

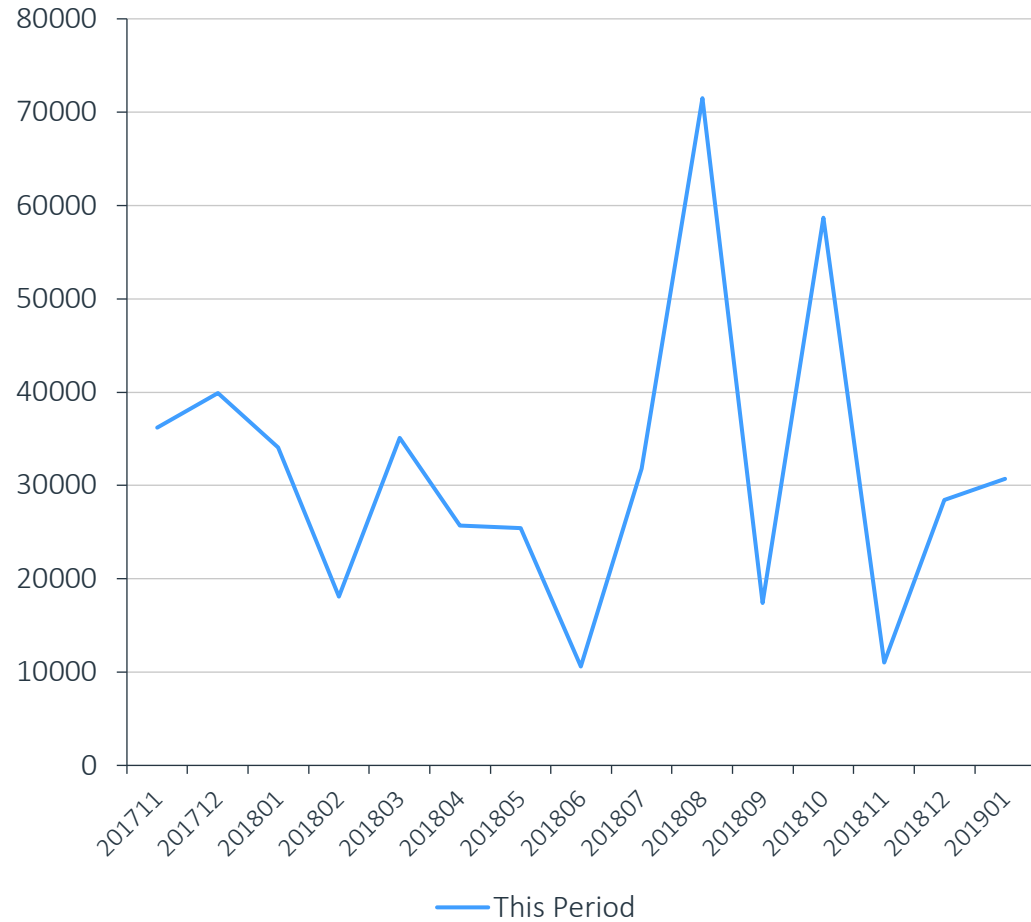
Google Analytics Executive Summary

[reportmonkey.io](#) > [ReportMonkey](#) > [Demo Account](#)

