

Google Analytics

- Overview
- New v Returning
- Location
- Audience
- Technology
- Channel
- Adwords
- Goals

 () Google Analytics (2023111)Yellowfin

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YellowfinGoogle Analytics

Google Analytics Google APIGoogle

Overview

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Google - Analytics
Session Overview
h:mm:ss
Average Session Duration
Pages / Session
Bounce Rate



5,438
Sessions

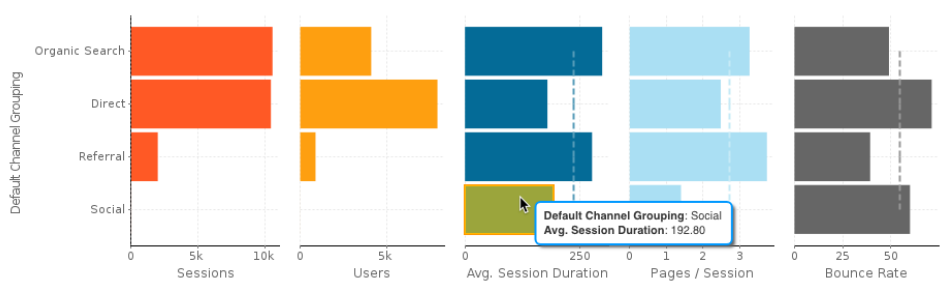
2,237
Users

00:06:14
Ave Session Duration

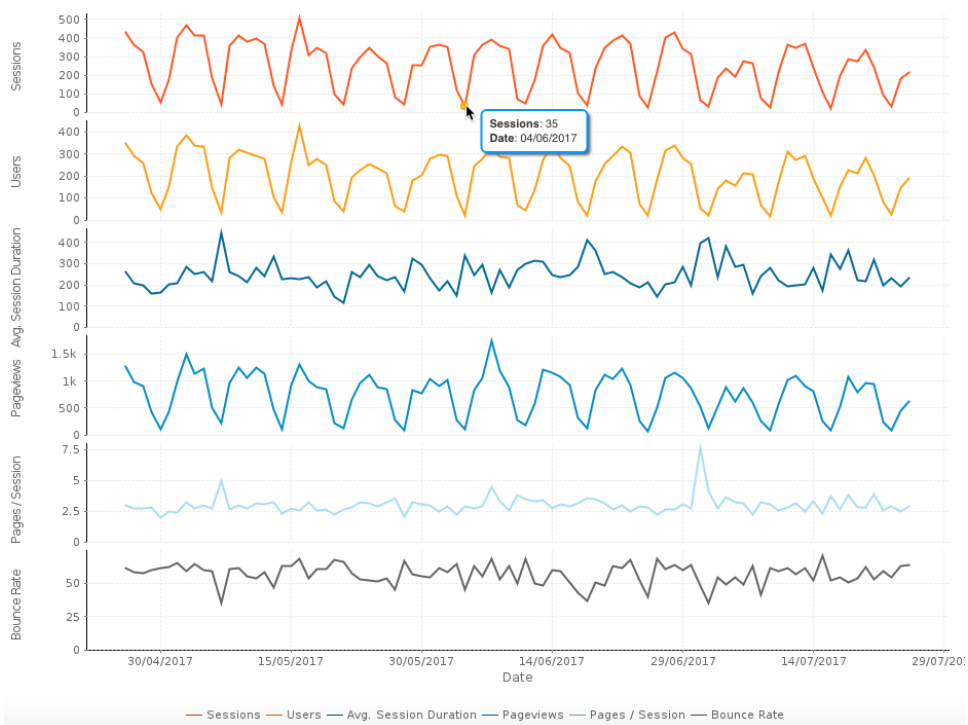
4.39
Pages / Session

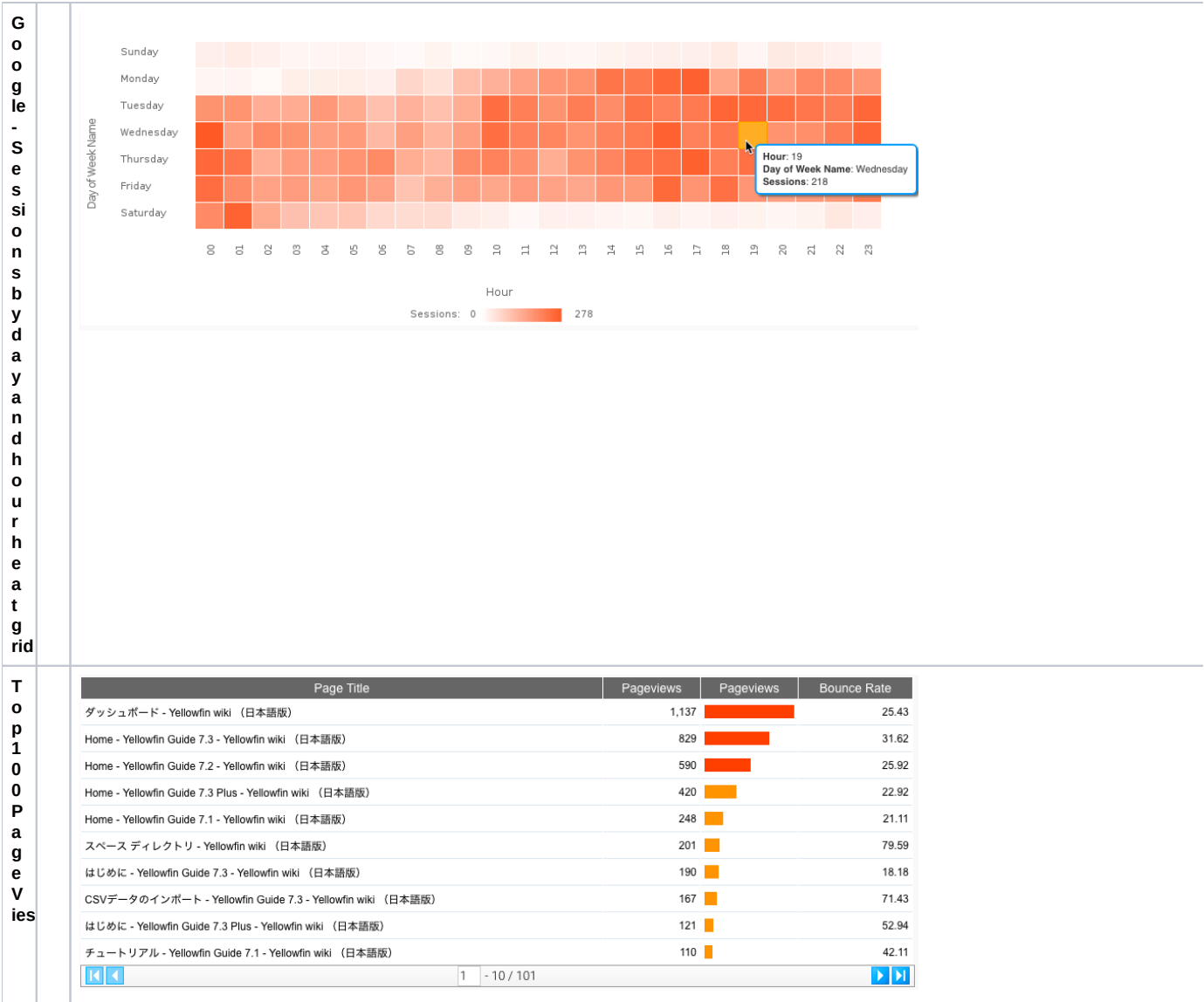
45.66
Bounce Rate

Google - Acquisition and engagement by Channel



Google - Acquisition and engagement by Time





New v Returning

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Google - Newversus Returning Percent

