Google Analytics 4
Default All Slides Report

Acorn Hills

Apr 01 2024 - May 01 2024

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02 Report Index

What is awaiting you in the upcoming slides

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03 Quick Healthcheck

Let's see your vitals before we get started

Somewhat Effective

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Quick Healthcheck
↑ Users Increasing
– Sessions remains the same
– Engagement Rate remains the same
– Page/Secren remains the same
↑ ConversionsIncreasing
↓ Revenue Decreasing
– Sales Conversion Rate remains the same

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

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Overview

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04 Key Indicators

How you performed on your key indicators

USERS	SESSIONS	ENGAGEMENT RATE (%)	ENGAGED SESSIONS	VIEWS
66K	113K	90	102K	824K
-32%	-23%	N/A	-24%	-12%

WIEWS PER SESSION	AVERAGE SESSION DURATION (SEC)	CONVERSIONS	TOTAL REVENUE	AD COST
7	331	41K	10K ₺	61K ₺
+17%	+25%	-8%	-5%	-82%

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05 Audience

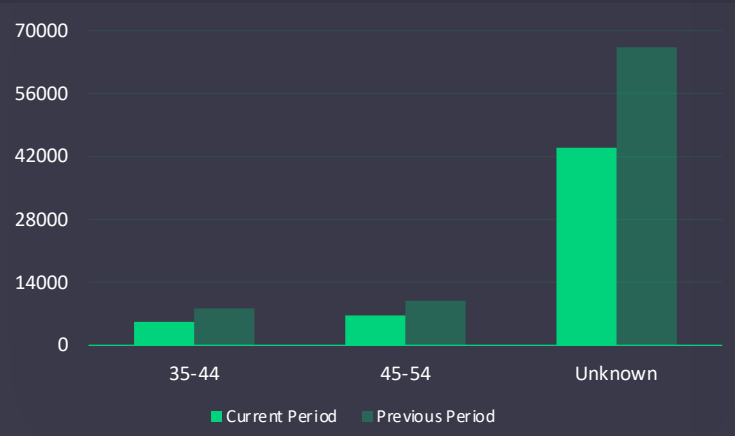
Take a look at your audience and their behavior

NEW VS RETURNING USER

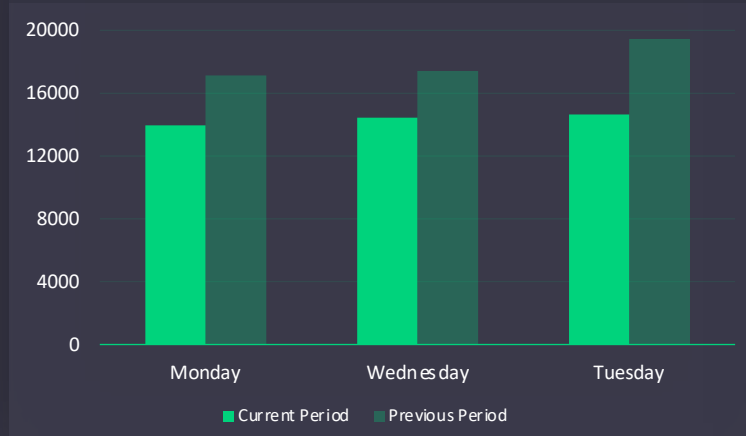
DEVICE BREAKDOWN

GENDER

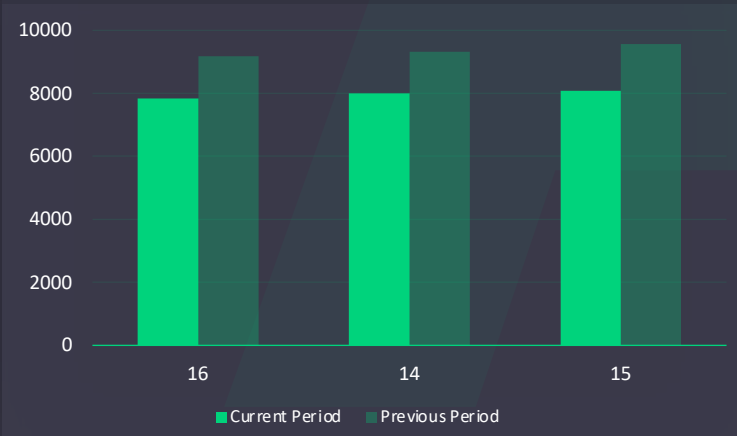
TOP 3 AGE BRACKETS BY USER



TOP 3 DAYS OF WEEK BY USER



TOP 3 TIME OF DAY BY USER



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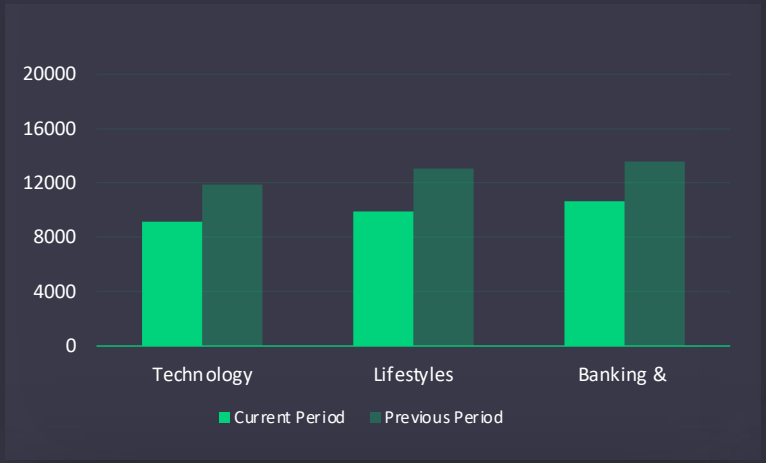
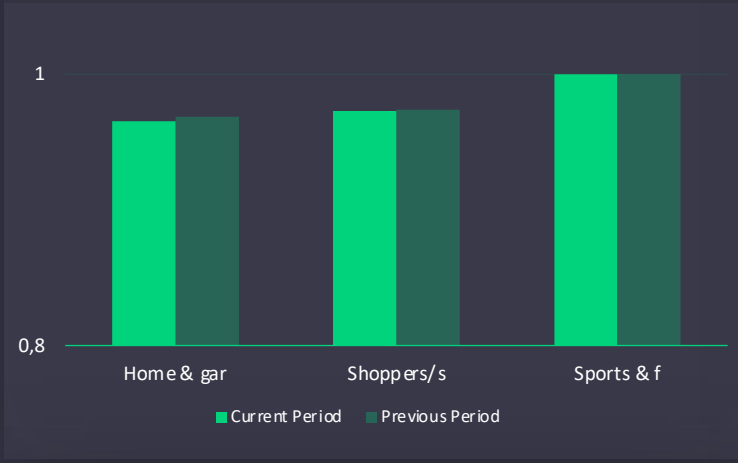
06 Interests
Know their interests

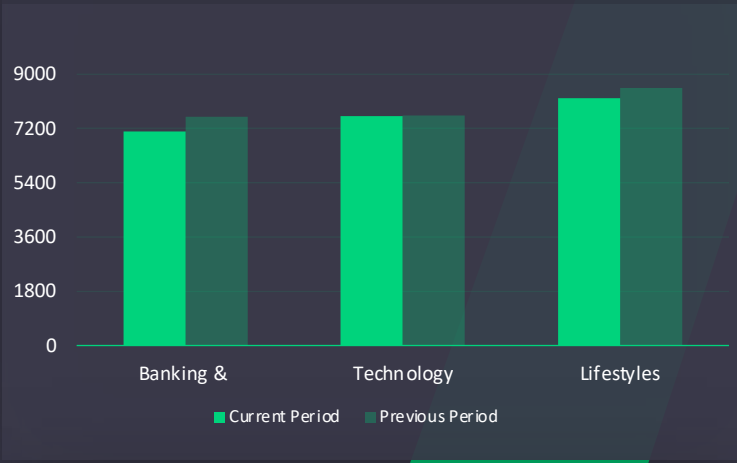
TOP 3 INTERESTS BY USER



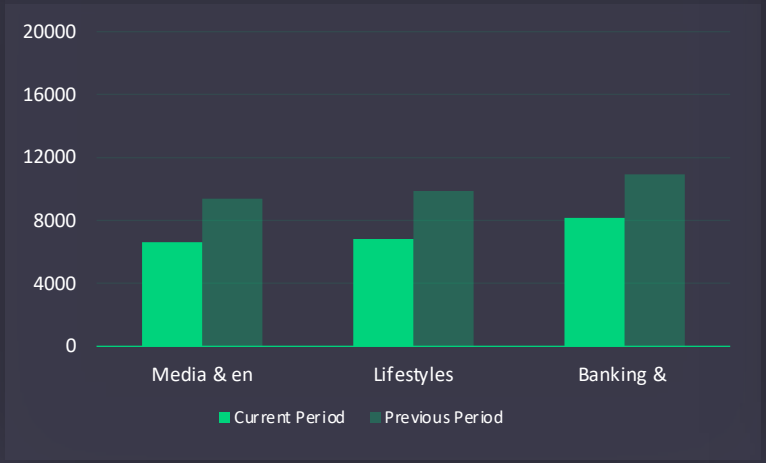
TOP 3 INTERESTS BY AVG. ENG. RATE (%)



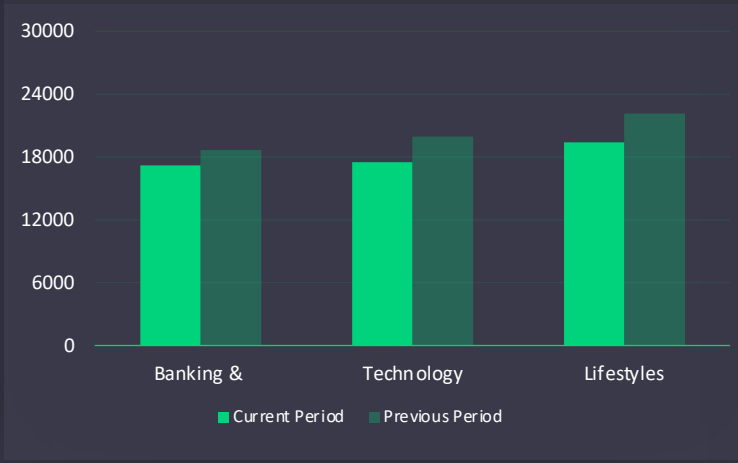
TOP 3 INTERESTS BY CONVERSIONS



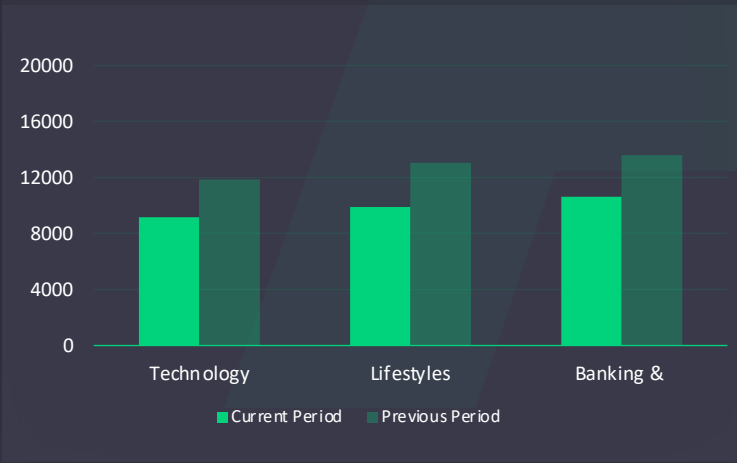
TOP 3 INTERESTS BY NEW USERS



TOP 3 INTERESTS ENGAGED SESSIONS



TOP 3 INTERESTS REVENUE



07 Acquisition

Your best performing traffic channels

TOP CHANNEL: USERS

Organic Search

TOP CHANNEL: SESSIONS

Organic Search

TOP CHANNEL: BOUNCE RATE

Unassigned

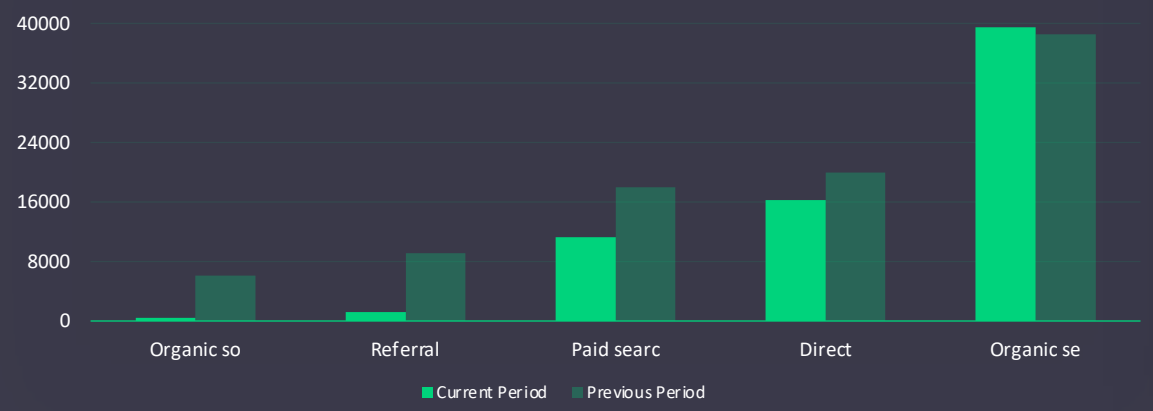
TOP CHANNEL: PAGES PER SESSION

Organic Video

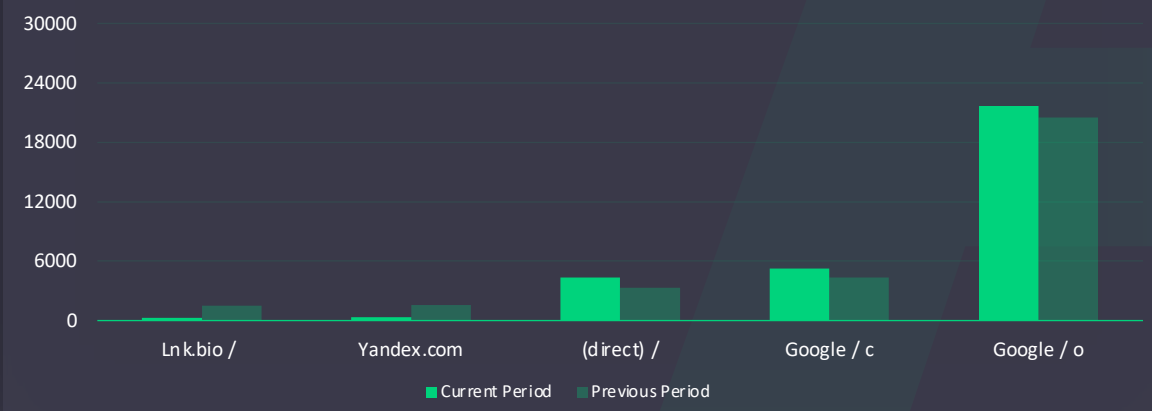
TOP CHANNEL: AVG. SESSION DURATION

Organic Shopping

CHANNELS BY USER



SOURCE / MEDIUM BY USER



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Users & Behaviour

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09 Users

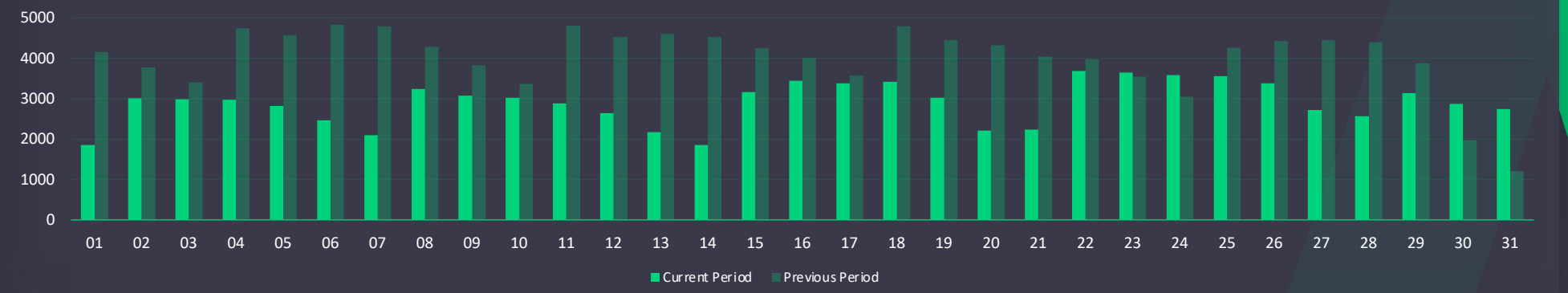
How many users visited your website and on which day the most

USERS

66K

-32%

USERS DAILY CHART

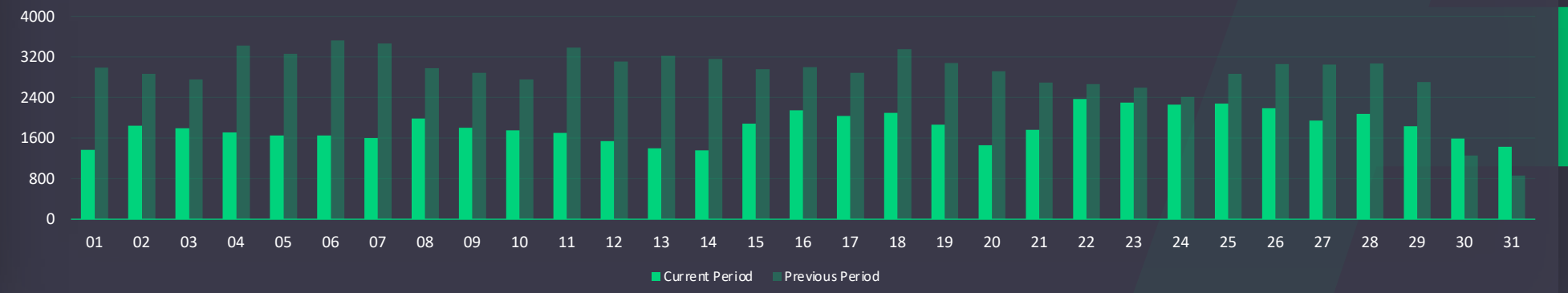


NEW USERS

56K

-36%

NEW USERS DAILY CHART



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10 Sessions

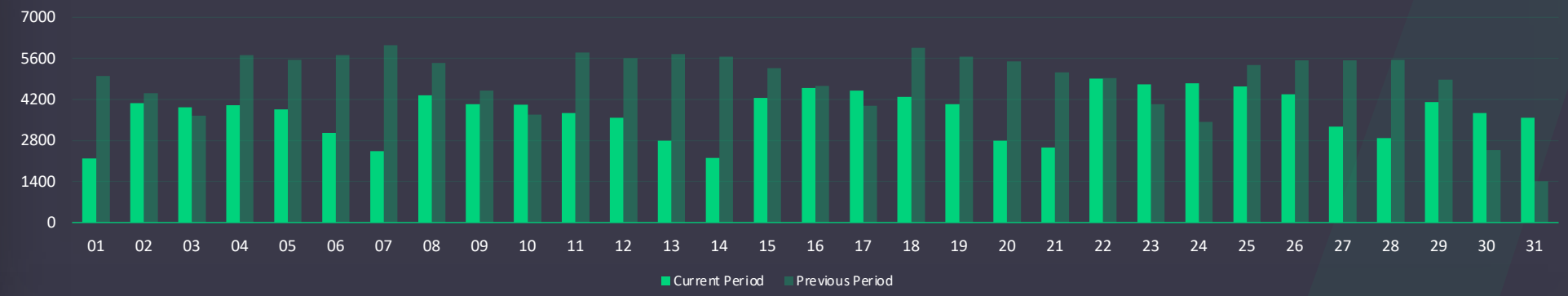
How many times users have interacted with your website on total and on average

SESSIONS

113K

-23%

SESSIONS DAILY CHART

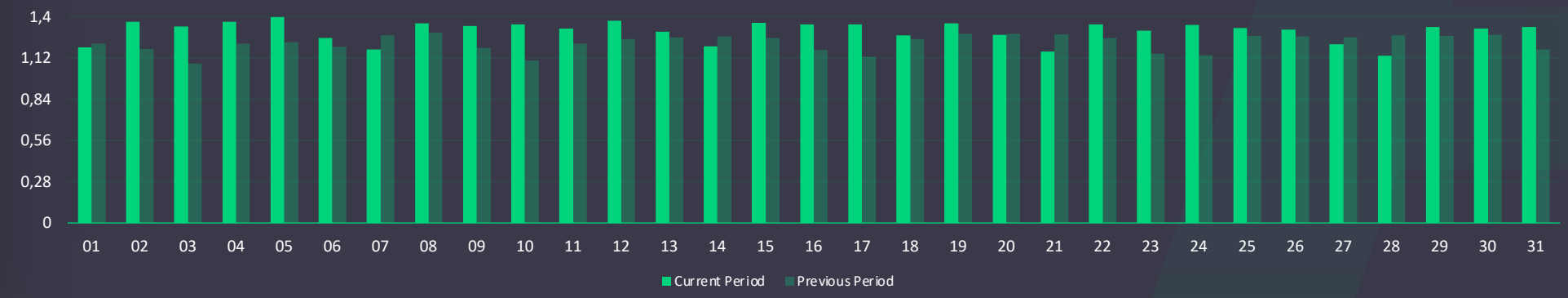


AVG. SESSION PER USER

1

+14%

AVG. SESSION PER USER DAILY CHART



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11 Engagement Rate & Sessions

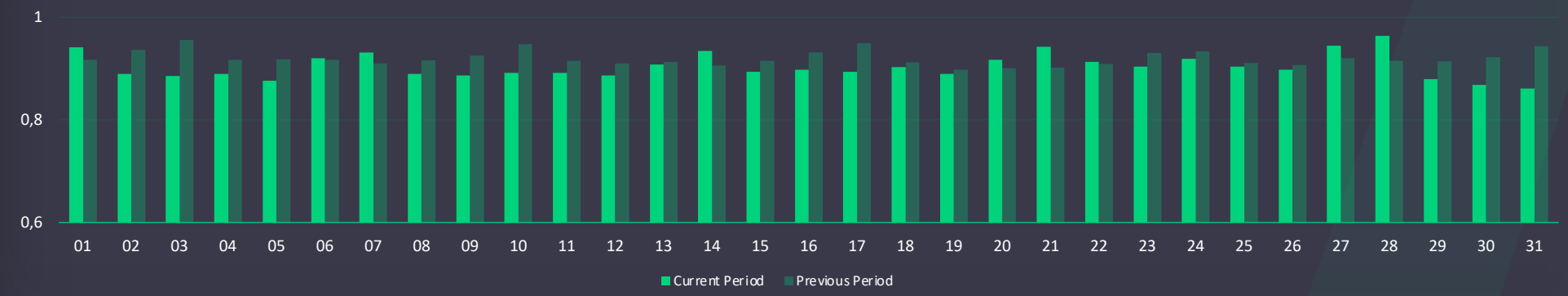
An engaged session is a session that lasts longer than 10 seconds, has a conversion event, or has at least 2 pageviews or screenviews.

