Google Analytics 4

Oct 21 – Oct 27, 2026 · compared with Oct 14 – Oct 20, 2026

KPI TRACKER

KPI Tracker by day

Day | Week | Month

METRIC	OCT 21	OCT 22	OCT 23	OCT 24	OCT 25	OCT 26	OCT 27	TOTAL	CHANGE	TREND
BUSINESS										
Purchase revenue	$46,128.53	$43,256.70	$45,284.23	$26,108.75	$38,418.81	$33,395.45	$25,234.35	**$257,826.82**	▼ −13.4%	
Average purchase revenue	$145.06	$135.18	$132.41	$120.87	$131.57	$130.96	$123.09	**$132.35**	▼ −4.5%	
CONVERSION										
Key events	7,080	7,009	9,410	7,058	9,735	8,022	6,554	**54,868**	▲ +1.3%	
Key events per session	0.32	0.38	0.30	0.29	0.33	0.35	0.31	**0.33**	▼ −4.0%	
Purchases	318	320	342	216	292	255	205	**1,948**	▼ −9.3%	
Purchases per session	1.43%	1.74%	1.09%	0.88%	1.00%	1.12%	0.98%	**1.16%**	▼ −0.2 pp	
ENGAGEMENT										
Engagement rate	56.70%	55.25%	36.32%	39.40%	42.86%	51.60%	46.68%	**45.81%**	▼ −8.9 pp	
Engaged sessions	12,612	10,175	11,386	9,632	12,542	11,723	9,736	**77,113**	▼ −11.6%	
Views	83,698	72,071	100,702	82,413	110,628	87,977	77,365	**614,854**	▼ −1.7%	
Views per session	3.76	3.91	3.21	3.37	3.78	3.87	3.71	**3.65**	▼ −6.9%	
Engagement time per session	1:03	1:06	0:55	0:55	1:05	1:08	1:02	**1:02**	▼ −13.7%	
VISIBILITY										
Sessions	22,243	18,415	31,352	24,444	29,266	22,718	20,859	**168,320**	▲ +5.5%	
Total users	18,459	15,544	27,596	21,550	26,798	19,340	18,231	**129,867**	▲ +6.3%	
Active users	16,738	13,937	26,128	20,146	25,367	17,726	16,840	**125,415**	▲ +6.1%	
New users	12,108	10,398	21,321	16,901	20,892	13,491	13,061	**108,172**	▲ +7.5%	

TREND MONITORING

Purchase revenue	Key events	Engagement rate	Sessions	Active users	New users
$258K	54.9K	45.81%	168K	125K	108K
▼ −13.4% vs previous period	▲ +1.3% vs previous period	▼ −8.9 pp vs previous period	▲ +5.5% vs previous period	▲ +6.1% vs previous period	▲ +7.5% vs previous period

Sessions by day

Period total: 168,320 (▲ +5.5% vs previous period) · highest Oct 23 31,352 · lowest Oct 22 18,415

Sessions — Sessions · previous period

Sessions by day and session channel group

Direct leads; its highest day was Oct 23 with 15,933 sessions

Direct · Organic Social · Unassigned · Email · Organic Search · SMS

Key events by session channel group

Leader: Unassigned with 15,526 (28.3% of key events)

Unassigned	15,526	▲ +21.3%
Direct	13,623	▲ +17.6%
Organic Social	9,257	▲ +14.2%
Email	4,567	▼ −5.4%
Organic Search	4,129	▲ +8.0%
SMS	3,481	▲ +6.5%
Paid Search	1,761	▼ −66.3%
Organic Shopping	762	▲ +60.8%
Paid Social	474	▼ −11.6%
Cross-network	428	▼ −81.4%

Sessions by session channel group

Leader: Direct with 70,709 (42.0% of sessions)

Direct	70,709	▲ +15.4%
Organic Social	33,267	▲ +15.8%
Unassigned	24,980	▲ +12.3%
Email	10,825	▼ −12.0%
Organic Search	10,273	▼ −4.3%
SMS	6,439	▼ −28.2%
Paid Social	4,758	▲ +30.4%
Paid Search	2,546	▼ −65.7%
Organic Shopping	1,468	▲ +290.4%
Referral	1,214	▲ +165.1%

