



Apr 30th - May 6th

ABCD inc. ANALYTICS REPORT


targetfurniture.co.nz




Trends

Zero in on changes in your key metrics and understand what's behind them.




 **Website Traffic**
No major changes

 **Pinned Events**
"ADD TO CART" is down by 26%
and 2 more changes

 **Key Pages**
7.3% fewer unique visits to
"Mattresses Campaign All Pages"

 **Marketing Channels**
16% fewer visitors from Google (paid)
and 2 more changes

 **Desktop vs. Mobile**
No major changes

 **Countries and States**
No major changes



Latest Trends - Pinned Events

↓ 26% **ADD TO CART**
147 → 109 unique daily visitors

This is most likely due to a drop in traffic on your site. (from 5,139 to 4,258)

↓ 29% **GO TO CHECKOUT**
108 → 77 unique daily visitors

This is most likely due to a drop in traffic on your site. (from 5,852 to 4,937)

↓ 34% **InitiateCheckout**
97 → 65 unique daily visitors

Your conversions went down (from 1.6% to 1.3%), while your traffic remains about the same



Latest Trends - Key Pages

↓ 7.3% **Mattresses Campaign All Pages**
191 → 177 unique daily visitors



Latest Trends - Channels

- ↓ 16% Google (paid)
2,633 → 2,220 unique daily visitors
- ↓ 16% Google (organic)
1,936 → 1,628 unique daily visitors
- ↓ 12% Direct
1,019 → 896 unique daily visitors

Desktop vs Mobile

Apr 23rd - Apr 29th



66% of visitors
browsed from **mobile**



30% of visitors
browsed from
desktop



4.3% of visitors
browsed from **tablet**

VS

Apr 30th - May 6th



63% of visitors
browsed from **mobile**



31% of visitors
browsed from
desktop



4.1% of visitors
browsed from **tablet**

Top Countries

Apr 23rd - Apr 29th



96% of visitors
browsed from **New
Zealand**

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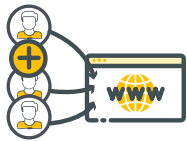
95% of visitors
browsed from **New
Zealand**

VS

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Insights

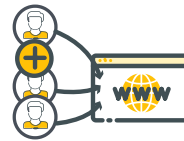
Get the actionable information in your key metrics to base your next business decisions on the right data.



New Referrer

imasdk.googleapis.com

7 visitors have arrived from this referrer so far



New Referrer

prod.uhrs.playmsn.com

3 visitors have arrived from this referrer so far



New Page

"targetfurniture.co.nz/super-deals/veno-chair"

24 visitors to this page since Monday



New Page

"targetfurniture.co.nz/office/desks/carnival-4-drawer-desk-white"

11 visitors to this page since Friday



Top Marketing Channels

Google (paid) converts **x2** better:

2.1% of Google (paid) visitors click on **"Mattresses"** vs. 1.3% of **Google (organic)** visitors



Top Marketing Channels

Facebook converts **x2** better:

3.4% of Facebook visitors click on **"ADD TO CART"** vs. 1.8% of **Google (organic)** visitors



Page Insight

4.4% of the visitors to **targetfurniture.co.nz** clicked on **Fabric Sofas**



Conversion by Session

Over 50% of the visitors who performed **InitiateCheckout** visited the site at least once before

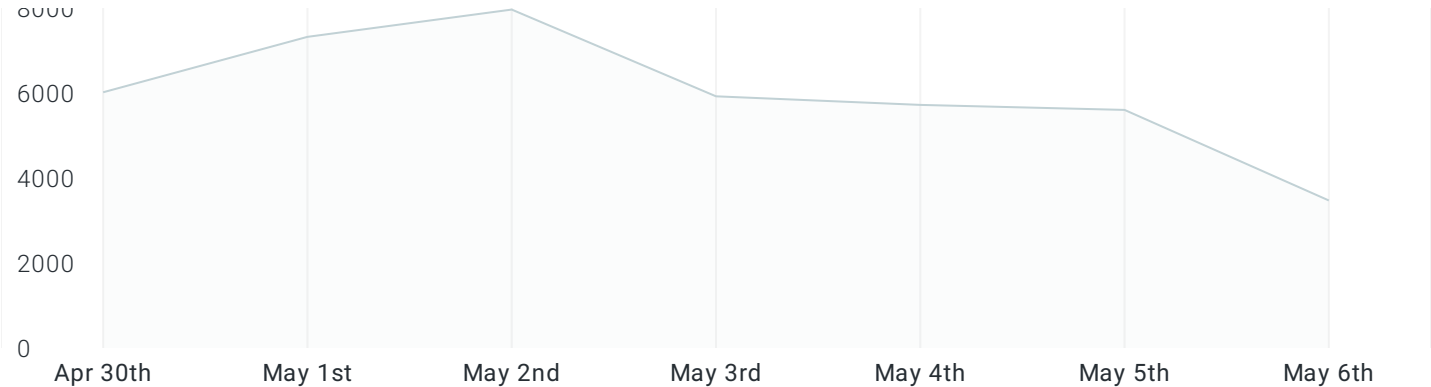
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All Visits