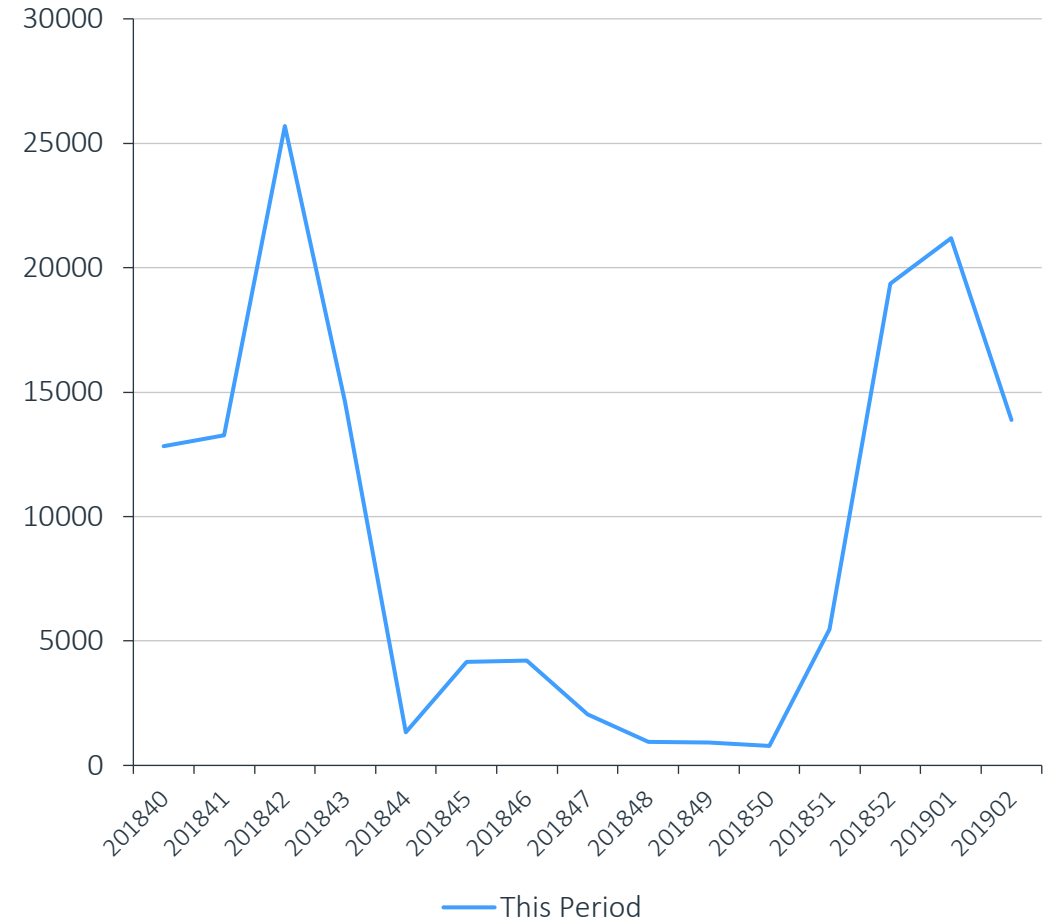
Users Trend

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

Users - Last 14 Months



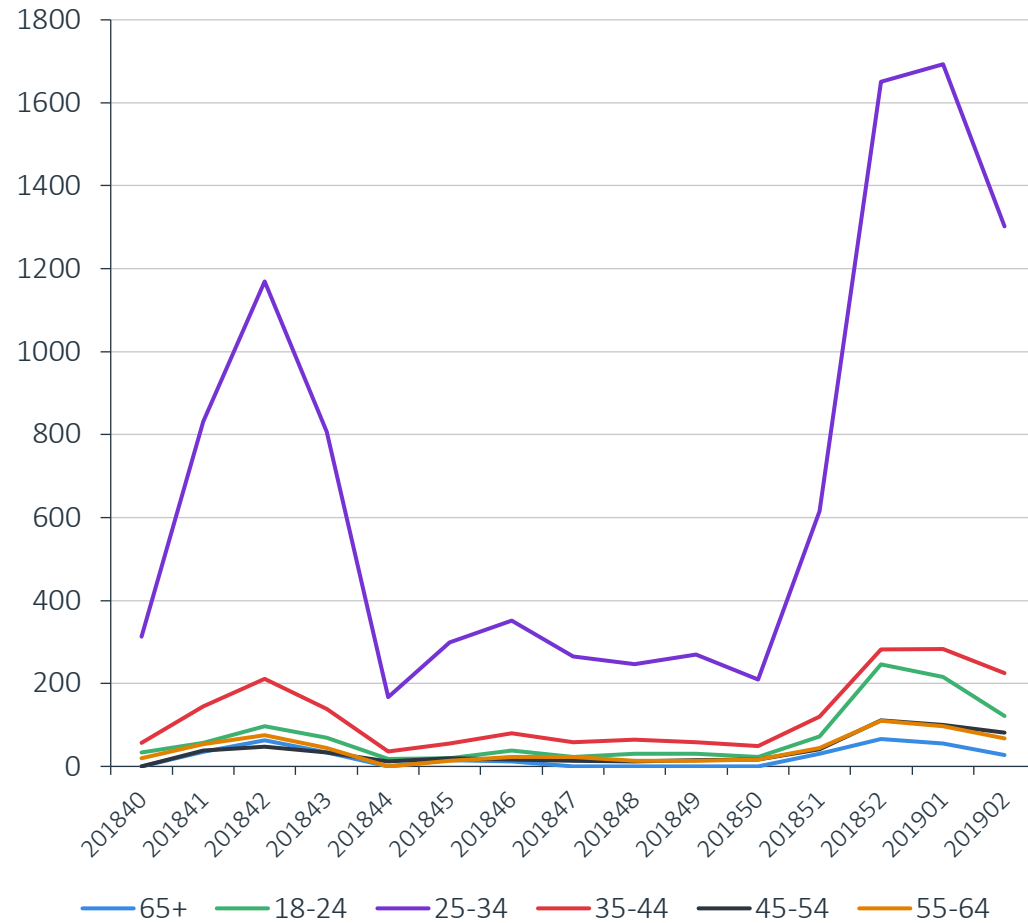
Users - Last 14 Weeks



Users Demographics

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

Users by Age Bracket - Last 14 Weeks



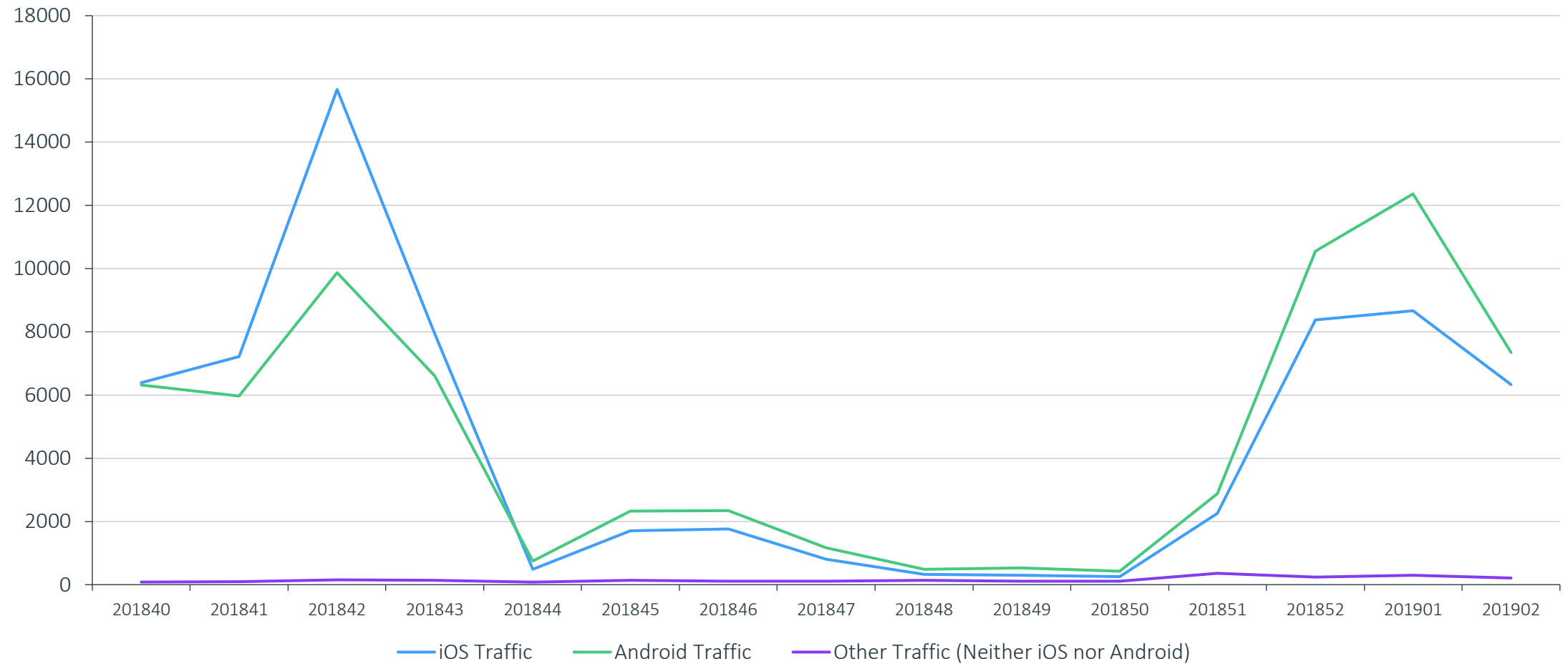