ENGAGEMENT RATE (%)

90

-2%

ENGAGEMENT RATE DAILY CHART (%)

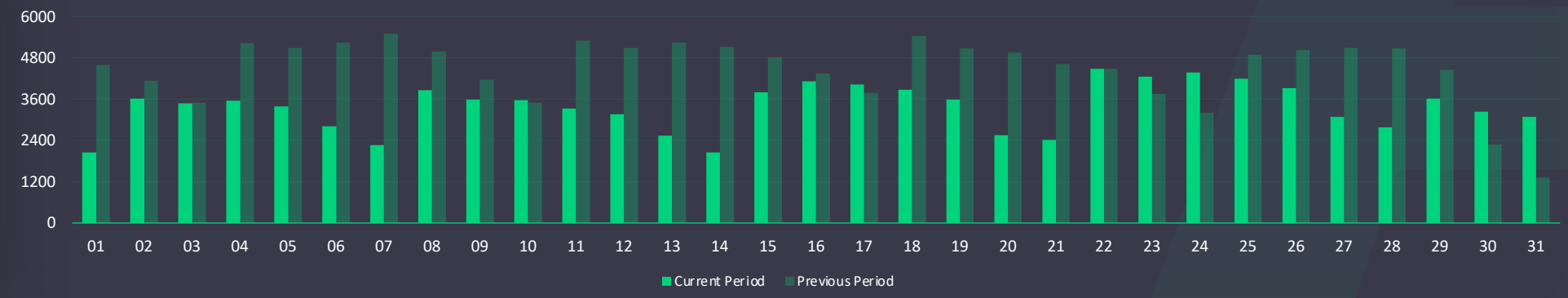


ENGAGED SESSIONS

102K

+102498%

ENGAGED SESSIONS DAILY CHART (SEC)



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12 Views

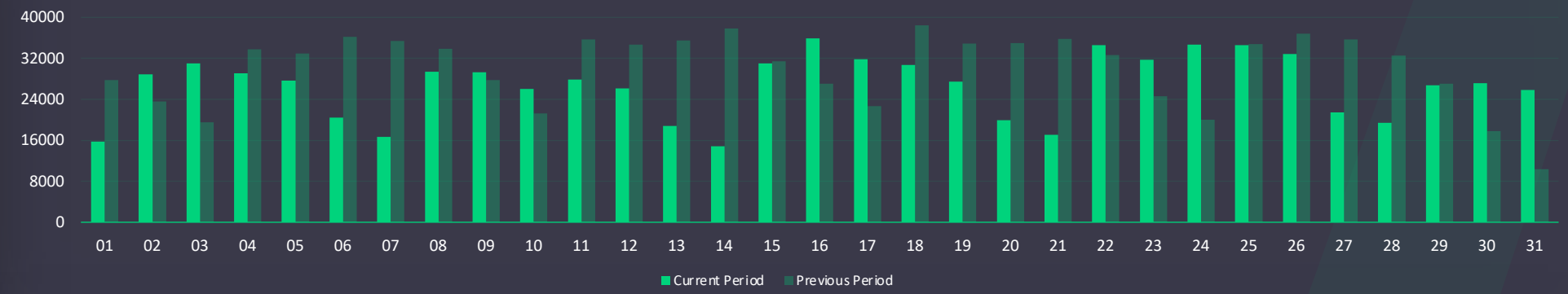
How many times users viewed a webpage or an app screen

VIEWS

824K

-12%

VIEWS DAILY CHART

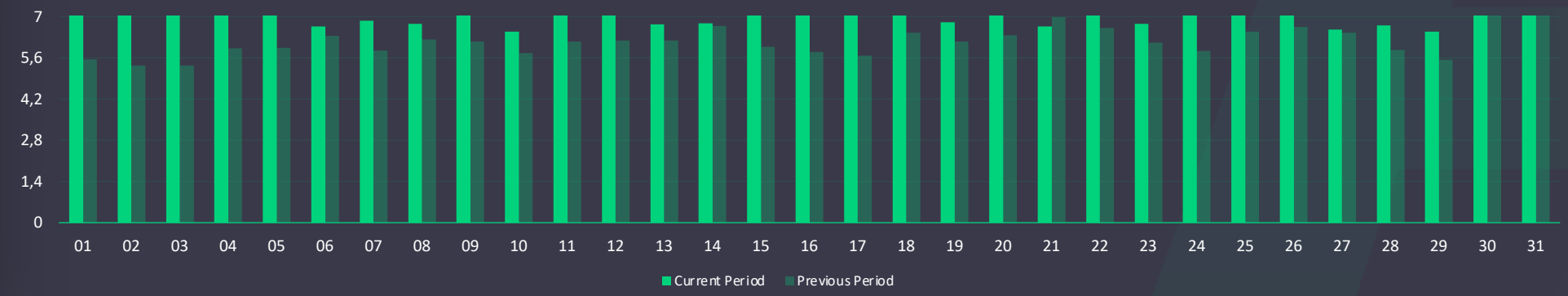


PAGES PER SESSION

7

+14%

VIEWS PER SESSION DAILY CHART



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13 Content Groups

Which group of content was viewed the most (only if Content Groups are set)

Content Groups	Views	Users	Views per User	Avg. Eng. Rate (%)	Avg. Eng. Time (Sec)	Conversions	Top Device	Top Traffic Source
Page	390K -0.4%	16K +6.9%	23 -6.8%	83 -0.4%	268 -12.3%	16K +6.2%	Desktop	Google
Page	231K -10.1%	31K -28.8%	7 +26.2%	96 +0.2%	75 +46.3%	14K +1.3%	Mobile	Google
Page	91K +0.7%	7K +1%	12 -0.2%	88 +0.9%	134 -3.8%	4K -0.4%	Desktop	(direct)
Page	59K -9.2%	8K -17.3%	7 +9.8%	96 +0.1%	62 +13.1%	3K -11.9%	Mobile	(direct)
Page	9K -65.9%	371 -94.8%	24 +558.4%	82 -12.9%	272 +3,356.5%	365 -79.2%	Desktop	Yandex.com.tr
Page	6K -75.2%	426 -92.9%	15 +250.9%	97 -1%	207 +723.1%	303 -82.1%	Tablet	Google
Page	5K -39.1%	219 -36.2%	23 -4.6%	85 +2.6%	252 -16.1%	192 -42%	Desktop	Tr.search.yahoo.com
Page	4K -36.3%	441 +119.4%	11 -71.1%	98 +14.8%	98 -74.6%	266 +45.4%	Mobile	Lnk.bio
Page	61 -98.8%	23 -95.5%	2 -74%	95 -2.1%	17 -86.1%	2 -99.3%	Mobile	Fb
Page	51 -98.8%	9 -97.9%	5 -40.1%	100 +0.6%	28 -66.4%	4 -98.5%	Mobile	Taboola

Sorted by: Pageviews, Order: Descending

14 Top Viewed Pages and Screens

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

Content Groups	Views	Users	Views per User	Avg. Eng. Rate (%)	Avg. Eng. Time (Sec)	Conversions	Top Device	Top Traffic Source
Page	29K +11%	2K -78.6%	12 +417.9%	95 0%	61 0%	60 +566.7%	Desktop	Google
Page	20K -18.9%	3K +78.9%	5 -54.7%	96 0%	38 0%	54 -5.3%	Desktop	Google
Page	17K -18.5%	5K +29%	3 -36.7%	97 0%	12 0%	4 -92.9%	Mobile	Google
Page	13K -33.5%	2K -54.2%	5 +44.8%	96 0%	54 0%	59 +5,800%	Desktop	Google
Page	12K -36.7%	2K -58.8%	5 +53.6%	98 0%	66 0%	56 +1,766.7%	Mobile	Google
Page	12K -12.4%	10K +701.4%	1 -89.1%	14 0%	15 0%	14K +19,634.7%	Desktop	Google
Page	10K -20.9%	1K -86.4%	8 +483.2%	93 0%	97 0%	85 -99.4%	Desktop	Google
Page	8K -23.6%	11K +471%	0 -86.6%	16 0%	10 0%	12K +24,900%	Mobile	Google
Page	381 -96.1%	119 -99%	3 +278.6%	96 0%	30 0%	0 N/A	Mobile	Google
Page	39 -99.5%	16 -98.7%	2 -60.9%	100 0%	5 0%	0 N/A	Mobile	Fb

Sorted by: Pageviews, Order: Descending

E-Commerce

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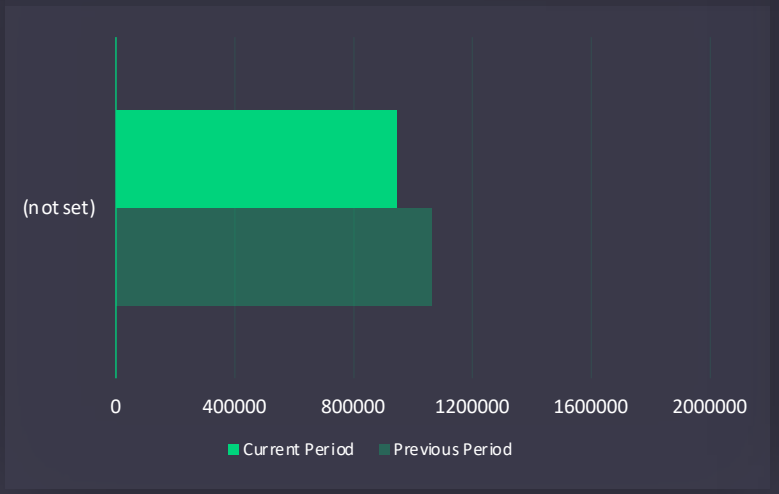
17 Ecommerce Overview

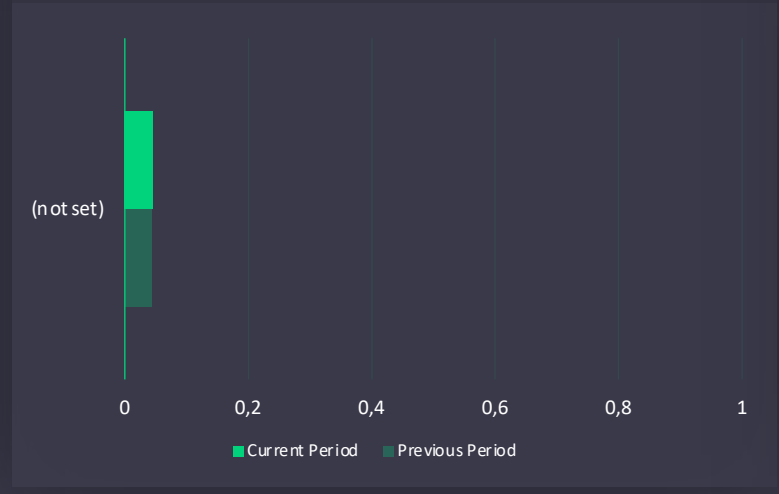
How your e-commerce business performed this period

TRANSACTIONS	TOTAL REVENUE	PURCHASE REVENUE	TOTAL PURCHASERS	AVG. PURCHASE REVENUE PER USER
245	945K ₺	945K ₺	223	3 ₺
+4%	-11%	-11%	+15%	0%

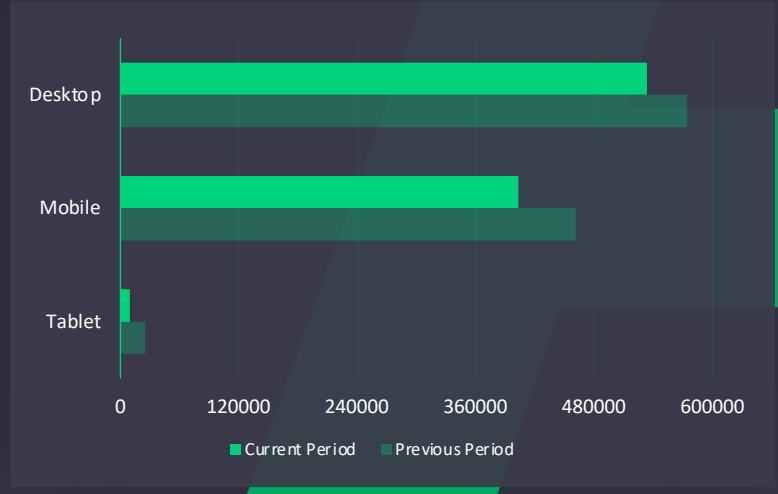
TOP TRAFFIC CHANNELS BY REVENUE



TOP TRAFFIC CHANNELS BY CONVERSION RATE



TOP DEVICES BY REVENUE



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18 Transactions & Revenue

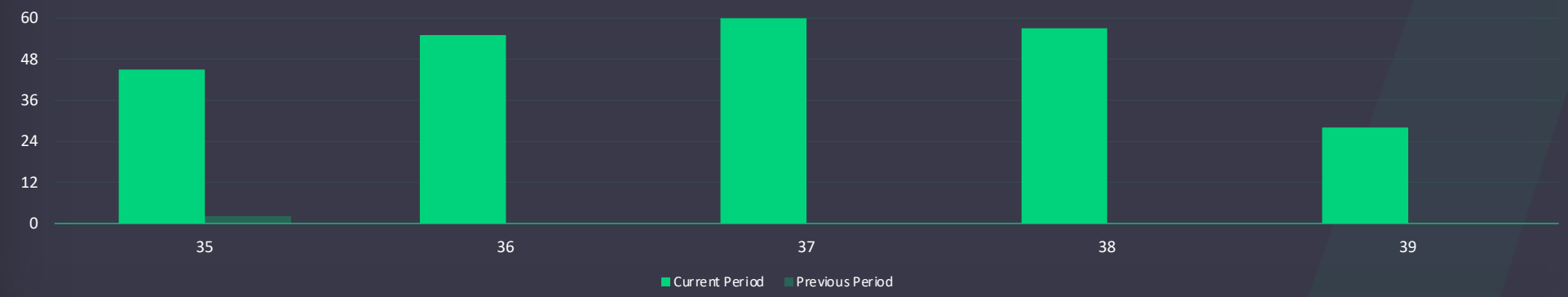
Weekly performance of your transactions and revenue

TRANSACTIONS

245

+4%

TRANSACTIONS WEEKLY CHART

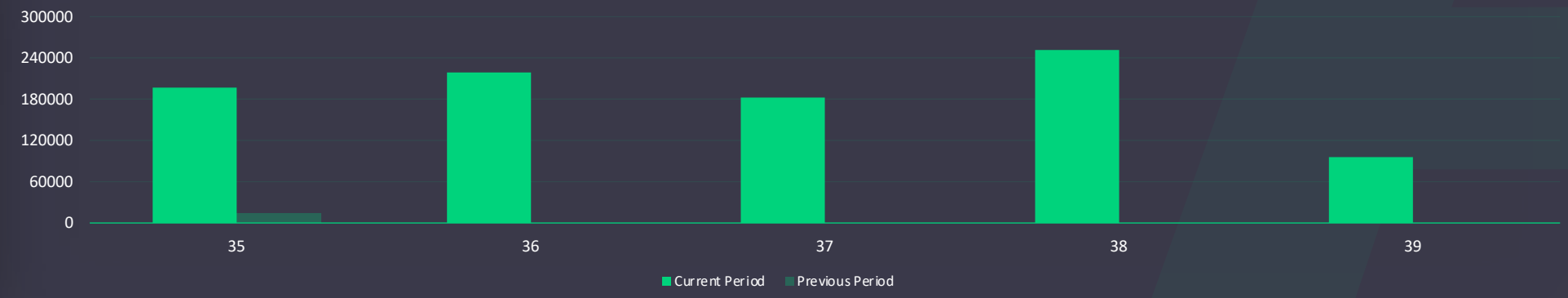


TOTAL REVENUE

945K ₺

-11%

TOTAL REVENUE WEEKLY CHART



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19 Purchasers

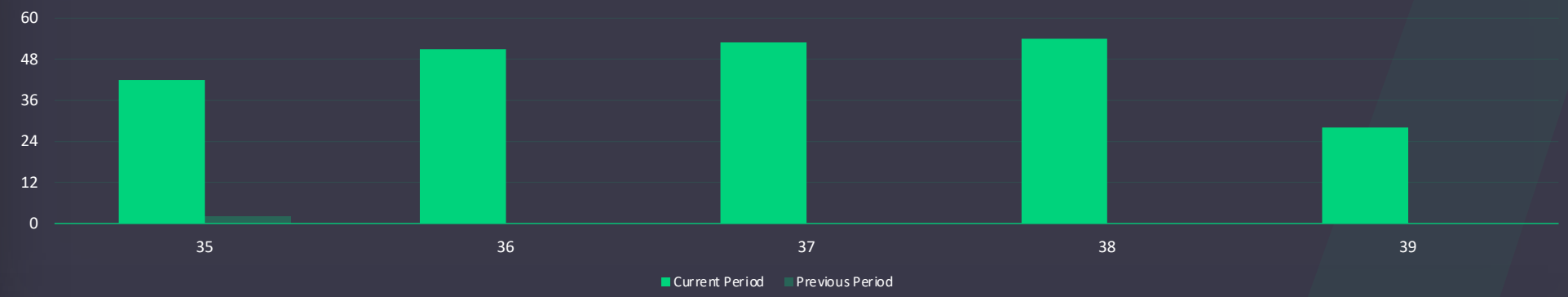
Weekly performance of your purchasers

TOTAL PURCHASERS

223

+15%

PURCHASERS WEEKLY CHART

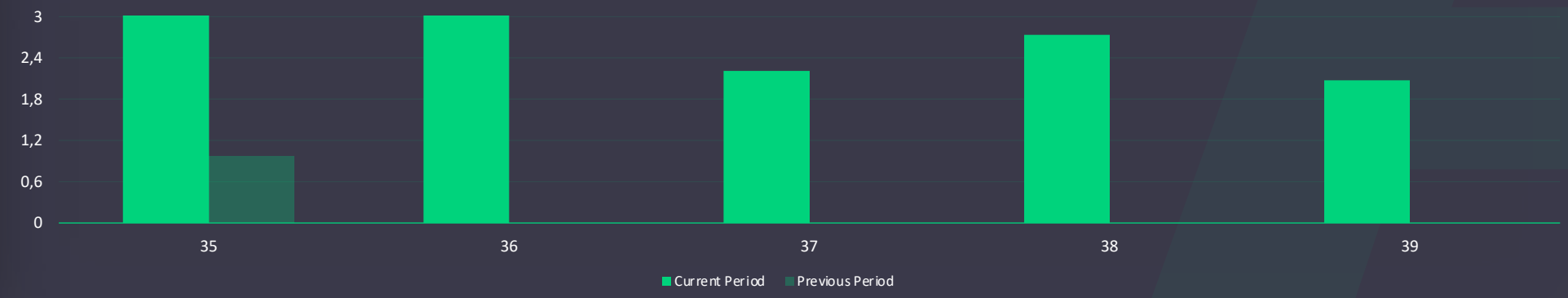


AVG. PURCHASE REVENUE PERUSER

3 ₺

-17%

AVG. PURCHASE REVENUE PERUSER VALUE WEEKLY CHART



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20 Sales Conversions

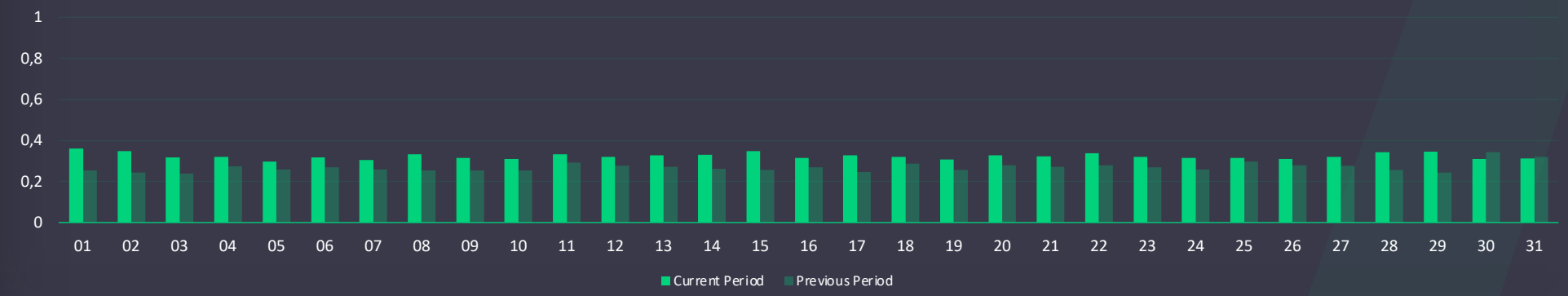
Daily performance of your visits that converted to sales

SESSION CONVERSION RATE

32

+19%

SALES CONVERSION RATE (%) DAILY CHART

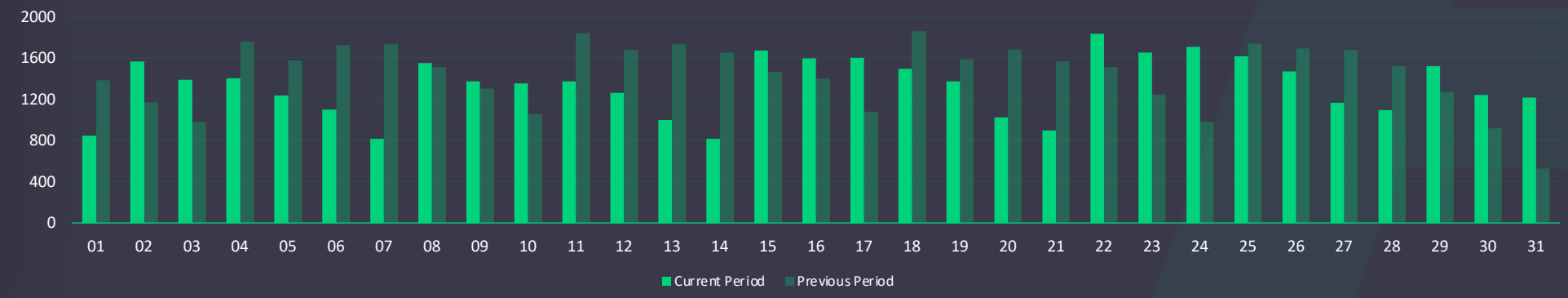


SESSION CONVERSIONS

41K

-8%

SALES CONVERSIONS DAILY CHART



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21 Item Performance

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

Item Name	Item Revenue (TRY)	Item Purchased	Items added to cart	Item Viewed	First Time Purchasers	Total Purchases	Avg. Daily Purchasers	Session Conversion (%)
Item Name	111K +27.9%	27 +58.8%	533 +61.5%	7K +34.9%	21 +75%	21 +50%	0 N/A	2 +70.9%
Item Name	54K -8.6%	35 +12.9%	275 +6.6%	1K -7.7%	28 +64.7%	29 +70.6%	0 N/A	2 +17.5%
Item Name	49K +34.2%	39 +56%	267 +0.8%	1K -3.3%	30 +130.8%	31 +121.4%	0 N/A	1 +57.8%
Item Name	27K -8.3%	3 -86.4%	31 -80.7%	684 -15%	1 -92.9%	2 -86.7%	0 N/A	1 -74.1%
Item Name	26K -6.2%	13 +333.3%	115 +618.8%	772 +22.3%	13 +333.3%	13 +333.3%	0 N/A	1 +229.7%
Item Name	26K -4.9%	6 +100%	98 +180%	1K -8.7%	4 +300%	6 +500%	0 N/A	1 +351.1%
Item Name	22K -18.3%	5 -84.4%	39 +200%	886 +191.4%	3 +200%	3 +200%	0 N/A	1 +146.4%
Item Name	22K -16.6%	7 +16.7%	6 -93.2%	57 -95.5%	0 N/A	1 -80%	0 N/A	1 -71.1%
Item Name	22K -13.9%	2 -93.3%	114 +418.2%	10K +2,291.2%	0 N/A	1 0%	0 N/A	1 +21.4%
Item Name	21K -7.5%	3 +200%	16 +45.5%	303 -7.6%	1 0%	1 0%	0 N/A	1 -31.7%

Sorted by: Product Revenue, Order: Descending

22 Item Category Performance

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

Item Name	Item Revenue (TRY)	Item Purchased	Items added to cart	Item Viewed	First Time Purchasers	Total Purchases	Avg. Daily Purchasers	Session Conversion (%)
Item Name	93K -38.5%	52 -20%	1 -80%	0 N/A	41 +2.5%	42 -2.3%	0 N/A	35 -18.8%
Item Name	89K -11.8%	21 +5%	1 +1%	0 N/A	17 +21.4%	17 +6.2%	0 N/A	100 0%
Item Name	61K -34.7%	12 -42.9%	0 N/A	0 N/A	7 -53.3%	8 -46.7%	0 N/A	80 -15.3%
Item Name	61K -32.4%	11 -89.7%	0 N/A	0 N/A	7 +133.3%	7 +133.3%	0 N/A	66 -33.3%
Item Name	57K -14.7%	13 -59.4%	1K +1,458%	34K +34,396%	9 -50%	9 -50%	0 N/A	2 -97.5%
Item Name	56K -12.1%	67 +570%	0 N/A	0 N/A	9 +28.6%	9 +12.5%	0 N/A	100 +22.2%
Item Name	52K -13.1%	8 -91.1%	0 N/A	0 N/A	6 -25%	6 -33.3%	0 N/A	60 -40%
Item Name	52K +5.2%	18 +63.6%	0 N/A	0 N/A	17 +183.3%	17 +112.5%	0 N/A	100 0%
Item Name	51K +7.3%	32 -30.4%	0 N/A	0 N/A	25 +108.3%	26 +85.7%	0 N/A	89 -10.3%
Item Name	46K -4.1%	15 +87.5%	0 N/A	0 N/A	1 -85.7%	3 -57.1%	0 N/A	42 -51%

Sorted by: Product Revenue, Order: Descending

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23 Brand Performance

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

Item Name	Item Revenue (TRY)	Item Purchased	Items added to cart	Item Viewed	First Time Purchasers	Total Purchases	Avg. Daily Purchasers	Session Conversion (%)
Item Name	745K -21.8%	342 -36.4%	8K +2%	191K -10.1%	147 +1.4%	156 +1.3%	0 N/A	2,15 +31.7%
Item Name	314K +3.7%	148 +7.2%	3K +15.7%	156K +52.9%	80 +23.1%	86 +24.6%	0 N/A	1,08 +3.1%
Item Name	2K +109.5%	1 -99.5%	0 N/A	0 N/A	0 N/A	1 -99.4%	0 N/A	20 -44.6%
Item Name	1K +158.4%	213 +10,550%	160 +540%	0 N/A	184 +9,100%	194 +9,600%	0 N/A	91,27 +5,727.2%
Item Name	0 N/A	0 N/A	593 -10.2%	0 N/A	0 N/A	0 N/A	0 N/A	0,59 -38%
Item Name	0 N/A	0 N/A	74 +1.4%	0 N/A	0 N/A	0 N/A	0 N/A	100 0%
Item Name	0 N/A	0 N/A	0 N/A	2 +100%	0 N/A	0 N/A	0 N/A	0 N/A
Item Name	0 N/A	0 N/A	3 -91.7%	682 +1,523.8%	0 N/A	0 N/A	0 N/A	0,43 -98.9%