See the big picture of your site's traffic to optimize your targeting and user acquisition.



36K unique visitors





Top 5 Channels

Out of 105

	Unique Visits
 Google (paid)	15,539
 Google (organic)	11,390
 Direct	6,262
 Facebook	1,256
 Bing	280



Top 5 Pages

	Unique Visits
Target Furniture NZ Modern Designs at Affordable Prices Home Page targetfurniture.co.nz	15,496
Target Furniture NZ Modern Designs at Affordable Prices Search results for: 'sh... /catalogsearch/result	4,024
Target Furniture NZ Modern Designs at Affordable Prices Lounge - Target Furni... /lounge	2,569
Target Furniture NZ Modern Designs at Affordable Prices Bedroom - Target Fur... /bedroom	2,043
Target Furniture NZ Modern Designs at Affordable Prices Bed Frames - Bedding... /bedroom/bedding/bed-frames	1,884



Platforms

	Unique Visits
 Mobile	22,667
 Desktop	11,240
 Tablet	1,474



Top 5 Countries

Out of 75

	Unique Visits
New Zealand	34,215
United States	460
Australia	374
Unknown	309
Ireland	73



UTM

UTM Campaign

	Unique Visits
No UTM	35,439
store_wide_sale_april	251
store-tile	170
store_wide_sale_autumn	48
AlwaysOn	31

UTM Source

	Unique Visits
No UTM	33,732
Christchurch	430
facebook	344
Hamilton	282
Wellington	218

UTM Medium

Unique Visits

No UTM

33,732

googleplaces

1,632

bannerad

340

qr

196

shop-directory

170

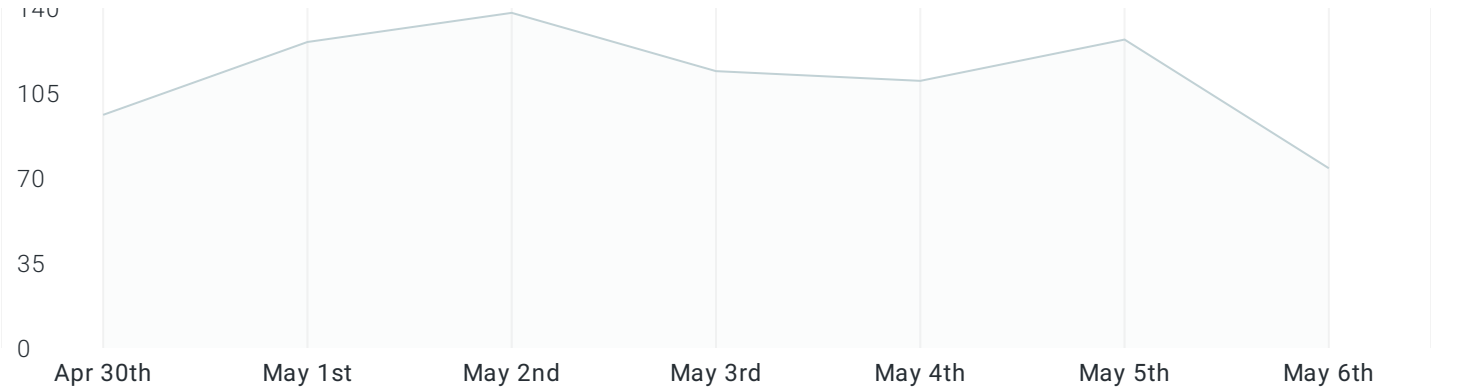
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ADD TO CART