Users by Gender - Last 14 Weeks



User Acquisition

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

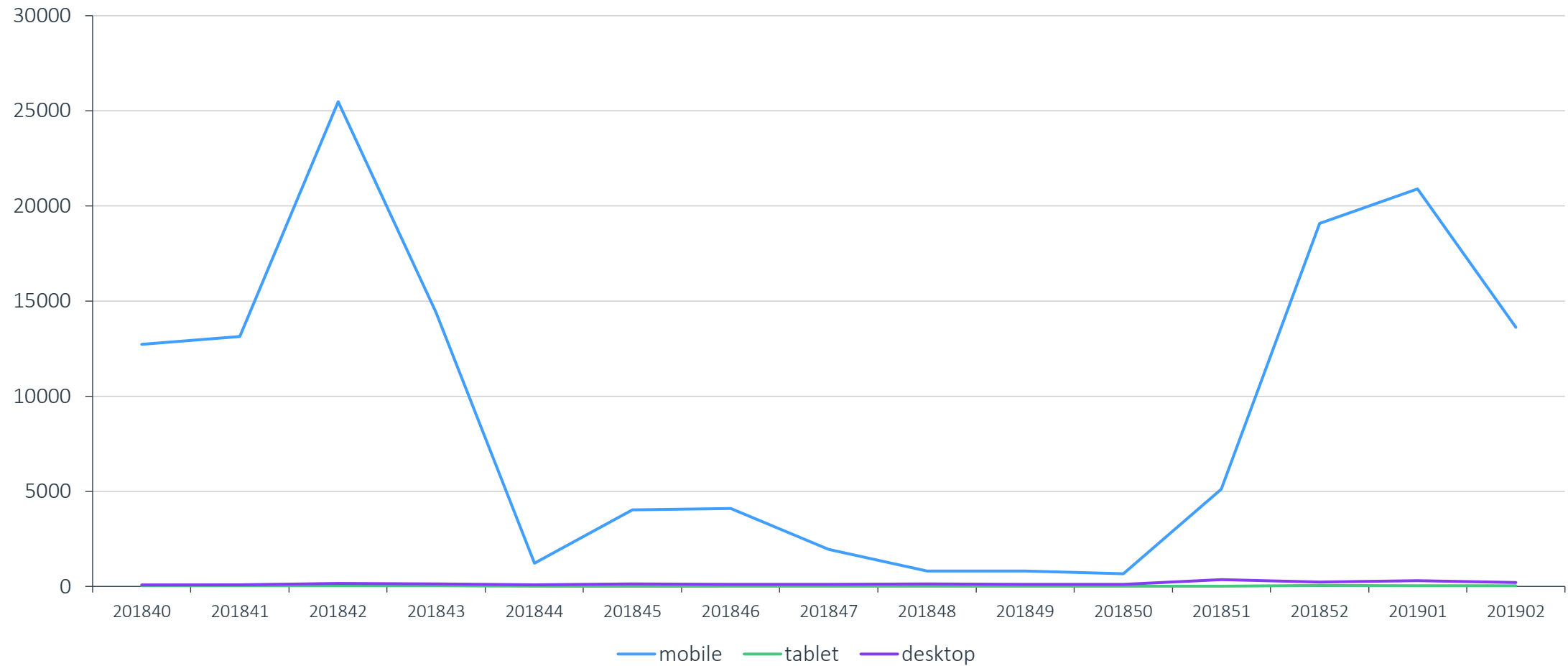
Users by Traffic Segment - Last 14 Weeks



User Acquisition

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

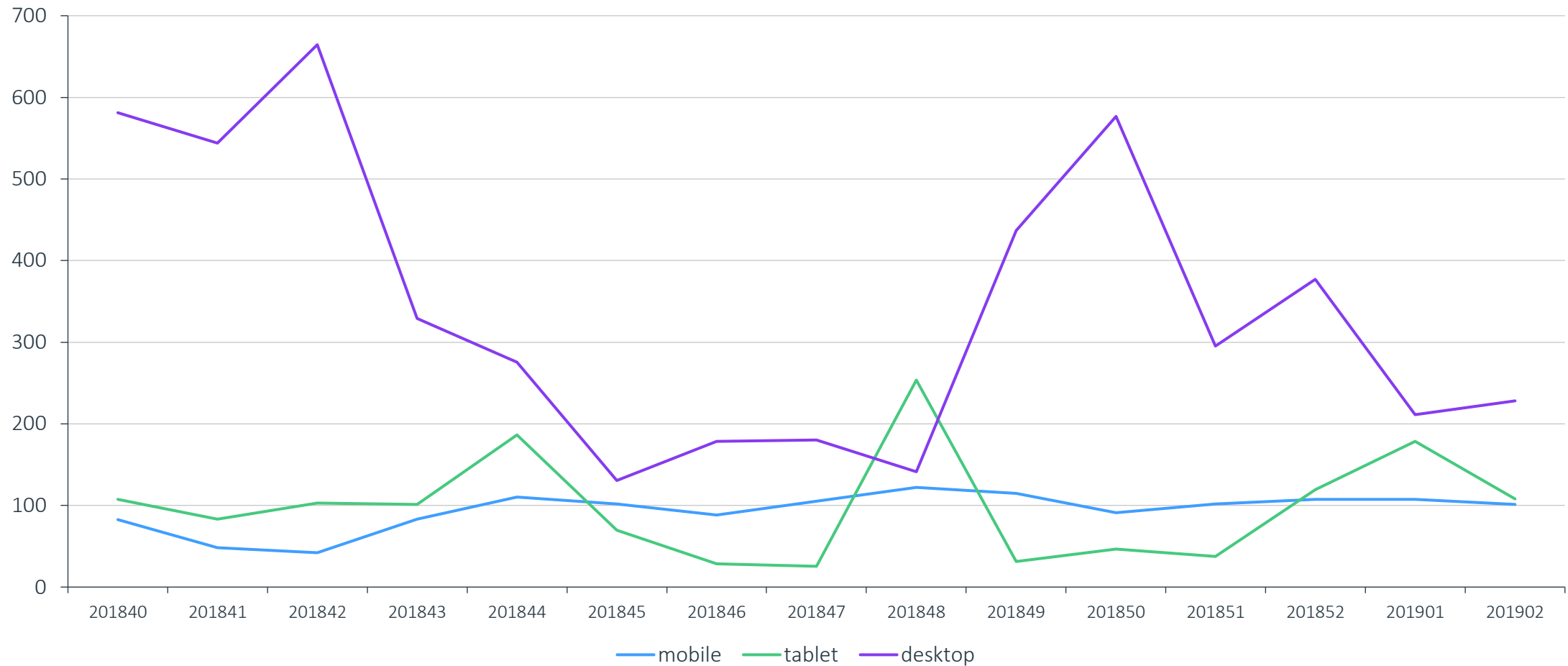
Users by Device Category - Last 14 Weeks