DAY AND HOUR

Sessions by day of week and hour

Busiest hour: Sunday 16:00 with 2,489 sessions

Key events by hour

Peak: 18 with 3,985

10	2,301	▼ −28.4%
11	2,715	▼ −3.0%
12	2,595	▼ −22.4%
13	3,056	▲ +23.8%
14	2,752	▲ +0.6%
15	3,053	▲ +11.8%
16	3,784	▲ +42.8%
17	3,470	▲ +20.0%
18	3,985	▲ +30.2%
19	3,530	▲ +14.9%
20	2,920	▼ −8.7%
21	2,455	▼ −9.8%
22	1,877	▲ +1.2%
23	1,469	▲ +0.4%
9	2,453	▼ −19.2%
7	2,309	▼ −1.1%
8	1,992	▼ −12.8%
6	1,773	▼ −7.2%
0	1,515	▲ +31.3%
5	1,306	▼ −8.2%
2	952	▲ +5.0%
4	893	▼ −26.8%
3	860	▲ +2.1%
1	853	▼ −1.2%

Sessions by hour

Peak: 17 with 10,241

10	9,362	▼ −19.7%
11	9,096	▼ −20.4%
12	9,524	▼ −5.2%
13	8,934	▼ −10.6%
14	8,663	▼ −2.6%
15	9,723	▲ +15.3%
16	9,937	▲ +7.8%
17	10,241	▲ +14.1%
18	10,222	▲ +17.4%
19	9,920	▲ +17.8%
20	8,616	▲ +13.1%
21	7,517	▲ +27.1%
22	6,184	▲ +23.8%
23	5,545	▲ +38.4%
9	8,042	▼ −13.2%
8	7,183	▼ −6.9%
7	6,637	▲ +0.0%
6	6,115	▲ +2.0%
5	5,138	▼ −7.6%
4	4,484	▲ +10.7%
0	4,037	▲ +26.4%
1	3,831	▲ +36.5%
3	3,755	▲ +12.1%
2	3,493	▲ +9.8%

Key events by day of week

Peak: Sunday with 9,735

Monday	8,022	▲ +32.2%
Tuesday	6,554	▼ −46.1%
Wednesday	7,080	▼ −7.2%
Thursday	7,009	▲ +2.1%
Friday	9,410	▲ +48.4%
Saturday	7,058	▼ −11.5%
Sunday	9,735	▲ +36.4%

Sessions by day of week

Peak: Friday with 31,352

Monday	22,718	▲ +15.2%
Tuesday	20,859	▼ −41.2%
Wednesday	22,243	▼ −20.0%
Thursday	18,415	▼ −14.2%
Friday	31,352	▲ +59.0%
Saturday	24,444	▲ +31.1%
Sunday	29,266	▲ +49.5%

TRAFFIC ACQUISITION

Purchase revenue	Key events	Key events per session	Engagement rate	Sessions	New users
$258K	54.9K	0.33	45.81%	168K	108K
▼ −13.4% vs previous period	▲ +1.3% vs previous period	▼ −4.0% vs previous period	▼ −8.9 pp vs previous period	▲ +5.5% vs previous period	▲ +7.5% vs previous period

Sessions by session channel group

Direct takes 42.9% of sessions, then Organic Social with 19.6%

Direct	72,154	42.9%	▲ +16.0%
Organic Social	33,073	19.6%	▲ +11.9%
Unassigned	24,782	14.7%	▲ +10.3%
Email	10,932	6.5%	▼ −10.6%
Organic Search	10,326	6.1%	▼ −4.1%
SMS	6,537	3.9%	▼ −27.9%
Other	12,474	7.4%	—

Sessions by day and session channel group

Direct leads; its highest day was Oct 23 with 15,933 sessions

Direct · Organic Social · Unassigned · Email · Organic Search · SMS

Sessions by session medium, source and campaign

(none) · (direct) · (direct) leads with 70,709 sessions (42.0% of the total) · the top 10 rows hold 68.4%

