

Channels

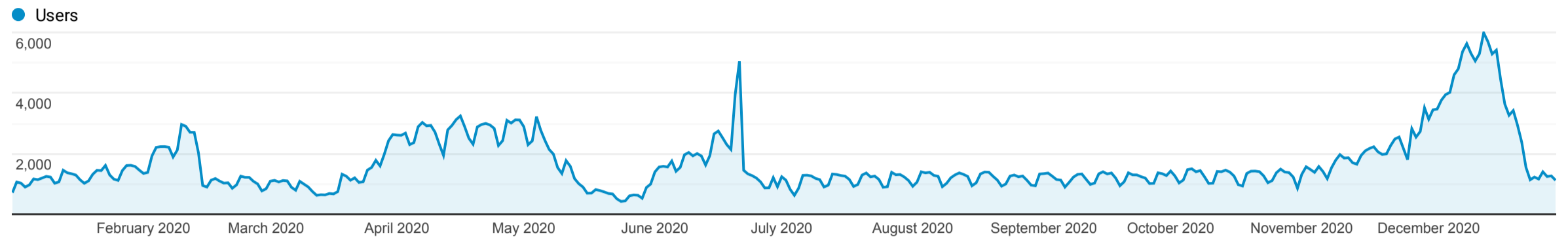
ALL » DEFAULT CHANNEL GROUPING: Organic Search

Jan 1, 2020 - Dec 31, 2020













































All Users
 42.49% 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
	573,948 % of Total: 42.49% (1,350,629)	541,202 % of Total: 40.25% (1,344,614)	654,788 % of Total: 38.40% (1,704,967)	63.89% Avg for View: 62.51% (2.21%)	2.43 Avg for View: 2.51 (-3.14%)	00:02:16 Avg for View: 00:02:09 (4.88%)	2.53% Avg for View: 2.77% (-8.67%)	16,548 % of Total: 35.08% (47,177)	\$2,296,786.84 % of Total: 34.66% (\$6,627,093.06)
1. /	31,690 (5.16%)	23,883 (4.41%)	37,023 (5.65%)	16.80%	5.36	00:05:48	8.80%	3,258 (19.69%)	\$506,373.01 (22.05%)
2. /alcohol-gift-baskets-for-men/	50,604 (8.24%)	46,388 (8.57%)	53,674 (8.20%)	45.53%	3.20	00:03:13	2.72%	1,460 (8.82%)	\$189,017.03 (8.23%)
3. /coupons/	5,616 (0.91%)	1,725 (0.32%)	6,158 (0.94%)	47.14%	3.66	00:05:37	20.09%	1,237 (7.48%)	\$167,771.70 (7.30%)
4. /gift-baskets-for-men/	74,060 (12.06%)	68,632 (12.68%)	78,405 (11.97%)	56.19%	2.73	00:02:39	1.56%	1,222 (7.38%)	\$150,535.59 (6.55%)
5. /the-brobox/	9,814 (1.60%)	7,754 (1.43%)	11,157 (1.70%)	29.34%	4.63	00:05:25	6.84%	763 (4.61%)	\$122,566.77 (5.34%)
6. /cart/	2,796 (0.46%)	181 (0.03%)	3,659 (0.56%)	44.41%	3.58	00:06:14	19.46%	712 (4.30%)	\$118,608.57 (5.16%)
7. /product/the-whiskey-collection-gift/	20,851 (3.40%)	18,682 (3.45%)	22,615 (3.45%)	70.34%	2.22	00:02:01	3.14%	710 (4.29%)	\$89,670.70 (3.90%)
8. /checkout/	1,486 (0.24%)	6 (0.00%)	1,914 (0.29%)	63.38%	2.32	00:03:59	21.06%	403 (2.44%)	\$61,922.45 (2.70%)
9. /whiskey-and-bourbon-gifts/	7,790 (1.27%)	6,013 (1.11%)	8,184 (1.25%)	45.26%	3.32	00:03:38	5.06%	414 (2.50%)	\$54,479.87 (2.37%)
10. /beer-gifts-for-men/craft-beer-gifts/	13,044 (2.12%)	11,761 (2.17%)	13,722 (2.10%)	50.58%	2.64	00:02:29	2.40%	329 (1.99%)	\$43,429.67 (1.89%)
11. /tequila-gifts/	6,146 (1.00%)	5,214 (0.96%)	6,496 (0.99%)	54.03%	2.60	00:02:26	2.74%	178 (1.08%)	\$27,116.37 (1.18%)
12. /product/customize-your-own-gift-basket/	6,413 (1.04%)	3,447 (0.64%)	7,756 (1.18%)	74.70%	2.01	00:02:53	1.88%	146 (0.88%)	\$25,309.20 (1.10%)
13. /product/a-bite-of-bourbon-sampler-gift/	5,771 (0.94%)	4,839 (0.89%)	6,204 (0.95%)	74.34%	2.01	00:01:52	2.72%	169 (1.02%)	\$18,681.25 (0.81%)
14. /vodka-gifts/	4,216 (0.69%)	3,231 (0.60%)	4,418 (0.67%)	48.66%	2.78	00:02:52	3.03%	134 (0.81%)	\$18,590.23 (0.81%)