Sorted by: Item Revenue, Order: Descending

24 Sales Performance

A look at your top transactions

Transaction ID	Revenue (TRY)	Tax (TRY)	Shipping (TRY)	Refund Amount (TRY)	Quantity	Top Device	Top Traffic Channel
3.000.507.306	26K -63.6%	0 N/A	0 N/A	0 N/A	0 N/A	Mobile	N/A
3.000.505.983	23K -49.2%	0 N/A	0 N/A	0 N/A	0 N/A	Mobile	N/A
3.000.506.370	19K -45%	0 N/A	0 N/A	0 N/A	0 N/A	Desktop	N/A
3.000.507.475	19K -40.2%	0 N/A	0 N/A	0 N/A	0 N/A	Desktop	N/A
3.000.506.007	18K -20.2%	0 N/A	0 N/A	0 N/A	0 N/A	Desktop	N/A
3.000.507.593	17K -21.8%	0 N/A	0 N/A	0 N/A	0 N/A	Desktop	N/A
3.000.505.846	16.K -13.5%	0 N/A	0 N/A	0 N/A	0 N/A	Desktop	N/A
3.000.506.528	15K -1.9%	0 N/A	0 N/A	0 N/A	0 N/A	Desktop	N/A
3.000.507.954	15K -0.5%	0 N/A	0 N/A	0 N/A	0 N/A	Mobile	N/A
3.000.506.407	14K -0.7%	0 N/A	0 N/A	0 N/A	0 N/A	Desktop	N/A

Sorted by: Product Revenue, Order: Descending

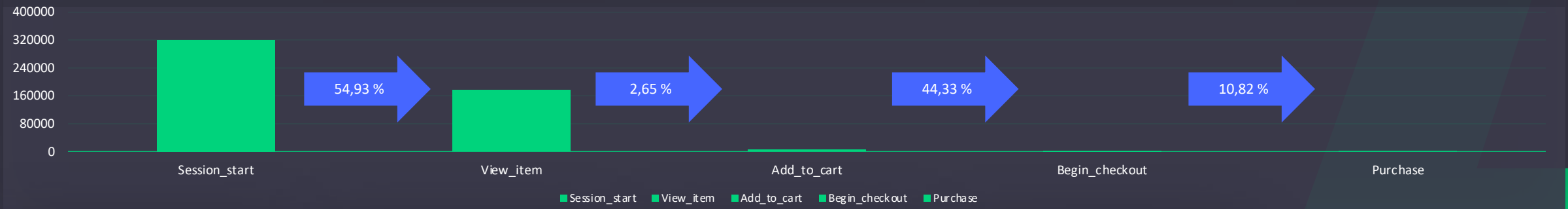
25 User Purchase Journey Analysis

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

Acorn Hills I GA4 I Google Analytics Report
Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024

SESSION START	VIEW PRODUCT	ADD TO CART	BEGIN CHECKOUT	PURCHASE
319K	175K	4K	2K	223
+7%	+13%	+4%	+6%	+15%

USER PURCHASE JOURNEY FUNNEL



SESSION START ABANDONMENT	VIEW PRODUCT ABANDONMENT	ADD TO CART ABANDONMENT	BEGIN CHECKOUT ABANDONMENT
144K	171K	2K	2K
0%	+13%	+3%	+6%

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26 User Purchase Journey by Device Category

How many users advance through from which type of devices and how many drop off critic shopping steps before a valid transaction

Device Category	Session Start (Users)	View Product (Users)	Add to Cart (Users)	Begin Checkout	Purchase (Users)
Device	287K +10.7%	257K +15.4%	8K +2.5%	17K +17,764%	115 +21.1%
Device	58K +2.5%	87K -3.1%	3K +9.9%	15K +15,568%	102 +7.4%
Device	3K +23.9%	3K +33.3%	148 +23.3%	408 +408%	6 +50%
Device	18 -21.7%	0 N/A	0 N/A	0 N/A	0 N/A

Sorted by: Session Start (Users), Order: Descending

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27 User Purchase Journey by Device Browser

How many users advance through from which browser and how many drop off critic shopping steps before a valid transaction

Browser	Session Start (Users)	View Product (Users)	Add to Cart (Users)	Begin Checkout	Purchase (Users)
Browser	258K +15.5%	249K +14%	7K +8%	18K +18%	132 +21.1%
Browser	40K -5.4%	39K +1%	2K +13.4%	12K +12%	78 +13%
Browser	28K +14.5%	24K +10.1%	477 +48%	366 +366%	2 -60%
Browser	10K +22.1%	15K +3.9%	607 +12%	604 +604%	0 N/A
Browser	6K +6.3%	10K -2.1%	337 -6.4%	540 +540%	1 +1%
Browser	3K +5.1%	4K -10.8%	154 -6.1%	670 +670%	9 +28.6%
Browser	2K +1.5%	3K -7.2%	109 +373%	286 +286%	1 +1%
Browser	1K -7.7%	1K -23.7%	34 -60%	76 +76%	0 N/A
Browser	139 -52.7%	74 -7.5%	2 0%	50 +50%	0 N/A
Browser	59 -126.9%	5 -28.6%	0 N/A	0 N/A	0 N/A

Sorted by: Session Start (Users), Order: Descending

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28 User Purchase Journey by Country

How many users advance through from which country and how many drop off critic shopping steps before a valid transaction

Country	Session Start (Users)	View Product (Users)	Add to Cart (Users)	Begin Checkout	Purchase (Users)
Country	338K +9%	341K +10%	12K +5%	32K +32%	219 +14%
Country	1K +76%	3 -99.7%	4 -96.3%	0 N/A	0 N/A
Country	825 +92%	1K +246%	93 +675%	516 +516%	1 +1%
Country	524 +39%	560 +53.4%	8 -20%	16 +16%	0 N/A
Country	414 +16%	393 -22%	17 -75.7%	10 +10%	0 N/A
Country	353 +27%	460 +91%	17 +54%	32 +32%	1 +1%
Country	283 +9%	322 +17%	17 -37%	38 +38%	0 N/A
Country	273 +27%	289 -48.8%	21 +21%	18 +18%	0 N/A
Country	242 +20%	305 +64%	20 +33%	38 +38%	0 N/A
Country	202 +7.4%	460 +61%	26 +225%	48 +48%	1 +1%

Sorted by: Session Start (Users), Order: Descending

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29 Promotions

How does your incentives contribute to your e-commerce business

Promotion Name	Promotion Views	Promotion Clcks	Promotion CTR	Items added to Cart	Items Checked Out	Items Revenue (TRY)
Promotion Name	27K -52%	330 -65%	0,01 -50%	0 N/A	0 N/A	0 N/A
Promotion Name	26K -28%	688 -24%	0,03 -14%	0 N/A	0 N/A	0 N/A
Promotion Name	25K +5%	317 -4%	0,01 -6%	0 N/A	0 N/A	0 N/A
Promotion Name	24K +30%	686 +79%	0,03 +0%	0 N/A	0 N/A	0 N/A
Promotion Name	22K +40%	287 -32%	0,01 -65%	0 N/A	0 N/A	0 N/A
Promotion Name	19K +323%	397 +274%	0,03 +58%	0 N/A	0 N/A	0 N/A
Promotion Name	19K +361%	244 +713%	0,01 +113%	0 N/A	0 N/A	0 N/A
Promotion Name	17K +382%	410 +494%	0,03 +1%	0 N/A	0 N/A	0 N/A
Promotion Name	13K +323%	307 +170%	0,03 +422%	0 N/A	0 N/A	0 N/A
Promotion Name	7K +157%	119 +85%	0,02 -14%	12K +12%	33K +33%	1M +1M%

Sorted by: Internal Prom. Views, Order: Descending

Traffic Quality

Acorn Hills

Apr 01 2024 - May 01 2024

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30 Overview of Default Channels

How your channels performed this period

TOP CHANNEL: USERS

Organic Search

TOP CHANNEL: SESSIONS

Organic Search

TOP CHANNEL: ENGAGEMENT RATE (%)

Mobile Push Notifications

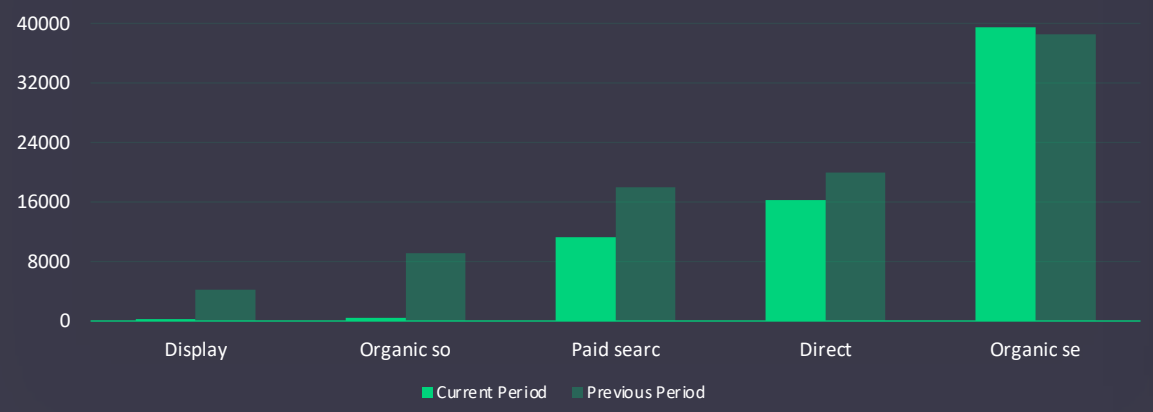
TOP CHANNEL: ENGAGED SESSIONS

Organic Search

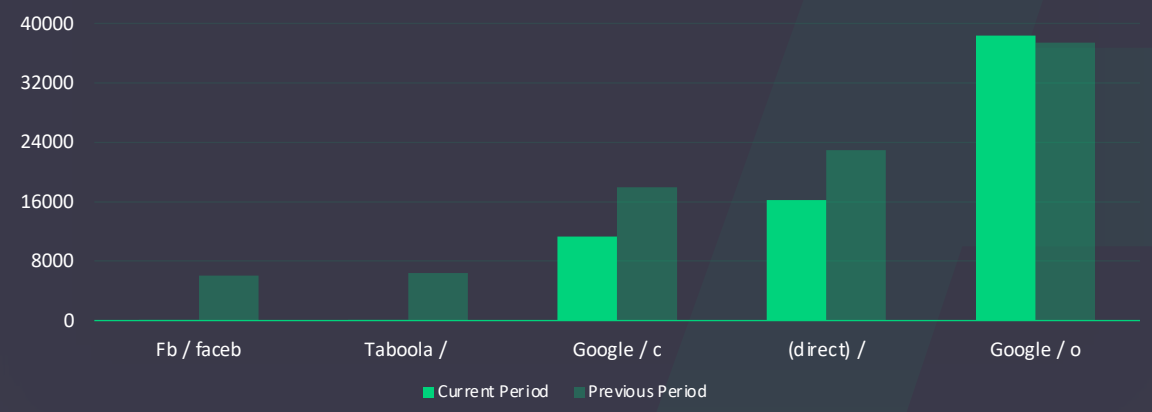
TOP CHANNEL: CONVERSIONS

Organic Search

CHANNELS BY USER



SOURCE / MEDIUM BY USER



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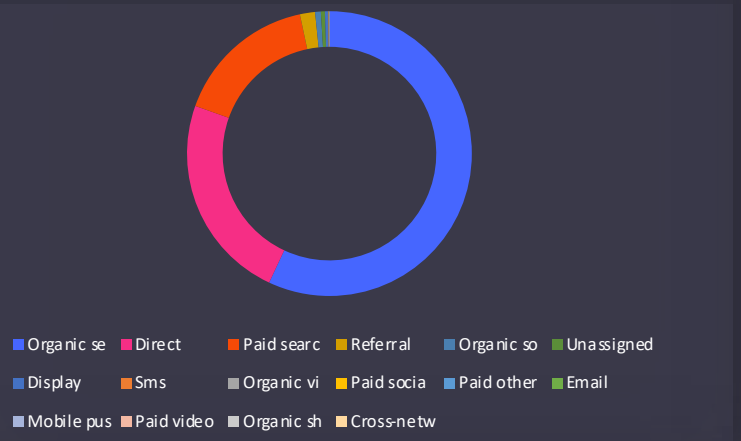
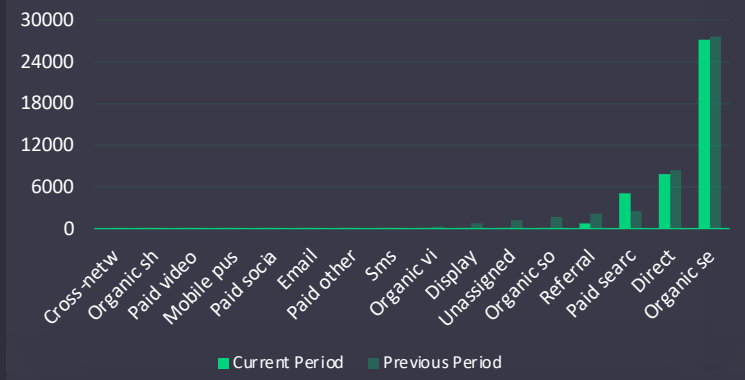
31 Top Channels

Channel performance according to vital metrics

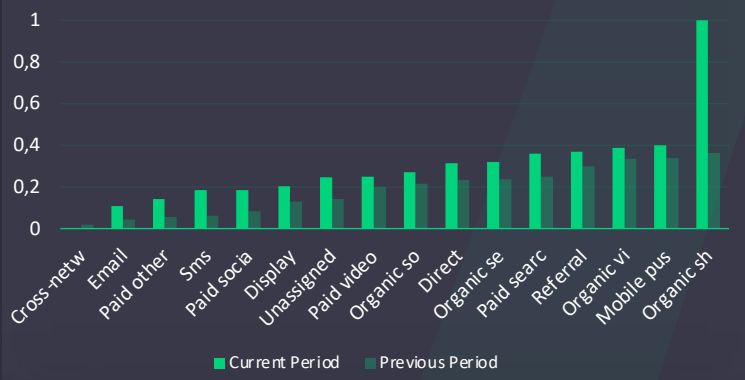
CHANNEL BREAKDOWN



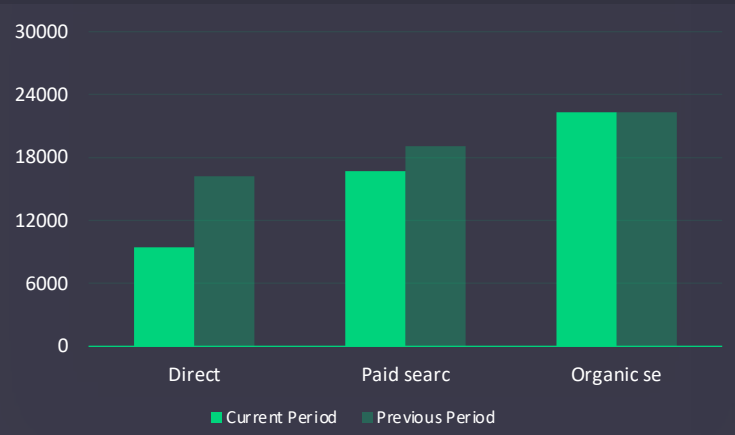
TOP CHANNELS BY CONVERSION



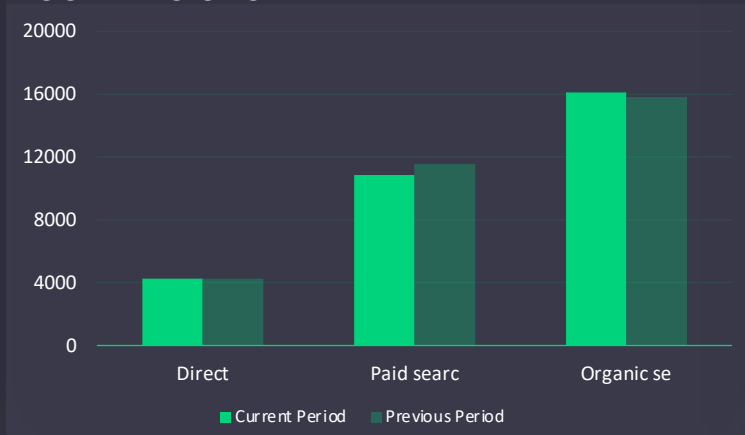
TOP CHANNELS BY SESSION CONVERSION RATE



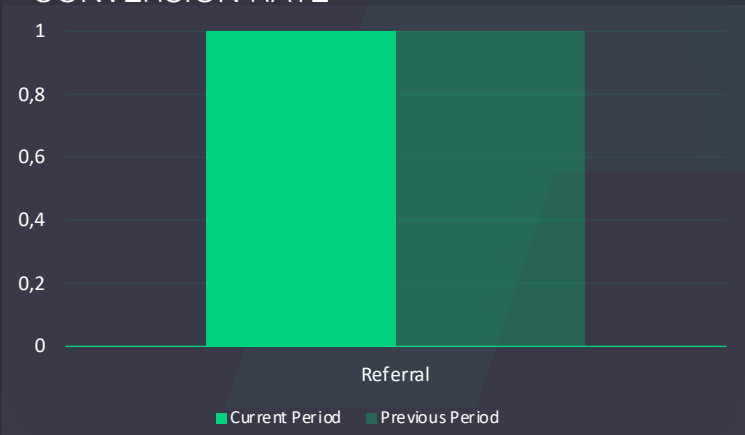
TOP CHANNELS BY MOBILE USERS



TOP CHANNELS BY MOBILE CONVERSIONS



TOP CHANNELS BY MOBILE SESSION CONVERSION RATE



32 Acquisition Table

Best performing channels across all metrics

Traffic Channels	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Organic Search	39K +2.4%	76K +0.1%	66K -2.7%	1 -5%	87 -2.8%	27K -1.4%	0
Direct	16K -18.5%	22K +11.1%	20K +5.7%	1 +29.7%	91 -4.9%	7K +556.7%	0
Paid Search	11K -37.4%	12K -48.1%	12K -46%	1 -13.7%	95 +4%	5K -39.3%	0
Referral	1K -87%	1K -82%	1K -82.6%	1 +33.1%	91 -3.6%	729 -65.5%	0
Organic Social	451 -92.6%	490 -92.8%	476 -92.9%	1 -4%	97 -1.6%	144 -91.6%	0
Unassigned	316 -92.4%	367 -93.6%	77 -98.6%	0 -81.3%	21 -77.7%	98 -96.1%	0
Display	245 -83.5%	264 -84.1%	258 -82.5%	1 +6.2%	97 +10.1%	54 -48.1%	0
Paid Other	12 -99.1%	84 -95.9%	61 -96.8%	5 +276%	72 -21.4%	12 -98.5%	0
Mobile Push Notifications	9 -99.1%	10 -99.1%	10 -98.6%	1 +58%	100 +51.2%	4 -98.6%	0
Paid Video	3 -99.7%	8 -99.2%	7 -99.3%	2 +147.1%	87 -4%	2 -95.7%	0

Sorted by: Sessions, Order: Descending

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33 Top Source / Medium

Top traffic Sources and their Mediums' performance

Source / Medium	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Source / Medium	38K +2.6%	73K -0%	64K -2.7%	1 -5.1%	87 -2.7%	26K -1.9%	0
Source / Medium	16K -29%	22K -8.5%	20K -12.9%	1 +22.8%	91 -4.7%	7K +132.4%	0
Source / Medium	11K -37.3%	13K -47.9%	12K -45.9%	1 -13.7%	95 +3.9%	5K -39.2%	0
Source / Medium	445 -93.1%	473 -93.6%	466 -93.3%	1 -3.3%	98 +4.3%	269 -83.1%	0
Source / Medium	397 -93.5%	844 -87.6%	706 -89.5%	1 +61.8%	83 -15.2%	385 -77.4%	0
Source / Medium	57 -96.1%	57 -96.3%	55 -95.9%	1 +3.6%	96 +9.8%	0 N/A	0
Source / Medium	8 -99.4%	9 -99.4%	9 -99.3%	1 +17%	100 +4.8%	4 -97.9%	0
Source / Medium	6 -99.2%	63 -91.2%	40 -94.1%	6 +611.2%	63 -32.4%	7 -22.2%	0
Source / Medium	2 -99.5%	2 -99.6%	2 -99.6%	1 -7.2%	100 +0.6%	1 -99.6%	0
Source / Medium	2 -99.5%	2 -99.7%	2 -99.7%	1 -45.2%	100 +18.3%	0 N/A	0

Sorted by: Sessions, Order: Descending

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34 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

Page Title	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Page Title	29K -8.8%	37K -8.7%	5K -16.1%	0 -8.1%	14 -8.1%	36K -7.6%	0 N/A
Page Title	14K -30.6%	22K +4.4%	21K +3.9%	1 +49.7%	95 -0.5%	126 +93.8%	0 N/A
Page Title	8K -48.2%	9K -58.9%	9K -58.3%	1 -19.5%	97 +1.4%	101 -21.1%	0 N/A
Page Title	5K -57.3%	7K -45.6%	6K -48.5%	1 +20.7%	92 -5.2%	1K +1,647.6%	0 N/A
Page Title	4K -24.5%	9K +11%	8K +13.4%	1 +50.3%	95 +2.2%	77 -96.5%	0 N/A
Page Title	4K -1.2%	5K -38%	5K -38.8%	1 -38.1%	95 -1.3%	19 -76.5%	0 N/A
Page Title	4K +3.1%	5K -1.3%	5K -2%	1 -4.9%	96 -0.6%	184 +127.2%	0 N/A
Page Title	4K +16.1%	4K +15.2%	4K +15.5%	1 -0.5%	97 +0.3%	20 +5.3%	0 N/A
Page Title	564 -83.2%	627 -85.3%	603 -85.1%	1 -11.2%	96 +1.2%	1 -90.9%	0 N/A
Page Title	256 -92.1%	290 -93.1%	279 -93.1%	1 -11.7%	96 +0.6%	0 N/A	0 N/A

Sorted by: Sessions, Order: Descending

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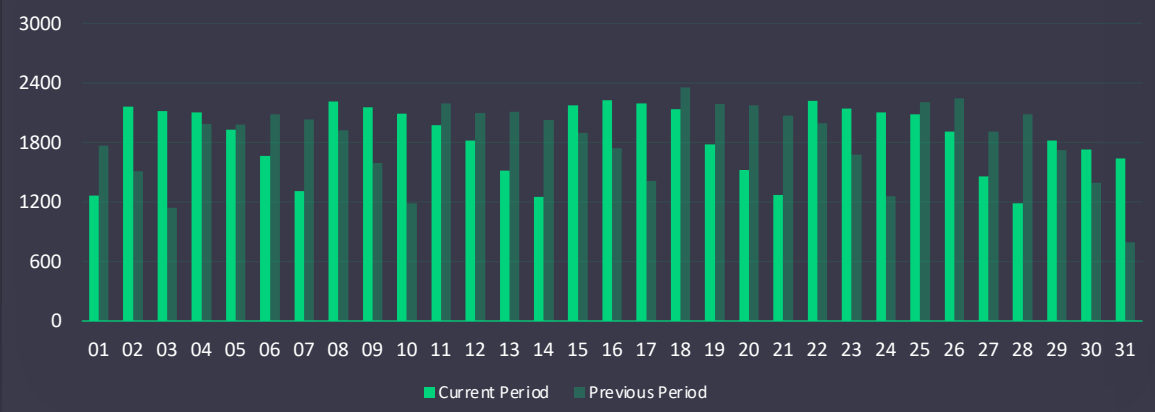
35 Organic Traffic Quality

A deeper look at your organic traffic performance

Acorn Hills I GA4 I Google Analytics Report
Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024

TRAFFIC PERCENTAGE TO TOTAL	TOTAL USERS	ENGAGEMENT RATE	ENGAGED SESSIONS	CONVERSION RATE
57 %	39K	87 %	66K	32 %
+50%	+2%	-3%	-3%	-4%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN

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36 Organic Landing Pages

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

Page Title	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Page Title	18K -2%	24K -5%	2K -1%	0 +0.9%	11 +4.2%	24K -1.6%	0 N/A
Page Title	6K -6%	12K -2.9%	12K -3.6%	1 +2.5%	96 -0.7%	54 -5.3%	0 N/A
Page Title	3K -1.5%	4K +1%	4K +0.7%	1 +2.2%	92 -0.3%	1K -3.3%	0 N/A
Page Title	3K -6%	6K +56.7%	6K +53.9%	2 +63.8%	95 -1.8%	66 +8.2%	0 N/A
Page Title	3K -5.7%	3K -42.9%	3K -42.9%	1 -39.4%	96 -0%	54 -14.3%	0 N/A
Page Title	3K +16%	3K +14.8%	3K +14.4%	1 -1.4%	97 -0.3%	10 -23.1%	0 N/A
Page Title	2K -15.2%	2K -17.4%	2K -17.8%	1 -3.1%	94 -0.5%	103 +10.8%	0 N/A
Page Title	2K -1.9%	2K -7.3%	2K -5.2%	1 -3.3%	95 +2.3%	10 0%	0 N/A
Page Title	1K +4.6%	1K +4.9%	1K +5.2%	1 +0.5%	98 +0.3%	16 +60%	0 N/A
Page Title	1K -1.9%	2K -3.1%	2K -4%	1 -2.1%	91 -0.9%	7 -12.5%	0 N/A

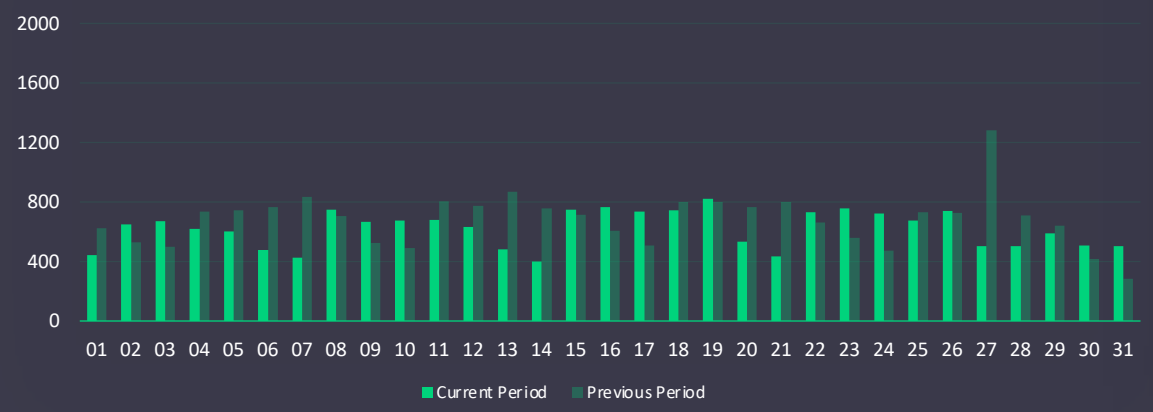
Sorted by: Sessions, Order: Descending

37 Direct Traffic Quality

A deeper look at your Direct Traffic performance

TRAFFIC PERCENTAGE TO TOTAL	TOTAL USERS	ENGAGEMENT RATE	ENGAGED SESSIONS	CONVERSION RATE
23 %	16K	91 %	20K	31 %
+21%	-19%	-1%	-10%	+5%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN

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38 Direct Landing Pages

Top landing pages visited by users that are coming from directly

Page Title	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Page Title	18K -2%	24K -5%	2K -1%	0 +0.9%	11 +4.2%	24K -1.6%	0 N/A
Page Title	6K -6%	12K -2.9%	12K -3.6%	1 +2.5%	96 -0.7%	54 -5.3%	0 N/A
Page Title	3K -1.5%	4K +1%	4K +0.7%	1 +2.2%	92 -0.3%	1K -3.3%	0 N/A
Page Title	3K -6%	6K +56.7%	6K +53.9%	2 +63.8%	95 -1.8%	66 +8.2%	0 N/A
Page Title	3K -5.7%	3K -42.9%	3K -42.9%	1 -39.4%	96 -0%	54 -14.3%	0 N/A
Page Title	3K +16%	3K +14.8%	3K +14.4%	1 -1.4%	97 -0.3%	10 -23.1%	0 N/A
Page Title	2K -15.2%	2K -17.4%	2K -17.8%	1 -3.1%	94 -0.5%	103 +10.8%	0 N/A
Page Title	2K -1.9%	2K -7.3%	2K -5.2%	1 -3.3%	95 +2.3%	10 0%	0 N/A
Page Title	1K +4.6%	1K +4.9%	1K +5.2%	1 +0.5%	98 +0.3%	16 +60%	0 N/A
Page Title	1K -1.9%	2K -3.1%	2K -4%	1 -2.1%	91 -0.9%	7 -12.5%	0 N/A

Sorted by: Sessions, Order: Descending

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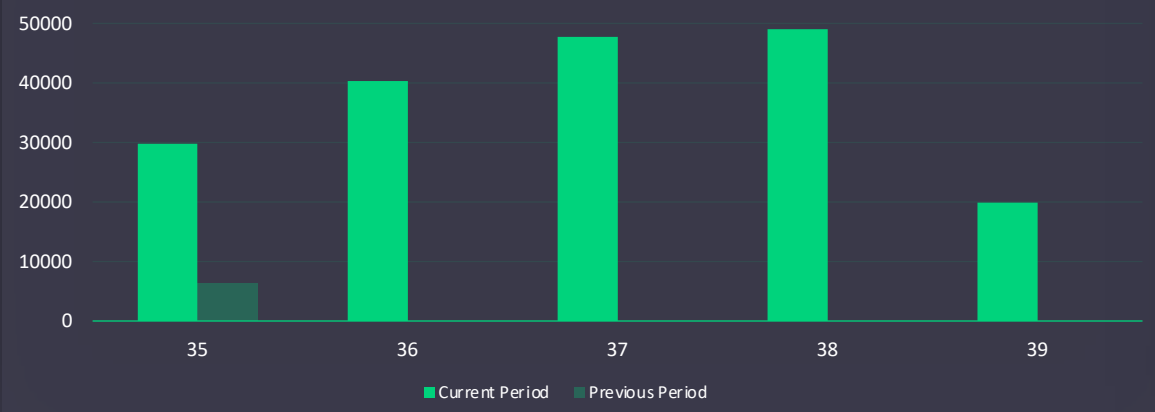
39 Cross Network Traffic Quality

A deeper look at your organic traffic performance

TRAFFIC PERCENTAGE TO TOTAL	TOTAL USERS	ENGAGEMENT RATE	ENGAGED SESSIONS	CONVERSION RATE
49 %	165K	51 %	105K	4 %
+22%	+30%	+22%	-10%	+11%

WEEKLY TRAFFIC CHART



DEVICE BREAKDOWN

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40 Cross Network Landing Pages

Top landing pages visited by users that are coming from cross network

Page Title	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Page Title	18K -2%	24K -5%	2K -1%	0 +0.9%	11 +4.2%	24K -1.6%	0 N/A
Page Title	6K -6%	12K -2.9%	12K -3.6%	1 +2.5%	96 -0.7%	54 -5.3%	0 N/A
Page Title	3K -1.5%	4K +1%	4K +0.7%	1 +2.2%	92 -0.3%	1K -3.3%	0 N/A
Page Title	3K -6%	6K +56.7%	6K +53.9%	2 +63.8%	95 -1.8%	66 +8.2%	0 N/A
Page Title	3K -5.7%	3K -42.9%	3K -42.9%	1 -39.4%	96 -0%	54 -14.3%	0 N/A
Page Title	3K +16%	3K +14.8%	3K +14.4%	1 -1.4%	97 -0.3%	10 -23.1%	0 N/A
Page Title	2K -15.2%	2K -17.4%	2K -17.8%	1 -3.1%	94 -0.5%	103 +10.8%	0 N/A
Page Title	2K -1.9%	2K -7.3%	2K -5.2%	1 -3.3%	95 +2.3%	10 0%	0 N/A
Page Title	1K +4.6%	1K +4.9%	1K +5.2%	1 +0.5%	98 +0.3%	16 +60%	0 N/A
Page Title	1K -1.9%	2K -3.1%	2K -4%	1 -2.1%	91 -0.9%	7 -12.5%	0 N/A

Sorted by: Sessions, Order: Descending

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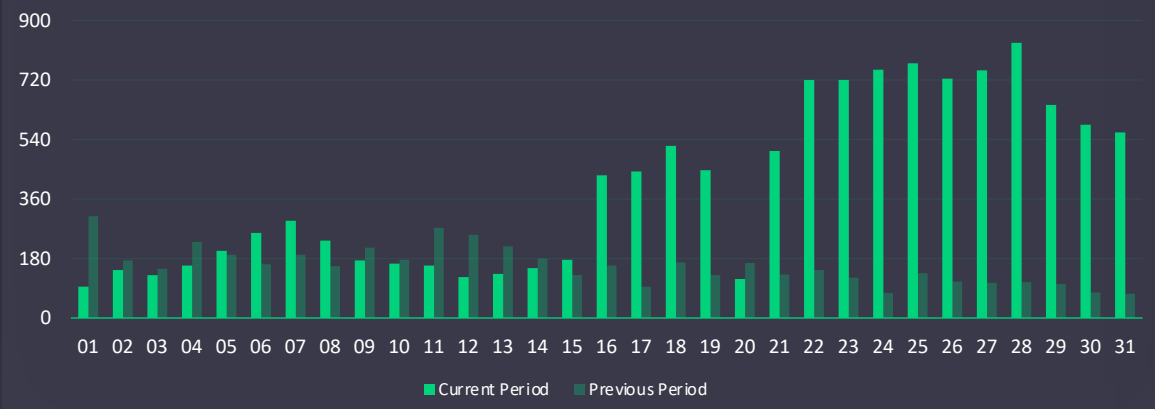
41 Paid Traffic Quality

A deeper look at your Paid Traffic performance

TRAFFIC PERCENTAGE TO TOTAL	TOTAL USERS	ENGAGEMENT RATE	ENGAGED SESSIONS	CONVERSION RATE
16 %	11K	95 %	12K	35 %
-6%	-37%	+2%	+129%	-1%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN

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42 Paid Landing Pages

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

Page Title	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Page Title	18K -2%	24K -5%	2K -1%	0 +0.9%	11 +4.2%	24K -1.6%	0 N/A
Page Title	6K -6%	12K -2.9%	12K -3.6%	1 +2.5%	96 -0.7%	54 -5.3%	0 N/A
Page Title	3K -1.5%	4K +1%	4K +0.7%	1 +2.2%	92 -0.3%	1K -3.3%	0 N/A
Page Title	3K -6%	6K +56.7%	6K +53.9%	2 +63.8%	95 -1.8%	66 +8.2%	0 N/A
Page Title	3K -5.7%	3K -42.9%	3K -42.9%	1 -39.4%	96 -0%	54 -14.3%	0 N/A
Page Title	3K +16%	3K +14.8%	3K +14.4%	1 -1.4%	97 -0.3%	10 -23.1%	0 N/A
Page Title	2K -15.2%	2K -17.4%	2K -17.8%	1 -3.1%	94 -0.5%	103 +10.8%	0 N/A
Page Title	2K -1.9%	2K -7.3%	2K -5.2%	1 -3.3%	95 +2.3%	10 0%	0 N/A
Page Title	1K +4.6%	1K +4.9%	1K +5.2%	1 +0.5%	98 +0.3%	16 +60%	0 N/A
Page Title	1K -1.9%	2K -3.1%	2K -4%	1 -2.1%	91 -0.9%	7 -12.5%	0 N/A

Sorted by: Sessions, Order: Descending

43 Paid Queries

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

Ads Query	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Search Queries	18K -2%	24K -5%	2K -1%	0 +0.9%	11 +4.2%	24K -1.6%	0 N/A
Search Queries	6K -6%	12K -2.9%	12K -3.6%	1 +2.5%	96 -0.7%	54 -5.3%	0 N/A
Search Queries	3K -1.5%	4K +1%	4K +0.7%	1 +2.2%	92 -0.3%	1K -3.3%	0 N/A
Search Queries	3K -6%	6K +56.7%	6K +53.9%	2 +63.8%	95 -1.8%	66 +8.2%	0 N/A
Search Queries	3K -5.7%	3K -42.9%	3K -42.9%	1 -39.4%	96 -0%	54 -14.3%	0 N/A
Search Queries	3K +16%	3K +14.8%	3K +14.4%	1 -1.4%	97 -0.3%	10 -23.1%	0 N/A
Search Queries	2K -15.2%	2K -17.4%	2K -17.8%	1 -3.1%	94 -0.5%	103 +10.8%	0 N/A
Search Queries	2K -1.9%	2K -7.3%	2K -5.2%	1 -3.3%	95 +2.3%	10 0%	0 N/A
Search Queries	1K +4.6%	1K +4.9%	1K +5.2%	1 +0.5%	98 +0.3%	16 +60%	0 N/A
Search Queries	1K -1.9%	2K -3.1%	2K -4%	1 -2.1%	91 -0.9%	7 -12.5%	0 N/A

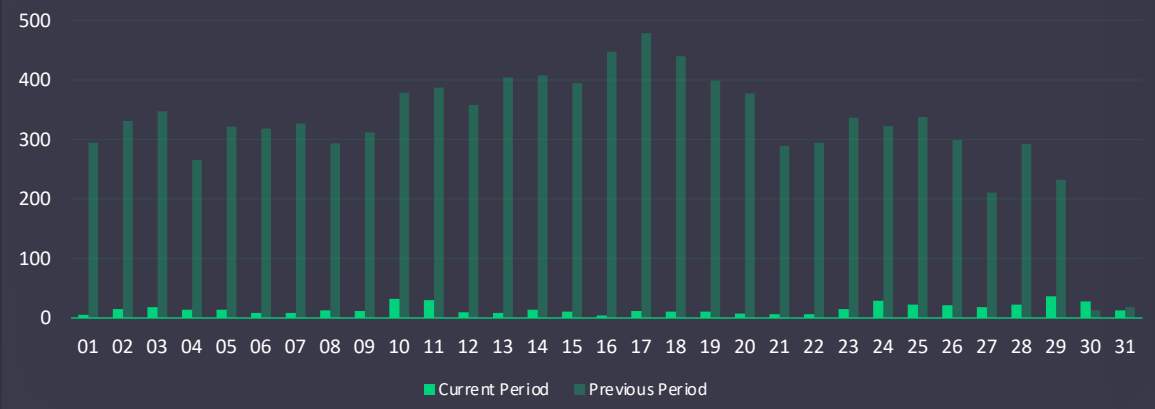
Sorted by: Sessions, Order: Descending

44 Organic Social Media Traffic Quality

A deeper look at your Organic Social Media Traffic performance

TRAFFIC PERCENTAGE TO TOTAL	TOTAL USERS	ENGAGEMENT RATE	ENGAGED SESSIONS	CONVERSION RATE
0 %	451	97 %	476	26 %
N/A	-93%	+2%	-95%	+34%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN

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45 Organic Social Media Landing Pages

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

Page Title	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Page Title	18K -2%	24K -5%	2K -1%	0 +0.9%	11 +4.2%	24K -1.6%	0 N/A
Page Title	6K -6%	12K -2.9%	12K -3.6%	1 +2.5%	96 -0.7%	54 -5.3%	0 N/A
Page Title	3K -1.5%	4K +1%	4K +0.7%	1 +2.2%	92 -0.3%	1K -3.3%	0 N/A
Page Title	3K -6%	6K +56.7%	6K +53.9%	2 +63.8%	95 -1.8%	66 +8.2%	0 N/A
Page Title	3K -5.7%	3K -42.9%	3K -42.9%	1 -39.4%	96 -0%	54 -14.3%	0 N/A
Page Title	3K +16%	3K +14.8%	3K +14.4%	1 -1.4%	97 -0.3%	10 -23.1%	0 N/A
Page Title	2K -15.2%	2K -17.4%	2K -17.8%	1 -3.1%	94 -0.5%	103 +10.8%	0 N/A
Page Title	2K -1.9%	2K -7.3%	2K -5.2%	1 -3.3%	95 +2.3%	10 0%	0 N/A
Page Title	1K +4.6%	1K +4.9%	1K +5.2%	1 +0.5%	98 +0.3%	16 +60%	0 N/A
Page Title	1K -1.9%	2K -3.1%	2K -4%	1 -2.1%	91 -0.9%	7 -12.5%	0 N/A

Sorted by: Sessions, Order: Descending

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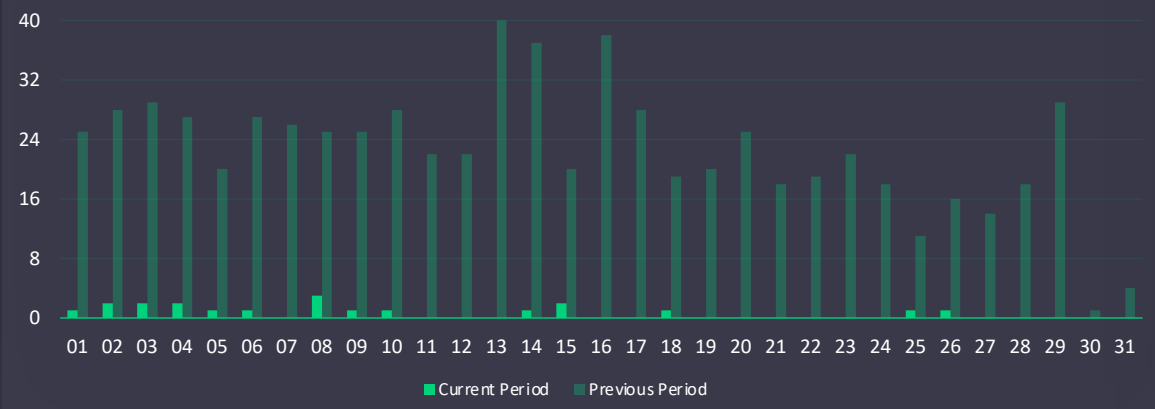
46 Paid Social Media Traffic Quality

A deeper look at your Paid Social Media Traffic performance

TRAFFIC PERCENTAGE TO TOTAL	TOTAL USERS	ENGAGEMENT RATE	ENGAGED SESSIONS	CONVERSION RATE
0 %	13	92 %	25	18 %
N/A	-99%	-5%	-96%	+910%

DAILY TRAFFIC CHART



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47 Paid Social Media landing Pages

Top landing pages visited by users that are coming from a Social Media platform via paid ads

Page Title	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Page Title	18K -2%	24K -5%	2K -1%	0 +0.9%	11 +4.2%	24K -1.6%	0 N/A
Page Title	6K -6%	12K -2.9%	12K -3.6%	1 +2.5%	96 -0.7%	54 -5.3%	0 N/A
Page Title	3K -1.5%	4K +1%	4K +0.7%	1 +2.2%	92 -0.3%	1K -3.3%	0 N/A
Page Title	3K -6%	6K +56.7%	6K +53.9%	2 +63.8%	95 -1.8%	66 +8.2%	0 N/A
Page Title	3K -5.7%	3K -42.9%	3K -42.9%	1 -39.4%	96 -0%	54 -14.3%	0 N/A
Page Title	3K +16%	3K +14.8%	3K +14.4%	1 -1.4%	97 -0.3%	10 -23.1%	0 N/A
Page Title	2K -15.2%	2K -17.4%	2K -17.8%	1 -3.1%	94 -0.5%	103 +10.8%	0 N/A
Page Title	2K -1.9%	2K -7.3%	2K -5.2%	1 -3.3%	95 +2.3%	10 0%	0 N/A
Page Title	1K +4.6%	1K +4.9%	1K +5.2%	1 +0.5%	98 +0.3%	16 +60%	0 N/A
Page Title	1K -1.9%	2K -3.1%	2K -4%	1 -2.1%	91 -0.9%	7 -12.5%	0 N/A

Sorted by: Sessions, Order: Descending

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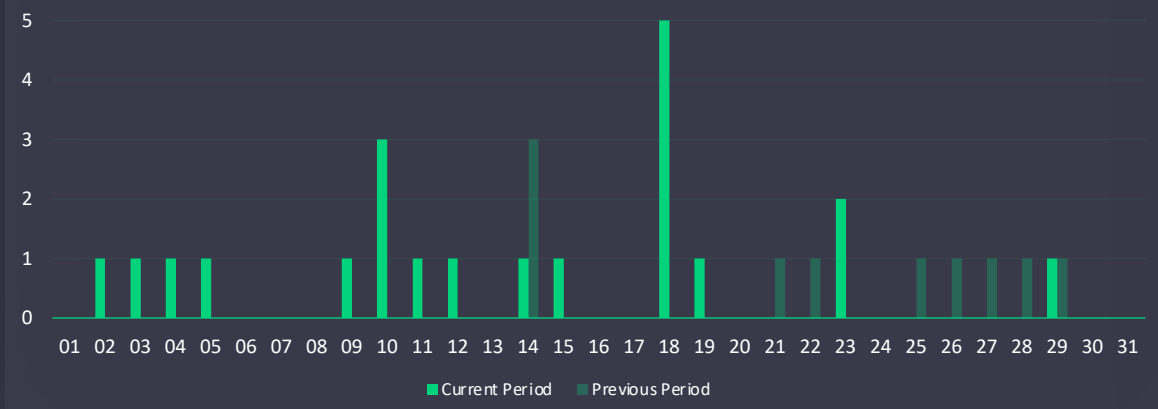
48 E-mail Traffic Quality

A deeper look at your E-mail Traffic performance

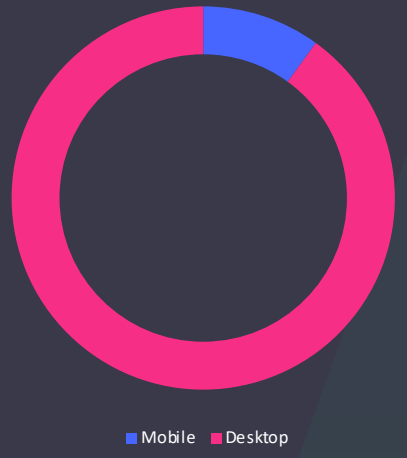
Acorn Hills I GA4 I Google Analytics Report
Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024

TRAFFIC PERCENTAGE TO TOTAL	TOTAL USERS	ENGAGEMENT RATE	ENGAGED SESSIONS	CONVERSION RATE
10 %	10	85 %	48	10 %
-9%	-90%	+10%	+167%	-18%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



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49 E-mail Traffic Landing Pages

Top landing pages visited by users that are coming from a transactional or bulk E-mail

Page Title	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Page Title	18K -2%	24K -5%	2K -1%	0 +0.9%	11 +4.2%	24K -1.6%	0 N/A
Page Title	6K -6%	12K -2.9%	12K -3.6%	1 +2.5%	96 -0.7%	54 -5.3%	0 N/A
Page Title	3K -1.5%	4K +1%	4K +0.7%	1 +2.2%	92 -0.3%	1K -3.3%	0 N/A
Page Title	3K -6%	6K +56.7%	6K +53.9%	2 +63.8%	95 -1.8%	66 +8.2%	0 N/A
Page Title	3K -5.7%	3K -42.9%	3K -42.9%	1 -39.4%	96 -0%	54 -14.3%	0 N/A
Page Title	3K +16%	3K +14.8%	3K +14.4%	1 -1.4%	97 -0.3%	10 -23.1%	0 N/A
Page Title	2K -15.2%	2K -17.4%	2K -17.8%	1 -3.1%	94 -0.5%	103 +10.8%	0 N/A
Page Title	2K -1.9%	2K -7.3%	2K -5.2%	1 -3.3%	95 +2.3%	10 0%	0 N/A
Page Title	1K +4.6%	1K +4.9%	1K +5.2%	1 +0.5%	98 +0.3%	16 +60%	0 N/A
Page Title	1K -1.9%	2K -3.1%	2K -4%	1 -2.1%	91 -0.9%	7 -12.5%	0 N/A

Sorted by: Sessions, Order: Descending

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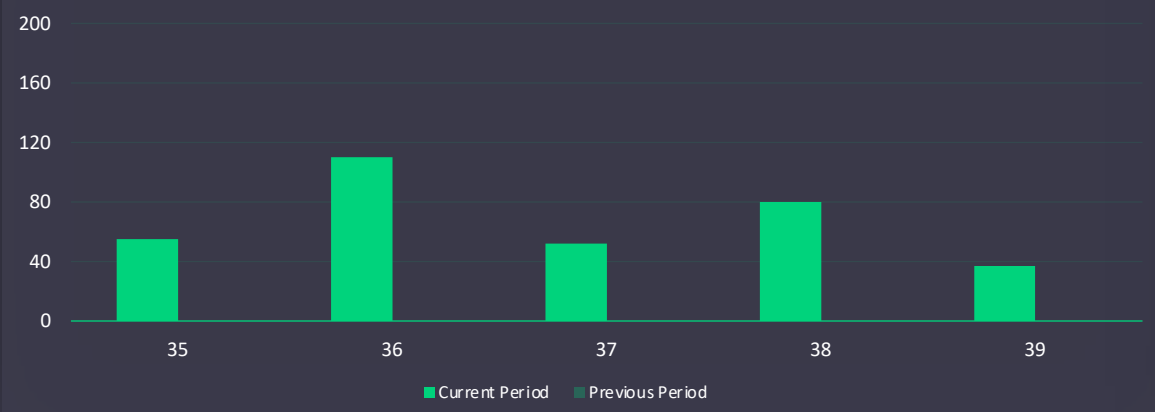
50 Affiliates Traffic Quality

A deeper look at your Affiliates Traffic performance

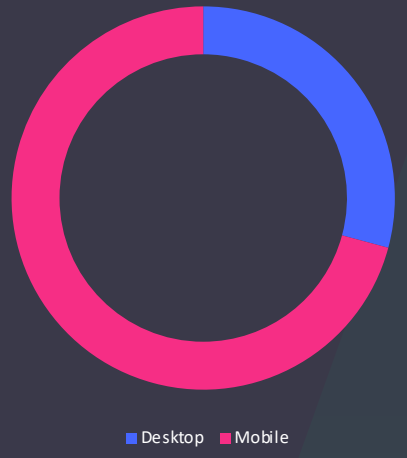
Acorn Hills I GA4 I Google Analytics Report
Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024