User Acquisition

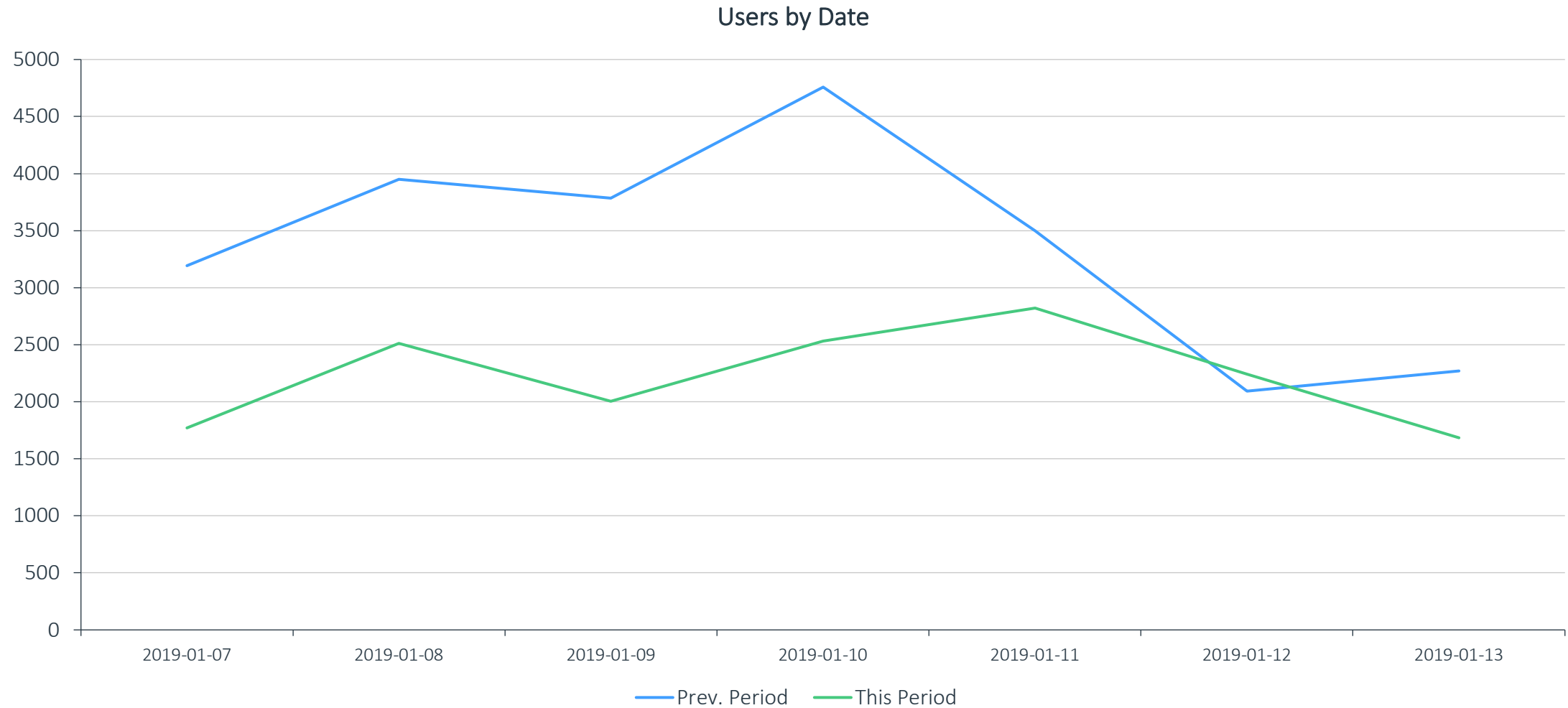
2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

Avg. Session Duration by Device Category - Last 14 Weeks



User Acquisition

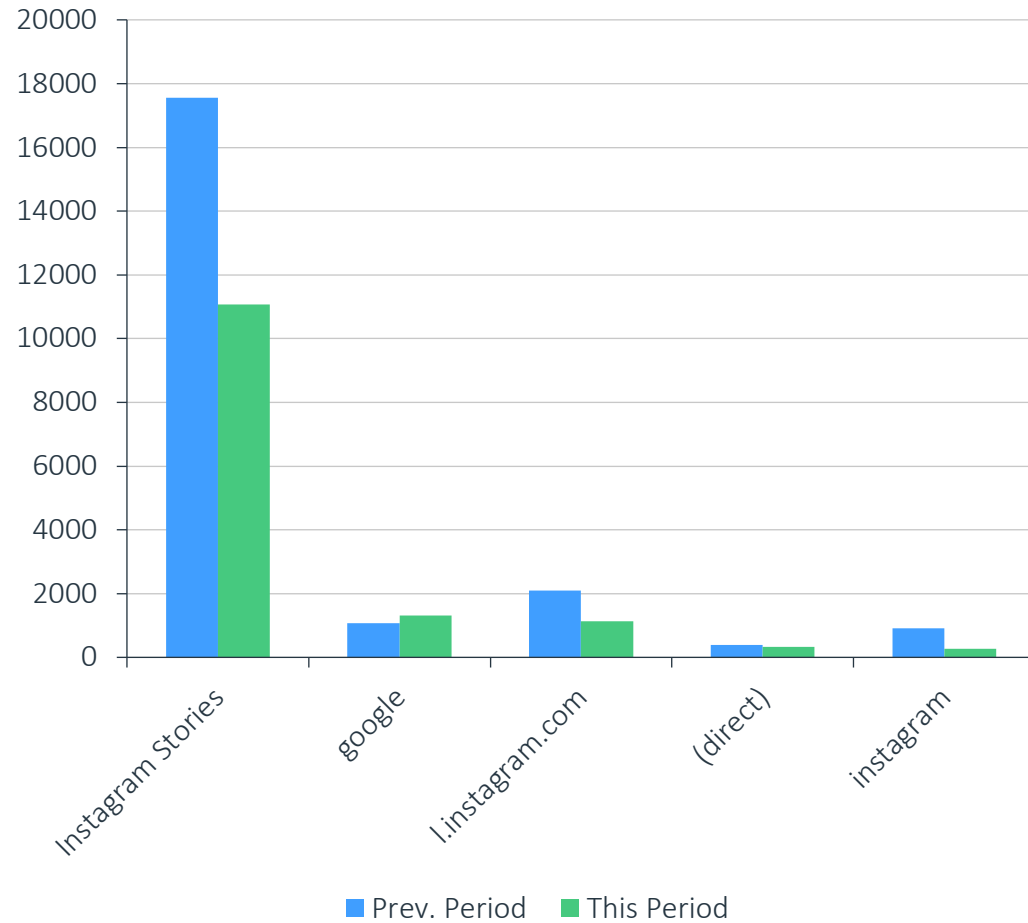
2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14