Session medium	Session source	Session campaign	Purchase revenue	Key events	Engaged sessions	Sessions	Key events per session	Engagement rate
(none)	(direct)	(direct)	$42,093.25 ▼ −0.2%	13,623 ▲ +17.6%	21,615 ▼ −26.7%	70,709 ▲ +15.4%	0.19 ▲ +1.8%	30.57% ▼ −17.6 pp
(not set)	(not set)	(not set)	$130,980.51 ▼ −15.2%	12,252 ▲ +14.1%	12,125 ▲ +6.9%	19,050 ▲ +7.5%	0.64 ▲ +6.1%	63.65% ▼ −0.4 pp
organic	google	demo campaign 17lqr	$7,533.49 ▼ −19.7%	3,279 ▲ +9.2%	6,120 ▼ −8.3%	8,874 ▼ −4.7%	0.37 ▲ +14.5%	68.97% ▼ −2.7 pp
Facebook_Mobile_Feed	Facebook Paid	demo campaign wtrzw	$2,156.95 ▲ +13.3%	990 ▲ +62.6%	1,749 ▲ +50.6%	3,189 ▲ +60.2%	0.31 ▲ +1.5%	54.84% ▼ −3.5 pp
email	Klaviyo	demo campaign vd6tk	$1,862.43 –	927 –	1,275 –	2,450 –	0.38 –	52.04% –
(empty)	(empty)	(empty)	$1,873.93 –	1,369 –	1,682 –	2,426 –	0.56 –	69.33% –
email	Klaviyo	demo campaign zeox8	$2,741.30 –	1,294 –	1,322 –	2,270 –	0.57 –	58.24% –
Facebook_Mobile_Feed	Facebook Paid	demo campaign 2kecl	$2,628.85 ▲ +12.6%	842 ▲ +6.4%	1,306 ▲ +9.7%	2,250 ▲ +15.7%	0.37 ▼ −8.0%	58.04% ▼ −3.1 pp
cpc	google	demo campaign 9abkx	$3,821.61 ▼ −76.9%	1,421 ▼ −69.7%	1,323 ▼ −72.3%	2,040 ▼ −68.4%	0.70 ▼ −4.1%	64.85% ▼ −9.0 pp
Total			**$257,826.82** ▼ −13.4%	**54,868** ▲ +1.3%	**77,113** ▼ −11.6%	**168,320** ▲ +5.5%	**0.33** ▼ −4.0%	**45.81%** ▼ −8.9 pp

Sessions by landing page

/demo/landing-o0mse leads with 22,688 sessions (13.5% of the total) · the top 10 rows hold 19.7%

Landing page	Purchase revenue	Key events	Engaged sessions	Sessions	Key events per session	Engagement rate
/demo/landing-o0mse	$45,065.43 ▼ −9.8%	16,099 ▲ +7.0%	18,350 ▼ −4.2%	22,688 ▼ −4.7%	0.71 ▲ +12.2%	80.88% ▲ +0.4 pp
(not set)	$80,861.43 ▼ −29.3%	626 ▼ −21.3%	85 ▼ −6.6%	3,618 ▼ −18.7%	0.17 ▼ −3.2%	2.35% ▲ +0.3 pp
/demo/landing-jls3h	$5,369.76 ▲ +21.6%	917 ▲ +29.0%	1,443 ▼ −9.9%	2,319 ▲ +5.6%	0.40 ▲ +22.2%	62.23% ▼ −10.7 pp
/demo/landing-jevga	$0.00 –	0 –	524 ▼ −4.4%	901 ▼ −7.2%	0.00 –	58.16% ▲ +1.7 pp
/demo/landing-glgjy	$1,150.29 ▼ −23.1%	233 ▼ −35.5%	373 ▼ −11.8%	796 ▼ −1.5%	0.29 ▼ −34.5%	46.86% ▼ −5.5 pp
/demo/landing-bon1n	$1,134.75 ▲ +5.9%	826 ▲ +85.6%	418 ▼ −13.8%	637 ▼ −17.9%	1.30 ▲ +126.1%	65.62% ▲ +3.1 pp
/demo/landing-uhatx	$809.85 ▲ +4.5%	301 ▼ −12.0%	416 ▼ −17.5%	630 ▼ −14.7%	0.48 ▲ +3.2%	66.03% ▼ −2.2 pp
/demo/landing-xm77f	$0.00 ▼ −100.0%	93 ▼ −55.5%	409 ▼ −26.7%	563 ▼ −25.2%	0.17 ▼ −40.5%	72.65% ▼ −1.5 pp
/demo/landing-8p43y	$750.00 ▲ +900.0%	275 ▲ +21.1%	253 ▼ −17.0%	536 ▼ −15.6%	0.51 ▲ +43.5%	47.20% ▼ −0.8 pp
Total	**$257,826.82** ▼ −13.4%	**54,868** ▲ +1.3%	**77,113** ▼ −11.6%	**168,320** ▲ +5.5%	**0.33** ▼ −4.0%	**45.81%** ▼ −8.9 pp

AI TRAFFIC

Purchase revenue from AI	Key events from AI	Engagement rate	Sessions from AI	New users from AI
$125.13	85	62.60%	385	304
▲ +49.9% vs previous period	▼ −52.8% vs previous period	▼ −4.4 pp vs previous period	▲ +6.6% vs previous period	▲ +9.4% vs previous period

Sessions by AI assistant

chatgpt.com takes 98.2% of sessions, then gemini.google.com with 1.6%

chatgpt.com	378	98.2%	▲ +5.9%
gemini.google.com	6	1.6%	▲ +200.0%
kagi.com	1	0.3%	▼ −66.7%