744 unique visitors performed this event

2.6% Conversion rate
744 of 29,034






Top 5 Channels

Out of 10

	Unique Clicks	Conversion Rate
 Google (paid)	394	3%
 Google (organic)	178	1.8%
 Direct	131	3%
 Facebook	29	3.4%
 Bing	6	2.4%



Platforms

	Unique Clicks	Conversion Rate
 Mobile	468	2.6%
 Desktop	246	2.7%
 Tablet	27	2.2%



UTM

UTM Campaign

	Unique Clicks	Conversion Rate
No UTM	729	2.6%
store-tile	8	5.8%
store_wide_sale_april	3	1.5%
store_wide_sale_autumn	1	3.6%
malone	1	33%

UTM Source

	Unique Clicks	Conversion Rate
No UTM	702	2.6%
laybuy	8	5.8%
Hamilton	7	2.8%
Christchurch	5	1.3%
facebook	4	1.5%

UTM Medium

	Unique Clicks	Conversion Rate
No UTM	702	2.6%
googleplaces	24	1.7%
shop-directory	8	5.8%
qr	5	7%
bannerad	4	1.5%



Page And Event

		Unique Visitors	Conversion Rate
Target Furniture NZ Modern De... /catalogsearch/result		39	1%
Target Furniture NZ Modern De... /bedroom/bedding/mattress-bases/kit...		16	16%
Target Furniture NZ Modern De... /kitset-mattress-base		15	10%
Target Furniture NZ Modern De... /bedroom/bedding/mattresses/baham...		14	16%
Target Furniture NZ Modern De... /lounges/sofa/fabric-sofas		12	0.8%



Top 5 Countries

Out of 6

	Unique Clicks	Conversion Rate
New Zealand	735	2.6%
Australia	8	2.9%
United States	2	0.9%
Unknown	1	0.5%
United Kingdom	1	2.4%



By Session



Session 1

58%

Performed this action on their first visit



Session 2

16%

Performed this action on their second visit



Session 3

8.5%

Performed this action on their third visit



Session 4-9

13%

Performed this action on their fourth to ninth visit



Session 10+

4.4%

Performed this action on their tenth or more visit

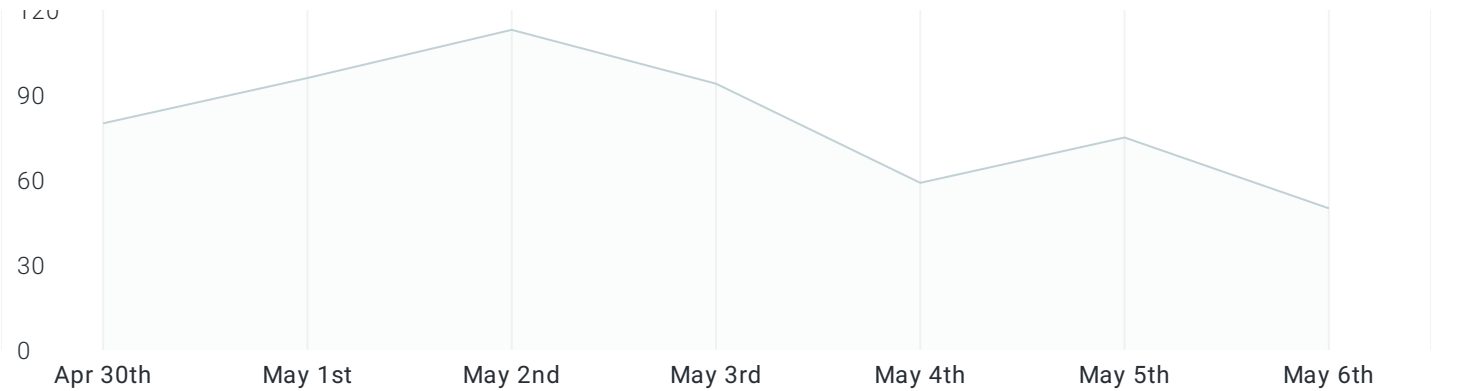
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GO TO CHECKOUT