TRAFFIC PERCENTAGE TO TOTAL	TOTAL USERS	ENGAGEMENT RATE	ENGAGED SESSIONS	CONVERSION RATE
0,08 %	281	77,82 %	414	15,79 %
N/A	-62%	+10%	-52%	+82%

WEEKLY TRAFFIC CHART



DEVICE BREAKDOWN



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51 Affiliates Traffic Landing Pages

Top landing pages visited by users that are coming from Affiliates

Page Title	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Page Title or URL	244 +28.4%	358 +57%	300 +102.7%	1,23 +57.8%	83,8 +29.1%	2 0%	0 N/A
Page Title or URL	87 +3.6%	123 +21.8%	41 -43.8%	0,47 -45.8%	33,33 -53.9%	0 N/A	0 N/A
Page Title or URL	77 +11.6%	101 +38.4%	30 +1.4K%	0,39 +1K%	29,7 +984.2%	8 -11.1%	0 N/A
Page Title or URL	53 +10.4%	100 +58.7%	50 +455.6%	0,94 +403.1%	50 +250%	257 +257%	8K +800%
Page Title or URL	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A
Page Title or URL	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A

Sorted by: Sessions, Order: Descending

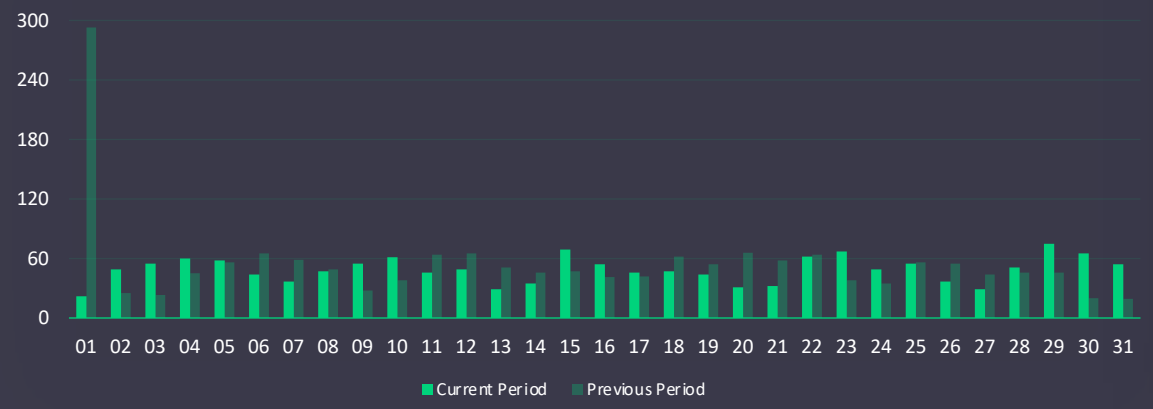
slidebeast

52 Referral Traffic Quality

A deeper look at your Referral Traffic performance

TRAFFIC PERCENTAGE TO TOTAL	TOTAL USERS	ENGAGEMENT RATE	ENGAGED SESSIONS	CONVERSION RATE
1 %	1K	91 %	1K	36 %
-88%	-87%	-1%	-9%	+9%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN

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53 Referral Traffic Landing Pages

Top landing pages visited by users that are coming from Refferal Traffic

Page Title	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Page Title	18K -2%	24K -5%	2K -1%	0 +0.9%	11 +4.2%	24K -1.6%	0 N/A
Page Title	6K -6%	12K -2.9%	12K -3.6%	1 +2.5%	96 -0.7%	54 -5.3%	0 N/A
Page Title	3K -1.5%	4K +1%	4K +0.7%	1 +2.2%	92 -0.3%	1K -3.3%	0 N/A
Page Title	3K -6%	6K +56.7%	6K +53.9%	2 +63.8%	95 -1.8%	66 +8.2%	0 N/A
Page Title	3K -5.7%	3K -42.9%	3K -42.9%	1 -39.4%	96 -0%	54 -14.3%	0 N/A
Page Title	3K +16%	3K +14.8%	3K +14.4%	1 -1.4%	97 -0.3%	10 -23.1%	0 N/A
Page Title	2K -15.2%	2K -17.4%	2K -17.8%	1 -3.1%	94 -0.5%	103 +10.8%	0 N/A
Page Title	2K -1.9%	2K -7.3%	2K -5.2%	1 -3.3%	95 +2.3%	10 0%	0 N/A
Page Title	1K +4.6%	1K +4.9%	1K +5.2%	1 +0.5%	98 +0.3%	16 +60%	0 N/A
Page Title	1K -1.9%	2K -3.1%	2K -4%	1 -2.1%	91 -0.9%	7 -12.5%	0 N/A

Sorted by: Sessions, Order: Descending

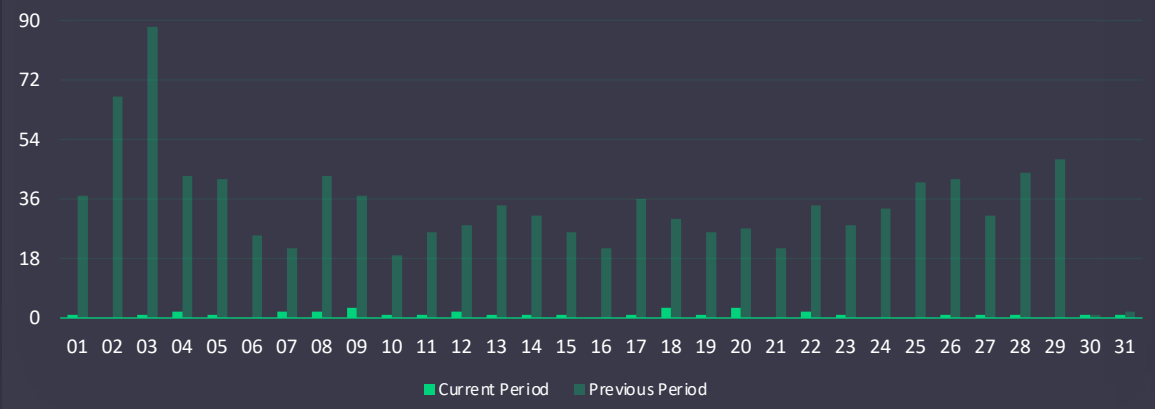
slidebeast

54 Video Traffic Quality

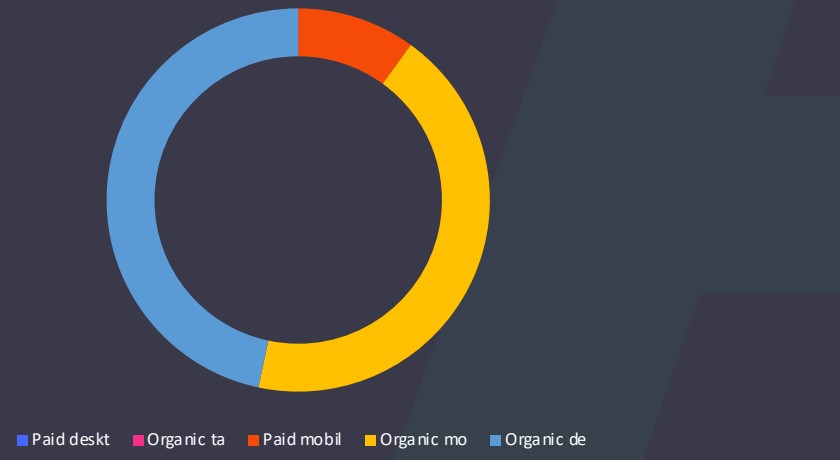
A deeper look at your Video Traffic performance

TRAFFIC PERCENTAGE TO TOTAL	TOTAL USERS	ENGAGEMENT RATE	ENGAGED SESSIONS	CONVERSION RATE
0 %	3	87 %	7	25 %
N/A	-25%	-4%	-93%	+491%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN



slidebeast

55 Video Traffic Landing Pages

Top landing pages visited by users that are coming from videos

Page Title	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Page Title	18K -2%	24K -5%	2K -1%	0 +0.9%	11 +4.2%	24K -1.6%	0 N/A
Page Title	6K -6%	12K -2.9%	12K -3.6%	1 +2.5%	96 -0.7%	54 -5.3%	0 N/A
Page Title	3K -1.5%	4K +1%	4K +0.7%	1 +2.2%	92 -0.3%	1K -3.3%	0 N/A
Page Title	3K -6%	6K +56.7%	6K +53.9%	2 +63.8%	95 -1.8%	66 +8.2%	0 N/A
Page Title	3K -5.7%	3K -42.9%	3K -42.9%	1 -39.4%	96 -0%	54 -14.3%	0 N/A
Page Title	3K +16%	3K +14.8%	3K +14.4%	1 -1.4%	97 -0.3%	10 -23.1%	0 N/A
Page Title	2K -15.2%	2K -17.4%	2K -17.8%	1 -3.1%	94 -0.5%	103 +10.8%	0 N/A
Page Title	2K -1.9%	2K -7.3%	2K -5.2%	1 -3.3%	95 +2.3%	10 0%	0 N/A
Page Title	1K +4.6%	1K +4.9%	1K +5.2%	1 +0.5%	98 +0.3%	16 +60%	0 N/A
Page Title	1K -1.9%	2K -3.1%	2K -4%	1 -2.1%	91 -0.9%	7 -12.5%	0 N/A

Sorted by: Sessions, Order: Descending

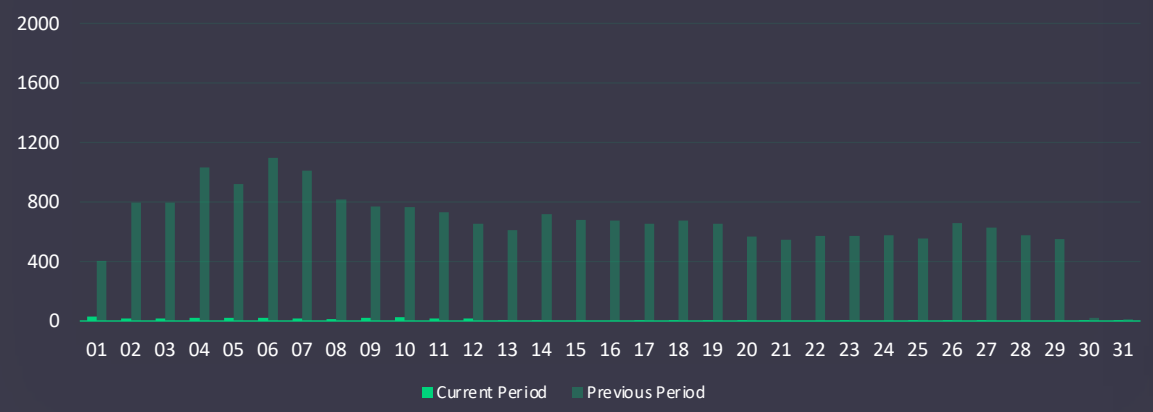
slidebeast

56 Display Traffic Quality

A deeper look at your Display Traffic performance

TRAFFIC PERCENTAGE TO TOTAL	TOTAL USERS	ENGAGEMENT RATE	ENGAGED SESSIONS	CONVERSION RATE
0 %	245	97 %	258	20 %
N/A	-84%	+1%	-99%	+259%

DAILY TRAFFIC CHART



DEVICE BREAKDOWN

slidebeast

57 Display Traffic Landing Pages

Top landing pages visited by users that are coming from Display Traffic

Page Title	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Page Title	18K -2%	24K -5%	2K -1%	0 +0.9%	11 +4.2%	24K -1.6%	0 N/A
Page Title	6K -6%	12K -2.9%	12K -3.6%	1 +2.5%	96 -0.7%	54 -5.3%	0 N/A
Page Title	3K -1.5%	4K +1%	4K +0.7%	1 +2.2%	92 -0.3%	1K -3.3%	0 N/A
Page Title	3K -6%	6K +56.7%	6K +53.9%	2 +63.8%	95 -1.8%	66 +8.2%	0 N/A
Page Title	3K -5.7%	3K -42.9%	3K -42.9%	1 -39.4%	96 -0%	54 -14.3%	0 N/A
Page Title	3K +16%	3K +14.8%	3K +14.4%	1 -1.4%	97 -0.3%	10 -23.1%	0 N/A
Page Title	2K -15.2%	2K -17.4%	2K -17.8%	1 -3.1%	94 -0.5%	103 +10.8%	0 N/A
Page Title	2K -1.9%	2K -7.3%	2K -5.2%	1 -3.3%	95 +2.3%	10 0%	0 N/A
Page Title	1K +4.6%	1K +4.9%	1K +5.2%	1 +0.5%	98 +0.3%	16 +60%	0 N/A
Page Title	1K -1.9%	2K -3.1%	2K -4%	1 -2.1%	91 -0.9%	7 -12.5%	0 N/A

Sorted by: Sessions, Order: Descending

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Google Ads

Acorn Hills

Apr 01 2024 - May 01 2024

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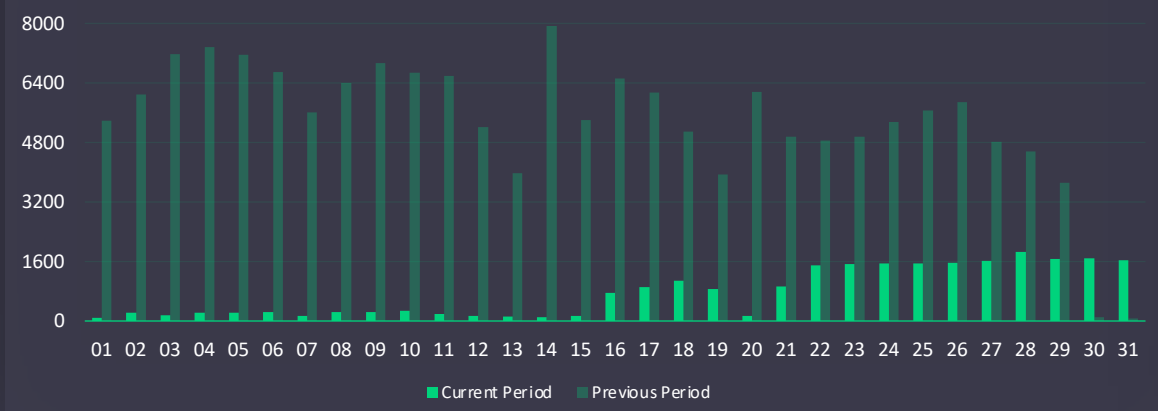
59 Google Ads Overview

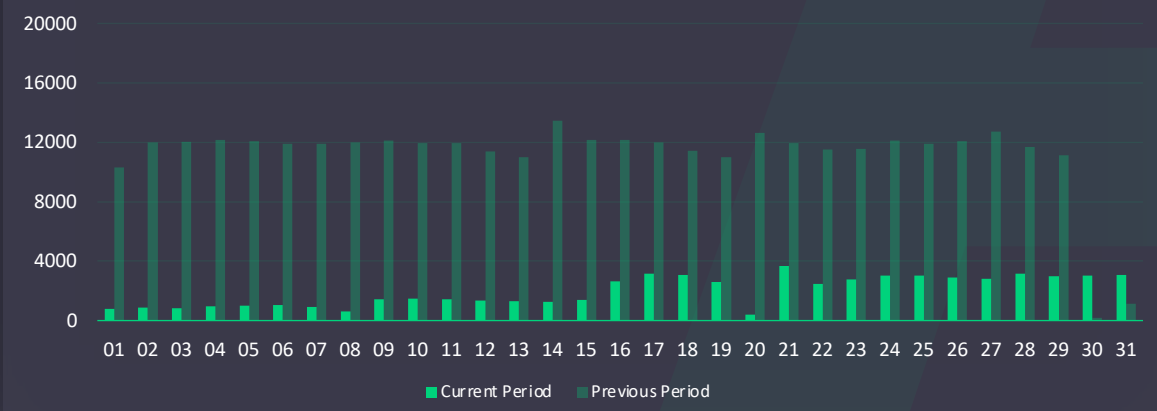
How your Google Ads performed this period

AD IMPRESSIONS	AD CLICKS	AD COSTS	COST PER CLICK	AD SESSIONS
978K	23K	61K ₺	2 ₺	115K
-93%	-86%	-82%	+26%	-24%

AD CLICKS



AD COSTS (TRY)



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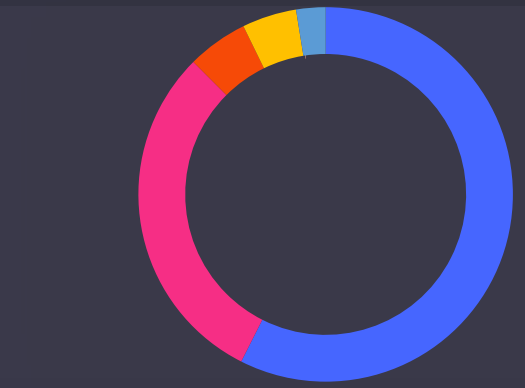
60 Ads Audience

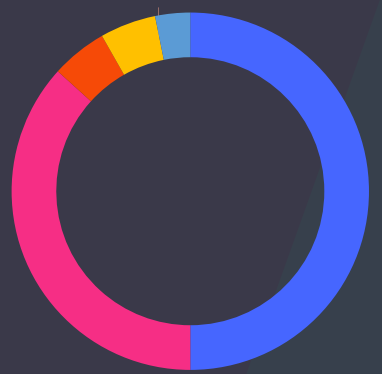
Take a look at your ads audience and their behavior

NEW VS RETURNING USER BY AD CLICKS

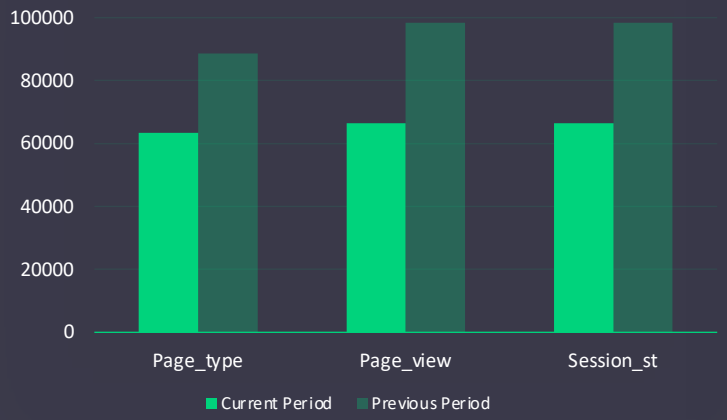
ACTIVE USER BY AD CLICKS



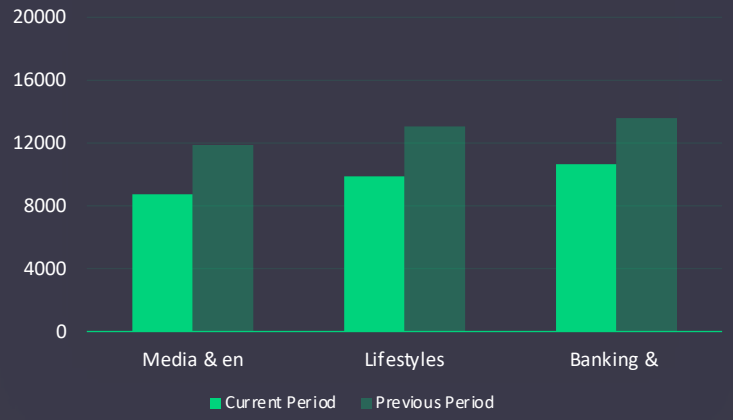
FIRST TIME PURCHASERS BY AD CLICKS



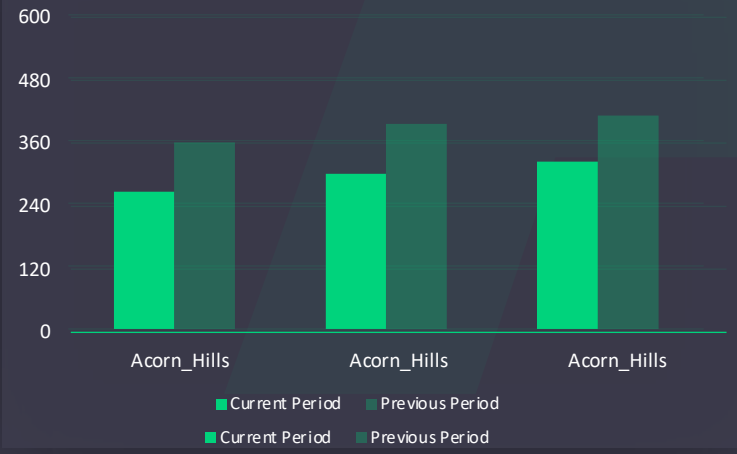
TOP 3 AGE BRACKETS BY CLICKS



TOP 3 INTERESTS & REMARKETING BY CLICKS



TOP 3 SEARCH QUERY BY CLICKS



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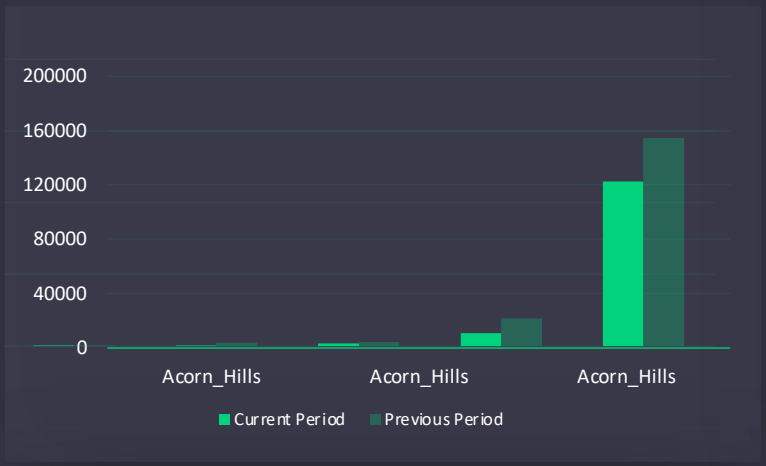
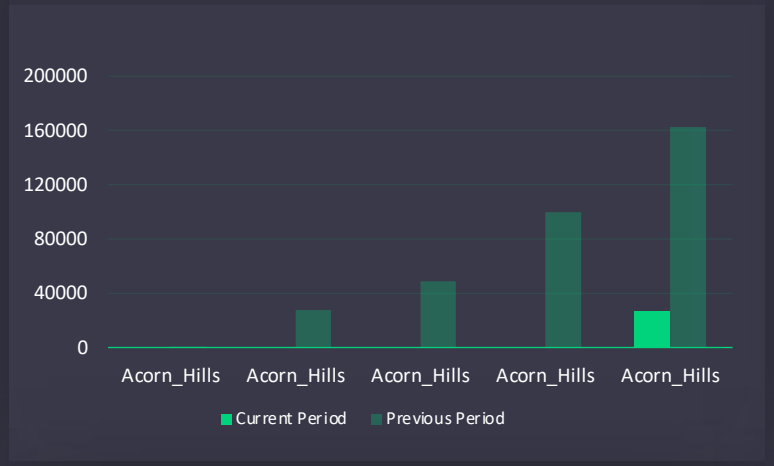
61 Top Ads Campaigns

