

Google Analytics
Default All Slides Report

Acorn Hills

01.01.2023 – 30.01.2023

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

01.01.2023 – 30.01.2023



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%

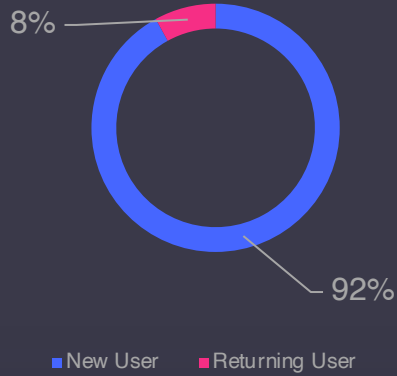


05 Audience

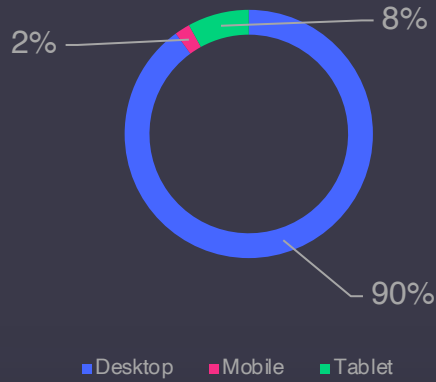
Take a look at your audience and their behavior