Sessions by day and AI assistant

chatgpt.com leads; its highest day was Oct 25 with 64 sessions

chatgpt.com · gemini.google.com · kagi.com

Sessions from AI assistants by page title and path

demo page 4779p · /demo/page-o0mse leads with 111 sessions (28.8% of the total) · the top 10 rows hold 56.6%

Page title	Page path	Key events	Engaged sessions	Sessions	Engagement rate
demo page 4779p	/demo/page-o0mse	0 –	72 ▼ −14.3%	111 ▲ +20.7%	64.86% ▼ −26.4 pp
demo page gmehr	/demo/page-uhatx	0 –	16 ▼ −23.8%	19 ▼ −24.0%	84.21% ▲ +0.2 pp
demo page o7ixc	/demo/page-bon1n	4 –	16 ▲ +6.7%	17 ▲ +13.3%	94.12% ▼ −5.9 pp
demo page pne4s	/demo/page-xm77f	0 –	13 ▼ −18.8%	16 ▼ −15.8%	81.25% ▼ −3.0 pp
demo page i0qw2	/demo/page-ghqkx	4 0.0%	10 ▼ −9.1%	13 ▼ −13.3%	76.92% ▲ +3.6 pp
demo page ncwg6	/demo/page-2166y	0 ▼ −100.0%	11 0.0%	12 ▼ −7.7%	91.67% ▲ +7.1 pp
demo page pkyob	/demo/page-gka1w	0 ▼ −100.0%	7 ▼ −22.2%	9 0.0%	77.78% ▼ −22.2 pp
demo page rsd99	/demo/page-0b88a	0 –	6 –	8 –	75.00% –
demo page kbg64	/demo/page-jls3h	0 –	6 ▲ +100.0%	7 ▲ +133.3%	85.71% ▼ −14.3 pp
Total		**85** ▼ −52.8%	**241** ▼ −0.4%	**385** ▲ +6.6%	**62.60%** ▼ −4.4 pp

Key events by AI assistant

Leader: chatgpt.com with 85 (100.0% of key events)

chatgpt.com	85	▼ −52.8%
gemini.google.com	0	–
kagi.com	0	–

Sessions by search engine (organic)

google takes 86.6% of sessions, then bing with 5.9%

google	9,074	86.6%	▼ −3.9%
bing	613	5.9%	▼ −12.1%
duckduckgo	333	3.2%	▼ −1.8%
ecosia.org	197	1.9%	▲ +18.7%
Pinterest	180	1.7%	▼ −3.2%
yahoo	104	1.0%	0.0%
Other	9	0.1%	—

DEMOGRAPHICS

Key events	Engagement rate	Active users	New users
54.9K	45.81%	125K	108K
▲ +1.3% vs previous period	▼ −8.9 pp vs previous period	▲ +6.1% vs previous period	▲ +7.5% vs previous period

Active users by gender

unknown takes 87.3% of active users, then female with 8.3%

unknown	109,490	87.3%	▲ +7.2%
female	10,371	8.3%	▼ −4.5%
male	5,473	4.4%	▼ −4.4%
(other)	174	0.1%	—

Active users by age and gender

unknown is the largest group with 87.9% of the total

unknown · female · male · (other)

18-24	3,725
25-34	4,866
35-44	3,368
45-54	1,843
55-64	901
65+	294
unknown	110,561
(other)	174

Sessions by interest

Leader: News & Politics/Avid News Readers with 4,172 (2.5% of sessions)

News & Politics/Avid News Readers	4,172	▼ −15.6%
Media & Entertainment/Gamers/Hardcore Gamers	3,977	▼ −12.0%
Food & Dining/Cooking Enthusiasts/Aspiring Chefs	3,802	▼ −11.2%
Shoppers/Shopping Enthusiasts	3,613	▼ −15.9%
News & Politics/Avid News Readers/Entertainment News Enthusiasts	3,264	▼ −15.3%
Lifestyles & Hobbies/Shutterbugs	2,861	▼ −19.2%
Technology/Technophiles	2,664	▼ −19.7%
Media & Entertainment/Comics & Animation Fans	2,606	▼ −15.3%
Media & Entertainment/Gamers/Roleplaying Game Fans	2,546	▼ −13.0%
Media & Entertainment/Movie Lovers	2,271	▼ −20.8%

Sessions by language

Leader: English with 161,061 (95.7% of sessions)

English	161,061	▲ +5.7%
Spanish	2,887	▼ −13.2%
Chinese	1,017	▲ +23.1%
French	931	▼ −20.0%
Portuguese	574	▼ −7.6%
German	488	▼ −16.4%
(other)	306	▼ −26.1%
Japanese	248	▲ +10.7%
Russian	222	▼ −21.6%
Italian	149	▼ −18.1%

