Google Analytics 4 Paid Traffic Report

Acorn Hills

Apr 01 2025 - May 01 2025

Somewhat Effective
Acorn Hills | GA4

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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05 Acquisition
Your best performing traffic channels

TOP CHANNEL: USERS
Organic Search

TOP CHANNEL: SESSIONS
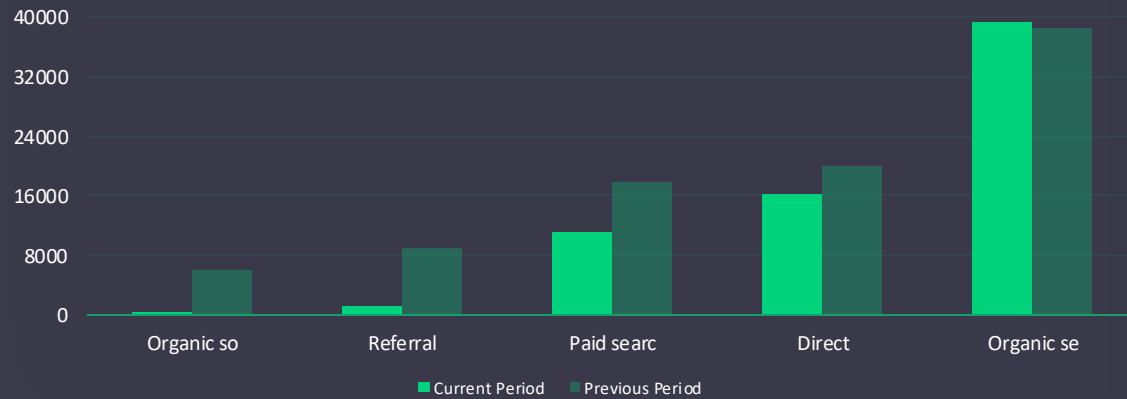## Organic Search

TOP CHANNEL: BOUNCE RATE
Unassigned

TOP CHANNEL: PAGES PER SESSION
Organic Video

TOP CHANNEL: AVG. SESSION DURATION
Organic Shopping

CHANNELS BY USER

40000	
32000	
24000	
16000	
8000	
0	

Organic so | Referral | Paid searc | Direct | Organic se

■ Current Period ■ Previous Period

SOURCE / MEDIUM BY USER

30000	
24000	
18000	
12000	
6000	
0	

Lnk.bio / | Yandex.com | (direct) / | Google / c | Google / o

■ Current Period ■ Previous Period

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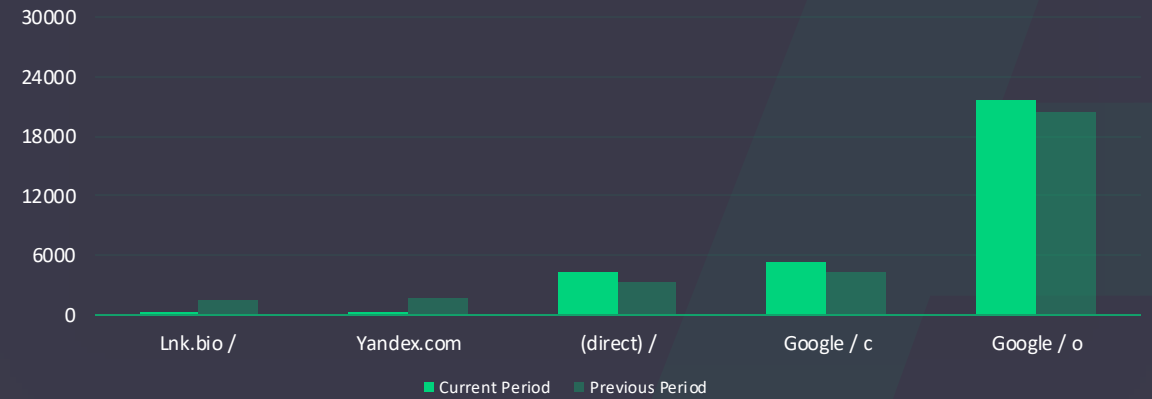
Traffic Quality

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07 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