15. /product/executive-gift-basket/	4,163 (0.68%)	3,660 (0.68%)	4,449 (0.68%)	64.76%	2.55	00:02:43	1.84%	82 (0.50%)	\$18,003.25 (0.78%)
16. /product/margarita-gift-basket/	3,913 (0.64%)	3,233 (0.60%)	4,151 (0.63%)	68.39%	2.34	00:02:19	3.23%	134 (0.81%)	\$17,191.85 (0.75%)
17. /scotch-whiskey-gifts/	2,092 (0.34%)	1,691 (0.31%)	2,196 (0.34%)	40.21%	3.53	00:03:37	5.42%	119 (0.72%)	\$16,900.41 (0.74%)
18. /coronavirus-gifts-care-packages-gift-baskets/	45,795 (7.46%)	45,557 (8.42%)	47,585 (7.27%)	84.50%	1.41	00:00:42	0.31%	146 (0.88%)	\$16,883.78 (0.74%)
19. /product/vodka-gift-basket/	4,354 (0.71%)	3,499 (0.65%)	4,603 (0.70%)	56.79%	3.11	00:02:38	2.15%	99 (0.60%)	\$14,321.73 (0.62%)
20. /shop-by/gifts-for-any-occasion/21st-birthday-gift/	8,785 (1.43%)	8,301 (1.53%)	9,315 (1.42%)	62.68%	2.30	00:02:20	1.32%	123 (0.74%)	\$13,502.83 (0.59%)
21. /shop-by/gifts-for-any-occasion/get-well-gifts-for-men/	8,071 (1.31%)	7,871 (1.45%)	8,410 (1.28%)	68.66%	2.02	00:01:39	1.40%	118 (0.71%)	\$12,499.69 (0.54%)
22. /beer-gifts-for-men/	4,368 (0.71%)	3,921 (0.72%)	4,576 (0.70%)	53.80%	2.67	00:02:42	2.45%	112 (0.68%)	\$11,972.34 (0.52%)
23. /product/margarita-gift-set/	3,195 (0.52%)	2,618 (0.48%)	3,373 (0.52%)	65.25%	2.41	00:02:20	3.20%	108 (0.65%)	\$11,456.59 (0.50%)
24. /gift-baskets-for-men/fathers-day-gift-baskets/	5,409 (0.88%)	4,923 (0.91%)	5,659 (0.86%)	57.98%	2.51	00:02:19	1.80%	102 (0.62%)	\$11,121.53 (0.48%)
25. /shop-by/gifts-by-relation/gift-baskets-women/	1,230 (0.20%)	686 (0.13%)	1,332 (0.20%)	36.56%	4.13	00:05:12	5.56%	74 (0.45%)	\$11,104.42 (0.48%)
26. /shop-by/gifts-for-any-occasion/sympathy-gifts-for-men/	5,968 (0.97%)	5,837 (1.08%)	6,384 (0.97%)	68.28%	2.18	00:02:12	1.63%	104 (0.63%)	\$11,028.98 (0.48%)

27.	/product/moscow-mule-gift-basket/		1,611 (0.26%)	1,242 (0.23%)	1,714 (0.26%)	69.02%	2.26	00:02:29	4.03%	69 (0.42%)	\$9,343.04 (0.41%)
28.	/product/the-cheif-executive/		354 (0.06%)	285 (0.05%)	377 (0.06%)	48.81%	3.23	00:02:58	1.59%	6 (0.04%)	\$8,661.13 (0.38%)
29.	/product/whiskey-gift-set/		846 (0.14%)	634 (0.12%)	881 (0.13%)	27.24%	4.55	00:04:39	6.58%	58 (0.35%)	\$7,883.32 (0.34%)
30.	/food-gifts-for-men/beef-jerky-gifts/		6,598 (1.07%)	6,296 (1.16%)	6,847 (1.05%)	59.73%	2.41	00:01:42	1.36%	93 (0.56%)	\$7,804.90 (0.34%)
31.	/alcohol-gift-baskets-for-men/liquor-gift-sets-for-men/		2,031 (0.33%)	1,526 (0.28%)	2,133 (0.33%)	44.63%	3.74	00:03:36	3.00%	64 (0.39%)	\$7,586.45 (0.33%)
