

Channels

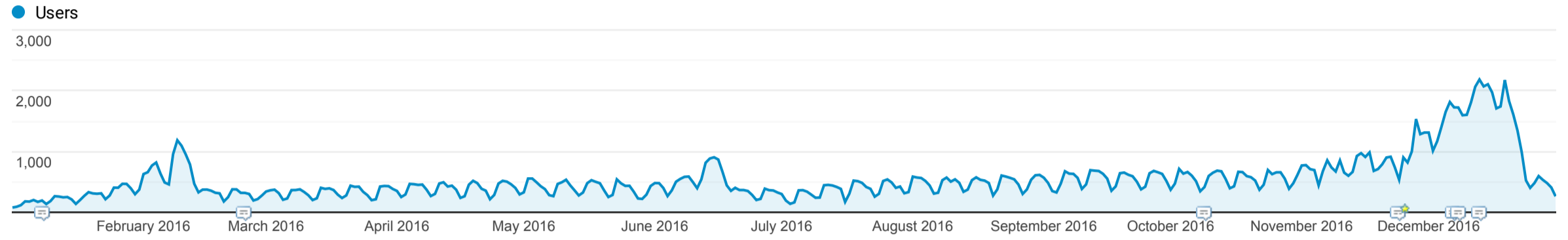
ALL » DEFAULT CHANNEL GROUPING: Organic Search

Jan 1, 2016 - Dec 31, 2016

All Users
47.51% Users

Explorer

Summary



Landing Page	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	179,876 % of Total: 47.51% (378,646)	172,316 % of Total: 45.63% (377,610)	212,852 % of Total: 45.11% (471,864)	35.20% Avg for View: 34.53% (1.91%)	4.67 Avg for View: 4.12 (13.40%)	00:03:18 Avg for View: 00:02:42 (21.86%)	2.49% Avg for View: 2.27% (9.64%)	5,292 % of Total: 49.46% (10,700)	\$613,869.84 % of Total: 49.76% (\$1,233,645.50)
1. /	18,269 (9.30%)	15,134 (8.78%)	21,331 (10.02%)	21.08%	7.62	00:05:21	5.13%	1,095 (20.69%)	\$120,372.49 (19.61%)
2. /gift-baskets-for-men/	64,520 (32.85%)	62,746 (36.41%)	68,131 (32.01%)	43.63%	4.70	00:03:08	1.06%	724 (13.68%)	\$78,085.76 (12.72%)
3. /?v=7516fd43adaa	7,047 (3.59%)	5,892 (3.42%)	7,787 (3.66%)	21.70%	4.86	00:05:05	5.51%	429 (8.11%)	\$59,238.73 (9.65%)
4. /craft-beer-gifts/	14,928 (7.60%)	13,832 (8.03%)	15,554 (7.31%)	45.07%	5.27	00:03:27	2.77%	431 (8.14%)	\$37,529.13 (6.11%)
5. /alcohol-gift-baskets-for-men/?v=7516fd43adaa	9,122 (4.64%)	8,289 (4.81%)	9,693 (4.55%)	47.61%	3.15	00:03:02	2.64%	256 (4.84%)	\$32,498.78 (5.29%)
6. /alcohol-gift-baskets-for-men/	11,663 (5.94%)	10,400 (6.04%)	12,193 (5.73%)	47.56%	4.81	00:03:18	2.12%	258 (4.88%)	\$29,066.21 (4.73%)
7. /cart/	875 (0.45%)	5 (0.00%)	1,146 (0.54%)	7.77%	7.42	00:05:47	14.57%	167 (3.16%)	\$20,687.53 (3.37%)
8. /alcohol-gift-baskets/	5,086 (2.59%)	4,586 (2.66%)	5,384 (2.53%)	45.12%	5.76	00:03:51	2.86%	154 (2.91%)	\$18,367.14 (2.99%)
9. /gift-baskets-for-men/?v=7516fd43adaa	13,552 (6.90%)	12,922 (7.50%)	14,022 (6.59%)	47.24%	2.96	00:02:46	0.96%	134 (2.53%)	\$15,985.22 (2.60%)
10. /checkout/	413 (0.21%)	0 (0.00%)	546 (0.26%)	10.81%	3.90	00:04:56	18.32%	100 (1.89%)	\$12,952.26 (2.11%)
11. /craft-beer-gifts/?v=7516fd43adaa	5,369 (2.73%)	5,045 (2.93%)	5,513 (2.59%)	53.62%	2.63	00:02:07	2.23%	123 (2.32%)	\$11,574.89 (1.89%)
12. /product/customize-your-own-brobasket/	1,150 (0.59%)	324 (0.19%)	1,333 (0.63%)	2.03%	8.39	00:05:46	5.85%	78 (1.47%)	\$9,272.49 (1.51%)
13. /product/admin-custom-order/?v=bb6271caecf5	1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	8.00	00:24:36	100.00%	1 (0.02%)	\$9,166.68 (1.49%)