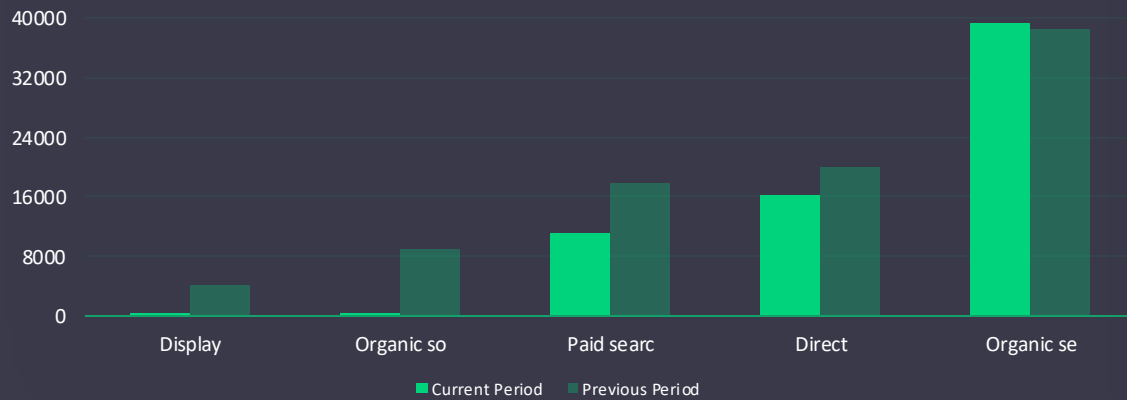**TOP CHANNEL: ENGAGED SESSIONS**

Organic Search

TOP CHANNEL: CONVERSIONS

Organic Search

CHANNELS BY USER

Legend: Current Period / Previous Period

X-axis: Display, Organic so, Paid searc, Direct, Organic se
Y-axis: 0, 8000, 16000, 24000, 32000, 40000

SOURCE / MEDIUM BY USER

Legend: Current Period / Previous Period

X-axis: Fb / faceb, Taboola /, Google / c, (direct) /, Google / o
Y-axis: 0, 8000, 16000, 24000, 32000, 40000

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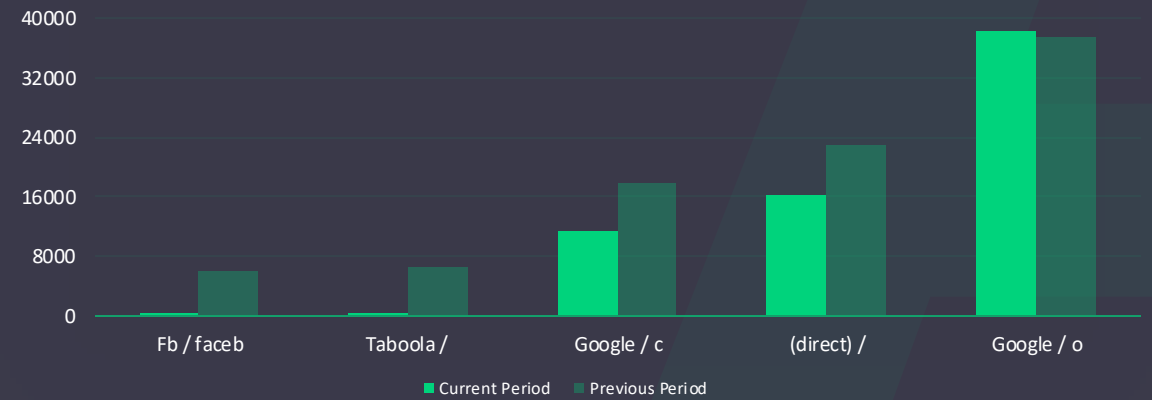
08 Top Channels
Channel performance according to vital metrics

CHANNEL BREAKDOWN

■Organic se ■Direct ■Paid searc ■Referral ■Organic so ■Unassigned
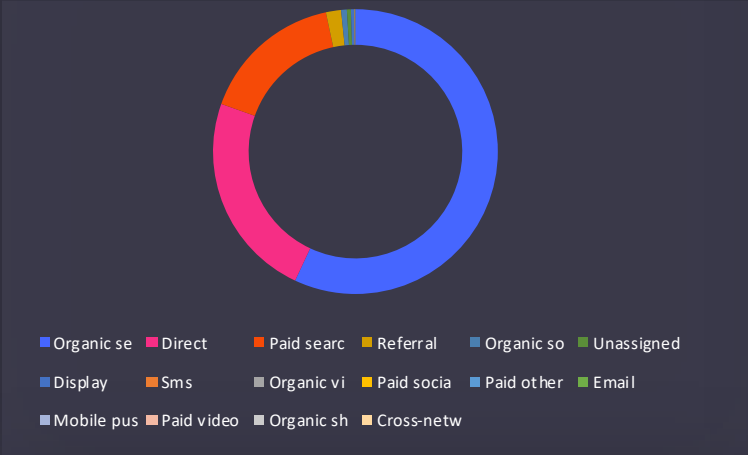■Display ■Sms ■Organic vi ■Paid socia ■Paid other ■Email
■Mobile pus ■Paid video ■Organic sh ■Cross-netw

