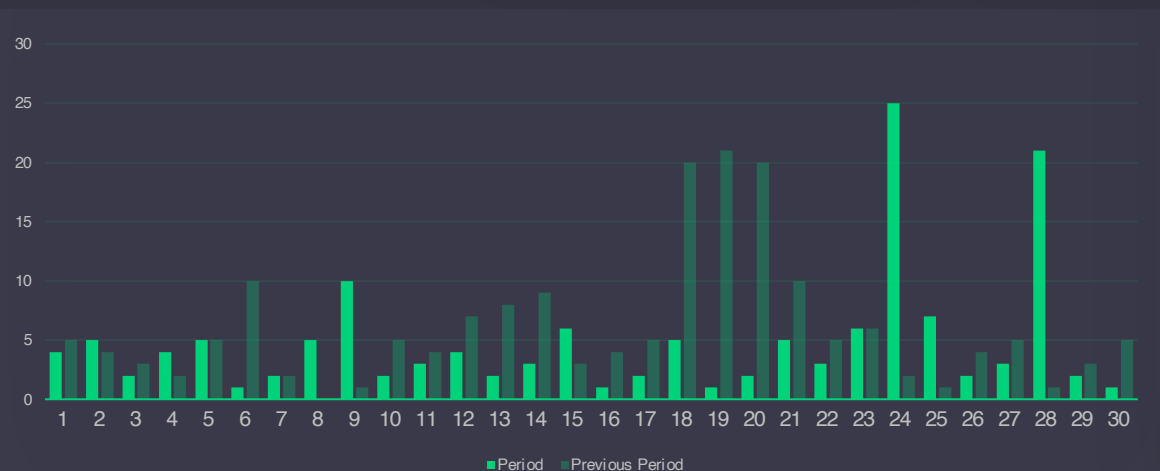
+24,20%

SALES CONVERSION RATE

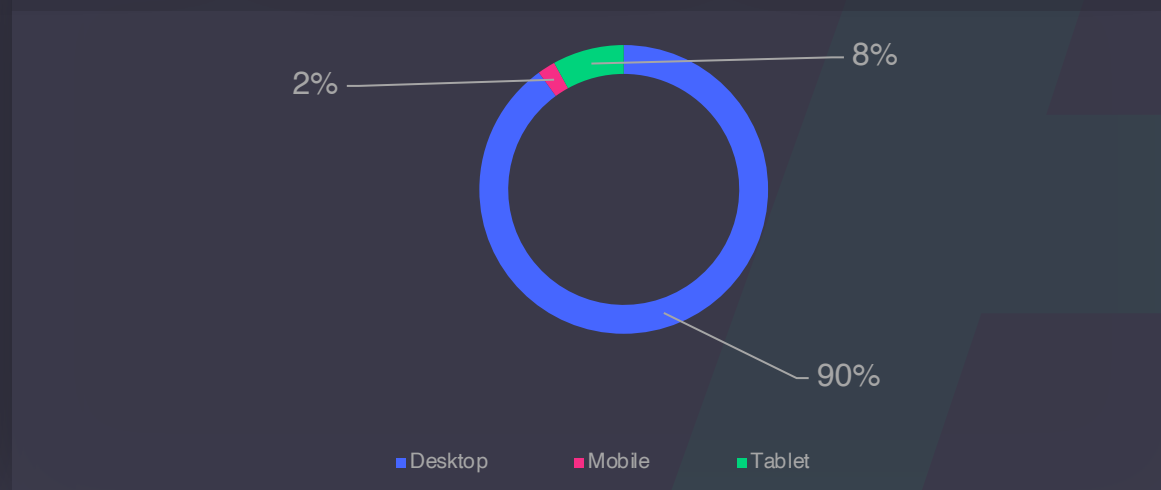
4,5%

+25,20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



# 47 Paid Landing Pages

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

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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



# 48 Paid Queries

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



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





# 49 Social Media Traffic Quality

A deeper look at your Social Media Traffic performance



TRAFFIC PERCENTAGE TO TOTAL

67%

+35%

TOTAL USERS

35,000

+3,526%

BOUNCE RATE

%25

+35.24%

PAGES PER SESSION

2,6

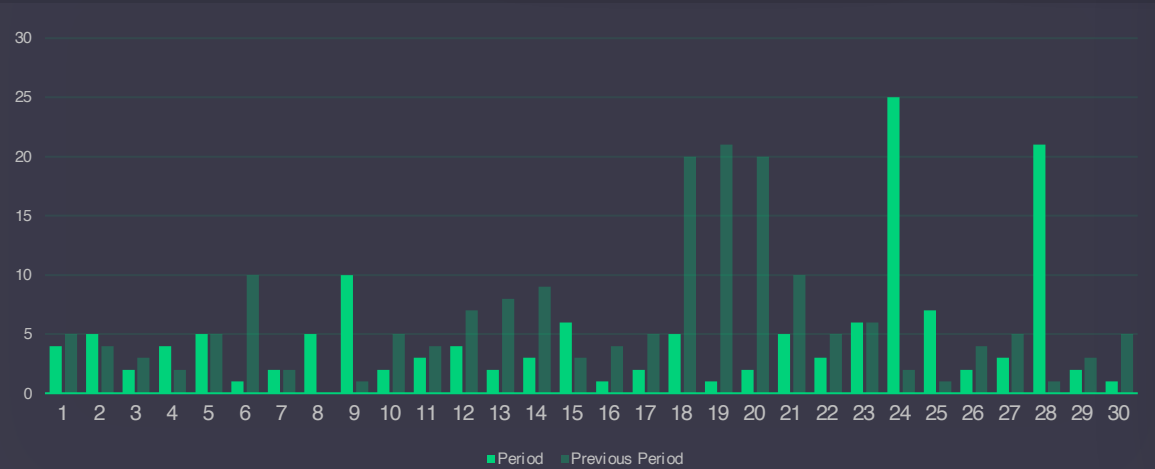
+24,20%

SALES CONVERSION RATE

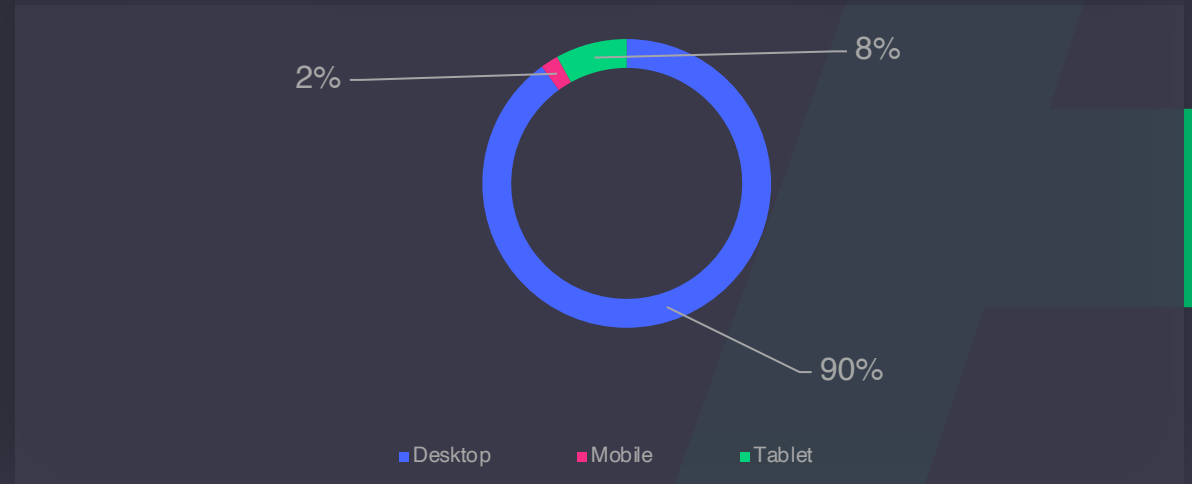
4,5%

+25,20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



# 50 Social Media Landing Pages

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

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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



# 51 E-mail Traffic Quality

A deeper look at your E-mail Traffic performance



TRAFFIC PERCENTAGE TO TOTAL

**67%**

+35%

TOTAL USERS

**35,000**

+3,526%

BOUNCE RATE

**%25**

+35.24%

PAGES PER SESSION

**2,6**

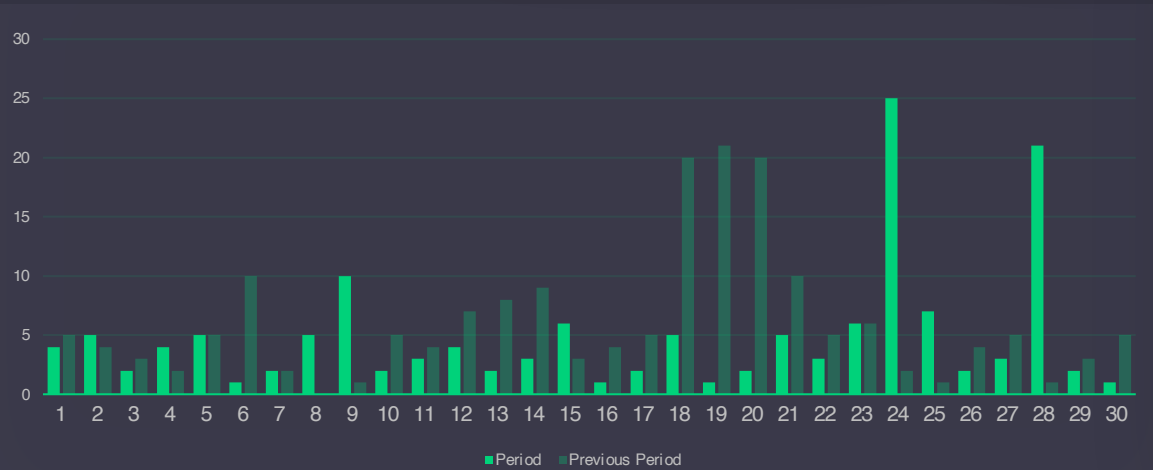
+24,20%

SALES CONVERSION RATE

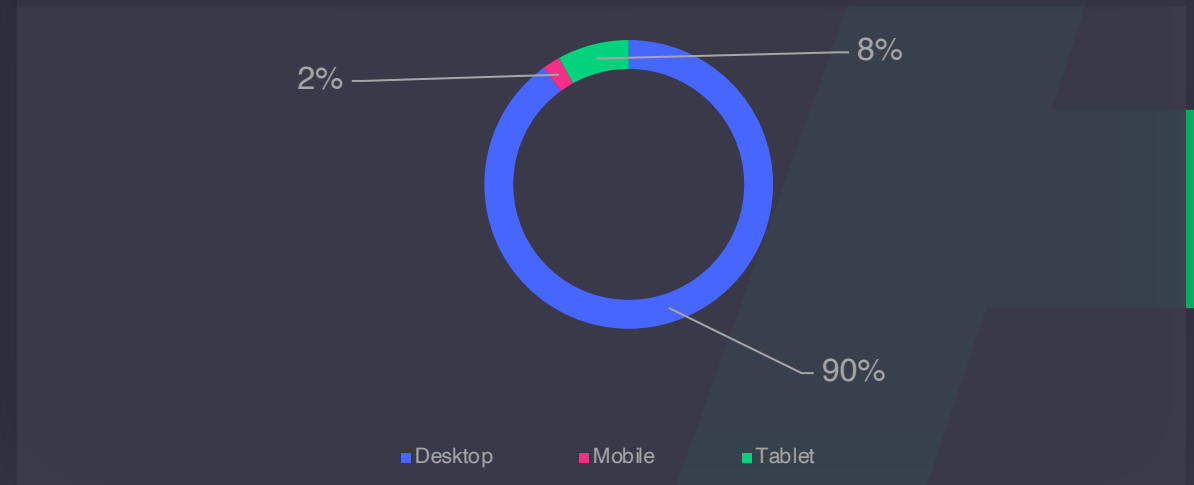
**4,5%**

+25,20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



# 52 E-mail Traffic Landing Pages

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

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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



