

E-shop performance



Report date: from 1/21/19 to 1/27/19
Compared to: from 1/14/19 to 1/20/19

Duration: 7 days

Revenue

Purchase value generated through your website



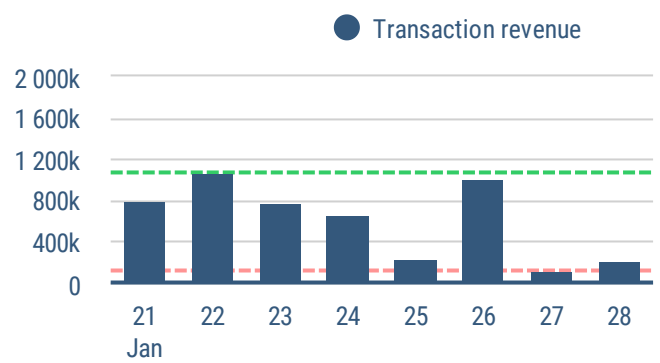
\$799,791

Transaction revenue

-6.08%
 << \$851,601

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Revenue



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Transactions

Amount of orders completed through your website



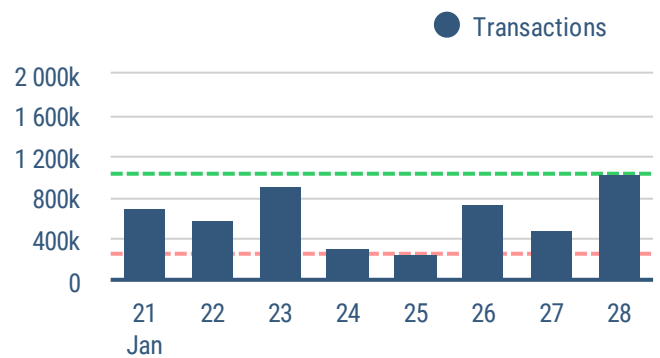
1,094,845

Transactions

68.64%
 << 649,219

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Transactions



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Quantity

Amount of units sold through transactions



342,715

Item quantity

-57.70%
 << 810,234

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Conversion rate

Visitors who clicked on a link from another site, such as an article that linked to your website



37.34%

Conversion rate

-1.81%
 << 38.03%

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Products by revenue

Product name	Item revenue		Item quantity	
String A	\$129,042	-87.74%	821,049	-23.18%
String B	\$127,258	-83.12%	57,663	-92.32%
String C	\$46,983	-80.84%	27,279	-43.19%
String D	\$36,383	75.97%	1,132	-97.22%
String E	\$33,969	219%	120	-98.69%
String F	\$1,843	-78.76%	57	-96.71%
String G	\$1,435	-79.28%	6	-99.58%
String H	\$1,420	62.29%	5	-99.17%
String I	\$815	52.05%	5	-98.02%
String J	\$500	67.22%	5	-97.77%
String K	\$16	-92.66%	5	-93.33%
String L	\$8	-87.5%	5	-73.68%

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Products with highest revenue

Product name	Item revenue		Item quantity	
String A	\$670,136	-38.75%	486,436	32.56%
String B	\$109,152	-81.32%	241,113	320%
String C	\$34,811	-62.69%	138,857	224%
String D	\$31,933	-19.35%	551	-98.43%

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Products with lowest revenue

Product name	Item revenue		Item quantity	
String A	\$857,489	71.63%	629,753	112%
String B	\$63,207	-72.44%	497,469	169%
String C	\$10,413	-94.03%	22,259	-84.57%
String D	\$694	-98.82%	17,896	148%

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Revenue sources

Source medium	Sessions		Transaction revenue		Transactions		Transactions per session	
String A	491,147	-46.63%	\$638,256	-13.33%	599,271	1.27%	59.22%	57.5%
String B	351,946	131%	\$40,085	-94.2%	496,988	3.07%	0.98%	12.64%
String C	90,240	-13.72%	\$30,417	-83.04%	316,943	1595%	0.68%	-2.86%
String D	31,841	-62.45%	\$15,262	-84.96%	273,295	1729%	0.54%	45.95%
String E	26,991	-67.54%	\$3,491	-80.51%	166,288	1073%	0.81%	92.86%
String F	18,862	34.49%	\$3,276	-65.63%	41,659	397%	0.55%	100%
String G	3,527	-70.03%	\$2,730	-51.94%	30,710	8750%	0.20%	-99.66%
String H	3,319	10.52%	\$1,146	-67.63%	10,302	3070%	0.67%	-19.28%
String I	2,770	532%	\$377	225%	4,782	2044%	0.67%	415%
String J	1,831	450%	\$364	219%	3,625	6373%	0.35%	192%
String K	400	223%	\$31	-63.1%	2,506	7731%	0.38%	-20.83%
String L	377	471%	\$21	-75%	188	488%	0.46%	-2.13%

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Performance by device

Device category	Transactions		Transactions per session		Transaction revenue	
Android smartphone	422,154	-55.06%	89.22%	601%	\$772,339	1421%
IPhone	112,114	-84.26%	1%	85.19%	\$134,984	194%
Android tablet	52,757	-92.26%	0.56%	-30.86%	\$75,783	354%
Desktop	17,998	-92.73%	0.24%	-36.84%	\$58,350	1309%

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Most active cities

City	Transactions per session		Transactions	
London	51.36%	11.51%	620,377	-42.79%
Sydney	0.95%	25%	302,305	-29.75%
New York	0.49%	36.11%	149,813	264%
Chicago	0.79%	-15.05%	136,603	364%

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Facebook e-shop performance

Website leads

The number of lead events tracked by the pixel on your website and attributed to your adverts

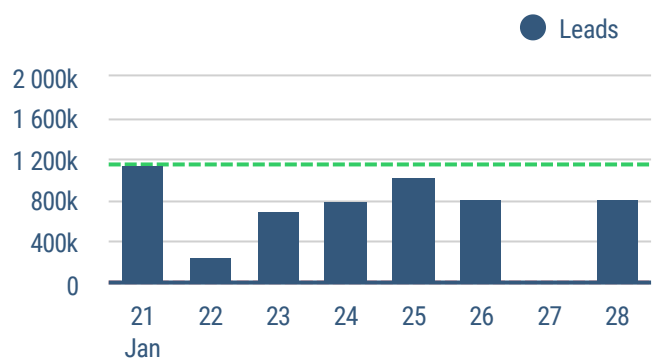


1,104,043
Leads

3,447.47%
« 31,122

Account: Whatagraph

Website leads



Account: Whatagraph

Website purchases

The number of purchase events tracked by the pixel on your website and attributed to your adverts



461,552
Website Purchases

-48.41%
« 894,621

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Cost per website purchase



\$589,270
Cost per website purchase « \$1,129,008
-47.81%

Account: Whatagraph

Website purchase conversion value



\$343,042
Website Purchase value

-59.60%
« \$849,204

Account: Whatagraph

Website purchase ROAS

Return On Ad Spend



538.99
ROAS « 374.67
43.86%

Account: Whatagraph