

Campaigns

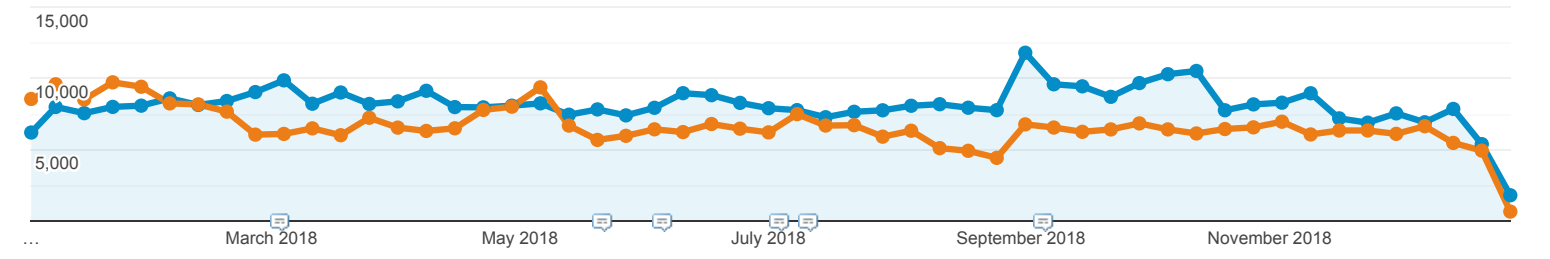
All Users
+2.53% Sessions

1 Jan 2018 - 31 Dec 2018
Compare to: 1 Jan 2017 - 31 Dec 2017

Explorer

Summary

01-Jan-2018 - 31-Dec-2018: ● Sessions
01-Jan-2017 - 31-Dec-2017: ● Sessions



Medium	Acquisition			Behaviour			Conversions E-commerce			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue	
	22.25% ▲ 431,185 vs 352,694	1.28% ▼ 65.45% vs 66.31%	20.68% ▲ 282,224 vs 233,854	3.14% ▲ 39.91% vs 38.69%	0.22% ▼ 7.05 vs 7.07	2.63% ▼ 00:06:46 vs 00:06:57	3.71% ▲ 7.22% vs 6.96%	26.79% ▲ 31,130 vs 24,553	28.50% ▲ £1,333,505.52 vs £1,037,723.62	
1. cpc										
01-Jan-2018 - 31-Dec-20...	322,710 (74.84%)	70.68%	228,106 (80.82%)	37.92%	7.16	00:06:44	7.29%	23,535 (75.60%)	£1,014,430.24 (76.07%)	
01-Jan-2017 - 31-Dec-20...	246,242 (69.82%)	70.53%	173,675 (74.27%)	35.23%	7.37	00:06:57	7.82%	19,246 (78.39%)	£812,935.74 (78.34%)	
% Change	31.05%	0.22%	31.34%	7.64%	-2.85%	-3.17%	-6.69%	22.29%	24.79%	
2. email										
01-Jan-2018 - 31-Dec-20...	54,770 (12.70%)	28.83%	15,790 (5.59%)	37.45%	8.84	00:09:29	12.38%	6,779 (21.78%)	£286,214.82 (21.46%)	
01-Jan-2017 - 31-Dec-20...	25,926 (7.35%)	29.67%	7,693 (3.29%)	34.85%	8.78	00:09:20	13.21%	3,425 (13.95%)	£144,198.96 (13.90%)	
% Change	111.26%	-2.84%	105.25%	7.46%	0.66%	1.72%	-6.31%	97.93%	98.49%	
3. social-ppc										
01-Jan-2018 - 31-Dec-20...	44,132 (10.24%)	81.58%	36,002 (12.76%)	54.43%	3.75	00:03:05	0.65%	288 (0.93%)	£11,428.28 (0.86%)	
01-Jan-2017 - 31-Dec-20...	53,872 (15.27%)	65.01%	35,022 (14.98%)	46.70%	5.35	00:05:54	2.76%	1,487 (6.06%)	£64,437.21 (6.21%)	
% Change	-18.08%	25.49%	2.80%	16.55%	-29.91%	-47.77%	-76.36%	-80.63%	-82.26%	
4. retargeting										
01-Jan-2018 - 31-Dec-20...	6,566 (1.52%)	19.89%	1,306 (0.46%)	65.23%	7.54	00:09:28	1.66%	109 (0.35%)	£4,864.89 (0.36%)	
01-Jan-2017 - 31-Dec-20...	4,582 (1.30%)	15.36%	704 (0.30%)	59.95%	16.82	00:19:50	2.05%	94 (0.38%)	£3,750.14 (0.36%)	
% Change	43.30%	29.46%	85.51%	8.80%	-55.19%	-52.25%	-19.08%	15.96%	29.73%	
5. social										
01-Jan-2018 - 31-Dec-20...	1,610 (0.37%)	29.13%	469 (0.17%)	32.92%	10.53	00:09:01	15.90%	256 (0.82%)	£9,625.01 (0.72%)	
01-Jan-2017 - 31-Dec-20...	12,757 (3.62%)	78.22%	9,979 (4.27%)	66.38%	2.62	00:02:40	0.97%	124 (0.51%)	£5,036.10 (0.49%)	
% Change	-87.68%	-63.76%	-95.68%	-59.41%	301.11%	339.71%	-1.525.34%	-106.45%	-91.18%	