GEOGRAPHY

Sessions by country

United States leads with 128,955 sessions (76.6% of the total) · the top 10 rows hold 90.4%

Country	Key events	Engaged sessions	Sessions	Active users
United States	47,019 ▲ +1.4%	66,579 ▼ −12.2%	128,955 ▼ −4.1%	92,690 ▼ −4.7%
Canada	3,211 ▼ −5.8%	3,127 ▼ −20.6%	5,307 ▼ −12.8%	3,637 ▼ −15.0%
Brazil	153 ▼ −2.5%	570 ▲ +5.4%	4,800 ▲ +316.7%	4,621 ▲ +344.8%
Mexico	556 ▼ −4.8%	1,062 ▲ +2.3%	2,736 ▲ +48.5%	2,222 ▲ +64.7%
Australia	1,763 ▲ +33.9%	1,604 ▼ −4.0%	2,629 ▼ −0.3%	1,835 ▼ −3.3%
Colombia	56 ▼ −32.5%	192 ▲ +25.5%	2,169 ▲ +500.8%	2,115 ▲ +563.0%
Singapore	46 ▼ −9.8%	177 ▲ +33.1%	1,702 ▲ +126.9%	1,651 ▲ +134.5%
Argentina	78 ▲ +69.6%	193 ▲ +10.3%	1,601 ▲ +320.2%	1,566 ▲ +341.1%
Ecuador	22 ▲ +100.0%	83 ▲ +38.3%	1,161 ▲ +514.3%	1,133 ▲ +558.7%
Total	**54,868** ▲ +1.3%	**77,113** ▼ −11.6%	**168,320** ▲ +5.5%	**125,415** ▲ +6.1%

Sessions by region

Leader: California with 17,935 (10.7% of sessions)

California	17,935	▲ +3.5%
Texas	9,215	▼ −6.0%
New York	8,134	▲ +2.5%
Florida	6,678	▼ −0.1%
Colorado	5,568	▼ −23.5%
(not set)	5,152	▼ −10.8%
Pennsylvania	5,078	▼ −1.6%
Virginia	4,897	▼ −10.2%
Ohio	4,750	—
Washington	4,734	—

Sessions by city

Leader: (not set) with 12,121 (7.2% of sessions)

(not set)	12,121	▼ −19.9%
Los Angeles	4,339	▲ +12.1%
New York	4,077	▲ +1.2%
(empty)	2,415	—
Chicago	2,072	▼ −12.4%
Singapore	1,650	—
Seattle	1,266	▼ −3.7%
Las Vegas Valley	1,236	—
Phoenix	1,208	▼ −11.8%
Philadelphia	1,135	—

Sessions by continent

Americas takes 89.3% of sessions, then Asia with 6.3%

Americas	150,238	89.3%	▲ +3.8%
Asia	10,647	6.3%	▲ +85.9%
Europe	4,583	2.7%	▼ −16.6%
Oceania	3,032	1.8%	▼ −1.9%
Africa	1,489	0.9%	▲ +544.6%
(not set)	399	0.2%	▼ −19.9%
Other	66	0.0%	—

TECHNOLOGY

Sessions by device category

mobile takes 71.0% of sessions, then desktop with 29.2%

mobile	119,530	71.0%	▼ −8.7%
desktop	49,217	29.2%	▲ +60.2%
tablet	965	0.6%	▼ −13.7%
(other)	33	0.0%	—
smart tv	1	0.0%	0.0%

Sessions by device category and brand

mobile takes 70.2% of the total; its largest part is Apple

Sessions by browser and operating system

Safari · iOS leads with 61,777 sessions (36.7% of the total) · the top 10 rows hold 97.0%