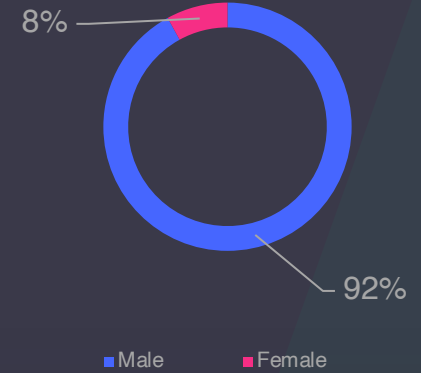
NEW VS RETURNING USER



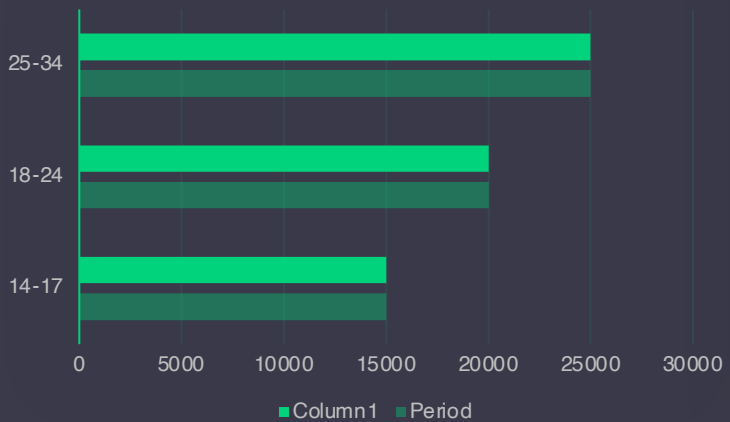
DEVICE BREAKDOWN



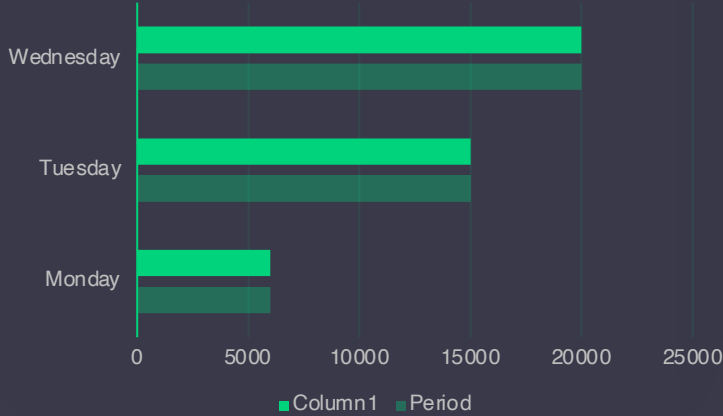
GENDER



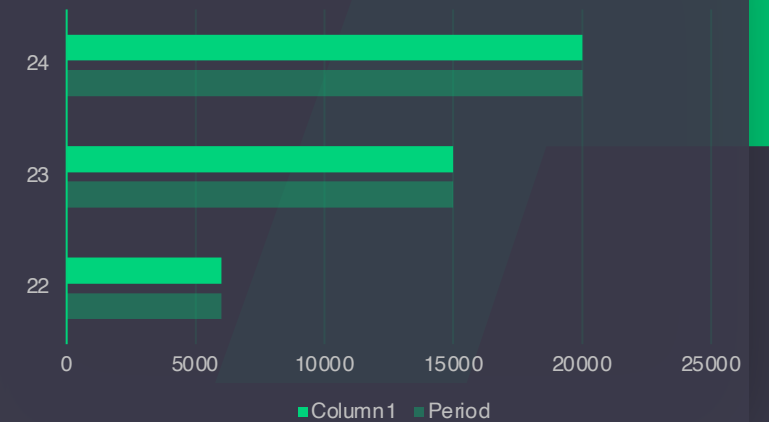
TOP 3 AGE BRACKETS BY USER



TOP 3 DAYS OF WEEK BY USER



TOP 3 TIME OF DAY BY USER

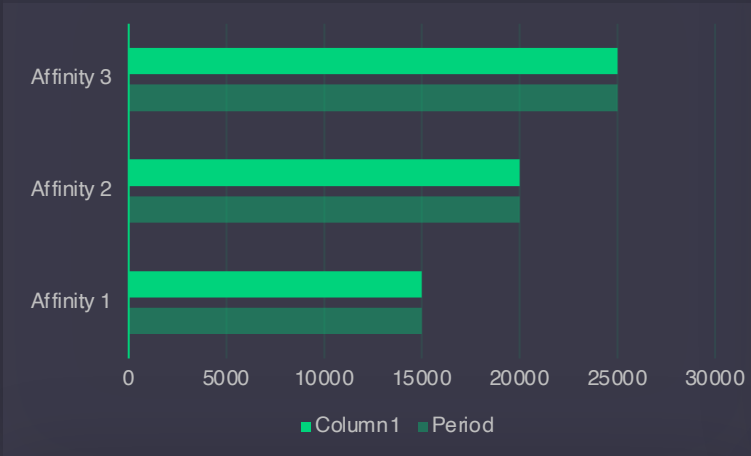


06 Interests

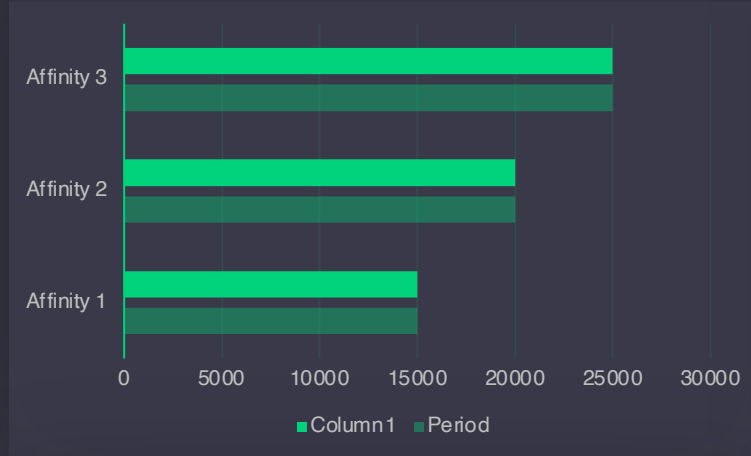
Know their interests



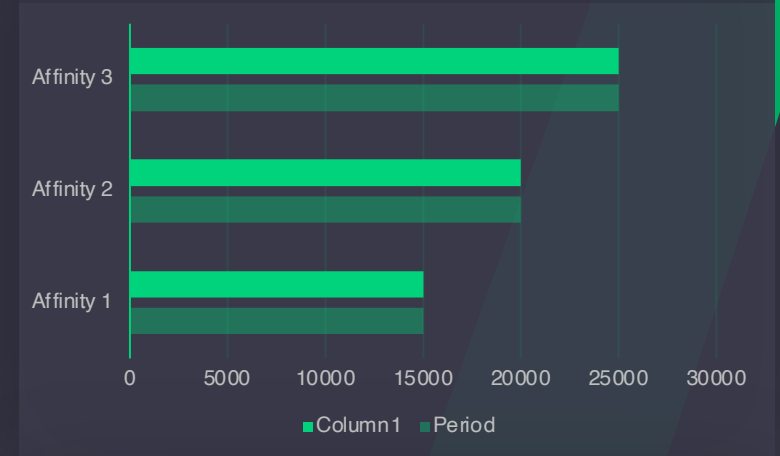
TOP 3 AFFINITIES BY USER



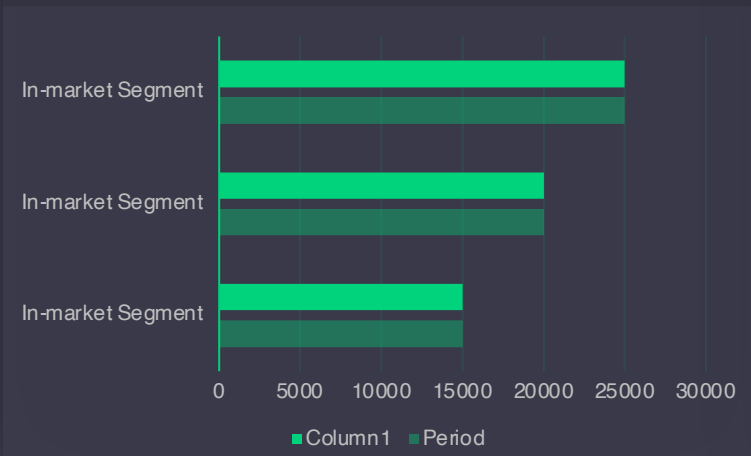
TOP 3 AFFINITIES BY BOUNCE RATE



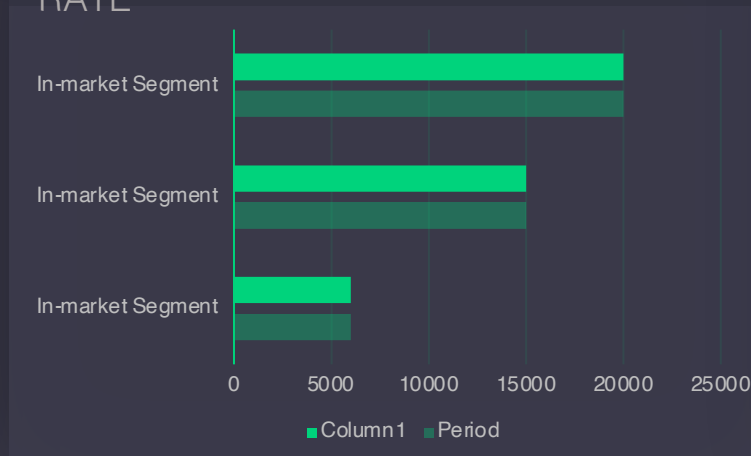
TOP 3 AFFINITIES BY TIME ON SITE



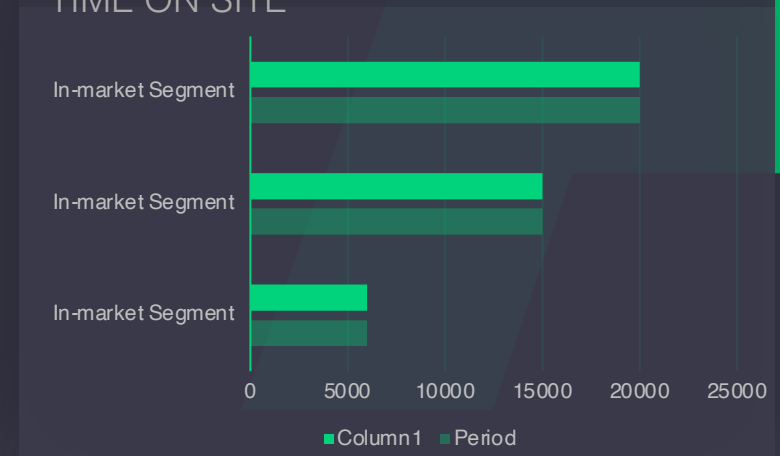
TOP 3 IN-MARKET SEGMENTS BY USER



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

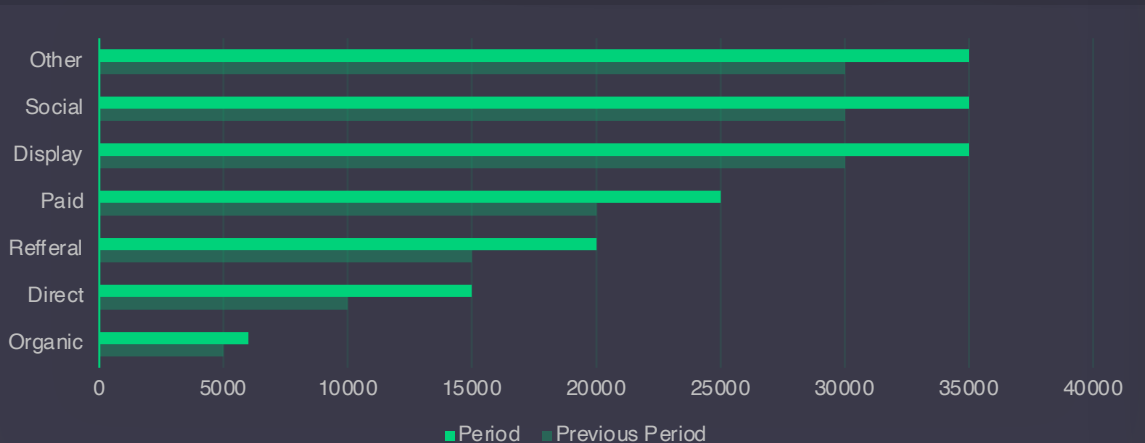
2.2 Pages Per Session

TOP CHANNEL: AVG. SESSION DURATION

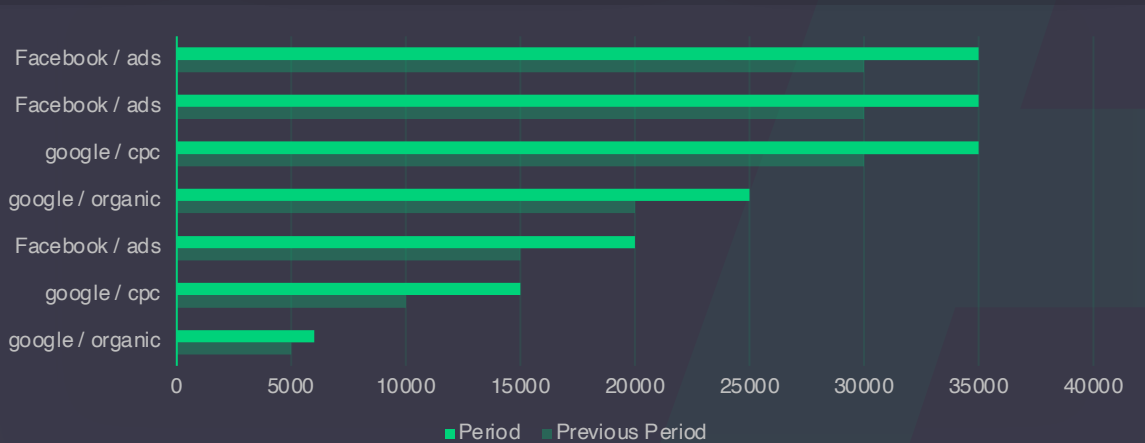
Display

160 Sec

CHANNELS BY USER



SOURCE / MEDIUM BY USER





Users & Behaviour

Acorn Hills

01.01.2023 – 30.01.2023



09 Users

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

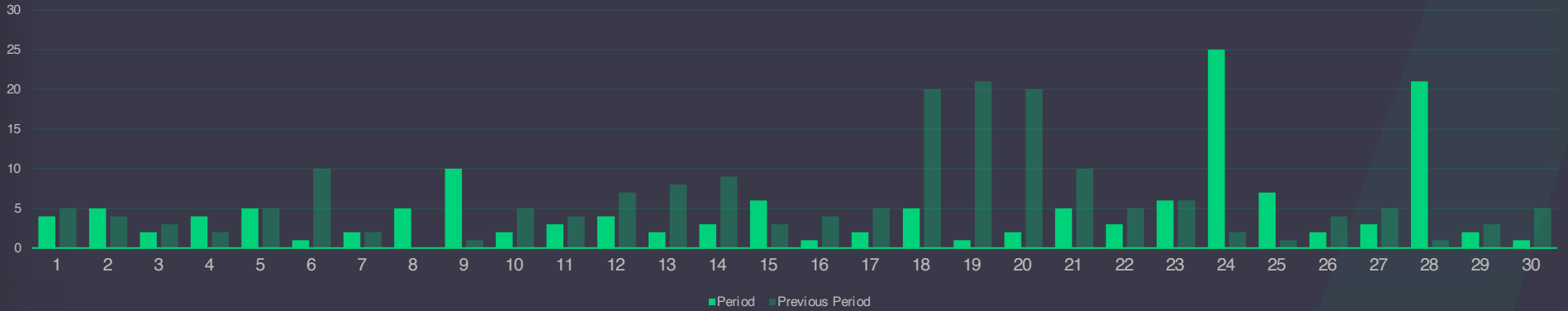


USERS

123,455

+35%

USERS DAILY CHART

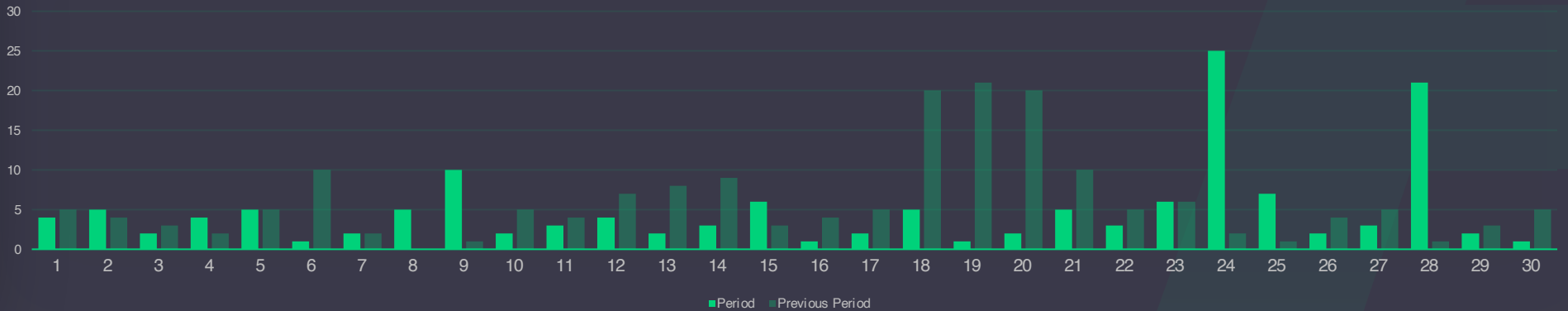


NEW USERS

1,1M

+35%

NEW USERS DAILY CHART



10 Sessions

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

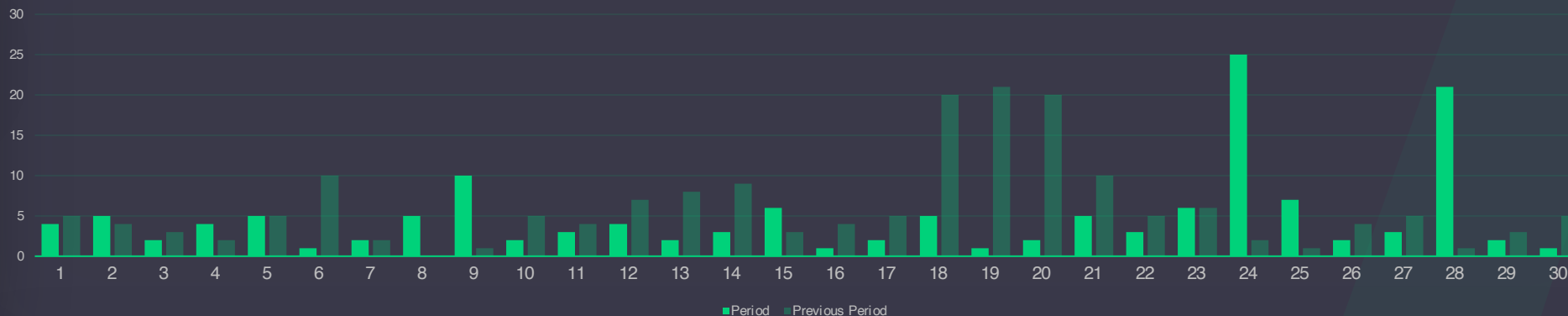


SESSIONS

123,455

+35%

SESSIONS DAILY CHART

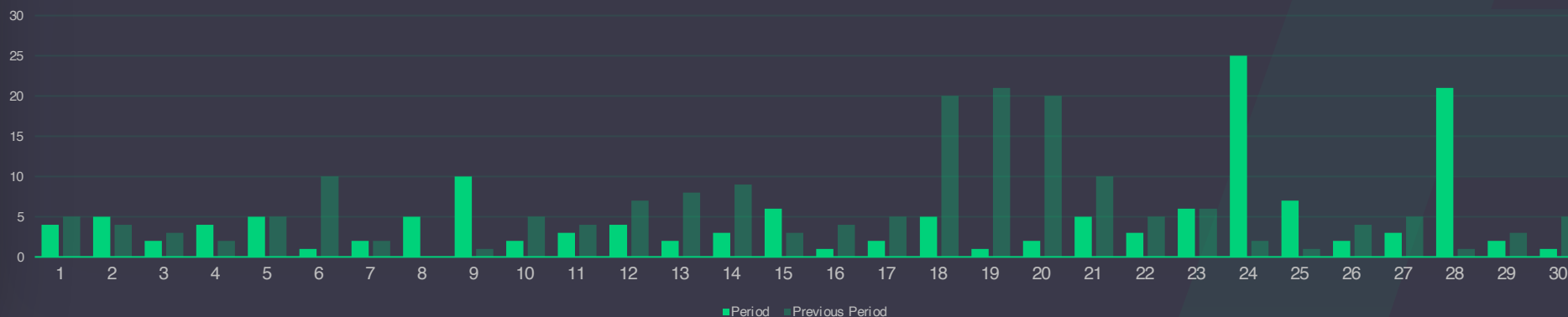


AVG. SESSION PER USER

1.1

+35%

AVG. SESSION PER USER DAILY CHART



11 Bounce Rate & Time on Site



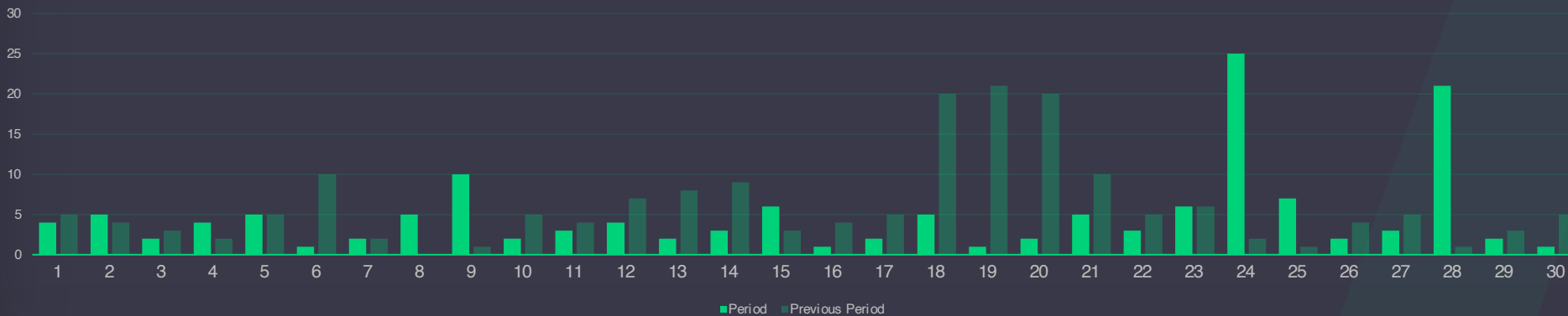
How many users leave immediately and how many stay and for how long

BOUNCE RATE

45%

+35%

BOUNCE RATE DAILY CHART

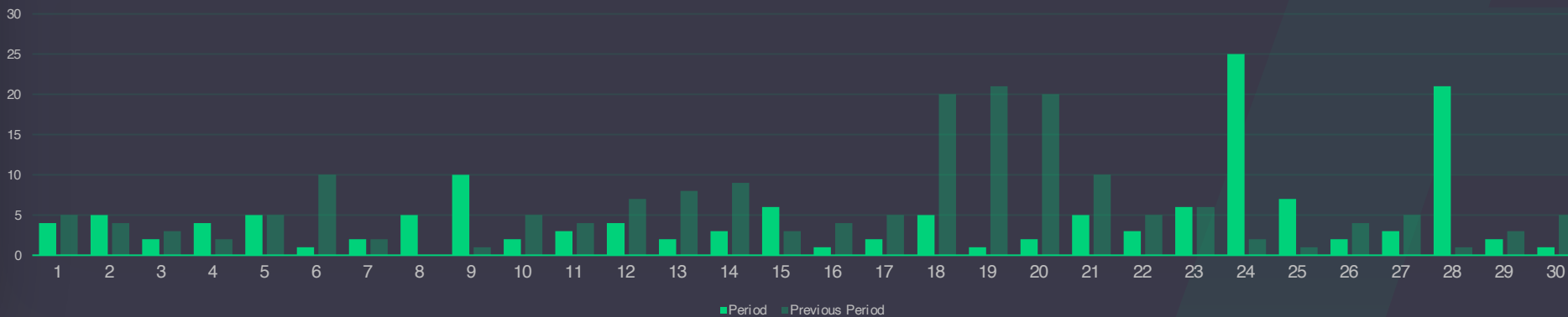


AVG. TIME ON SITE (Sec)

260

+35%

AVG. TIME ON SITE DAILY CHART (Sec)



12 Pageviews

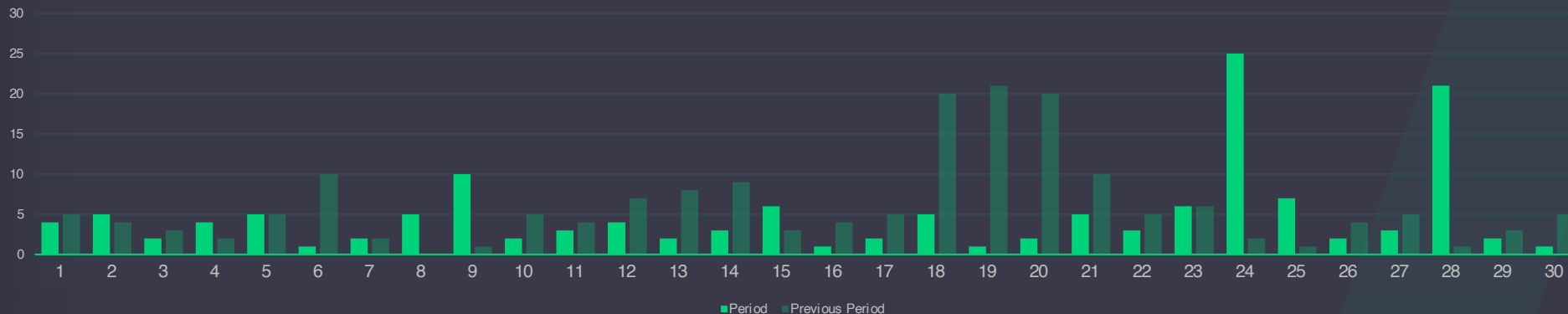
The users that stay, how many pages they view on total and on average



PAGEVIEWS

1,1M
+35%

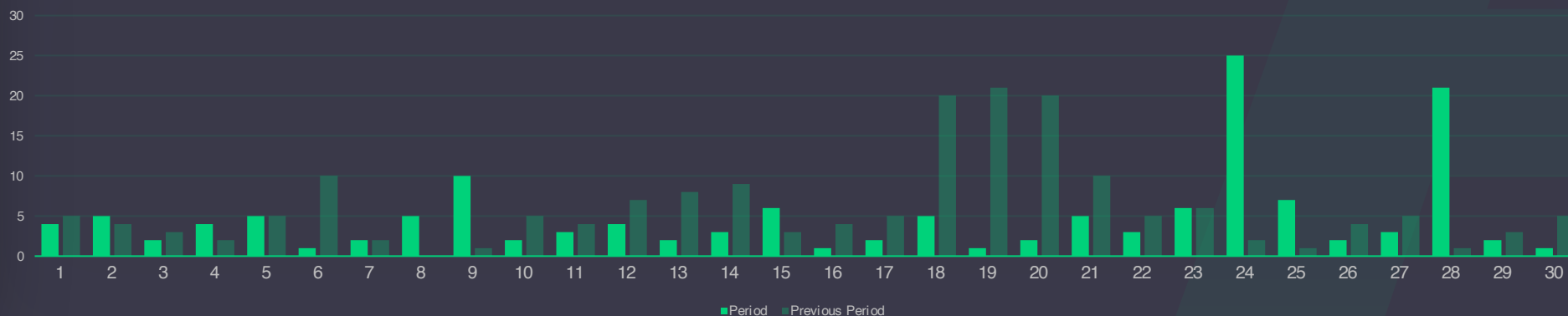
BOUNCE RATE DAILY CHART



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

01.01.2023 – 31.01.2023



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

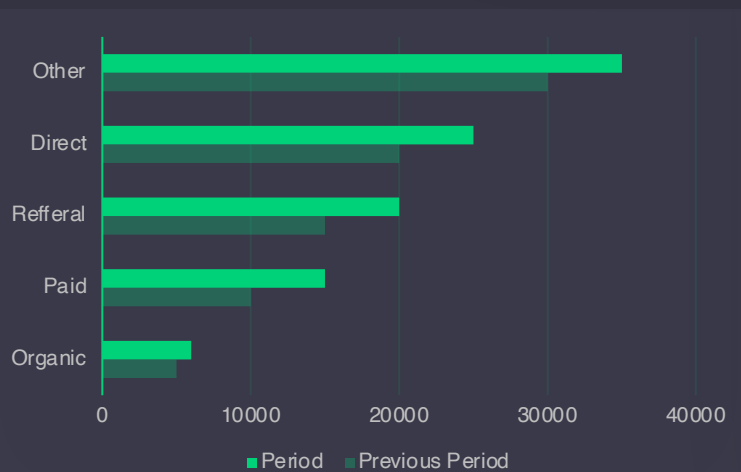
+35%

SALES CONVERSION RATE

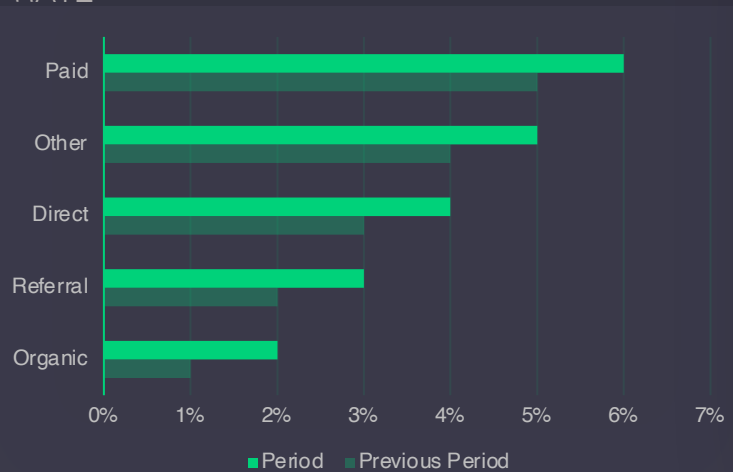
6.2%

+35%

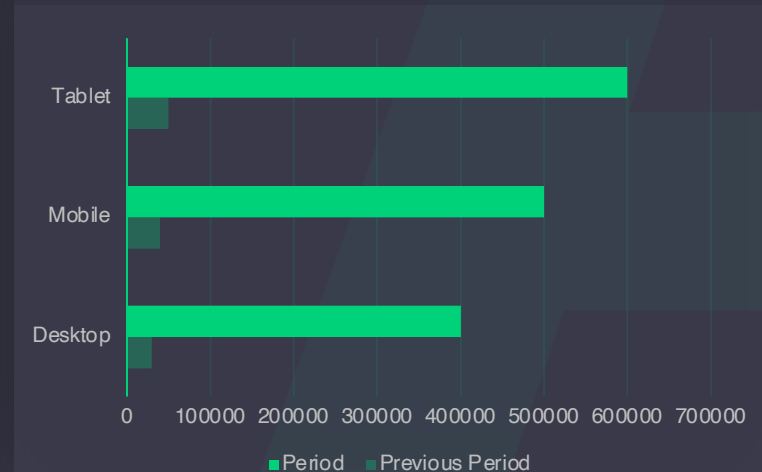
TOP TRAFFIC CHANNELS BY REVENUE



TOP TRAFFIC CHANNELS BY CONVERSION RATE



TOP DEVICES BY REVENUE



17 Transactions & Revenue

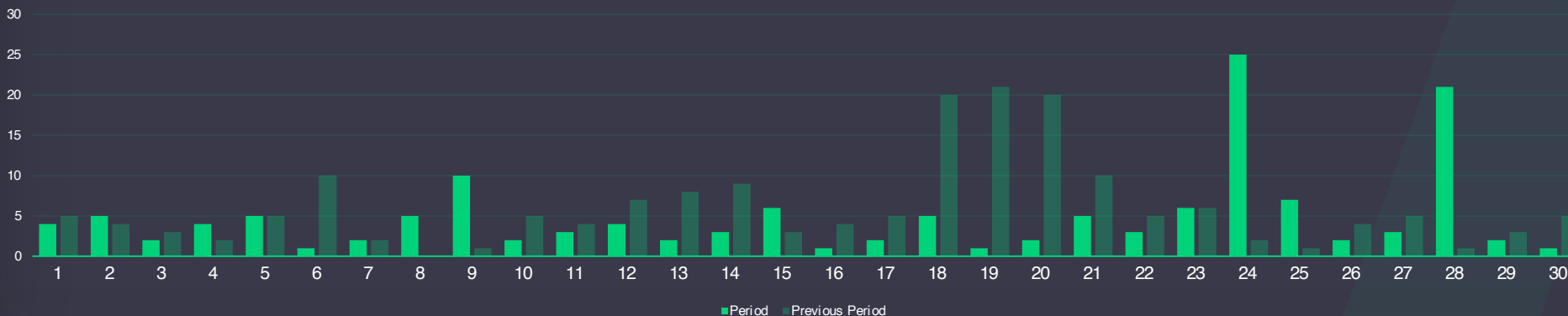
Daily performance of your transactions and revenue



TRANSACTIONS

1,1M
+35%

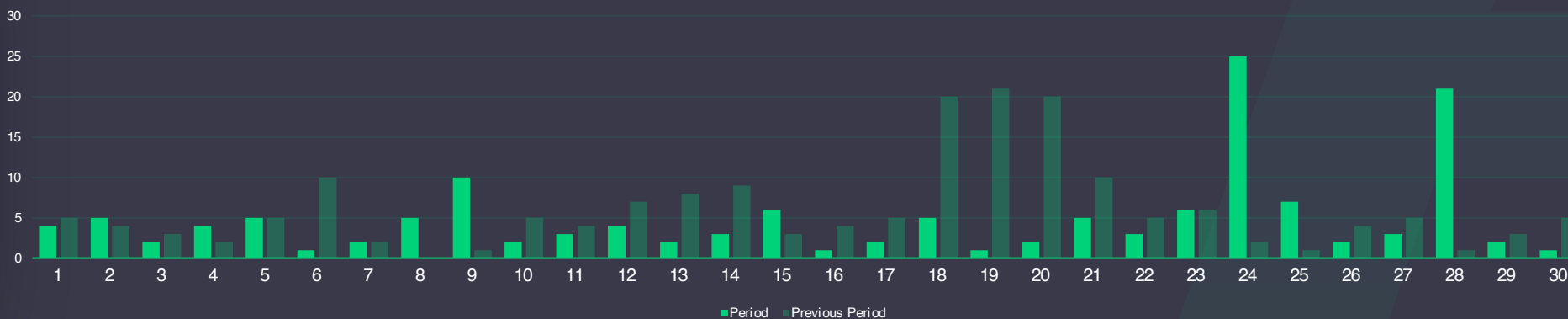
TRANSACTIONS DAILY CHART



REVENUE (EUR)

1,1M
+35%

REVENUE DAILY CHART



18 Quantity & Order Value

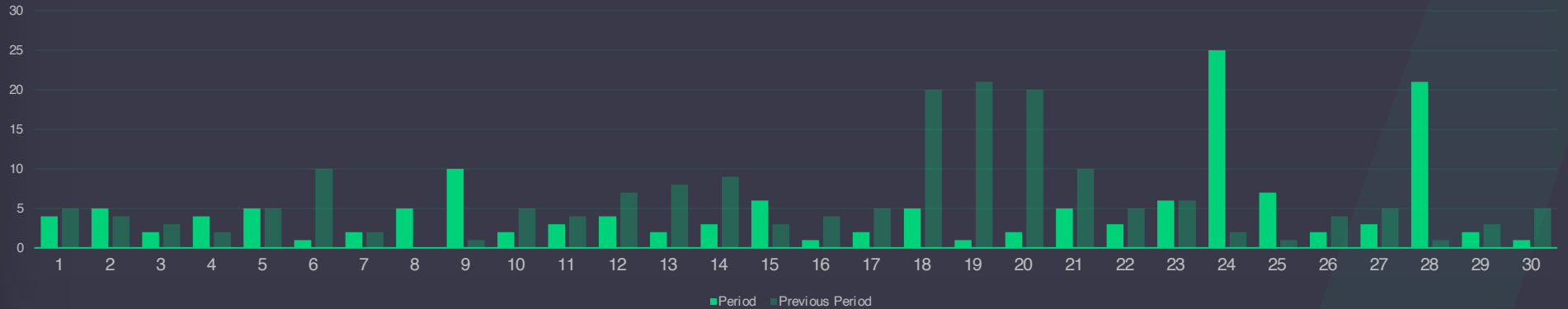
Daily performance of your average order value and number of items sold