User Count

New Visitor: 75%

Returning Visitor: 25%

Session Count

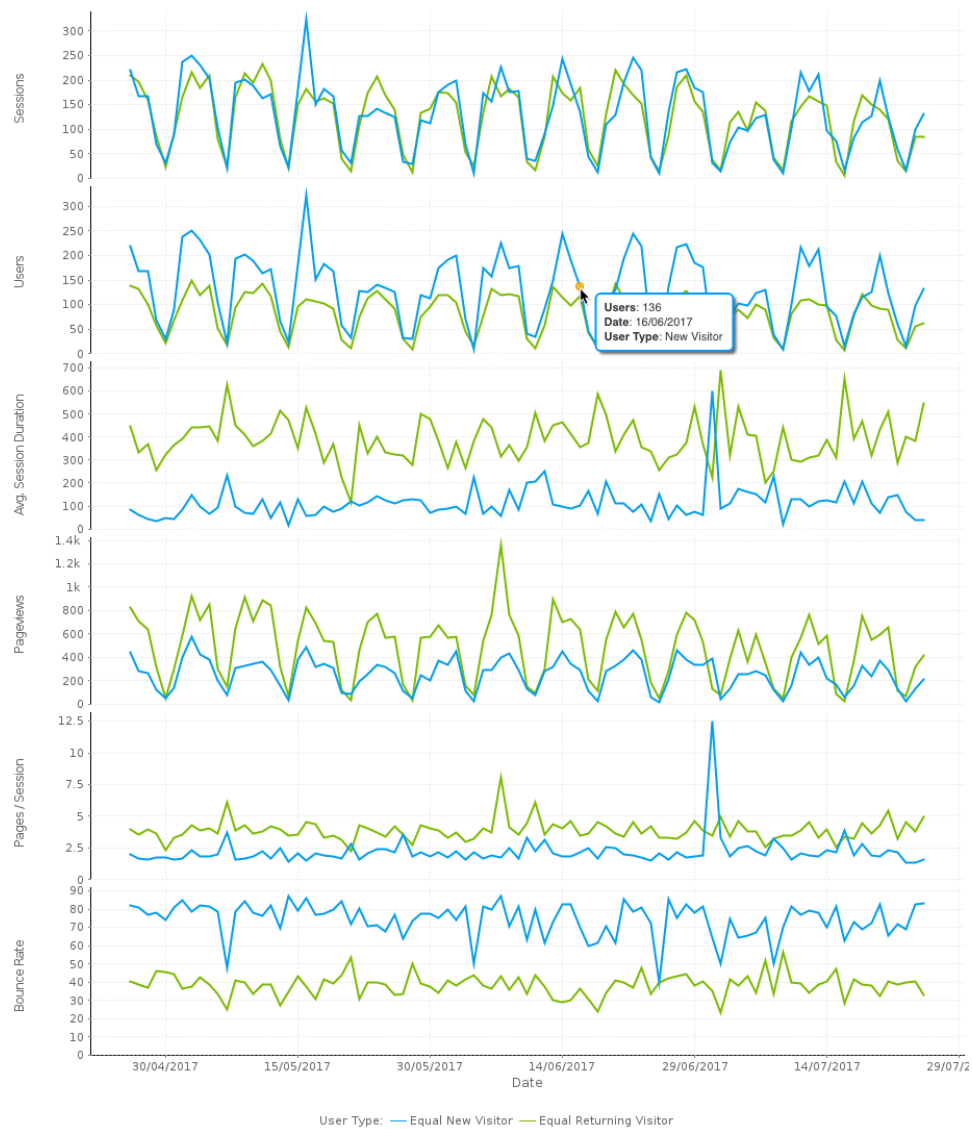
New Visitor: 37%

Returning Visitor: 63%

User Type	Sessions	Users	Avg. Session Duration	Pageviews	Pages / Session	Bounce Rate
Returning Visitor	3,414	676	00:08:19	18,071	5.29	35.18 %
New Visitor	2,026	2,026	00:02:43	5,809	2.87	63.33 %

