

Marketing Funnel Report

Jan 1, 2018 - May 22, 202

Current user type

Final user type

Country

Date Granularity: day

First marketing channels

First utm medium

First utm name

First utm source

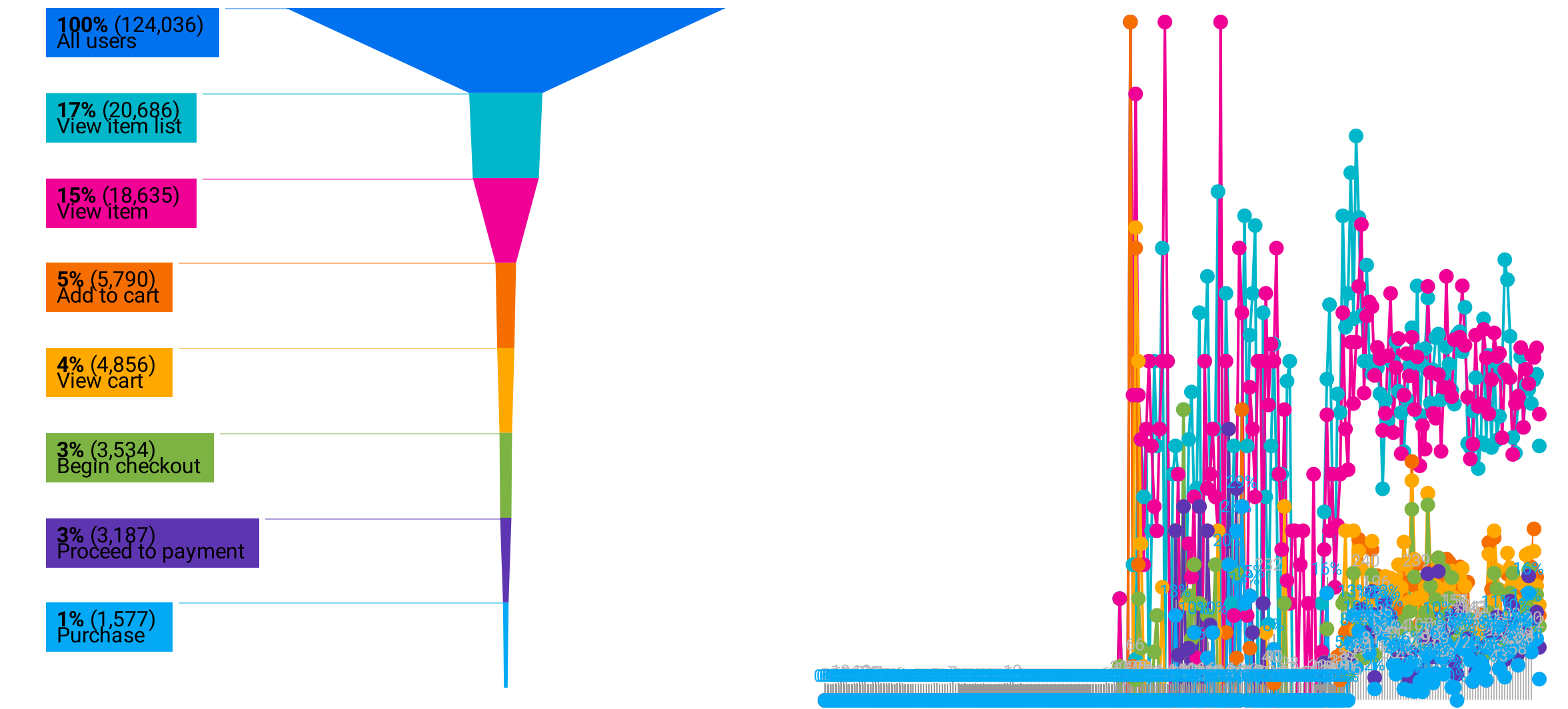
Last marketing channels

Last utm medium

Last utm name

Last utm source

# Visitors (traffic) 124,036 N/A	% Add to cart 4.67% No data	% View cart 3.91% No data	% Begin Checkout 2.85% No data	% Proceed to payment 2.57% No data	% Purchase 1.27% No data
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First marketing channels	All users	View item list	% View item list	View item	% View item	Add to cart	% Add to cart	View cart	% View cart	Begin checkout	% Begin checkout	Proceed to payment	% Proceed to payment	Purchase	% Purchase	Gross Merchandise Volume (GMV)
1.. Organic Search	69K	9K	13%	8K	12%	2K	3%	2K	2%	1K	2%	1K	2%	346	1%	100.70K €
2.. Direct	36K	8K	22%	7K	20%	3K	7%	2K	6%	2K	5%	1K	4%	510	1%	158.04K €
3.. Referral	12K	3K	21%	2K	17%	726	6%	577	5%	392	3%	326	3%	114	1%	25.71K €
4.. Affiliates	4K	95	2%	50	1%	17	+0%	12	+0%	12	+0%	9	+0%	2	+0%	545.29 €
5.. Email	945	496	52%	488	52%	178	19%	177	19%	119	13%	97	10%	26	3%	9.57K €
6.. Social	876	377	43%	504	58%	98	11%	76	9%	40	5%	37	4%	13	1%	2.90K €
7.. Retargeting	628	14	2%	23	4%	1	+0%	1	+0%	0	0%	0	0%	0	0	0
8.. Display	485	19	4%	9	2%	1	+0%	0	0%	0	0%	0	0%	0	0	0
9.. Other	416	209	50%	198	48%	192	46%	192	46%	191	46%	191	46%	566	136%	70.78K €
Grand total	124K	21K	17%	19K	15%	6K	5%	5K	4%	4K	3%	3K	3%	2K	1%	368.25K €