QUANTITY

1,1M
+35%

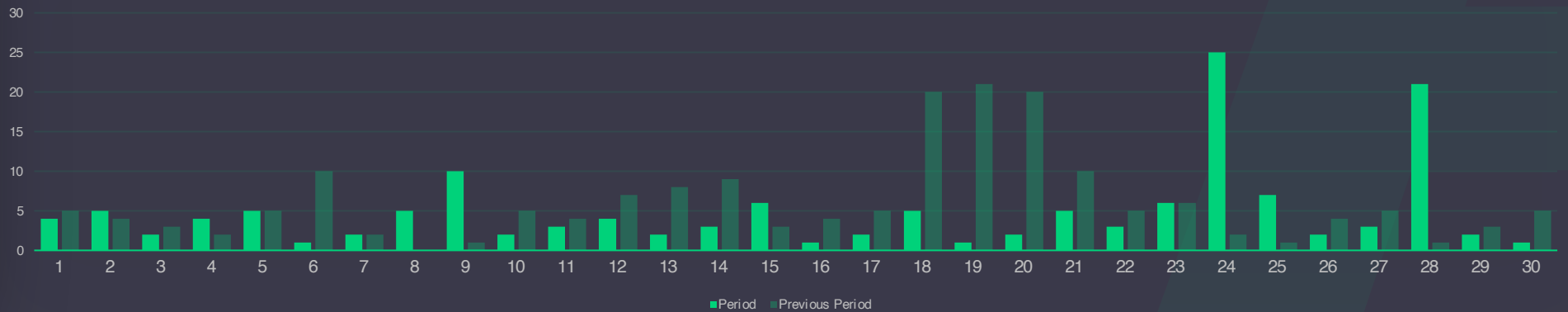
QUANTITY DAILY CHART



AVG. ORDER VALUE

1,1M
+35%

AVG ORDER VALUE DAILY CHART



19 Sales Conversions

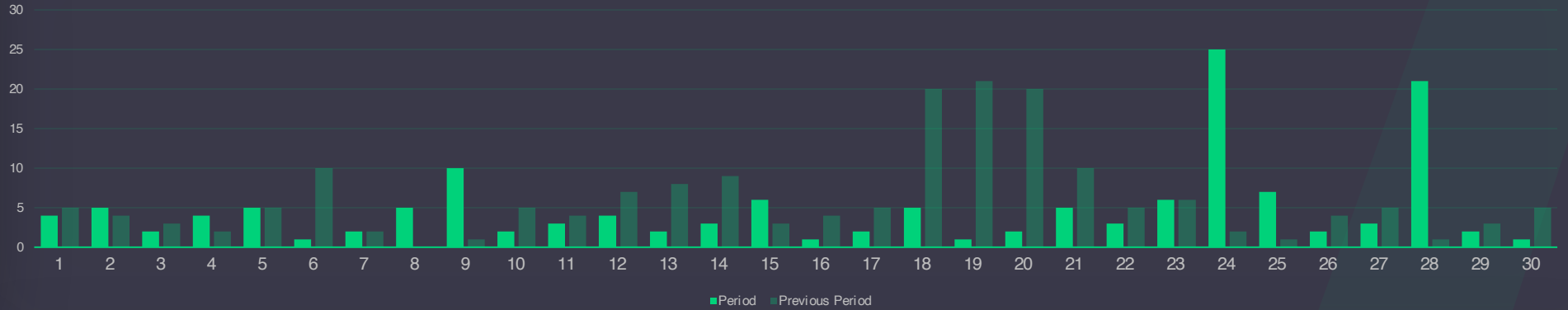
Daily performance of your visits that converted to sales



SALES CONVERSION RATE

1,1M
+35%

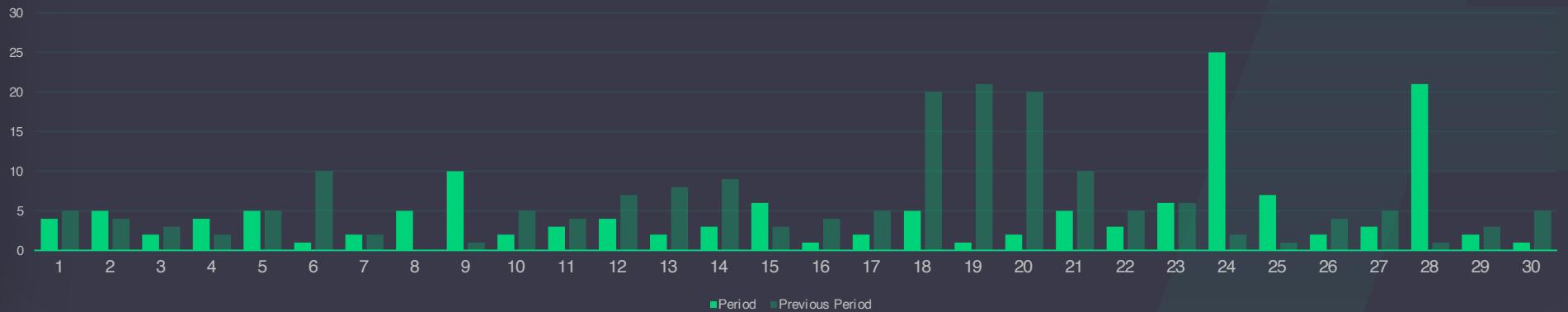
SALES CONVERSION RATE DAILY CHART



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 | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



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 | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



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

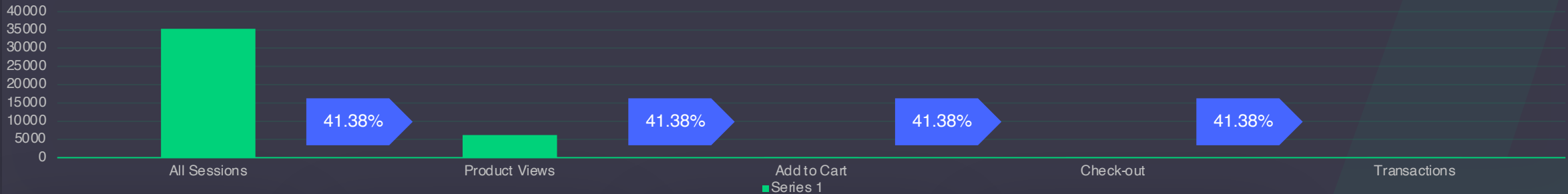
+45%

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 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Tablet	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Desktop	16,321 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%



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

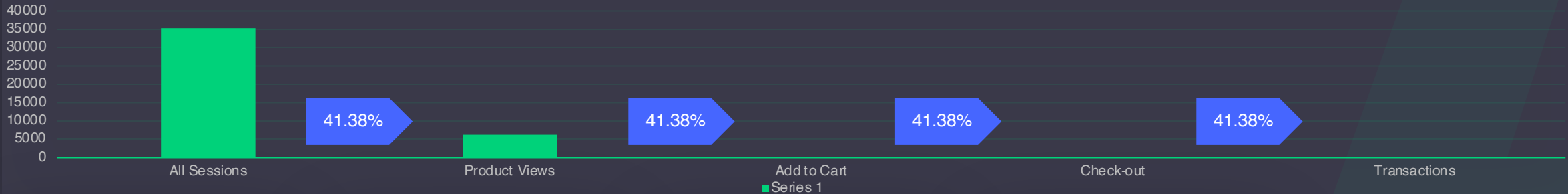
+45%

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



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 <i>-7%</i>	43.25% <i>-7%</i>	20,000 <i>-7%</i>	43.25% <i>-7%</i>	20,000 <i>-7%</i>	43.25% <i>-7%</i>
Mobile	16,321 <i>-7%</i>	43.25% <i>-7%</i>	20,000 <i>-7%</i>	43.25% <i>-7%</i>	20,000 <i>-7%</i>	43.25% <i>-7%</i>
Tablet	16,321 <i>-7%</i>	43.25% <i>-7%</i>	20,000 <i>-7%</i>	43.25% <i>-7%</i>	20,000 <i>-7%</i>	43.25% <i>-7%</i>



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%

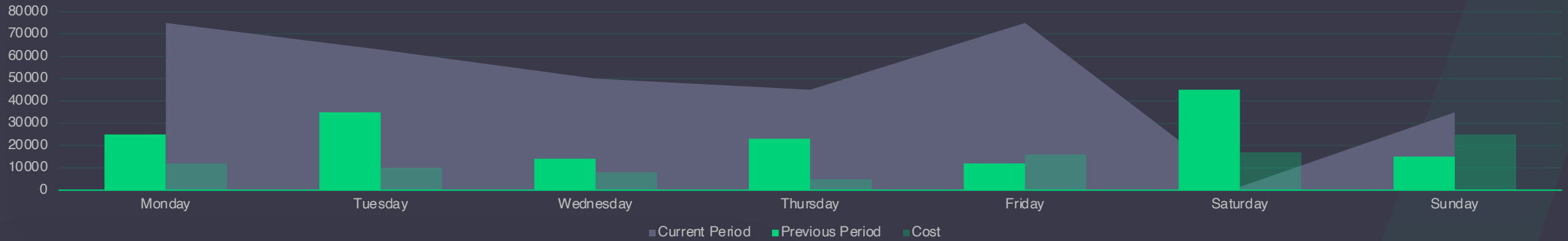


33 Day of Week

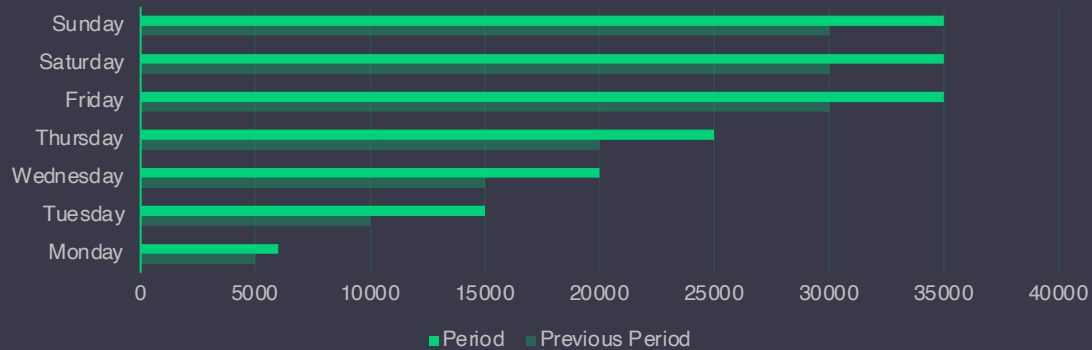
How your e-commerce business performed on a specific day of week including your costs such as ad expense, shipping or refunds as well as your return



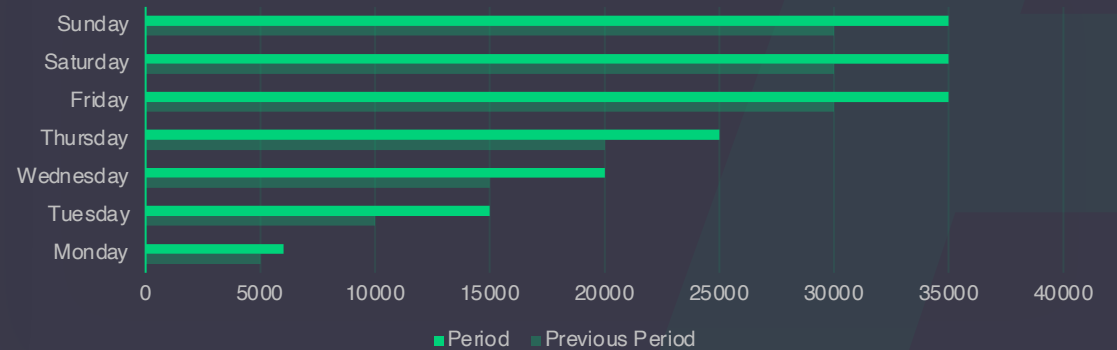
DAILY SALES REPORT



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

01.01.2023 – 31.01.2023



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

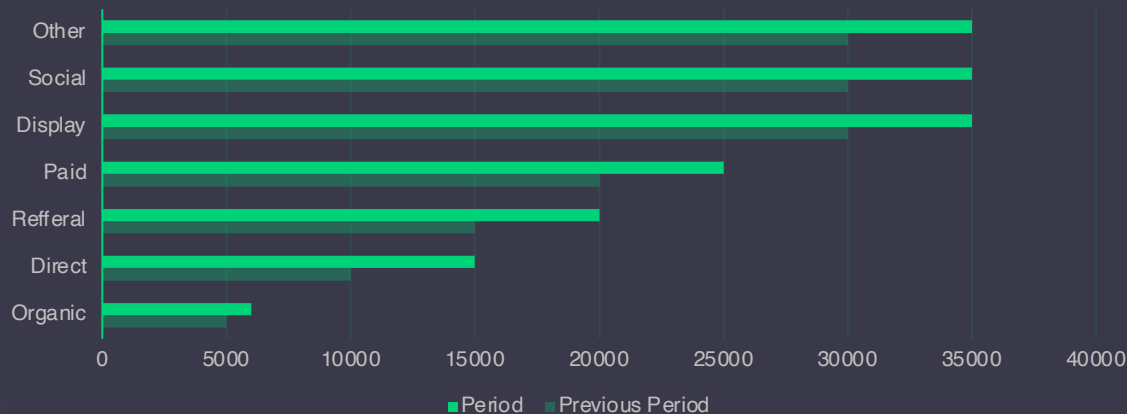
2.2 Pages Per Session

TOP CHANNEL: AVG. SESSION DURATION

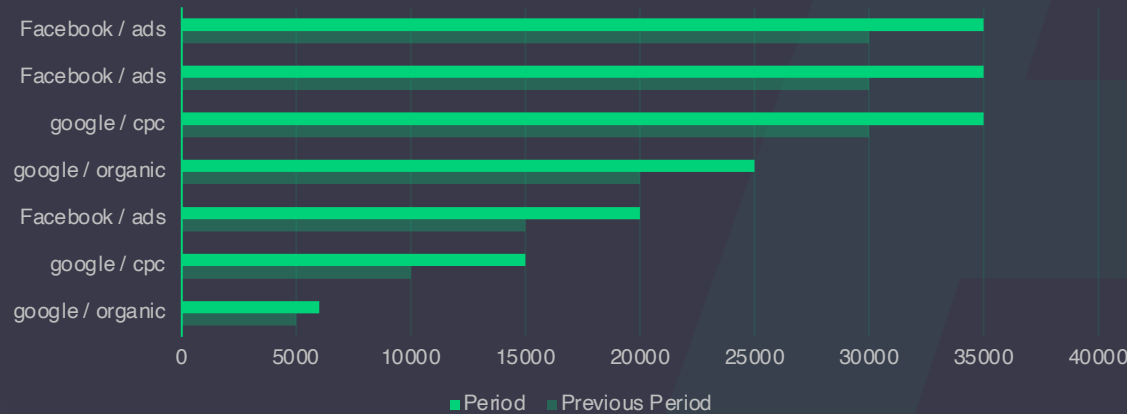
Display

160 Sec

CHANNELS BY USER



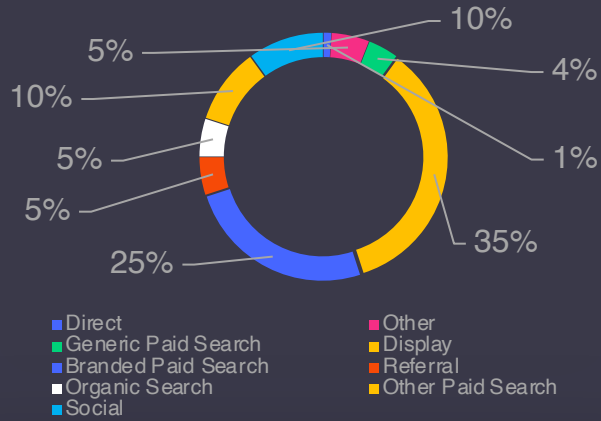
SOURCE / MEDIUM BY USER



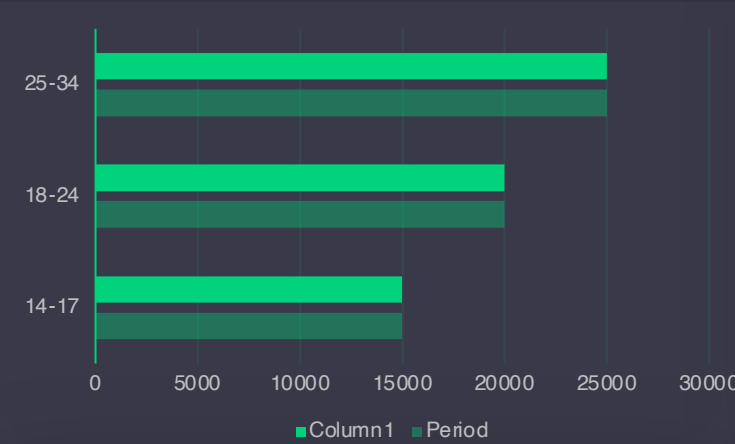
38 Top Channels



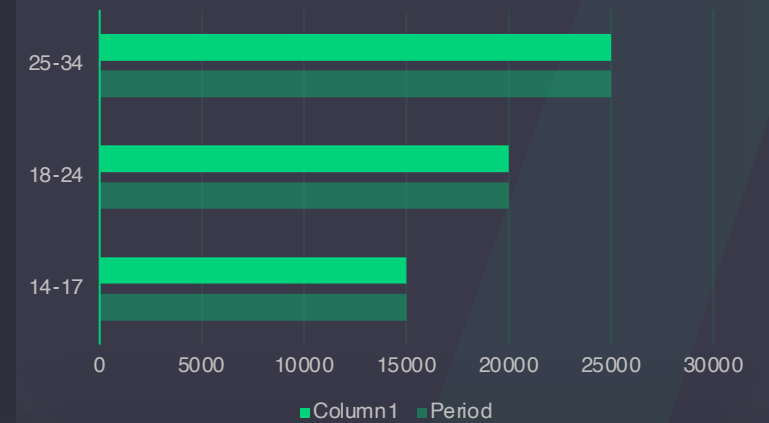
CHANNEL BREAKDOWN



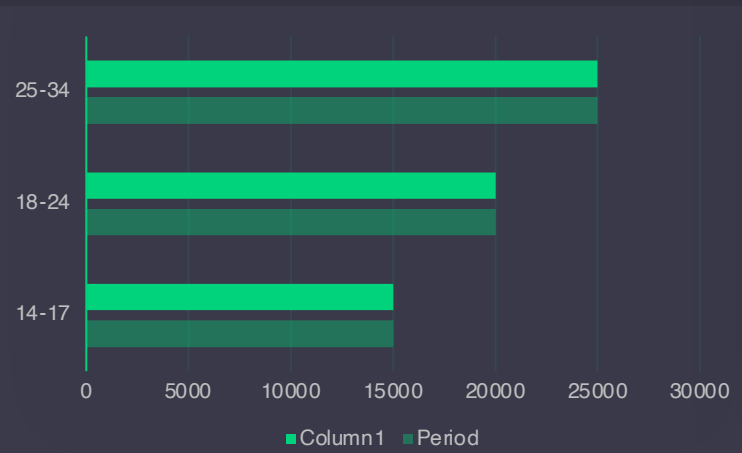
TOP CHANNELS BY GOAL CONVERSION



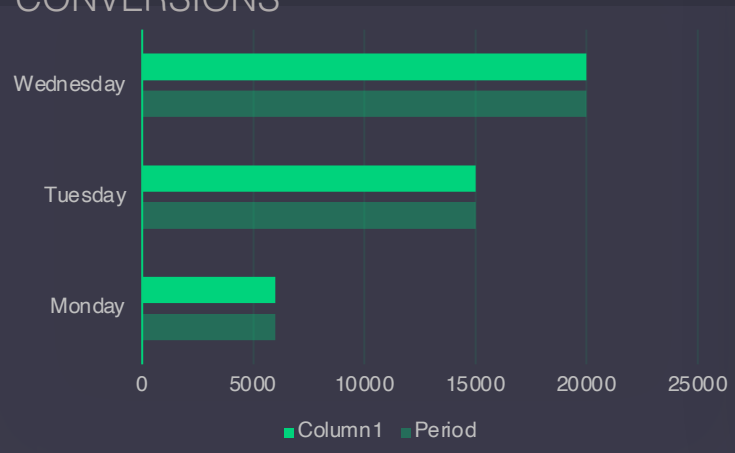
TOP CHANNELS BY SALES CONVERSION RATE



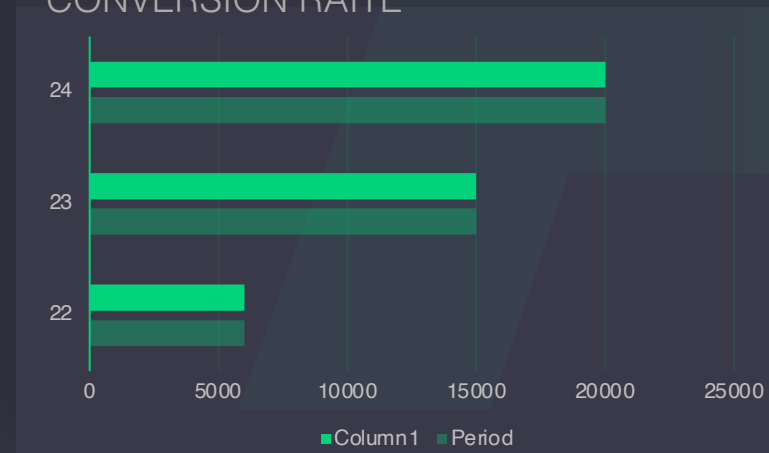
TOP CHANNELS BY MOBILE USERS



TOP CHANNELS BY MOBILE GOAL CONVERSIONS



TOP CHANNELS BY MOBILE SALES CONVERSION RATE



39 Top Channels

Your best performing traffic channels

@AcornHills | Overview | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



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

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Sorted by: Pageviews
Order: Descending