Your top campaigns according to different key indicators

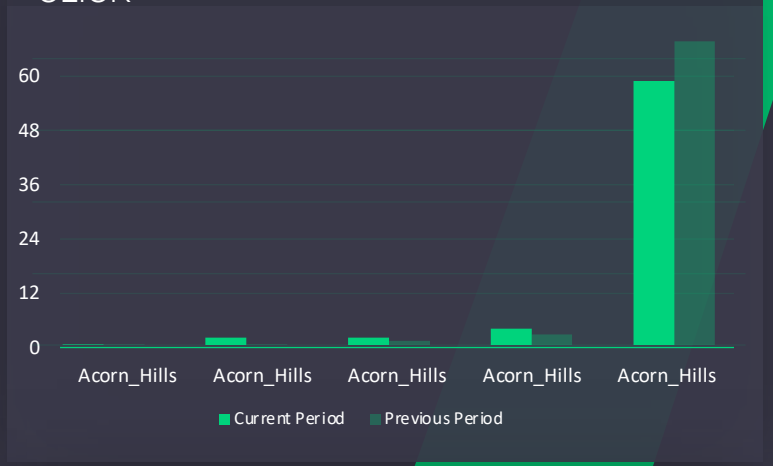
TOP 5 CAMPAIGNS BY AD CLICKS



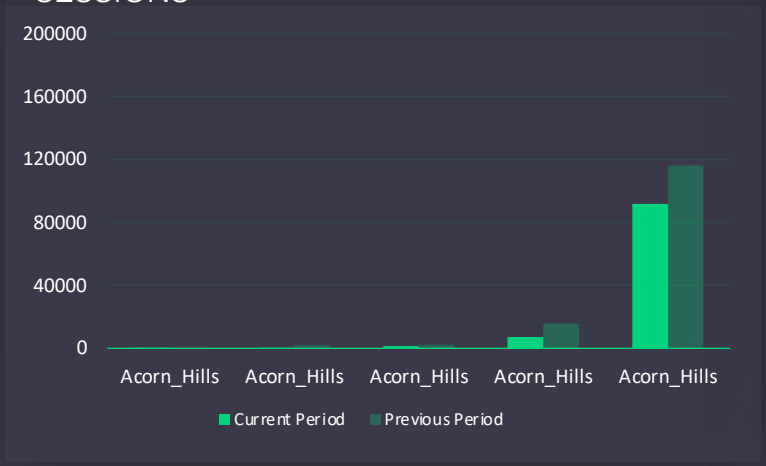
TOP 5 CAMPAIGNS BY AD COST



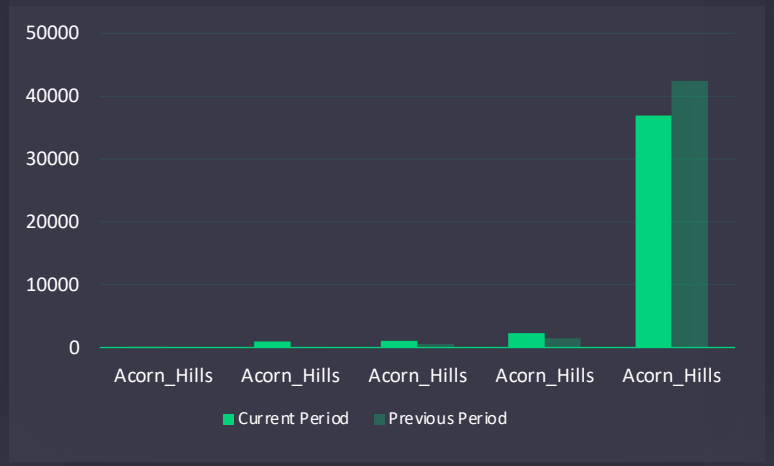
TOP 5 CAMPAIGNS BY AD COST PER CLICK



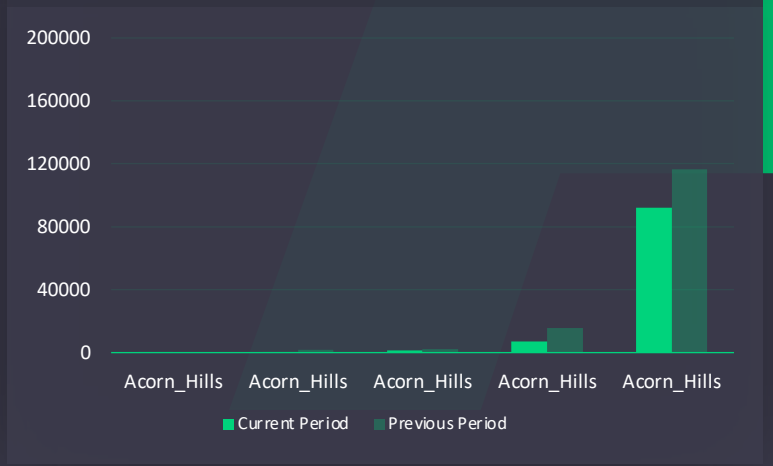
TOP 5 CAMPAIGNS BY ENGAGED SESSIONS



TOP 5 CAMPAIGNS BY CONVERSIONS



TOP 5 CAMPAIGNS BY REVENUE



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62 Google Ads Campaigns

How your campaigns performed according to total clicks

Google Ads Campaigns	Users	Sessions	Ad Cost (TRY)	Ad Clicks	Session Conv. %	Conversions	Ecommerce Purchases	Total Revenue (TRY)
Campaign	58K -26%	103K -18.8%	0 N/A	0 N/A	32 +6.8%	36K -13%	0 N/A	0 N/A
Campaign	6K -58.1%	7K -55%	26K -4.3%	16K -62.8%	30 +738.2%	2K +287.8%	0 N/A	0 N/A
Campaign	1K -24.2%	1K -14.6%	10K -77.6%	3K -97%	53 +459.2%	1K +408.5%	0 N/A	0 N/A
Campaign	1K -25.4%	1K -28.1%	3K +2.5%	3K -27.1%	52 -0.9%	1K -31.6%	0 N/A	0 N/A
Campaign	23 -97.4%	26 -97.2%	0 N/A	0 N/A	3 -14.4%	1 -97.6%	0 N/A	0 N/A
Campaign	5 -95.8%	6 -95.2%	0 N/A	0 N/A	16 +933.3%	1 -50%	0 N/A	0 N/A
Campaign	2 -97.5%	2 -97.7%	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A
Campaign	2 -94.3%	7 -81.1%	0 N/A	0 N/A	28 +111.4%	2 -60%	0 N/A	0 N/A
Campaign	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A
Campaign	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A

Sorted by: Clicks, Order: Descending

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63 Google Ads Campaigns Types

Which type of campaign performed the best according to total clicks

Google Ads Campaigns Type	Users	Sessions	Ad Cost (TRY)	Ad Clicks	Session Conv. %	Conversions	Ecommerce Purchases	Total Revenue (TRY)
Other	58K -25.9%	103K -18.8%	0 N/A	0 N/A	32 +6.9%	36K -13%	0 N/A	0 N/A
Search	9K -47.6%	10K -41.7%	41K -45.7%	23K -84.7%	37 +775.3%	4K +445.9%	0 N/A	0 N/A
Display	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A
Video	0 N/A	0 N/A	19K -92.4%	452 -95.9%	0 N/A	0 N/A	0 N/A	0 N/A

Sorted by: Clicks, Order: Descending

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64 Paid Keywords

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

Google Ads keyword	Users	Sessions	Ad Cost (TRY)	Ad Clicks	Session Conv. %	Conversions	Ecommerce Purchases	Total Revenue (TRY)
Keyword	58K -39.5%	103K -28.8%	0 N/A	0 N/A	32 +20%	36K -14.7%	0 N/A	0 N/A
Keyword	2K +217.1%	2K +153.2%	9K +499.3%	6K +216%	27 -49.7%	729 +13.7%	0 N/A	0 N/A
Keyword	856 +134.5%	1K +131.1%	6K +793.7%	1K +101.5%	54 +9.3%	618 +96.2%	0 N/A	0 N/A
Keyword	770 +213%	790 +131%	2K +393%	1K +160.8%	31 -40.4%	262 +19.6%	0 N/A	0 N/A
Keyword	642 +642%	799 +799%	2K +2,311%	1K +1,687%	54 +54.7%	504 +504%	0 N/A	0 N/A
Keyword	469 +469%	487 +487%	1K +1,651%	1K +1,038%	33 +33.9%	169 +169%	0 N/A	0 N/A
Keyword	434 +434%	570 +570%	894 +894%	1K +1,073%	48 +48.8%	350 +350%	0 N/A	0 N/A
Keyword	261 +261%	272 +272%	973 +973%	601 +601%	32 +32%	88 +88%	0 N/A	0 N/A
Keyword	242 +242%	259 +259%	905 +905%	575 +575%	35 +35.5%	93 +93%	0 N/A	0 N/A
Keyword	82 +82%	100 +100%	181 +181%	199 +199%	55 +55%	63 +63%	0 N/A	0 N/A

Sorted by: Clicks, Order: Descending

65 Google Ads Ad Network Type

Which type of paid networks performed the best and resulted in site visits

Network Type	Users	Sessions	Ad Cost (TRY)	Ad Clicks	Session Conv. %	Conversions	Ecommerce Purchases	Total Revenue (TRY)
Other	27K -9.4%	35K -9.1%	0 N/A	0 N/A	100 0%	37K -11.7%	0 N/A	0 N/A
Google search	4K +188.5%	5K +155.9%	41K +761.6%	23K +353.1%	100 0%	3K +133.8%	0 N/A	0 N/A
Google Display Network	14 -98.3%	14 -98.3%	0 N/A	0 N/A	100 0%	10 -98.8%	0 N/A	0 N/A
YouTube	4 -92%	5 -90.4%	19K -92.4%	452 -95.9%	100 0%	4 -92.3%	0 N/A	0 N/A
Cross-network	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A
Search partners	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A	0 N/A

Sorted by: Clicks, Order: Descending

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66 Google Ads Queries

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

Ads Queries	Users	Sessions	Ad Cost (TRY)	Ad Clicks	Session Conv. %	Conversions	Ecommerce Purchases	Total Revenue (TRY)
Keyword	545 +99.6%	562 +54.8%	2K +331.6%	1K +106.8%	26 -55.8%	157 -42.3%	0 N/A	0 N/A
Keyword	489 +251.8%	618 +251.1%	2K +1,090.7%	955 +194.8%	59 +27.1%	396 +211.8%	0 N/A	0 N/A
Keyword	356 +204.3%	369 +107.3%	1K +442.1%	796 +163.6%	31 -44%	122 -3.9%	0 N/A	0 N/A
Keyword	243 +243%	251 +251%	827 +827%	517 +517%	31 +31.9%	80 +80%	0 N/A	0 N/A
Keyword	223 +223%	237 +237%	809 +809%	516 +516%	41 +41.8%	101 +101%	0 N/A	0 N/A
Keyword	189 +189%	231 +231%	512 +512%	424 +424%	58 +58.9%	149 +149%	0 N/A	0 N/A
Keyword	137 +137%	205 +205%	263 +263%	322 +322%	44 +44.9%	111 +111%	0 N/A	0 N/A
Keyword	120 +120%	126 +126%	423 +423%	265 +265%	26 +26.2%	34 +34%	0 N/A	0 N/A
Keyword	109 +109%	112 +112%	393 +393%	241 +241%	33 +33%	37 +37%	0 N/A	0 N/A
Keyword	62 +62%	75 +75%	136 +136%	151 +151%	57 +57.3%	49 +49%	0 N/A	0 N/A

Sorted by: Clicks, Order: Descending

Technology

Acorn Hills

Apr 01 2024 - May 01 2024

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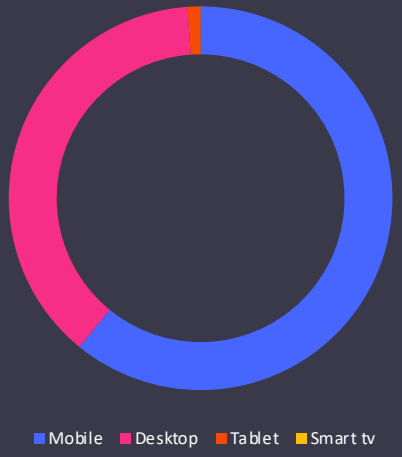
68 Technology Overview

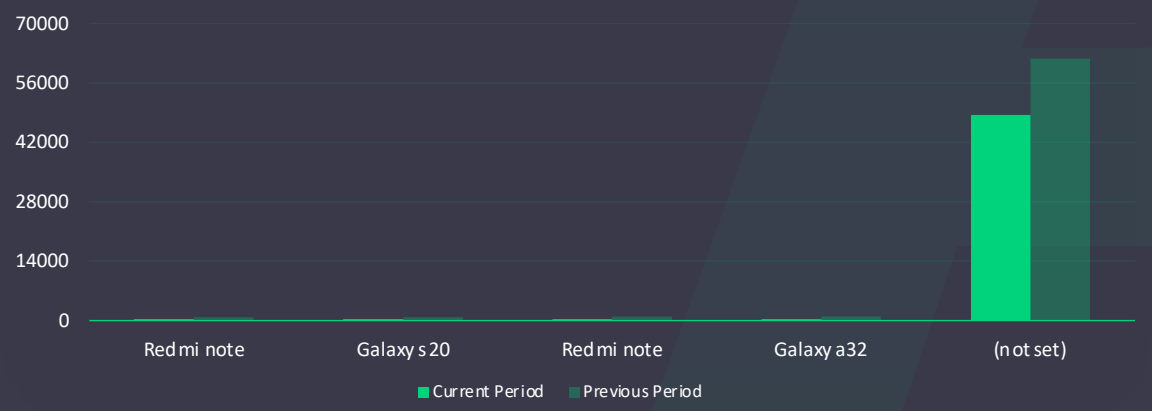
Users entered your website from devices such as a mobile phone or a tablet. See how those devices performed

DESKTOP USERS	PHONE USERS	TABLET USERS	MOBILE BOUNCE RATE (%)	MOBILE PAGES PER SESSION
25K	40K	717	3	5
+2%	-45%	-52%	N/A	+150%

DEVICE CATEGORY BREAKDOWN BY USER



TOP 5 MOBILE DEVICES BY USER



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69 Platform / Device Category

Top performing platform and device categories

Platform / Device Category	Users	Sessions	Engaged Sessions	Engagement Rate %	AVG Engage Time (SEC)	Event Count	Conversions	Total Revenue (TRY)
mobile	40K -44.6%	52K -41.4%	50K -41.2%	96 +0.3%	73 +69.4%	1M -28.5%	18K -18.6%	0 N/A
desktop	25K +2.1%	60K +0.8%	50K +0.3%	84 -0.5%	234 -8.5%	1M -0.8%	22K +3.6%	0 N/A
tablet	717 -52.2%	923 -46.1%	907 -44.8%	98 +2.3%	151 +119.2%	24K -15.1%	389 -14.5%	0 N/A
smart tv	7 -46.2%	7 -46.2%	7 -41.7%	100 +8.3%	42 -30.1%	167 +7.1%	7 +600%	0 N/A

Sorted by: Users, Order: Descending

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70 Device Conversions

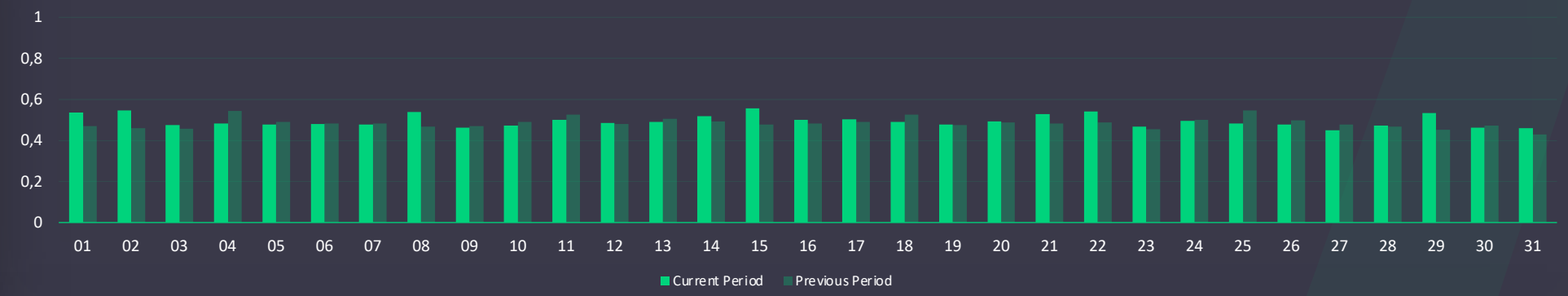
Daily performance of your mobile and desktop device conversion rate

DESKTOP CONVERSION RATE

15%

+2%

DESKTOP CONVERSION RATE DAILY CHART

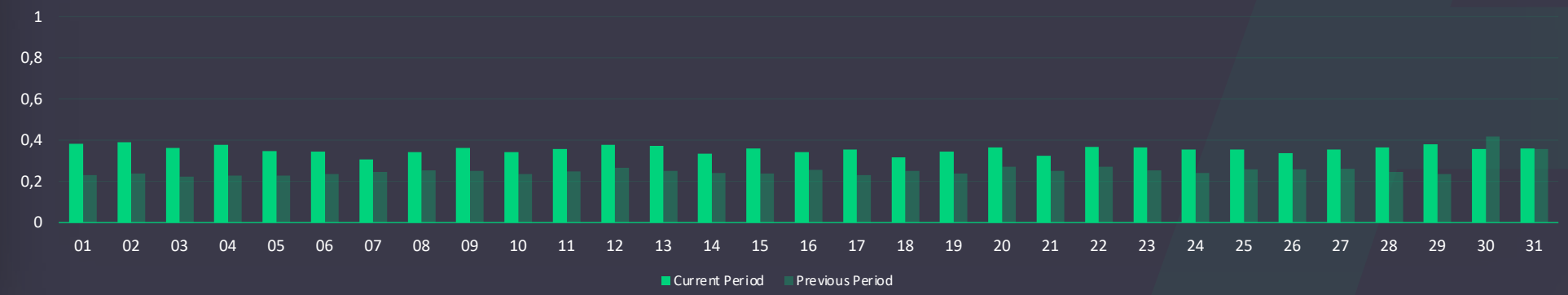


MOBILE CONVERSION RATE

11%

+39%

MOBILE CONVERSION RATE DAILY CHART



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71 Mobile Conversions Top 10 URL

Your top performing landing pages accessed from a mobile device

Page Title	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Page Title	18K -2%	24K -5%	2K -1%	0 +0.9%	11 +4.2%	24K -1.6%	0 N/A
Page Title	6K -6%	12K -2.9%	12K -3.6%	1 +2.5%	96 -0.7%	54 -5.3%	0 N/A
Page Title	3K -1.5%	4K +1%	4K +0.7%	1 +2.2%	92 -0.3%	1K -3.3%	0 N/A
Page Title	3K -6%	6K +56.7%	6K +53.9%	2 +63.8%	95 -1.8%	66 +8.2%	0 N/A
Page Title	3K -5.7%	3K -42.9%	3K -42.9%	1 -39.4%	96 -0%	54 -14.3%	0 N/A
Page Title	3K +16%	3K +14.8%	3K +14.4%	1 -1.4%	97 -0.3%	10 -23.1%	0 N/A
Page Title	2K -15.2%	2K -17.4%	2K -17.8%	1 -3.1%	94 -0.5%	103 +10.8%	0 N/A
Page Title	2K -1.9%	2K -7.3%	2K -5.2%	1 -3.3%	95 +2.3%	10 0%	0 N/A
Page Title	1K +4.6%	1K +4.9%	1K +5.2%	1 +0.5%	98 +0.3%	16 +60%	0 N/A
Page Title	1K -1.9%	2K -3.1%	2K -4%	1 -2.1%	91 -0.9%	7 -12.5%	0 N/A

Sorted by: Users, Order: Descending

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72 Desktop Conversions Top 10 URL

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

Page Title	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Page Title	18K -2%	24K -5%	2K -1%	0 +0.9%	11 +4.2%	24K -1.6%	0 N/A
Page Title	6K -6%	12K -2.9%	12K -3.6%	1 +2.5%	96 -0.7%	54 -5.3%	0 N/A
Page Title	3K -1.5%	4K +1%	4K +0.7%	1 +2.2%	92 -0.3%	1K -3.3%	0 N/A
Page Title	3K -6%	6K +56.7%	6K +53.9%	2 +63.8%	95 -1.8%	66 +8.2%	0 N/A
Page Title	3K -5.7%	3K -42.9%	3K -42.9%	1 -39.4%	96 -0%	54 -14.3%	0 N/A
Page Title	3K +16%	3K +14.8%	3K +14.4%	1 -1.4%	97 -0.3%	10 -23.1%	0 N/A
Page Title	2K -15.2%	2K -17.4%	2K -17.8%	1 -3.1%	94 -0.5%	103 +10.8%	0 N/A
Page Title	2K -1.9%	2K -7.3%	2K -5.2%	1 -3.3%	95 +2.3%	10 0%	0 N/A
Page Title	1K +4.6%	1K +4.9%	1K +5.2%	1 +0.5%	98 +0.3%	16 +60%	0 N/A
Page Title	1K -1.9%	2K -3.1%	2K -4%	1 -2.1%	91 -0.9%	7 -12.5%	0 N/A

Sorted by: Users, Order: Descending

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73 Browser Report

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

Page Title	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Page Title	18K -2%	24K -5%	2K -1%	0 +0.9%	11 +4.2%	24K -1.6%	0 N/A
Page Title	6K -6%	12K -2.9%	12K -3.6%	1 +2.5%	96 -0.7%	54 -5.3%	0 N/A
Page Title	3K -1.5%	4K +1%	4K +0.7%	1 +2.2%	92 -0.3%	1K -3.3%	0 N/A
Page Title	3K -6%	6K +56.7%	6K +53.9%	2 +63.8%	95 -1.8%	66 +8.2%	0 N/A
Page Title	3K -5.7%	3K -42.9%	3K -42.9%	1 -39.4%	96 -0%	54 -14.3%	0 N/A
Page Title	3K +16%	3K +14.8%	3K +14.4%	1 -1.4%	97 -0.3%	10 -23.1%	0 N/A
Page Title	2K -15.2%	2K -17.4%	2K -17.8%	1 -3.1%	94 -0.5%	103 +10.8%	0 N/A
Page Title	2K -1.9%	2K -7.3%	2K -5.2%	1 -3.3%	95 +2.3%	10 0%	0 N/A
Page Title	1K +4.6%	1K +4.9%	1K +5.2%	1 +0.5%	98 +0.3%	16 +60%	0 N/A
Page Title	1K -1.9%	2K -3.1%	2K -4%	1 -2.1%	91 -0.9%	7 -12.5%	0 N/A

Sorted by: Users, Order: Descending

Site Content

Acorn Hills

Apr 01 2024 - May 01 2024

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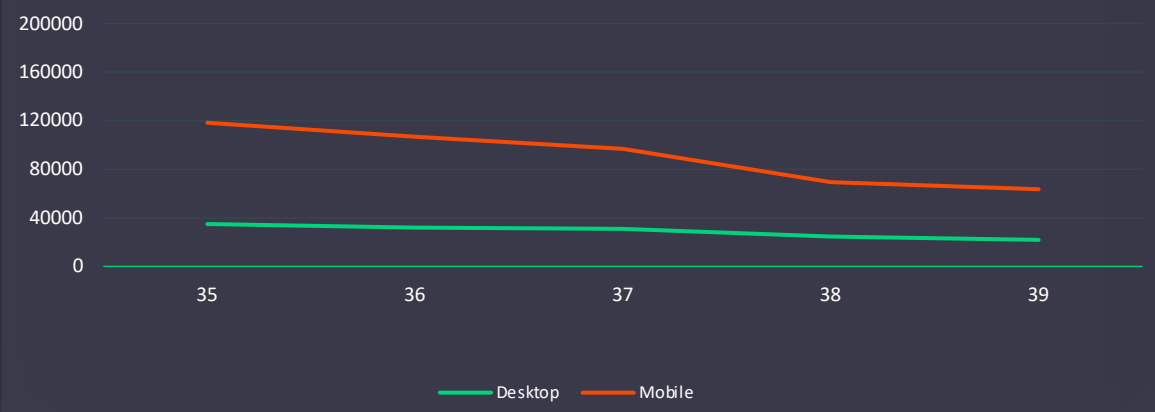
75 Site Content Overview

How users interact after they land on your website

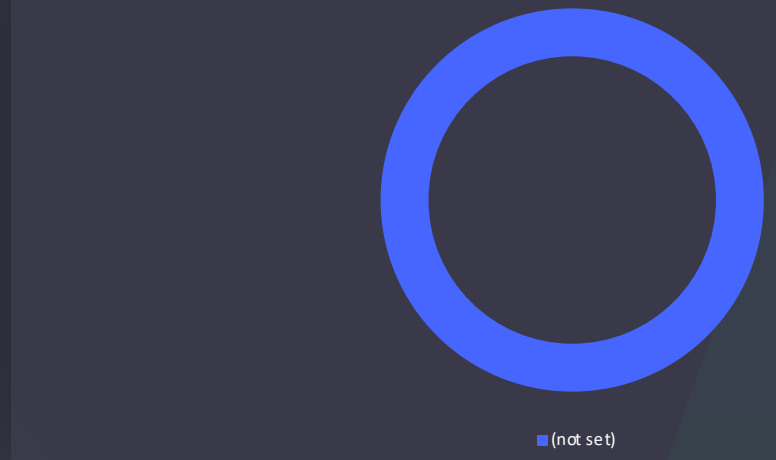
Acorn Hills I GA4 I Google Analytics Report
Apr 01 2024 - May 01 2024 vs Feb 01 2024 - Mar 01 2024

TOTAL VIEWS	CONVERSIONS	VIEWS PER SESSION	BOUNCE RATE %	SESSIONS PER USER
824K	41K	7	10	1
-12%	-8%	+17%	N/A	0%

MOBILE OVER DESKTOP PAGEVIEWS



CONTENT GROUPING



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76 Most Visited Pages Top 10

Your most visited pages

Page Title	Users	Sessions	Engaged Sessions	Engagement Rate %	AVG Engage Time (SEC)	Events Count	Conversions	Total Revenue
Page Title or URL	80K +58%	93K +48%	64K +60%	0,69 +7%	16 -32%	1M +50%	543 +24%	0 N/A
Page Title or URL	34K -30%	38K -31%	20K -9.4%	0,52 +33%	9 -6%	284K -15%	3K -38.2%	0 N/A
Page Title or URL	22K -37%	25K -38%	19K +28%	0,79 +104%	7 -25%	246K +3%	68 -98.3%	0 N/A
Page Title or URL	20K -36%	22K -38%	11K -53.6%	0,5 -24.1%	12 +104%	162K -35%	2K +2,232%	0 N/A
Page Title or URL	15K -23%	17K -24%	8K +756%	0,49 +1,036%	8 -76%	123K -16%	1K +389%	0 N/A
Page Title or URL	13K +4%	15K +10%	7K +10%	0,45 -0.4%	35 +188%	113K +8%	256 -79%	0 N/A
Page Title or URL	12K -2%	14K -5%	7K +7.8%	0,5 +13%	9 +47%	95K -9%	1K +6,772%	0 N/A
Page Title or URL	12K +7%	13K +9%	10K +3,881%	0,76 +3,536%	6 -86%	115K +20%	19 -94%	0 N/A
Page Title or URL	10K -4%	11K -3%	5K +23%	0,49 +28%	12 +44%	87K +15%	1K -16%	0 N/A
Page Title or URL	10K -4%	11K -13%	5K -18.6%	0,52 -6%	7 +23%	84K +5%	1K +7,056%	0 N/A

