

Campaigns

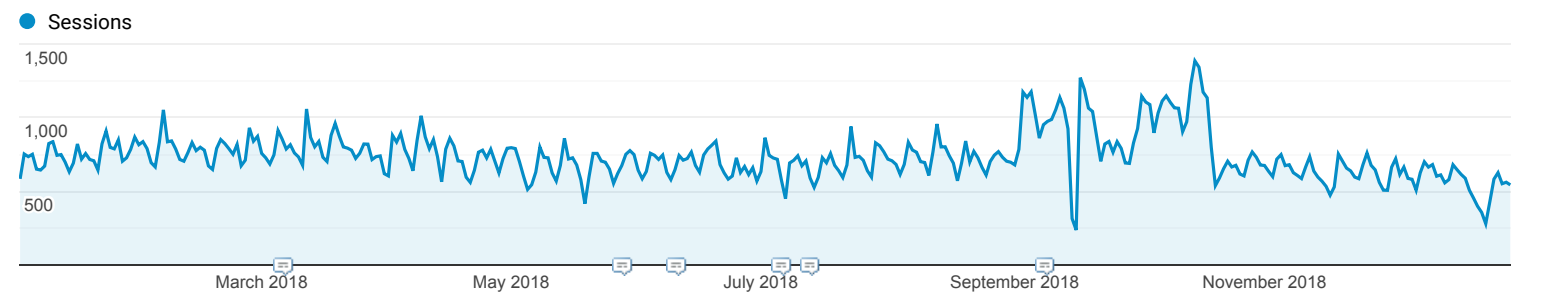
ALL » SOURCE: google

1 Jan 2018 - 31 Dec 2018

All Users
43.74% Sessions

Explorer

Summary



Source	Campaign	Acquisition			Behaviour			Conversions E-commerce		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
		269,843 % of Total: 43.74% (616,895)	71.31% Avg for View: 65.79% (8.38%)	192,419 % of Total: 47.41% (405,866)	38.08% Avg for View: 38.80% (-1.86%)	6.92 Avg for View: 7.62 (-9.26%)	00:06:27 Avg for View: 00:07:27 (-13.51%)	6.52% Avg for View: 9.08% (-28.25%)	17,581 % of Total: 31.39% (56,017)	£762,126.05 % of Total: 31.88% (£2,390,500.36)
1. google	1 Oakhouse-Brand (WEBGAA)	68,062 (25.22%)	46.19%	31,441 (16.34%)	19.72%	13.04	00:11:59	20.86%	14,195 (80.74%)	£622,617.40 (81.69%)
2. google	3B Oakhouse-Generic-Diet Type (WEBGAD)	29,645 (10.99%)	77.50%	22,975 (11.94%)	60.14%	3.36	00:03:00	1.08%	321 (1.83%)	£13,488.28 (1.77%)
3. google	3D Meals On Wheels (WEBGAF)	28,218 (10.46%)	83.41%	23,537 (12.23%)	45.70%	3.85	00:04:12	0.44%	124 (0.71%)	£4,878.22 (0.64%)
4. google	3A Oakhouse-Generic-Main (WEBGAC)	26,136 (9.69%)	87.82%	22,953 (11.93%)	46.19%	4.37	00:03:58	0.59%	155 (0.88%)	£6,110.05 (0.80%)
5. google	2 Oakhouse-Competitors (WEBGAB)	21,690 (8.04%)	80.83%	17,532 (9.11%)	22.84%	7.35	00:06:04	1.23%	267 (1.52%)	£11,360.06 (1.49%)
6. google	3E Ready Meals (WEBGAO)	20,830 (7.72%)	84.11%	17,521 (9.11%)	38.30%	5.10	00:04:32	0.75%	157 (0.89%)	£6,150.03 (0.81%)
7. google	OLD3B Oakhouse-Non Brand (WEBGAM)	19,589 (7.26%)	85.23%	16,696 (8.68%)	43.44%	4.88	00:04:14	1.27%	249 (1.42%)	£10,654.86 (1.40%)
8. google	3C Oakhouse-Generic-Meal Type (WEBGAE)	16,697 (6.19%)	45.82%	7,651 (3.98%)	39.51%	6.72	00:08:35	9.50%	1,587 (9.03%)	£64,617.94 (8.48%)
9. google	OLD3A Oakhouse-Non Brand Ready Meals (WEBGAL)	14,529 (5.38%)	86.19%	12,523 (6.51%)	44.63%	4.75	00:04:03	1.00%	145 (0.82%)	£5,663.86 (0.74%)
10. google	3G Meals For Elderly (WEBGAH)	6,590 (2.44%)	80.47%	5,303 (2.76%)	37.72%	5.39	00:05:17	1.20%	79 (0.45%)	£3,139.86 (0.41%)

Rows 1 - 10 of 17

