

All Traffic

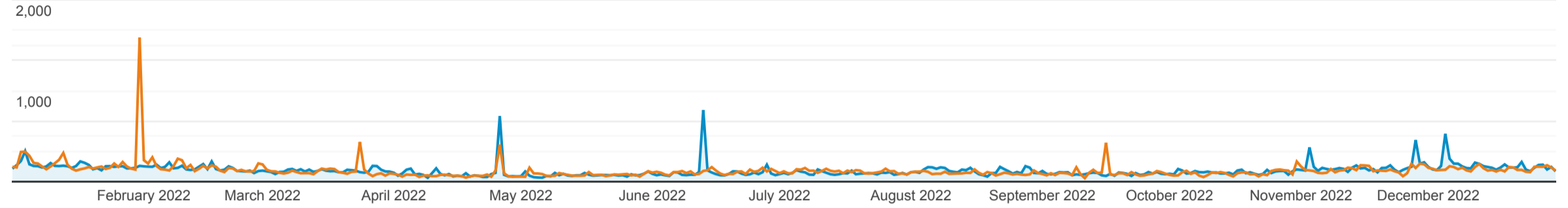
All Users +0.00% Users

Jan 1, 2022 - Dec 31, 2022  
Compare to: Jan 1, 2021 - Dec 31, 2021

Explorer

Summary

Jan 1, 2022 - Dec 31, 2022: Users  
Jan 1, 2021 - Dec 31, 2021: Users



Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	0.10% ↓ 36,820 vs 36,857	0.12% ↓ 36,803 vs 36,847	3.21% ↓ 49,692 vs 51,342	35.26% ↓ 34.89% vs 53.90%	32.46% ↑ 4.10 vs 3.10	13.23% ↑ 00:02:16 vs 00:02:00	104.62% ↑ 1.02% vs 0.50%	98.04% ↑ 505 vs 255	82.16% ↑ \$185,922.87 vs \$102,066.53
1. google / organic									
Jan 1, 2022 - Dec 31, 2022	13,472 (35.18%)	12,838 (34.88%)	17,376 (34.97%)	31.81%	4.56	00:02:38	1.01%	176 (34.85%)	\$80,428.54 (43.26%)
Jan 1, 2021 - Dec 31, 2021	14,252 (36.12%)	13,094 (35.54%)	19,024 (37.05%)	51.62%	3.21	00:02:17	0.46%	87 (34.12%)	\$36,090.50 (35.36%)
% Change	-5.47%	-1.96%	-8.66%	-38.37%	42.10%	15.75%	121.49%	102.30%	122.85%
2. (direct) / (none)									
Jan 1, 2022 - Dec 31, 2022	12,606 (32.92%)	12,737 (34.61%)	16,087 (32.37%)	44.04%	3.25	00:01:42	0.91%	147 (29.11%)	\$45,111.67 (24.26%)
Jan 1, 2021 - Dec 31, 2021	10,961 (27.78%)	10,947 (29.71%)	13,705 (26.69%)	56.42%	2.96	00:01:55	0.53%	72 (28.24%)	\$28,894.61 (28.31%)
% Change	15.01%	16.35%	17.38%	-21.94%	9.96%	-11.51%	73.94%	104.17%	56.12%
3. google / cpc									
Jan 1, 2022 - Dec 31, 2022	5,254 (13.72%)	4,952 (13.46%)	7,090 (14.27%)	29.94%	4.35	00:02:11	0.92%	65 (12.87%)	\$28,973.99 (15.58%)
Jan 1, 2021 - Dec 31, 2021	4,785 (12.13%)	4,571 (12.41%)	5,854 (11.40%)	42.30%	3.58	00:01:53	0.82%	48 (18.82%)	\$22,553.51 (22.10%)
% Change	9.80%	8.34%	21.11%	-29.20%	21.37%	16.57%	11.81%	35.42%	28.47%
4. google / local									
Jan 1, 2022 - Dec 31, 2022	1,470 (3.84%)	1,278 (3.47%)	2,251 (4.53%)	17.81%	5.88	00:03:31	1.29%	29 (5.74%)	\$13,670.90 (7.35%)
Jan 1, 2021 - Dec 31, 2021	612 (1.55%)	528 (1.43%)	868 (1.69%)	29.38%	4.44	00:03:42	1.50%	13 (5.10%)	\$5,100.71 (5.00%)
% Change	140.20%	142.05%	159.33%	-39.36%	32.31%	-4.96%	-13.98%	123.08%	168.02%
5. toptraffic.shop / referral									
Jan 1, 2022 - Dec 31, 2022	602 (1.57%)	406 (1.10%)	728 (1.47%)	19.37%	1.82	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2021 - Dec 31, 2021	0 (0.00%)	0 (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%	0.00%
6. gobreck.com / referral									
Jan 1, 2022 - Dec 31, 2022	536 (1.40%)	522 (1.42%)	607 (1.22%)	24.88%	5.50	00:02:31	0.16%	1 (0.20%)	\$178.00 (0.10%)
Jan 1, 2021 - Dec 31, 2021	630 (1.60%)	588 (1.60%)	713 (1.39%)	25.67%	4.35	00:02:34	0.28%	2 (0.78%)	\$675.33 (0.66%)
% Change	-14.92%	-11.22%	-14.87%	-3.08%	26.20%	-1.92%	-41.27%	-50.00%	-73.64%
7. m.facebook.com / referral									
Jan 1, 2022 - Dec 31, 2022	512 (1.34%)	507 (1.38%)	536 (1.08%)	51.68%	3.08	00:00:53	1.49%	8 (1.58%)	\$0.00 (0.00%)
Jan 1, 2021 - Dec 31, 2021	1,297 (3.29%)	1,269 (3.44%)	1,376 (2.68%)	66.86%	2.27	00:00:45	0.29%	4 (1.57%)	\$194.34 (0.19%)
% Change	-60.52%	-60.05%	-61.05%	-22.71%	35.46%	16.96%	413.43%	100.00%	-100.00%