14. /product/the-junior-executive/	2,085 (1.06%)	1,815 (1.05%)	2,180 (1.02%)	0.87%	6.17	00:03:26	2.52%	55 (1.04%)	\$7,065.29 (1.15%)
15. /product/the-ultimate-gift-for-men/	1,815 (0.92%)	1,686 (0.98%)	1,861 (0.87%)	1.45%	4.36	00:01:52	1.72%	32 (0.60%)	\$3,451.94 (0.56%)
16. /product/tequila-taster/	643 (0.33%)	424 (0.25%)	746 (0.35%)	1.74%	5.12	00:02:53	3.62%	27 (0.51%)	\$3,066.93 (0.50%)
17. /product/irish-car-bomb/	2,271 (1.16%)	2,108 (1.22%)	2,348 (1.10%)	0.30%	3.54	00:01:31	0.98%	23 (0.43%)	\$3,020.78 (0.49%)
18. /product/bucket-of-beer-gift-basket-for-men/	1,370 (0.70%)	1,322 (0.77%)	1,386 (0.65%)	1.01%	5.48	00:02:32	2.60%	36 (0.68%)	\$2,993.44 (0.49%)
19. /?s=ultimate+import&post_type=product&v=7516fd43adaa	1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	56.00	00:57:05	100.00%	1 (0.02%)	\$2,480.63 (0.40%)
20. /cart/?v=7516fd43adaa	25 (0.01%)	0 (0.00%)	31 (0.01%)	32.26%	4.90	00:07:08	16.13%	5 (0.09%)	\$2,434.37 (0.40%)
21. /coupons/?v=7516fd43adaa	66 (0.03%)	22 (0.01%)	71 (0.03%)	22.54%	6.17	00:11:00	22.54%	16 (0.30%)	\$2,380.56 (0.39%)
22. /product/scotch-and-cigars-gift/	359 (0.18%)	241 (0.14%)	420 (0.20%)	3.10%	6.05	00:04:18	3.81%	16 (0.30%)	\$2,154.87 (0.35%)
23. /product/gym-rat-get-well-gift/	2,418 (1.23%)	2,317 (1.34%)	2,492 (1.17%)	0.76%	4.31	00:01:47	0.56%	14 (0.26%)	\$2,063.98 (0.34%)
24. /product/my-guinness/	954 (0.49%)	904 (0.52%)	972 (0.46%)	0.82%	5.22	00:02:11	2.26%	22 (0.42%)	\$1,898.95 (0.31%)
25. /gift-sets-for-men/?v=7516fd43adaa	134 (0.07%)	37 (0.02%)	148 (0.07%)	35.14%	4.48	00:05:39	10.14%	15 (0.28%)	\$1,892.36 (0.31%)
26. /cart/?aw-cart-restored=1	18 (0.01%)	0 (0.00%)	19 (0.01%)	26.32%	6.05	00:10:48	31.58%	6 (0.11%)	\$1,726.52 (0.28%)

27.	/product/moscow-mule-gift-basket/		801 (0.41%)	709 (0.41%)	829 (0.39%)	0.48%	3.71	00:01:31	1.81%	15 (0.28%)	\$1,681.16 (0.27%)
28.	/product/golfer-gift-basket/		1,623 (0.83%)	1,550 (0.90%)	1,645 (0.77%)	0.61%	3.20	00:01:01	0.79%	13 (0.25%)	\$1,656.35 (0.27%)
29.	/product/craft-sampler/		871 (0.44%)	736 (0.43%)	913 (0.43%)	0.33%	4.20	00:02:17	2.19%	20 (0.38%)	\$1,648.77 (0.27%)
30.	/product/bucket-of-beer-small/		535 (0.27%)	414 (0.24%)	557 (0.26%)	1.44%	7.28	00:03:56	3.95%	22 (0.42%)	\$1,642.60 (0.27%)