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



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

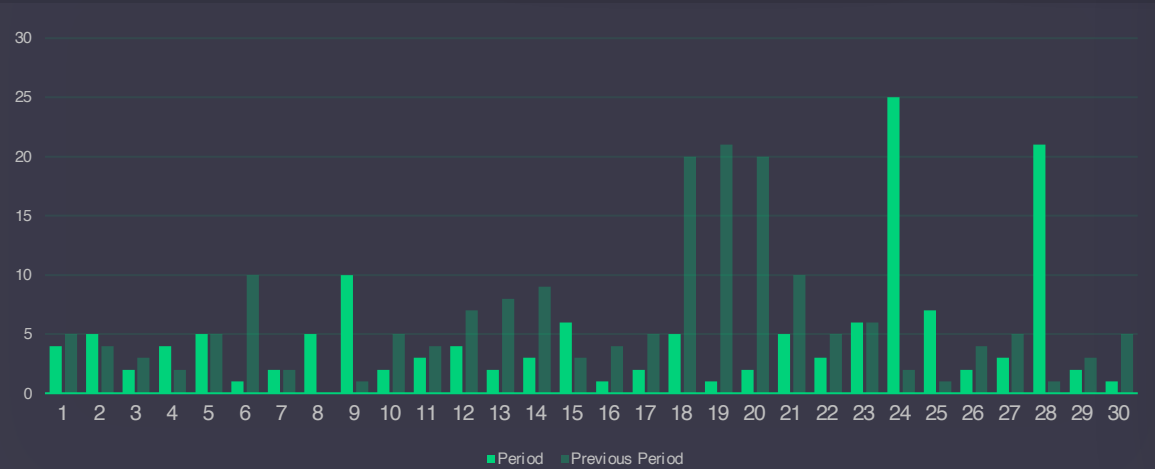
+24.20%

SALES CONVERSION RATE

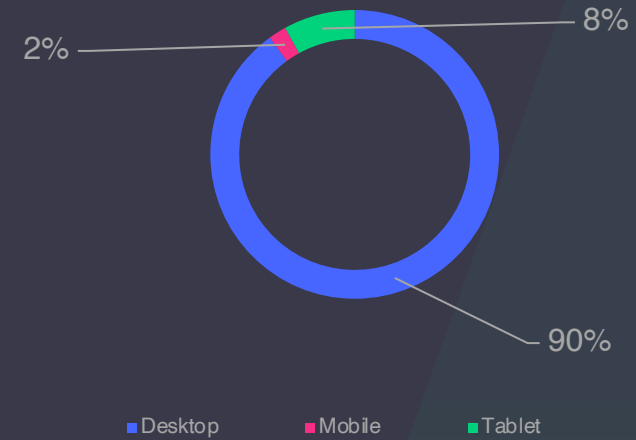
4,5%

+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 | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



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

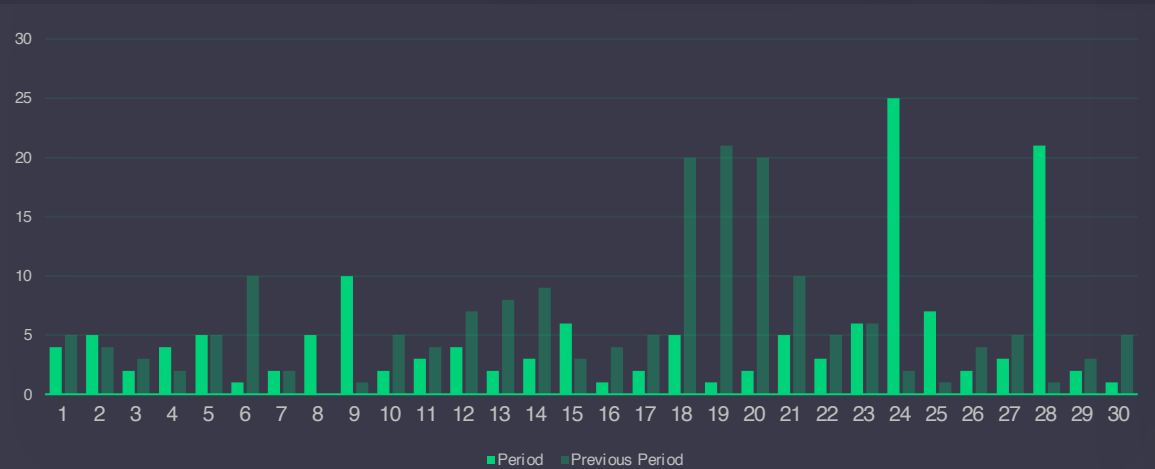
+24,20%

SALES CONVERSION RATE

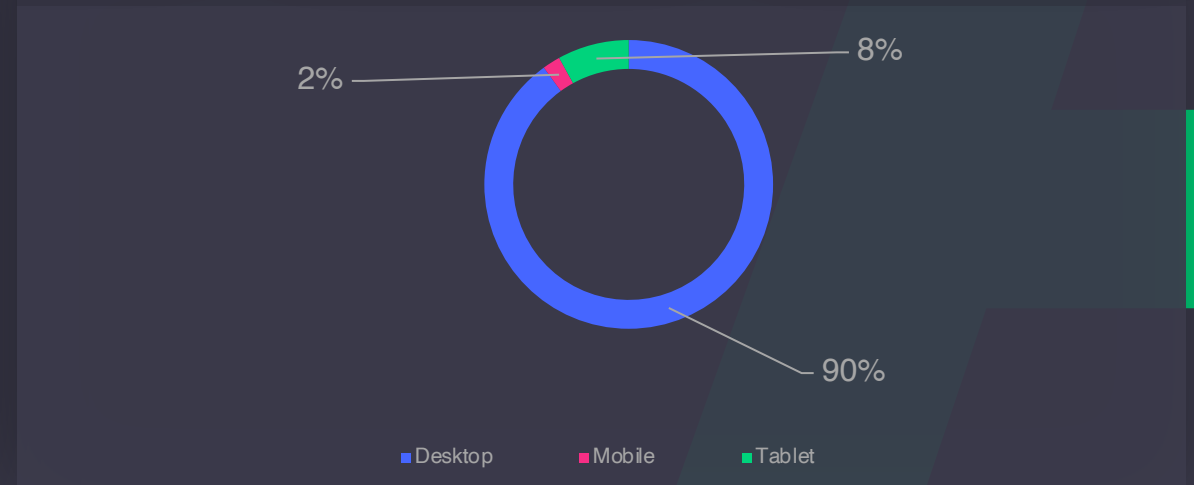
4,5%

+25,20%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



45 Direct Landing Pages

Top landing pages visited by users that are coming from directly

@AcornHills | Overview | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



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

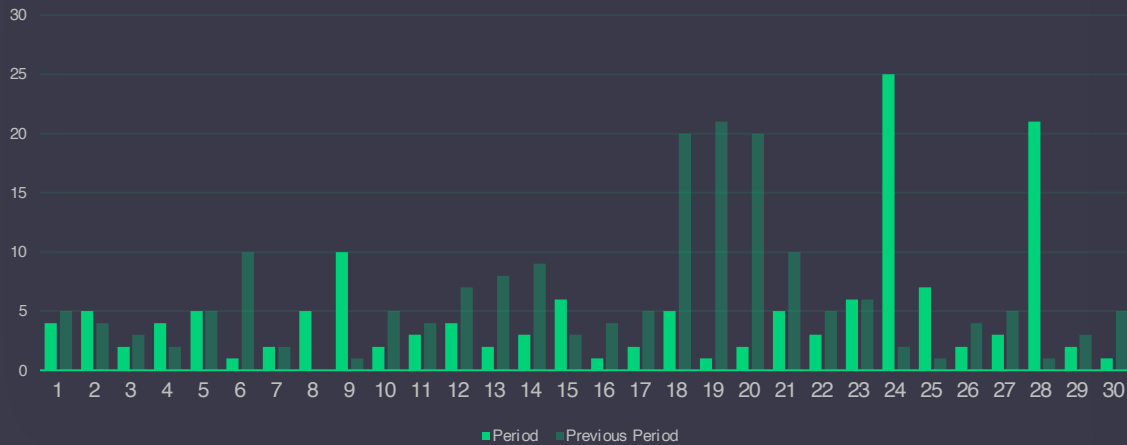
+24,20%

SALES CONVERSION RATE

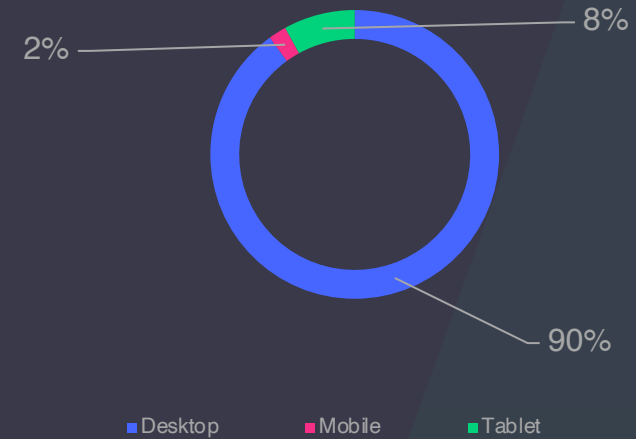
4,5%

+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 | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



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

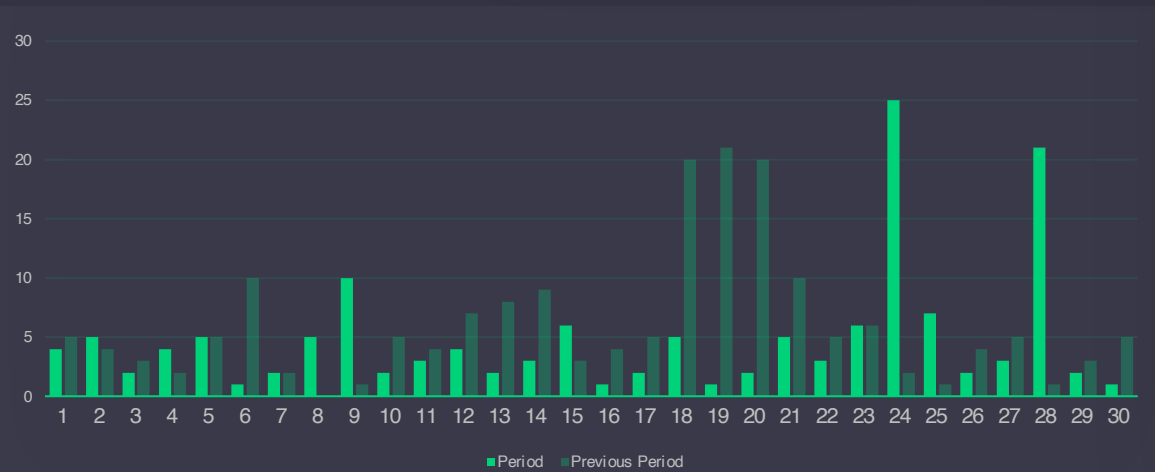
+24,20%

SALES CONVERSION RATE

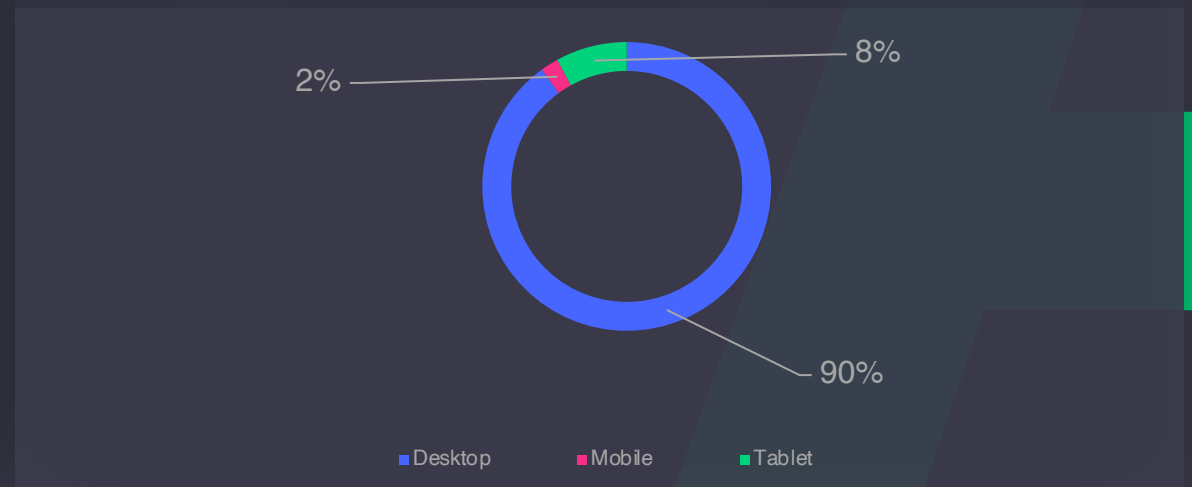
4,5%

+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 | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



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

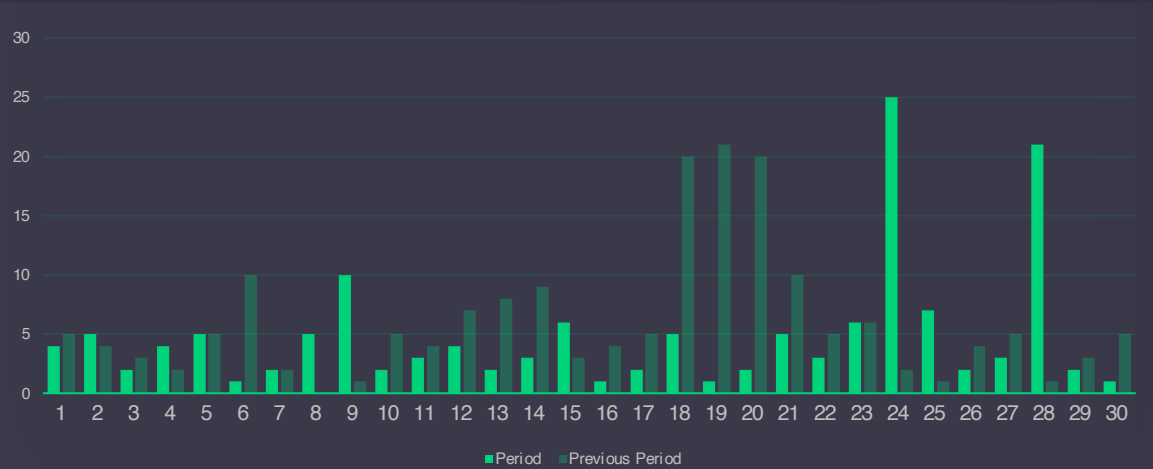
+24,20%

SALES CONVERSION RATE

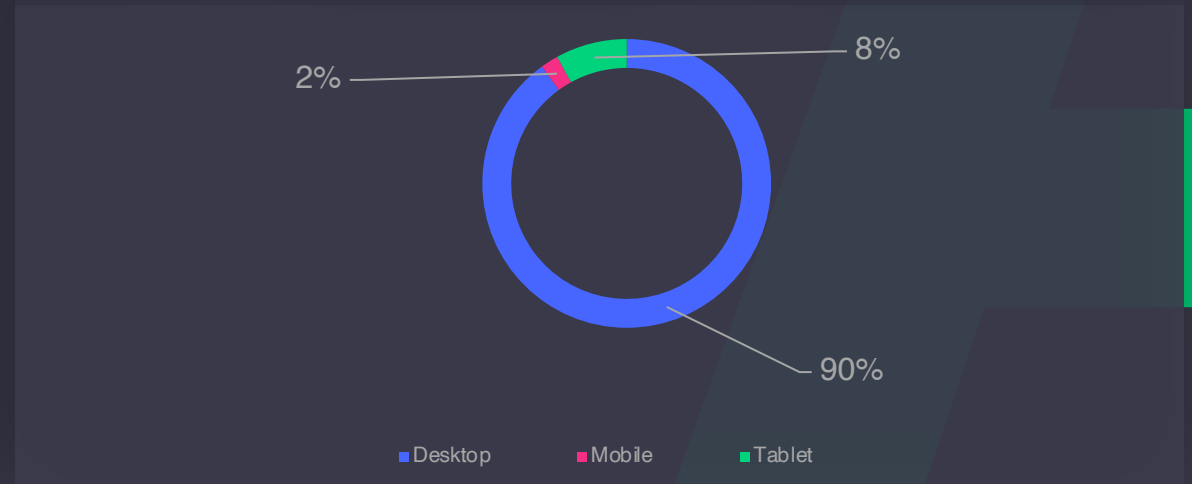
4,5%

+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 | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