8. <a href="#">bing / organic</a>									
Jan 1, 2022 - Dec 31, 2022	<b>396</b> (1.03%)	<b>387</b> (1.05%)	<b>491</b> (0.99%)	22.61%	5.14	00:03:22	1.83%	<b>9</b> (1.78%)	<b>\$5,130.57</b> (2.76%)
Jan 1, 2021 - Dec 31, 2021	<b>424</b> (1.07%)	<b>401</b> (1.09%)	<b>520</b> (1.01%)	41.54%	3.60	00:02:32	1.92%	<b>10</b> (3.92%)	<b>\$2,766.10</b> (2.71%)
<b>% Change</b>	<b>-6.60%</b>	<b>-3.49%</b>	<b>-5.58%</b>	<b>-45.58%</b>	<b>43.00%</b>	<b>33.57%</b>	<b>-4.68%</b>	<b>-10.00%</b>	<b>85.48%</b>
9. <a href="#">linktr.ee / referral</a>									
Jan 1, 2022 - Dec 31, 2022	<b>358</b> (0.93%)	<b>350</b> (0.95%)	<b>401</b> (0.81%)	11.47%	6.40	00:02:24	2.00%	<b>8</b> (1.58%)	<b>\$830.32</b> (0.45%)
Jan 1, 2021 - Dec 31, 2021	<b>94</b> (0.24%)	<b>92</b> (0.25%)	<b>97</b> (0.19%)	13.40%	6.52	00:02:08	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
<b>% Change</b>	<b>280.85%</b>	<b>280.43%</b>	<b>313.40%</b>	<b>-14.41%</b>	<b>-1.75%</b>	<b>11.89%</b>	<b>∞%</b>	<b>∞%</b>	<b>∞%</b>
10. <a href="#">Potential Purchasers / email</a>									
Jan 1, 2022 - Dec 31, 2022	<b>351</b> (0.92%)	<b>334</b> (0.91%)	<b>418</b> (0.84%)	76.32%	1.83	00:01:02	4.31%	<b>18</b> (3.56%)	<b>\$0.00</b> (0.00%)
Jan 1, 2021 - Dec 31, 2021	<b>0</b> (0.00%)	<b>0</b> (0.00%)	<b>0</b> (0.00%)	0.00%	0.00	00:00:00	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
<b>% Change</b>	<b>∞%</b>	<b>∞%</b>	<b>∞%</b>	<b>∞%</b>	<b>∞%</b>	<b>∞%</b>	<b>∞%</b>	<b>∞%</b>	<b>0.00%</b>

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