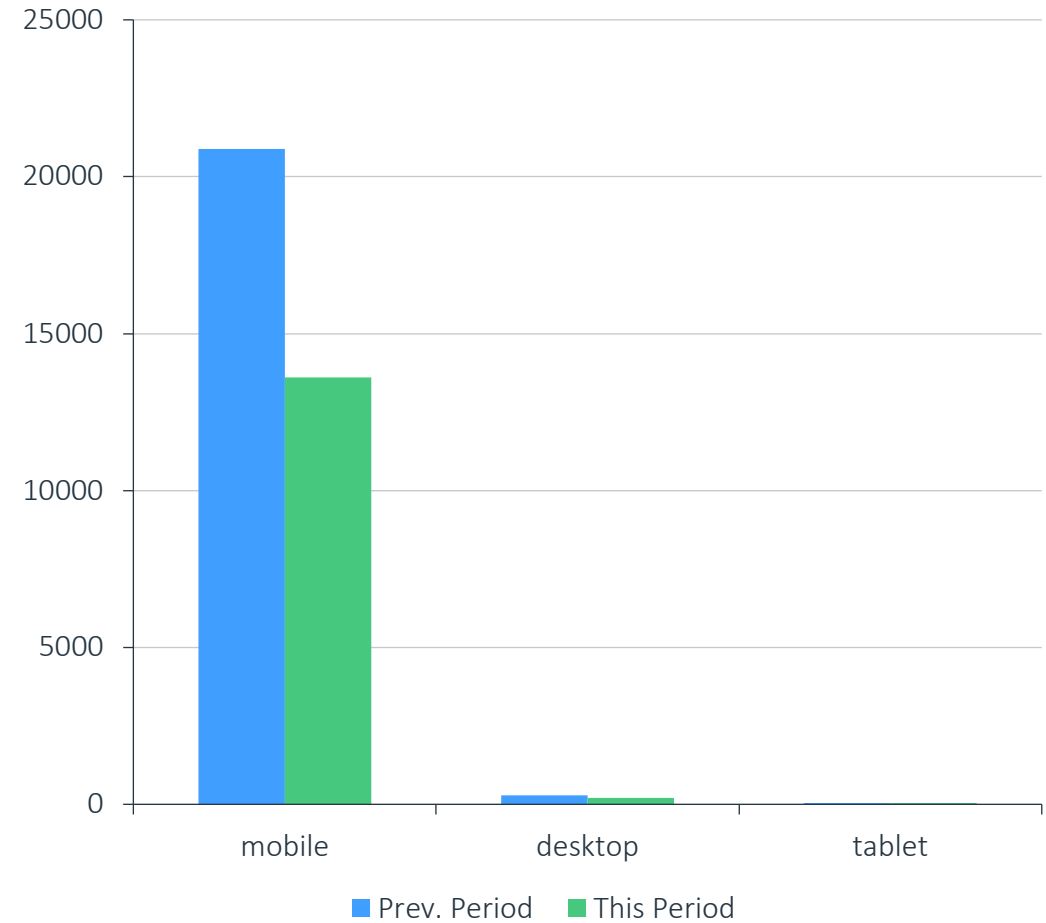
Users by Source & Device Category

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

Users by Source



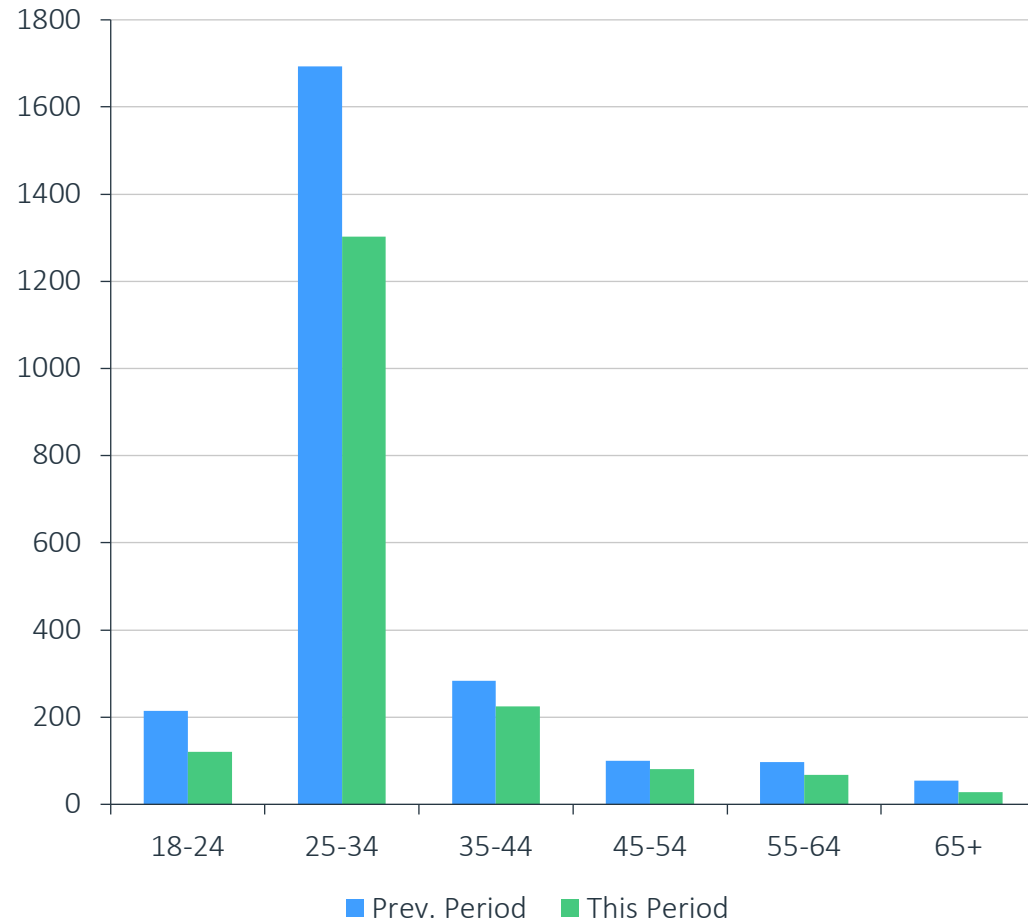
Users by Device Category



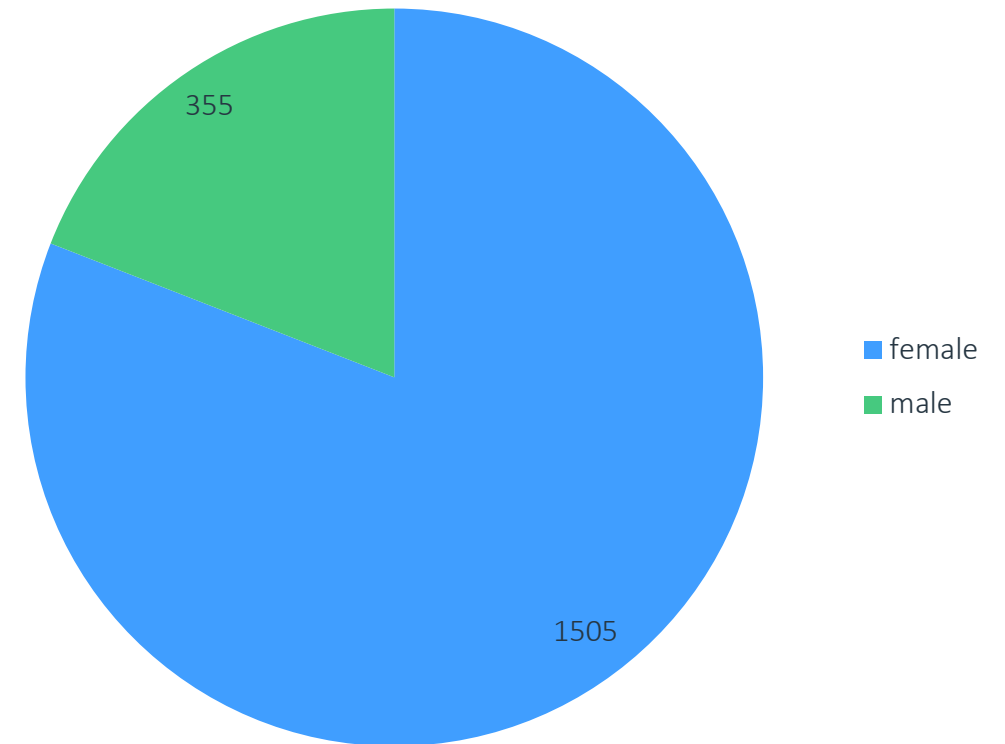
Users by Age & Gender

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

Users by Age

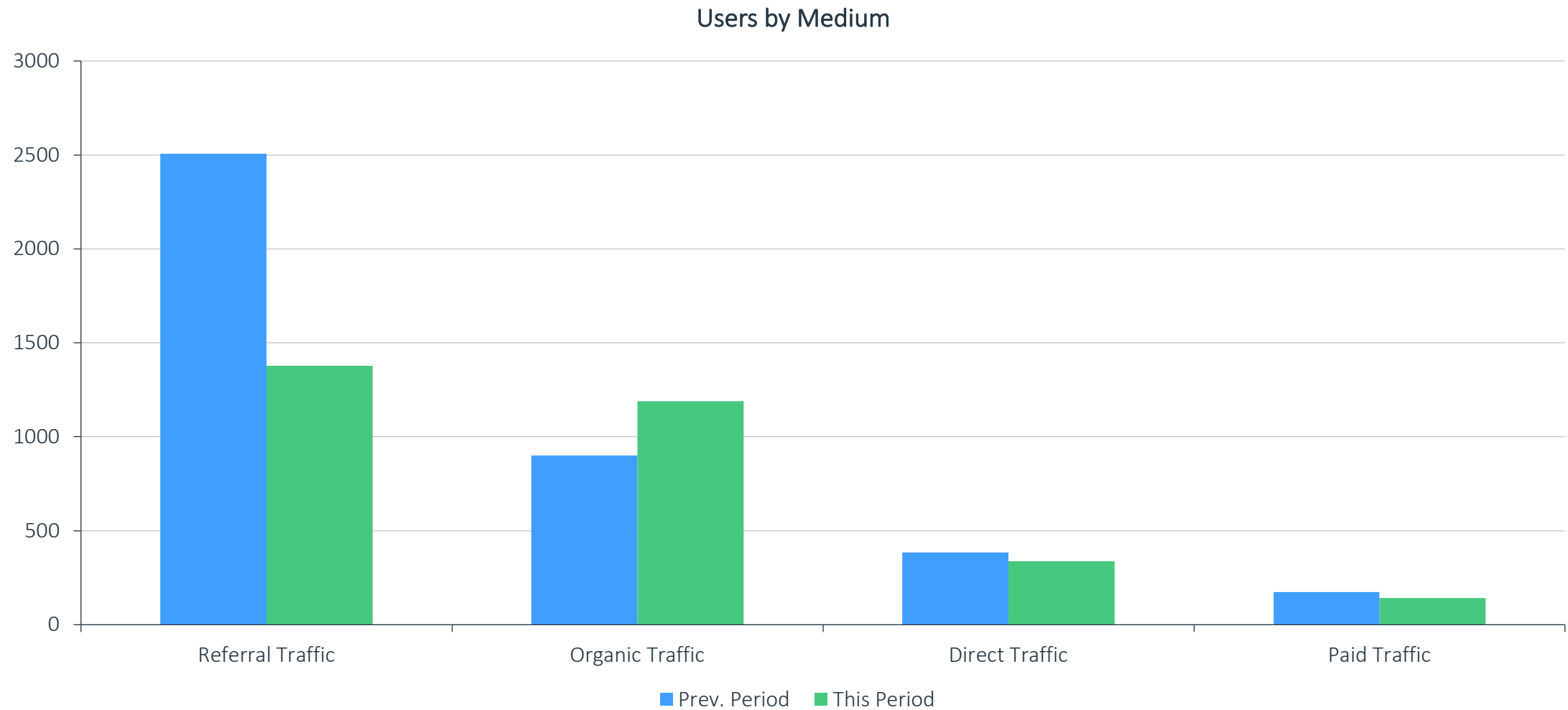


Users by Gender



Users by Medium

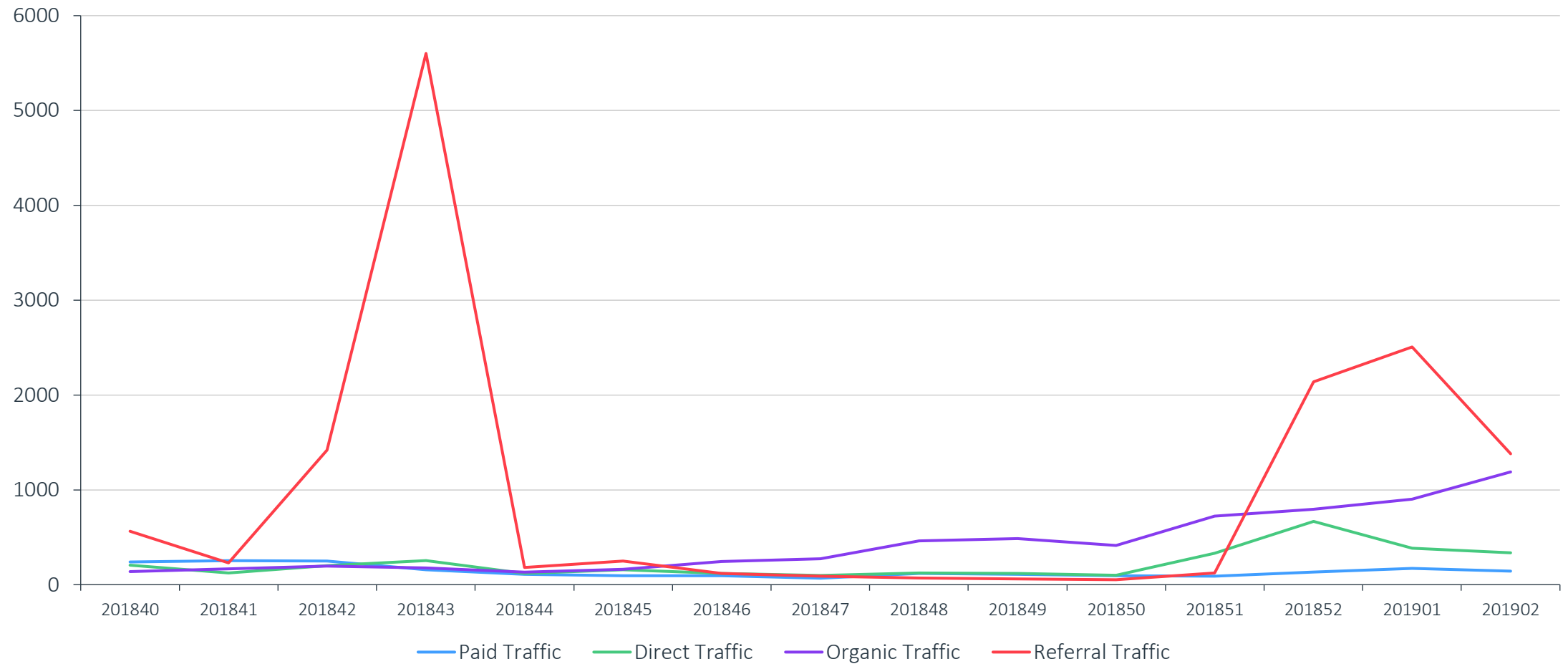
2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14