TOP CHANNELS BY CONVERSION

30000
24000
18000
12000
6000
0

Cross-netw, Organic sh, Paid video, Mobile pus, Paid socia, Email, Paid other, Sms, Organic vi, Display, Unassigned, Organic so, Referral, Paid searc, Direct, Organic se

■ Current Period ■ Previous Period
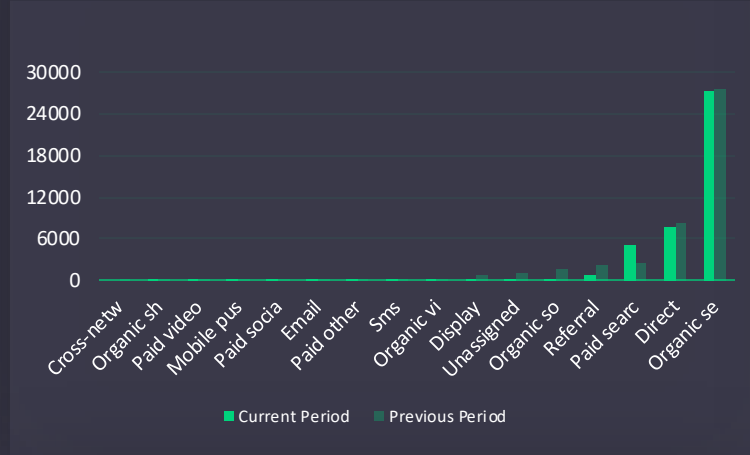
TOP CHANNELS BY SESSION CONVERSION RATE

1
0.8
0.6
0.4
0.2
0

Cross-netw, Email, Paid other, Sms, Paid socia, Display, Unassigned, Paid video, Organic so, Direct, Organic se, Paid searc, Referral, Organic vi, Mobile pus, Organic sh

■ Current Period ■ Previous Period

TOP CHANNELS BY MOBILE USERS

30000
24000
18000
12000
6000
0

Direct, Paid searc, Organic se

■Current Period ■Previous Period
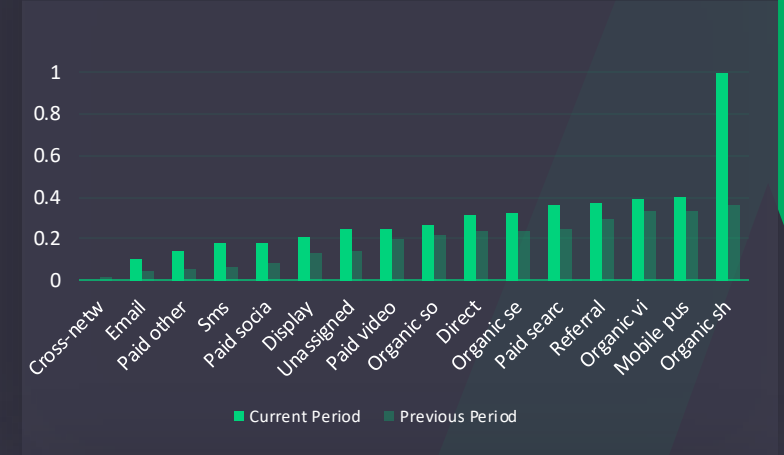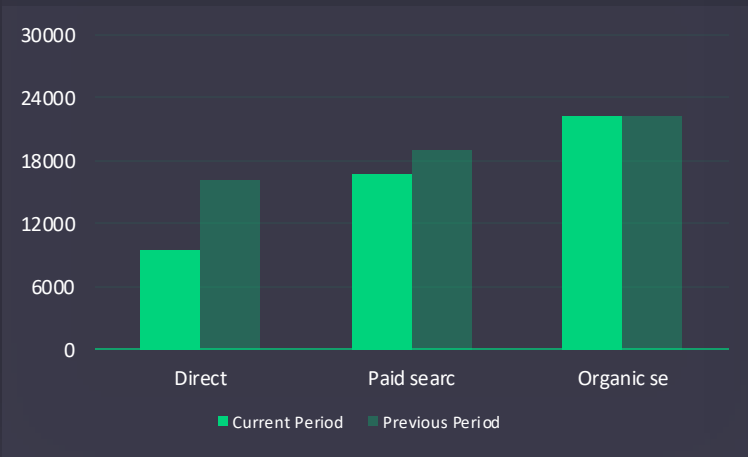
TOP CHANNELS BY MOBILE CONVERSIONS