# 53 Referral Traffic Quality

A deeper look at your Referral Traffic performance



TRAFFIC PERCENTAGE TO TOTAL

67%

+35%

TOTAL USERS

35,000

+3,526%

BOUNCE RATE

%25

+35.24%

PAGES PER SESSION

2,6

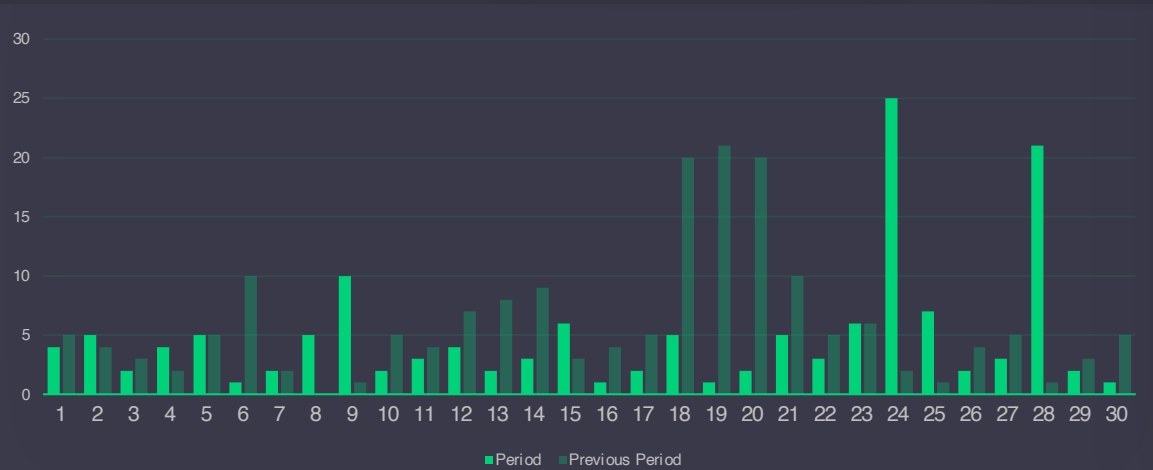
+24,20%

SALES CONVERSION RATE

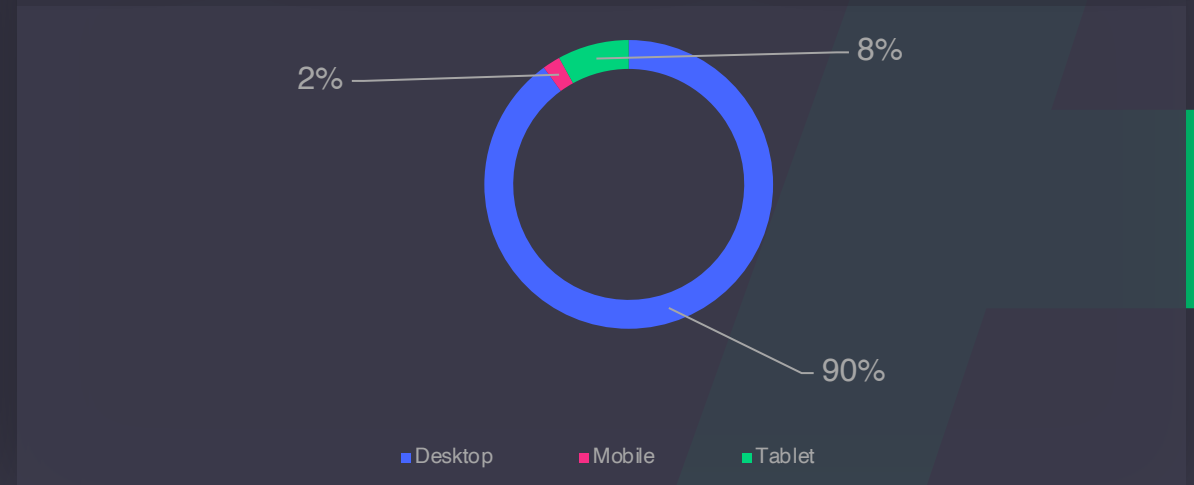
4,5%

+25,20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



# 54 Referral Traffic Landing Pages

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

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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



# 55 Display Traffic Quality

A deeper look at your Display Media Traffic performance



TRAFFIC PERCENTAGE TO TOTAL

67%

+35%

TOTAL USERS

35,000

+3,526%

BOUNCE RATE

%25

+35.24%

PAGES PER SESSION

2,6

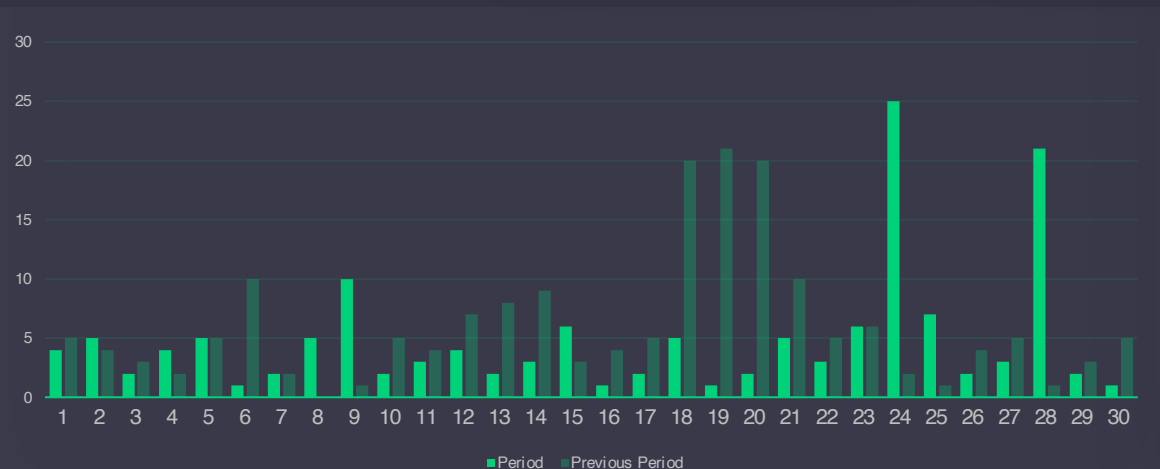
+24,20%

SALES CONVERSION RATE

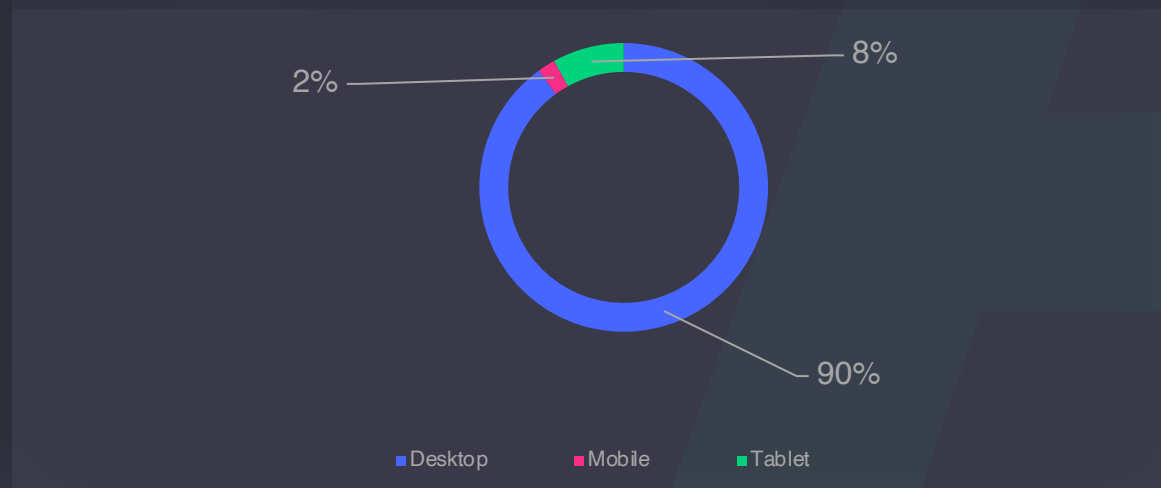
4,5%

+25,20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



# 56 Display Traffic Landing Pages

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

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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