% Change	-87.38%	-62.76%	-95.30%	-50.41%	301.11%	238.71%	1,535.84%	106.45%	91.12%
6. social-content									
01-Jan-2018 - 31-Dec-20...	660 (0.15%)	60.00%	396 (0.14%)	16.97%	11.37	00:09:15	3.48%	23 (0.07%)	£1,153.82 (0.09%)
01-Jan-2017 - 31-Dec-20...	1,410 (0.40%)	63.12%	890 (0.38%)	13.40%	10.36	00:09:00	2.77%	39 (0.16%)	£1,618.15 (0.16%)
% Change	-53.19%	-4.94%	-55.51%	26.60%	9.76%	2.66%	25.99%	-41.03%	-28.70%
7. company_profile									
01-Jan-2018 - 31-Dec-20...	310 (0.07%)	17.74%	55 (0.02%)	25.16%	12.32	00:14:15	17.10%	53 (0.17%)	£2,155.48 (0.16%)
01-Jan-2017 - 31-Dec-20...	122 (0.03%)	18.03%	22 (0.01%)	19.67%	15.00	01:09:22	11.48%	14 (0.06%)	£712.47 (0.07%)
% Change	154.10%	-1.61%	150.00%	27.90%	-17.85%	-79.46%	48.99%	278.57%	202.54%
8. print									
01-Jan-2018 - 31-Dec-20...	170 (0.04%)	20.59%	35 (0.01%)	21.76%	14.52	00:12:46	38.82%	66 (0.21%)	£2,998.75 (0.22%)
01-Jan-2017 - 31-Dec-20...	787 (0.22%)	50.83%	400 (0.17%)	19.31%	11.35	00:12:15	10.67%	84 (0.34%)	£3,450.23 (0.33%)
% Change	-78.40%	-59.49%	-91.25%	12.69%	27.93%	4.19%	263.74%	-21.43%	-13.09%
9. display									
01-Jan-2018 - 31-Dec-20...	110 (0.03%)	10.91%	12 (0.00%)	48.18%	3.89	00:08:43	3.64%	4 (0.01%)	£193.85 (0.01%)
01-Jan-2017 - 31-Dec-20...	36 (0.01%)	30.56%	11 (0.00%)	11.11%	16.58	00:34:36	41.67%	15 (0.06%)	£645.23 (0.06%)
% Change	205.56%	-64.30%	9.09%	333.64%	-76.54%	-74.80%	-91.27%	-73.33%	-69.96%
10. Print									
01-Jan-2018 - 31-Dec-20...	86 (0.02%)	0.00%	0 (0.00%)	34.88%	6.66	00:09:46	15.12%	13 (0.04%)	£273.80 (0.02%)
01-Jan-2017 - 31-Dec-20...	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	£0.00 (0.00%)
% Change	∞%	0.00%	0.00%	∞%	∞%	∞%	∞%	∞%	∞%

Rows 1 - 10 of 26