539 unique visitors performed this event

1.6% Conversion rate
539 of 34,511






Top 5 Channels

Out of 9

	Unique Clicks	Conversion Rate
 Google (paid)	266	1.8%
 Google (organic)	147	1.3%
 Direct	96	1.6%
 Facebook	19	1.7%
 Bing	6	2.2%



Platforms

	Unique Clicks	Conversion Rate
 Mobile	324	1.5%
 Desktop	201	1.8%
 Tablet	18	1.3%



UTM

UTM Campaign

	Unique Clicks	Conversion Rate
No UTM	527	1.6%
store-tile	8	4.7%
store_wide_sale_april	3	1.3%

UTM Source

	Unique Clicks	Conversion Rate
No UTM	497	1.5%
Wellington	8	3.7%
laybuy	8	4.7%
Christchurch	7	1.6%
Hamilton	7	2.5%

UTM Medium

	Unique Clicks	Conversion Rate
No UTM	497	1.5%
googleplaces	29	1.8%
shop-directory	8	4.7%
qr	7	8.5%
bannerad	3	1%



Page And Event

		Unique Visitors	Conversion Rate
Target Furniture NZ Modern De... /checkout	GO TO CHECKOUT	18	3.1%
Target Furniture NZ Modern De... /catalogsearch/result	GO TO CHECKOUT	16	0.4%
Target Furniture NZ Modern De... /kitset-mattress-base	GO TO CHECKOUT	10	6.8%
Target Furniture NZ Modern De... /bedroom/bedding/bed-frames/dallas-...	GO TO CHECKOUT	8	6.5%
Target Furniture NZ Modern De... /bedroom/bedding/mattresses/baham...	GO TO CHECKOUT	7	8%



Countries

	Unique Clicks	Conversion Rate
New Zealand	536	1.6%
Australia	2	0.5%
United States	1	0.2%
Malaysia	1	11%



By Session



Session 1

51%

Performed this action on their first visit



Session 2

17%

Performed this action on their second visit



Session 3

12%

Performed this action on their third visit



Session 4-9

17%

Performed this action on their fourth to ninth visit



Session 10+

4.3%

Performed this action on their tenth or more visit

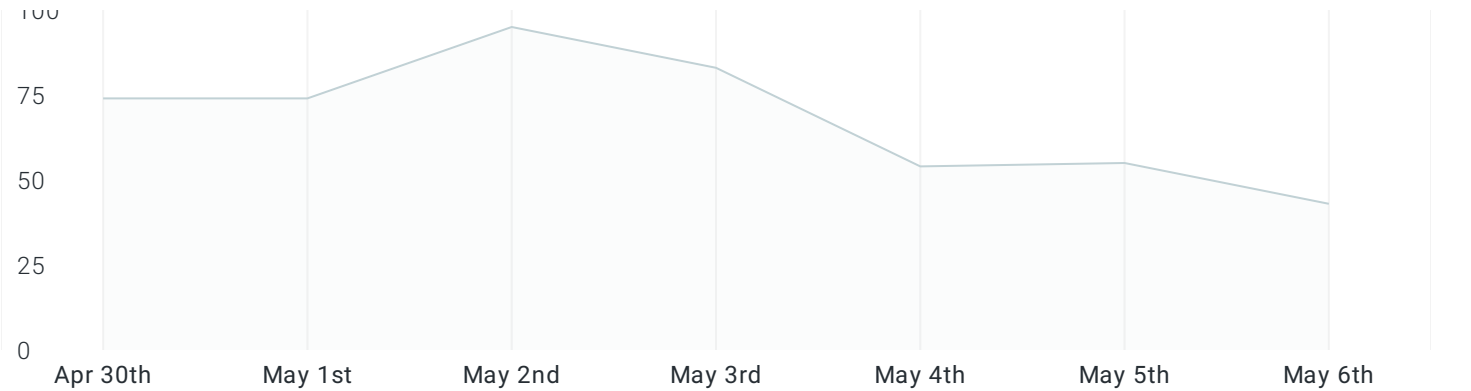
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InitiateCheckout








452 unique visitors performed this event

1.3% Conversion rate
452 of 35,980






Top 5 Channels

Out of 9

	Unique Visitors	Conversion Rate
 Google (paid)	213	1.4%
 Google (organic)	127	1.1%
 Direct	85	1.4%
 Facebook	18	1.4%
 Bing	6	2.1%