31.	/product/double-the-beer-double-the-snacks/		728 (0.37%)	590 (0.34%)	758 (0.36%)	1.72%	6.43	00:03:38	2.24%	17 (0.32%)	\$1,541.48 (0.25%)
32.	/product/boilermaker-beer-and-whiskey-gift-basket/?v=7516fd43adaa		7 (0.00%)	2 (0.00%)	7 (0.00%)	57.14%	10.71	00:16:55	14.29%	1 (0.02%)	\$1,520.21 (0.25%)
33.	/product/hop-head/		537 (0.27%)	427 (0.25%)	572 (0.27%)	0.17%	5.52	00:02:47	3.67%	21 (0.40%)	\$1,519.60 (0.25%)
34.	/beer-gifts-for-men/		579 (0.29%)	384 (0.22%)	615 (0.29%)	47.64%	5.16	00:03:47	2.93%	18 (0.34%)	\$1,508.41 (0.25%)
35.	/product/crossfit-gift-basket/		1,086 (0.55%)	1,002 (0.58%)	1,099 (0.52%)	0.82%	3.30	00:00:58	0.82%	9 (0.17%)	\$1,327.14 (0.22%)
36.	/checkout/order-received/146993/?key=wc_order_5846182c550b3		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	1.00	00:04:45	100.00%	1 (0.02%)	\$1,321.34 (0.22%)
37.	/product/bbq-gift-basket/		265 (0.13%)	241 (0.14%)	270 (0.13%)	0.74%	4.27	00:01:51	2.22%	6 (0.11%)	\$1,172.56 (0.19%)
38.	/product/the-moscow-mule/		284 (0.14%)	227 (0.13%)	301 (0.14%)	3.65%	4.34	00:01:49	2.99%	9 (0.17%)	\$1,169.63 (0.19%)
39.	/product/golf-gift/		385 (0.20%)	335 (0.19%)	417 (0.20%)	1.20%	4.09	00:01:48	1.44%	6 (0.11%)	\$1,153.76 (0.19%)
40.	/product/rum-n-coke/		221 (0.11%)	185 (0.11%)	226 (0.11%)	1.77%	5.36	00:02:34	5.31%	12 (0.23%)	\$1,148.15 (0.19%)
41.	/terms-and-conditions-checkout/		32 (0.02%)	0 (0.00%)	37 (0.02%)	56.76%	2.49	00:01:54	27.03%	10 (0.19%)	\$1,119.72 (0.18%)
42.	/shipping-info/		148 (0.08%)	40 (0.02%)	181 (0.09%)	53.04%	3.88	00:03:19	6.08%	11 (0.21%)	\$1,119.40 (0.18%)
43.	/gift-ideas-for-men/		1,050 (0.53%)	519 (0.30%)	1,203 (0.57%)	69.41%	3.11	00:02:18	1.00%	12 (0.23%)	\$1,090.86 (0.18%)
44.	/checkout/shipping-addresses/?new=1&v=b2da3388fe85&address-form=1		1 (0.00%)	0 (0.00%)	2 (0.00%)	0.00%	16.50	00:22:36	50.00%	1 (0.02%)	\$1,088.82 (0.18%)
45.	/product/customize-your-own-gift-basket/?v=7516fd43adaa		184 (0.09%)	5 (0.00%)	242 (0.11%)	75.62%	2.74	00:03:32	4.13%	10 (0.19%)	\$1,048.24 (0.17%)
46.	/product/whiskey-mule-gift-basket/		101 (0.05%)	74 (0.04%)	107 (0.05%)	0.00%	5.41	00:02:22	8.41%	9 (0.17%)	\$964.89 (0.16%)
47.	/product/personalized-cigar-case-flask-and-zippo-lighter-combo/		9 (0.00%)	4 (0.00%)	9 (0.00%)	0.00%	4.33	00:01:50	11.11%	1 (0.02%)	\$954.69 (0.16%)
48.	/product/rum-n-coke-gift/		333 (0.17%)	276 (0.16%)	342 (0.16%)	3.22%	6.49	00:03:31	2.63%	9 (0.17%)	\$953.44 (0.16%)
49.	/cart/?removed_item=1		50 (0.03%)	0 (0.00%)	64 (0.03%)	3.12%	7.41	00:04:28	10.94%	7 (0.13%)	\$945.28 (0.15%)
50.	/product/the-executive-2/		121 (0.06%)	57 (0.03%)	132 (0.06%)	0.76%	5.84	00:03:04	2.27%	3 (0.06%)	\$938.50 (0.15%)
51.	/beer-gifts-for-men/?v=7516fd43adaa		292 (0.15%)	202 (0.12%)	306 (0.14%)	41.50%	3.32	00:03:10	3.59%	11 (0.21%)	\$918.76 (0.15%)
52.	/product/moscow-mule-gift-basket-2/?v=7516fd43adaa		598 (0.30%)	556 (0.32%)	613 (0.29%)	82.22%	1.47	00:01:02	1.31%	8 (0.15%)	\$910.69 (0.15%)
53.	/product/golf/		93 (0.05%)	44 (0.03%)	110 (0.05%)	1.82%	5.57	00:03:55	4.55%	5 (0.09%)	\$907.93 (0.15%)
54.	/gift-baskets-for-men/?v=df77ad1c4990		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	32.00	01:02:14	500.00%	5 (0.09%)	\$895.42 (0.15%)
55.	/product/beer-and-beef-jerky-gift-basket/		587 (0.30%)	536 (0.31%)	600 (0.28%)	0.67%	5.56	00:02:13	1.17%	7 (0.13%)	\$854.96 (0.14%)
56.	/gift-sets-for-men/		122 (0.06%)	19 (0.01%)	137 (0.06%)	45.26%	5.61	00:04:55	4.38%	6 (0.11%)	\$846.97 (0.14%)
57.	/product/jameson-gift-set/		274 (0.14%)	213 (0.12%)	311 (0.15%)	8.68%	4.47	00:02:01	2.25%	7 (0.13%)	\$835.48 (0.14%)
58.	/product/glenmorangie-gift-set/		64 (0.03%)	29 (0.02%)	72 (0.03%)	9.72%	4.31	00:04:14	8.33%	6 (0.11%)	\$801.58 (0.13%)
59.	/?v=df77ad1c4990		1 (0.00%)	0 (0.00%)	5 (0.00%)	0.00%	11.60	00:31:39	100.00%	5 (0.09%)	\$789.72 (0.13%)
60.	/gift-bloggers/		46 (0.02%)	19 (0.01%)	47 (0.02%)	31.91%	8.32	00:06:48	12.77%	6 (0.11%)	\$787.07 (0.13%)
61.	/product/craft-beer-gift/		348 (0.18%)	257 (0.15%)	380 (0.18%)	0.26%	5.68	00:03:07	2.11%	8 (0.15%)	\$775.14 (0.13%)
62.	/my-account/		82 (0.04%)	3 (0.00%)	122 (0.06%)	27.05%	5.03	00:04:03	6.56%	8 (0.15%)	\$773.10 (0.13%)
63.	/customer-service/		102 (0.05%)	16 (0.01%)	121 (0.06%)	71.07%	2.55	00:02:40	4.96%	6 (0.11%)	\$755.10 (0.12%)
64.	/product/jack-n-coke/		314 (0.16%)	258 (0.15%)	333 (0.16%)	0.30%	6.14	00:03:29	2.10%	7 (0.13%)	\$713.88 (0.12%)
65.	/?v=ed44edd9d8b9		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	25.00	00:35:23	100.00%	1 (0.02%)	\$710.98 (0.12%)
66.	/product/craft-beers/		227 (0.12%)	194 (0.11%)	240 (0.11%)	3.33%	3.65	00:02:03	2.50%	6 (0.11%)	\$649.90 (0.11%)