32.	/product/crown-royal-gift-set/		5,151 (0.84%)	4,579 (0.85%)	5,515 (0.84%)	80.92%	1.71	00:01:18	1.40%	77 (0.47%)	\$7,544.60 (0.33%)
33.	/product/johnnie-walker-gift-set/		2,566 (0.42%)	2,258 (0.42%)	2,719 (0.42%)	56.56%	2.88	00:02:31	1.84%	50 (0.30%)	\$7,461.84 (0.32%)
34.	/brobasket-reviews/		686 (0.11%)	343 (0.06%)	773 (0.12%)	35.83%	5.00	00:06:27	7.63%	59 (0.36%)	\$7,362.65 (0.32%)
35.	/product/vodka-martini-gift/		2,431 (0.40%)	2,012 (0.37%)	2,593 (0.40%)	77.36%	1.83	00:01:40	2.31%	60 (0.36%)	\$7,343.07 (0.32%)
36.	/product/ultimate-scotch-sampler-scotch-whiskey-gift-basket/		1,814 (0.30%)	1,438 (0.27%)	2,044 (0.31%)	75.15%	2.01	00:01:53	2.89%	59 (0.36%)	\$7,340.84 (0.32%)
37.	/product/hop-head-ipa-gift-basket/		1,878 (0.31%)	1,469 (0.27%)	2,008 (0.31%)	69.92%	2.18	00:01:58	4.03%	81 (0.49%)	\$6,977.55 (0.30%)
38.	/product/the-whiskey-lover/		675 (0.11%)	429 (0.08%)	720 (0.11%)	65.14%	2.68	00:02:51	4.58%	33 (0.20%)	\$6,437.42 (0.28%)
39.	/product/viva-tequila-patron-gift-basket/		1,111 (0.18%)	702 (0.13%)	1,226 (0.19%)	56.12%	3.16	00:03:03	4.73%	58 (0.35%)	\$6,387.67 (0.28%)
40.	/product/the-ultimate-jameson-gift-set/		1,437 (0.23%)	1,161 (0.21%)	1,541 (0.24%)	74.04%	2.14	00:01:47	3.05%	47 (0.28%)	\$6,019.07 (0.26%)
41.	/product/the-junior-executive-wine/		1,541 (0.25%)	1,399 (0.26%)	1,634 (0.25%)	61.69%	2.72	00:03:02	2.20%	36 (0.22%)	\$5,785.04 (0.25%)
42.	/product/golfers-delight-golf-gift-basket/		1,282 (0.21%)	1,023 (0.19%)	1,350 (0.21%)	73.85%	2.11	00:01:55	1.85%	25 (0.15%)	\$5,620.73 (0.24%)
43.	/product/gin-and-tonic-gift-basket/		1,706 (0.28%)	1,444 (0.27%)	1,781 (0.27%)	73.16%	1.97	00:01:46	2.41%	43 (0.26%)	\$5,612.26 (0.24%)
44.	/shop-by/gifts-for-any-occasion/congratulations-gifts-for-him/		2,936 (0.48%)	2,884 (0.53%)	3,142 (0.48%)	72.02%	1.96	00:01:42	1.62%	51 (0.31%)	\$5,396.34 (0.23%)
45.	/product/craft-sampler-gift-basket/		980 (0.16%)	650 (0.12%)	1,090 (0.17%)	63.30%	2.57	00:03:00	4.86%	53 (0.32%)	\$5,386.77 (0.23%)
46.	/product/man-cave-gift-basket/		551 (0.09%)	373 (0.07%)	605 (0.09%)	65.29%	2.86	00:03:26	4.79%	29 (0.18%)	\$5,046.77 (0.22%)
47.	/?post_type=product		363 (0.06%)	3 (0.00%)	442 (0.07%)	42.53%	4.41	00:04:57	7.01%	31 (0.19%)	\$5,008.98 (0.22%)
48.	/product/bloody-mary-gift-basket/		1,516 (0.25%)	1,227 (0.23%)	1,630 (0.25%)	75.77%	1.96	00:01:48	2.64%	43 (0.26%)	\$4,978.24 (0.22%)
49.	/product/ultimate-beer-lover-gift/		516 (0.08%)	282 (0.05%)	609 (0.09%)	60.10%	2.81	00:03:32	7.06%	43 (0.26%)	\$4,900.47 (0.21%)