# 57 Other Advertising Traffic Quality

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

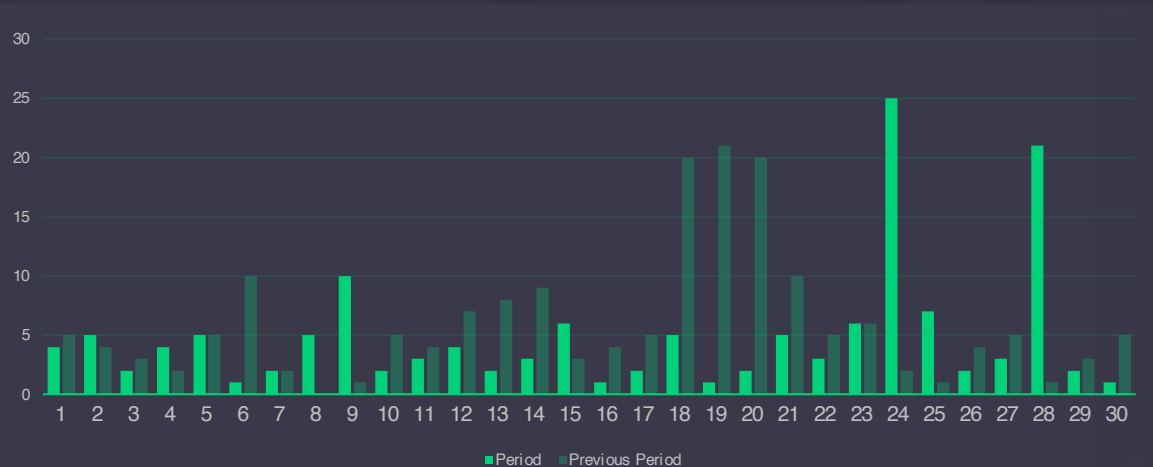
+24,20%

SALES CONVERSION RATE

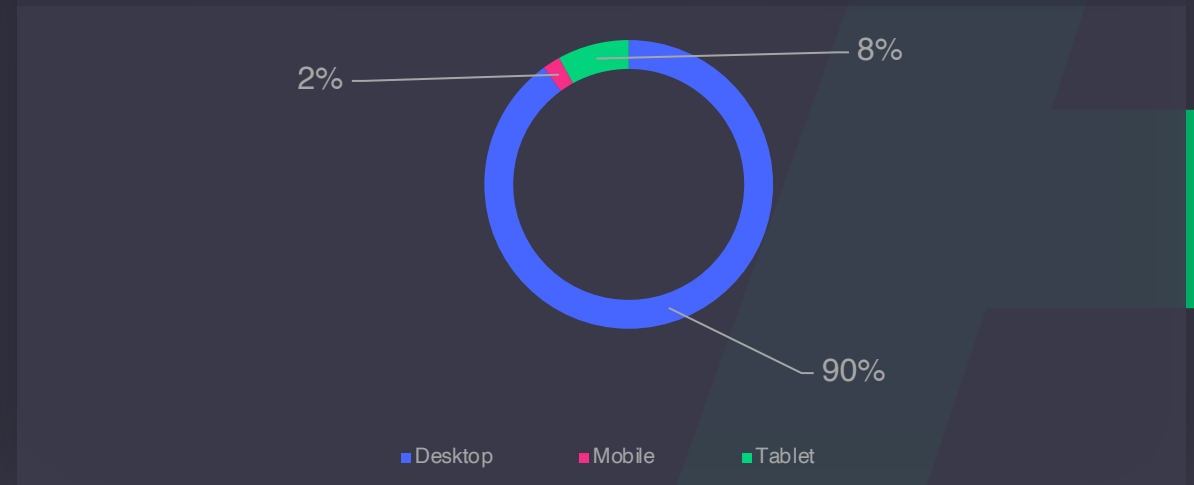
4,5%

+25,20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



# 58 Other Advertising Landing Pages



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



# 59 Other Traffic Quality

A deeper look at your Other Traffic performance



TRAFFIC PERCENTAGE TO TOTAL

67%

+35%

TOTAL USERS

35,000

+3,526%

BOUNCE RATE

%25

+35.24%

PAGES PER SESSION

2,6

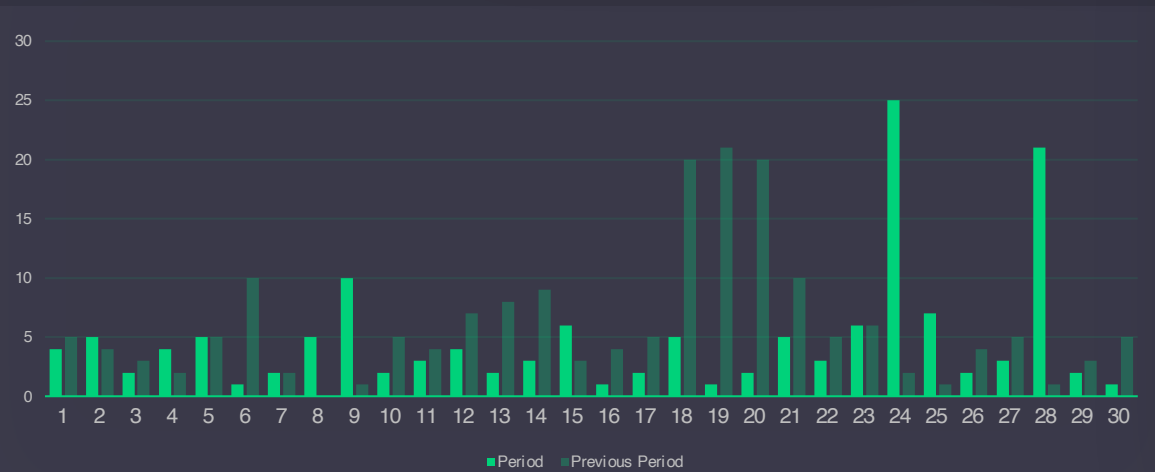
+24,20%

SALES CONVERSION RATE

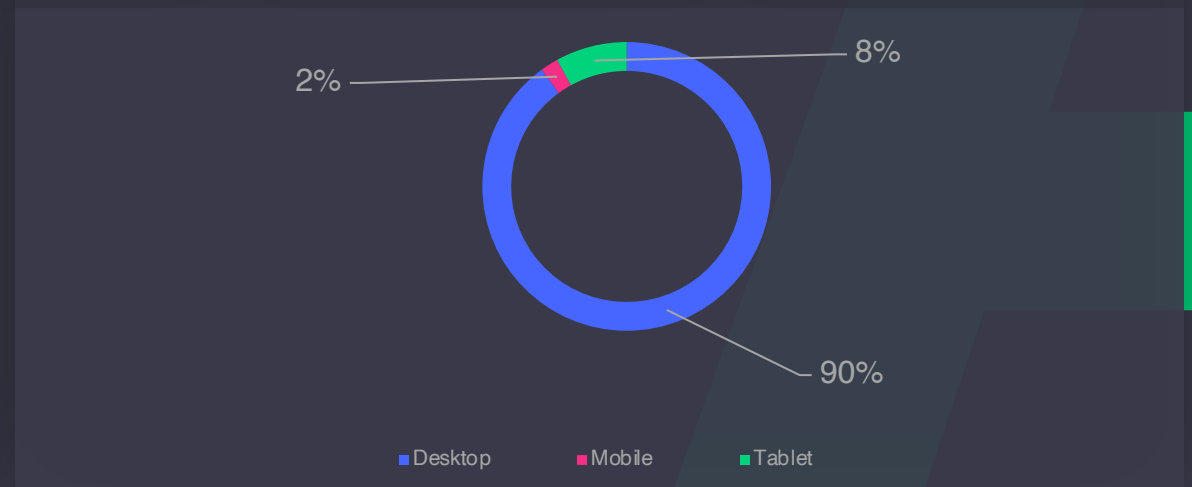
4,5%

+25,20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



# 60 Other Traffic Landing Pages

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

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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

---

# Acorn Hills

---

01.04.2024 - 01.05.2024



# 62 Google Ads Overview

How your Google Ads performed this period



IMPRESSIONS

45,000

+35%

CLICKS

35,000

+3,526%

COST

2,500

+35.24%

CPC

4,6

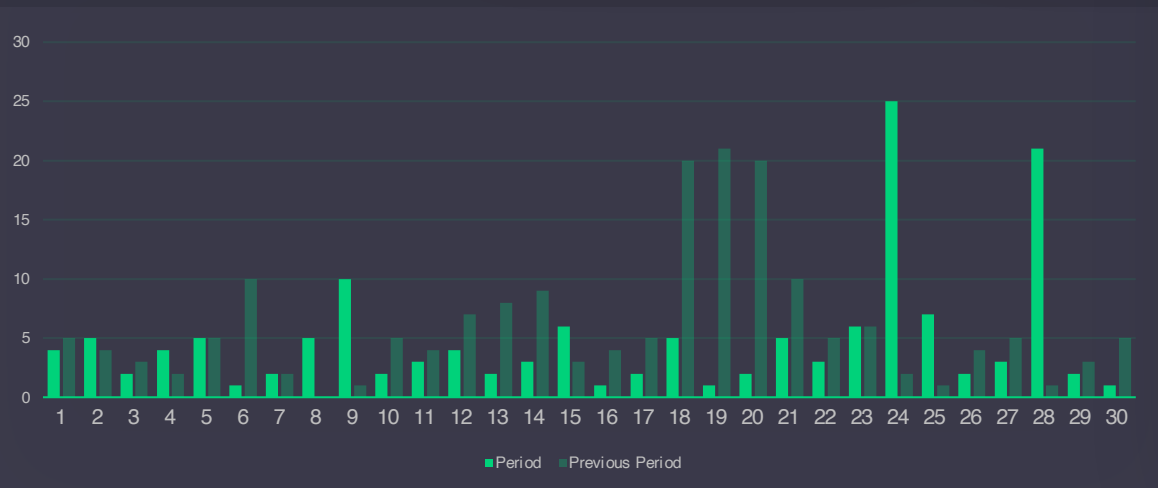
+24,20%

SESSIONS

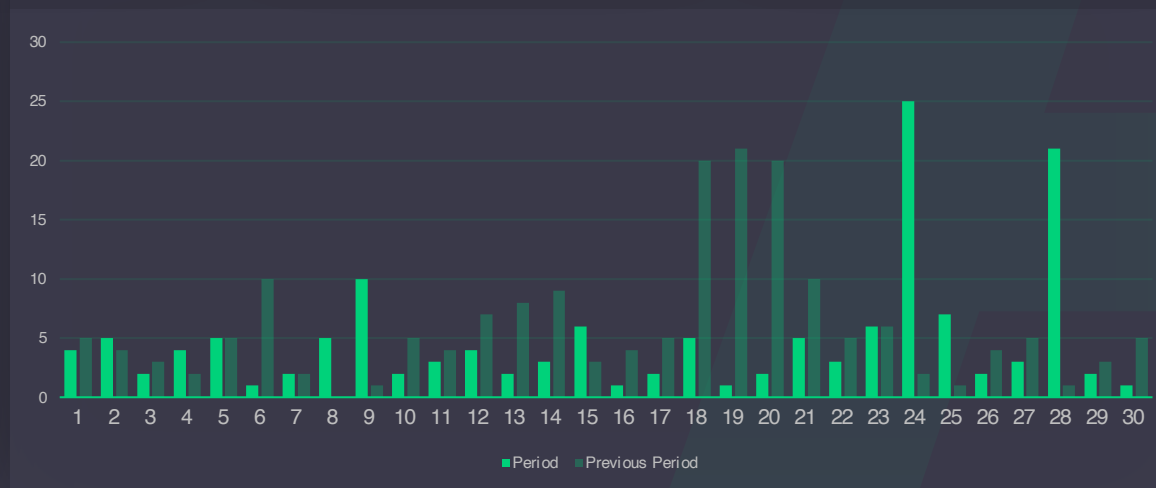
2,200,000

+25,20%

CLICKS



COST

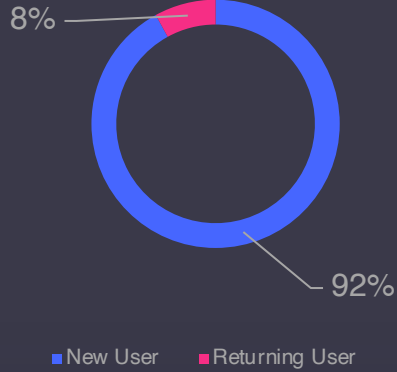


# 63 Ads Audience

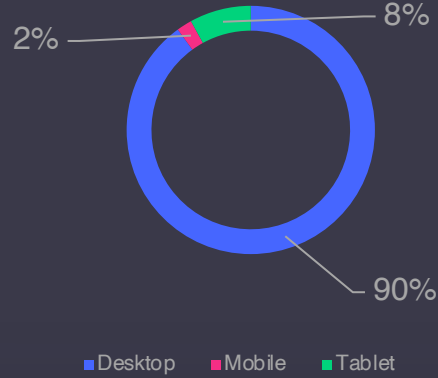
Take a look at your ads audience and their behavior