67.	/locations/		323 (0.16%)	166 (0.10%)	357 (0.17%)	54.06%	4.40	00:03:25	1.96%	7 (0.13%)	\$641.93 (0.10%)
68.	/alcohol-gift-baskets-for-men/?v=3e8d115eb4b3		178 (0.09%)	172 (0.10%)	184 (0.09%)	50.00%	3.31	00:03:23	2.72%	5 (0.09%)	\$638.42 (0.10%)
69.	/corporate-gifts/?v=7516fd43adaa		4 (0.00%)	3 (0.00%)	4 (0.00%)	25.00%	10.75	00:16:57	50.00%	2 (0.04%)	\$616.49 (0.10%)
70.	/product/the-serious-golfer-golf-gift/		151 (0.08%)	134 (0.08%)	156 (0.07%)	0.64%	4.87	00:02:33	2.56%	4 (0.08%)	\$610.00 (0.10%)

71.	/product/video-game/		98 (0.05%)	74 (0.04%)	106 (0.05%)	4.72%	4.87	00:03:10	4.72%	5 (0.09%)	\$605.93 (0.10%)
72.	/product/the-whiskey-collection-gift/?v=7516fd43adaa		70 (0.04%)	30 (0.02%)	106 (0.05%)	72.64%	2.06	00:01:46	4.72%	5 (0.09%)	\$597.99 (0.10%)
73.	/product/the-boilemaker-beer-whiskey-gift-basket/		54 (0.03%)	19 (0.01%)	63 (0.03%)	3.17%	6.13	00:03:58	6.35%	4 (0.08%)	\$594.13 (0.10%)
74.	/beer/		89 (0.05%)	25 (0.01%)	107 (0.05%)	57.94%	5.30	00:05:09	5.61%	6 (0.11%)	\$585.44 (0.10%)
75.	/product/jack-daniels-gift-set/		262 (0.13%)	199 (0.12%)	281 (0.13%)	2.14%	4.79	00:02:05	3.20%	9 (0.17%)	\$583.54 (0.10%)
76.	/product/whiskey-breath-quick-pick/		260 (0.13%)	190 (0.11%)	272 (0.13%)	3.68%	4.56	00:02:36	2.21%	6 (0.11%)	\$572.52 (0.09%)
77.	/alcohol-gift-baskets-for-men/?v=8e3eb2c69a18		6 (0.00%)	6 (0.00%)	6 (0.00%)	33.33%	9.33	00:13:38	50.00%	3 (0.06%)	\$564.36 (0.09%)
78.	/gift-sets-men/		70 (0.04%)	9 (0.01%)	82 (0.04%)	28.05%	7.12	00:05:12	6.10%	5 (0.09%)	\$558.52 (0.09%)
79.	/product/classic-gin-tonic/		259 (0.13%)	223 (0.13%)	274 (0.13%)	3.28%	3.74	00:01:21	2.19%	6 (0.11%)	\$550.27 (0.09%)
80.	/product/craft-beer-tasting-gift/?v=7516fd43adaa		29 (0.01%)	13 (0.01%)	32 (0.02%)	46.88%	2.97	00:02:40	9.38%	3 (0.06%)	\$541.06 (0.09%)
81.	/product/game-day-bucket-quick-pick/		361 (0.18%)	299 (0.17%)	381 (0.18%)	4.20%	6.07	00:03:16	2.10%	8 (0.15%)	\$510.79 (0.08%)
82.	/unique-gifts-for-men/		257 (0.13%)	50 (0.03%)	296 (0.14%)	53.72%	4.04	00:02:57	2.03%	6 (0.11%)	\$505.54 (0.08%)
83.	/product/patron-silver-limited-edition/?v=7516fd43adaa		20 (0.01%)	14 (0.01%)	26 (0.01%)	65.38%	2.69	00:03:50	15.38%	4 (0.08%)	\$504.05 (0.08%)
84.	/gift-baskets-for-men/?_ke=dHVyYS5oYWxsYmxhZGVhZ21haWwY29t&v=7516fd43adaa		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	21.00	00:15:03	100.00%	1 (0.02%)	\$476.53 (0.08%)