50.	/rum-gifts/		1,938 (0.32%)	1,687 (0.31%)	2,008 (0.31%)	54.98%	2.27	00:01:44	1.44%	29 (0.18%)	\$4,566.47 (0.20%)
51.	/product/craft-beer-tasting-gift/		2,159 (0.35%)	2,001 (0.37%)	2,272 (0.35%)	80.06%	1.73	00:01:23	1.23%	28 (0.17%)	\$4,538.01 (0.20%)
52.	/shop-by/gifts-by-relation/gift-baskets-for-dad/		2,837 (0.46%)	2,700 (0.50%)	2,933 (0.45%)	63.93%	2.19	00:01:55	1.19%	35 (0.21%)	\$4,520.44 (0.20%)
53.	/checkout/order-received/1102810/?key=wc_order_3uoDBVLkAzU8q		1 (0.00%)	0 (0.00%)	1 (0.00%)	100.00%	1.00	00:00:00	100.00%	1 (0.01%)	\$4,494.16 (0.20%)
54.	/product/a-world-of-whiskey/		454 (0.07%)	305 (0.06%)	485 (0.07%)	55.88%	3.19	00:03:25	3.92%	19 (0.11%)	\$4,359.02 (0.19%)
55.	/shop-by/gifts-for-any-occasion/im-sorry-gifts/		6,375 (1.04%)	6,330 (1.17%)	6,700 (1.02%)	79.64%	1.65	00:01:13	0.57%	38 (0.23%)	\$4,327.05 (0.19%)
56.	/product/scotch-lover-gift/		428 (0.07%)	207 (0.04%)	493 (0.08%)	61.66%	2.91	00:03:35	5.07%	25 (0.15%)	\$4,203.72 (0.18%)
57.	/gift-baskets-100/		232 (0.04%)	99 (0.02%)	268 (0.04%)	47.01%	3.97	00:04:55	4.10%	11 (0.07%)	\$4,105.93 (0.18%)
58.	/gift-baskets-for-men/valentines-day-gift-baskets-men/		8,686 (1.41%)	8,316 (1.54%)	9,027 (1.38%)	30.97%	3.40	00:02:12	0.45%	41 (0.25%)	\$3,987.00 (0.17%)
59.	/product/the-healthy-snacks-brobox/		1,850 (0.30%)	1,618 (0.30%)	1,944 (0.30%)	71.50%	2.15	00:01:45	2.16%	42 (0.25%)	\$3,973.37 (0.17%)
60.	/shipping-info/		587 (0.10%)	191 (0.04%)	666 (0.10%)	56.16%	2.65	00:03:26	3.90%	26 (0.16%)	\$3,939.65 (0.17%)
61.	/product/the-brobox-box/		596 (0.10%)	442 (0.08%)	628 (0.10%)	23.09%	4.69	00:05:08	5.57%	35 (0.21%)	\$3,868.71 (0.17%)
62.	/shop-by/our-featured-brands/gifts-by-liquor-brand/titos-vodka-gifts/		994 (0.16%)	796 (0.15%)	1,028 (0.16%)	60.21%	2.33	00:02:24	2.82%	29 (0.18%)	\$3,757.02 (0.16%)
63.	/shop-by/gifts-for-any-occasion/thank-you-gifts-for-men/		1,849 (0.30%)	1,800 (0.33%)	1,948 (0.30%)	72.07%	1.96	00:01:43	1.54%	30 (0.18%)	\$3,564.75 (0.16%)
64.	/gift-baskets-for-men		198 (0.03%)	1 (0.00%)	278 (0.04%)	58.99%	3.55	00:04:30	10.43%	29 (0.18%)	\$3,519.61 (0.15%)
65.	/product/the-pride-of-kentucky/		371 (0.06%)	244 (0.05%)	399 (0.06%)	63.91%	2.46	00:02:40	4.01%	16 (0.10%)	\$3,501.33 (0.15%)
66.	/product/craft-beer-sampler-bucket-gift-basket/		1,546 (0.25%)	1,344 (0.25%)	1,608 (0.25%)	77.99%	1.75	00:01:31	2.11%	34 (0.21%)	\$3,484.65 (0.15%)
67.	/checkout/order-received/1119538/?key=wc_order_eCPPmPJUaV6kW		1 (0.00%)	0 (0.00%)	3 (0.00%)	100.00%	1.00	00:00:00	66.67%	2 (0.01%)	\$3,337.48 (0.15%)