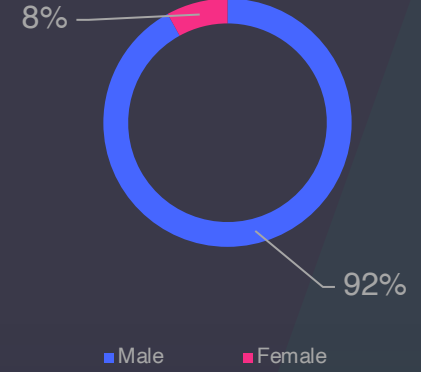
### NEW VS RETURNING USER BY CLICKS



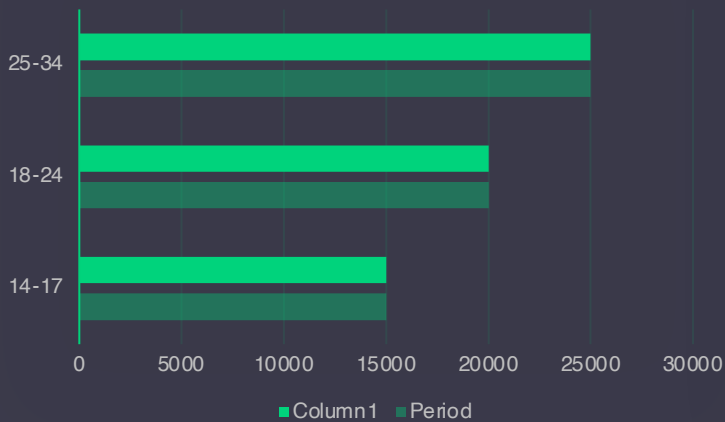
### DEVICE BREAKDOWN BY CLICKS



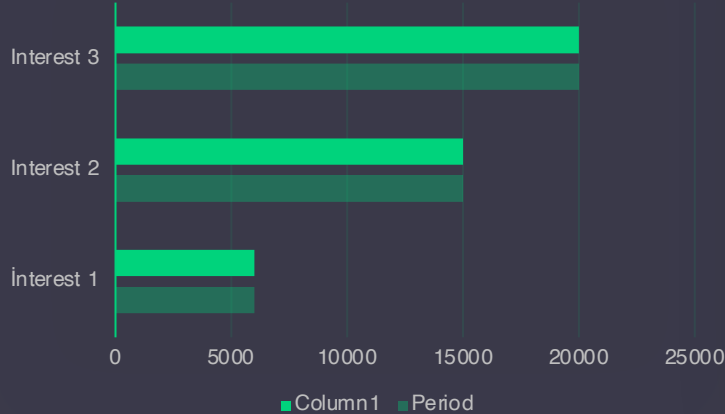
### GENDER BY CLICKS



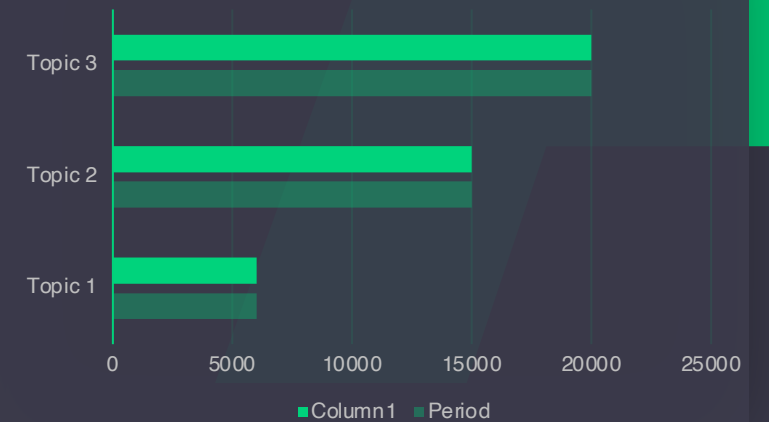
### TOP 3 AGE BRACKETS BY CLICKS



### TOP 3 INTERESTS & REMARKETING BY CLICKS



### TOP 3 TOPICS BY CLICKS

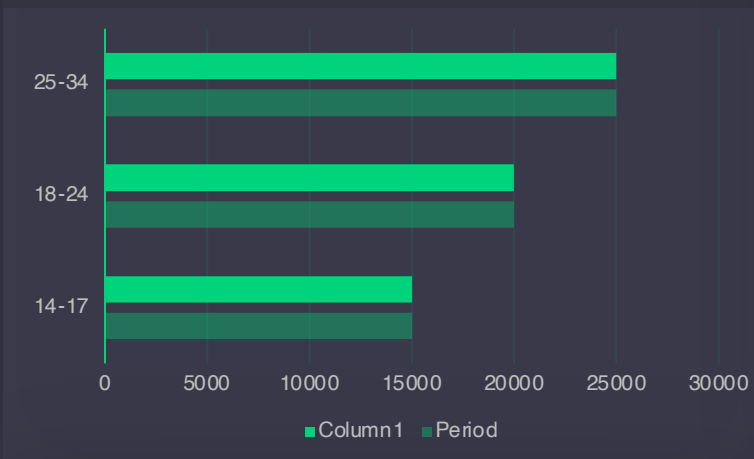


# 64 Top Ads Campaigns

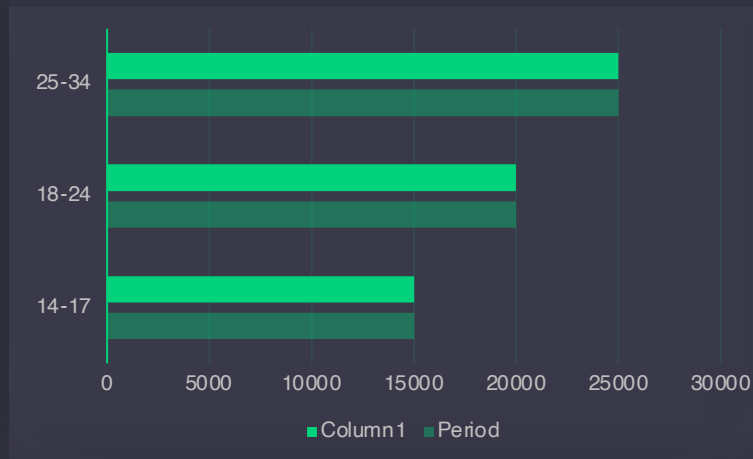
Your top campaigns according to different key indicators



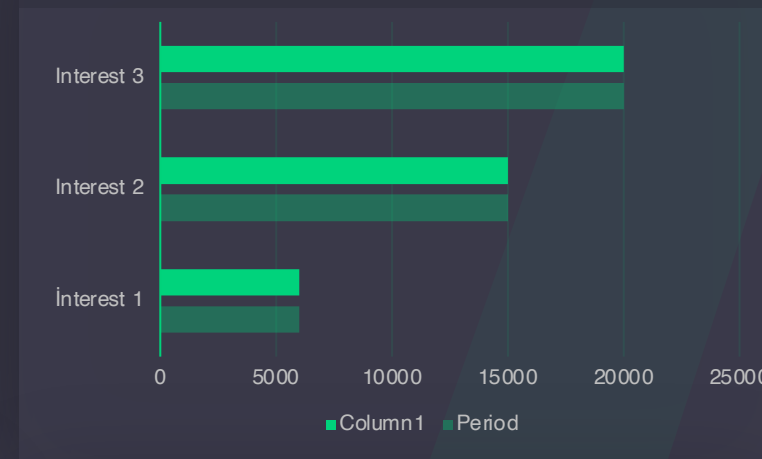
### CAMPAIGN DISTRIBUTION BY CPC



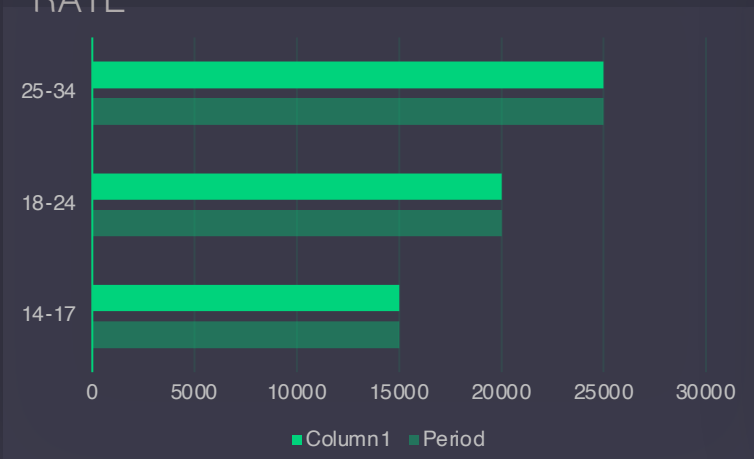
### TOP 5 CAMPAIGNS BY COST



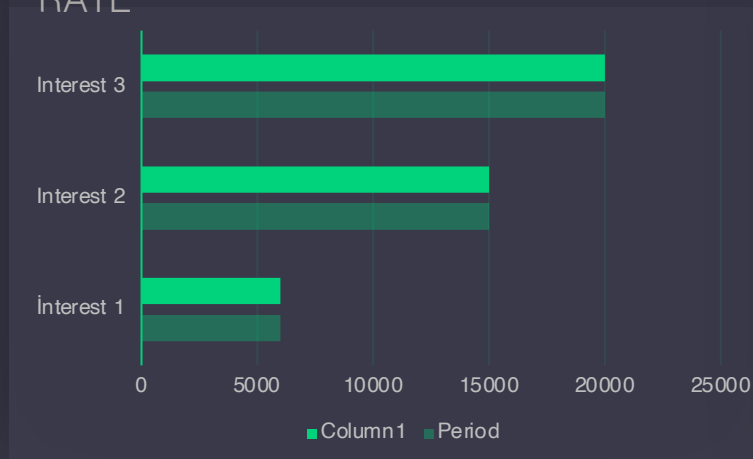
### TOP 5 CAMPAIGNS BY CLICK



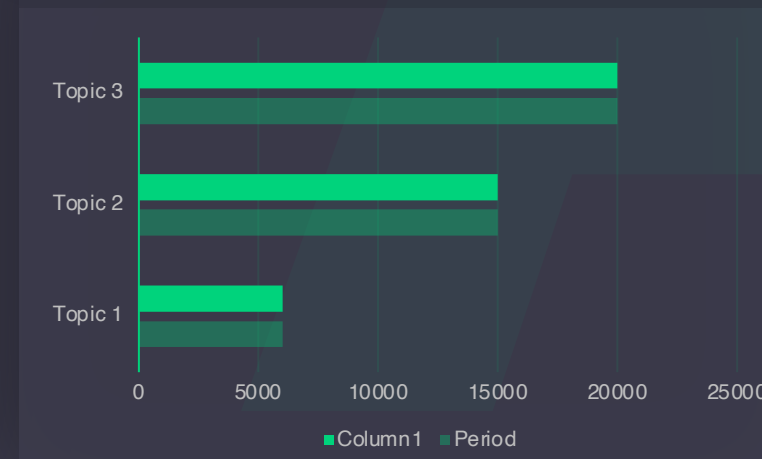
### TOP 5 CAMPAIGNS BY BOUNCE RATE



### TOP 5 CAMPAIGNS BY CONVERSION RATE



### TOP 5 CAMPAIGNS BY REVENUE





# 65 Ads Campaigns



Sorted by: Pageviews  
Order: Descending

Campaigns	Clicks	Cost	CPC	Bounce Rate	Pages/Sessi on	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%



# 66 Paid Keywords

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



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%
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%



# 67 Paid Search Queries

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



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%
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%



# 68 Final URLs



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%
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%



# 69 Display Targeting

## Your top performing Google Ads Display Targeting Campaigns

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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%



# 70 Managed Placements



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%



# 71 Topics

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



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%
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%



# 72 Interests and Remarketing



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%
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%





# 73 Age

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



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%



# 74 Gender

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



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%



# 75 Video Campaigns

Your top performing Google Ads Video Campaigns



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%



# 76 Shopping Campaigns

Your top performing Shopping Campaigns

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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

---

# Acorn Hills

---

01.04.2024 - 01.05.2024



# 78 Technology Overview



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%

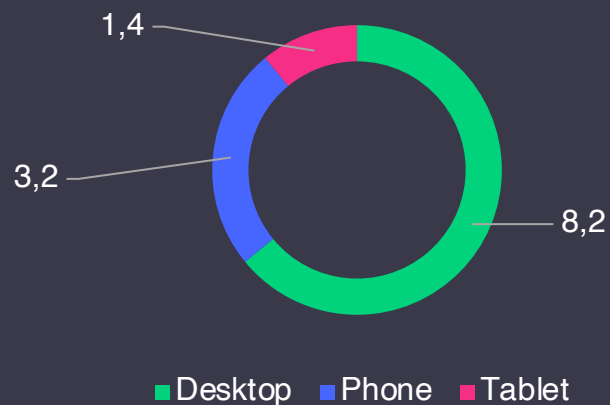
+24,20%

MOBILE PAGES PER SESSION

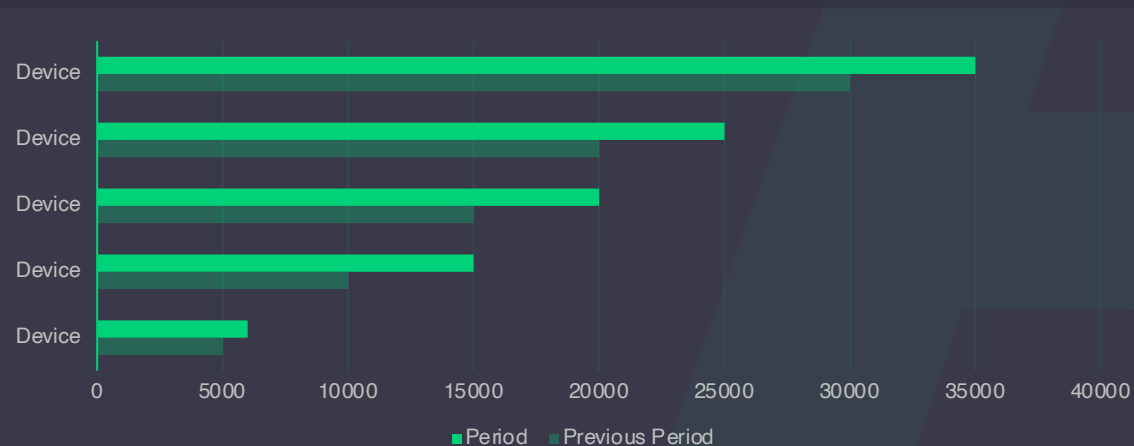
2.2

+25,20%

DEVICE CATEGORY BREAKDOWN BY USER



TOP 5 MOBILE DEVICES BY USER



# 79 Device Category Performance

Top Performing device categories



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>



# 80 Device Conversions

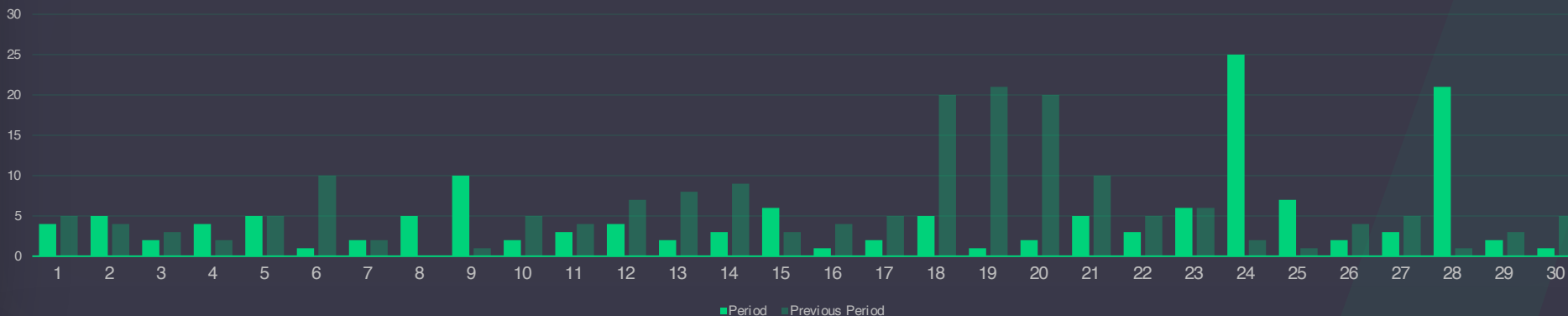
Daily performance of your mobile and desktop device conversion rate



