

Google Analytics 4 Report

Dados padrão
Clique para selecionar os da

14 de out. de 2024 - 20 de out. de 2024

Summary

Active users

18,8 mil

↓ -2.6% vs. Prev Period

New users

16,2 mil

↓ -0.7%

New User %

76%

↑ 2.4%

Pct Engaged

49%

↓ -8.4%

Pageviews per User

4,6

↓ -2.1%

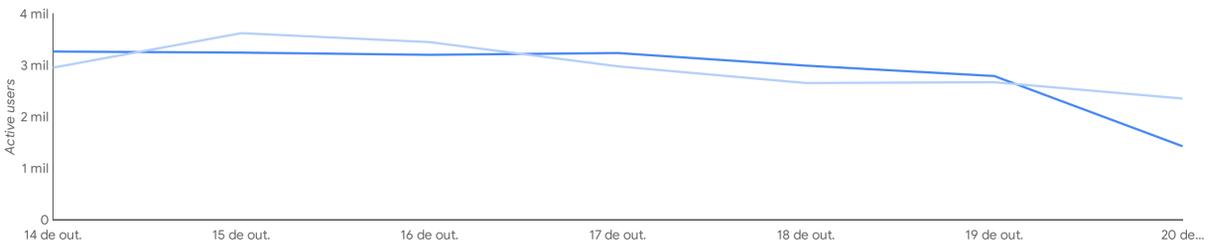
Engagement Time

00:01:03

↓ -6.7%

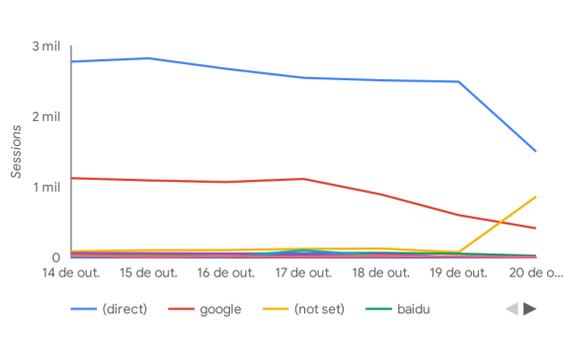
Trends

Change trended metric:



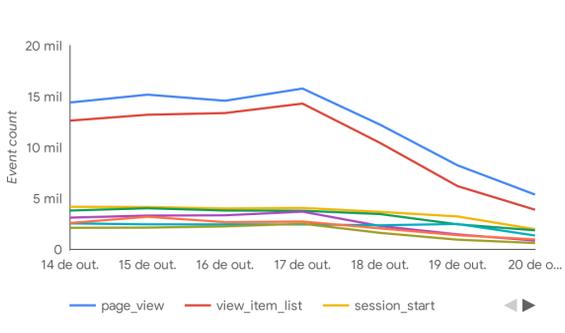
Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
(direct)	(none)	17.481	66,8%
google	organic	4.536	17,3%
google	cpc	1.766	6,7%
(not set)	(not set)	1.465	5,6%
baidu	organic	347	1,3%
art-analytics.appspot.com	referral	290	1,1%
9to5google.com	referral	151	0,6%
Newsletter_October_2024	email	125	0,5%
Newsletter_Aug_2024	email	105	0,4%



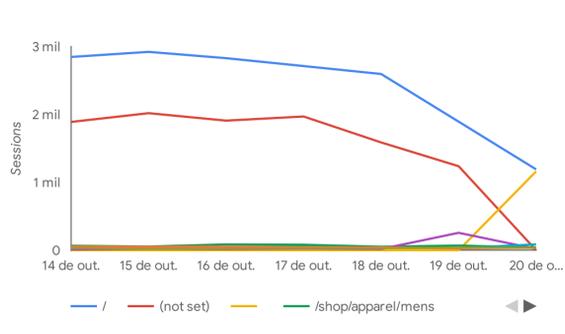
Top Events

Event name	Event count	% Events	Active users
page_view	85.930	27,2%	18.487
view_item_list	74.177	23,5%	7.020
session_start	25.373	8,0%	18.100
view_promotion	23.314	7,4%	13.531
view_item	18.169	5,8%	4.791
first_visit	16.196	5,1%	15.525
user_engagement	15.688	5,0%	9.018
select_item	12.280	3,9%	3.222
scroll	12.030	3,8%	7.786



Landing Pages

Landing page + query string	Sessions	% Sessions	Bounce rate
/	17.105	65%	50,4%
(not set)	10.339	39%	99,3%
	1.162	4%	99,4%
/shop/apparel/mens	449	2%	57,7%
/shop/clearance	374	1%	79,1%
/canada	342	1%	65,5%
/shop/apparel	310	1%	34,5%
/shop/shop-by-brand/youtube	218	1%	37,6%
/shop/new	205	1%	31,7%



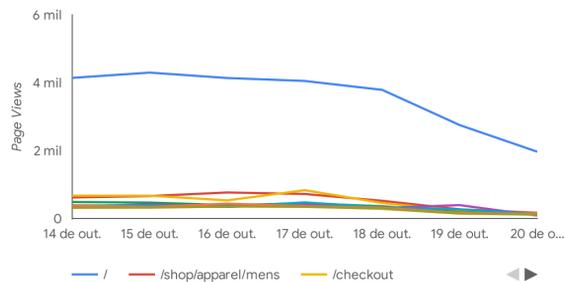
Conversions

Event name	Conversions	% Conversions	Active users
view_item	18.169	85,5%	4.791
add_to_cart	2.831	13,3%	1.047
purchase	245	1,2%	227



Top Pages

Page path	Views	% Views	Active users
/	25.142	29,3%	14.700
/shop/apparel/mens	3.734	4,3%	1.722
/checkout	3.554	4,1%	836
/shop/new	2.471	2,9%	1.359
/shop/clearance	2.336	2,7%	1.492
/search	2.322	2,7%	922
/shop/lifestyle/bags	2.151	2,5%	1.236
/shop/apparel	1.880	2,2%	1.102
/shop/lifestyle/drinkware	1.859	2,2%	1.061



eCommerce

Total eComm Purchases

245

↓ -15.5%

Conversion Rate

1,21%

↓ -9.3%

Purchase revenue

\$50,7 mil

↓ -2.7%

Average Order Value

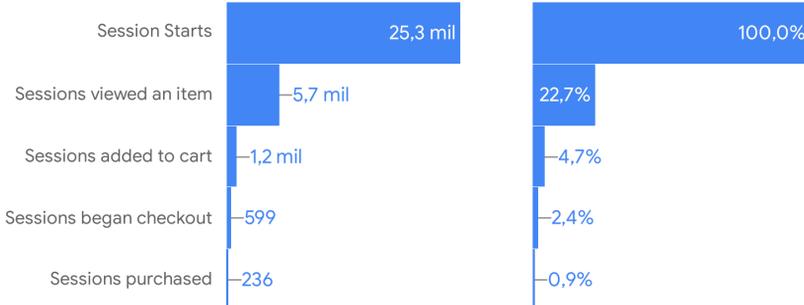
\$207

↑ 15.2%

Revenue per User

\$2,69

↓ 0.0%



eCommerce Trends

Change trended metric:

