

Channels

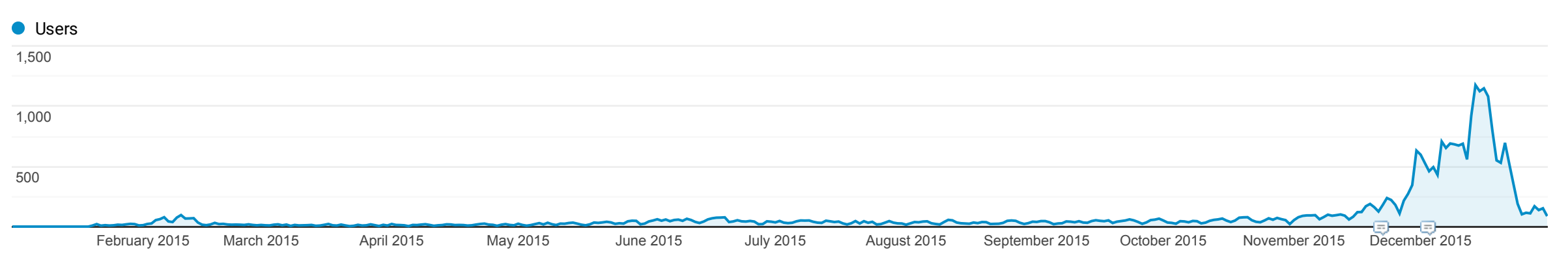
ALL » DEFAULT CHANNEL GROUPING: Organic Search

Jan 1, 2015 - Dec 31, 2015












































All Users
 35.14% Users

Explorer

Summary



Landing Page	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	28,158 % of Total: 35.14% (80,139)	27,365 % of Total: 34.08% (80,295)	33,886 % of Total: 34.68% (97,703)	21.47% Avg for View: 23.45% (-8.42%)	6.30 Avg for View: 5.58 (12.85%)	00:03:31 Avg for View: 00:02:57 (19.45%)	2.28% Avg for View: 1.83% (24.42%)	772 % of Total: 43.15% (1,789)	\$86,553.46 % of Total: 43.17% (\$200,481.53)
1. /	6,875 (22.44%)	6,173 (22.56%)	8,869 (26.17%)	10.42%	9.31	00:05:34	2.89%	256 (33.16%)	\$29,214.62 (33.75%)
2. /craft-beer-gifts/	5,451 (17.79%)	5,239 (19.14%)	5,680 (16.76%)	40.48%	5.47	00:03:02	2.78%	158 (20.47%)	\$14,386.25 (16.62%)
3. /alcohol-gift-baskets/	2,096 (6.84%)	1,925 (7.03%)	2,195 (6.48%)	31.66%	6.58	00:03:56	3.10%	68 (8.81%)	\$9,493.14 (10.97%)
4. /gift-baskets-for-men/	5,175 (16.89%)	4,936 (18.04%)	5,452 (16.09%)	41.71%	4.89	00:02:53	1.06%	58 (7.51%)	\$6,525.00 (7.54%)
5. /checkout/	77 (0.25%)	0 (0.00%)	100 (0.30%)	7.00%	6.70	00:04:47	13.00%	13 (1.68%)	\$3,196.81 (3.69%)
6. /product/craft-sampler/	510 (1.66%)	453 (1.66%)	542 (1.60%)	2.95%	5.26	00:02:56	3.51%	19 (2.46%)	\$1,762.75 (2.04%)
7. /cart/	115 (0.38%)	2 (0.01%)	150 (0.44%)	3.33%	9.25	00:06:24	12.00%	18 (2.33%)	\$1,535.81 (1.77%)
8. /product/moscow-mule-gift-basket/	916 (2.99%)	894 (3.27%)	952 (2.81%)	10.19%	3.73	00:01:33	1.05%	10 (1.30%)	\$1,481.28 (1.71%)
9. /product/1466/	95 (0.31%)	83 (0.30%)	102 (0.30%)	2.94%	4.70	00:02:04	5.88%	6 (0.78%)	\$1,113.21 (1.29%)
10. /product/customize-your-own-brobasket/	158 (0.52%)	20 (0.07%)	191 (0.56%)	5.24%	8.88	00:06:19	4.71%	9 (1.17%)	\$1,092.01 (1.26%)
11. /product/double-the-beer-double-the-snacks/	332 (1.08%)	291 (1.06%)	350 (1.03%)	10.29%	5.98	00:03:09	3.14%	11 (1.42%)	\$1,049.30 (1.21%)
12. /product/the-junior-executive/	112 (0.37%)	100 (0.37%)	115 (0.34%)	0.87%	8.07	00:03:47	5.22%	6 (0.78%)	\$1,018.50 (1.18%)
13. /product/the-ultimate-gift-for-men/	875 (2.86%)	842 (3.08%)	884 (2.61%)	1.58%	4.22	00:01:29	0.57%	5 (0.65%)	\$680.34 (0.79%)
14. /product/craft-beer-bucket/	571 (1.86%)	520 (1.90%)	587 (1.73%)	2.04%	4.52	00:01:42	1.02%	6 (0.78%)	\$637.33 (0.74%)
15. /checkout/order-received/9375/?key=wc_order_5672eb17b3609	1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	76.00	01:31:29	300.00%	3 (0.39%)	\$562.17 (0.65%)
16. /product/game-day-bucket-quick-pick/	213 (0.70%)	202 (0.74%)	220 (0.65%)	5.45%	5.10	00:02:28	2.27%	5 (0.65%)	\$537.59 (0.62%)
17. /locations/	102 (0.33%)	56 (0.20%)	111 (0.33%)	18.92%	7.89	00:03:31	3.60%	4 (0.52%)	\$497.48 (0.57%)
18. /product/beer-and-beef-jerky-gift-basket/	152 (0.50%)	143 (0.52%)	157 (0.46%)	5.73%	5.33	00:02:30	2.55%	4 (0.52%)	\$490.41 (0.57%)
19. /product/the-beef-booze-basket/	32 (0.10%)	26 (0.10%)	32 (0.09%)	0.00%	6.66	00:04:06	9.38%	3 (0.39%)	\$451.39 (0.52%)
20. /personalized-gifts/	81 (0.26%)	31 (0.11%)	90 (0.27%)	31.11%	7.63	00:06:31	3.33%	3 (0.39%)	\$450.23 (0.52%)
21. /product/bucket-of-beer-gift-basket-for-men/	486 (1.59%)	464 (1.70%)	497 (1.47%)	7.44%	6.79	00:03:05	1.41%	7 (0.91%)	\$418.82 (0.48%)
22. /product/the-moscow-mule/	382 (1.25%)	362 (1.32%)	401 (1.18%)	8.48%	2.86	00:01:06	1.00%	4 (0.52%)	\$394.51 (0.46%)
23. /shop-all-gift-baskets/	93 (0.30%)	66 (0.24%)	98 (0.29%)	2.04%	10.94	00:04:40	4.08%	4 (0.52%)	\$345.12 (0.40%)
24. /product/bbq-bash-copy/	19 (0.06%)	8 (0.03%)	21 (0.06%)	23.81%	5.14	00:02:19	9.52%	2 (0.26%)	\$321.86 (0.37%)
25. /product-category/theme/executive/	8 (0.03%)	3 (0.01%)	8 (0.02%)	25.00%	7.50	00:02:52	12.50%	1 (0.13%)	\$319.37 (0.37%)
26. /product/scotch-and-cigars-gift/	35 (0.11%)	18 (0.07%)	49 (0.15%)	8.16%	6.41	00:03:38	4.08%	2 (0.26%)	\$315.11 (0.37%)

27.	/gift-sets-men/		23 (0.08%)	7 (0.03%)	24 (0.07%)	37.50%	8.92	00:04:47	12.50%	3 (0.39%)	\$286.27 (0.33%)	
28.	/checkout/order-received/5868/?key=wc_order_562daca96ab47		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	23.00	00:14:19	100.00%	1 (0.13%)	\$268.44 (0.31%)	
29.	/product/craft-beers/		239 (0.78%)	203 (0.74%)	245 (0.72%)	7.35%	4.74	00:01:42	1.22%	3 (0.39%)	\$242.13 (0.28%)	
30.	/product/beer-bucket-gift-qp/		102 (0.33%)	94 (0.34%)	104 (0.31%)	2.88%	5.85	00:02:33	2.88%	3 (0.39%)	\$239.55 (0.28%)	
31.	/product/channel-islands-california-vodka/		6 (0.02%)	3 (0.01%)	6 (0.02%)	0.00%	22.00	00:17:18	33.33%	2 (0.26%)	\$223.65 (0.26%)	
32.	/corporate-gifts/		58 (0.19%)	33 (0.12%)	63 (0.19%)	20.63%	4.83	00:02:12	1.59%	1 (0.13%)	\$214.99 (0.25%)	
33.	/checkout/order-received/3827/?key=wc_order_55b2a52edc483		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	3.00	00:00:00	100.00%	1 (0.13%)	\$206.29 (0.24%)	
34.	/product/video-game/		84 (0.27%)	70 (0.26%)	86 (0.25%)	8.14%	4.62	00:02:25	2.33%	2 (0.26%)	\$193.27 (0.22%)	
35.	/checkout/order-received/6483/?key=wc_order_5641117b88683		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	2.00	00:00:00	100.00%	1 (0.13%)	\$188.11 (0.22%)	
36.	/gift-basket-themes/		42 (0.14%)	35 (0.13%)	43 (0.13%)	13.95%	7.53	00:03:16	4.65%	2 (0.26%)	\$185.38 (0.21%)	
37.	/terms-and-conditions-checkout/		8 (0.03%)	2 (0.01%)	9 (0.03%)	33.33%	2.22	00:01:17	22.22%	2 (0.26%)	\$170.96 (0.20%)	
38.	/product/whiskey-breath-quick-pick/		77 (0.25%)	72 (0.26%)	80 (0.24%)	6.25%	6.24	00:03:30	2.50%	2 (0.26%)	\$165.33 (0.19%)	
39.	/gift-bloggers/		10 (0.03%)	5 (0.02%)	10 (0.03%)	10.00%	9.10	00:06:08	10.00%	1 (0.13%)	\$164.26 (0.19%)	
40.	/gift-ideas-for-men/		292 (0.95%)	200 (0.73%)	327 (0.97%)	48.01%	3.49	00:01:48	0.61%	2 (0.26%)	\$163.97 (0.19%)	
41.	/product/rum-n-coke-whiskey-gift/		186 (0.61%)	173 (0.63%)	189 (0.56%)	2.65%	5.74	00:02:29	1.06%	2 (0.26%)	\$158.12 (0.18%)	
42.	/product/bbq-bash-quick-pick/		15 (0.05%)	9 (0.03%)	17 (0.05%)	5.88%	7.29	00:03:50	5.88%	1 (0.13%)	\$155.76 (0.18%)	
43.	/checkout/order-received/8930/?key=wc_order_566f61d886d15		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	2.00	00:00:00	100.00%	1 (0.13%)	\$150.93 (0.17%)	
44.	/checkout/order-received/5764/?key=wc_order_562a5654c0ad9		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	3.00	00:00:10	100.00%	1 (0.13%)	\$148.56 (0.17%)	
45.	/product/poker-gift-for-him/		9 (0.03%)	6 (0.02%)	9 (0.03%)	0.00%	8.56	00:03:52	11.11%	1 (0.13%)	\$148.56 (0.17%)	
46.	/product/cali-wine-and-coffee-gift/		24 (0.08%)	20 (0.07%)	27 (0.08%)	0.00%	6.30	00:03:39	3.70%	1 (0.13%)	\$143.19 (0.17%)	
47.	/checkout/order-received/5609/?key=wc_order_56268856258dd		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	3.00	00:00:00	100.00%	1 (0.13%)	\$141.90 (0.16%)	
48.	/cart/?aw-restore-cart=1937		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	6.00	00:06:43	100.00%	1 (0.13%)	\$132.44 (0.15%)	
49.	/product/hop-head/		119 (0.39%)	96 (0.35%)	128 (0.38%)	2.34%	3.91	00:01:51	1.56%	2 (0.26%)	\$130.18 (0.15%)	
50.	/product/candy-gift-basket/		7 (0.02%)	6 (0.02%)	7 (0.02%)	0.00%	6.14	00:08:28	14.29%	1 (0.13%)	\$126.69 (0.15%)	
51.	/product/whiskey-mule-gift-basket/		64 (0.21%)	53 (0.19%)	65 (0.19%)	6.15%	4.29	00:01:21	1.54%	1 (0.13%)	\$125.94 (0.15%)	
52.	/product/my-guinness/		105 (0.34%)	101 (0.37%)	105 (0.31%)	3.81%	3.95	00:01:17	1.90%	2 (0.26%)	\$119.27 (0.14%)	
53.	/checkout/order-received/9217/?key=wc_order_5671a4e5853e6		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	2.00	00:00:00	100.00%	1 (0.13%)	\$114.54 (0.13%)	
54.	/product/the-executive-2/		85 (0.28%)	61 (0.22%)	91 (0.27%)	13.19%	5.69	00:03:42	1.10%	1 (0.13%)	\$112.39 (0.13%)	
55.	/cart/?aw-restore-cart=429		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	81.00	00:26:00	100.00%	1 (0.13%)	\$111.80 (0.13%)	
56.	/checkout/order-received/6830/?key=wc_order_5649292858f83		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	2.00	00:00:00	100.00%	1 (0.13%)	\$105.94 (0.12%)	
57.	/product/perfect-grey-goose-martini/		6 (0.02%)	4 (0.01%)	6 (0.02%)	0.00%	4.50	00:01:20	16.67%	1 (0.13%)	\$103.58 (0.12%)	
58.	/checkout/order-received/5262/?key=wc_order_561d4aa936f02		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	3.00	00:00:00	100.00%	1 (0.13%)	\$102.98 (0.12%)	
59.	/product/the-vodka-martini/		38 (0.12%)	33 (0.12%)	38 (0.11%)	5.26%	5.03	00:02:04	2.63%	1 (0.13%)	\$102.67 (0.12%)	
60.	/checkout/order-received/9364/?key=wc_order_5672e1c920ff7		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	2.00	00:00:00	100.00%	1 (0.13%)	\$101.80 (0.12%)	
61.	/product/golfer-gift-basket/		95 (0.31%)	91 (0.33%)	96 (0.28%)	2.08%	3.24	00:01:11	1.04%	1 (0.13%)	\$97.99 (0.11%)	
62.	/checkout/order-received/5970/?key=wc_order_5630f1480c0f4		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	5.00	00:01:58	100.00%	1 (0.13%)	\$97.66 (0.11%)	
63.	/checkout/order-received/8227/?key=wc_order_5667c99019e1e		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	2.00	00:00:01	100.00%	1 (0.13%)	\$97.34 (0.11%)	
64.	/checkout/order-received/4215/?key=wc_order_55d7a9de9d866		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	3.00	00:00:01	100.00%	1 (0.13%)	\$95.56 (0.11%)	
65.	/cart/?removed_item=1		6 (0.02%)	0 (0.00%)	8 (0.02%)	12.50%	9.62	00:05:27	12.50%	1 (0.13%)	\$95.16 (0.11%)	
66.	/product/the-classic-martini-gift-basket/		36 (0.12%)	36 (0.13%)	41 (0.12%)	2.44%	3.71	00:01:01	2.44%	1 (0.13%)	\$95.15 (0.11%)	
67.	/checkout/order-received/7045/?key=wc_order_564e3467829fe		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	2.00	00:00:00	100.00%	1 (0.13%)	\$94.81 (0.11%)	
68.	/checkout/order-received/7697/?key=wc_order_565f7b83686c3		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	2.00	00:00:00	100.00%	1 (0.13%)	\$94.81 (0.11%)	
69.	/cart/?aw-restore-cart=1941		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	10.00	00:07:32	100.00%	1 (0.13%)	\$90.27 (0.10%)	
70.	/product/hulk-gift-basket/		11 (0.04%)	11 (0.04%)	11 (0.04%)	0.00%	15.00	00:00:05	0.00%	1 (0.13%)	\$86.99 (0.10%)	

70.	/home/chaik_center/		9 (0.04%)	9 (0.04%)	10 (0.03%)	0.00%	16.82	00:08:35	9.09%	1 (0.13%)	\$ 86.40 (0.10%)
71.	/product/channel-islands-suave-agave-100-agave-spirit/		9 (0.03%)	9 (0.03%)	10 (0.03%)	20.00%	7.20	00:05:15	10.00%	1 (0.13%)	\$ 86.40 (0.10%)
72.	/product/rum-n-coke/		19 (0.06%)	18 (0.07%)	19 (0.06%)	5.26%	6.26	00:02:58	5.26%	1 (0.13%)	\$ 84.98 (0.10%)
73.	/product/craft-beer-bucket-quick-pick/		32 (0.10%)	31 (0.11%)	32 (0.09%)	0.00%	3.66	00:01:06	3.12%	1 (0.13%)	\$ 82.06 (0.09%)
74.	/checkout/order-received/5275/?key=wc_order_561d8b6298654		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	3.00	00:00:00	100.00%	1 (0.13%)	\$ 79.06 (0.09%)
75.	/checkout/order-received/7766/?key=wc_order_56607bbdd5e53		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	2.00	00:00:00	100.00%	1 (0.13%)	\$ 79.06 (0.09%)
76.	/product/protein-non-alcoholic/		24 (0.08%)	22 (0.08%)	29 (0.09%)	6.90%	4.86	00:01:56	3.45%	1 (0.13%)	\$ 79.06 (0.09%)
77.	/product/california-corporate-crate-quick-pick/		11 (0.04%)	10 (0.04%)	12 (0.04%)	8.33%	3.75	00:02:19	8.33%	1 (0.13%)	\$ 78.69 (0.09%)
78.	/checkout/order-received/3721/?key=wc_order_55a0307b86aa3		1 (0.00%)	0 (0.00%)	4 (0.01%)	0.00%	2.25	00:00:00	25.00%	1 (0.13%)	\$ 78.36 (0.09%)
79.	/terms-and-condition/		23 (0.08%)	17 (0.06%)	24 (0.07%)	25.00%	5.83	00:03:50	4.17%	1 (0.13%)	\$ 77.99 (0.09%)
80.	/product/california-wine-coffee-quick-pick/		57 (0.19%)	54 (0.20%)	58 (0.17%)	17.24%	2.83	00:00:59	1.72%	1 (0.13%)	\$ 73.69 (0.09%)
81.	/checkout/order-received/4543/?key=wc_order_55fa666734a22		1 (0.00%)	1 (0.00%)	1 (0.00%)	0.00%	3.00	00:00:08	100.00%	1 (0.13%)	\$ 73.36 (0.08%)
82.	/checkout/order-received/3757/?key=wc_order_55a6e99c92d68		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	3.00	00:00:00	100.00%	1 (0.13%)	\$ 69.06 (0.08%)
83.	/checkout/order-received/4206/?key=wc_order_55d675eb04b0a		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	5.00	00:00:59	100.00%	1 (0.13%)	\$ 68.69 (0.08%)
84.	/holiday-shipping/		3 (0.01%)	0 (0.00%)	3 (0.01%)	66.67%	5.00	00:05:23	33.33%	1 (0.13%)	\$ 67.20 (0.08%)
85.	/checkout/order-received/10440/?key=wc_order_567ecc5d00539		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	2.00	00:00:00	100.00%	1 (0.13%)	\$ 61.33 (0.07%)
86.	/checkout/order-received/10577/?key=wc_order_5682c07fd5786		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	2.00	00:00:00	100.00%	1 (0.13%)	\$ 61.33 (0.07%)
87.	/checkout/order-received/4103/?key=wc_order_55c8ef808ad04		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	11.00	00:04:10	100.00%	1 (0.13%)	\$ 60.56 (0.07%)
88.	/checkout/shipping-addresses/?shipping_first_name=Christina&shipping_last_name=Nelson&shipping_company=&shipping_country=US&shipping_address_1=9000+Cinnabar+Drive&shipping_address_2=&shipping_city=Brecksville&shipping_state=&shipping_postcode=44141&address-form=1		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	40.00	00:26:37	100.00%	1 (0.13%)	\$ 60.25 (0.07%)
89.	/checkout/order-received/4371/?key=wc_order_55e3fcac921af		1 (0.00%)	1 (0.00%)	1 (0.00%)	0.00%	3.00	00:00:00	100.00%	1 (0.13%)	\$ 57.94 (0.07%)
90.	/product/bucket-of-beer-small/		120 (0.39%)	102 (0.37%)	127 (0.37%)	3.15%	6.22	00:02:52	0.79%	1 (0.13%)	\$ 57.78 (0.07%)
91.	/checkout/order-received/4386/?key=wc_order_55e4ee0003f59		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	3.00	00:00:00	100.00%	1 (0.13%)	\$ 57.56 (0.07%)
92.	/product/coffee-lovers/		29 (0.09%)	29 (0.11%)	30 (0.09%)	16.67%	3.07	00:01:23	3.33%	1 (0.13%)	\$ 57.56 (0.07%)
93.	/		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	15.00	00:11:33	100.00%	1 (0.13%)	\$ 56.22 (0.06%)
94.	/cart/?aw-restore-cart=1204		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	16.00	00:10:46	100.00%	1 (0.13%)	\$ 53.80 (0.06%)
95.	/beer/		26 (0.08%)	10 (0.04%)	27 (0.08%)	18.52%	7.74	00:04:00	3.70%	1 (0.13%)	\$ 52.56 (0.06%)
96.	/wine-gift-baskets/		84 (0.27%)	64 (0.23%)	85 (0.25%)	7.06%	5.27	00:01:53	1.18%	1 (0.13%)	\$ 52.19 (0.06%)
97.	/cart/?aw-restore-cart=756		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	28.00	00:18:58	100.00%	1 (0.13%)	\$ 51.92 (0.06%)
98.	/cart/?aw-restore-cart=307		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	17.00	00:12:43	100.00%	1 (0.13%)	\$ 48.80 (0.06%)
99.	/?attachment_id=1850		5 (0.02%)	5 (0.02%)	5 (0.01%)	0.00%	5.60	00:02:10	0.00%	0 (0.00%)	\$ 0.00 (0.00%)
100.	/?attachment_id=1880		1 (0.00%)	1 (0.00%)	1 (0.00%)	0.00%	2.00	00:00:00	0.00%	0 (0.00%)	\$ 0.00 (0.00%)

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