Sorted by: Pageviews, Order: Descending

77 Most Visited Pages from Desktop Top 10

Your most visited pages from a desktop or a laptop

Page Title	Users	Sessions	Engaged Sessions	Engagement Rate %	AVG Engage Time (SEC)	Events Count	Conversions	Total Revenue
Page Title or URL	80K +58%	93K +48%	64K +60%	0,69 +7%	16 -32%	1M +50%	543 +24%	0 N/A
Page Title or URL	34K -30%	38K -31%	20K -9.4%	0,52 +33%	9 -6%	284K -15%	3K -38.2%	0 N/A
Page Title or URL	22K -37%	25K -38%	19K +28%	0,79 +104%	7 -25%	246K +3%	68 -98.3%	0 N/A
Page Title or URL	20K -36%	22K -38%	11K -53.6%	0,5 -24.1%	12 +104%	162K -35%	2K +2,232%	0 N/A
Page Title or URL	15K -23%	17K -24%	8K +756%	0,49 +1,036%	8 -76%	123K -16%	1K +389%	0 N/A
Page Title or URL	13K +4%	15K +10%	7K +10%	0,45 -0.4%	35 +188%	113K +8%	256 -79%	0 N/A
Page Title or URL	12K -2%	14K -5%	7K +7.8%	0,5 +13%	9 +47%	95K -9%	1K +6,772%	0 N/A
Page Title or URL	12K +7%	13K +9%	10K +3,881%	0,76 +3,536%	6 -86%	115K +20%	19 -94%	0 N/A
Page Title or URL	10K -4%	11K -3%	5K +23%	0,49 +28%	12 +44%	87K +15%	1K -16%	0 N/A
Page Title or URL	10K -4%	11K -13%	5K -18.6%	0,52 -6%	7 +23%	84K +5%	1K +7,056%	0 N/A

Sorted by: Pageviews, Order: Descending

78 Most Visited Pages from Mobile Top 10

Your most visited pages from a mobile device

Page Title	Users	Sessions	Engaged Sessions	Engagement Rate %	AVG Engage Time (SEC)	Events Count	Conversions	Total Revenue
Page Title or URL	80K +58%	93K +48%	64K +60%	0,69 +7%	16 -32%	1M +50%	543 +24%	0 N/A
Page Title or URL	34K -30%	38K -31%	20K -9.4%	0,52 +33%	9 -6%	284K -15%	3K -38.2%	0 N/A
Page Title or URL	22K -37%	25K -38%	19K +28%	0,79 +104%	7 -25%	246K +3%	68 -98.3%	0 N/A
Page Title or URL	20K -36%	22K -38%	11K -53.6%	0,5 -24.1%	12 +104%	162K -35%	2K +2,232%	0 N/A
Page Title or URL	15K -23%	17K -24%	8K +756%	0,49 +1,036%	8 -76%	123K -16%	1K +389%	0 N/A
Page Title or URL	13K +4%	15K +10%	7K +10%	0,45 -0.4%	35 +188%	113K +8%	256 -79%	0 N/A
Page Title or URL	12K -2%	14K -5%	7K +7.8%	0,5 +13%	9 +47%	95K -9%	1K +6,772%	0 N/A
Page Title or URL	12K +7%	13K +9%	10K +3,881%	0,76 +3,536%	6 -86%	115K +20%	19 -94%	0 N/A
Page Title or URL	10K -4%	11K -3%	5K +23%	0,49 +28%	12 +44%	87K +15%	1K -16%	0 N/A
Page Title or URL	10K -4%	11K -13%	5K -18.6%	0,52 -6%	7 +23%	84K +5%	1K +7,056%	0 N/A

Sorted by: Pageviews, Order: Descending

79 Most Exited Pages Top 10

Users tend to stop browsing and leave after these pages

Page Title	Users	Sessions	Engaged Sessions	Engagement Rate %	AVG Engage Time (SEC)	Events Count	Conversions	Total Revenue
Page Title or URL	80K +58%	93K +48%	64K +60%	0,69 +7%	16 -32%	1M +50%	543 +24%	0 N/A
Page Title or URL	34K -30%	38K -31%	20K -9.4%	0,52 +33%	9 -6%	284K -15%	3K -38.2%	0 N/A
Page Title or URL	22K -37%	25K -38%	19K +28%	0,79 +104%	7 -25%	246K +3%	68 -98.3%	0 N/A
Page Title or URL	20K -36%	22K -38%	11K -53.6%	0,5 -24.1%	12 +104%	162K -35%	2K +2,232%	0 N/A
Page Title or URL	15K -23%	17K -24%	8K +756%	0,49 +1,036%	8 -76%	123K -16%	1K +389%	0 N/A
Page Title or URL	13K +4%	15K +10%	7K +10%	0,45 -0.4%	35 +188%	113K +8%	256 -79%	0 N/A
Page Title or URL	12K -2%	14K -5%	7K +7.8%	0,5 +13%	9 +47%	95K -9%	1K +6,772%	0 N/A
Page Title or URL	12K +7%	13K +9%	10K +3,881%	0,76 +3,536%	6 -86%	115K +20%	19 -94%	0 N/A
Page Title or URL	10K -4%	11K -3%	5K +23%	0,49 +28%	12 +44%	87K +15%	1K -16%	0 N/A
Page Title or URL	10K -4%	11K -13%	5K -18.6%	0,52 -6%	7 +23%	84K +5%	1K +7,056%	0 N/A

Sorted by: Pageviews, Order: Descending

Search Console

Acorn Hills

Apr 01 2024 - May 01 2024

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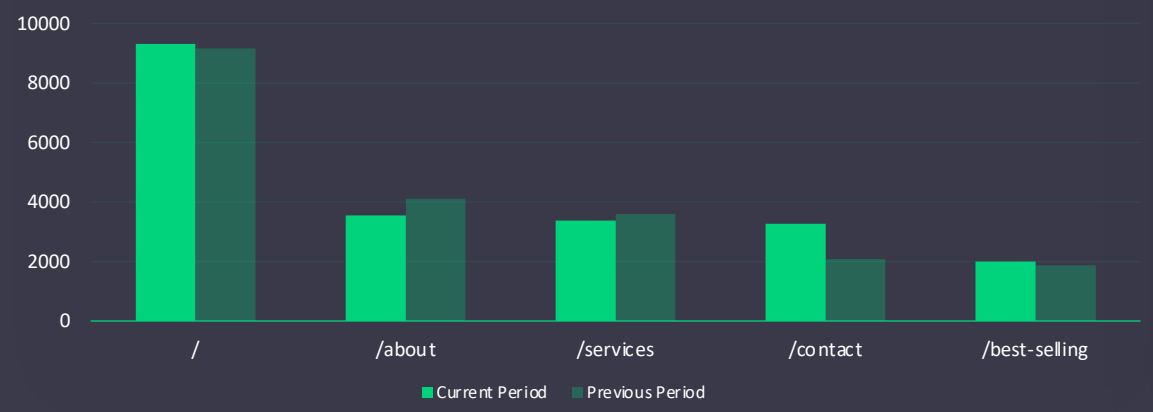
81 Search Overview

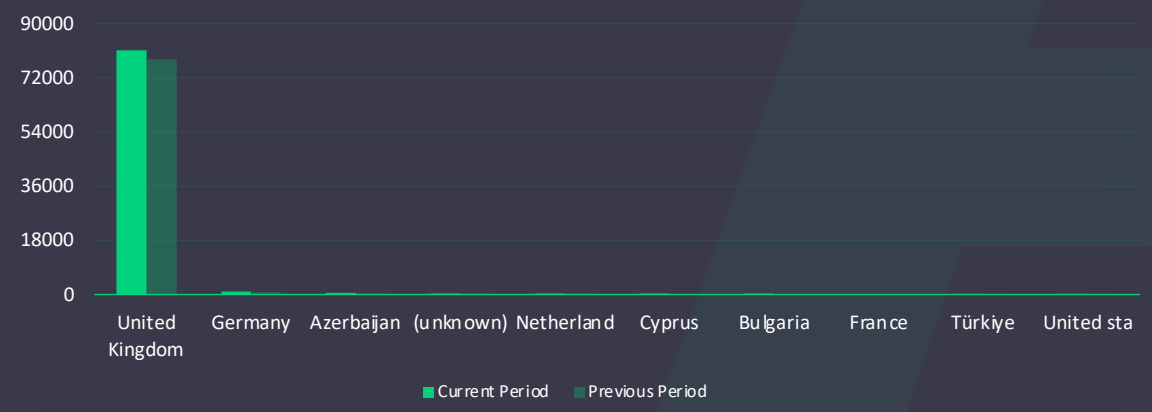
A look at your Search Engine traffic and performance

SEARCH IMPRESSIONS	SEARCH CLICKS	SEARCH CTR	AVERAGE POSITION	SEARCH SESSIONS
2M	86K	4	27	0
+5%	+5%	-1%	-7%	N/A

ORGANIC SEARCH LANDING PAGE + QUERY STRING



ORGANIC SEARCH COUNTRY



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82 Impressions & Clicks

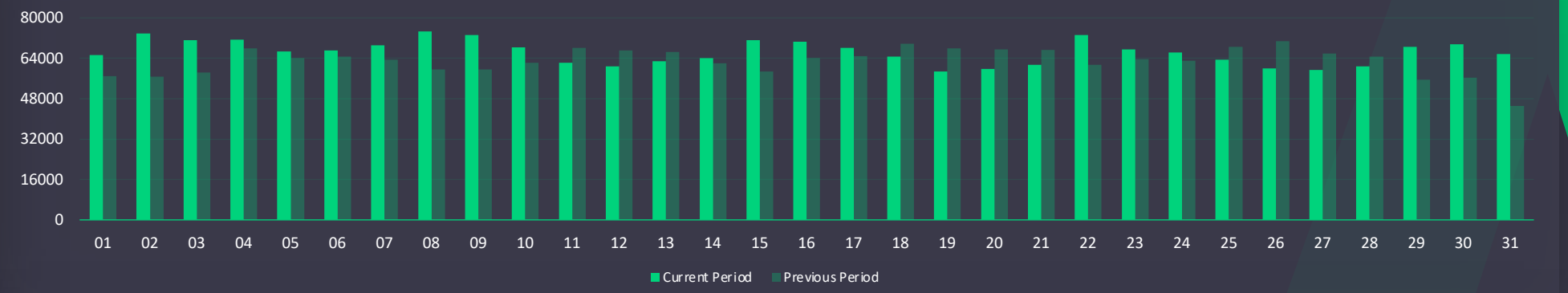
Take a look at your daily Search Engine Impressions and Clicks

SEARCH IMPRESSIONS

2M

+5%

SEARCH IMPRESSIONS DAILY CHART

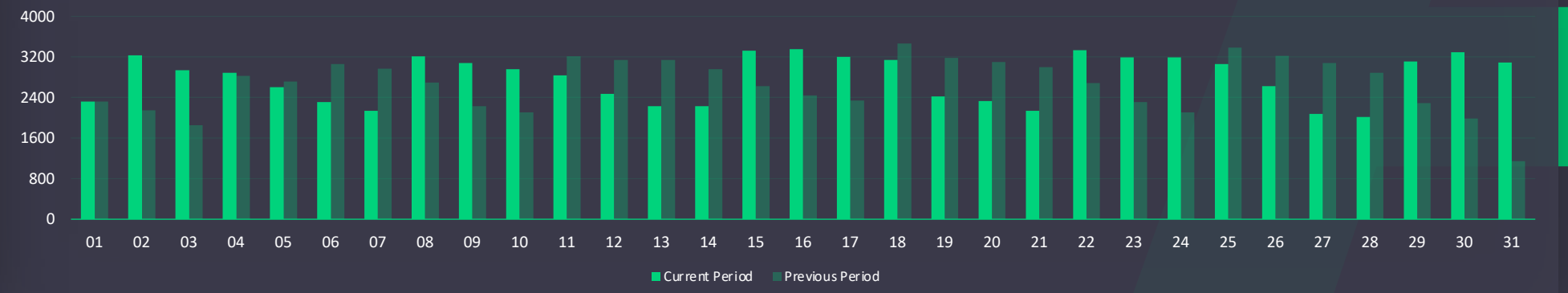


SEARCH CLICKS

86K

+5%

SEARCH CLICKS DAILY CHART



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83 Organic Search Countries

Top Performing Search Engine Landing Pages

Country	Impressions	Clicks	CTR	Average Position
United Kingdom	1M +7%	81K +3.9%	0 -2.9%	7 -2.4%
United States	28K -34.4%	162 +575%	0 +929%	35 +37.4%
Germany	27K -5.5%	906 +411.9%	0 +441.4%	12 -68.1%
Romania	27K -0.8%	45 -94.4%	0 -94.3%	24 +80.2%
Russia	10K -26.6%	119 -31.2%	0 -6.2%	35 +27.8%
Turkey	10K -4.5%	210 +94.4%	0 +103.6%	25 -35%
South Korea	10K +16.1%	1 -50%	0 -56.9%	37 -10.5%
India	8K -1.5%	58 +1,350%	0 +1,371.7%	33 -17.1%
Brazil	7K -3.2%	3 -92.7%	0 -92.4%	39 +10%
France	7K +16.8%	217 +4.3%	0 -10.7%	13 -4.4%

84 Organic Search Device Category

Top devices that people search from

Device Category	Impressions	Clicks	CTR	Average Position
mobile	1M +5.2%	41K +2.7%	0 -2.4%	8 -5.1%
desktop	573K +6%	44K +6.2%	0 +0.2%	11 -9.6%
tablet	14K +13.6%	651 +11.5%	0 -1.9%	7 -3.1%

Demographics

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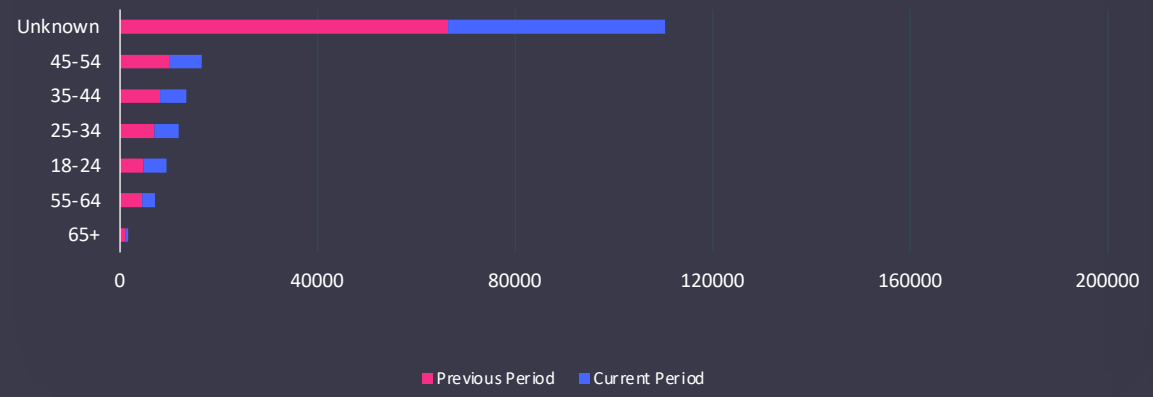
86 Demographics Overview

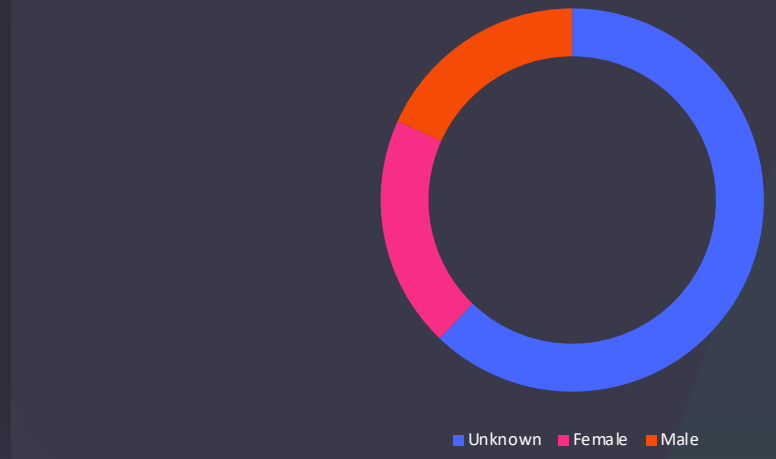
An overview of Demographics and Geography including, country, city, age and gender of your visitors

TOP COUNTRY	TOP CITY	TOP AUDIENCE	TOP AGE GROUP	TOP GENDER
UK	London	Male	45-54	Male

USERS BY AGE BREAKDOWN



USERS BY GENDER



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87 Age Performance

Performance breakdown of visitors by age brackets

Age Group	Users	Sessions	Engaged Sessions	Engagement Rate %	AVG Engage Time (SEC)	Event Count	Conversions	Total Revenue (TRY)
unknown	44K -33.7%	66K -28.6%	61K -30.2%	92 -2.3%	114 +37.2%	1M -16%	24K -8.2%	0 N/A
45-54	6K -32.6%	10K -22.5%	9K -23%	90 -0.6%	145 +62.1%	266K -4.7%	4K -5.1%	0 N/A
35-44	5K -35.8%	9K -24.6%	8K -26.8%	88 -3%	140 +36.5%	217K -21.5%	3K -15.5%	0 N/A
25-34	4K -27.8%	10K -14.6%	9K -18.3%	84 -4.3%	174 +30.9%	312K -5%	3K -7.7%	0 N/A
18-24	4K -2.7%	11K +2.2%	9K +0.4%	83 -1.8%	210 +3.2%	360K -0.6%	4K +8%	0 N/A
55-64	2K -40.3%	3K -34%	3K -34%	93 -0%	116 +51.2%	80K -24.8%	1K -23.1%	0 N/A
65+	622 -41.7%	965 -31.7%	890 -32.3%	92 -1%	159 +58.6%	23K -21.5%	357 -25.6%	0 N/A

Sorted by: Users, Order: Descending

88 Gender Performance

Performance breakdown of visitors by gender

Age Group	Users	Sessions	Engaged Sessions	Engagement Rate %	AVG Engage Time (SEC)	Event Count	Conversions	Total Revenue (TRY)
unknown	42K -34.6%	62K -29.5%	57K -31.1%	92 -2.3%	110 +37.9%	1M -17%	22K -9%	0 N/A
male	13K -37.6%	27K -24%	23K -25.8%	87 -2.4%	182 +63.7%	816K -7.6%	9K -9.2%	0 N/A
female	12K -18.9%	23K -11.1%	20K -12.2%	87 -1.2%	155 +14.3%	571K -9.4%	8K -3.4%	0 N/A

Sorted by: Sessions, Order: Descending

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89 Audience Performance

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

Age Group	Users	Sessions	Engaged Sessions	Engagement Rate %	AVG Engage Time (SEC)	Event Count	Conversions	Total Revenue (TRY)
unknown / unknown	42K -34.6%	62K -29.5%	57K -31.1%	92 -2.3%	110 +37.9%	1M -17%	22K -9%	0 N/A
male / 45-54	4K -22.7%	7K +3.6%	6K -0.1%	89 -3.6%	150 +132.9%	164K +28.5%	2K +38.7%	0 N/A
female / 18-24	3K -31.7%	8K +12.6%	6K +4.6%	83 -7.1%	232 +99.9%	272K +79.6%	2K +23.6%	0 N/A
female / 25-34	2K -39%	6K -4.7%	5K -11.9%	84 -7.6%	179 +155.2%	195K +54.7%	2K +23.2%	0 N/A
male / 35-44	2K -35%	4K -36.8%	4K -37.6%	87 -1.2%	139 +9.2%	113K -43%	1K -20.4%	0 N/A
female / 45-54	2K -25.3%	3K -33%	3K -31.3%	92 +2.6%	134 -6.1%	102K -32.1%	1K -31.1%	0 N/A
female / 35-44	2K -21.6%	4K -43.9%	3K -40.7%	89 +5.7%	138 -39.3%	104K -62.5%	1K -49.3%	0 N/A
male / 25-34	2K -21.4%	4K -9.6%	4K -10.4%	86 -0.9%	161 +20.4%	116K -10.2%	1K -9.1%	0 N/A
male / 55-64	1K -32.3%	2K -12.8%	2K -16.6%	91 -4.3%	123 +181.8%	49K +2.1%	898 +12.1%	0 N/A
female / 55-64	1K -49.4%	1K -52.8%	1K -50.8%	95 +4.3%	103 -10.6%	31K -47.1%	489 -51.2%	0 N/A

Sorted by: Sessions, Order: Descending

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90 Interest Performance

Performance breakdown of visitors by interests

Age Group	Users	Sessions	Engaged Sessions	Engagement Rate %	AVG Engage Time (SEC)	Event Count	Conversions	Total Revenue (TRY)
Banking & Finance/Avid Investors	10K -21.7%	19K -12.3%	17K -13.6%	88 -1.5%	146 +24.4%	460K -7.2%	7K -6.9%	0 N/A
Lifestyles & Hobbies/Shutterbugs	9K -24.4%	22K -11.4%	19K -12.3%	86 -1%	192 +26.3%	637K -6.5%	8K -3.9%	0 N/A
Technology/Technophiles	9K -22.9%	20K -0.4%	17K -5.9%	84 -5.6%	194 +54.9%	602K +24.2%	7K +10.7%	0 N/A
Media & Entertainment/Light TV Viewers	8K -24.8%	16K -15.2%	14K -16.7%	88 -1.8%	156 +26.3%	421K -10%	6K -8.5%	0 N/A
Media & Entertainment/Movie Lovers	8K -23.7%	17K -16.3%	14K -18.1%	87 -2.1%	159 +20.2%	424K -12%	6K -10.2%	0 N/A
News & Politics/Avid News Readers/Ent...	8K -16.1%	17K -19.2%	15K -16.8%	88 +3%	175 -1.5%	445K -27.2%	6K -15.6%	0 N/A
Sports & Fitness/Sports Fans/Soccer F...	7K -21%	14K -10.8%	13K -12.2%	88 -1.6%	153 +22.8%	353K -8.3%	5K -6.7%	0 N/A
Home & Garden/Home Decor Enthusiasts	7K -21.2%	18K -14.9%	15K -14.6%	86 +0.3%	213 +14.4%	544K -7.3%	6K -8.9%	0 N/A
Travel/Travel Buffs	6K -29.6%	13K -17.8%	11K -19.5%	86 -2.1%	177 +43.2%	345K -4.4%	4K -8.7%	0 N/A
Media & Entertainment/TV Lovers	6K -28.2%	12K -22.9%	10K -25%	87 -2.8%	162 +19.7%	303K -19%	4K -13.7%	0 N/A