Users by Medium

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

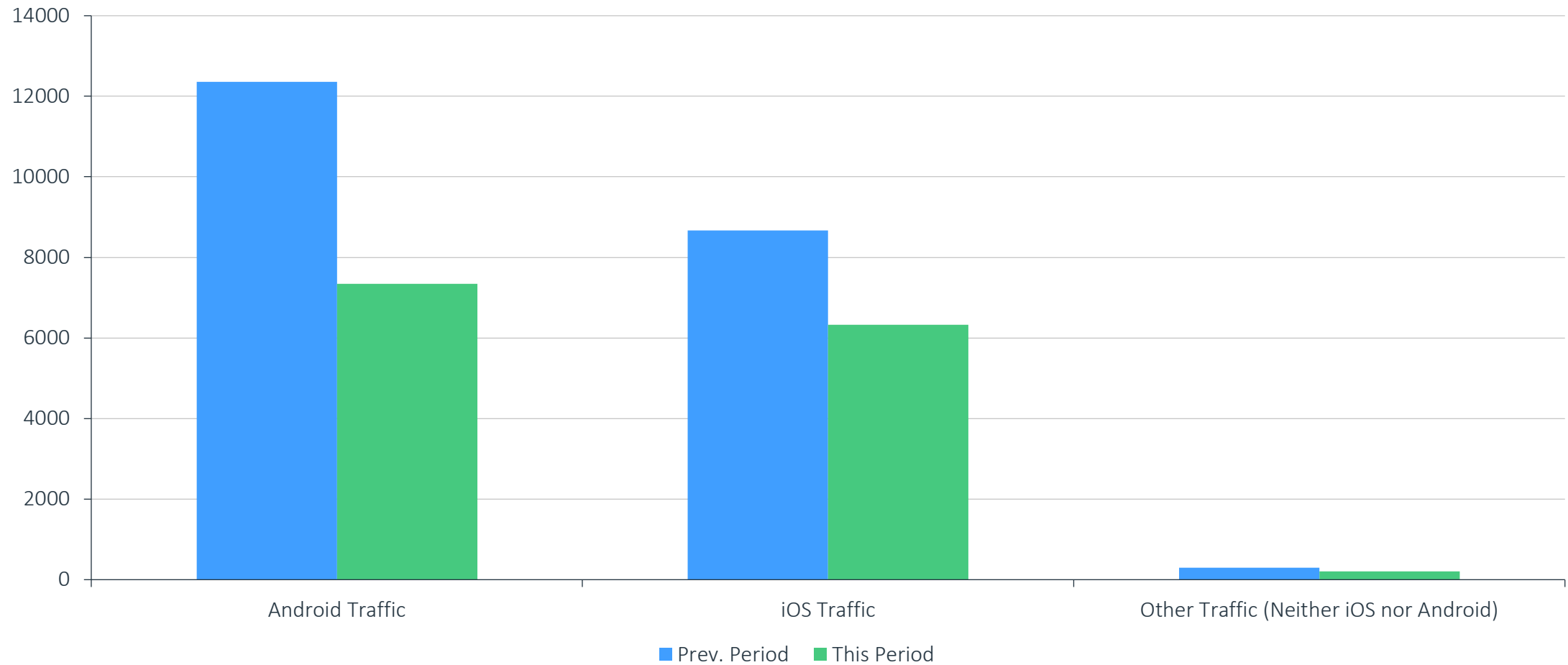
Users by Medium - Last 14 Weeks



Users by Mobile OS

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

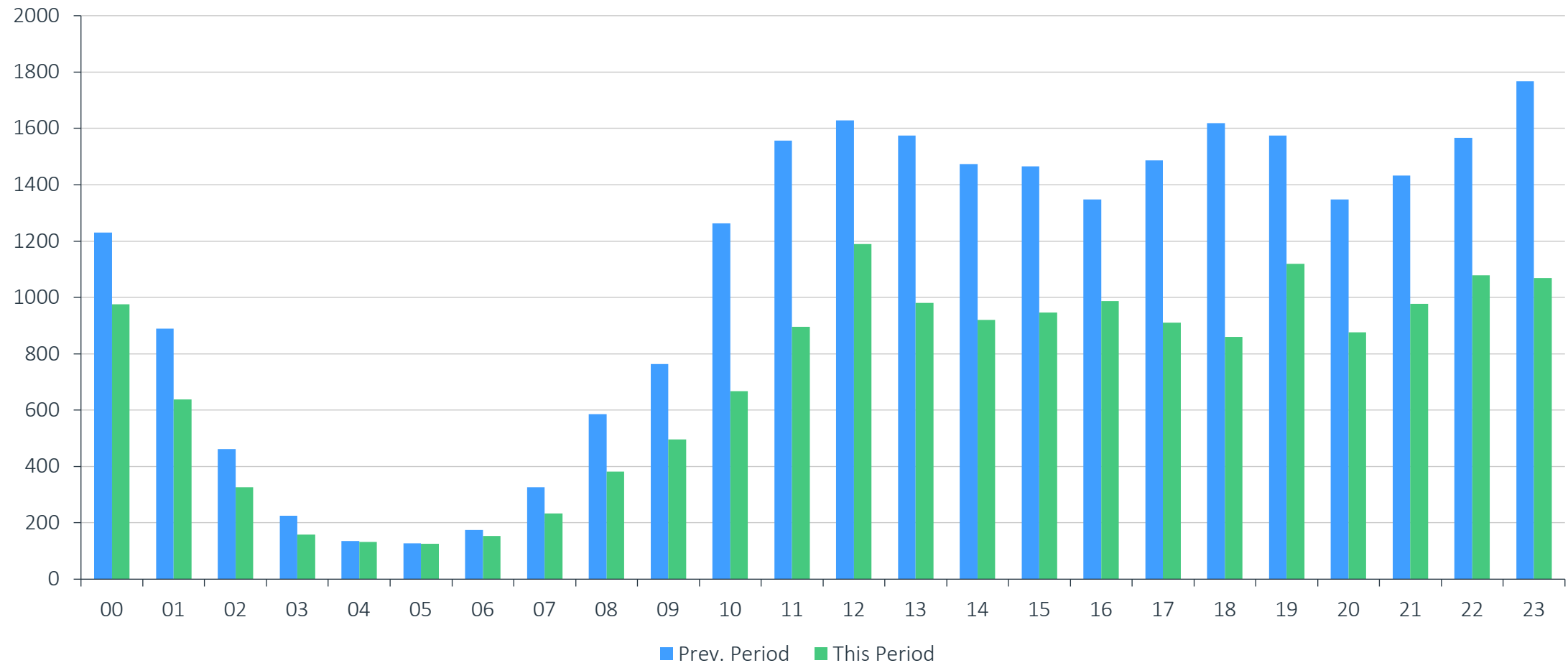
Users by Traffic Segments



Users by Hour of Day

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

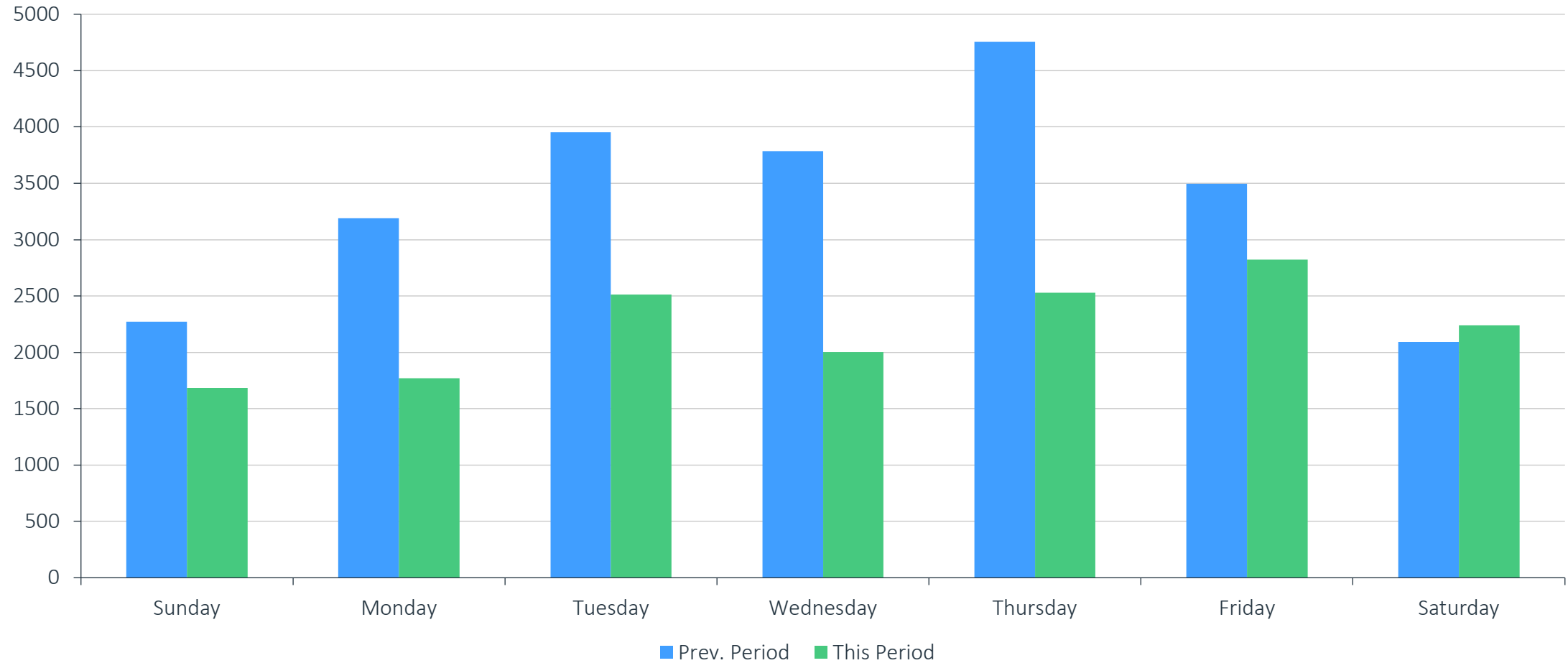
Users by Hour of Day



Users by Day of Week

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

Users by Day of Week



Source Medium Performance

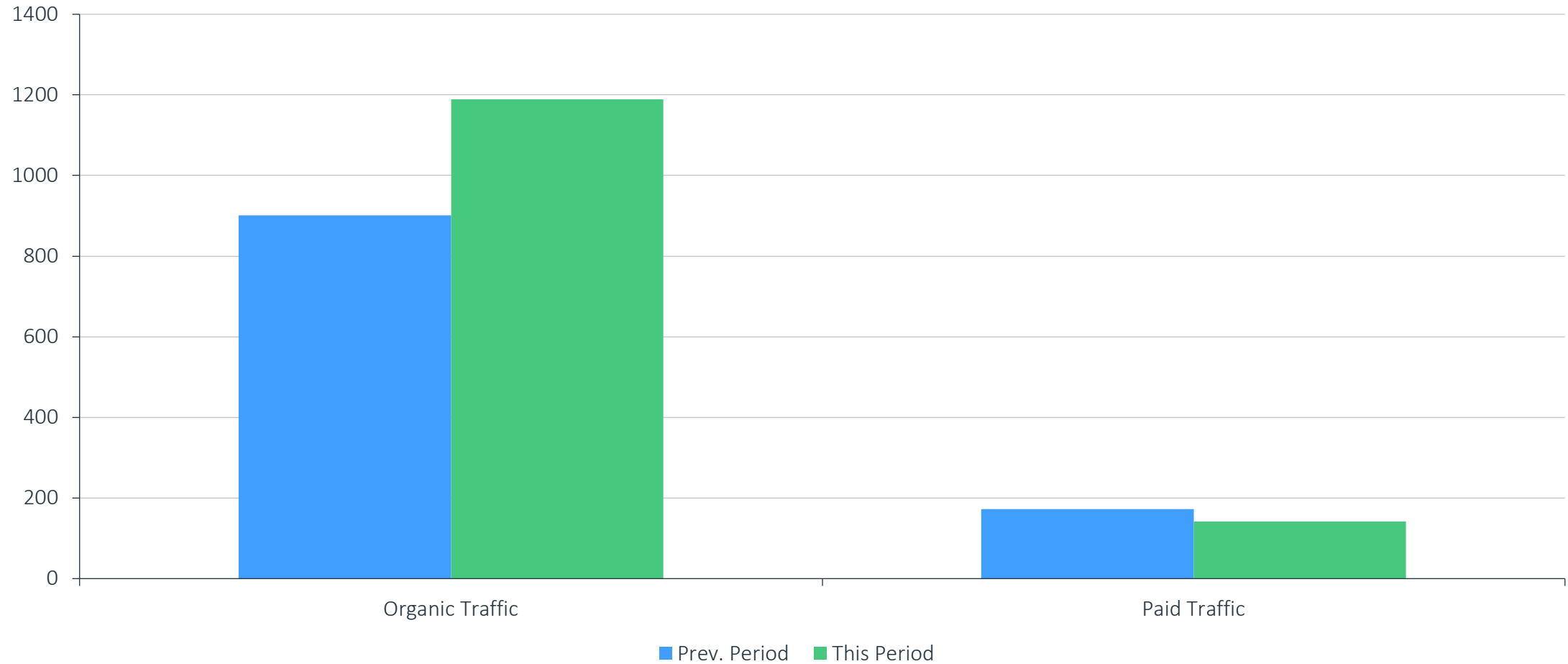
2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

Source / Medium	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
google / cpc	▼ -36.90 % 11,073	▼ -43.61 % 8,524	▼ -37.21 % 17,894	▲ 50.00 % 29.43 %	▲ 5.23 % 1.61	▼ -7.31 % 80.73
google / organic	▲ 32.37 % 1,186	▲ 32.83 % 1,149	▲ 28.63 % 1,321	▲ 0.64 % 20.29 %	▼ -18.38 % 1.51	▼ -22.42 % 110.25
l.instagram.com / referral	▼ -45.40 % 1,140	▼ -47.72 % 986	▼ -45.31 % 1,206	▲ 12.48 % 13.52 %	▲ 12.34 % 6.01	▲ 1.87 % 367.67
(direct) / (none)	▼ -11.98 % 338	▼ -14.01 % 307	▼ -24.13 % 393	▼ -0.62 % 24.17 %	▼ -8.70 % 2.52	▼ -3.65 % 182.61
instagram / story	▼ -69.89 % 277	▼ -82.51 % 64	▼ -68.78 % 300	▼ -11.80 % 32.67 %	▼ -10.84 % 1.81	▼ -12.69 % 64.35
instagram.com / referral	▼ -39.40 % 183	▼ -29.17 % 68	▼ -37.58 % 191	▼ -11.27 % 53.93 %	▲ 24.31 % 2.25	▲ 5.16 % 48.54
Instagram Stories / social	▼ -17.92 % 142	▼ -19.33 % 121	▼ -13.36 % 201	▼ -20.92 % 18.41 %	▲ 4.41 % 4.26	▲ 20.50 % 416.22
m.facebook.com / referral	▼ -28.57 % 20	▼ -32.14 % 19	▼ -17.86 % 23	▼ -6.35 % 43.48 %	▲ 48.65 % 1.65	▲ 209.03 % 86.96
facebook.com / referral	▼ -79.17 % 15	▼ -80.56 % 14	▼ -78.08 % 16	▼ -7.32 % 81.25 %	▲ 45.45 % 1.44	▲ 689.10 % 24.62
yandex.com.tr / referral	▶ 0.00 % 8	▶ 0.00 % 8	▲ 37.50 % 11	▼ -100.00 % 0.00 %	▲ 104.00 % 2.55	▲ 136.86 % 174.09