Platforms

	Unique Visitors	Conversion Rate
 Mobile	271	1.2%
 Desktop	174	1.6%
 Tablet	16	1.1%



UTM

UTM Campaign

	Unique Visitors	Conversion Rate
No UTM	441	1.2%
store-tile	7	4.1%
store_wide_sale_april	3	1.2%
sale	1	7.1%

UTM Source

	Unique Visitors	Conversion Rate
No UTM	416	1.2%
Wellington	7	3.2%
laybuy	7	4.1%
Christchurch	6	1.4%
Hamilton	5	1.8%

UTM Medium

	Unique Visitors	Conversion Rate
No UTM	416	1.2%
googleplaces	25	1.5%
shop-directory	7	4.1%
qr	6	3.1%
bannerad	3	0.9%



Pages

	Unique Visitors	Conversion Rate
Target Furniture NZ Modern Designs at Affordable Pric... /checkout	452	79%



Countries

	Unique Visitors	Conversion Rate
New Zealand	450	1.3%
Australia	3	0.8%
United States	1	0.2%
Malaysia	1	10%



By Session



Session 1

50%

Performed this action on their first visit



Session 2

16%

Performed this action on their second visit



Session 3

11%

Performed this action on their third visit



Session 4-9

18%

Performed this action on their forth to ninth visit



Session 10+

5%















Performed this action on their tenth or more visit















Apr 30th - May 6th

Channels















Know how to allocate your budget best to drive your conversions.



	All visits	Mattresses Campaign All Pages	ADD TO CART	GO TO CHECKOUT
 Google (paid)	15,539	589	394	266
 Google (organic)	11,397	365	178	147
 Direct	6,274	204	131	96
 Facebook	1,256	36	29	19
 Bing	280	8	6	6
 Youtube	270	11	3	1
 duckduckgo.com	149	7	4	4
 Instagram	84	5	-	-
 Yahoo	79	1	2	1
 www.ecosia.org	23	1	-	-
 Pinterest	16	-	-	-
 Email	12	-	1	-
Imp.target.net.nz	6	-	-	1
 doubleclick.net	12	1	-	-
 weather.com	12	1	-	-

	Mattresses	DETAILS	ViewContent	InitiateCheckout
 Google (paid)	273	985	6,762	213
 Google (organic)	138	581	3,879	127
 Direct	105	295	2,583	85
 Facebook	5	56	677	18
 Bing	2	13	61	6
 Youtube	1	3	30	1
 duckduckgo.com	2	14	54	5
 Instagram	2	5	37	-
 Yahoo	-	4	20	1
 www.ecosia.org	-	2	8	-
 Pinterest	-	2	2	-
 Email	-	-	5	-
Imp.target.net.nz	-	4	4	1
 doubleclick.net	-	-	2	-
 weather.com	-	-	1	-

Orders

 Google (paid)	43
 Google (organic)	24
 Direct	14
 Facebook	2
 Bing	3
 Youtube	-
 duckduckgo.com	-
 Instagram	-
 Yahoo	1
 www.ecosia.org	-
 Pinterest	-
 Email	-
Imp.target.net.nz	-
 doubleclick.net	-
 weather.com	-

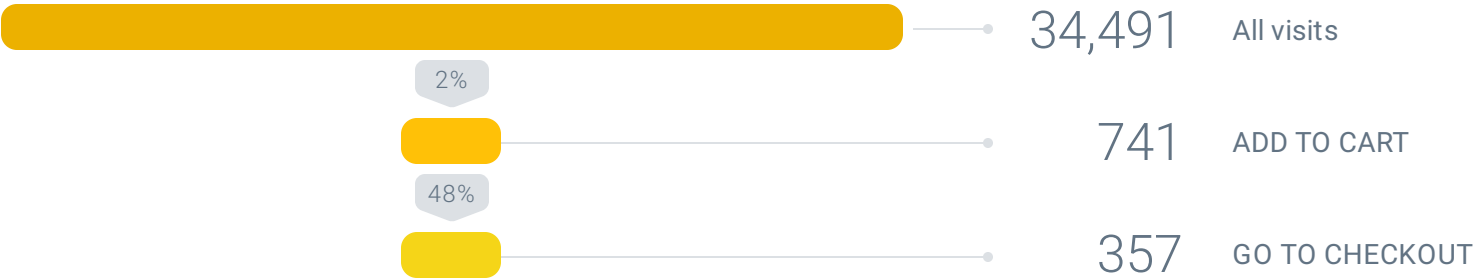
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Funnels

Detect and remove bottlenecks in your visitor flow and easily evaluate the changes you make.