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

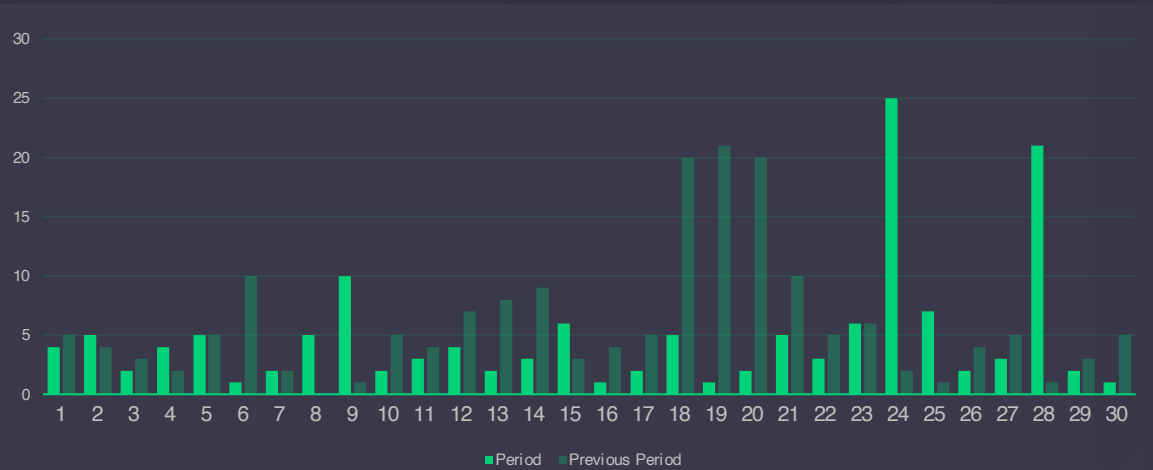
+24,20%

SALES CONVERSION RATE

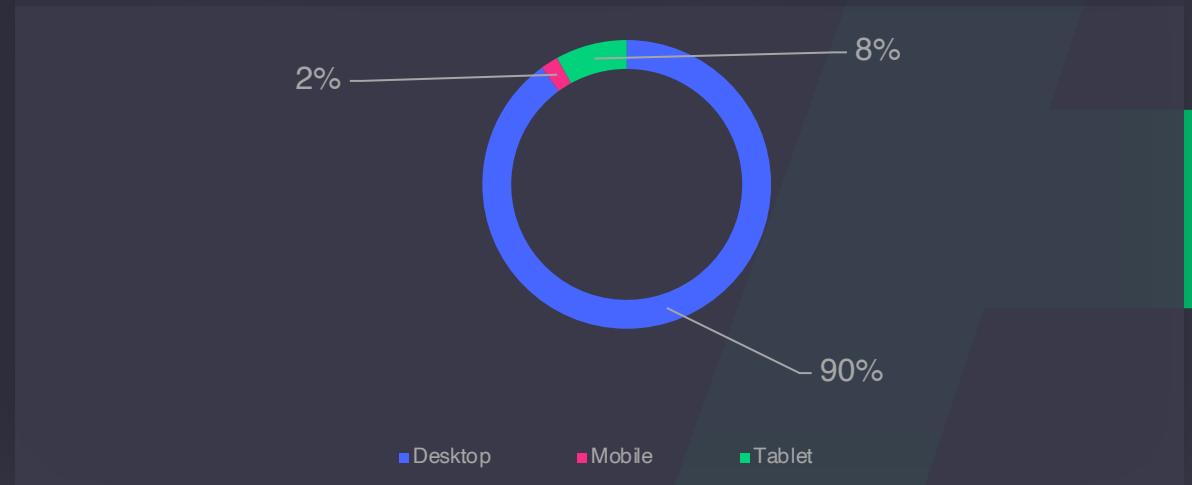
4,5%

+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 | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



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

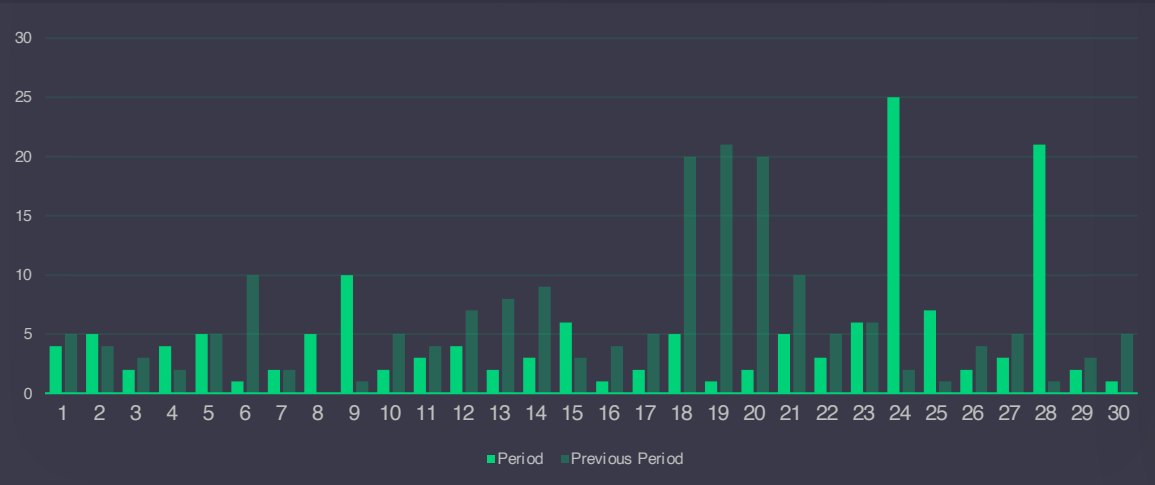
+24,20%

SALES CONVERSION RATE

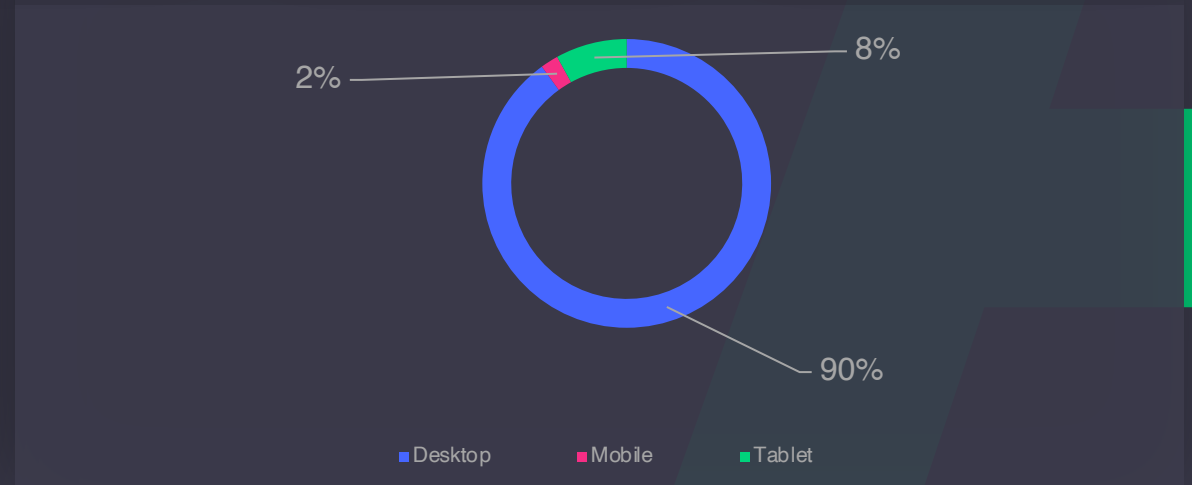
4,5%

+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 | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



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

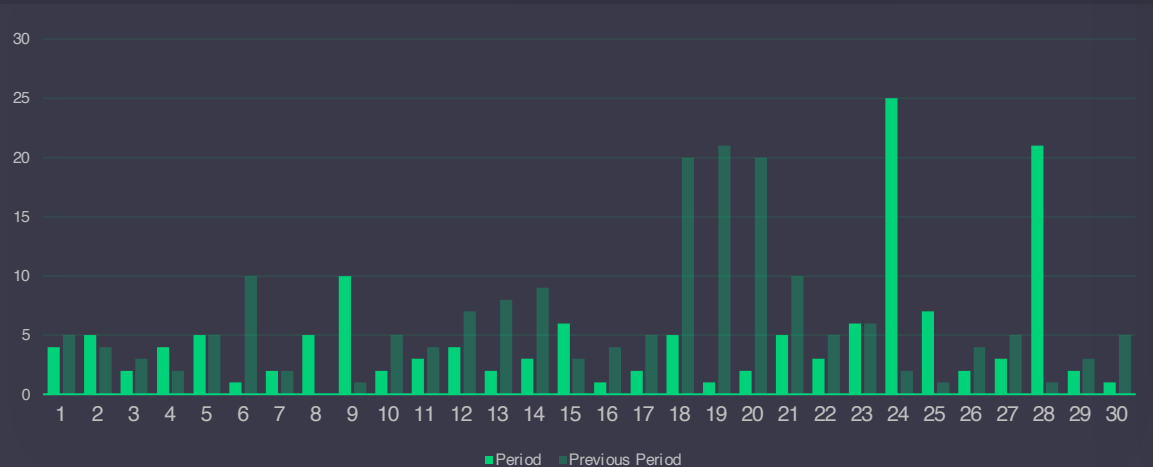
+24,20%

SALES CONVERSION RATE

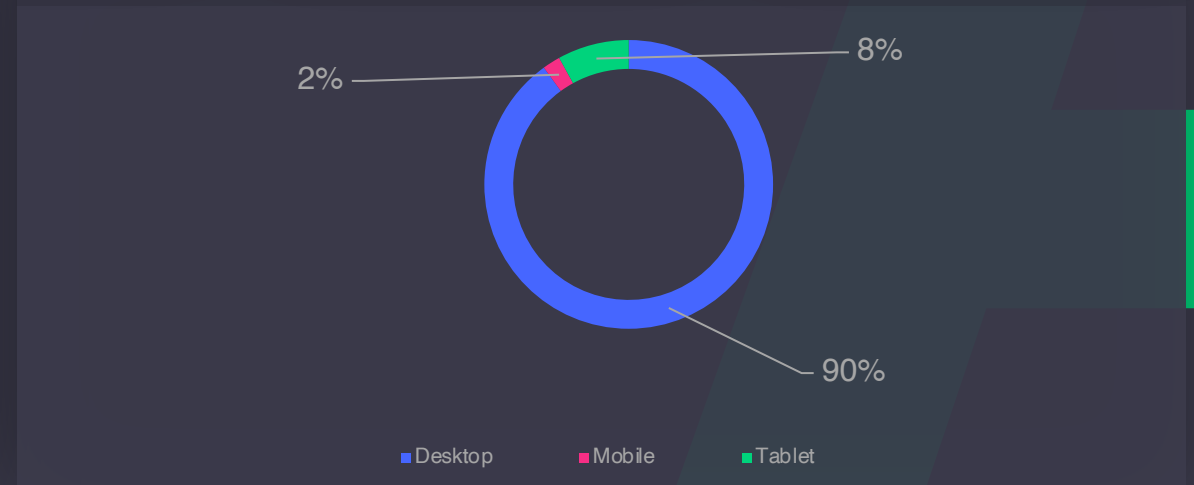
4,5%

+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

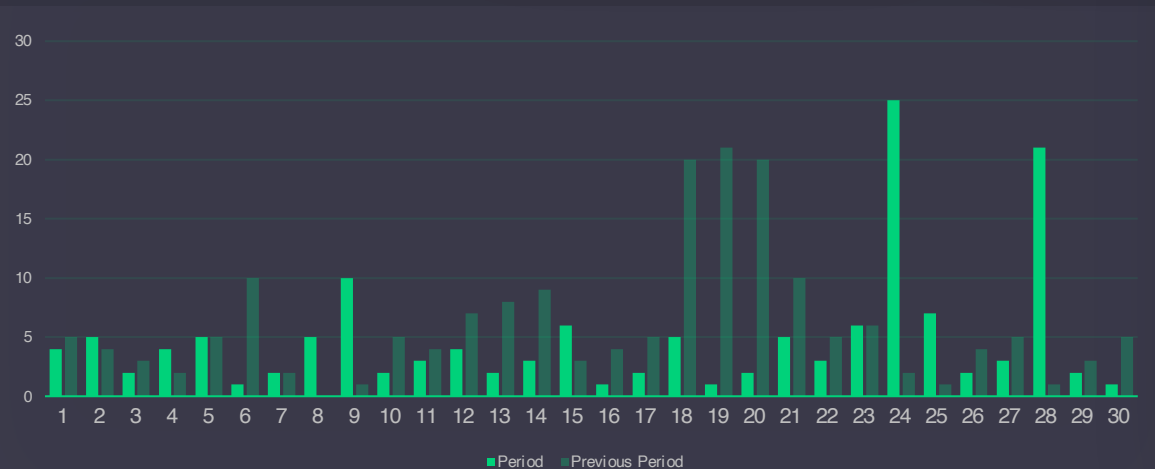
+24,20%

SALES CONVERSION RATE

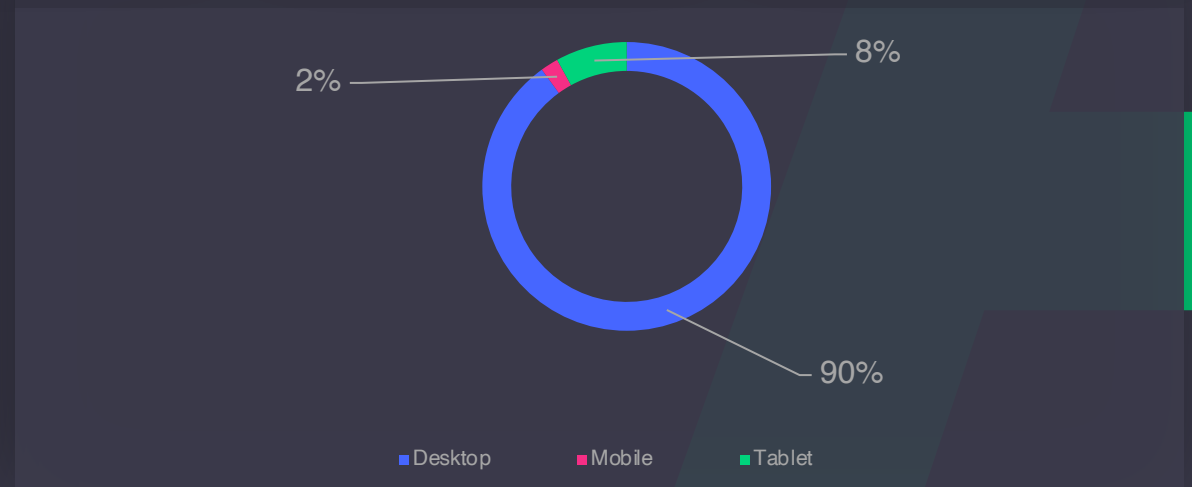
4,5%

+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 | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



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

01.01.2023 – 31.01.2023



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

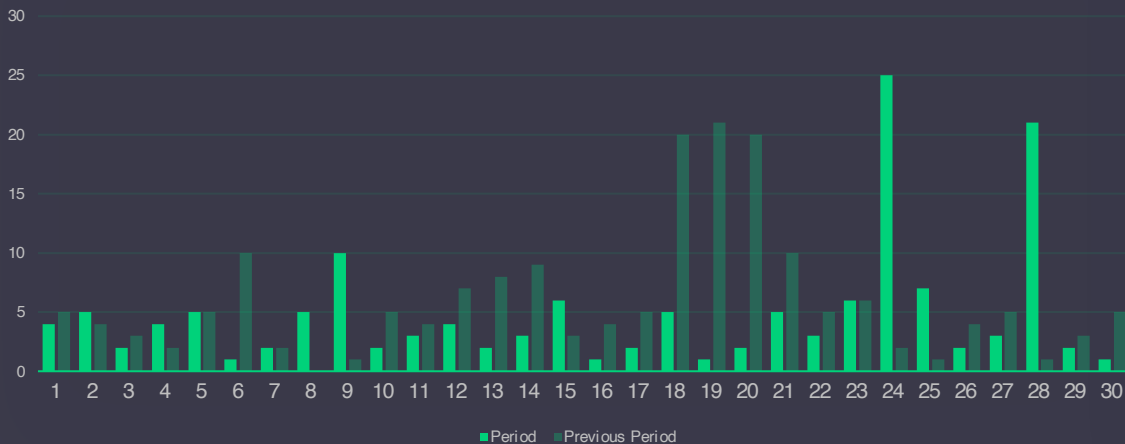
+24,20%

SESSIONS

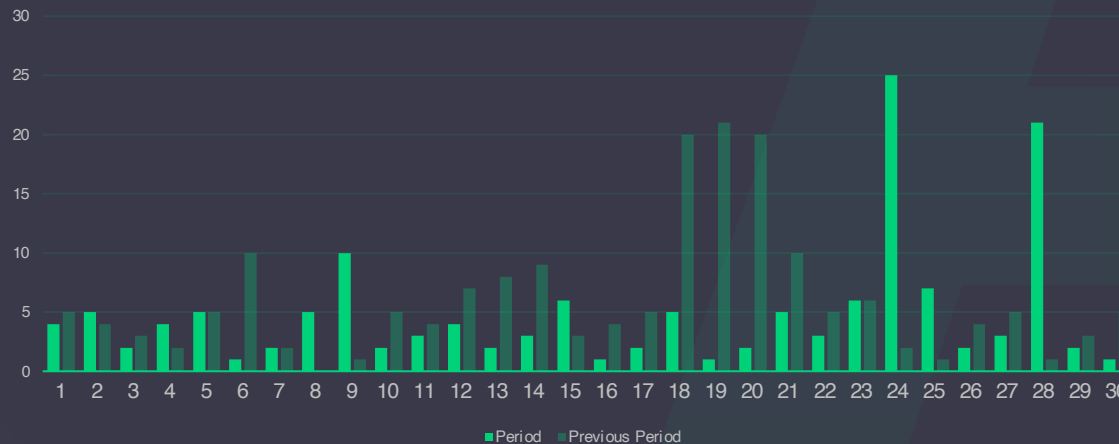
2,200,000

+25,20%

CLICKS



COST

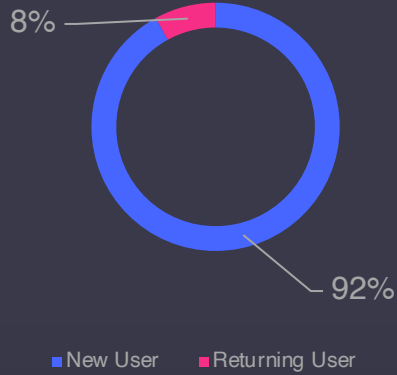


63 Ads Audience

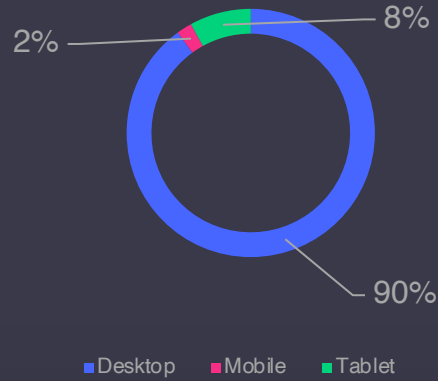
Take a look at your ads audience and their behavior