DESKTOP SALES  
CONVERSION RATE

1,1M  
+35%

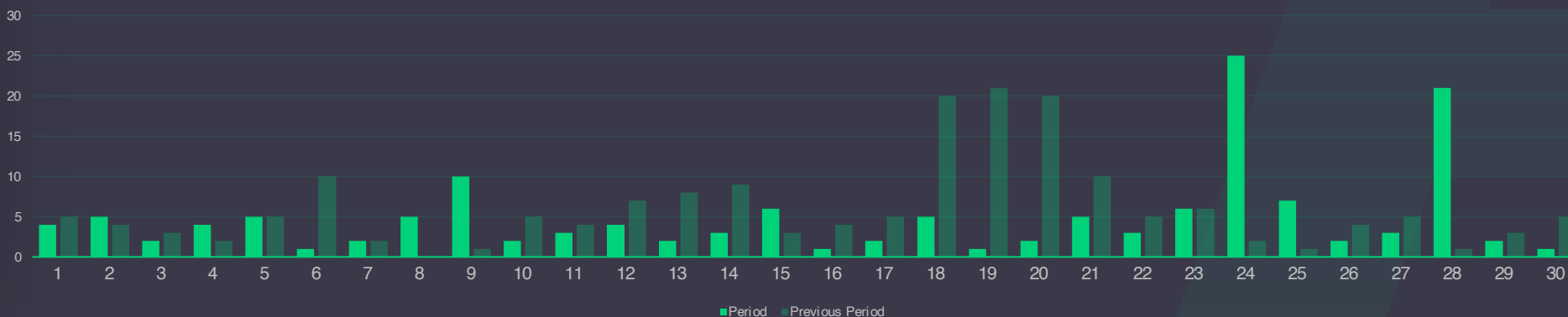
DESKTOP SALES CONVERSION RATE DAILY CHART



MOBILE SALES  
CONVERSION RATE

2.2  
+35%

MOBILE SALES CONVERSION RATE DAILY CHART





# 81 Mobile Conversions Top 10 URL

Your top performing landing pages accessed from a mobile device

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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 -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



# 82 Desktop Conversions Top 10 URL

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

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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



# 83 Browser Report

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

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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

---

# Acorn Hills

---

01.04.2024 - 01.05.2024



# 85 Overview

How users interact after they land on your website



PAGEVIEWS

**45,000**  
+35%

UNIQUE PAGEVIEWS

**35,000**  
+3,526%

AVG. TIME ON PAGE

**230**  
+35.24%

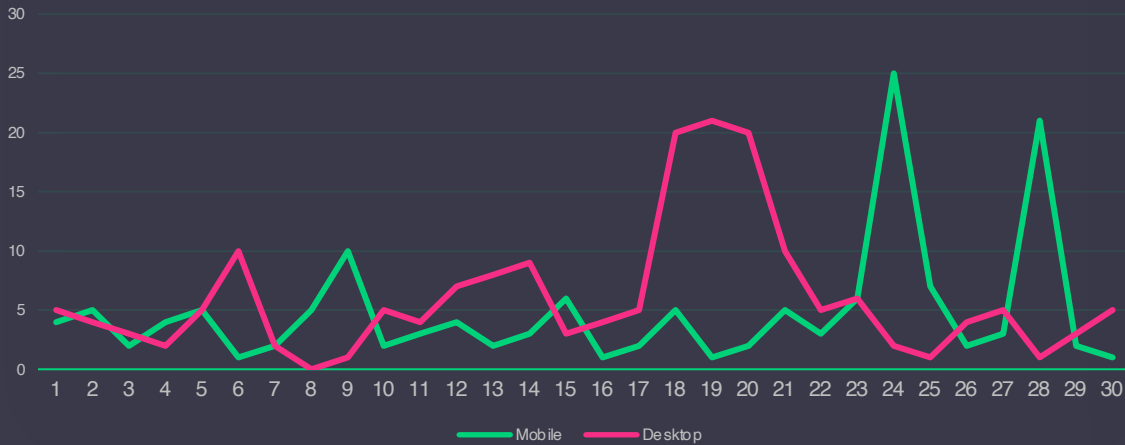
BOUNCE RATE %

**34%**  
+24,20%

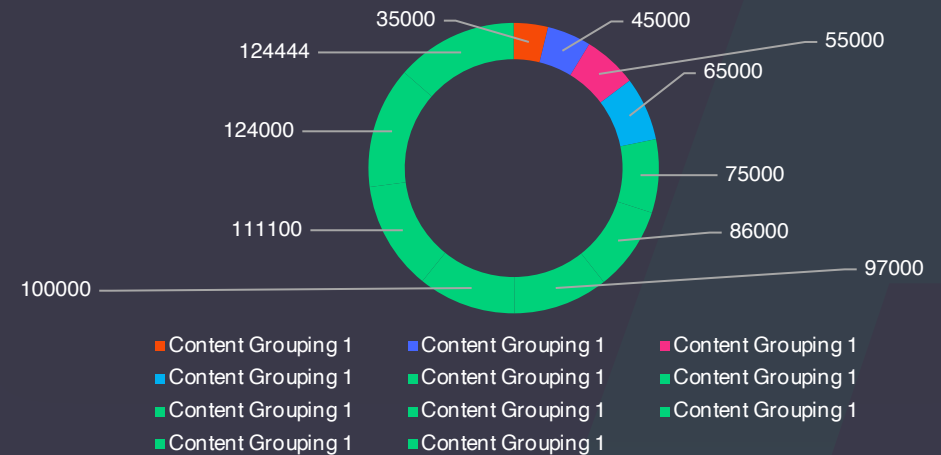
% EXITED

**2.2%**  
+25,20%

## MOBILE OVER DESKTOP PAGEVIEWS



## CONTENT GROUPING



# 86 Most Visited Pages

Your most visited pages



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



# 87 Most Visited Pages from Desktop

Your most visited pages from a desktop or a laptop

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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



# 88 Most Visited Pages from Mobile

Your most visited pages from a mobile device

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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