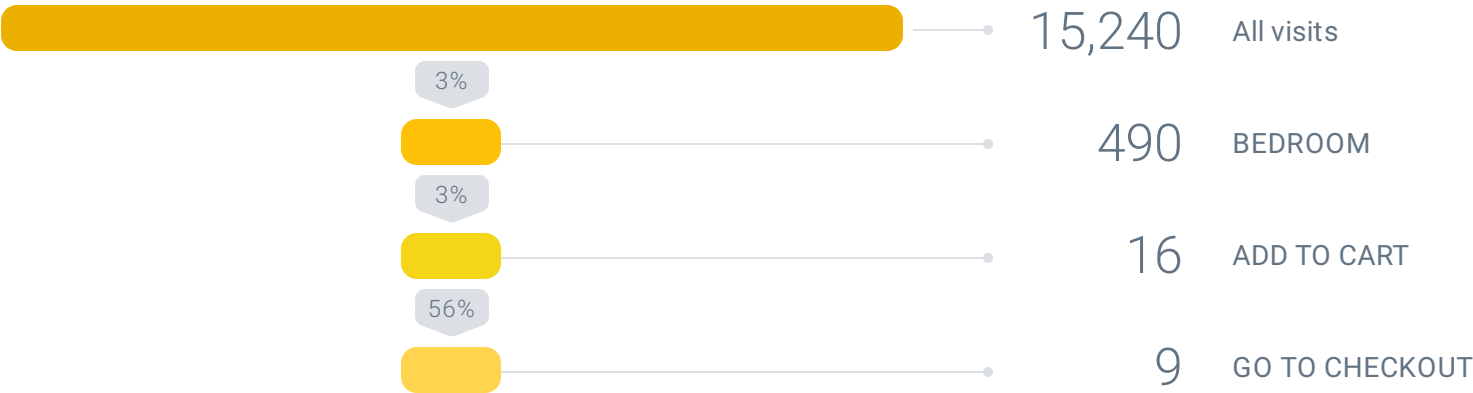


ALL > ATC > CO



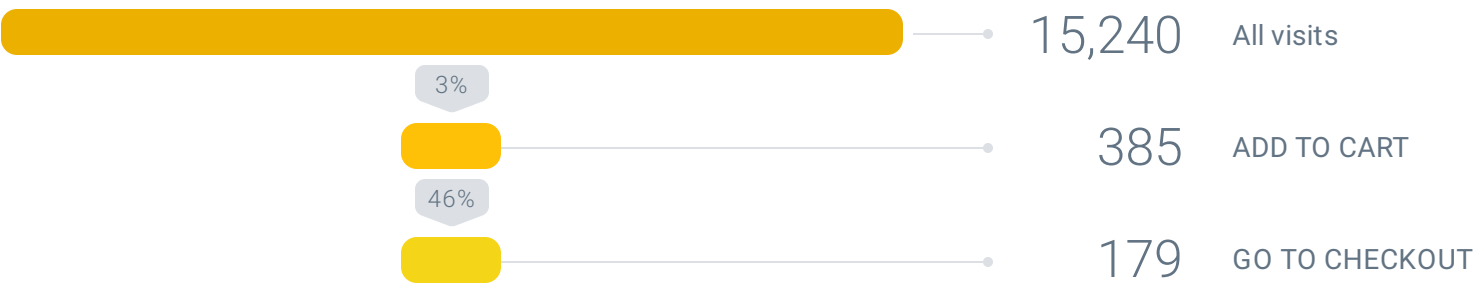
ALL > BEDROOM > ATC > GTC

Filtered by channel: Google (paid)



Google Paid of ALL > ATC > CO

Filtered by channel: Google (paid)



FB of ALL > ATC > CO

Filtered by channels: Google (paid), Facebook