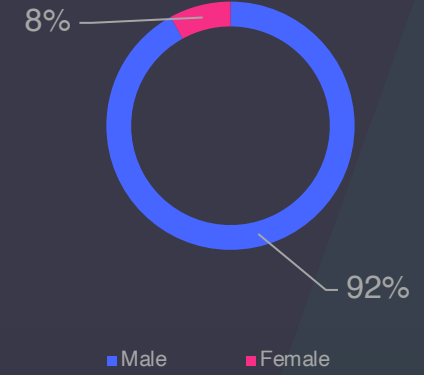
NEW VS RETURNING USER BY CLICKS



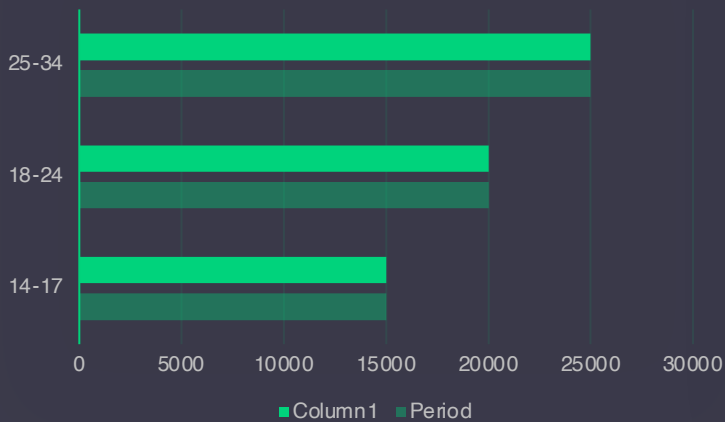
DEVICE BREAKDOWN BY CLICKS



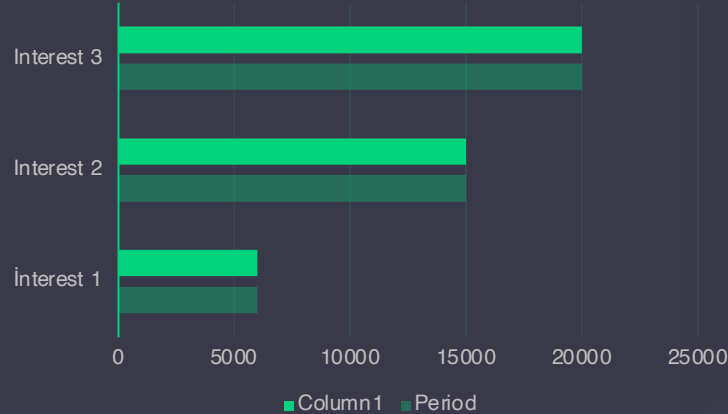
GENDER BY CLICKS



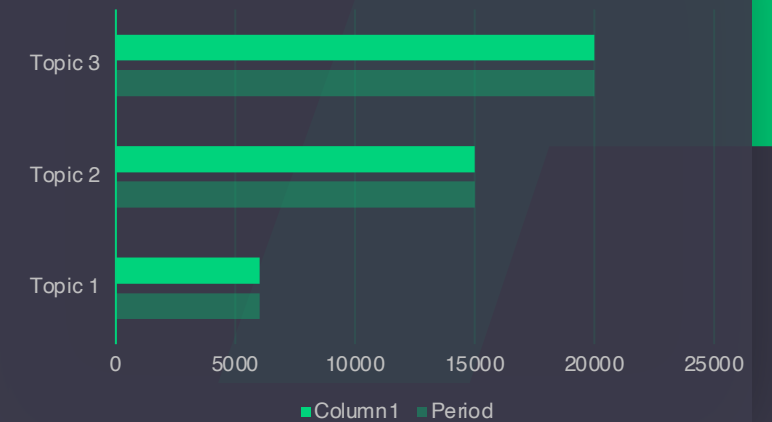
TOP 3 AGE BRACKETS BY CLICKS



TOP 3 INTERESTS & REMARKETING BY CLICKS



TOP 3 TOPICS BY CLICKS

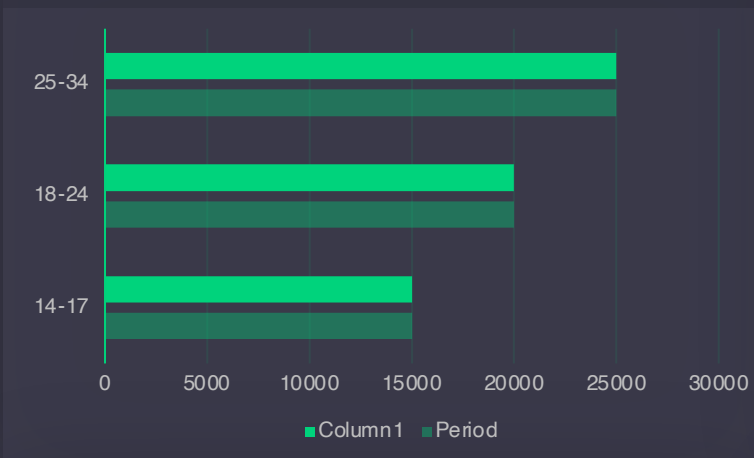


64 Top Ads Campaigns

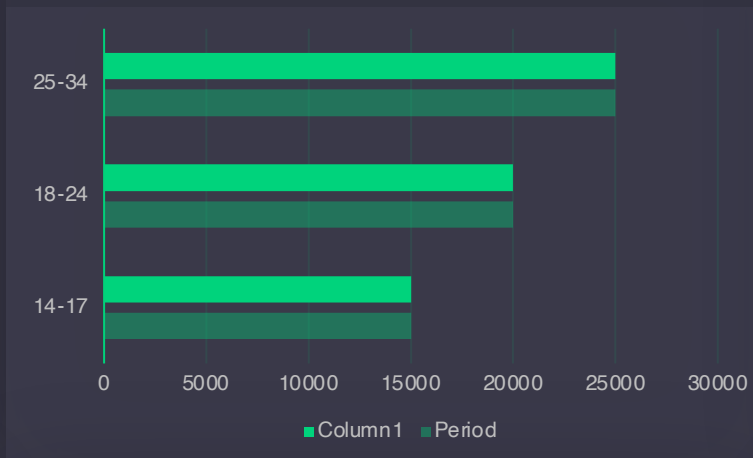
Your top campaigns according to different key indicators



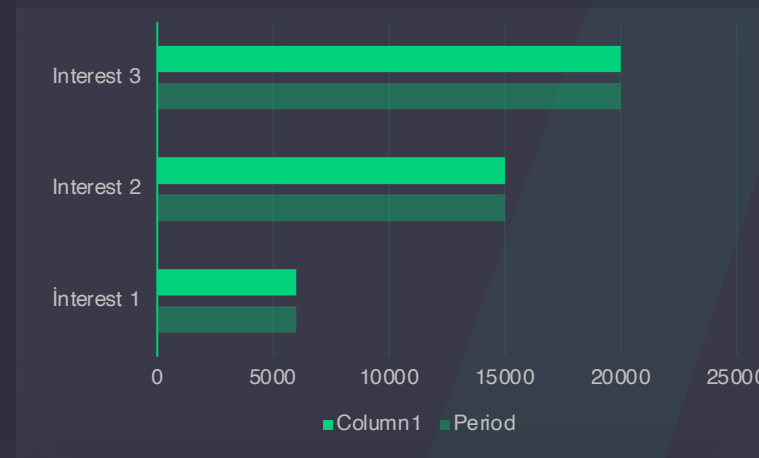
CAMPAIGN DISTRIBUTION BY CPC



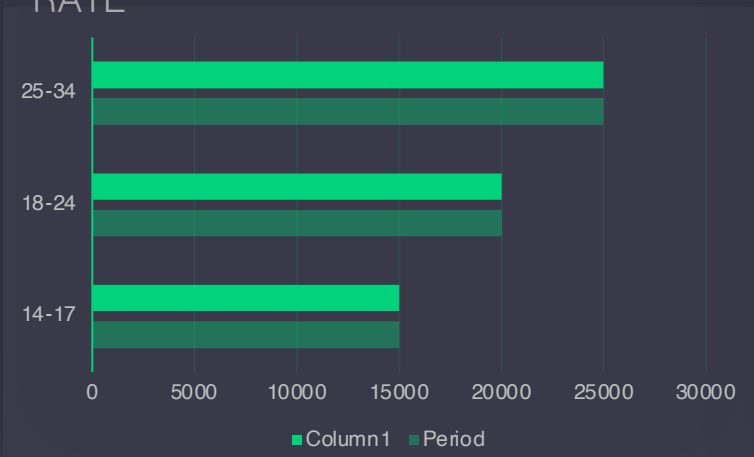
TOP 5 CAMPAIGNS BY COST



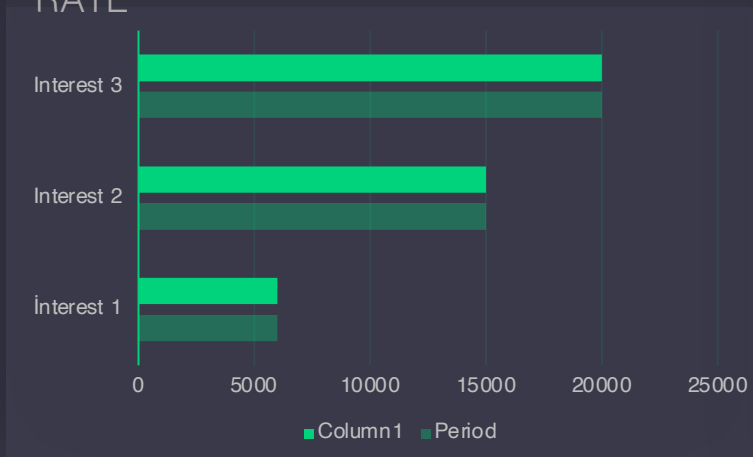
TOP 5 CAMPAIGNS BY CLICK



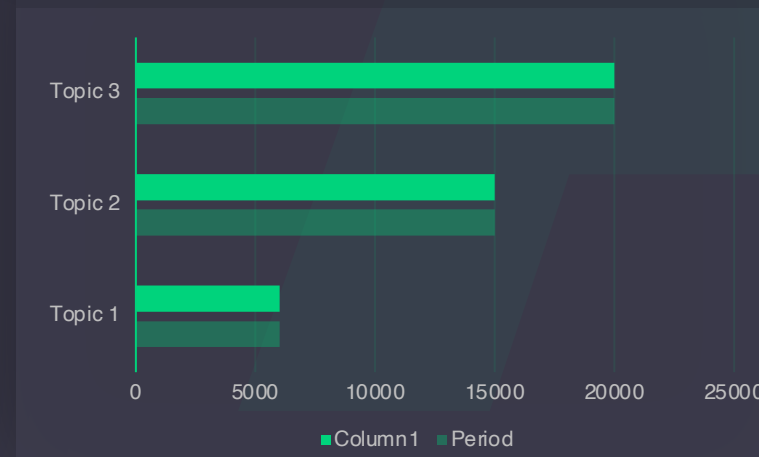
TOP 5 CAMPAIGNS BY BOUNCE RATE



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



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%



69 Display Targeting

Your top performing Google Ads Display Targeting Campaigns

@AcornHills | Overview | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



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%



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%



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



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%





Technology

Acorn Hills

01.01.2023 – 31.01.2023



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%

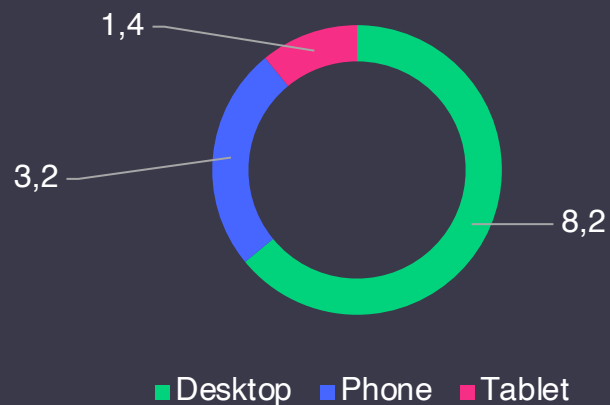
+24,20%

MOBILE PAGES PER SESSION

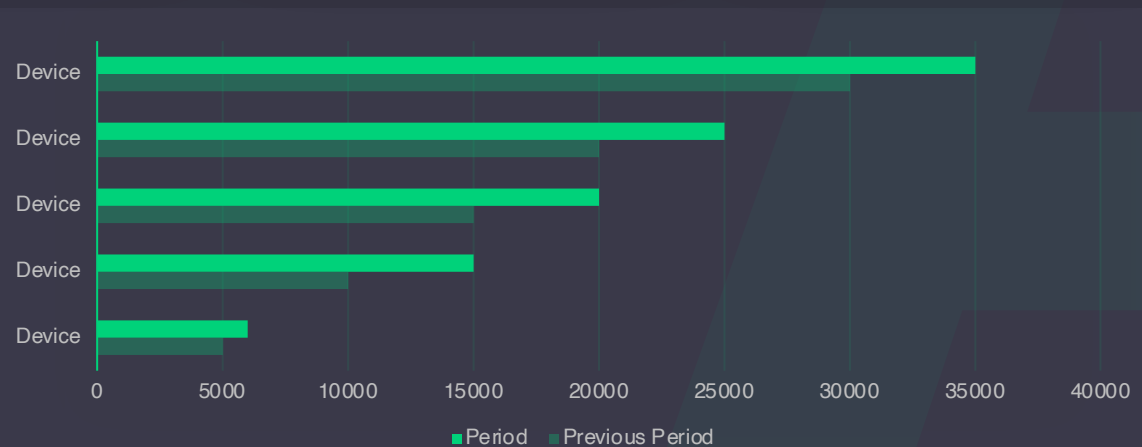
2.2

+25,20%

DEVICE CATEGORY BREAKDOWN BY USER



TOP 5 MOBILE DEVICES BY USER



79 Device Category Performance

Top Performing device categories

@AcornHills | Overview | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



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 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Mobile	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%
Tablet	16,321 -7%	20,000 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	20,000 -7%	43.25% -7%



80 Device Conversions

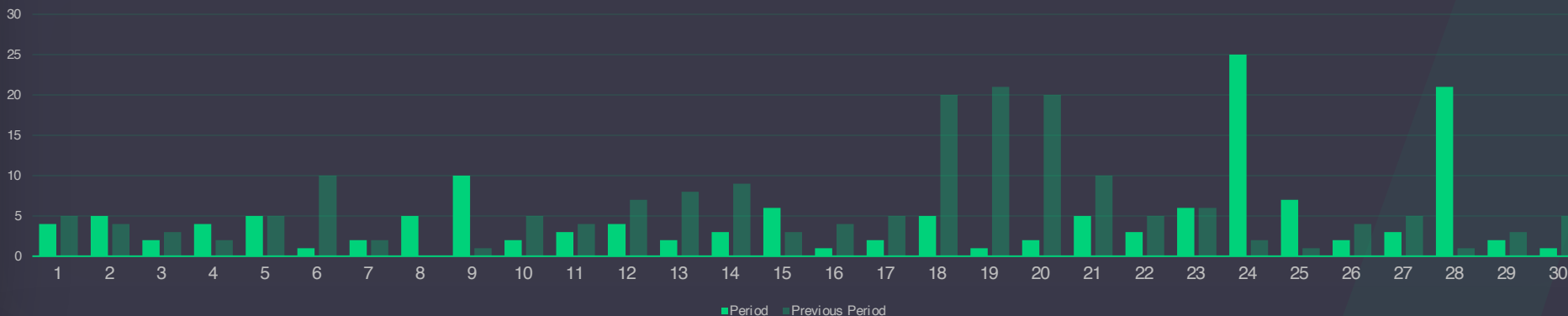
Daily performance of your mobile and desktop device conversion rate



DESKTOP SALES
CONVERSION RATE

1,1M
+35%

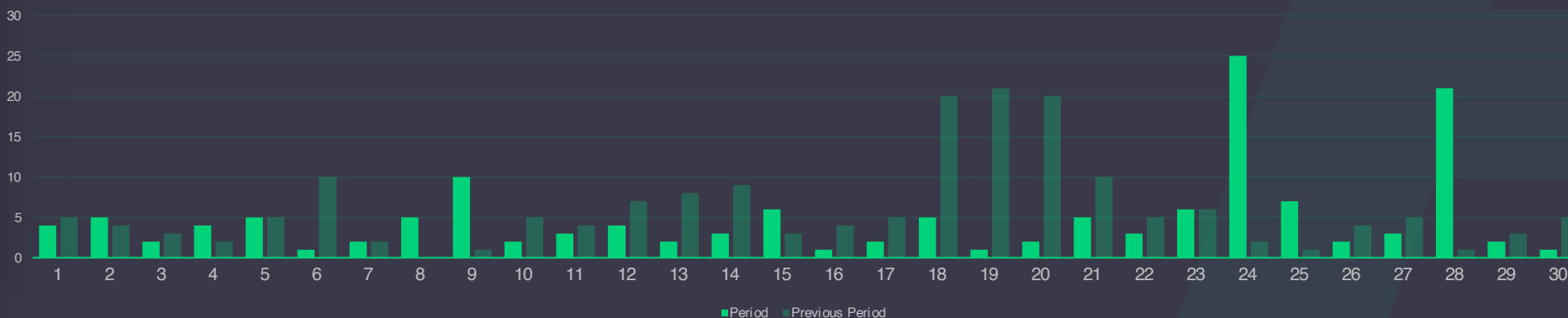
DESKTOP SALES CONVERSION RATE DAILY CHART



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 | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



Sorted by: Pageviews
Order: Descending

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



82 Desktop Conversions Top 10 URL

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

@AcornHills | Overview | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



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



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

01.01.2023 – 31.01.2023



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%

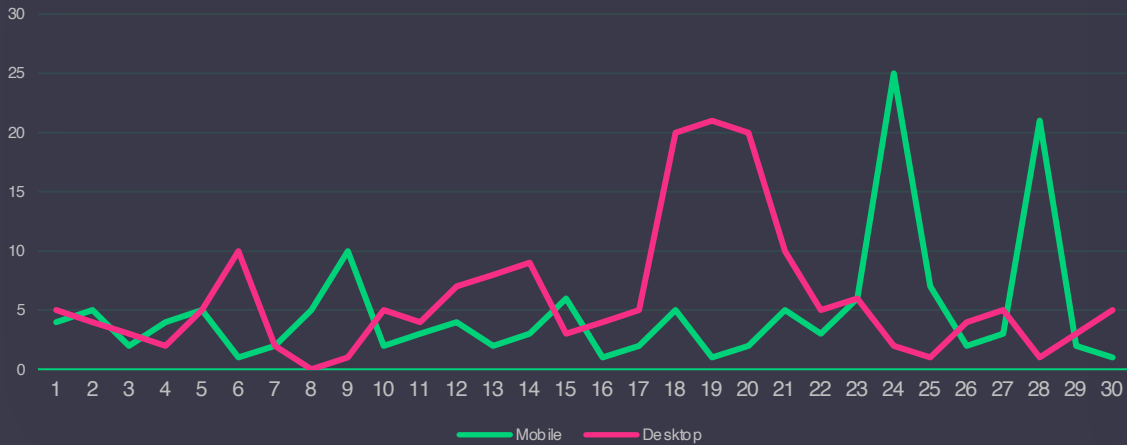
BOUNCE RATE %

34%
+24,20%

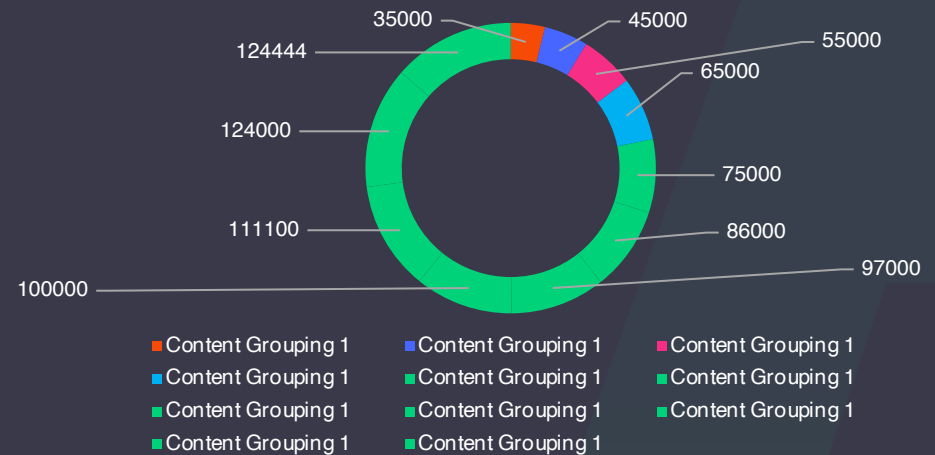
% EXITED

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 | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



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 | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