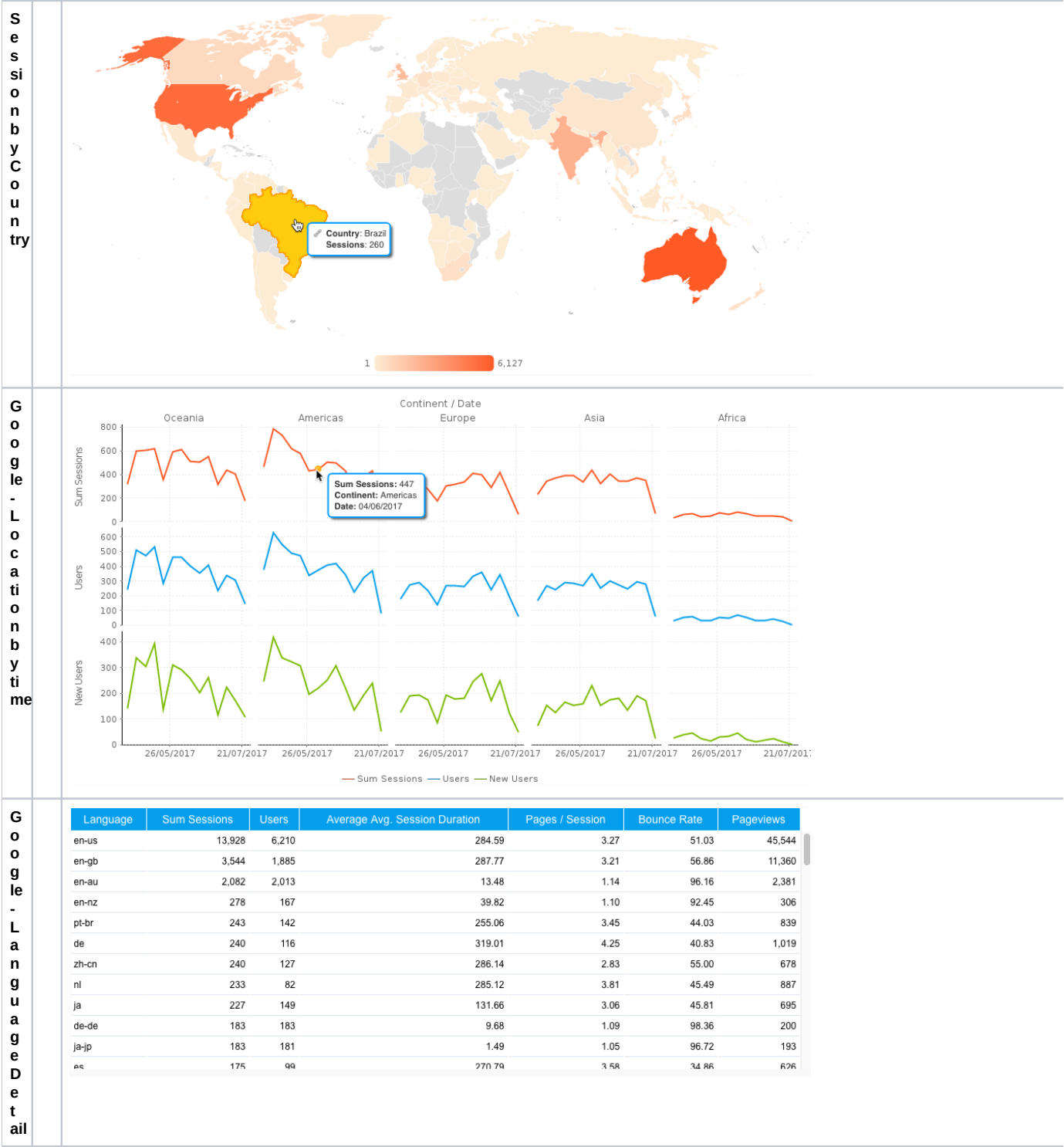
Google - NewverReturning Detail

Google - New returning over time



Location

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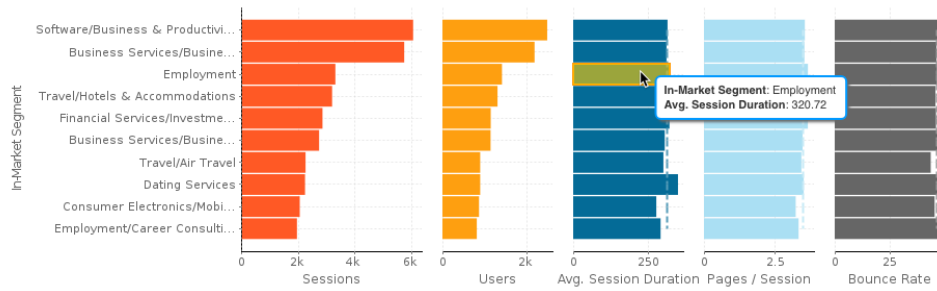


Audience

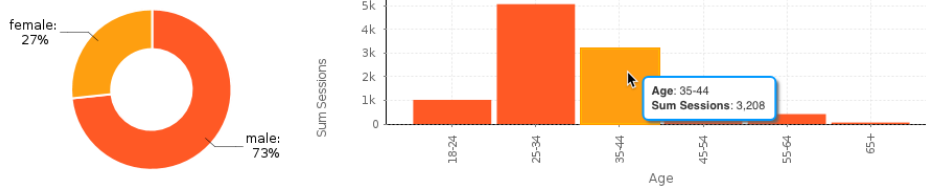
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Google - Top 10 in-market segments

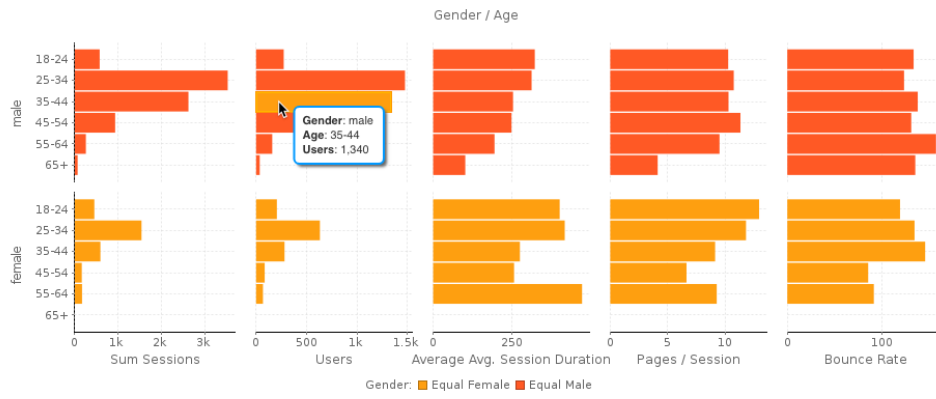
10



Google - Sessions by gender and age

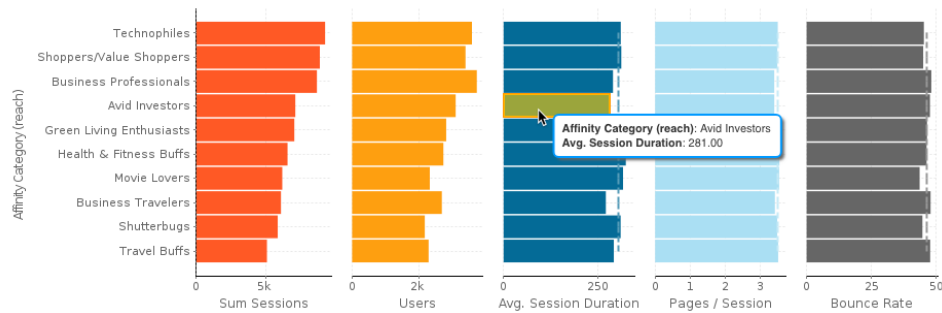


Google - acquisition and engagement by gender and age



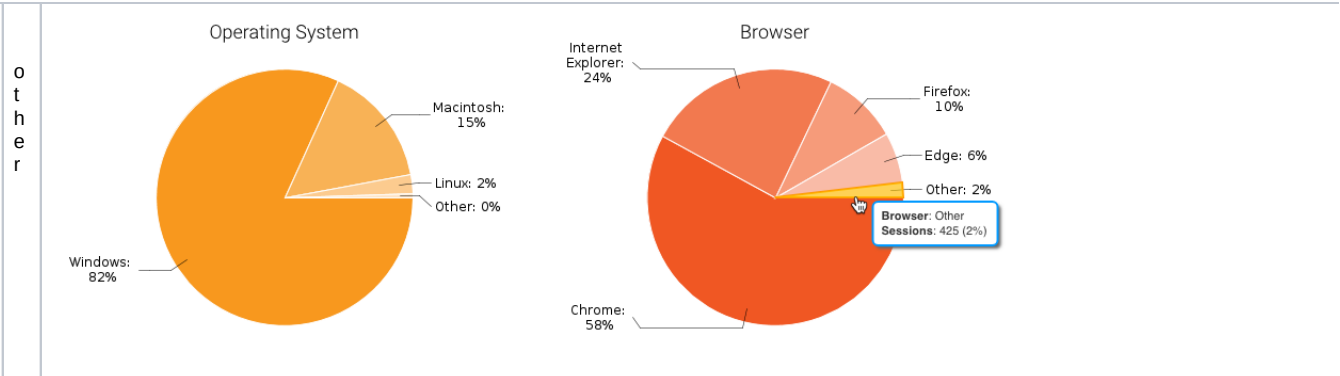
Google - Top 10 Affinity Category

10

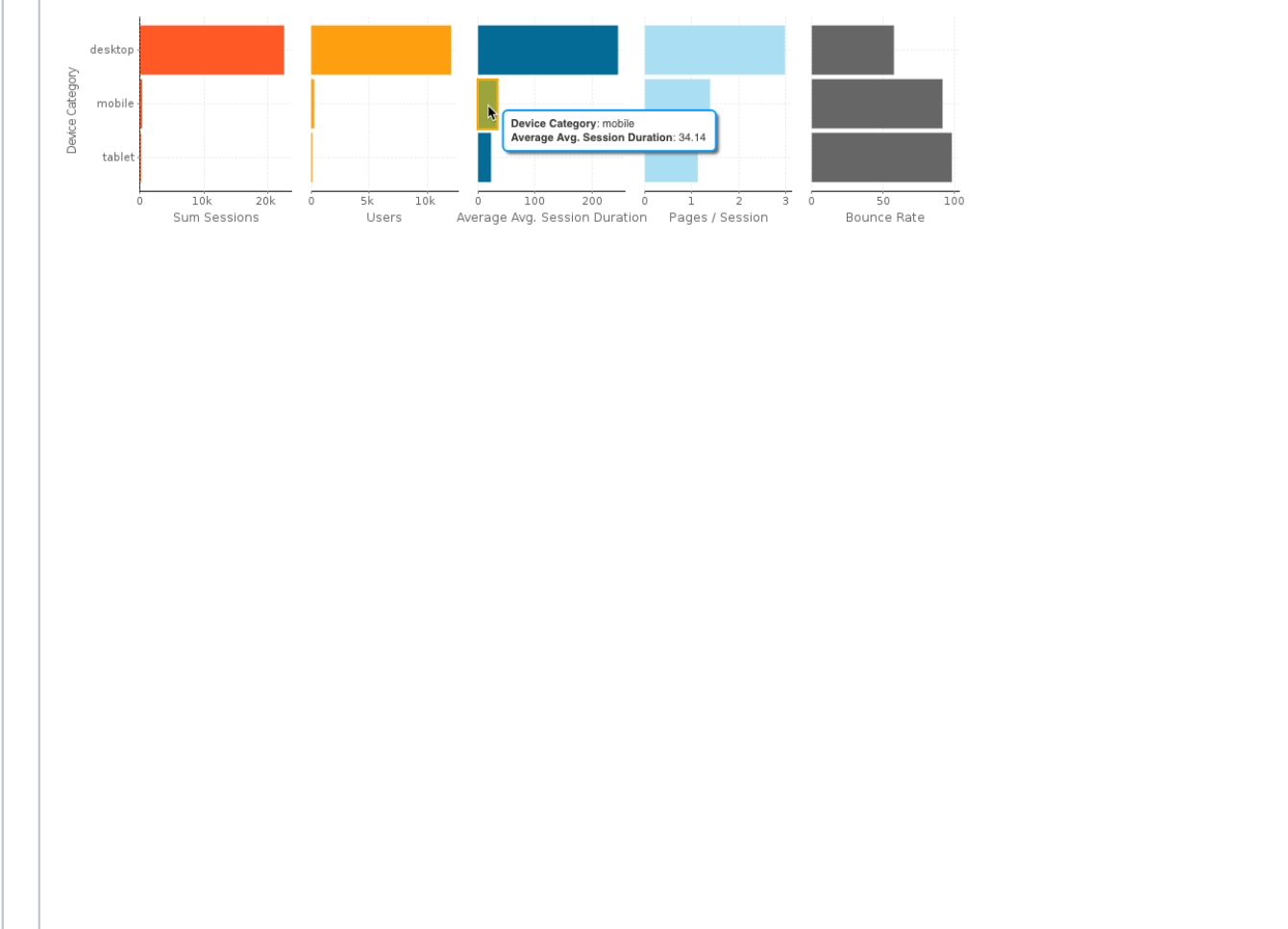


Technology

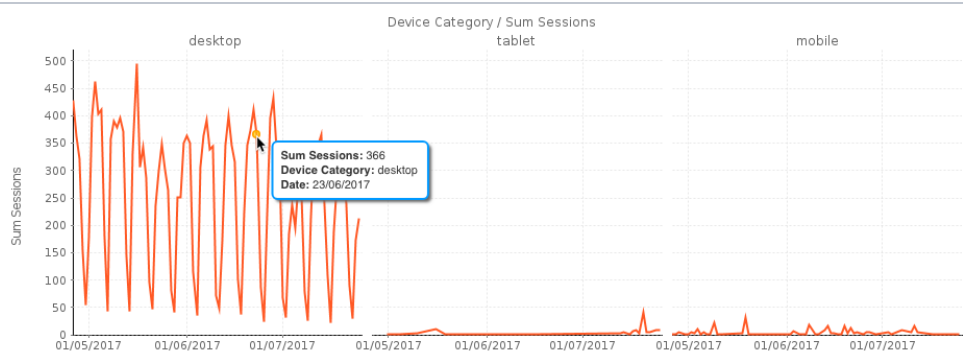
Platform Breakdowns



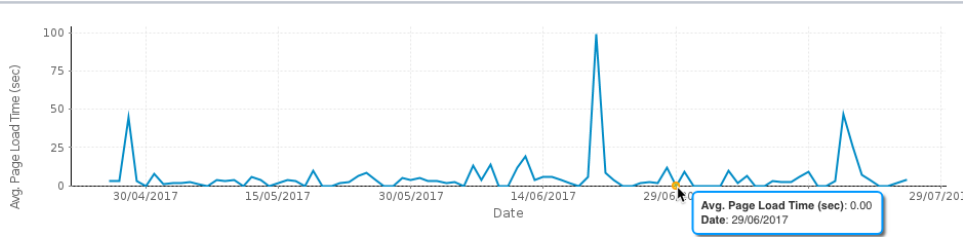
Google - Device Category Acquisition and Engagement



Google - Device Category by time



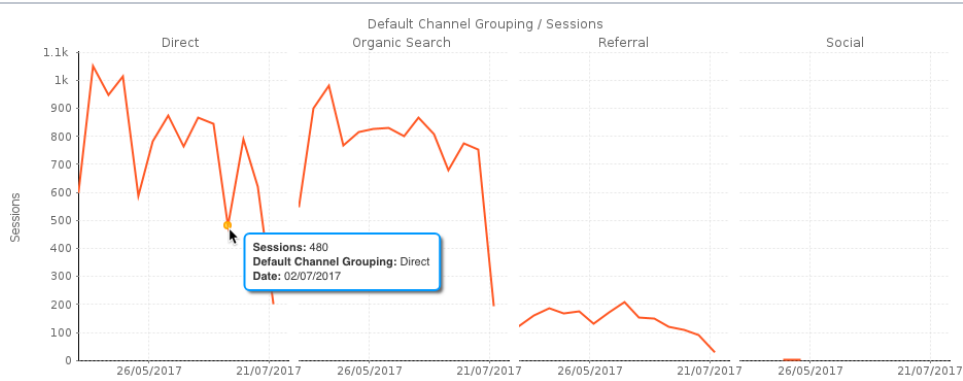
Google - Average Page Load Time



Channel

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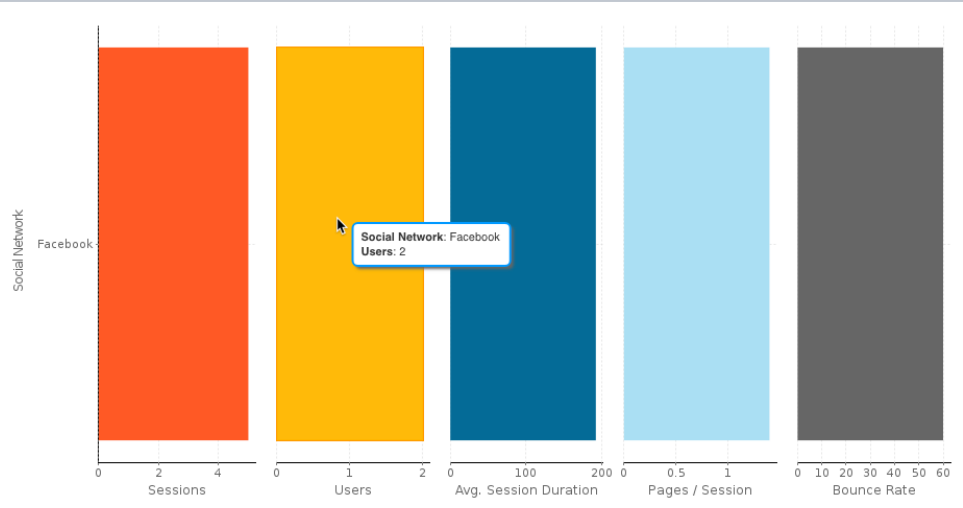
Google - Acquisition by Channel by Time