68.	/product/bucket-of-beer-gift-for-men/		542 (0.09%)	418 (0.08%)	597 (0.09%)	63.48%	2.65	00:03:05	4.69%	28 (0.17%)	\$3,274.49 (0.14%)
69.	/product/cali-wine-and-coffee-gift-basket/		1,479 (0.24%)	1,369 (0.25%)	1,580 (0.24%)	75.13%	1.90	00:01:52	1.96%	31 (0.19%)	\$3,188.78 (0.14%)
70.	/checkout/order-received/1119580/?key=wc_order_9yD4ay80Cl0hC		1 (0.00%)	0 (0.00%)	1 (0.00%)	100.00%	1.00	00:00:00	100.00%	1 (0.01%)	\$3,003.70 (0.12%)

71.	/gift-baskets-50/		784 (0.13%)	398 (0.07%)	891 (0.14%)	43.32%	3.68	00:04:23	4.26%	38 (0.23%)	\$2,817.98 (0.12%)
72.	/product/glenmorangie-gift-set-for-men/		755 (0.12%)	525 (0.10%)	828 (0.13%)	63.77%	2.34	00:02:22	3.02%	25 (0.15%)	\$2,749.96 (0.12%)
73.	/product/irish-coffee-brobox/		713 (0.12%)	615 (0.11%)	770 (0.12%)	70.13%	2.11	00:02:02	4.29%	33 (0.20%)	\$2,743.48 (0.12%)
74.	/gift-baskets-for-men/bosses-day-gifts/		1,299 (0.21%)	1,219 (0.23%)	1,392 (0.21%)	65.88%	2.34	00:02:11	1.72%	24 (0.15%)	\$2,740.60 (0.12%)
75.	/product/moscow-mule-box/		537 (0.09%)	314 (0.06%)	591 (0.09%)	62.61%	2.60	00:02:59	5.41%	32 (0.19%)	\$2,598.74 (0.11%)
76.	/product/kentucky-mule-gift-for-guys/		244 (0.04%)	179 (0.03%)	273 (0.04%)	71.79%	2.27	00:02:36	8.42%	23 (0.14%)	\$2,595.70 (0.11%)
77.	/shop-by/our-featured-brands/gifts-by-liquor-brand/hennessy-cognac-gifts/		2,119 (0.35%)	1,871 (0.35%)	2,203 (0.34%)	66.27%	2.07	00:01:54	0.64%	14 (0.08%)	\$2,565.21 (0.11%)
78.	/product/irish-car-bomb-gift-basket/		378 (0.06%)	284 (0.05%)	414 (0.06%)	65.94%	2.22	00:02:22	3.86%	16 (0.10%)	\$2,527.00 (0.11%)
79.	/product/ole-smoky-moonshine-mule/		674 (0.11%)	591 (0.11%)	702 (0.11%)	68.80%	2.22	00:02:03	1.71%	12 (0.07%)	\$2,411.74 (0.11%)
80.	/product/junk-foodie-care-package-gift/		318 (0.05%)	269 (0.05%)	337 (0.05%)	64.09%	2.62	00:02:54	2.67%	9 (0.05%)	\$2,392.60 (0.10%)
81.	/shop-by/gifts-for-any-occasion/birthday-gifts-men/		298 (0.05%)	216 (0.04%)	311 (0.05%)	46.95%	3.65	00:04:40	6.43%	20 (0.12%)	\$2,381.34 (0.10%)
82.	/wine-gift-baskets-for-men/		567 (0.09%)	434 (0.08%)	595 (0.09%)	51.93%	2.76	00:03:01	1.51%	9 (0.05%)	\$2,305.01 (0.10%)
83.	/shop-by/gifts-by-relation/gift-baskets-for-your-husband/		1,681 (0.27%)	1,574 (0.29%)	1,744 (0.27%)	66.51%	2.17	00:01:59	1.03%	18 (0.11%)	\$2,271.29 (0.10%)
84.	/checkout/order-received/1117978/?key=wc_order_15TanwKM0d51j		1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	84.00	01:05:47	1,300.00%	13 (0.08%)	\$2,239.53 (0.10%)