# 89 Most Exited Pages

Users tend to stop browsing and leave after these pages



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

---

# Acorn Hills

---

01.04.2024 - 01.05.2024



# 91 Overview

Do people find what they are looking for through site search



SESSIONS WITH SEARCH

45,000

+35%

TOTAL UNIQUE SEARCHES

35,000

+3,526%

RESULTS PAGEVIEWS / SEARCH

2,500

+35.24%

% SEARCH EXITS

3,500

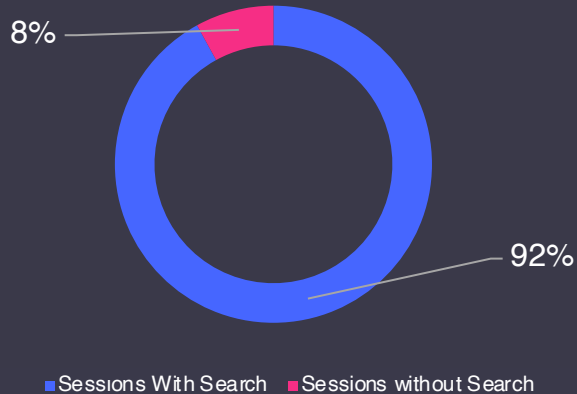
+24,20%

% SEARCH REFINEMENTS

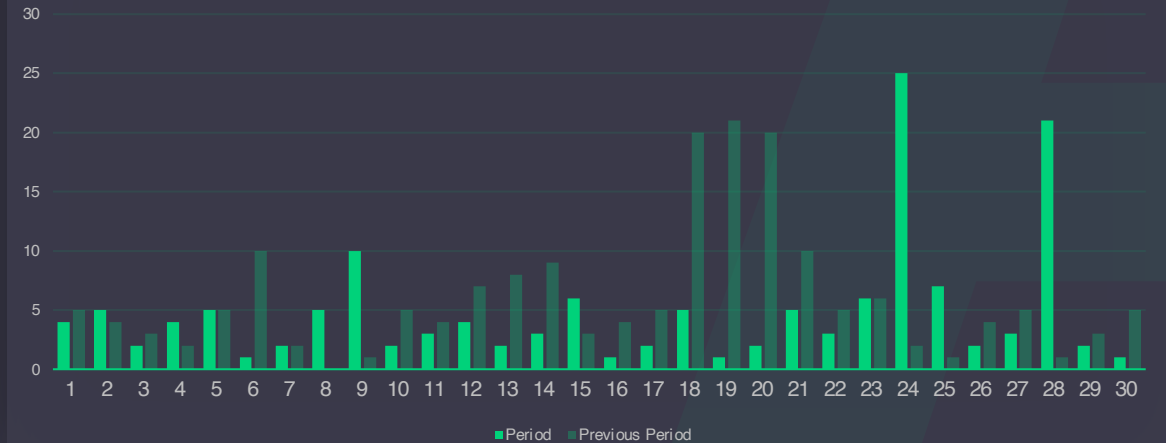
2.2

+25,20%

SESSIONS WITH SEARCH



DAILY UNIQUE SEARCHES



# 92 Search Depth

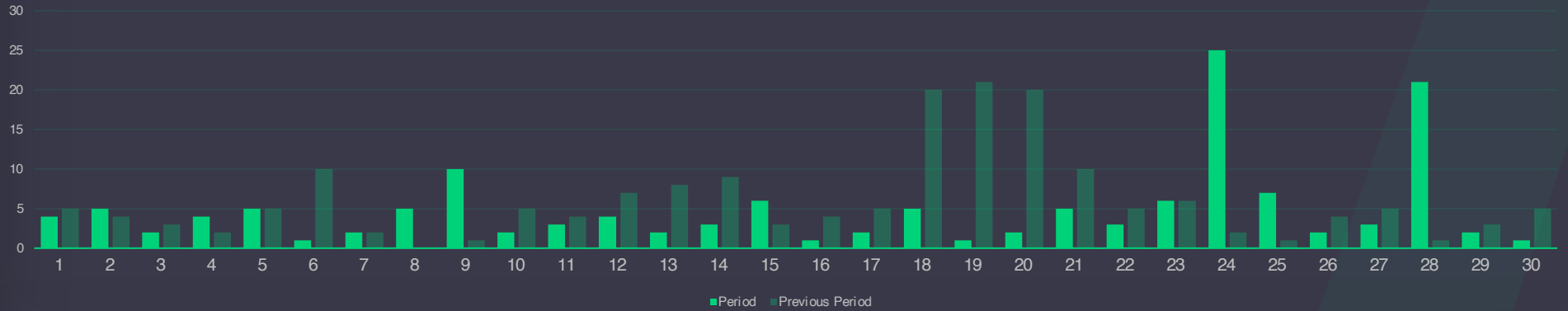
Daily performance of your site search



## TIME AFTER SEARCH

1,1M  
+35%

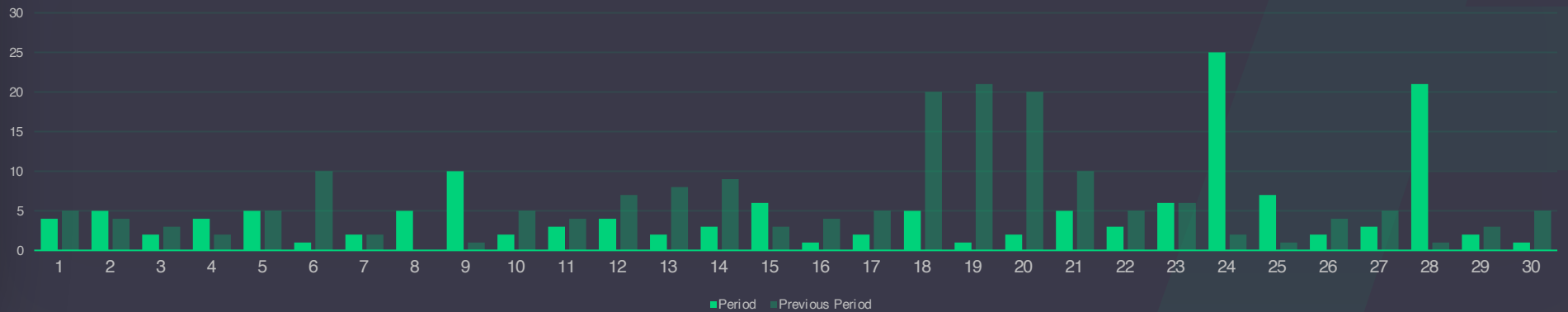
## TIME AFTER SEARCH DAILY CHART



## AVG. SEARCH DEPTH

2.2  
+35%

## AVG. SEARCH DEPTH DAILY CHART



# 93 Site Search Terms

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



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



# 94 Search Pages

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



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%

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%





Search Console

---

# Acorn Hills

---

01.04.2024 - 01.05.2024



# 96 Overview

A look at your Search Engine traffic and performance



IMPRESSIONS

**45,000**  
+35%

CLICKS

**35,000**  
+3,526%

CTR

**2,500**  
+35.24%

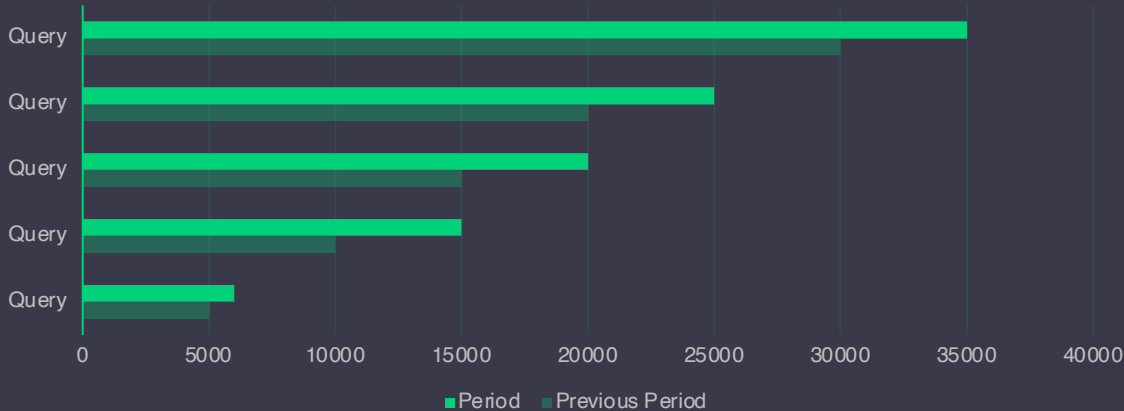
AVERAGE POSITION

**3,500**  
+24,20%

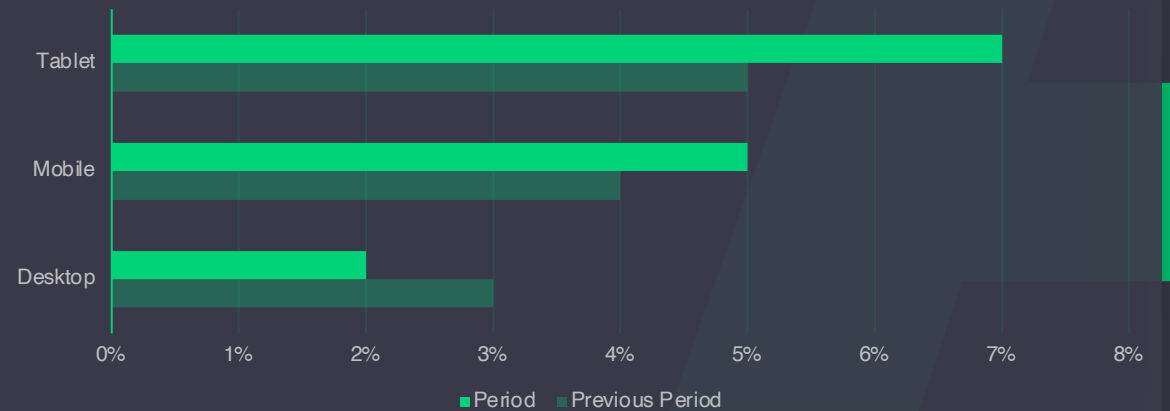
SESSIONS

**2.2**  
+25,20%

TOP QUERIES



DEVICE CATEGORY





# 97 Impressions & Clicks

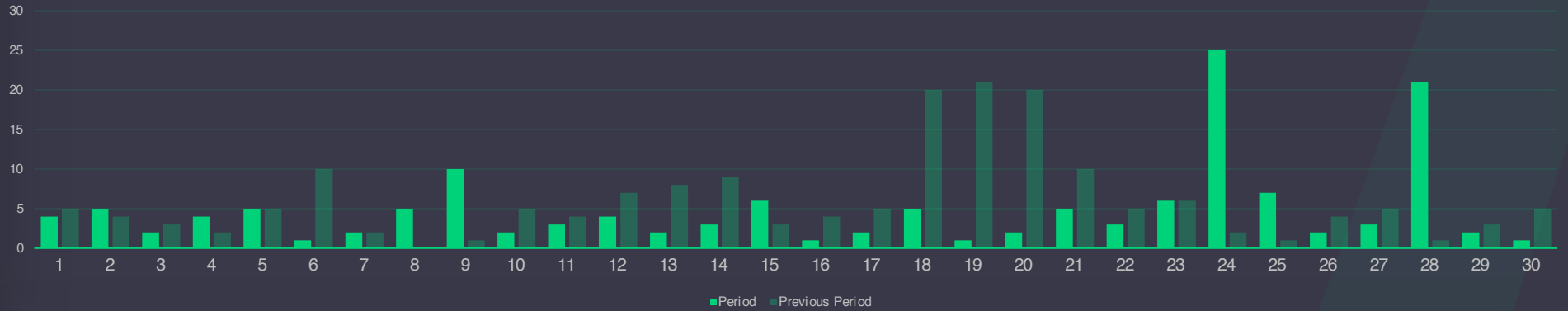
Take a look at your daily Search Engine Impressions and Clicks



## IMPRESSIONS

1,1M  
+35%

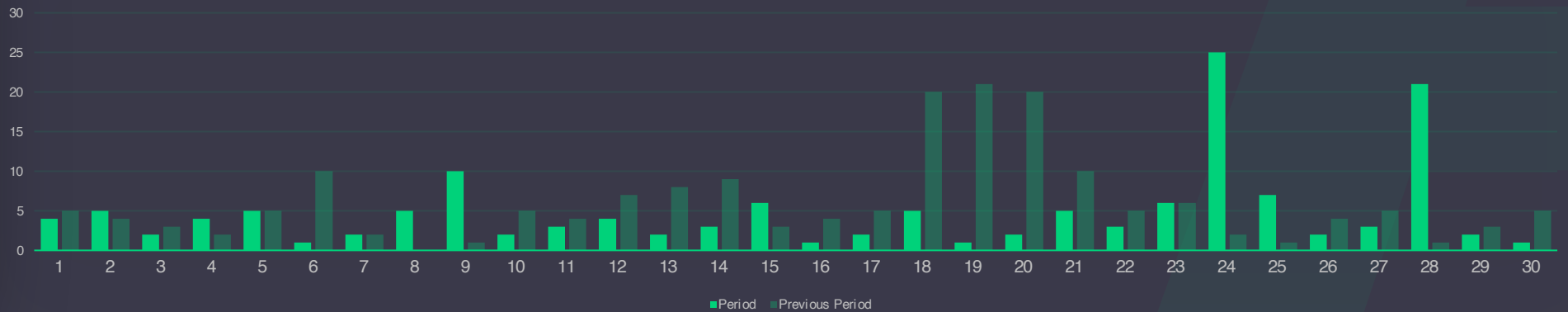
## IMPRESSIONS DAILY CHART



## CLICKS

1,5M  
+35%

## CLICKS DAILY CHART



# 98 Landing Pages

## Top Performing Search Engine Landing Pages

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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



# 99 Search Queries

## Top Performing Search Engine Queries



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 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Search Query	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
Search Query	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
Search Query	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
Search Query	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
Search Query	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
Search Query	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
Search Query	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
Search Query	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
Search Query	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



# 00 Search Device Category

Top devices that people search from



Sorted by: Pageviews  
Order: Descending

Device Category	Impressions	Clicks	CTR	Average Position	Bounce Rate	All Goal Conv	Revenue	Sales Conv Rate
Phone	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	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	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>



# 01 Countries

Top countries that people search from



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 <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
Country	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
Country	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
Country	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
Country	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
Country	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
Country	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
Country	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
Country	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
Country	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