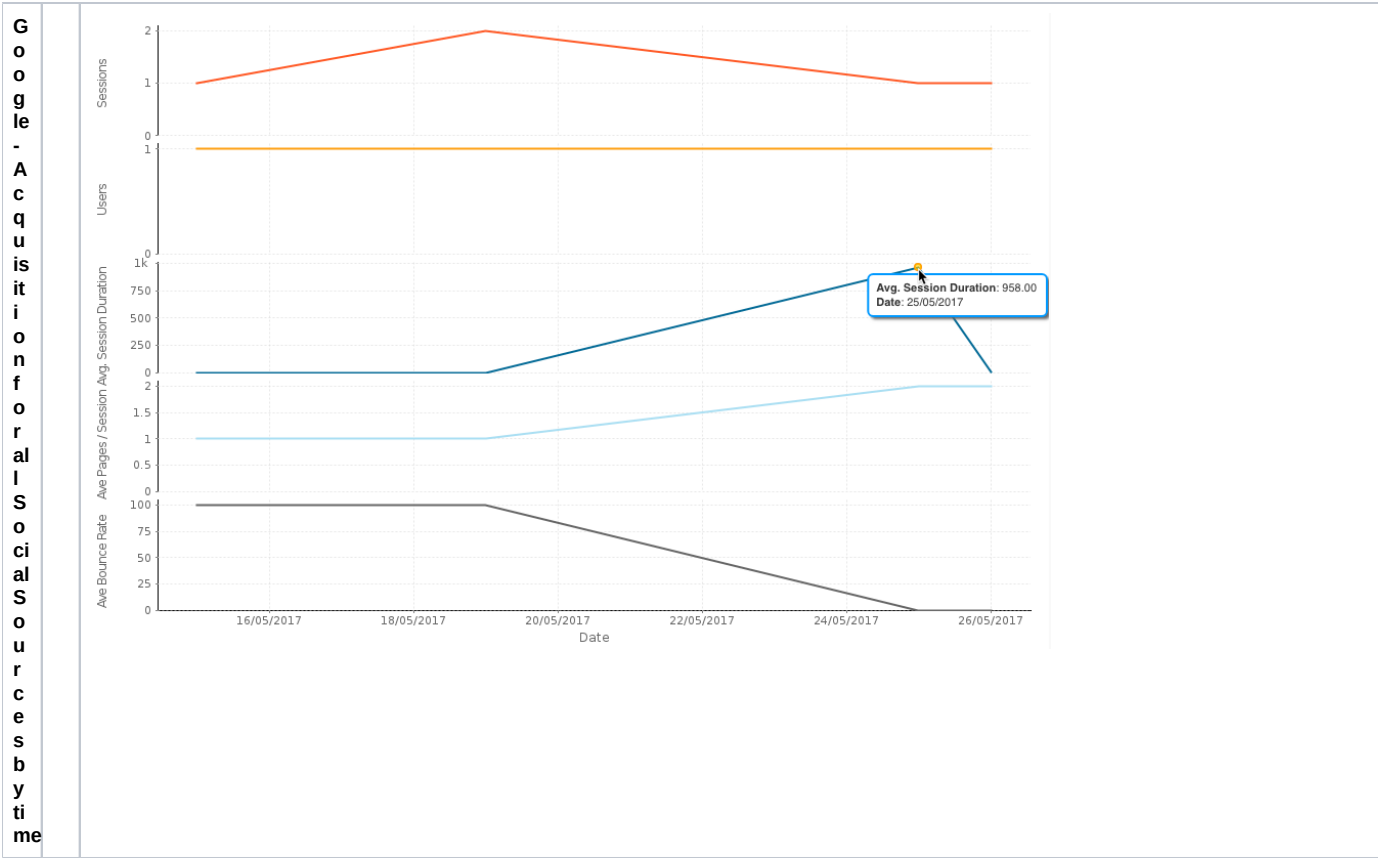


Channel - Traffic Sources

Source	% New Sessions	Sessions	Sessions
l.facebook.com	20.00%	5	

Google - Acquisition by Social Source





Adwords

Google AnalyticsAdWords AdWords

AdWords

Google - AdWords Metrics	AdWords	
Google - AdWords Metrics over time	: CTR; Click Through Rate11	
Google - AdWords Click Treemap		
AdWords Campaigns Detail	AdWords	

Goals

Google - Goals by Channel		
Google - Goals Complete over time		
Google - Goals by Campaign (Top 10)		