85.	/product/the-sour-candy-brobox/		1,400 (0.23%)	1,301 (0.24%)	1,465 (0.22%)	70.85%	2.06	00:01:37	3.48%	51 (0.31%)	\$2,197.92 (0.10%)
86.	/corporate-gifts-for-men/gift-baskets-for-employees/		1,144 (0.19%)	1,091 (0.20%)	1,165 (0.18%)	72.10%	2.12	00:01:33	1.46%	17 (0.10%)	\$2,190.08 (0.10%)
87.	/product/irish-coffee-gift-basket/		539 (0.09%)	458 (0.08%)	575 (0.09%)	68.00%	2.32	00:02:15	3.13%	18 (0.11%)	\$2,186.30 (0.10%)
88.	/shop-by/our-featured-brands/shop-gifts-by-beer-brand/bud-light-gifts/		853 (0.14%)	715 (0.13%)	884 (0.14%)	61.76%	2.20	00:02:03	2.04%	18 (0.11%)	\$2,123.46 (0.09%)
89.	/product/tequila-suprema-don-julio-blanco-tequila-gift/		189 (0.03%)	58 (0.01%)	242 (0.04%)	59.50%	2.92	00:03:40	8.26%	20 (0.12%)	\$2,068.91 (0.09%)
90.	/checkout/order-received/1121026/?key=wc_order_JEL2OdzpVh5Sp		1 (0.00%)	0 (0.00%)	1 (0.00%)	100.00%	1.00	00:00:00	100.00%	1 (0.01%)	\$2,054.24 (0.09%)
91.	/shop-by/our-featured-brands/gifts-by-liquor-brand/makers-mark-whiskey-gifts/		559 (0.09%)	469 (0.09%)	579 (0.09%)	59.93%	2.59	00:02:37	2.59%	15 (0.09%)	\$2,023.72 (0.09%)
92.	/product/don-julio-tequila-sampler/		994 (0.16%)	802 (0.15%)	1,069 (0.16%)	75.30%	2.13	00:01:53	1.96%	21 (0.13%)	\$2,005.06 (0.09%)
93.	/product/double-beer-double-snacks-beer-snob-gift/		284 (0.05%)	173 (0.03%)	325 (0.05%)	61.54%	2.69	00:03:20	4.31%	14 (0.08%)	\$1,998.80 (0.09%)
94.	/product/gift-for-vodka-lovers/		409 (0.07%)	212 (0.04%)	442 (0.07%)	59.50%	3.06	00:03:20	4.98%	22 (0.13%)	\$1,971.36 (0.09%)
95.	/shop-by/our-featured-brands/gifts-by-liquor-brand/ketel-one-vodka-gifts/		405 (0.07%)	344 (0.06%)	430 (0.07%)	59.30%	2.40	00:02:32	2.56%	11 (0.07%)	\$1,939.08 (0.08%)
96.	/shop-by/our-featured-brands/gifts-by-liquor-brand/johnnie-walker-scoutch-gifts/		149 (0.02%)	111 (0.02%)	163 (0.02%)	42.33%	3.76	00:03:58	6.13%	10 (0.06%)	\$1,913.49 (0.08%)
97.	/product/engrave-bottle-crown-royal/		158 (0.03%)	140 (0.03%)	163 (0.02%)	76.07%	2.47	00:01:54	7.36%	12 (0.07%)	\$1,880.02 (0.08%)
98.	/corporate-gifting/		87 (0.01%)	23 (0.00%)	103 (0.02%)	53.40%	2.58	00:03:38	0.97%	1 (0.01%)	\$1,873.63 (0.08%)
99.	/shop-by/our-featured-brands/shop-gifts-by-beer-brand/miller-light-gifts/		833 (0.14%)	755 (0.14%)	855 (0.13%)	63.39%	2.19	00:01:57	1.52%	13 (0.08%)	\$1,825.97 (0.08%)
100.	/product/luck-irish-whiskey-sampler-gift/		923 (0.15%)	704 (0.13%)	975 (0.15%)	74.05%	1.98	00:01:35	1.64%	16 (0.10%)	\$1,819.37 (0.08%)