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

01.01.2023 – 31.01.2023



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

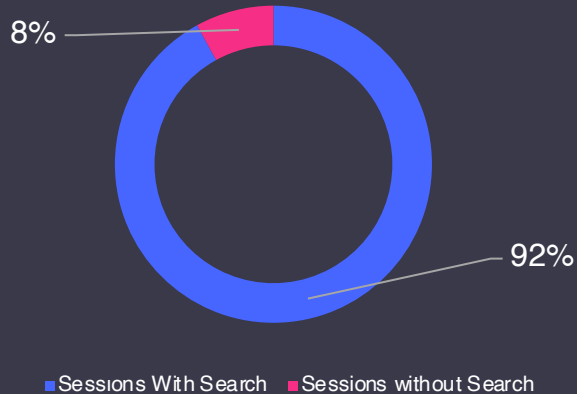
+24,20%

% SEARCH REFINEMENTS

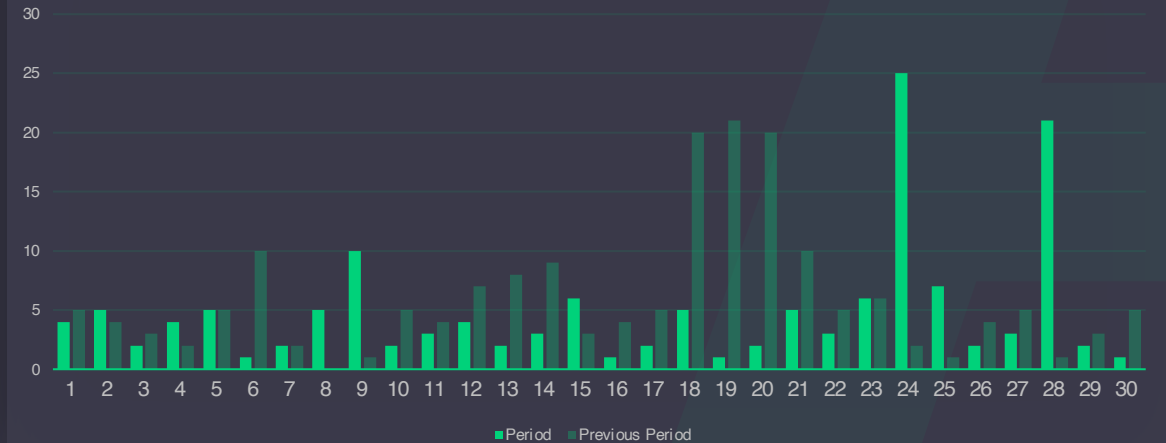
2.2

+25,20%

SESSIONS WITH SEARCH



DAILY UNIQUE SEARCHES



92 Search Depth

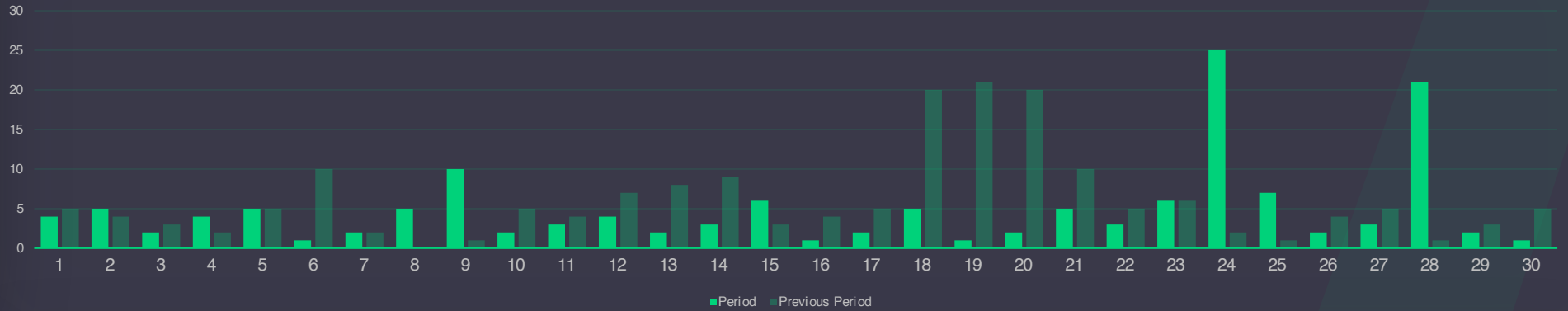
Daily performance of your site search



TIME AFTER SEARCH

1,1M
+35%

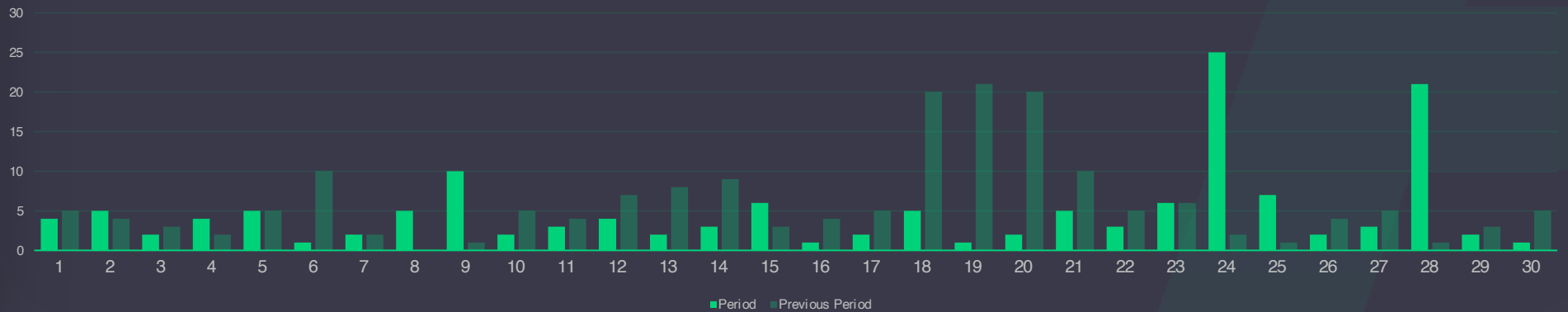
TIME AFTER SEARCH DAILY CHART



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

01.01.2023 – 31.01.2023



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

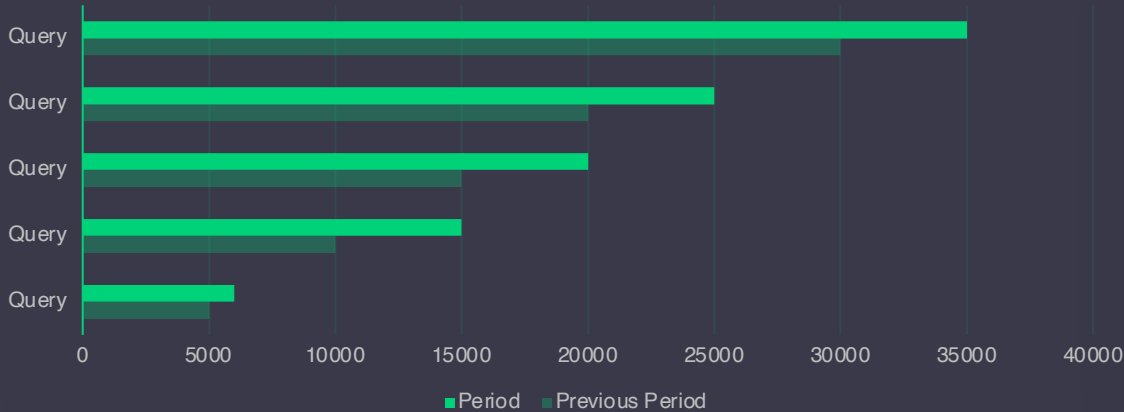
+24,20%

SESSIONS

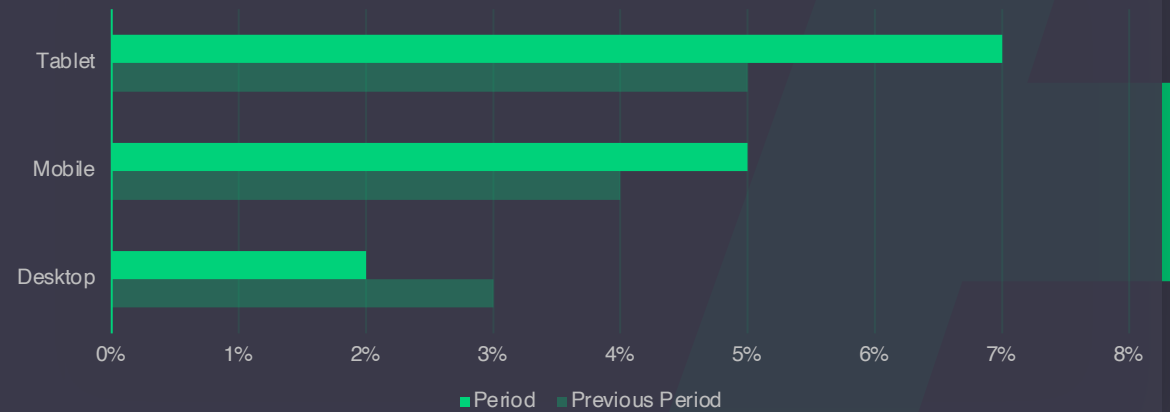
2.2

+25,20%

TOP QUERIES



DEVICE CATEGORY



97 Impressions & Clicks

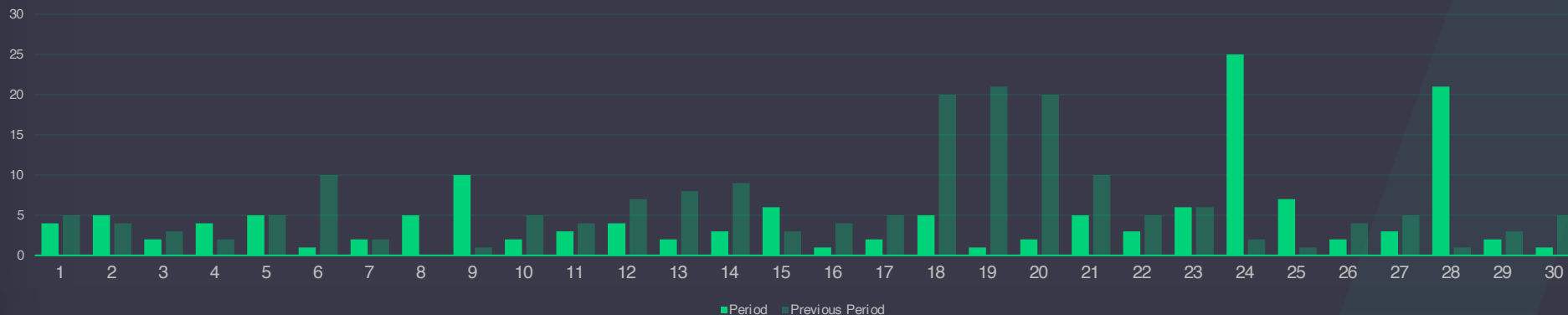
Take a look at your daily Search Engine Impressions and Clicks



IMPRESSIONS

1,1M
+35%

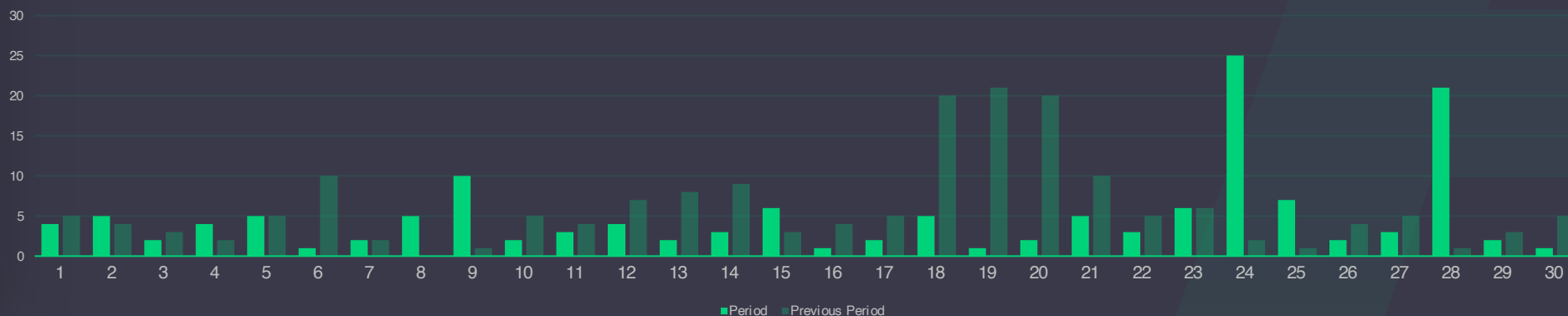
IMPRESSIONS DAILY CHART



CLICKS

1,5M
+35%

CLICKS DAILY CHART



98 Landing Pages

Top Performing Search Engine Landing Pages

@AcornHills | Overview | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



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 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Search Query	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Tablet
Search Query	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Desktop
Search Query	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Search Query	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Search Query	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Search Query	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Search Query	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Search Query	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone
Search Query	16,321 <small>-7%</small>	20,000 <small>-7%</small>	249.33 <small>-2%</small>	43.25 <small>-7%</small>	43.25% <small>-7%</small>	43.25% <small>-7%</small>	20,000 <small>-7%</small>	43.25% <small>-7%</small>	Phone



00 Search Device Category

Top devices that people search from

@AcornHills | Overview | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



Sorted by: Pageviews
Order: Descending

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



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 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Tablet
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Desktop
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone
Country	16,321 -7%	20,000 -7%	249.33 -2%	43.25 -7%	43.25% -7%	43.25% -7%	20,000 -7%	43.25% -7%	Phone





Demographics

Acorn Hills

01.01.2023 – 31.01.2023



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

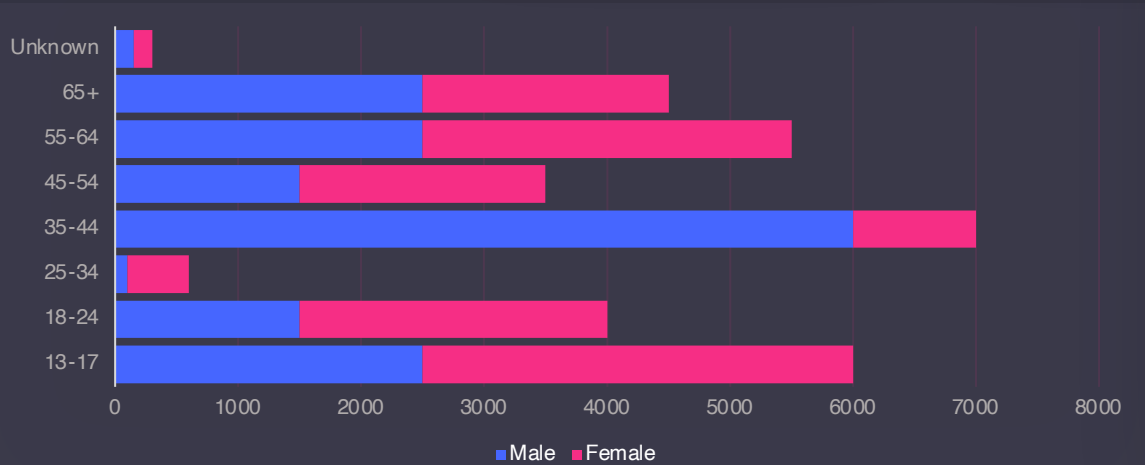
25-34
Male

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

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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%

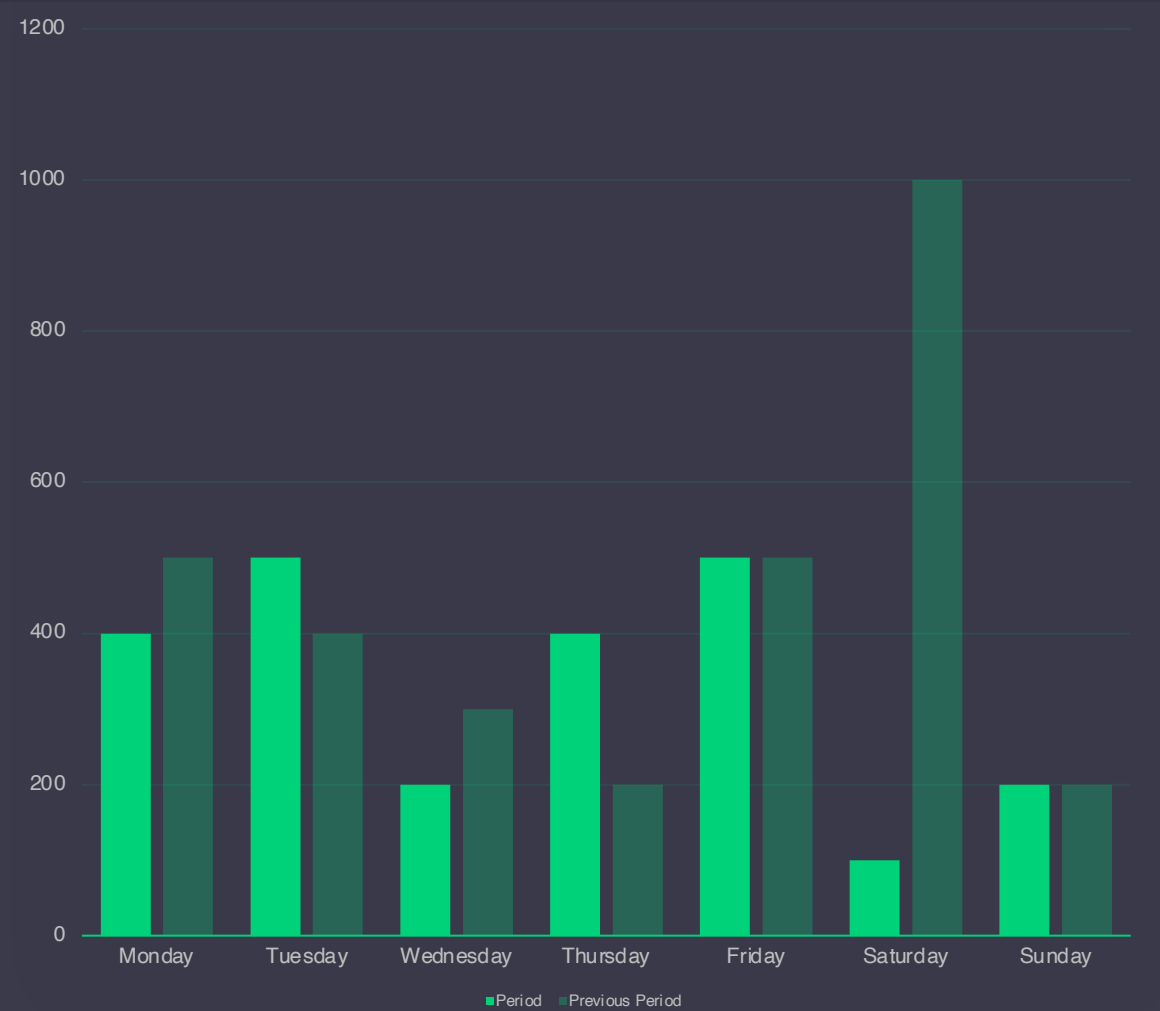


07 Day and Time Performance

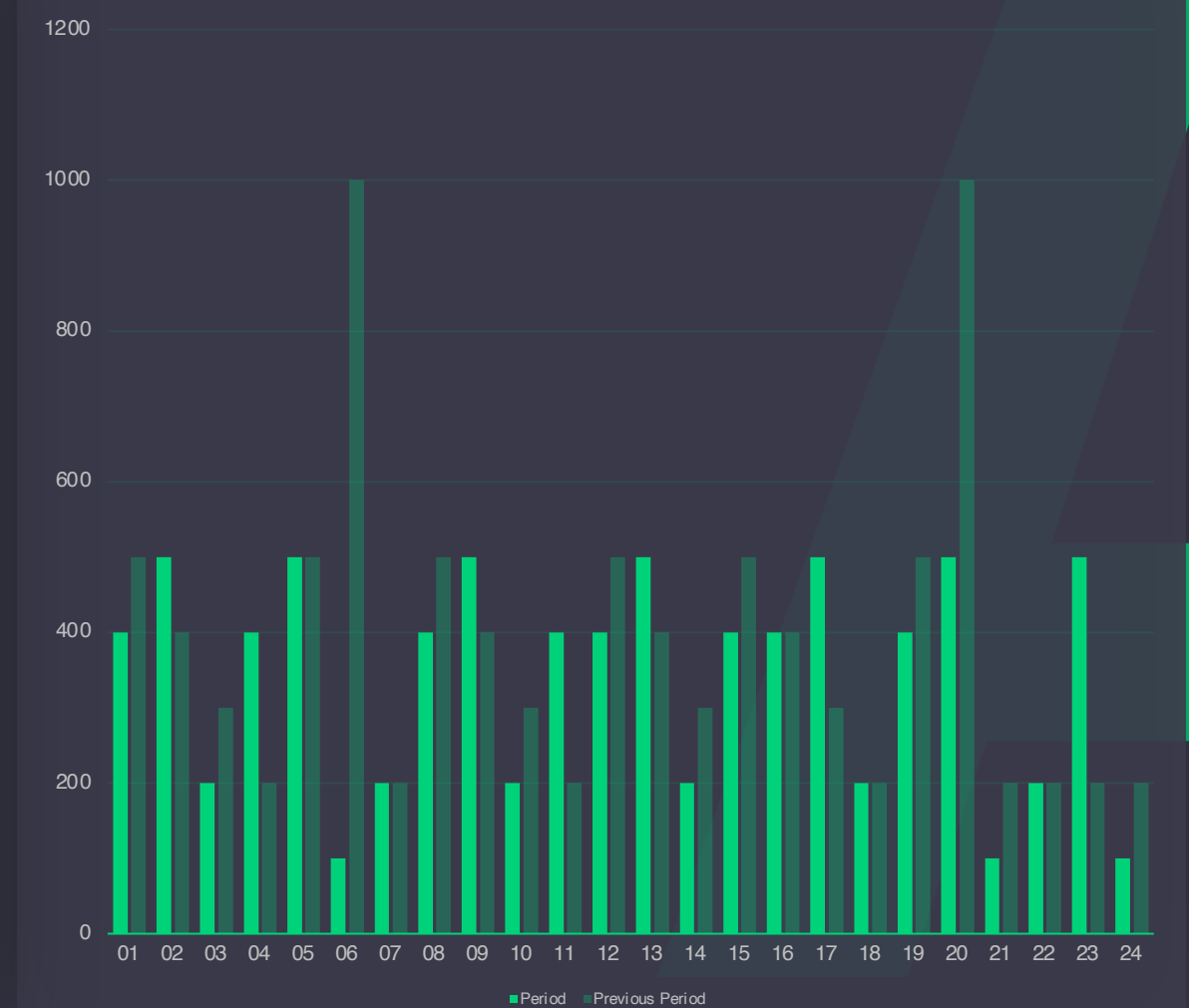
On what day and which hours visitors are more likely to visit your website