20000
16000
12000
8000
4000
0

Direct, Paid searc, Organic se

■Current Period ■Previous Period
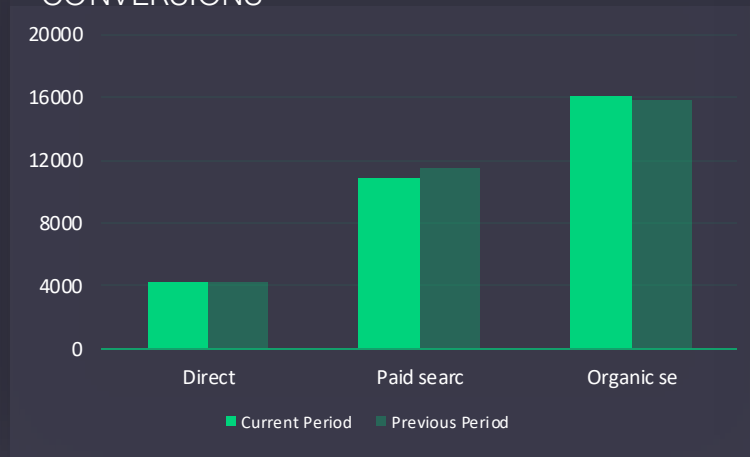
TOP CHANNELS BY MOBILE SESSION CONVERSION RATE

1
0.8
0.6
0.4
0.2
0

Referral

■Current Period ■Previous Period
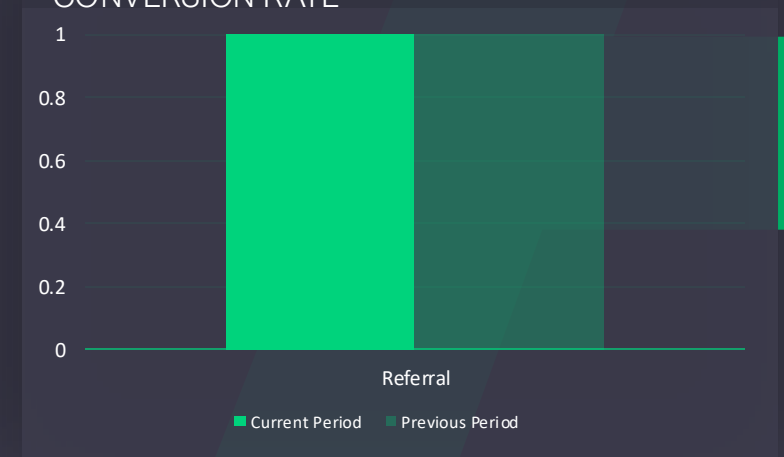
09 Acquisition Table
Best performing channels across all metrics

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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10 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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11 Top Landing Pages

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Apr 01 2025 - May 01 2025 vs Feb 01 2025 - Mar 01 2025

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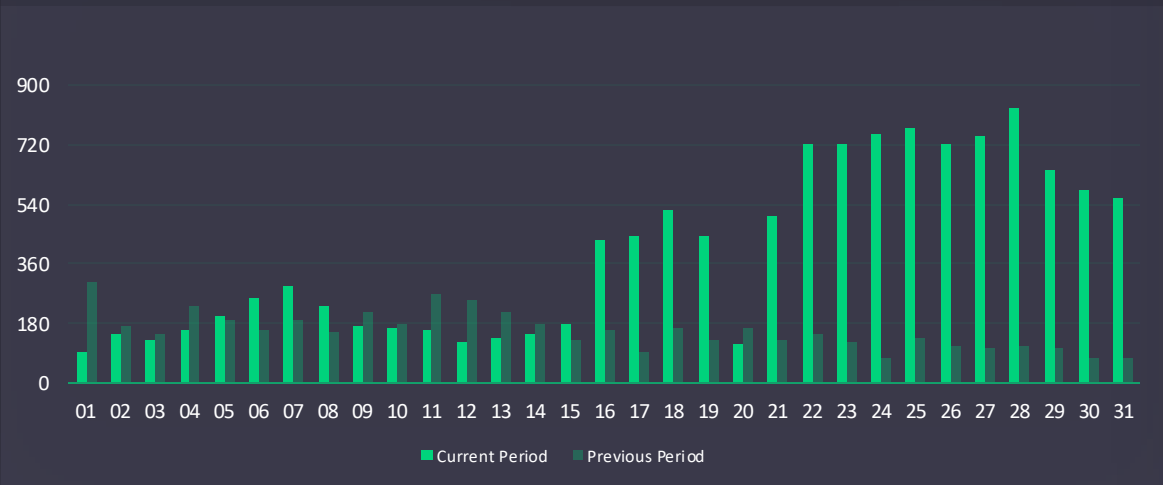
13 Paid Landing Pages
Top landing pages visited by users that are coming from Paid search

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

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14 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

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Insights

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16 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	01.04.2025
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	01.04.2025
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	01.04.2025
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	01.04.2025
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	01.04.2025

Sorted by: Users, Order: Descending

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Glossary

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18 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

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

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

21 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

22 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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23 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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