Browser	Operating system	Key events	Engaged sessions	Sessions	Active users	Engagement rate
Safari	iOS	22,079 ▲ +4.8%	33,318 ▼ −10.7%	61,777 ▼ −8.1%	43,060 ▼ −13.1%	53.93% ▼ −1.6 pp
Chrome	Windows	4,020 ▼ −13.5%	5,364 ▼ −15.2%	38,615 ▲ +119.6%	36,387 ▲ +134.8%	13.89% ▼ −22.1 pp
Chrome	Android	16,190 ▲ +3.1%	22,446 ▼ −5.6%	34,370 ▼ −9.9%	22,501 ▼ −14.5%	65.31% ▲ +3.0 pp
Chrome	iOS	3,593 ▼ −1.5%	4,194 ▼ −5.5%	8,697 ▼ −4.0%	5,003 ▼ −4.8%	48.22% ▼ −0.8 pp
Safari (in-app)	iOS	803 ▼ −7.5%	1,525 ▼ −19.1%	6,623 ▲ +10.9%	5,927 ▲ +12.3%	23.03% ▼ −8.5 pp
Android Webview	Android	1,392 ▲ +1.1%	3,099 ▼ −21.3%	4,517 ▼ −19.6%	3,529 ▼ −22.2%	68.61% ▼ −1.4 pp
Chrome	Macintosh	1,081 ▼ −22.8%	1,648 ▼ −16.2%	2,739 ▼ −11.5%	1,997 ▼ −11.6%	60.17% ▼ −3.4 pp
Safari	Macintosh	1,532 ▲ +6.2%	1,397 ▼ −8.0%	2,098 ▼ −2.4%	1,401 ▼ −4.4%	66.59% ▼ −4.1 pp
Samsung Internet	Android	1,083 ▲ +8.8%	1,223 ▼ −12.1%	2,034 ▼ −10.2%	1,165 ▼ −14.4%	60.13% ▼ −1.4 pp
Total		**54,868** ▲ +1.3%	**77,113** ▼ −11.6%	**168,320** ▲ +5.5%	**125,415** ▲ +6.1%	**45.81%** ▼ −8.9 pp

PAGE VISITS

Key events	Engagement rate	Views	Sessions	Active users	New users
54.9K	45.59%	615K	168K	125K	108K
▲ +1.3% vs previous period	▼ −9.1 pp vs previous period	▼ −1.7% vs previous period	▲ +5.5% vs previous period	▲ +6.1% vs previous period	▲ +7.5% vs previous period

Views by day

Period total: 614,855 (▼ −1.7% vs previous period) · highest Oct 25 110,628 · lowest Oct 22 72,071

Views · Views · previous period

Views by page title and path

demo page o7ixc · /demo/page-bon1n leads with 55,694 views (9.1% of the total) · the top 10 rows hold 29.7%

Page title	Page path	Key events	Engaged sessions	Views	Sessions	Engagement rate
demo page o7ixc	/demo/page-bon1n	1,972 ▲ +41.2%	12,716 ▲ +34.9%	55,694 ▲ +55.0%	17,171 ▲ +40.2%	74.06% ▼ −2.9 pp
demo page 4779p	/demo/page-o0mse	108 ▲ +54.3%	23,017 ▼ −22.3%	35,557 ▼ −25.4%	28,858 ▼ −21.9%	79.76% ▼ −0.5 pp
demo page kbg64	/demo/page-jls3h	287 ▲ +11.2%	14,141 ▲ +11.6%	32,718 ▲ +3.2%	20,490 ▲ +14.5%	69.01% ▼ −1.8 pp
demo page gmehr	/demo/page-uhatx	169 ▲ +101.2%	3,617 ▼ −1.1%	12,341 ▲ +2.4%	4,293 ▼ −2.2%	84.25% ▲ +1.0 pp
demo page ncwg6	/demo/page-2166y	153 ▼ −42.0%	2,177 ▼ −7.6%	10,311 ▲ +4.5%	4,987 ▲ +16.3%	43.65% ▼ −11.3 pp
demo page 23jxu	/demo/page-8p43y	280 ▲ +8.5%	2,829 ▼ −15.9%	9,901 ▼ −7.2%	3,792 ▼ −14.0%	74.60% ▼ −1.7 pp
demo page spjgq	/demo/page-5n9uk	235 ▼ −45.2%	2,470 ▼ −21.7%	9,600 ▼ −23.6%	3,130 ▼ −23.3%	78.91% ▲ +1.6 pp
demo page pkyob	/demo/page-gka1w	297 ▲ +113.7%	1,573 ▼ −10.8%	6,176 ▼ −8.5%	1,972 ▼ −8.8%	79.77% ▼ −1.8 pp
demo page zrtfd	/demo/page-657xg	120 ▲ +29.0%	1,654 ▼ −16.0%	5,430 ▼ −13.2%	1,901 ▼ −15.4%	87.01% ▼ −0.7 pp
Total		**54,868** ▲ +1.3%	**76,742** ▼ −12.0%	**614,855** ▼ −1.7%	**168,320** ▲ +5.5%	**45.59%** ▼ −9.1 pp

Views by hostname

Leader: demo-5mbvu.example with 591,809 (96.3% of views)

demo-5mbvu.example	591,809	▼ −2.9%
demo-6bl2b.example	16,150	▼ −0.3%
(other)	6,893	—
demo-aqxnp.example	3	▲ +200.0%
(empty)	0	—
(not set)	0	—