Sorted by: Sessions, Order: Descending

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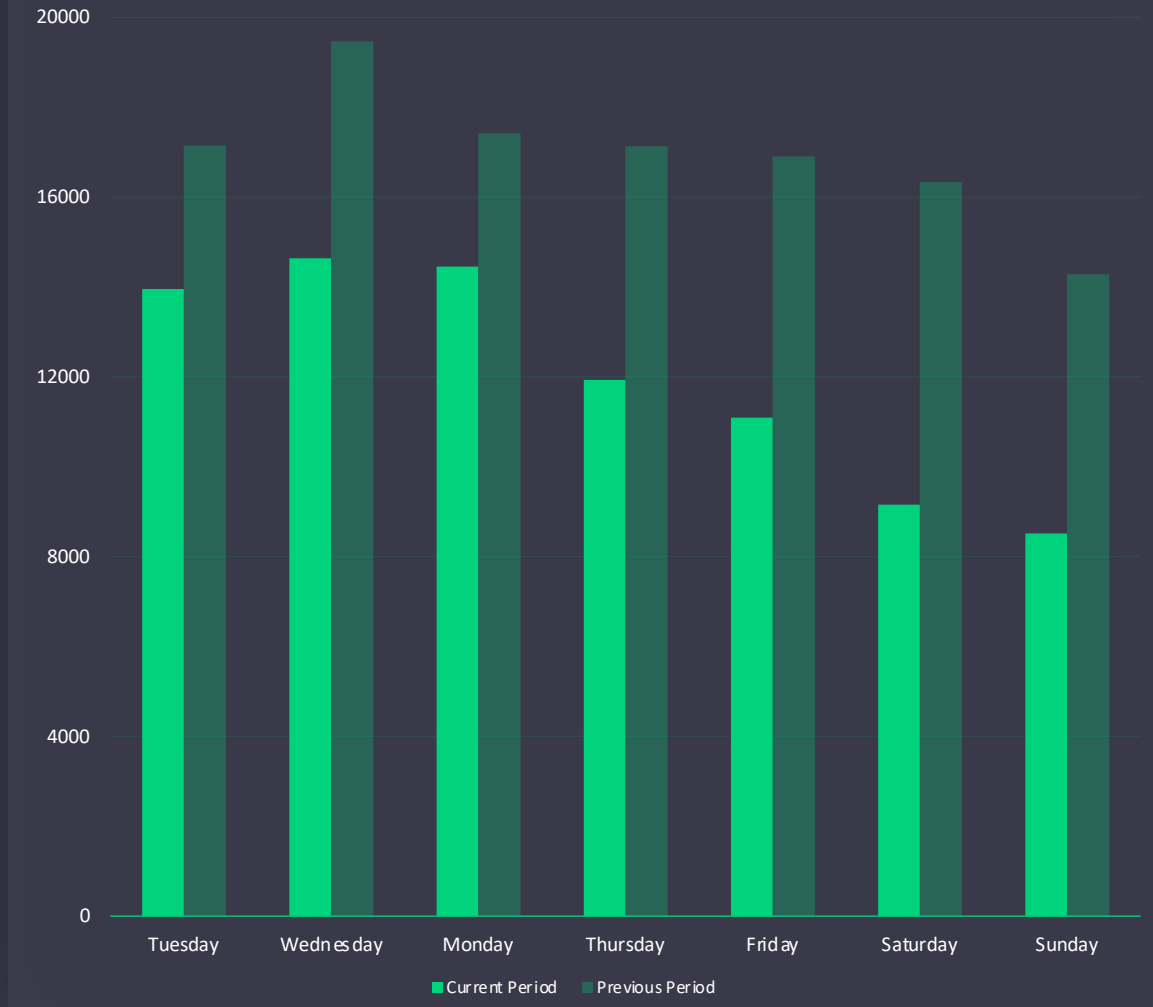
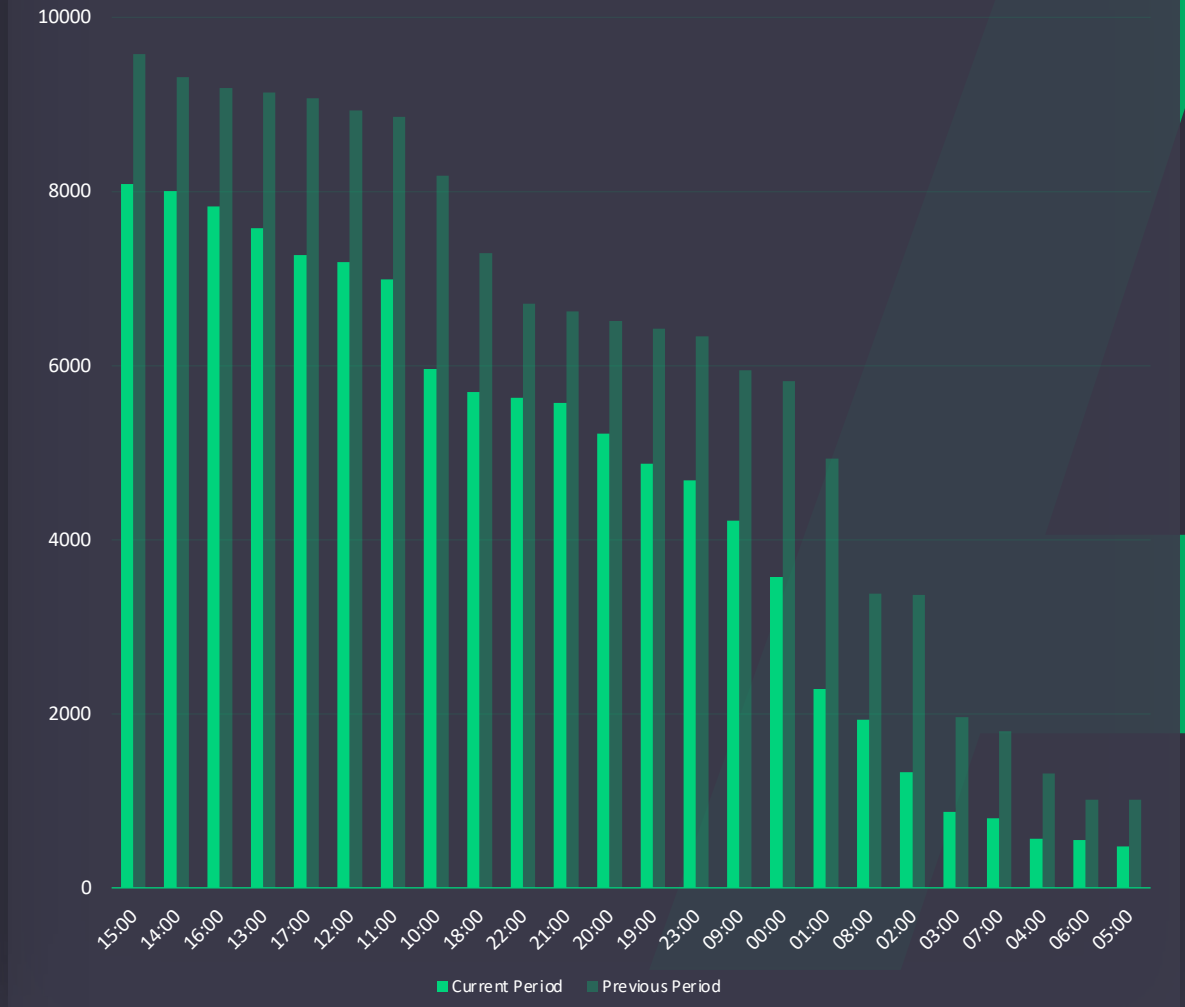
91 Day and Time Performance

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

DAY OF WEEK BY USER



TIME OF DAY BY USER



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Geography

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93 Geo Top Countries & Cities

Top performing countries and cities

Country	Users	Sessions	Engaged Sessions
United Kingdom	59K -34.8%	103K -24%	93K -25.2%
United States	1K -2%	1K -0.2%	1K -0.6%
Germany	1K -3.7%	1K -0.7%	1K -1.4%
Cyprus	416 -9.8%	802 -9.5%	718 -11%
Russia	391 +20.3%	506 +2%	476 +6.7%
Netherlands	352 +9.3%	587 +12.5%	531 +12.3%
France	315 -1.9%	392 -13.3%	355 -14.7%
Azerbaijan	300 +3.4%	646 +6.8%	552 +7.2%
Turkey	279 +1.5%	491 +34.5%	441 +28.6%
Bulgaria	247 +28%	321 +19.8%	307 +21.3%

City	Users	Sessions	Engaged Sessions
London	27K -17%	51K -9.1%	44K -12.1%
Birmingham	10K -30.7%	15K -22.5%	14K -24.1%
Liverpool	6K -30.4%	9K -24.5%	8K -25.2%
Glasgow	4K -28.7%	5K -24.9%	5K -25.9%
Bristol	2K -39.5%	3K -30%	3K -32.2%
Antalya	1K -34.2%	2K -24.6%	2K -25.4%
İstanbul	1K -50.5%	1K -42.9%	1K -43.3%
New York	767 -67.5%	1K -60.2%	997 -61%
Washington DC.	696 -62.7%	1K -40.4%	1K -44.4%
Leicester	456 -65.5%	522 -73%	496 -71.9%

Sorted by: Users, Order: Descending

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Events

Acorn Hills

Apr 01 2024 - May 01 2024

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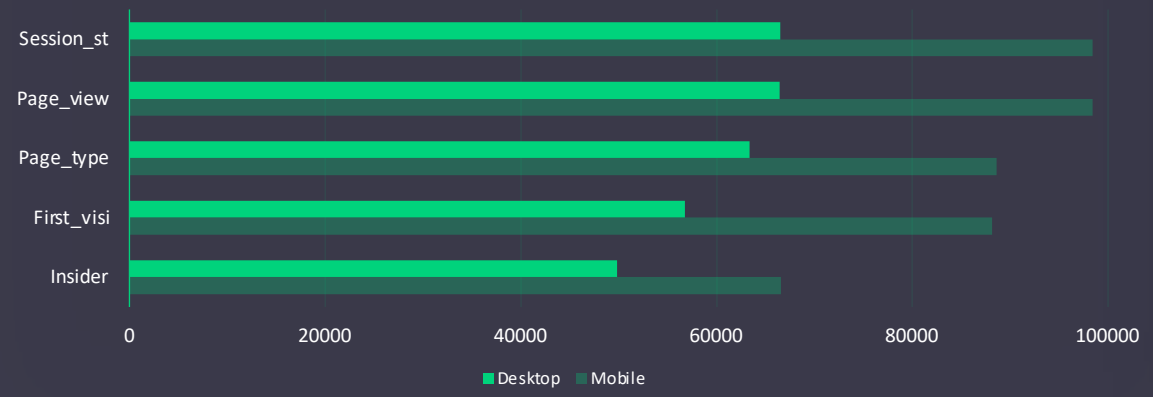
95 Event Performance Overview

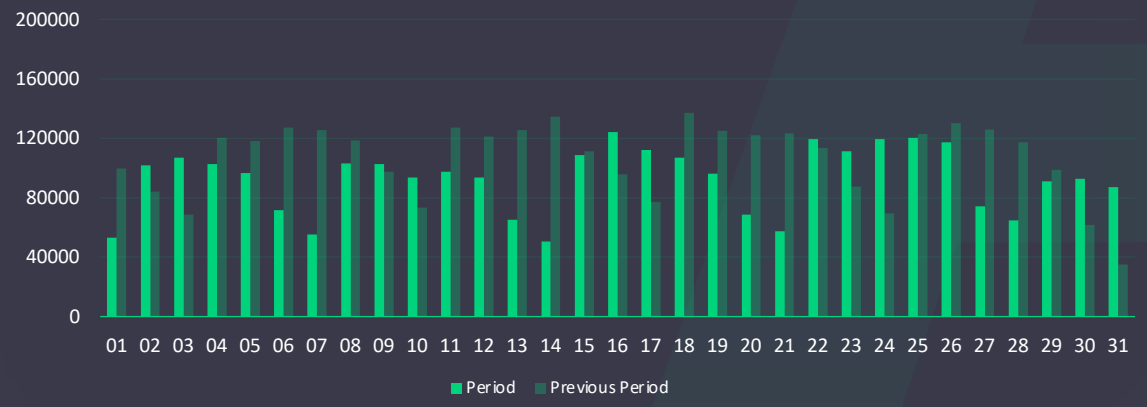
Events are set to understand user interactions with content. Let's see how your events performed this period

TOTAL EVENT COUNT	TOTAL USERS	EVENT COUNT PER USER	AVG EVENT VALUE	CONVERSIONS
2M	66K	43	0	41K
-13%	-32%	+30%	N/A	-8%

TOP EVENTS



EVENTS DAILY



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96 Events List

Your Top events by event category

Events	Event Count	Total Users	Event Count Per User	Engagement Rate %	AVG Engage Time (SEC)	Event Value	Conversions	Total Revenue (TRY)
Event Name	824K -11.6%	66K -32.5%	12 +30.9%	98 +0.3%	6 +30.3%	0 N/A	0 N/A	0 N/A
Event Name	501K -5.9%	40K -32%	12 +38.3%	98 -1%	107 +43.6%	0 N/A	0 N/A	0 N/A
Event Name	311K -10.2%	63K -28.5%	4 +25.6%	99 -0%	0 -35.8%	0 N/A	0 N/A	0 N/A
Event Name	169K -15.7%	47K -26%	3 +14.8%	85 -13.4%	53 +58,426.9%	0 N/A	0 N/A	0 N/A
Event Name	158K -21.3%	33K -48.2%	4 +51.9%	99 +0.5%	0 +0.1%	0 N/A	0 N/A	0 N/A
Event Name	158K -11.8%	33K -50.3%	4 +77.5%	99 -0.1%	0 N/A	0 N/A	0 N/A	0 N/A
Event Name	132K -23.3%	49K -4.7%	2 -20%	99 +14%	1 -96.9%	0 N/A	0 N/A	0 N/A
Event Name	115K -23.3%	66K -32.4%	1 +13.5%	90 -2%	0 N/A	0 N/A	0 N/A	0 N/A
Event Name	108K +0.3%	6K -3.1%	17 +3.5%	98 -0.2%	34 -2.4%	0 N/A	0 N/A	0 N/A
Event Name	77K -12.4%	16K -30.8%	4 +26.5%	98 -0%	0 N/A	0 N/A	0 N/A	0 N/A

Sorted by: Total Events, Order: Descending

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97 Event Pages / URL

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

Page Title	Users	Sessions	Engaged Sessions	Engagement Rate %	AVG Engage Time (SEC)	Events Count	Conversions	Total Revenue
Page Title or URL	80.525 +58.6%	93.485 +48.9%	64.058 +60.1%	0,69 +7.5%	16,48 -32.7%	1.061.416 +50.3%	543 +24%	0 N/A
Page Title or URL	34.660 -30.8%	38.410 -31.9%	20.129 -9.4%	0,52 +33%	9,03 -6.7%	284.659 -15.1%	3.126 -38.2%	0 N/A
Page Title or URL	22.399 -37.6%	25.077 -38.5%	19.785 +25.8%	0,79 +104.6%	7,58 -25.6%	246.038 +3.7%	68 -98.3%	0 N/A
Page Title or URL	20.098 -36%	22.124 -38.8%	11.098 -53.6%	0,5 -24.1%	12,94 +104.8%	162.284 -35.2%	2.099 +2,232.2%	0 N/A
Page Title or URL	15.986 -23.4%	17.387 -24.6%	8.507 +756.7%	0,49 +1,036.7%	8,12 -76.7%	123.223 -16.9%	1.499 +389.9%	0 N/A
Page Title or URL	13.995 +4.3%	15.898 +10.5%	7.206 +10%	0,45 -0.4%	35,16 +188.4%	113.717 +8.4%	256 -79%	0 N/A
Page Title or URL	12.710 -2.1%	14.181 -5.2%	7.144 +7.8%	0,5 +13.8%	9,28 +47.8%	95.663 -9.1%	1.237 +6,772.2%	0 N/A
Page Title or URL	12.304 +7.3%	13.896 +9.4%	10.591 +3,881.6%	0,76 +3,538.6%	6,91 -86.3%	115.289 +20.7%	19 -91.4%	0 N/A
Page Title or URL	10.874 -4.4%	11.797 -3.9%	5.829 +23.5%	0,49 +28.6%	12,22 +44.3%	87.644 +15.6%	1.058 -16.6%	0 N/A
Page Title or URL	10.777 -4.5%	11.540 -13.4%	5.953 -18.6%	0,52 -6%	7,66 +23.9%	84.683 +5%	1.145 +7,056.2%	0 N/A

Sorted by: Total Events, Order: Descending

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98 Conversion Events

Events performances that are custom marked as a conversion event

Conversion Events	Event Count	Total Users	Event Count Per User	Engagement Rate %	AVG Engage Time (SEC)	Event Value	Conversions	Total Revenue (TRY)
Event_name	36K -7.6%	29K -8.1%	1 +0.5%	0 N/A	0 N/A	0 N/A	36K -7.6%	0 N/A
Event_name	2K -5.1%	1K -1.4%	1 -3.9%	99 -0.1%	9 -22.1%	0 N/A	2K -5.1%	0 N/A
Event_name	914 -15.5%	421 -38.4%	2 +37%	99 -0.5%	22 +139,317%	0 N/A	914 -15.5%	0 N/A
Event_name	861 -13.8%	587 -5.9%	1 -8.4%	100 0%	0 N/A	0 N/A	861 -13.8%	0 N/A
Event_name	821 -12.5%	559 +31.8%	1 -33.6%	100 0%	0 -97.8%	0 N/A	821 -12.5%	0 N/A
Event_name	32 +14.3%	17 -5.6%	1 +21%	100 +11.8%	108 +115.4%	0 N/A	32 +14.3%	0 N/A
Event_name	17 -34.6%	10 -28.6%	1 -8.5%	100 +15.4%	114 +40.9%	0 N/A	17 -34.6%	0 N/A

Sorted by: Total Events, Order: Descending

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Campaigns

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Apr 01 2024 - May 01 2024

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100 Campaigns Top 10

Your top performing campaigns

Campaign Name	Users	Sessions	Engaged Sessions	Engagement Rate %	AVG Engage Time (SEC)	Engaged Sessions per user	Events per session	Conversions	Total Revenue
Campaign_name	39K +2.1%	75K -0.5%	66K -2.9%	88 -2.4%	83 -8.4%	1 -4.9%	26 -3.5%	27K	0 N/A
Campaign_name	16K -9.5%	22K -9.2%	20K -9.9%	91 -0.7%	68 +5.1%	1 -0.4%	23 +5.4%	7K	0 N/A
Campaign_name	6K -58.1%	7K -55%	7K -54.6%	97 +0.9%	48 +1,463.2%	1 +8.3%	16 +64.2%	2K	0 N/A
Campaign_name	2K -47.5%	4K -28.6%	4K -32.7%	89 -5.8%	77 +1,037.3%	1 +28.2%	26 +116.1%	1K	0 N/A
Campaign_name	1K -71.1%	1K -66.3%	1K -68.2%	93 -5.8%	89 +295.1%	1 +9.9%	18 +5.1%	1K	0 N/A
Campaign_name	851 -73.3%	1K -76.5%	747 -82.5%	67 -25.6%	43 -48.4%	0 -34.5%	14 -47.6%	216	0 N/A
Campaign_name	26 -98.9%	29 -98.8%	24 -99%	82 -15.8%	0 -98.1%	0 -9.3%	7 -56.7%	4	0 N/A
Campaign_name	5 -99.7%	6 -99.7%	6 -99.7%	100 +5.9%	15 -83.3%	1 -3.8%	10 -43.9%	1	0 N/A
Campaign_name	3 -99.7%	3 -99.8%	3 -99.7%	100 +41.5%	70 +58.5%	1 +5.9%	39 +161.6%	3	0 N/A
Campaign_name	1 -98.8%	1 -98.9%	1 -98.8%	100 +3.6%	0 N/A	1 -3.6%	10 -47.8%	0	0 N/A

Sorted by: Users, Order: Descending

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Insights

Acorn Hills

Apr 01 2024 - May 01 2024

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102 Insights

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

Issue No	Platform	Issue	Recommendation	Priority	Section	Category	Status	Dated Issued
1	Website	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	Check ou the screenshot: https:xyz.url/tyn.xlm	Low	Campaigns	Engage with your customer	On going	01.04.2024
2	Website	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	Low	Traffic Quality	Behavior	On going	01.04.2024
3	Website	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	High	Campaigns	Campaigns	On going	01.04.2024
4	Website	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	Mid	Traffic Quality	Engagement	On going	01.04.2024
5	Website	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	Low	Traffic Quality	Reach	On going	01.04.2024

Sorted by: Users, Order: Descending

Glossary

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103 Google Analytics Glossary

Name	Description	Section
Acquisition	The Acquisition section tells you where your visitors originated from, such as search engines, social networks or website referrals.	Overview
Average Position	The average ranking of your website URLs for the query or queries.	Search Console
Average Purchase Revenue	The average purchase revenue over the selected time frame.	E-commerce
Average Purchase Revenue Per User	The sum of the purchase revenue per user.	E-commerce
Average Session duration	total duration of all sessions (in seconds) / number of sessions. Individual session duration is calculated differently depending on whether there are engagement hits on the last page of a session.	Overview
Average Time on Page	Average time on page is simply the average amount of time all users spend on a single page.	Traffic Quality
Bounce Rate	The percentage of sessions that were not engaged sessions. Bounce rate is the inverse of engagement rate.	Traffic Quality
Click	When someone clicks your ad, like on the blue headline or phone number of a text ad, Google Ads counts that as a click.	Google Ads
Click Through Rate	CTR is the number of clicks that your ad receives divided by the number of times your ad is shown: clicks ÷ impressions = CTR.	Search Console
Content Grouping	Content Grouping lets you group content into a logical structure that reflects how you think about your site or app, and then view and compare aggregated metrics by group name in addition to being able to drill down to the individual URL, page title, or screen name.	Users & Behaviour

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104 Google Analytics Glossary

Name	Description	Section
Conversion	A conversion is reported whenever a user completes a goal or makes a purchase during a session	E-commerce
Cost per Click (CPC)	Cost-per-click (CPC) bidding means that you pay for each click on your ads.	Google Ads
Device Breakdown	Device category allows you to view performance based on the different devices people are using to experience your website.	Overview
Engagement Rate	Engagement rate and bounce rate are important metrics in Google Analytics that enable you to measure and analyze user engagement with your website.	Overview
Event Count	The number of times users triggered an event.	Technology
Event Value	The sum of all value parameters supplied with an event. You can use this context-sensitive metric to capture data that's important to you.	Events
Events	Events are user interactions with content that can be measured independently from a web-page or screen load.	Events
Events Per Session	The average number of events per session.	Traffic Quality
First Time Purchasers	The number of users who made their first purchase in the selected time frame.	Google Ads
GA Key Indicators	A Google Analytics KPI is an objectively measurable performance indicator used to monitor, analyze and optimize user behaviors on websites.	Overview

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105 Google Analytics Glossary

Name	Description	Section
Google Ads Ad Network Type	The location where your ad was shown (google.com, search partners, display network) that led to a conversion event.	Google Ads
Google Ads Query	The search query that led to a conversion event.	Google Ads
Impression	Each time your ad appears on Google or the Google Network, it's counted as one impression.	Google Ads
Interests	Google Analytics tells you your users' interests on other parts of the internet. This will help you identify a more specific target audience, cross or upselling opportunities, better blog content ideas, and more.	Demographics
Item List Name	A name that you specify for a list of items (e.g., products you sell). A name for a list of products. For example, you can set a name of 'Related Products' for an item list in a related-products section.	E-commerce
Item Performance	It allows you to track how clusters of products are performing in your online store.	E-commerce
Item Revenue	The total revenue from items only, excluding tax and shipping, subtracted by refunds.	E-commerce
Items Added to Cart	The number of items that were added to cart.	E-commerce
Keyword	In search engine optimization, the particular word or phrase that describes the contents of a web page. Keywords serve as clues or shortcuts that summarize the content of a page and help search engines match pages with searches.	Traffic Quality
Landing Page	A landing page is the first page viewed in a session.	Traffic Quality

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106 Google Analytics Glossary

Name	Description	Section
New User	People that visit your website for the first time in the selected date range. Since users are based on the Google Analytics tracking code and browser cookies, it's important to highlight that people who cleared their cookies or access your website using a different device will be reported as a new user.	Overview
Organic Search	Describes search that generates results that are not paid advertisements.	Traffic Quality
Organic Traffic	The term organic traffic refers to all visits to your website that are triggered by unpaid search results.	Traffic Quality
Pages per Session	Pages per session is the average number of pages a person views in a given session.	Traffic Quality
Per User	Per user means the total count of that metric divided by the cohort size.	Overview
Promotion clicks	The number of times an item promotion was clicked.	E-commerce
Promotion views	The number of times an item promotion was viewed.	E-commerce
Quantity	Number of units sold in ecommerce transactions.	E-commerce
Referral	Visitors referred by links on other websites.	Traffic Quality
Refund Amount	Currency amount refunded for a transaction.	E-commerce

107 Google Analytics Glossary

Name	Description	Section
Return on Investment (ROI)	How much profit you've made from your ads and free product listings compared to how much you've spent on them.	E-commerce
Returning Visitor	A visitor who can be identified with multiple visits, through cookies or authentication.	Overview
Revenue	Total revenue from ecommerce transactions; depending on your implementation, this can include tax and shipping.	E-commerce
Revenue Per User	Total revenue divided by the number of users shows the average amount generated for each user.	E-commerce
Session	The period of time a user is active on your site or app. By default, if a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave your site and return within 30 minutes are counted as part of the original session.	Users & Behaviour
Session Conversion Rate	The total revenue from items only, excluding tax and shipThe percentage of sessions that converted. This metric is calculated as the number of sessions in which a conversion happened divided by the total number of sessions.	E-commerce
Shipping	Total shipping charges for ecommerce transactions.	E-commerce
Shopping Abandonment	Shopping Abandonment is used to describe the situation when a visitor on a web page leaves that page before completing the desired action.	E-commerce
Social Referrals	A count of all referrals from social networks during a selected time period.	Traffic Quality
Source	Source is one of the four main dimensions (along with medium, campaign and channel) for reporting and analyzing how people found your website.	Overview

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108 Google Analytics Glossary

Name	Description	Section
Tax	Total tax charges for ecommerce transactions.	E-commerce
Transactions	Transaction data is made up of the information collected about each transaction that occurs on your site or app.	E-commerce
Transation Value	Transaction value measures how much, on average, customers are spending on each purchase.	E-commerce
User	A user is a visitor who has initiated a session on your website: the moment a person lands on any page of your site, they are identified as either a new or returning user.	Users & Behaviour
Views	The number of web pages your users saw. Repeated views of a single page are counted.	Users & Behaviour
Views per User	The average number of web pages viewed per user.	Users & Behaviour

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Google Analytics 4
Default All Slides Report

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