Source Medium Performance

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

Paid vs Organic Users



Device Category Summary

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

Device Category	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
mobile	▼ -34.85 % 13,608	▼ -40.72 % 11,050	▼ -36.56 % 21,189	▲ 40.28 % 28.00 %	▲ 3.28 % 1.89	▼ -5.93 % 101.13
desktop	▼ -29.90 % 204	▼ -34.51 % 186	▼ -21.83 % 333	▼ -22.32 % 35.74 %	▲ 10.31 % 2.89	▲ 8.15 % 228.1
tablet	▲ 10.26 % 43	▲ 8.11 % 40	▲ 1.85 % 55	▲ 30.96 % 14.55 %	▼ -16.40 % 1.58	▼ -39.55 % 107.91

Device Category Summary

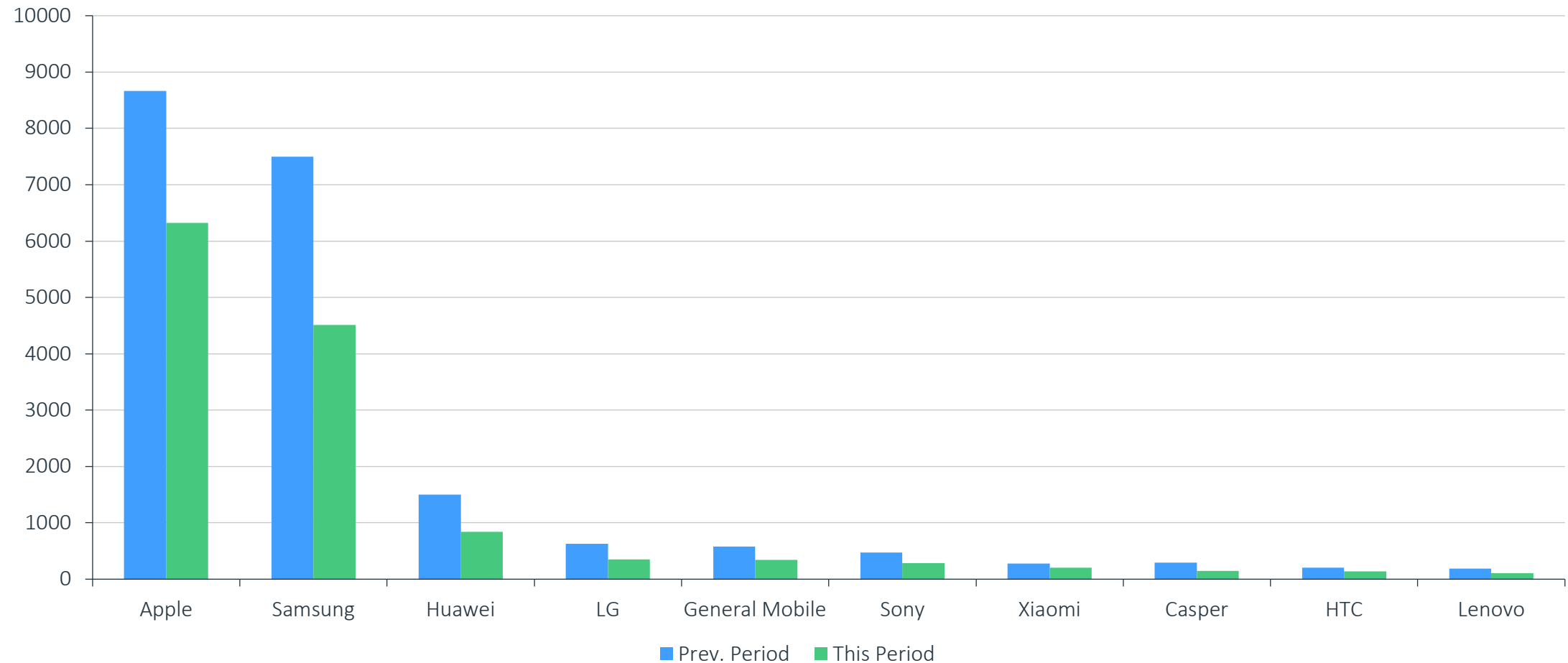
2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

Device Category	Goal Conversion Rate	Goal Completions	Goal Value	Per Session Goal Value
desktop	▲ 100.00 % 0.60 %	▲ 100.00 % 2	▶ 0.00 % 0	▶ 0.00 % 0
mobile	▲ 39.47 % 0.53 %	▼ -11.11 % 112	▶ 0.00 % 0	▶ 0.00 % 0
tablet	▶ 0.00 % 0.00 %	▶ 0.00 % 0	▶ 0.00 % 0	▶ 0.00 % 0

Device Summary by Branding

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

Device Summary



Device Summary by Branding

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

Mobile Device Branding	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Apple	▼ -26.99 % 6,325	▼ -27.69 % 6,219	▼ -30.24 % 8,402	▲ 33.92 % 29.02 %	▲ 0.60 % 1.69	▼ -5.85 % 91.63
Samsung	▼ -39.88 % 4,509	▼ -50.66 % 2,988	▼ -38.05 % 8,120	▲ 47.67 % 28.47 %	▲ 2.62 % 1.96	▼ -6.57 % 103.16
Huawei	▼ -44.21 % 838	▼ -53.42 % 579	▼ -47.42 % 1,366	▲ 24.00 % 25.11 %	▲ 22.56 % 2.39	▲ 15.60 % 133.57
LG	▼ -44.18 % 350	▼ -55.24 % 235	▼ -41.29 % 620	▲ 52.44 % 24.68 %	▲ 0.98 % 2.07	▼ -16.02 % 117.61
General Mobile	▼ -41.31 % 341	▼ -52.88 % 229	▼ -42.31 % 585	▲ 28.82 % 24.27 %	▲ 15.47 % 2.09	▲ 5.02 % 111.81
Sony	▼ -40.08 % 284	▼ -51.55 % 187	▼ -44.20 % 438	▲ 23.65 % 24.89 %	▼ -3.59 % 1.88	▼ -26.77 % 88.27
Xiaomi	▼ -27.86 % 202	▼ -41.86 % 125	▼ -35.59 % 324	▲ 22.76 % 25.62 %	▲ 6.57 % 2.27	▼ -5.02 % 122.77
Casper	▼ -49.66 % 146	▼ -59.83 % 92	▼ -53.70 % 238	▲ 18.88 % 20.59 %	▲ 3.24 % 1.91	▲ 5.33 % 118.9
HTC	▼ -31.40 % 142	▼ -43.20 % 96	▼ -29.01 % 252	▲ 167.97 % 30.95 %	▼ -4.02 % 1.67	▼ -40.76 % 63.87
Lenovo	▼ -41.71 % 109	▼ -53.42 % 75	▼ -37.50 % 200	▲ 34.29 % 23.50 %	▲ 17.78 % 2.12	▼ -4.86 % 101.83

Device Summary by Device Information

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

Mobile Device Info	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Apple iPhone 6s	▼ -32.72 % 1,127	▼ -32.64 % 1,133	▼ -31.33 % 1,626	▲ 51.41 % 30.57 %	▲ 2.91 % 1.77	▼ -4.69 % 93
Apple iPhone 7	▼ -27.61 % 965	▼ -27.51 % 967	▼ -34.69 % 1,231	▲ 37.96 % 31.11 %	▲ 2.47 % 1.66	▼ -5.91 % 80.49
Apple iPhone 6	▼ -34.25 % 785	▼ -34.53 % 785	▼ -37.68 % 1,004	▲ 43.71 % 24.00 %	▲ 9.64 % 1.82	▲ 25.64 % 106.09
Apple iPhone 7 Plus	▼ -25.36 % 783	▼ -25.59 % 782	▼ -25.50 % 1,107	▲ 48.37 % 31.35 %	▶ 0.00 % 1.67	▼ -15.81 % 80.96
Samsung SM-G610F J7 Prime	▼ -42.03 % 589	▼ -54.18 % 384	▼ -40.71 % 1,082	▲ 65.32 % 31.89 %	▲ 2.66 % 1.93	▼ -11.82 % 94.15
Apple iPhone	▼ -5.18 % 531	▼ -5.33 % 497	▼ -9.68 % 653	▼ -16.16 % 28.18 %	▼ -2.86 % 1.70	▲ 17.64 % 147.78
Apple iPhone 8 Plus	▼ -17.70 % 502	▼ -18.03 % 500	▼ -22.29 % 673	▲ 25.43 % 34.18 %	▼ -6.98 % 1.60	▼ -26.98 % 73.84
Apple iPhone 6s Plus	▼ -28.38 % 424	▼ -28.21 % 425	▼ -32.68 % 587	▲ 33.47 % 30.15 %	▼ -4.68 % 1.63	▼ -14.29 % 87.98
Apple iPhone 5s	▼ -38.52 % 348	▼ -38.98 % 346	▼ -37.56 % 497	▲ 19.35 % 22.94 %	▲ 3.18 % 1.62	▼ -15.64 % 86.27
Samsung SM-J700F Galaxy J7 2015	▼ -46.67 % 224	▼ -56.86 % 151	▼ -40.13 % 446	▲ 43.88 % 26.46 %	▲ 11.67 % 2.01	▲ 8.20 % 115.49