85.	/product/jack-and-coke-gift-set/?v=7516fd43adaa		62 (0.03%)	53 (0.03%)	65 (0.03%)	75.38%	1.89	00:01:14	6.15%	4 (0.08%)	\$472.53 (0.08%)
86.	/product/craft-beer-gift-2/		187 (0.10%)	147 (0.09%)	187 (0.09%)	0.00%	5.05	00:02:54	2.14%	4 (0.08%)	\$461.91 (0.08%)
87.	/?v=d62f632732ba		1 (0.00%)	0 (0.00%)	2 (0.00%)	0.00%	9.50	00:11:21	50.00%	1 (0.02%)	\$459.82 (0.07%)
88.	/product/jack-daniels-gift-set-2/?v=7516fd43adaa		173 (0.09%)	136 (0.08%)	181 (0.09%)	76.24%	1.75	00:01:03	4.42%	8 (0.15%)	\$449.49 (0.07%)
89.	/product/couples-gift-basket/		125 (0.06%)	121 (0.07%)	126 (0.06%)	0.00%	6.80	00:03:23	3.17%	4 (0.08%)	\$439.74 (0.07%)
90.	/product/the-vodka-martini/		190 (0.10%)	143 (0.08%)	194 (0.09%)	3.61%	3.84	00:01:33	2.06%	4 (0.08%)	\$438.60 (0.07%)
91.	/product/kentucky-mule/		55 (0.03%)	45 (0.03%)	59 (0.03%)	1.69%	5.64	00:02:41	5.08%	3 (0.06%)	\$402.63 (0.07%)
92.	/personalized-corporate-gifts/		81 (0.04%)	22 (0.01%)	91 (0.04%)	54.95%	3.64	00:02:31	3.30%	3 (0.06%)	\$395.83 (0.06%)
93.	/product/rum-n-coke-whiskey-gift/		135 (0.07%)	122 (0.07%)	137 (0.06%)	0.73%	6.59	00:03:27	2.92%	4 (0.08%)	\$385.23 (0.06%)
94.	/product/california-craft-sampler-quick-pick/		91 (0.05%)	41 (0.02%)	107 (0.05%)	1.87%	5.25	00:04:17	5.61%	6 (0.11%)	\$374.34 (0.06%)
95.	/product/coffee-lovers-gift/		1,022 (0.52%)	975 (0.57%)	1,042 (0.49%)	0.58%	3.50	00:01:12	0.48%	5 (0.09%)	\$372.80 (0.06%)
96.	/product/johnnie-walker-scotch-collection-gift/?v=7516fd43adaa		21 (0.01%)	6 (0.00%)	24 (0.01%)	41.67%	4.58	00:03:37	8.33%	2 (0.04%)	\$366.32 (0.06%)
97.	/?v=8e3c3f7097e3		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	27.00	00:47:40	200.00%	2 (0.04%)	\$364.52 (0.06%)
98.	/checkout/order-received/159564/?key=wc_order_5861c7fe452eb		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	1.00	00:00:12	100.00%	1 (0.02%)	\$363.94 (0.06%)
99.	/product/the-crown-collection-crown-royal-gift-basket/?v=7516fd43adaa		96 (0.05%)	68 (0.04%)	112 (0.05%)	69.64%	2.15	00:02:40	4.46%	5 (0.09%)	\$357.92 (0.06%)
100.	/checkout/order-received/146806/?key=wc_order_5845c484e41c1		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	10.00	00:29:31	200.00%	2 (0.04%)	\$356.61 (0.06%)

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