Event count by site search term

Leader: demo search dawgs with 290

demo search dawgs	290	▲ +75.8%
demo search q1l20	285	▲ +51.6%
demo search fs80b	249	▲ +68.2%
demo search 7oqdx	223	▲ +25.3%
demo search sz4u0	214	▲ +23.0%
demo search ybbow	200	▲ +17.6%
demo search zcw9k	179	—
demo search 26jrf	172	—
demo search c166o	171	▲ +1.8%
demo search 9oa4c	147	▼ −73.1%

EVENTS

Key events	Event count	Events per session	Active users
54.9K	1.97M	11.71	125K
▲ +1.3% vs previous period	▼ −0.6% vs previous period	▼ −5.8% vs previous period	▲ +6.1% vs previous period

Event count by day

Period total: 1,970,563 (▼ −0.6% vs previous period) · highest Oct 25 355,527 · lowest Oct 22 228,236

Event count · Event count · previous period

Event count by event name

page_view leads with 614,855 event count (31.2% of the total) · the top 10 rows hold 99.2%

Event name	Key events	Event count	Sessions	Active users
page_view	0 —	614,855 ▼ −1.7%	163,937 ▲ +5.6%	125,198 ▲ +6.2%
user_engagement	0 —	443,822 ▼ −5.5%	64,478 ▼ −12.5%	52,418 ▼ −11.2%
view_item_list	0 —	234,402 ▲ +2.5%	66,897 ▼ −4.5%	54,930 ▼ −0.0%
view_item	0 —	220,115 ▲ +5.5%	83,988 ▲ +18.3%	67,199 ▲ +20.1%
session_start	0 —	167,760 ▲ +3.8%	165,832 ▲ +4.7%	124,459 ▲ +6.1%
first_visit	0 —	108,173 ▲ +7.5%	108,243 ▲ +8.1%	106,952 ▲ +7.1%
scroll	0 —	81,770 ▼ −7.2%	47,791 ▼ −10.0%	42,629 ▼ −9.5%
add_to_cart	52,914 ▲ +1.7%	52,914 ▲ +1.7%	10,013 ▼ −2.4%	8,785 ▼ −0.8%
view_search_results	0 —	15,670 ▲ +5.4%	5,217 ▼ −7.5%	4,299 ▼ −8.3%
Total	**54,868** ▲ +1.3%	**1,970,563** ▼ −0.6%	**168,320** ▲ +5.5%	**125,415** ▲ +6.1%

Event count by outbound link domain

Leader: (empty) with 1,965,254 (99.7% of event count)

(empty)	1,965,254	▼ −0.6%
demo-5mbvu.example	2,386	▼ −11.6%
demo-cu2ia.example	1,571	▲ +18.0%
demo-0z329.example	654	▲ +91.8%
demo-1wpbu.example	205	▲ +1.5%
demo-hztpg.example	158	▼ −57.4%
demo-ceubk.example	125	▼ −1.6%
demo-4gkwr.example	74	▼ −59.8%
demo-khcx1.example	32	▼ −40.7%
demo-8xm09.example	29	—

Event count by downloaded file

Only one file name ((empty)) has event count in this period, so there is nothing to compare.

ATTRIBUTION

Purchase revenue	Key events	New users
$258K	54.9K	108K
▼ −13.4% vs previous period	▲ +1.3% vs previous period	▲ +7.5% vs previous period

Key events by first-user channel group and event name

Largest flow: Direct → add_to_cart with 17,144 (31.2%)

Key events by first-user channel group

Leader: Direct with 17,888 (32.6% of key events)

Direct	17,888	▲ +4.7%
Unassigned	12,216	▲ +28.3%
Organic Social	8,756	▲ +15.9%
Organic Search	3,762	▲ +9.3%
Email	3,479	▼ −2.3%
Paid Search	3,064	▼ −41.5%
SMS	2,649	▲ +2.7%

New users by first-user source / medium

(direct) / (none) leads with 60,464 new users (55.9% of the total) · the top 10 rows hold 89.3%