Affinity Categories

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

Affinity Category (reach)	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Lifestyles & Hobbies/Family-Focused	▼ -34.92 % 2,876	▼ -46.95 % 1,729	▼ -35.90 % 4,966	▲ 39.44 % 26.66 %	▲ 2.08 % 1.96	▼ -5.30 % 110.8
Food & Dining/Cooking Enthusiasts/30 Minute Chefs	▼ -31.41 % 2,382	▼ -42.05 % 1,487	▼ -32.61 % 4,082	▲ 34.58 % 26.31 %	▲ 2.09 % 1.95	▼ -1.71 % 114.76
Beauty & Wellness/Beauty Mavens	▼ -37.51 % 2,369	▼ -49.22 % 1,440	▼ -37.45 % 4,189	▲ 40.26 % 27.00 %	▲ 2.07 % 1.97	▼ -7.29 % 109.06
Shoppers/Value Shoppers	▼ -30.66 % 2,327	▼ -40.13 % 1,535	▼ -31.69 % 3,908	▲ 33.26 % 25.44 %	▲ 3.65 % 1.99	▲ 1.30 % 118.04
Lifestyles & Hobbies/Green Living Enthusiasts	▼ -36.67 % 2,278	▼ -49.91 % 1,328	▼ -36.15 % 4,036	▲ 44.88 % 26.73 %	▲ 6.88 % 2.02	▼ -2.37 % 112.27
Home & Garden/Home Decor Enthusiasts	▼ -34.78 % 2,211	▼ -46.50 % 1,359	▼ -34.38 % 3,903	▲ 40.94 % 27.16 %	▲ 2.09 % 1.95	▼ -6.35 % 109.5
Shoppers/Bargain Hunters	▼ -31.26 % 2,003	▼ -41.70 % 1,254	▼ -31.87 % 3,434	▲ 37.14 % 26.88 %	▲ 1.57 % 1.94	▼ -2.54 % 114.39
Shoppers/Shopaholics	▼ -32.69 % 1,913	▼ -41.98 % 1,255	▼ -35.44 % 3,131	▲ 40.94 % 27.37 %	► 0.00 % 1.92	▼ -6.10 % 111.56
Media & Entertainment/Movie Lovers	▼ -36.92 % 1,485	▼ -49.56 % 911	▼ -39.08 % 2,483	▲ 42.61 % 26.34 %	▲ 7.81 % 2.07	▲ 1.30 % 116.73
Food & Dining/Foodies	▼ -39.46 % 1,272	▼ -50.55 % 802	▼ -38.63 % 2,192	▲ 47.51 % 26.92 %	▲ 7.81 % 2.07	▼ -0.28 % 118.44

In-Market Segments

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

In-Market Segment	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Baby & Children's Products/Diapers & Baby Hygiene Products	▼ -18.62 % 826	▼ -24.18 % 558	▼ -22.46 % 1,350	▲ 28.96 % 26.81 %	▲ 1.03 % 1.96	► 0.00 % 121.43
Baby & Children's Products/Infant & Toddler Feeding/Infant Feeding Supplies	▼ -14.83 % 557	▼ -15.95 % 390	▼ -16.13 % 915	▲ 53.97 % 31.04 %	▼ -6.25 % 1.80	▼ -7.04 % 110.57
Baby & Children's Products/Child Car Seats	▼ -27.81 % 475	▼ -36.12 % 290	▼ -32.22 % 789	▲ 23.28 % 25.10 %	▼ -1.46 % 2.03	▼ -3.67 % 122.16
Apparel & Accessories/Women's Apparel	▼ -24.77 % 322	▼ -28.96 % 233	▼ -18.63 % 546	▲ 26.73 % 23.99 %	▼ -2.79 % 2.09	▼ -19.29 % 118.76
Apparel & Accessories	▼ -27.73 % 318	▼ -33.33 % 226	▼ -23.09 % 523	▲ 26.99 % 24.28 %	▲ 2.31 % 2.21	▼ -18.72 % 130.35
Financial Services/Investment Services	▲ 100.00 % 281	▲ 100.00 % 253	▲ 100.00 % 337	▲ 100.00 % 17.80 %	▲ 100.00 % 1.79	▲ 100.00 % 153.41
Consumer Electronics/Mobile Phones	▲ 100.00 % 223	▲ 100.00 % 194	▲ 100.00 % 266	▲ 100.00 % 16.17 %	▲ 100.00 % 1.96	▲ 100.00 % 147
Baby & Children's Products/Childcare & Education/Childcare	▲ 100.00 % 220	▲ 100.00 % 184	▲ 100.00 % 319	▲ 100.00 % 16.61 %	▲ 100.00 % 1.97	▲ 100.00 % 164.13
Apparel & Accessories/Shoes	▼ -23.94 % 216	▼ -23.94 % 162	▼ -26.20 % 324	▲ 8.39 % 22.22 %	▲ 6.05 % 2.28	▲ 2.74 % 155.8
Home & Garden/Home Furnishings	▼ -22.30 % 216	▼ -29.44 % 163	▼ -36.30 % 293	▲ 4.01 % 19.45 %	▼ -8.49 % 1.94	▼ -18.58 % 121.94

Location

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

Country	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Turkey	▼ -34.86 % 13,460	▼ -41.15 % 10,850	▼ -36.91 % 20,966	▲ 40.13 % 27.90 %	▲ 3.24 % 1.91	▼ -5.29 % 103.68
United States	▼ -46.93 % 164	▼ -50.84 % 146	▼ -34.81 % 221	▼ -15.34 % 45.70 %	▲ 6.02 % 1.41	▼ -16.18 % 38.22
Germany	▲ 49.33 % 112	▲ 49.28 % 103	▲ 59.76 % 131	▼ -29.59 % 20.61 %	▲ 12.22 % 2.02	▼ -16.65 % 120.07
Cyprus	▲ 40.00 % 21	▲ 33.33 % 20	▲ 68.75 % 27	▲ 196.32 % 37.04 %	▼ -17.90 % 1.33	▼ -61.82 % 34.48
Azerbaijan	▲ 46.15 % 19	▲ 38.46 % 18	▲ 60.00 % 24	▲ 118.83 % 29.17 %	▲ 45.71 % 2.04	▲ 15.67 % 170.12
Switzerland	▲ 11.76 % 19	▲ 11.76 % 19	► 0.00 % 20	▲ 20.00 % 30.00 %	▼ -21.43 % 1.10	▼ -46.65 % 49.7
Netherlands	▲ 7.69 % 14	► 0.00 % 13	▲ 28.57 % 18	▲ 107.37 % 44.44 %	▼ -7.33 % 1.39	▲ 77.69 % 121.72
United Kingdom	▲ 16.67 % 14	▲ 20.00 % 12	▼ -12.50 % 14	▲ 71.44 % 21.43 %	▲ 28.30 % 1.36	▲ 246.75 % 90.57
Sweden	▲ 100.00 % 12	▲ 100.00 % 11	▲ 100.00 % 20	▲ 100.00 % 55.00 %	▲ 100.00 % 2.20	▲ 100.00 % 210.6
Belgium	▲ 100.00 % 9	▲ 100.00 % 6	▲ 100.00 % 13	▲ 100.00 % 30.77 %	▲ 100.00 % 1.08	▲ 100.00 % 41.23

Browsers

2018-10-15 / 2018-10-21
2018-10-08 / 2018-10-14

Browser	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Android Webview	▼ -44.99 % 6,152	▼ -57.48 % 3,783	▼ -42.69 % 11,381	▲ 50.40 % 28.53 %	▲ 6.81 % 2.04	▼ -6.43 % 103.91
Safari (in-app)	▼ -29.49 % 5,711	▼ -29.20 % 5,715	▼ -31.57 % 7,742	▲ 39.15 % 29.11 %	▲ 1.20 % 1.69	▼ -8.55 % 87
Chrome	▲ 1.47 % 1,033	▲ 0.32 % 955	▲ 0.29 % 1,383	▼ -15.07 % 21.19 %	▼ -14.05 % 2.08	▼ -18.39 % 159.5
Safari	▼ -7.93 % 499	▼ -8.27 % 466	▼ -13.39 % 608	▼ -18.97 % 27.47 %	▲ 0.58 % 1.72	▲ 21.72 % 145.13
Samsung Internet	▼ -2.00 % 196	▼ -6.59 % 170	▼ -5.86 % 257	▼ -22.91 % 14.40 %	▼ -8.42 % 1.74	▲ 17.15 % 162.27
Android Browser	▼ -55.02 % 112	▼ -55.20 % 112	▼ -53.17 % 118	▼ -2.47 % 17.80 %	▲ 36.29 % 1.69	▲ 74.02 % 104.22
Firefox	▲ 47.06 % 25	▲ 35.29 % 23	▲ 52.94 % 26	▼ -45.51 % 19.23 %	▼ -11.32 % 1.88	▲ 34.28 % 19.35
Edge	▼ -54.05 % 17	▼ -54.05 % 17	▼ -43.24 % 21	▼ -24.49 % 42.86 %	▲ 80.58 % 1.86	▲ 522.14 % 91.33
'Mozilla	▲ 100.00 % 14	▲ 100.00 % 14	▲ 100.00 % 14	▲ 100.00 % 100.00 %	▲ 100.00 % 1.00	► 0.00 % 0
Opera	▲ 100.00 % 8	▲ 100.00 % 7	▲ 100.00 % 8	▲ 100.00 % 25.00 %	▲ 100.00 % 1.00	▲ 100.00 % 22.75