DAY OF WEEK BY USER



TIME OF DAY BY USER





Geography

Acorn Hills

01.01.2023 – 31.01.2023



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

01.01.2023 – 31.01.2023



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	% Completi
Google / organic	16,321 -7%	249.33 -2%
...	16,321 -7%	249.33 -2%
	16,321 -7%	249.33 -2%
	16,321 -7%	249.33 -2%
	16,321 -7%	249.33 -2%

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



112 Goal Performance

A breakdown of your goals by name

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Sorted by: Pageviews
Order: Descending

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



113 Goal X Completions by Day

Goal 1 "Sepete At" performance by day

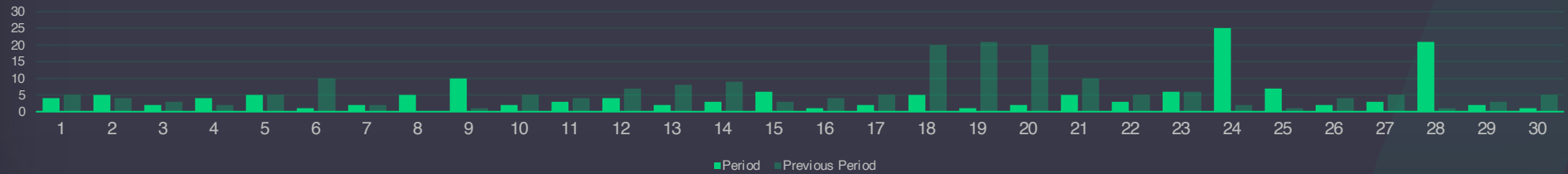


GOAL CONVERSIONS

125,000

+56%

GOAL X CONVERSION BY DAY

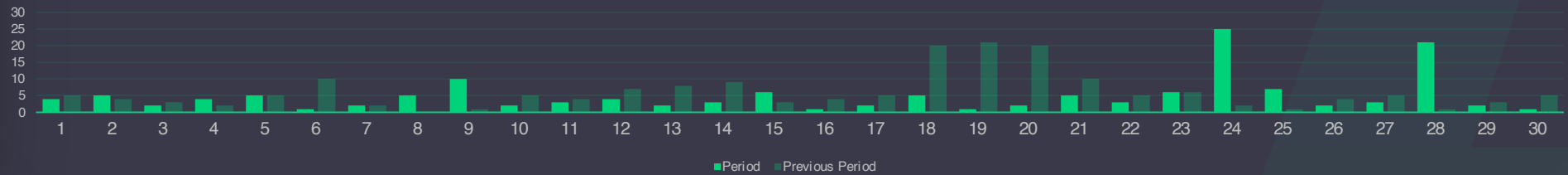


GOAL Y CONVERSION RATE

5,55%

+56%

GOAL X CONVERSION RATE BY DAY

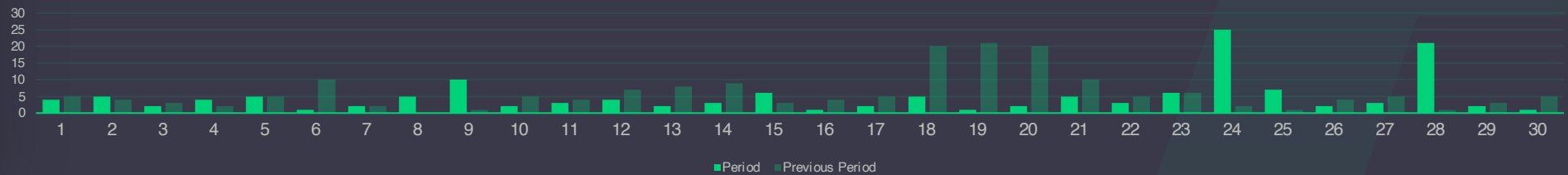


GOAL X ABANDONMENT RATE

75,66%

+56%

GOAL X ABANDONMENT RATE BY DAY

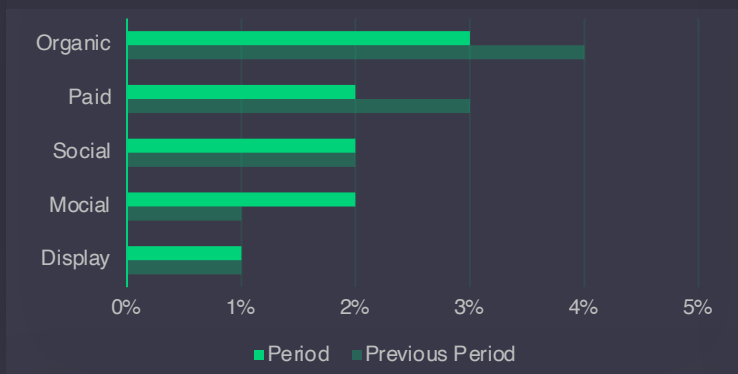


14 Goal X Advanced Metrics

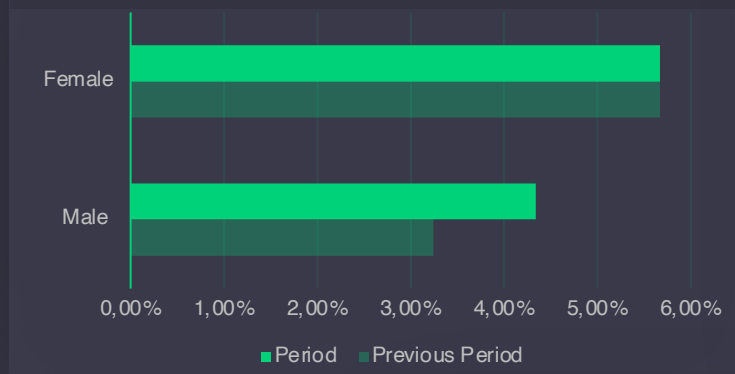
Goal 1 "Sepete At" conversion performance by advanced metrics



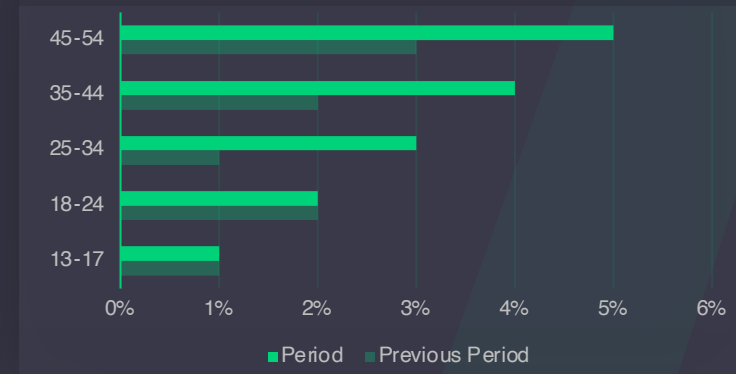
GOAL CONVERSION RATE CHANNEL



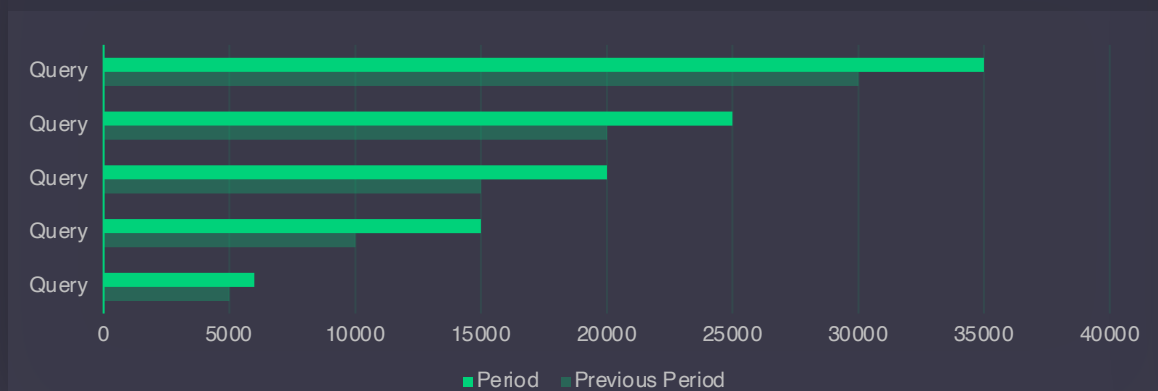
GOAL CONVERSION RATE GENDER



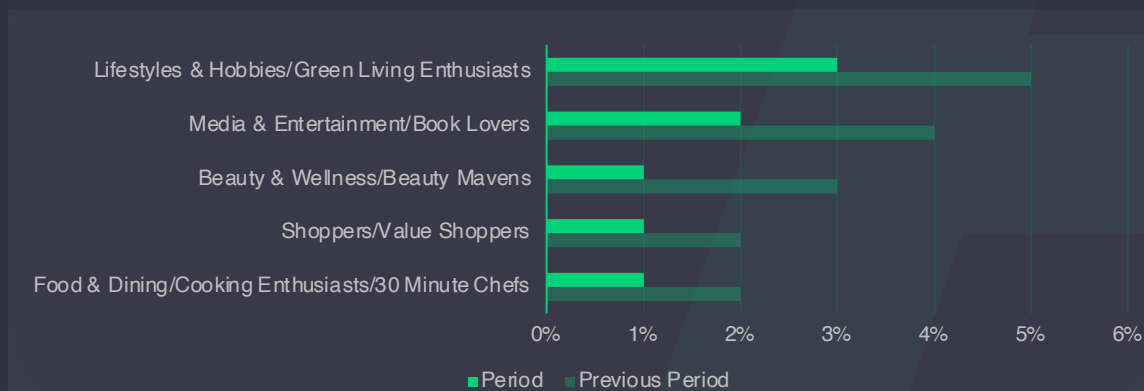
GOAL CONVERSION RATE AGE



GOAL CONVERSION RATE DEVICES



GOAL CONVERSION AFFINITY





Events

Acorn Hills

01.01.2023 – 31.01.2023



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

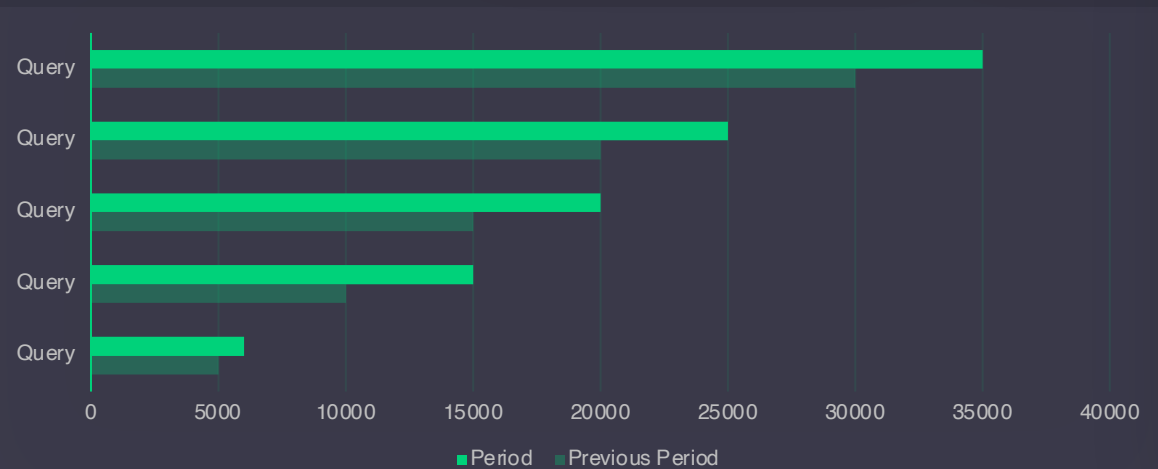
+45%

AVG. EVENT VALUE

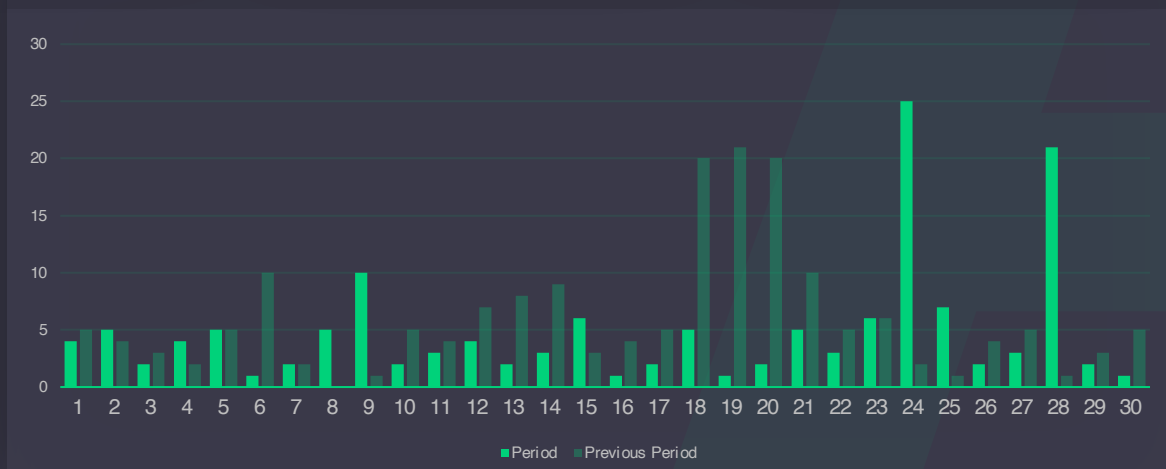
75.4%

+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

01.01.2023 – 31.01.2023



20 Campaigns Top 10

Your top performing campaigns

@AcornHills | Overview | Jan 01 2023 - Feb 01 2023 vs Dec 01 2022 - Nov 01 2022



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

01.01.2023 – 31.01.2023



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

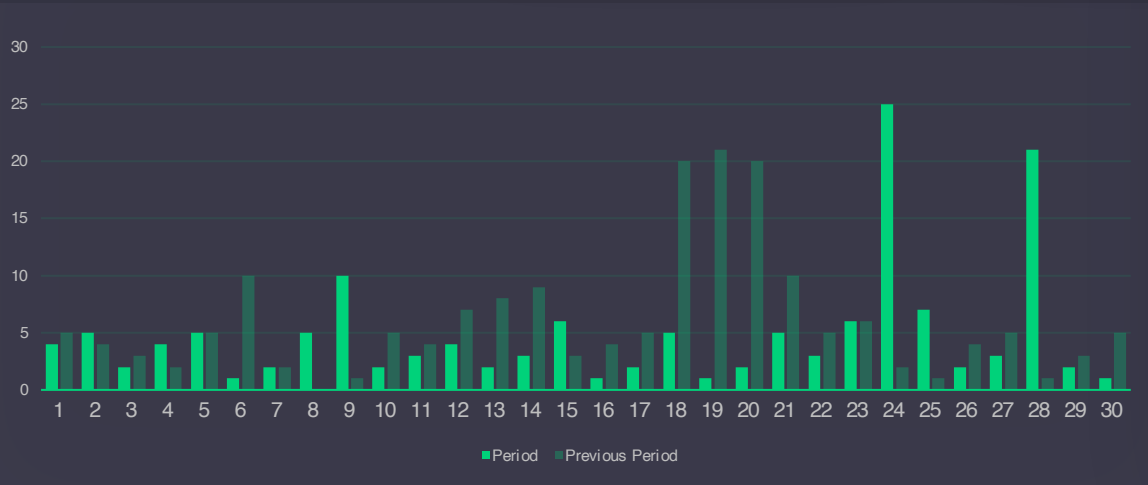
+45%

AVG. SERVER RESPONSE TIME (SEC)

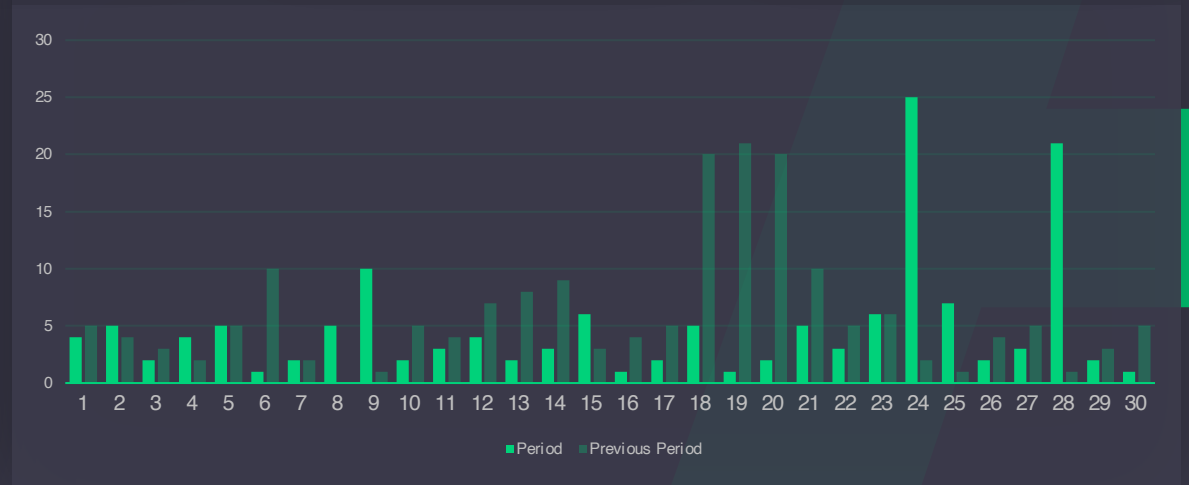
75.4%

+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 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

01.01.2023 – 30.01.2023