First user source / medium	Purchase revenue	Key events	New users	Active users
(direct) / (none)	$105,951.04 ▼ −7.3%	17,888 ▲ +4.7%	60,464 ▲ +17.2%	65,563 ▲ +15.8%
(not set)	$71,081.95 ▼ −17.0%	9,215 ▲ +20.0%	8,085 ▲ +7.1%	9,421 ▲ +8.4%
Facebook Paid / Facebook_Mobile_Feed	$9,896.75 ▲ +34.2%	3,620 ▲ +16.8%	7,329 ▲ +50.8%	9,122 ▲ +38.1%
google / organic	$7,457.26 ▼ −24.2%	3,100 ▲ +13.7%	5,670 ▼ −8.2%	6,412 ▼ −5.8%
Klaviyo / email	$9,812.79 ▼ −6.4%	3,741 ▲ +6.6%	4,078 ▼ −11.1%	6,078 ▼ −6.0%
Facebook Paid / Instagram_Feed	$6,910.62 ▲ +21.5%	2,054 ▲ +20.9%	3,817 ▲ +35.0%	4,615 ▲ +27.4%
tiktok / paid	$1,131.98 ▲ +11.2%	238 ▲ +29.3%	2,386 ▲ +24.5%	2,541 ▲ +22.5%
google / cpc	$13,509.86 ▼ −54.2%	4,438 ▼ −49.9%	1,842 ▼ −68.6%	3,674 ▼ −52.8%
Facebook Paid / Instagram_Reels	$1,938.71 ▲ +12.4%	790 ▲ +107.9%	1,540 ▲ +93.0%	1,770 ▲ +76.8%
Total	**$257,826.82** ▼ −13.4%	**54,868** ▲ +1.3%	**108,172** ▲ +7.5%	**125,415** ▲ +6.1%

Sessions by session medium and source

(none) · (direct) leads with 70,709 sessions (42.0% of the total) · the top 10 rows hold 87.9%

Session medium	Session source	Purchase revenue	Key events	Sessions	Key events per session
(none)	(direct)	$42,093.25 ▼ −0.2%	13,623 ▲ +17.6%	70,709 ▲ +15.4%	0.19 ▲ +1.8%
(not set)	(not set)	$130,980.51 ▼ −15.2%	12,252 ▲ +14.1%	19,050 ▲ +7.5%	0.64 ▲ +6.1%
Facebook_Mobile_Feed	Facebook Paid	$9,812.19 ▲ +6.2%	3,690 ▲ +13.2%	14,047 ▲ +32.1%	0.26 ▼ −14.3%
email	Klaviyo	$13,908.17 ▲ +8.8%	4,949 ▲ +7.3%	11,746 ▼ −4.2%	0.42 ▲ +11.9%
organic	google	$7,581.49 ▼ −19.2%	3,324 ▲ +10.1%	8,943 ▼ −4.4%	0.37 ▲ +15.2%
Instagram_Feed	Facebook Paid	$7,436.72 ▲ +12.9%	2,268 ▲ +29.5%	6,741 ▲ +25.1%	0.34 ▲ +3.5%
sms	postscript	$11,268.21 ▼ −11.0%	3,472 ▲ +6.4%	6,374 ▼ −28.5%	0.54 ▲ +48.9%
cpc	google	$6,903.63 ▼ −75.8%	2,459 ▼ −69.7%	4,282 ▼ −63.7%	0.57 ▼ −16.7%
paid	tiktok	$1,372.48 ▲ +25.5%	286 ▼ −10.3%	3,360 ▲ +14.3%	0.09 ▼ −21.6%
Total		**$257,826.82** ▼ −13.4%	**54,868** ▲ +1.3%	**168,320** ▲ +5.5%	**0.33** ▼ −4.0%

CONVERSION BREAKDOWN

Key events	Key events per session	Key events per user	Sessions
54.9K	0.33	0.44	168K
▲ +1.3% vs previous period	▼ −4.0% vs previous period	▼ −4.6% vs previous period	▲ +5.5% vs previous period

Key events by day

Period total: 54,868 (▲ +1.3% vs previous period) · highest Oct 25 9,735 · lowest Oct 27 6,554

Key events by event name

add_to_cart leads with 52,914 key events (96.4% of the total) · the top 10 rows hold 100.0%

Event name	Key events	Event count	Sessions
add_to_cart	52,914 ▲ +1.7%	52,914 ▲ +1.7%	10,049 ▼ −2.3%
purchase	1,947 ▼ −9.7%	1,947 ▼ −9.7%	1,916 ▼ −10.2%
(other)	7 –	67 –	55 –
INP	0 –	3 ▲ +200.0%	2 ▲ +100.0%
Conversation Staff First Response Receiv	0 –	3 ▲ +50.0%	2 0.0%
CLS	0 –	1 0.0%	1 0.0%
Shoutbox Closed	0 –	78 ▼ −43.5%	55 ▼ −31.3%
LCP	0 –	7 ▲ +133.3%	6 ▲ +100.0%
add_shipping_info	0 –	3,296 ▼ −10.9%	1,133 ▼ −6.8%
Total	**54,868** ▲ +1.3%	**1,970,563** ▼ −0.6%	**168,320** ▲ +5.5%