Demographics

---

# Acorn Hills

---

01.04.2024 - 01.05.2024



# 05 Overview

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



TOP COUNTRY

**UK**

TOP CITY

**Lon**

TOP AUDIENCE

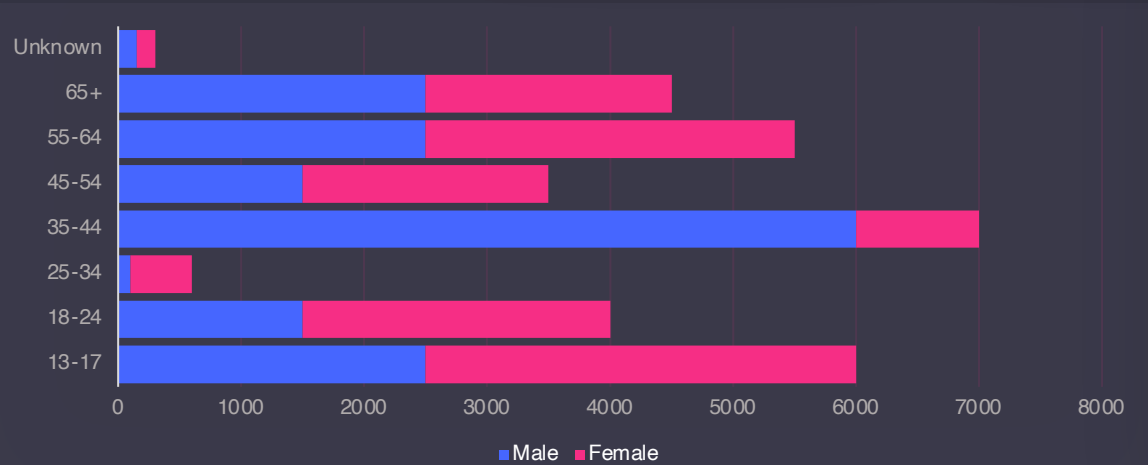
**25-34**  
**Male**

TOP AGE GROUP

**25-34**

TOP GENDER

USERS BY AGE BREAKDOWN



USERS BY GENDER



# 04 Age Performance

Performance breakdown of visitors by age brackets



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%





# 05 Gender Performance

## Performance breakdown of visitors by gender



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%



# 06 Audience Performance

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%

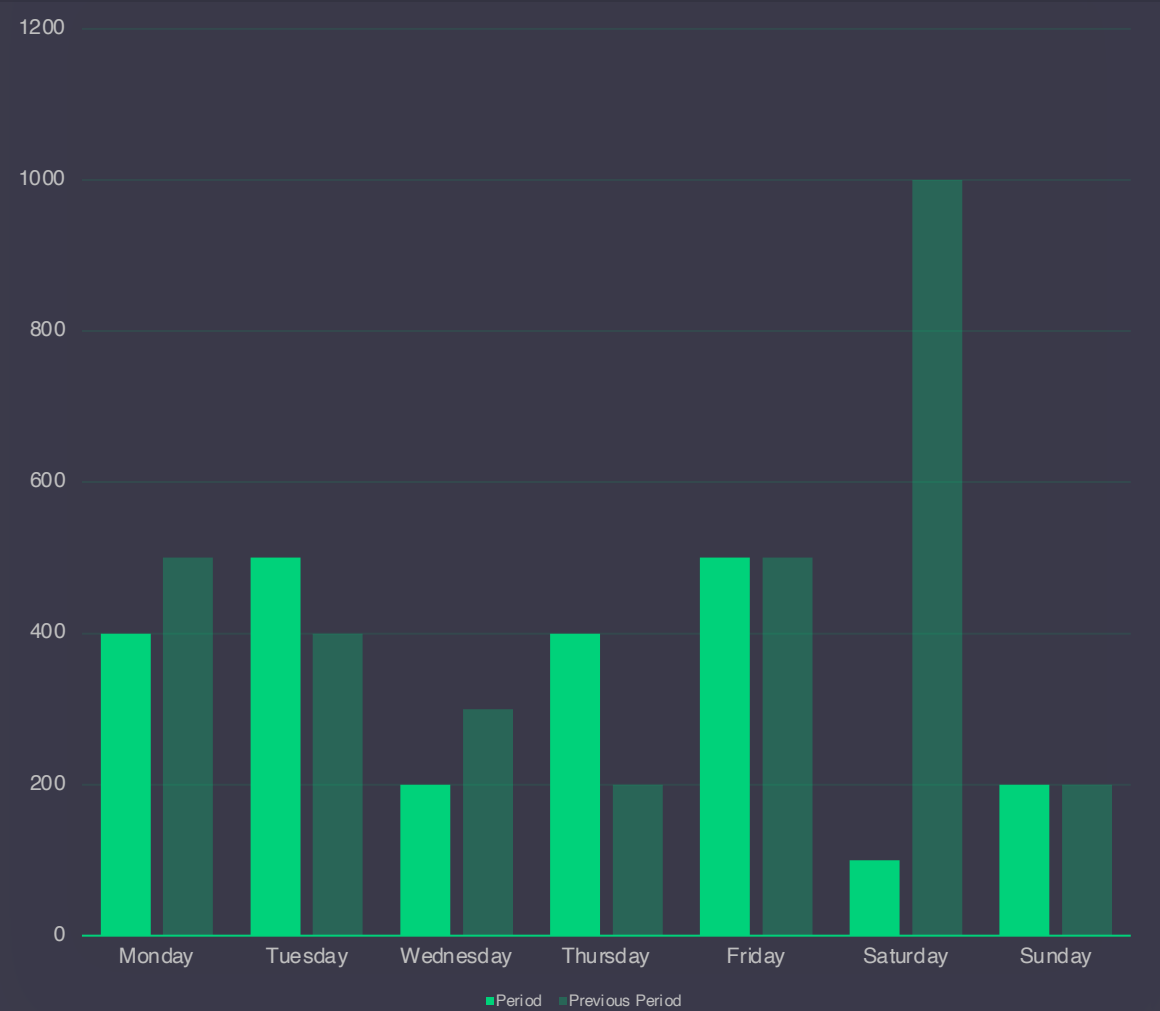


# 07 Day and Time Performance

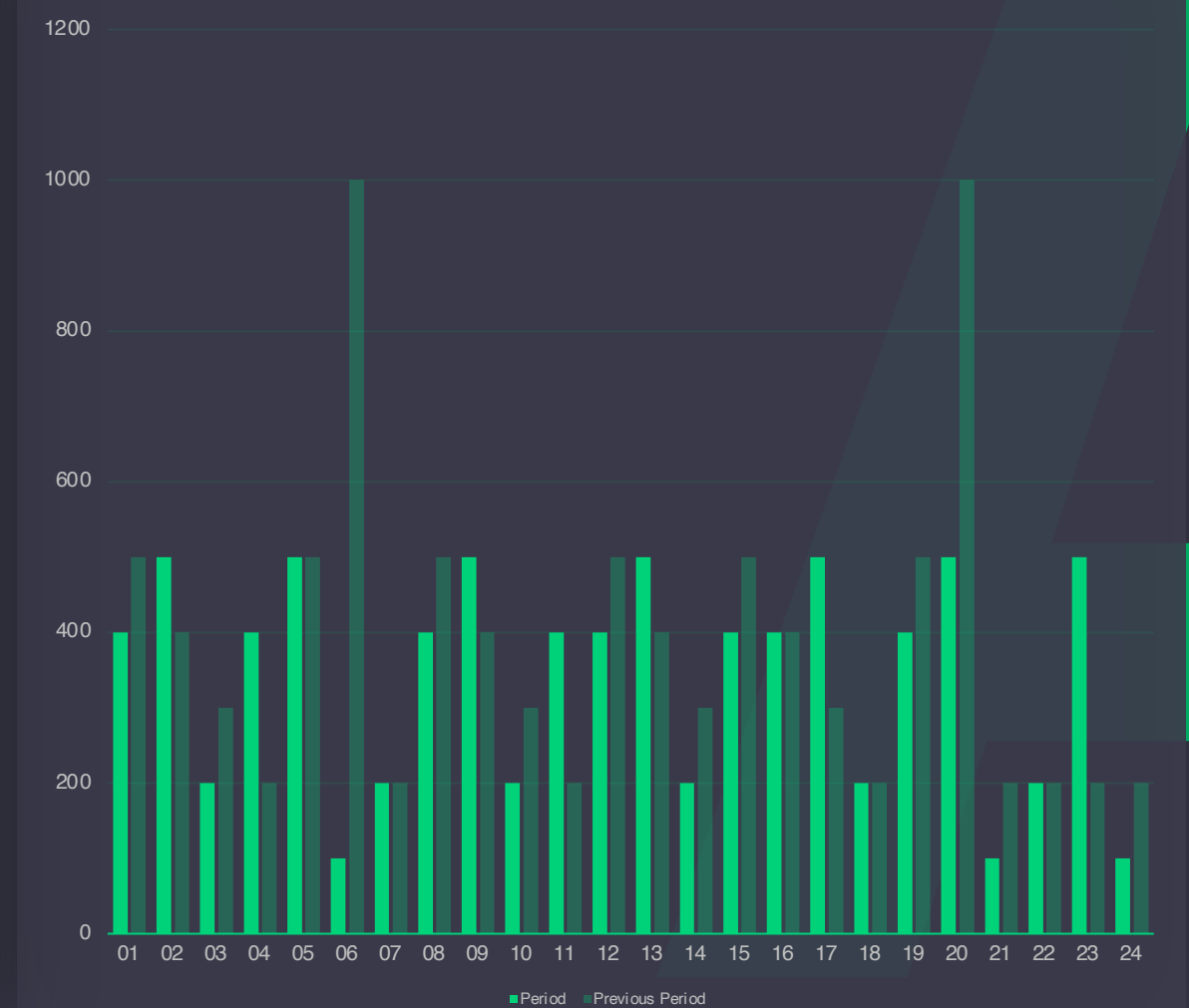
On what day and which hours visitors are more likely to visit your website



### DAY OF WEEK BY USER



### TIME OF DAY BY USER





Geography

---

# Acorn Hills

---

01.04.2024 - 01.05.2024



# 09 Top Countries and Cities

## Top performing countries and cities



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

---

# Acorn Hills

---

01.04.2024 - 01.05.2024



# 111 Goal Performance Overview



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	% Complete
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	% Complete
/	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%



# 112 Goal Performance

A breakdown of your goals by name

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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





# 113 Goal X Completions by Day

Goal 1 "Sepete At" performance by day

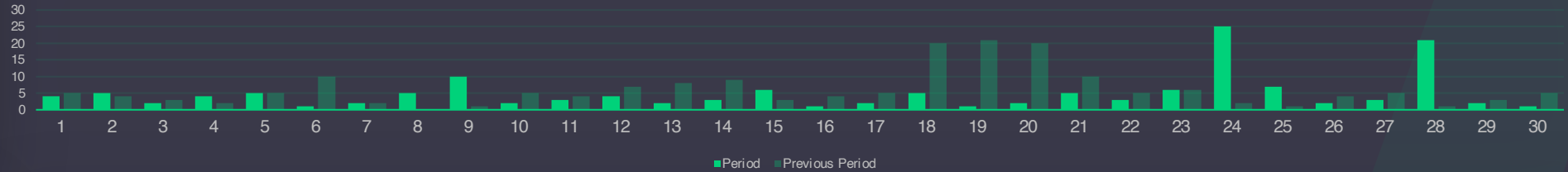


## GOAL CONVERSIONS

125,000

+56%

## GOAL X CONVERSION BY DAY

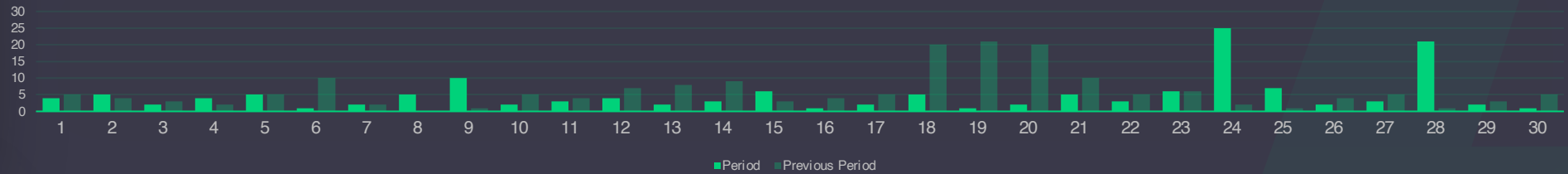


## GOAL Y CONVERSION RATE

5,55%

+56%

## GOAL X CONVERSION RATE BY DAY

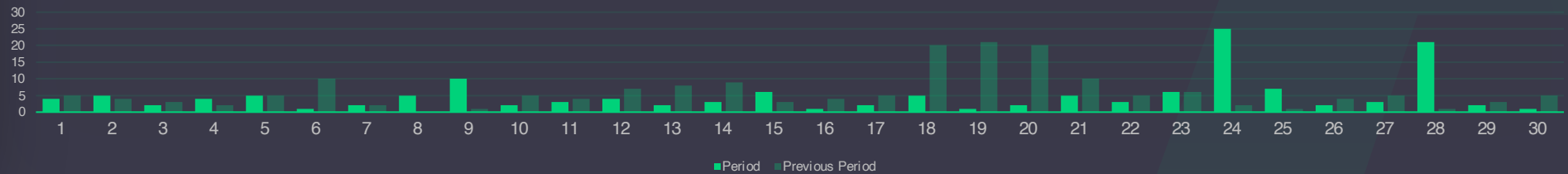


## GOAL X ABANDONMENT RATE

75,66%

+56%

## GOAL X ABANDONMENT RATE BY DAY

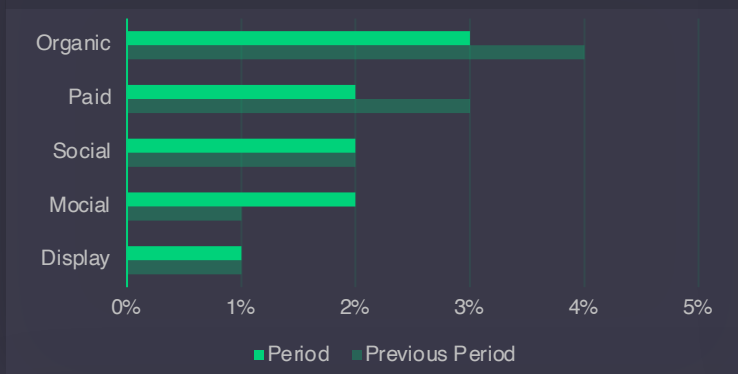


# 114 Goal X Advanced Metrics

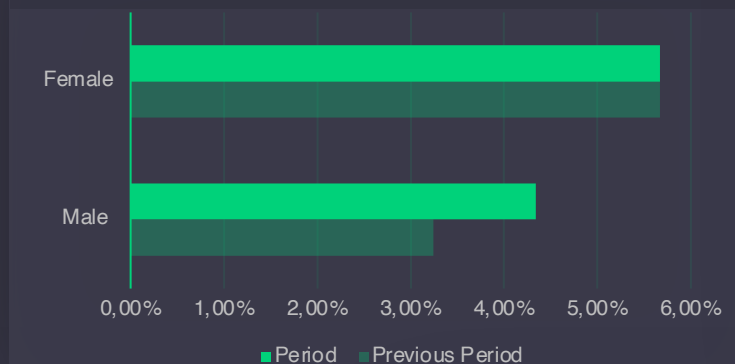
## Goal 1 "Sepete At" conversion performance by advanced metrics



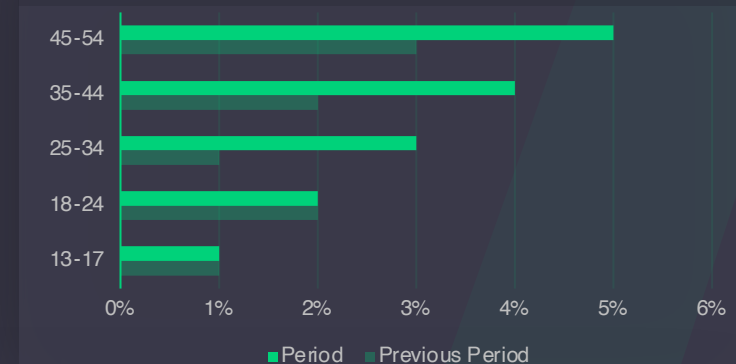
### GOAL CONVERSION RATE CHANNEL



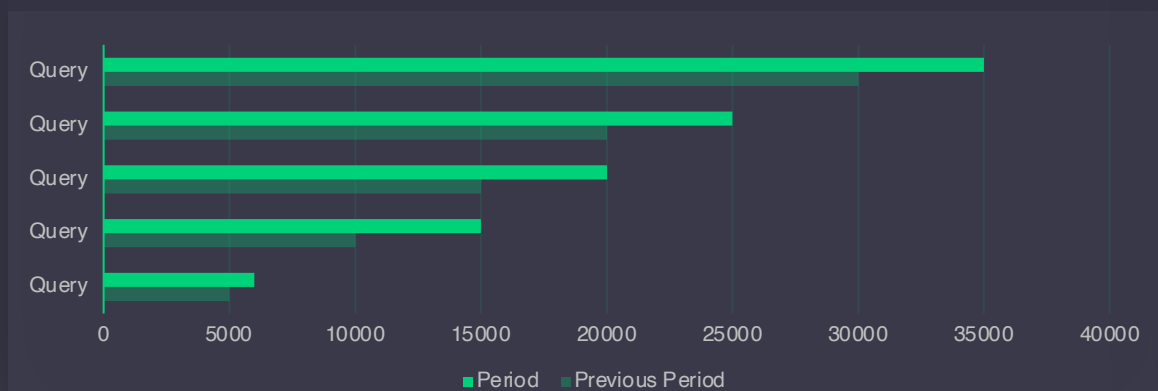
### GOAL CONVERSION RATE GENDER



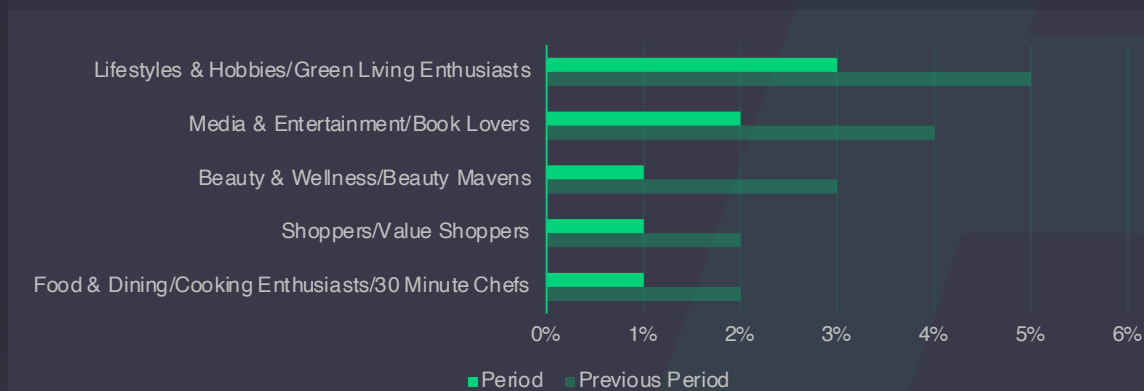
### GOAL CONVERSION RATE AGE



### GOAL CONVERSION RATE DEVICES



### GOAL CONVERSION AFFINITY





Events

---

# Acorn Hills

---

01.04.2024 - 01.05.2024



# 116 Event Performance Overview



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

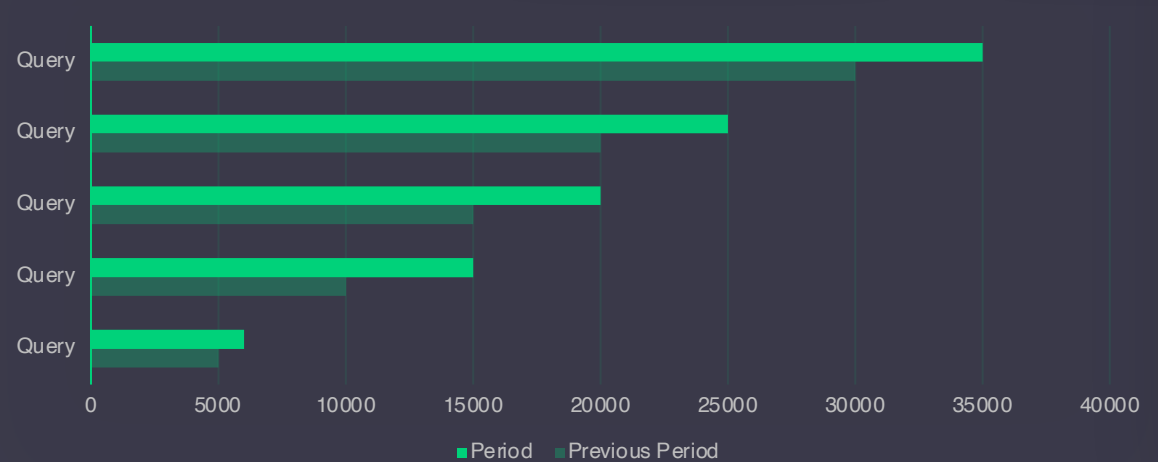
+45%

AVG. EVENT VALUE

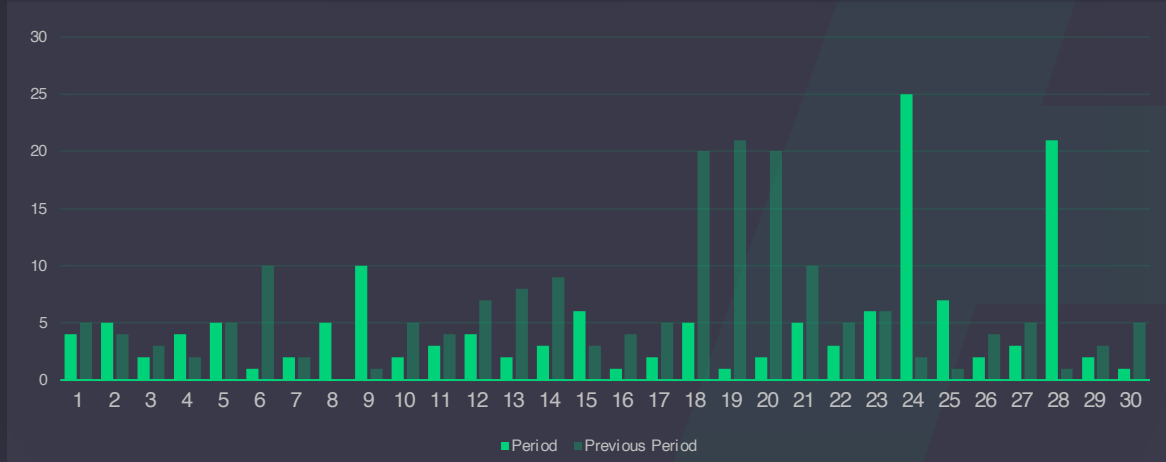
75.4%

+45%

EVENT CATEGORIES



EVENTS DAILY



# 117 Events List

## Your Top events by event category



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



# 118 Event Pages



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

---

# Acorn Hills

---

01.04.2024 - 01.05.2024



# 20 Campaigns Top 10

Your top performing campaigns

@AcornHills | Overview | Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024



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

---

# Acorn Hills

---

01.04.2024 - 01.05.2024



# 22 Page Speed Overview



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

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

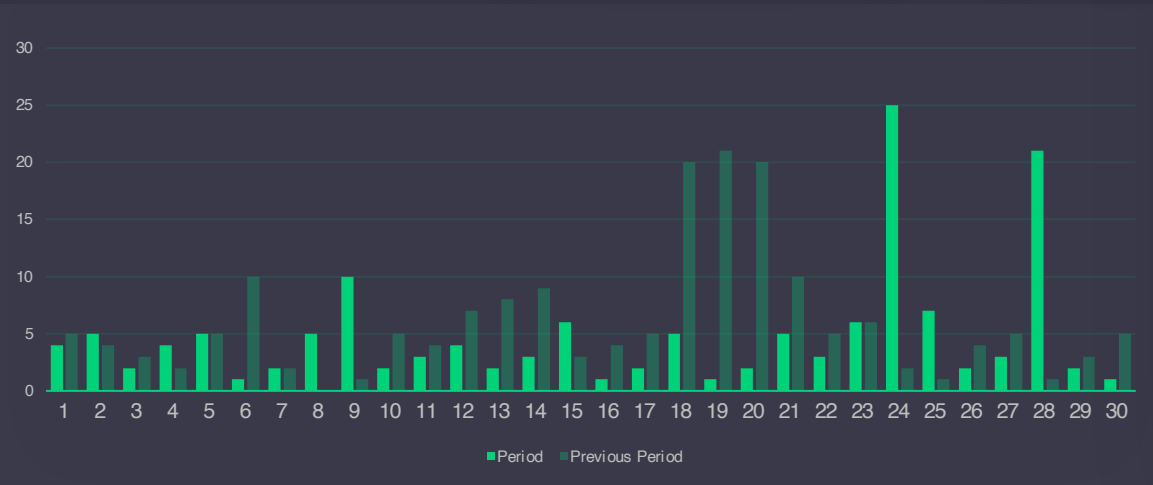
+45%

AVG. SERVER RESPONSE TIME (SEC)

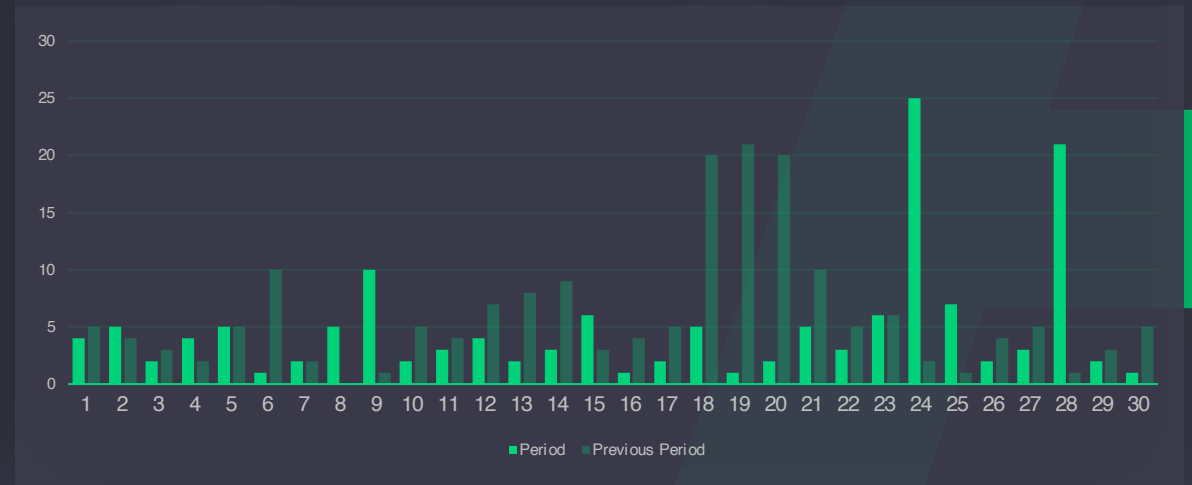
75.4%

+45%

AVG. PAGE LOAD TIME(SEC)



AVG. PAGE DOWNLOAD TIME (SEC)



# 23 Page Timings

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



Page Title / URL	Pageview	Bounce Rate	% Exit	Avg. Page Load Time Sec	COMPARED TO AVG PAGE LOAD 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 



Google Analytics  
Default All Slides Report

---

**Acorn Hills**

---

01.04.2024 - 01.05.2024